

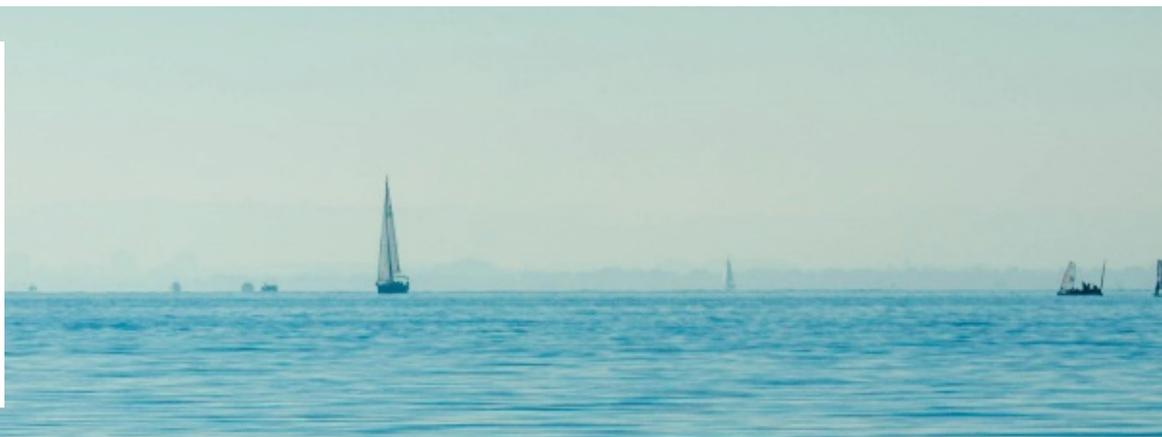
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DECARBONIZATION EXAMPLES IN THE CULTURAL AND CREATIVE SECTOR IN ITALY

Francesca Visintin | eFrame

IN4BLUE

Making Sustainability Visible

Enhancing the sustainability and visibility for Blue Economy practices

IN2BIZ | online workshop | February, 26th 2026



<https://www.istat.it/it/benessere-e-sostenibilita/C39AD/obiettivi-di-sviluppo-sostenibile/quali-sono-i-17-goalsenibile/>

DEVELOP A BALANCE BETWEEN ENVIRONMENT

PRIVATE AND PUBLIC ORGANIZATIONS

SUSTAINABLE RESOURCE MANAGEMENT
RESPONSIBLE CONSUMPTION
FIGHT AGAINST CLIMATE CHANGE

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IS IT COMMITTING TO
DECARBONISATION AND
SUSTAINABILITY ENOUGH?

NOT ANYMORE

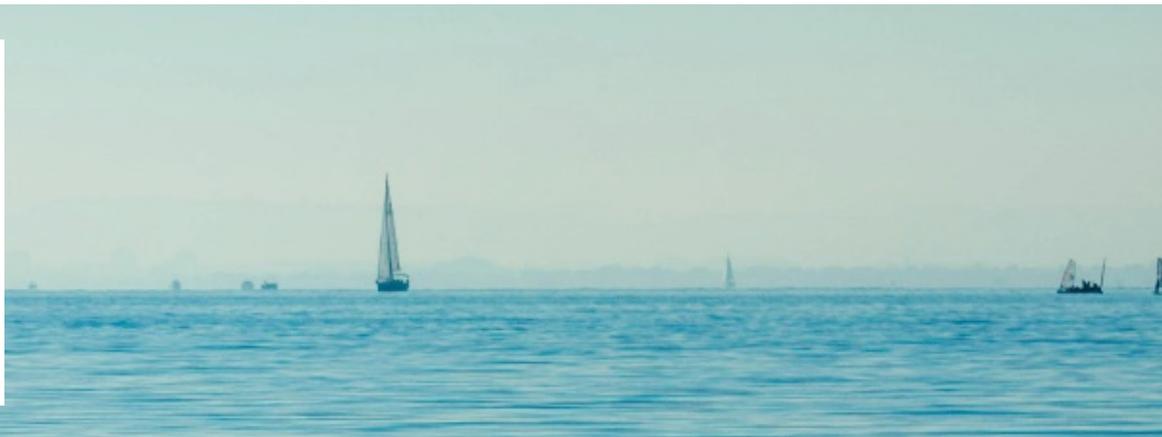


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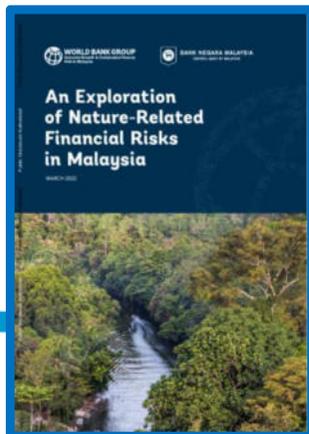
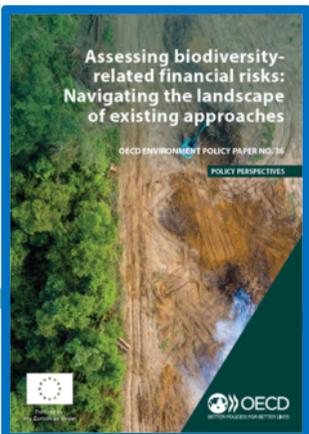


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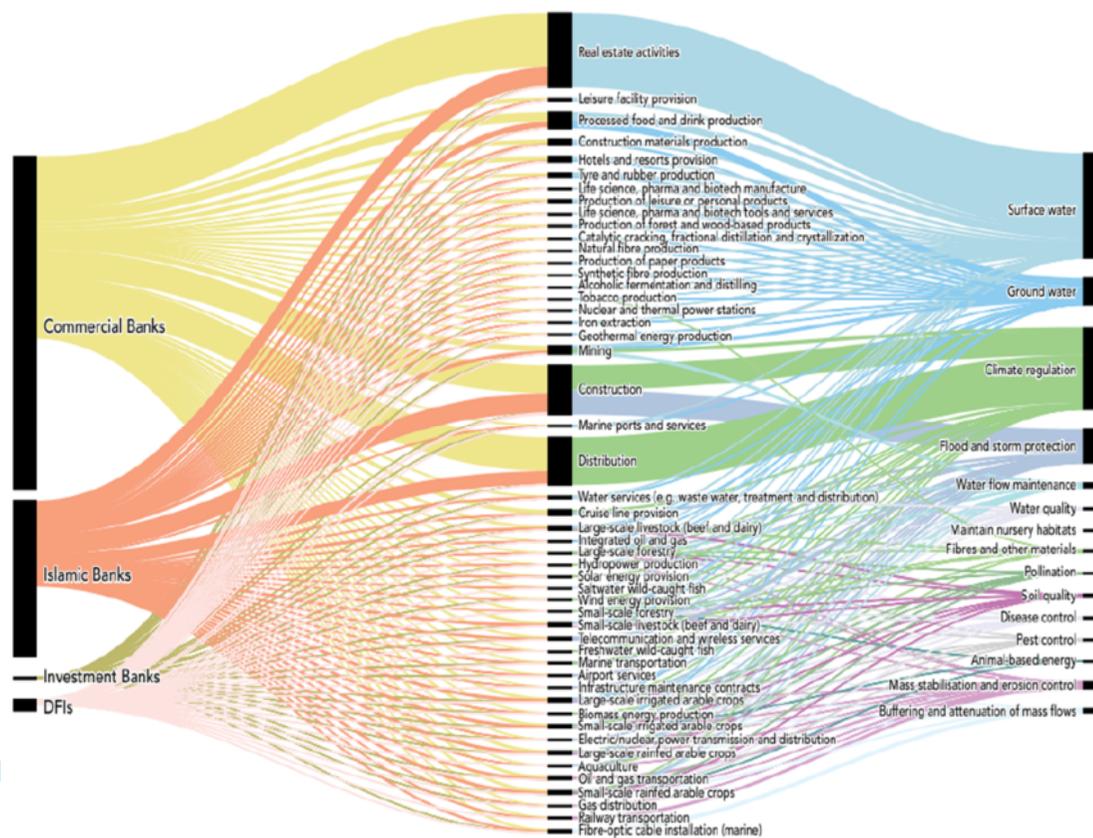
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- Dependencies on SERVICES PROVIDED BY THE ECOSYSTEMS
- Relationships between **sectors with high or very high dependencies**, as the resulting physical risk could have serious consequences in terms of:
 - profitability of business translating into market
 - credit
 - liquidity and operational risks in the medium to long term



The financial sector and services provided by ecosystems dependencies per Malaysian ringgit (local currency) invested



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«Almost 75% of all bank loans in the euro area are allocated to companies that are highly dependent on at least one ecosystem service»

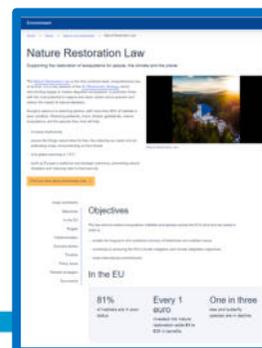
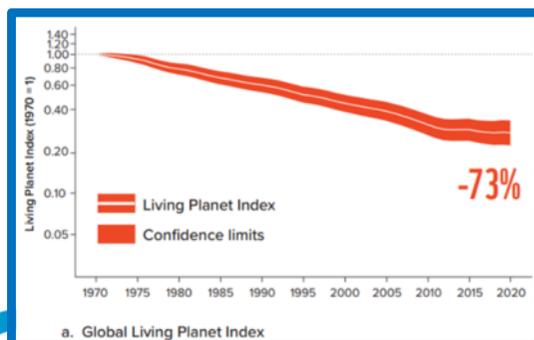
Frank Elderson

Member of the Executive Board of the European Central Bank



«More than half of the world's GDP is moderately or highly dependent on nature, yet we are losing nature at an alarming rate»

World Economic Forum, 2020



In the EU

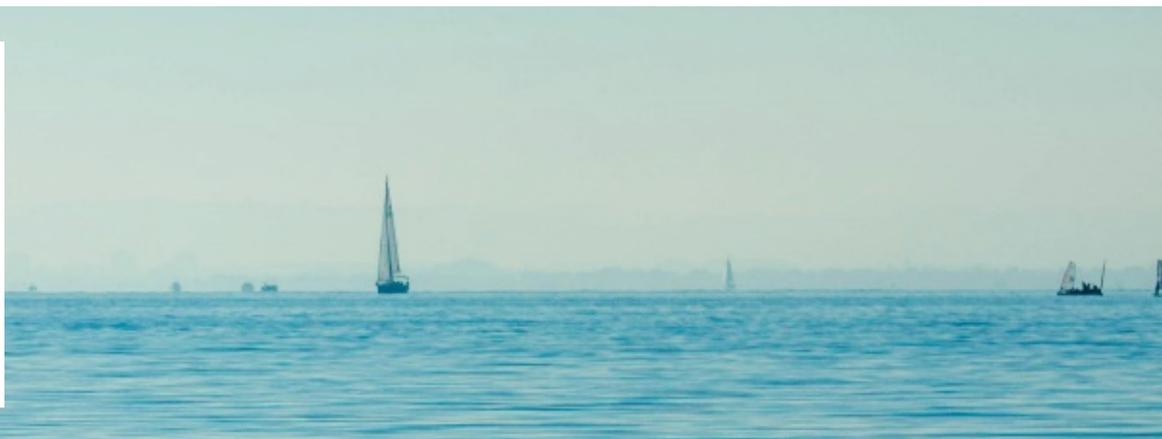
81% of habitats are in poor status	Every 1 euro invested into nature restoration adds €4 to €38 in benefits
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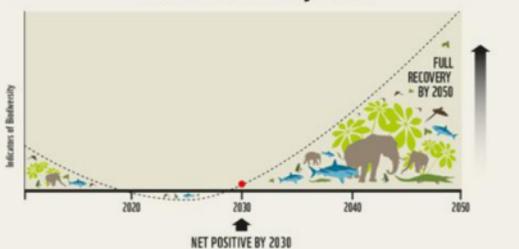
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NATURE
POSITIVE
BY 2030

2022: the Global Goal for Nature is adopted

Nature Positive by 2030



The Global Goal for Nature of “Halting and Reversing Biodiversity Loss by 2030” was adopted by the world in the Mission of the Global Biodiversity Framework in December 2022



Marco Lambertini
Convener, Nature Positive initiative

NATURE
POSITIVE
BY 2030

1. PROTECT
WHAT'S
LEFT...

At least
30%

2. RESTORE
WHAT WE
CAN...

At least
30%

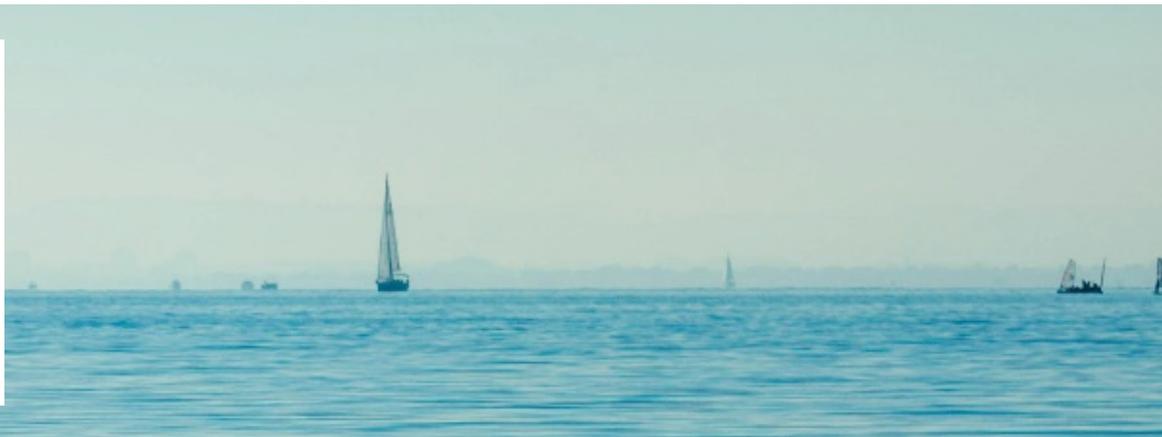


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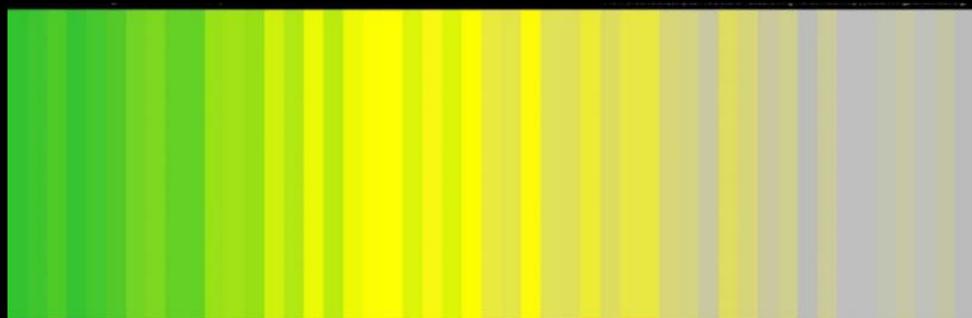
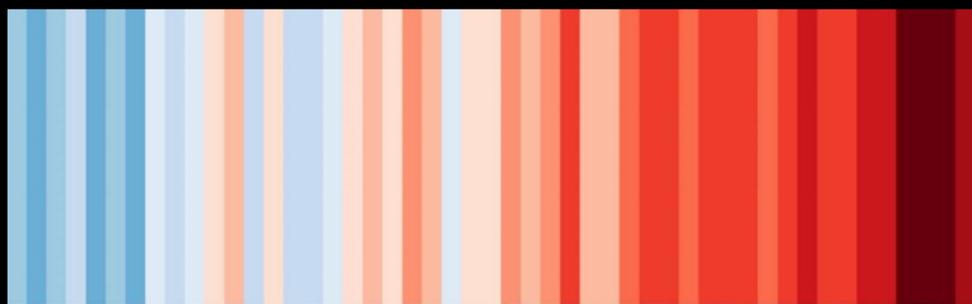


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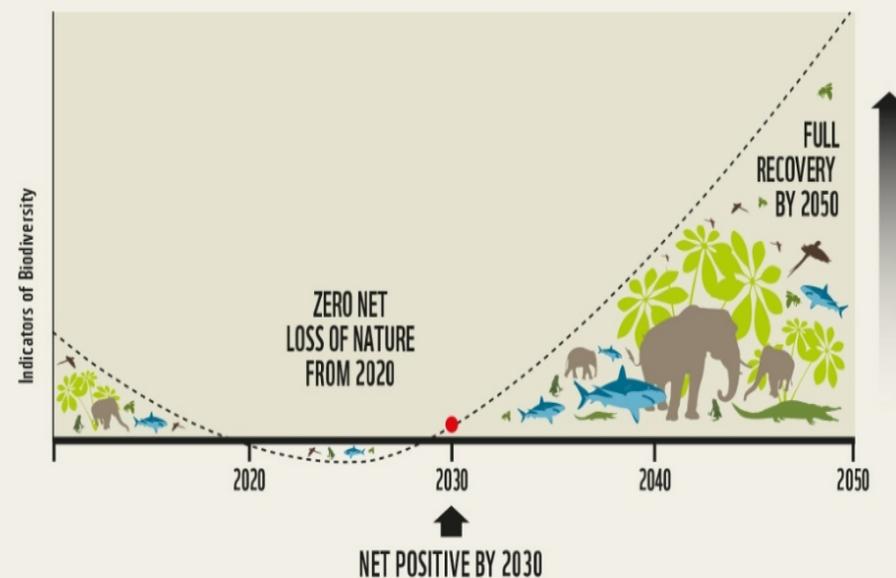
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Global warming & Biodiversity loss 1970-2018



Global Goal for Nature: Nature Positive by 2030



A Nature-Positive World: The Global Goal for Nature

Harvey Locke¹, Johan Rockström², Peter Bakker³, Manish Bapna⁴, Mark Gough⁵, Jodi Hilty⁶, Marco Lambertini⁷, Jennifer Morris⁸, Carlos M. Rodriguez⁹, Cristián Samper¹⁰, M. Sanjayan¹¹, Eva Zabey¹² and Patricia Zurita¹³.

¹ Chair of the IUCN WCPA Beyond the Aichi Targets Task Force at Yellowstone to Yukon Conservation Initiative, Banff, Canada. Corresponding author. Email: harvey@iucn.org

² Director of the Potsdam Institute for Climate Impact Research and Professor in Earth System Science at the University of Potsdam.

³ President and Chief Executive Officer of World Business Council for Sustainable Development.

⁴ Interim President and Chief Executive Officer of World Resources Institute.

⁵ Chief Executive Officer of Capitals Coalition.

⁶ President and Chief Scientist of Yellowstone to Yukon Conservation Initiative

⁷ Director General of World Wildlife Fund for Nature International.

⁸ Chief Executive Officer of The Nature Conservancy.

⁹ Chief Executive Officer and Chairperson of the Global Environment Facility.

¹⁰ President and Chief Executive Officer of Wildlife Conservation Society.

¹¹ Chief Executive Officer of Conservation International

¹² Executive Director of Business for Nature.

¹³ Chief Executive Officer of BirdLife International.



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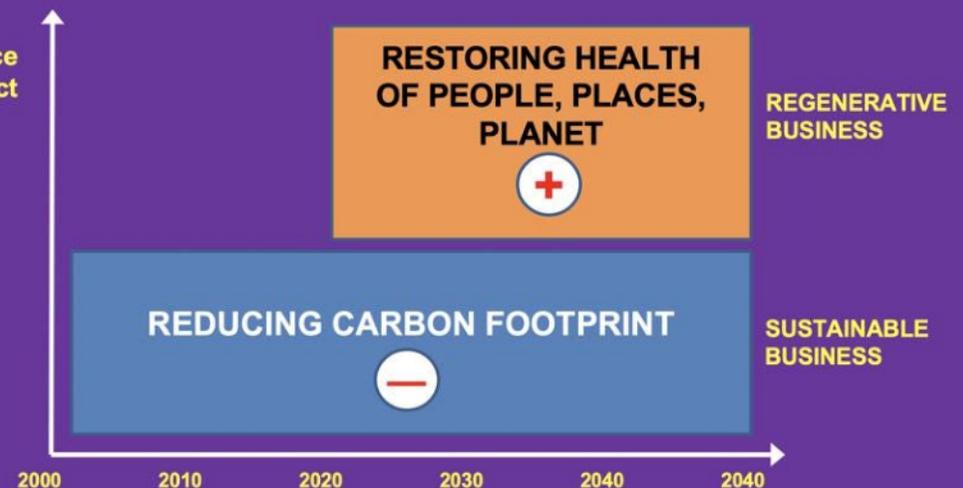
BEYOND SUSTAINABILITY: THE REGENERATIVE BUSINESS

Sustainable development
meets the needs of the
present generation without
compromising the ability
of future generations to
meet their needs

W. H. Brundage

From **DO LESS HARM** to.... **DO MORE GOOD**

Performance
and Impact



Source: Navi Radjou

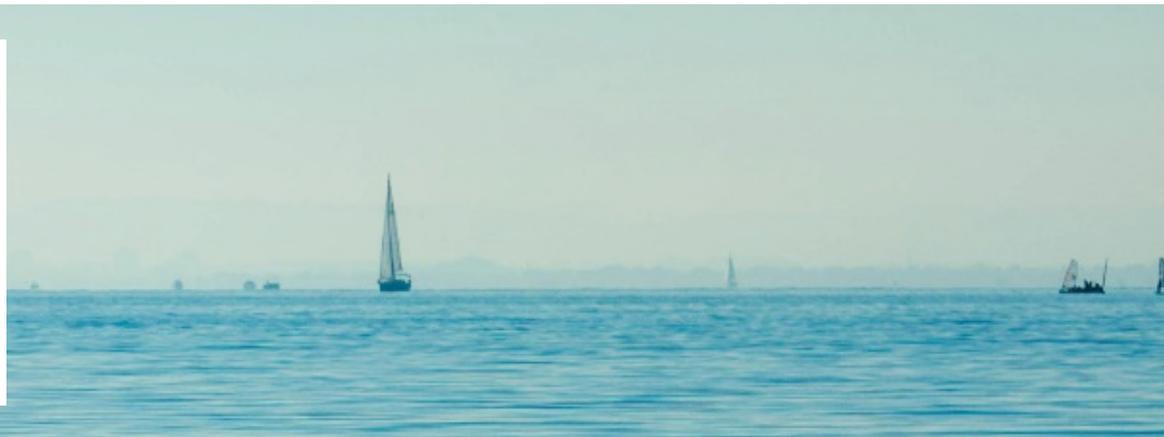


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SKÅL EUROPE
Area Committee

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Europe's Voice of Tourism

Home » News and events » News » 5 – Why Regenerative Tourism Is Becoming an Economic Necessity for Europe

NEWS

5 – Why Regenerative Tourism Is Becoming an Economic Necessity for Europe

From volume-based tourism to value-based tourism: a paradigm shift

in Cerca Home Rete Lavoro

Destinations & Tourism
2104 iscritti + Iscriviti

Il cambio di paradigma

Dal turismo dei numeri al turismo di valore: il cambio di paradigma

Josep Ejarque
Senior Destination Management & Marketing- CEO & Founder

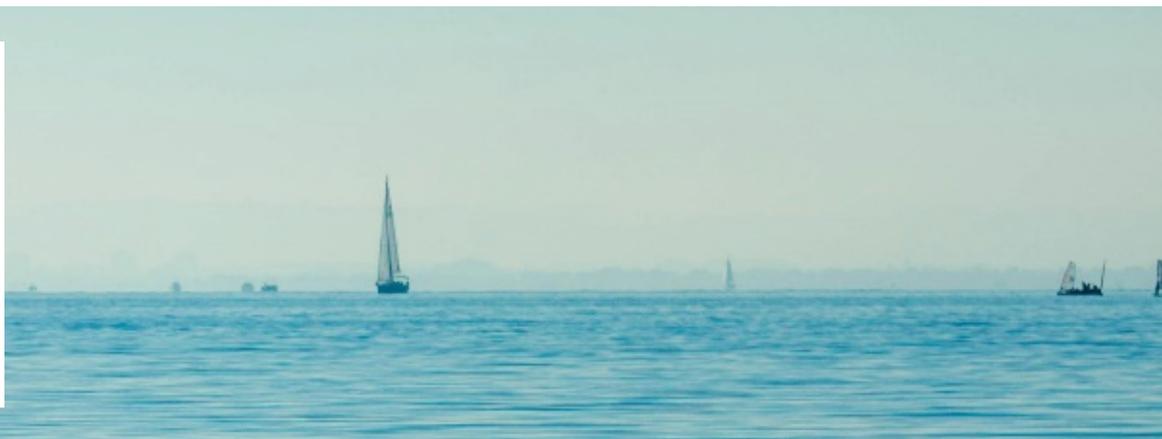
26 settembre 2025

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THE PARADIGM SHIFT

Shift from Short-term Growth to Long-term Viability

For decades tourism has been a cornerstone:

- creating jobs, driving regional development, connecting cultures

Success was measured by growth:

- more visitors, longer stays, higher revenues

And today?

- Economic performance does not ensure resilience
- Rising costs, climate risks, social tensions

Regenerative tourism is shifting from an ideal to an economic necessity



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THE PARADIGM SHIFT

Shift from Volume to Value

Value for visitors

- Travelers seek authenticity, meaningful experiences, destination's identity.

Value for local communities

- Tourism is sustainable only when residents benefit from it. It should strengthen social cohesion, enhance services and spaces, and contribute to shared well-being

Value for the environment and future generations

- Natural and cultural capital is finite
- Competitiveness today requires regeneration, responsible resource management, and climate adaptation



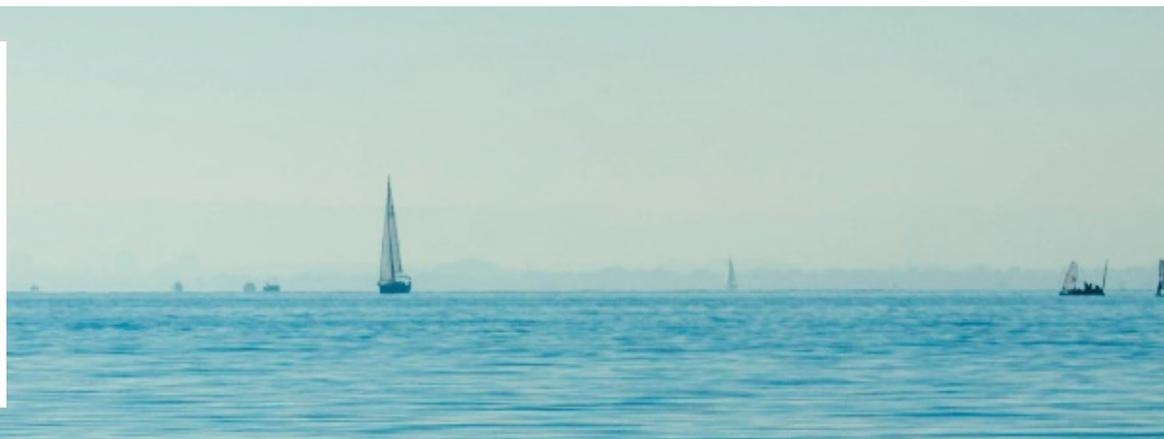
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 **IN4BLUE**



Where are we now?

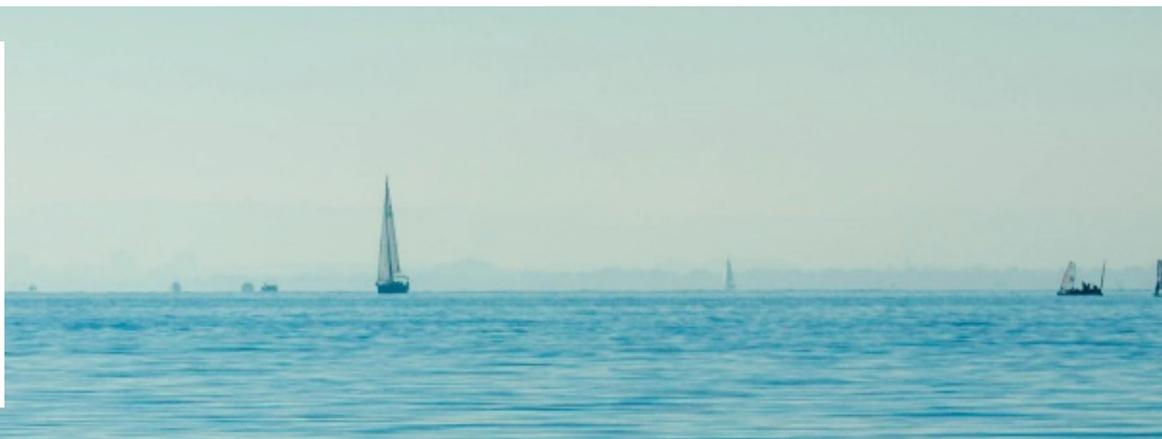


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STEP BY STEP

regenerative economy is a system that moves beyond sustainability to actively restore, renew, and revitalize natural resources and communities, creating more value than it extracts

- DO LESS HARM** **SUSTAINABILITY** → CORPORATE SUSTAINABILITY REPORTING
→ ISO 20121:2024 - Event sustainability man.systems
→ GLOBAL SUSTAINABLE TOURISM COUNCIL
→ DECARBONISATION
→ TOURISM CARRYING CAPACITY
- DO MORE GOOD** **PROTECT**
 RESTORE → TERRESTRIAL&MARINE AREAS
→ NATURAL CAPITAL



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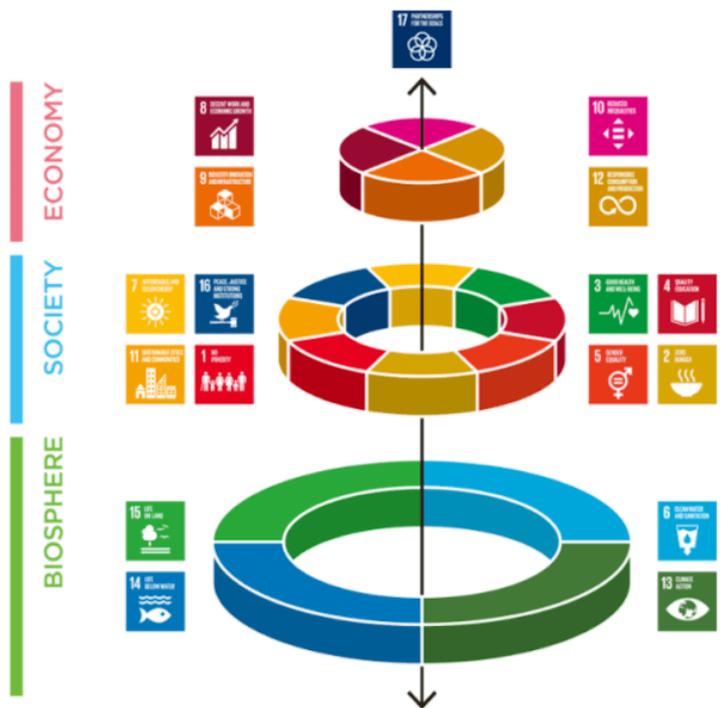


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DO LESS HARM SUSTAINABILITY CORPORATE SUSTAINABILITY REPORT



- CSRD – Scope: mandatory for large EU companies (Omnibus package)

- over 1,000 employees
- >€50 million turnover, or >€25 million balance sheet

Requirements: Companies must report on sustainability matters using the European Sustainability Reporting Standards, covering topics like climate change, worker rights, and business ethics.

- VSME – Voluntary Sustainability Reporting Standard for SMEs

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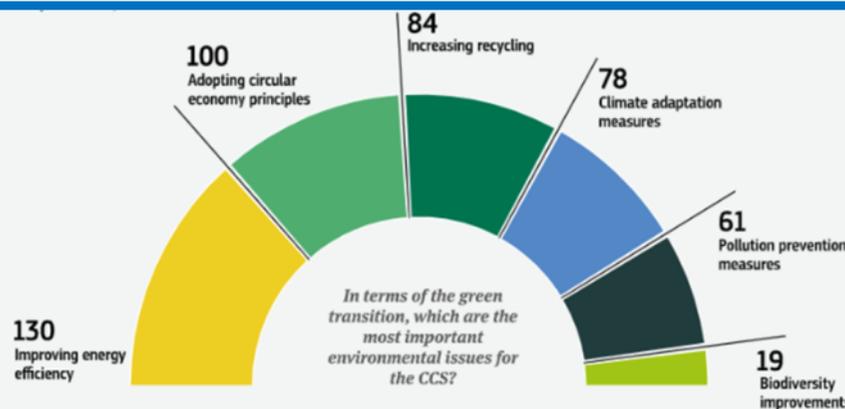
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DO LESS HARM SUSTAINABILITY CORPORATE SUSTAINABILITY REPORT

Has your organisation increased investment in sustainability over the past five years?



Do you consider CO2 calculators to be effective in guiding actions to reduce carbon footprint?



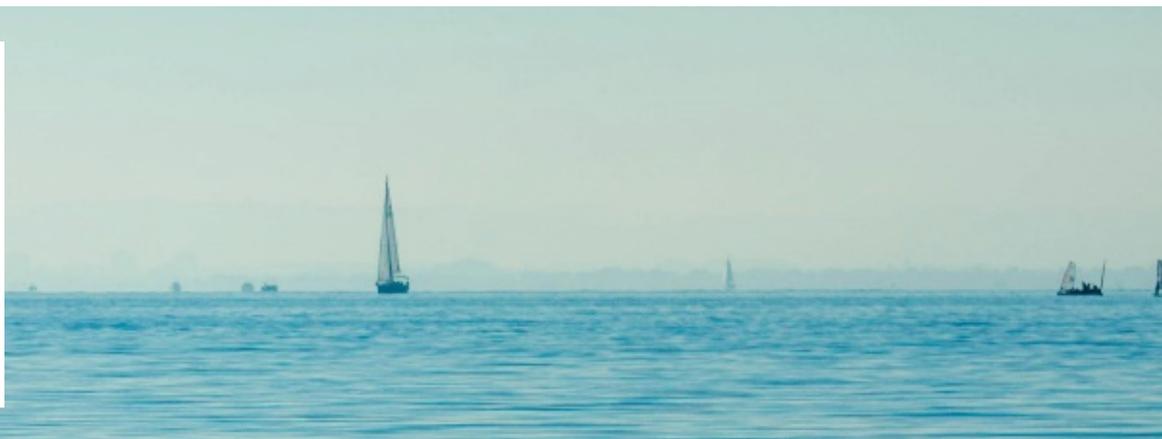
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GSTC

GLOBAL SUSTAINABLE TOURISM COUNCIL (GSTC)

- Establishes and manages global standards for sustainable travel&tourism
- Accredits third-party certification
- Four Pillars of Sustainability
 - Sustainable management
 - Socioeconomic impacts
 - Cultural impacts
 - Environmental impacts



- Second Italian destination certified by GSTC

REGENERATE

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Italia-Österreich



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- To manage:

- Housing issue
- Mobility service

Sustainable careers and new professions

Local commerce and economic impacts in the area



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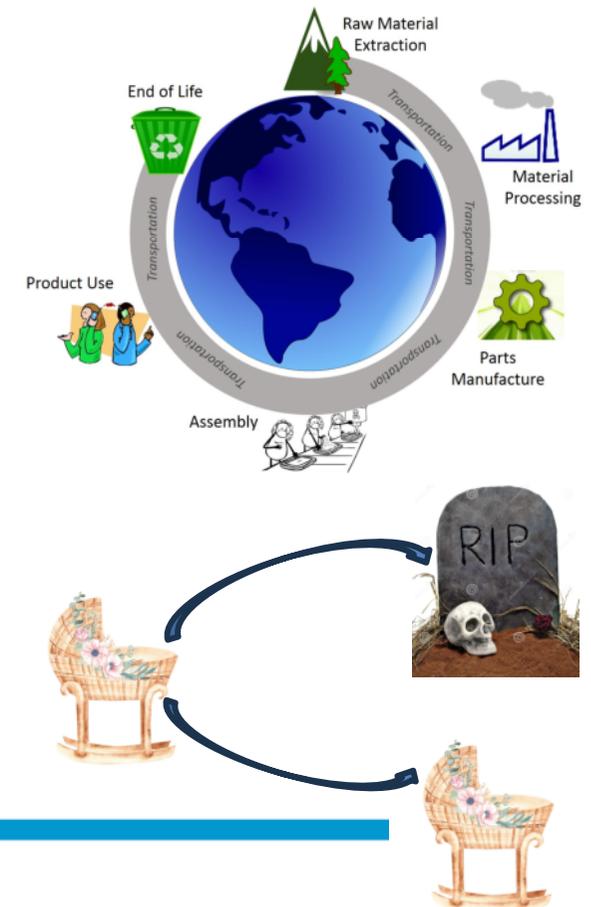
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DO LESS HARM SUSTAINABILITY DECARBONISATION

- ISO 14040 & ISO 14044 Life Cycle Assessment (LCA)
- ISO 14064 series focuses on quantification, reporting, and verification of greenhouse gas emissions (carbon footprint) at the organizational or project level



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DO LESS HARM SUSTAINABILITY DECARBONISATION

CARBON FOOTPRINT | CF

- The FEFF took place in Udine 24th April-2nd May 2025
 - featuring 79 films from 12 countries,
 - expanded the audience experience through.
 - Hong Kong 1990s blockbuster retrospective
 - FEFF Campus training programme
 - FEFF Off circuit: cultural events
 - Attendance at the film festival reached nearly 36,000 admission
 - Attendance at side events is estimated at around 29,400 participants



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DO LESS HARM SUSTAINABILITY DECARBONISATION

FEFF ACTIONS FOR ENVIRONMENTAL IMPACT REDUCTION

- Use of renewable energy sources
- Dematerialization initiatives
- Reuse and upcycling of materials used during the festival
- Sustainable management of materials
- Sustainable supplier selection
- Public engagement on sustainable mobility
- Waste reduction and proper waste management measures
- Reduction of single-use plastic



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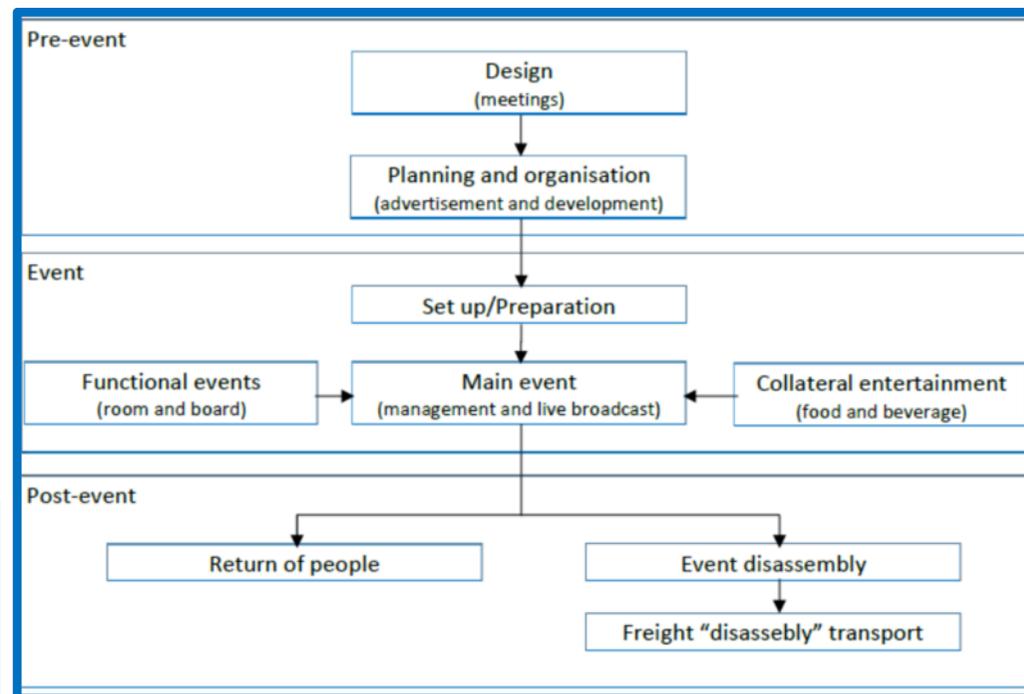
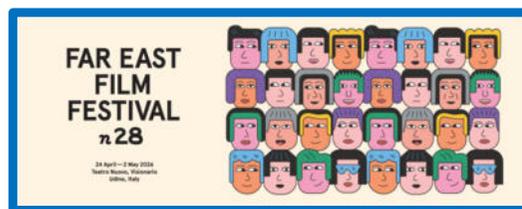
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DO LESS HARM SUSTAINABILITY DECARBONISATION

GUIDELINES

“An event is sustainable when it is designed, planned and delivered in a way that minimizes negative environmental impacts and leaves a positive legacy for the host community” (UNEP, 2009).



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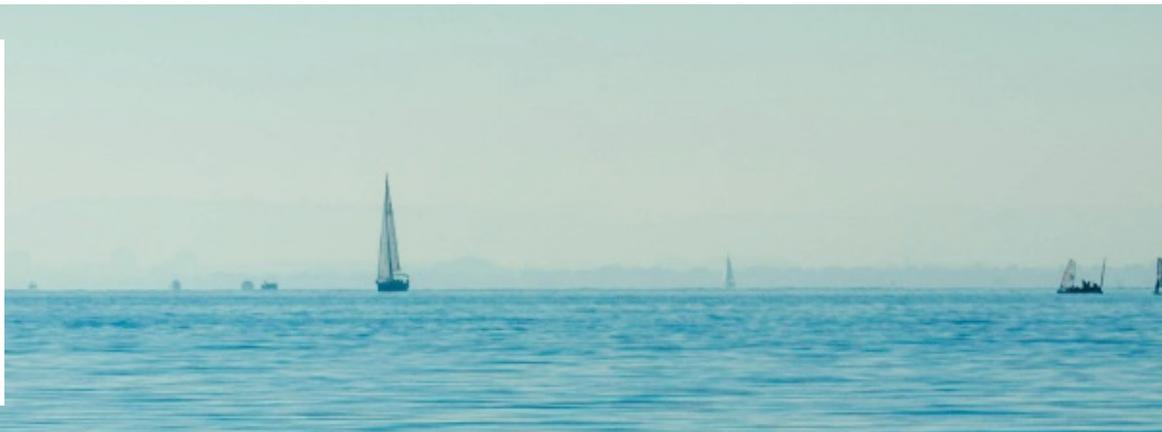
Capacity2Transform

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DO LESS HARM SUSTAINABILITY TOURISM CARRYING CAPACITY

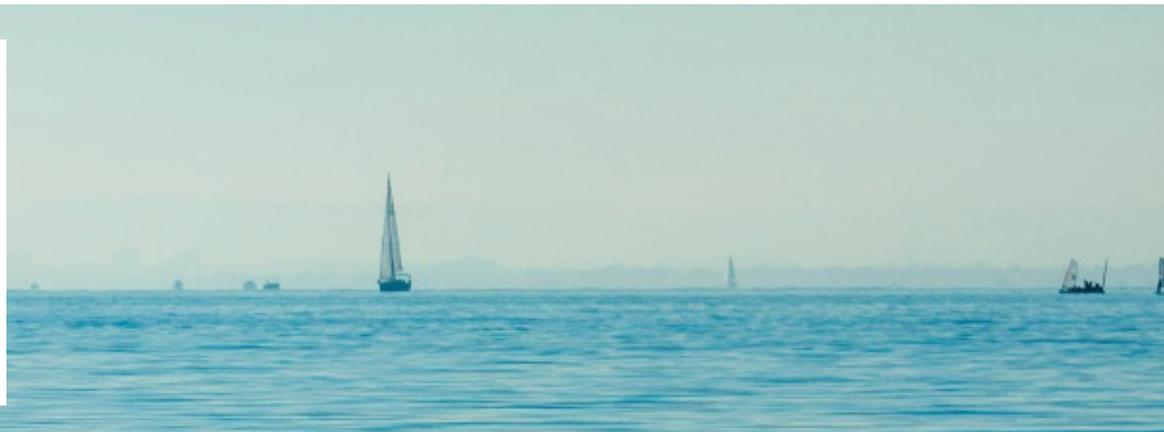


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DO LESS HARM SUSTAINABILITY TOURISM CARRYING CAPACITY



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DO LESS HARM SUSTAINABILITY TOURISM CARRYING CAPACITY

TO WHAT EXTENT ARE OUR ACTIVITIES
ENVIRONMENTALLY SUSTAINABLE AND
ALIGNED WITH CONSERVATION OBJECTIVES?



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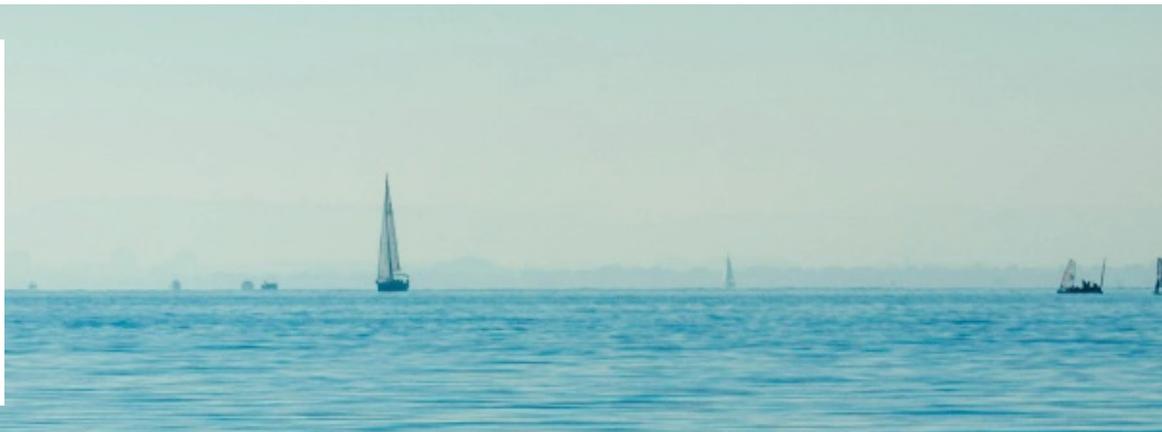
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DO LESS HARM SUSTAINABILITY TOURISM CARRYING CAPACITY

- **Tourism Carrying Capacity:** the maximum number of people that may visit a tourist destination at the same time, without causing:
 - destruction of the physical, economic and sociocultural environment and
 - an unacceptable decrease in the quality of visitors' satisfaction (UNWTO, 1981).





DO LESS HARM SUSTAINABILITY TOURISM CARRYING CAPACITY

<p>BIOPHYSICAL CARRYING CAPACITY <i>The maximum number of tourists a given site can hold without surpassing the limits of acceptable biotic and abiotic environmental change.</i></p> <ul style="list-style-type: none"> A. Physical space B. Tourist environmental impact C. Ecosystem fragility & recovery capacity 	<p>SOCIO-CULTURAL CARRYING CAPACITY <i>The threshold at which tourism rates meet local residents' limits of acceptable change in regards to negative social and cultural impacts.</i></p> <ul style="list-style-type: none"> A. Local cultural effects B. Local economic effects C. Tourist-resident relationships and conflicts
<p>MANAGERIAL CARRYING CAPACITY <i>The number of tourists an area can have at a time given its infrastructural, service, and accommodation capacity.</i></p> <ul style="list-style-type: none"> A. Available infrastructure B. Equipment C. Personnel & regulations 	<p>EXPERIENTIAL CARRYING CAPACITY <i>The number of tourists an area can accommodate without negatively impacting the enjoyment of other tourists.</i></p> <ul style="list-style-type: none"> A. Perceived crowding B. Perceived conditions and capacity of natural resources and infrastructure C. Tourist Norms

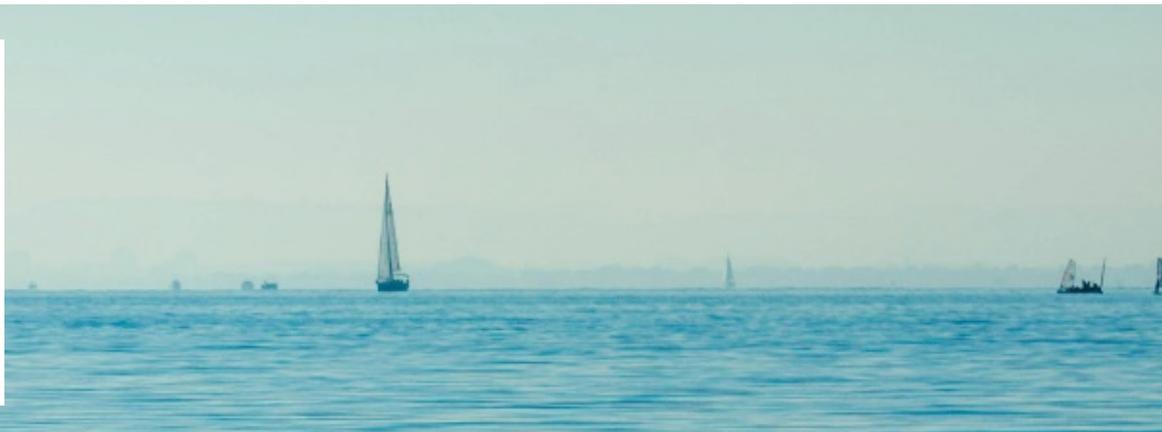


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DO MORE GOOD PROTECT TERRESTRIAL&MARINE AREAS



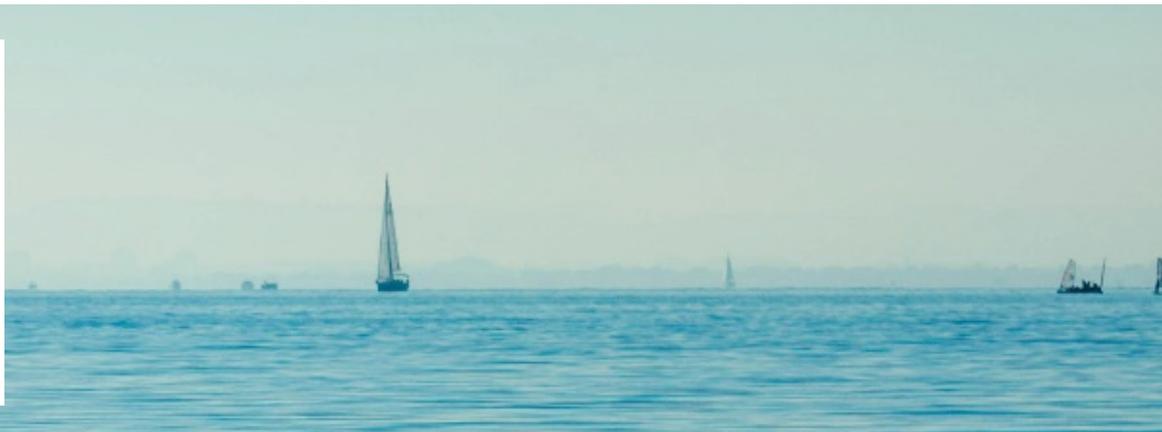
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DO MORE GOOD PROTECT TERRESTRIAL&MARINE AREAS

PROTECTING THE MARINE PROTECTED AREA

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Oceans and fisheries

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Torre Guaceto: protecting the marine environment with the help of the local fishers

NEWS ARTICLE
4 July 2022 — Directorate-General for Maritime Affairs and Fisheries — 3 min read



 Torre Guaceto

Torre Guaceto marine protected area
Consorzio di Gestione di Torre Guaceto

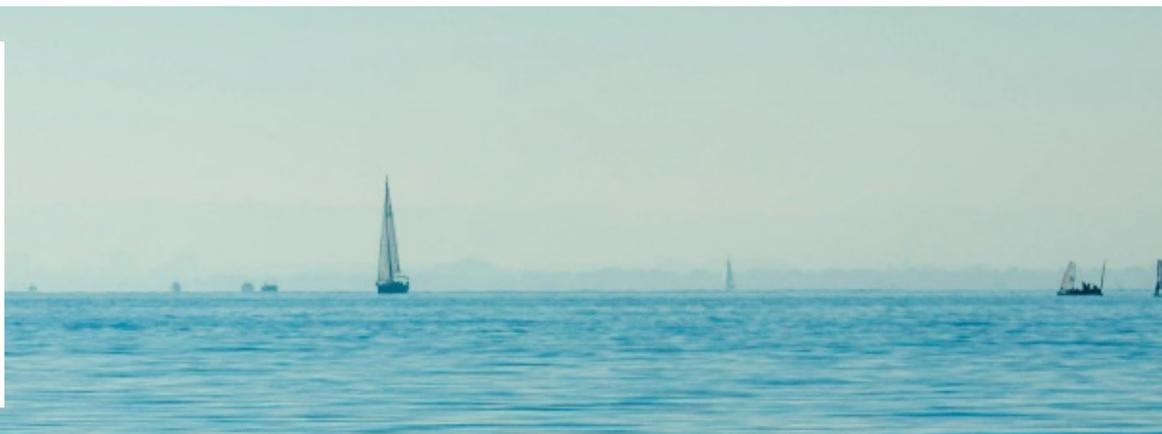


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DO MORE GOOD PROTECT TERRESTRIAL&MARINE AREAS

PROTECTING THE MARINE PROTECTED AREA

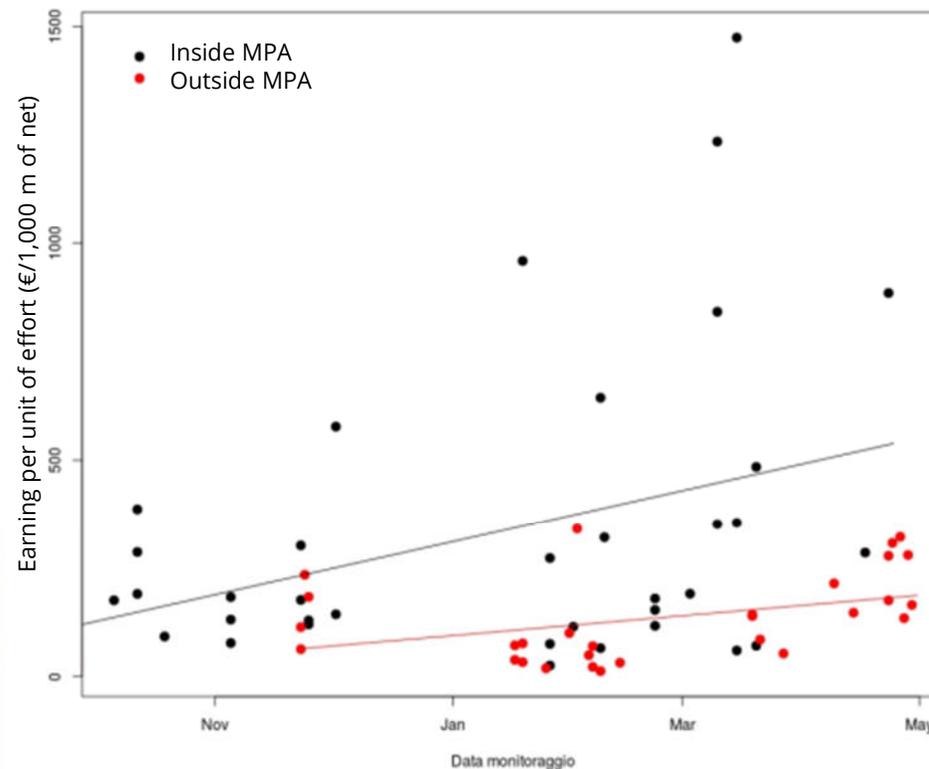
Developing cooperation with small scale fishers to reducing the fishing effort - The experience of Marine Protected Area of Torre Guaceto

Francesco de Franco
Management Consortium of Torre Guaceto
Italy



a picture is worth a thousand words

RESULTS & REMAINING CHALLENGES

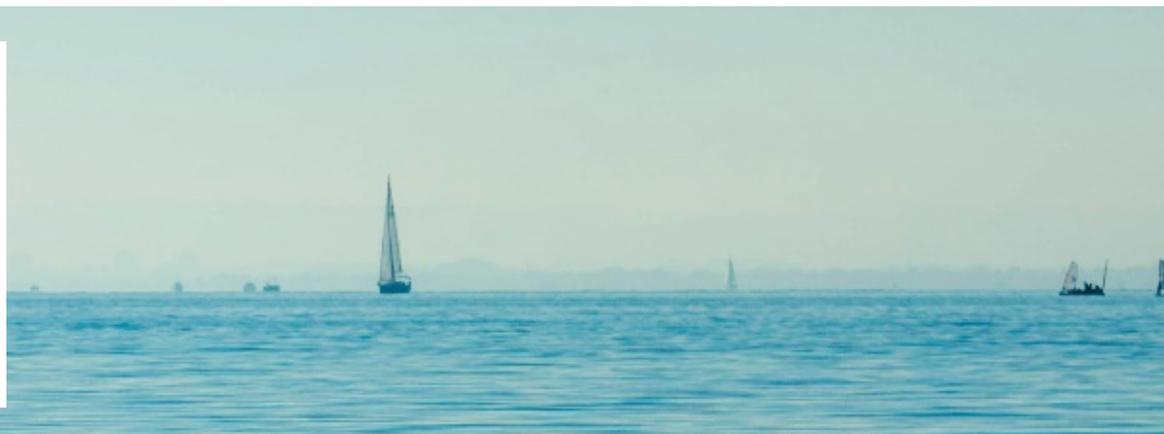


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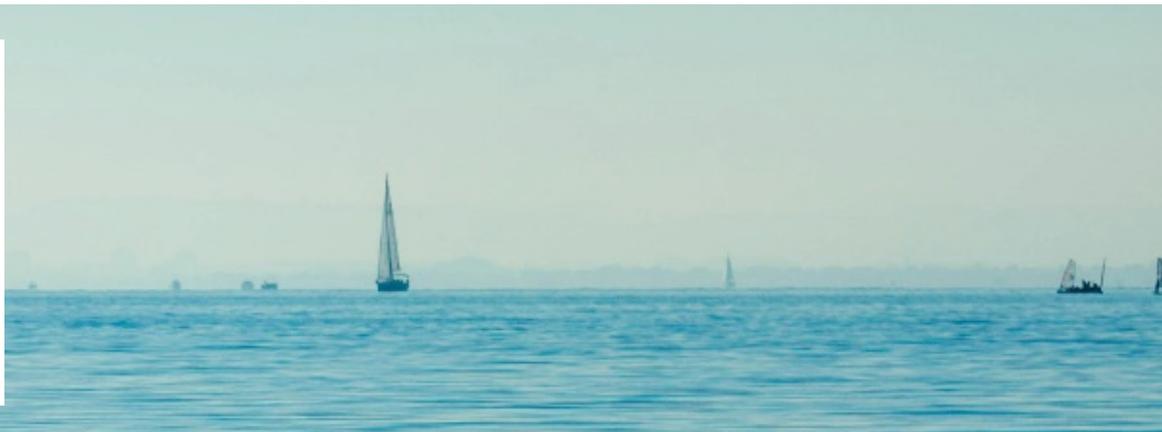


DO MORE GOOD PROTECT TERRESTRIAL&MARINE AREAS

EXPAND BOUNDARIES MARINE PROTECTED AREA

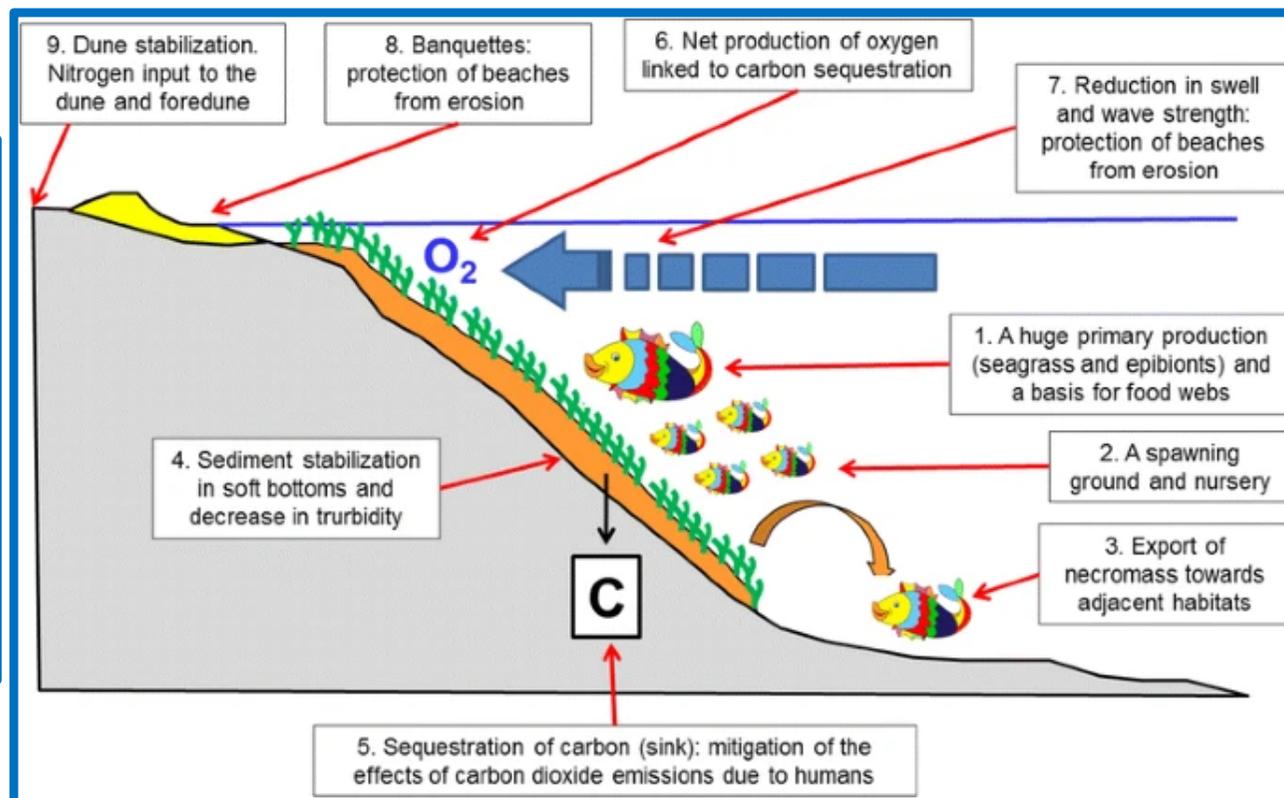
- Co-management & trust
- Voluntary restrictions
- Economic & ecological benefits
- Expansion efforts
- Combating illegal fishing





DO MORE GOOD PROTECT NATURAL CAPITAL

ARTEMIS



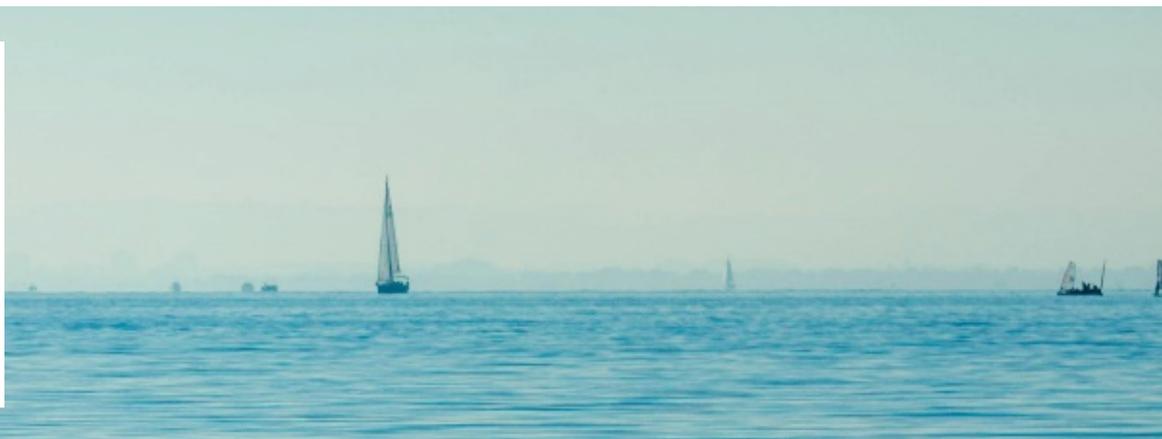
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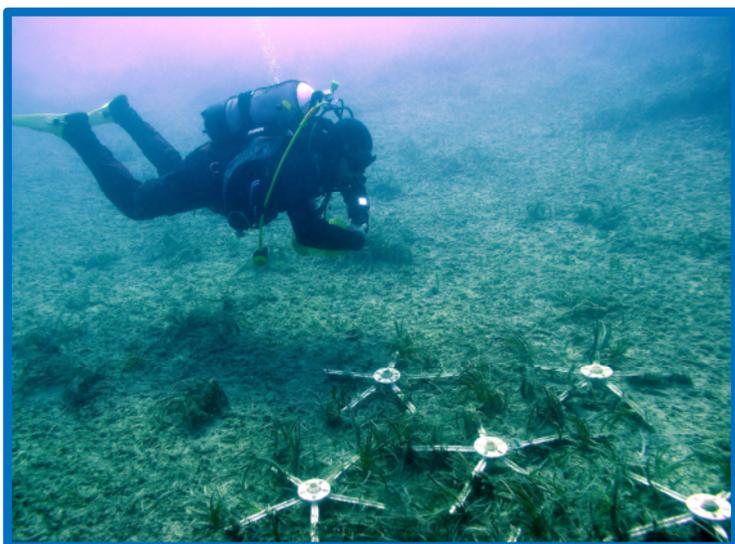
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ACTIVE AND PASSIVE PROTECTION

ACTIVE PROTECION

Transplantation area



IMPACT

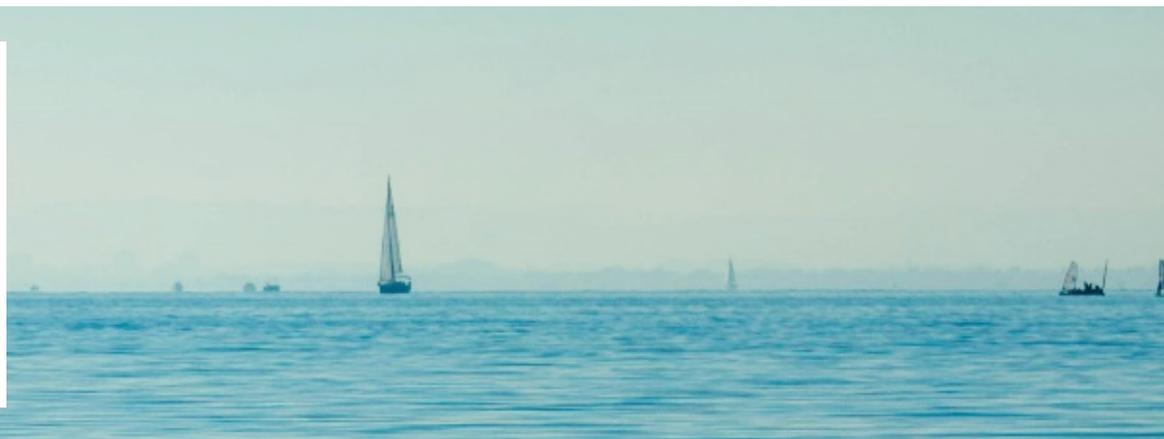
Anchoring



PASSIVE PROTECION

Buoy field

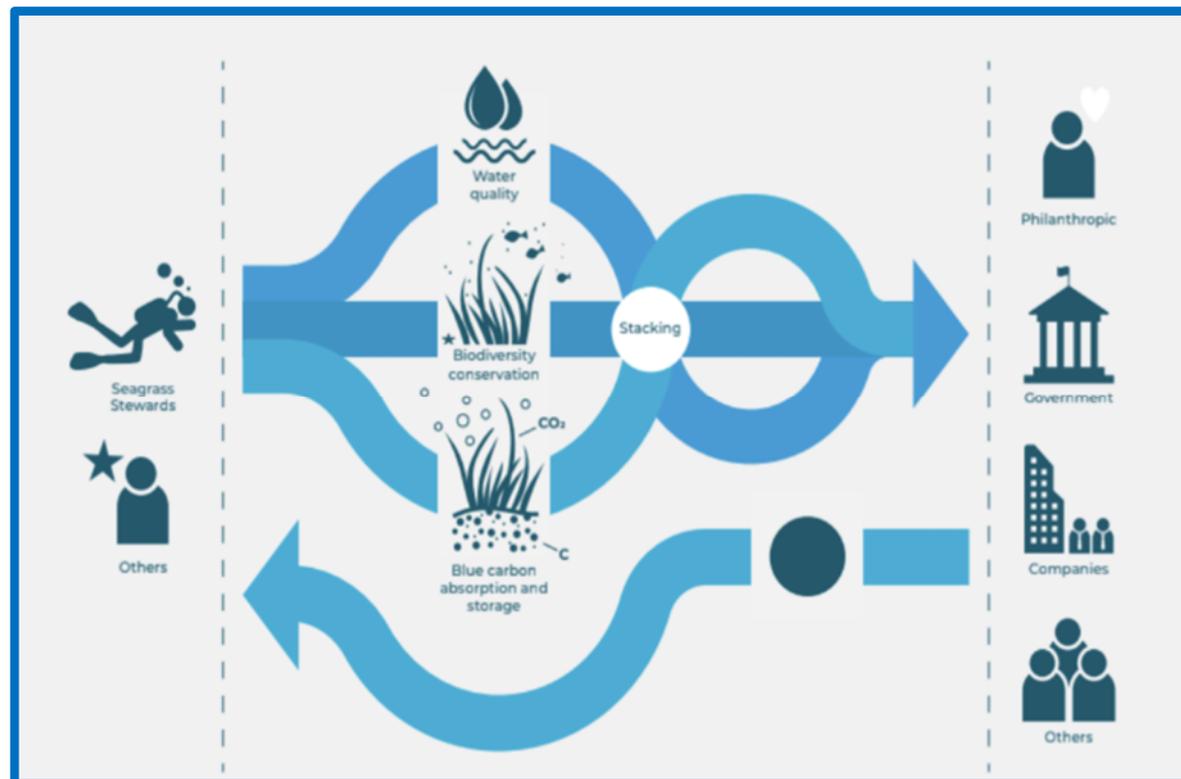




ARTEMIS

Moving from public funding
towards market-based instruments:

- Certifying blue carbon credits
- Certifying biodiversity credits



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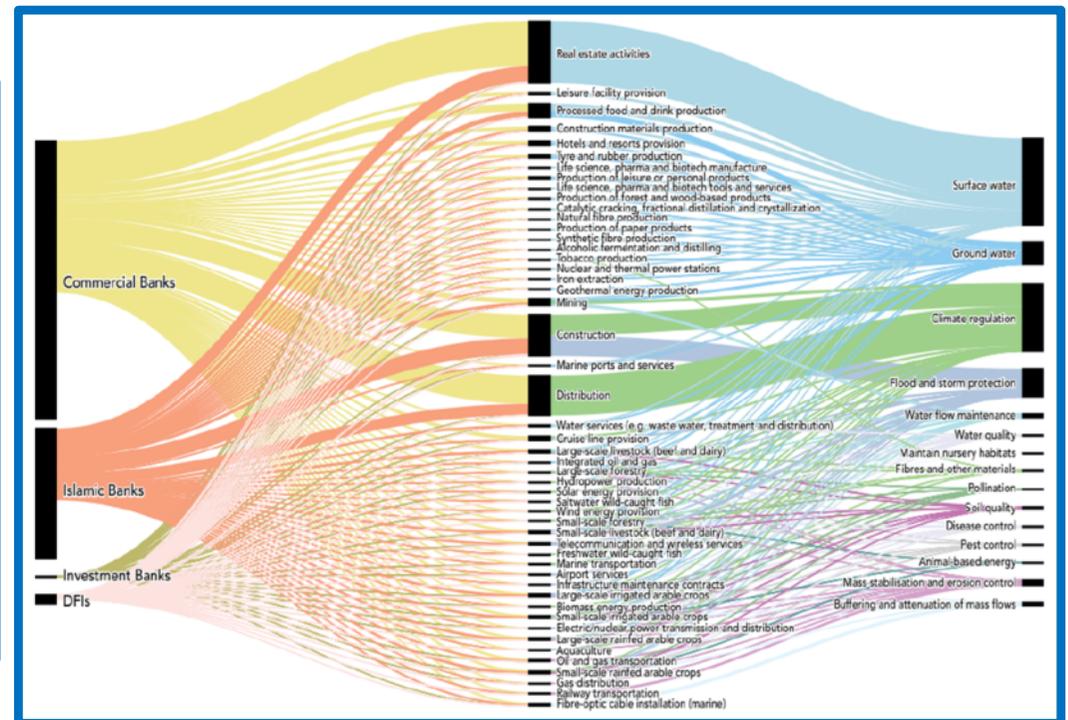
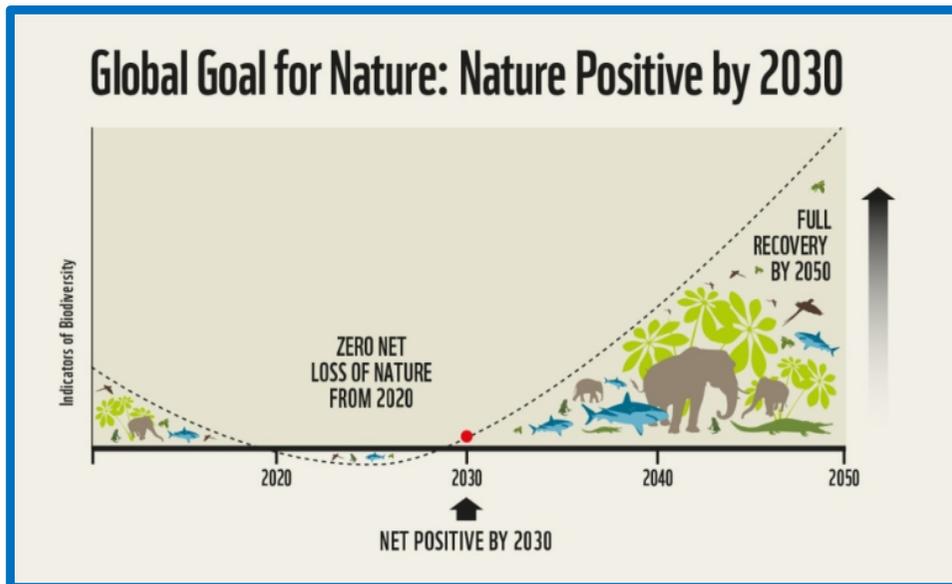


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IS IT COMMITTING TO DECARBONISAT ENOUGH? IS IT COMMITTING TO SUSTAINABILITY ENOUGH?



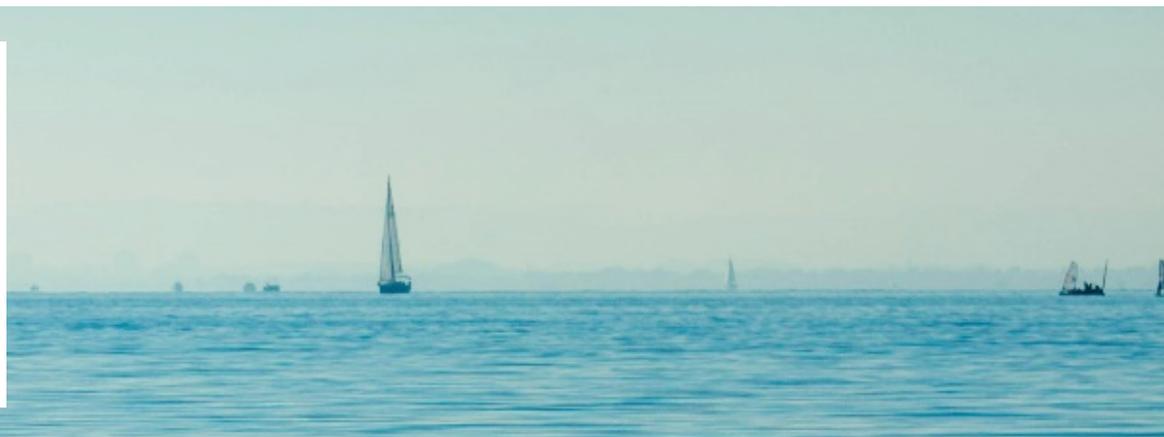
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Francesca Visintin
eFrame srl

Contact person



Via Linussio 51 | 33100 Udine | Italy



eFrame@eFrame.it
francesca.visintin@eFrame.it



+39 0432 629795



<https://eFrame.it/>