



Conclusions - V Congress

With the closing of the V European Congress of Places with Marina and Leisure Harbore, held in Villeneuve-Loubet - France, between 12 and 14 of May of 2006, during which we had an opportunity to present and exchange experiences on "Territorial Promotion", "Integrated Management of Costal Zones" and the putting in place of "Quality Systems in Places with Marinas and Yachting Harbors" - the main topics vis-à-vis the cooperation project co-financed by Interreg III-C Sul Initiative - a reinforced notion emerged of how the exchange of experiences, and technical and scientific studies, as well as the debating space per se, constitute an extremely useful means to boost the knowledge and capacities involved in territorial management and international cooperation, thereby contributing to the construction of a Europe of Citizens.

Thus is the will of all participants declared, and in particular of AEMA members, up until the holding of the next Congress in Funchal (P), in May 2008, of developing new initiatives, as well as defending some working principles, underpinned by the inherent interest in contributing toward a more profound individual and collective knowledge of territorial management experiences existing today throughout Europe, namely:

1. recognition that, although the individual affirmation of each territory's values and wealth is a healthy one, the combining of efforts is extremely advantageous for a more qualified competitive position throughout Europe, as a preferential destination for investments, innovation, and social and economic development;
2. the conviction that it is up to the Municipalities to take on a leadership role in the creation of new forms of cooperation between the various entities and players existing on a local level, and in particular, in putting efforts into working synergies, together with the development of strategic projects, that contribute, in an integrated manner, to their qualification and competitive position. This means that it is up to them to undertake, among other things, responsibility for implementing mechanisms for the promotion and recognition of quality;
3. that from practical experiences involving debate and cooperation between the public and private sectors already known, innovative and cooperation working models have emerged for the implementation of Integrated Quality Systems on a municipal level, which ought to be monitored and publicized, in order to enhance marketing promotion initiatives;
4. on a local level, the certainty that the scope given to cooperation and combined efforts can lead to new initiatives, projects and interventions for territorial promotion being created, as an essential instrument for attracting residents, investments and visitors, while simultaneously investing in enhancing or upgrading events, structurally-related projects and equipment;
5. that, on the other hand, an increasingly greater level of knowledge and professionalism is demanded of us as to how we perform on the level of the group of cities that form AEMA's membership, meaning that we have to invest in the design and publicizing of planning instruments and marketing promotion that not only publicize each city, but also enable the creation of interconnected circuits of promotion between the different countries and regions;
6. that, by means of this teamwork and exchange of knowledge, we are also contributing with proposals for a greater simplification of administrative, technical and legal procedures, incentivating each country's authorities to adopt mechanisms for the approval and licensing of marinas and yachting harbors that improve the competitive position of Europe itself in making nautical leisure activities more dynamic;



7. of everyone working in a coordinated way to define new areas of cooperation on a European scale, in particular, in supporting the realization of innovative projects backing port management and coastal and maritime safety, while seeking to make the European Commission itself aware of the need for their financing;
8. that concerns with the environment are becoming increasingly impracticable to overcome, both in the organization and regeneration of territory, as well as the solutions and initiatives implemented as regards their infrastructures, thereby making it one of the preferential areas to be worked on and looked at within AEMA itself;
9. therefore, we advocate teamwork in the implementation of management systems for quality and for environmental protection and upgrade, through the definition of short and medium term goals that mobilize everyone; namely, by the creation of work groups and of a consulting committee which can look more deeply and objectively into supporting exchanges of experiences and methodologies, establishing cooperation initiatives with Universities, Research Centers and Corporate Associations;

Conclusions that, as such, should be submitted to those national and European authorities linked to the planning and promotion of territorial development processes, in light of their reflecting and transmitting AEMA's desire to affirm itself, by way of the realization of every effort that enables it to boost its image and capacity to mobilize local initiatives in line with a more sustainable development of the territories involved.

Villeneuve-Loubet - France . 2006.05.14.