

EMbleMatiC PLUS

Transferring project for
Emblematic Mediterranean Mountains as Coastal
destinations of excellence

Webinar 1

WELCOME TO THE EMM NETWORK

14th September 2021



WEBINAR CONTEXT AND OUTCOME

❖ **Context:**

LAUNCH OF

Activity A3 TRANSFER: Transferring process

Activity A.3.1 Givers dissemination of transfer guide and past achievements

D 3.1.1 Webinar 1

❖ **Outcome:**

To welcome receivers to the NEMM network and assist them to start defining their territory as an EMbleMatiC Mediterranean mountain prior to engaging with the conception of an emblematic eco-itinerary according to the transfer guide/process



Welcome (back) to the EMM NETWORK!



EMbleMatiC PLUS: WHO is WHO?



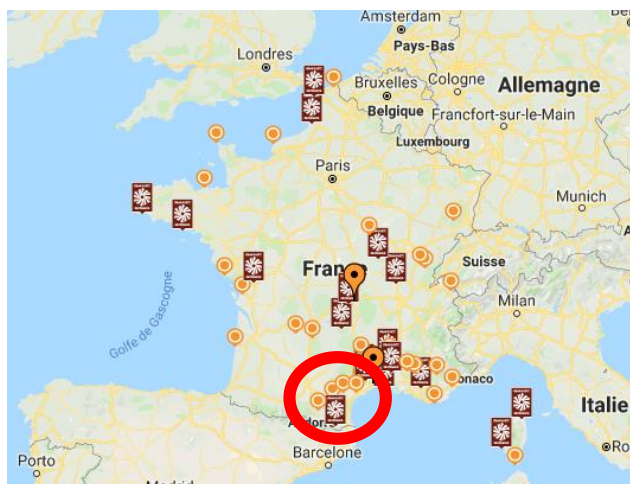
PERIOD 1 - BIRTH OF EMM Network

Leader project - 2013 . 2015

**Canigó : from a
national experience
(Grand Site of France network)**



**... to a mediterranean
transnational experience**



Grand Site of France network map



First identification map of potential partners



OCT 2013
1WEEK
5 TERRITORIES
WORKING TOGETHER



A BIT OF HISTORY

FIRST STEPS: BIRTH OF EMM

❖ The **Emblematic Mediterranean Mountains network** was launched in 2013 under the initiative of four rural areas in France, Greece and Bulgaria working within the framework of the **LEADER** programme (October, 2013 – May, 2015).



2013-2015



A BIT OF HISTORY

FIRST STEPS: BIRTH OF EMM

Initial convictions

“**Alone** we go faster -

TOGETHER we go **FURTHER**”

and

“the **JOURNEY** is more important

than the **destination**”



2013-2015



A BIT OF HISTORY

FIRST STEPS: BIRTH OF EMM

COMMON IDENTITY
COMMON CRITERIA
that define US as “EMBLEMATIC”



- Picturesque landscape
- Legend and myth
- Local services
(handicrafts, local products...)
- Historical places
- Inspiration power
- Nature and Biodiversity



We wrote
FACT-SHEETS



2013-2015



A BIT OF HISTORY

FIRST STEPS: BIRTH OF EMM

We defined **SHARED VALUES**
We wrote **COMMON CHARTER**



- To apply a global **sustainable** approach
- To preserve cultural and natural **heritage** and the experience associated to it
- To be an **open** mountain, gathering value through people, both visitors and locals
- To **cooperate** to transnational and interterritorial projects



A BIT OF HISTORY

FIRST STEPS: BIRTH OF EMM

We agreed on SHARED PRINCIPLES OF ACTION

- ❖ Operating as a **laboratory**, using transnational cooperation to boost varied local development plans through capacity building activities;
- ❖ Being exemplary at **site management**, with a controlled and balanced development, protecting the landscape and the quality of the experience;
- ❖ Encouraging **bottom-up approach**, as well as local development carried out by local people;
- ❖ Fostering a new touristic economy based on **experience**, being the human and immaterial values of place the major components of our visitors' experience.

2013-2015



A BIT OF HISTORY

EMM NETWORK WAS BORN



PERIOD 2: GIVING LIFE TO THE NETWORK

The network is a constellation of Med territories

It has become a community to work on common challenges

by tackling them through thematic projects

- ❖ 2017 - 2020 Interreg Med –EMbleMatiC
- ❖ 2021 – 2022 ERASMUS+ - Youth4EmblematicMountains
- ❖ 2021 – 2022 Interreg MED EMbleMatiC PLUS
- ❖ In future



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

- ❖ In 2015, the Network was invited to present the work carried out so far during the **Interreg MED programme** (2014-2020). As a result, a new partnership was established, in which common issues in relation to unbalanced tourist flows concentrations were identified.



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

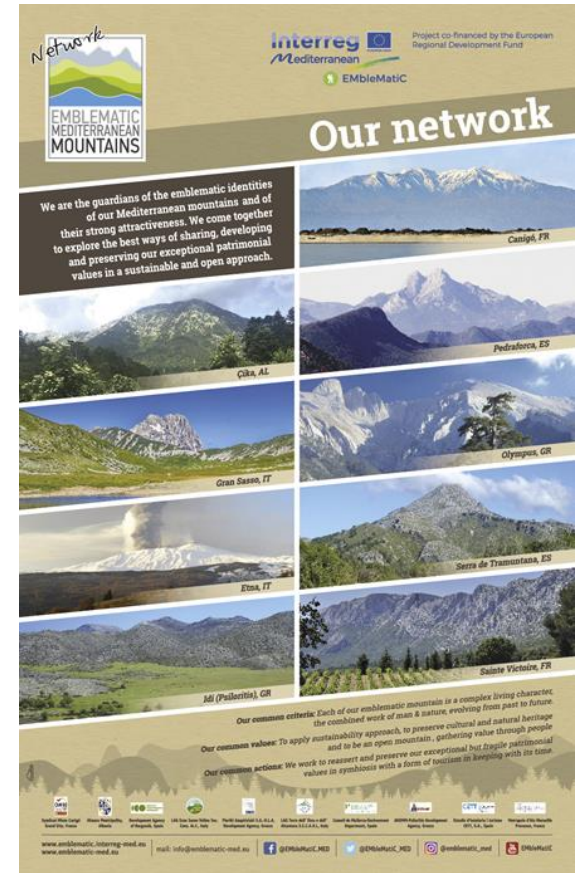
❖ The **Network** started writing a new project proposal to develop a new positioning for their tourism development policy. The proposal was submitted to the call for modular projects in the framework of the **Interreg MED programme**. The submitted application was called “**Emblematic Mediterranean Mountain as Coastal Destinations of Excellence**”.

EMbleMatic

5 COUNTRIES

9 MOUNTAINS

1 UNIVERSITY



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

STRATEGIC OBJECTIVES

❖ OBJECTIVE 1

To rebalance tourist **flows** concentrations between the sea and the mountain, to extend the season and to improve economic returns for the territories.

❖ OBJECTIVE 2

To co-build and **experiment** a *slow tourism offer located in the hinterland coastal mountainous area*.

❖ OBJECTIVE 3

To improve the international **recognition** of the Network: shared communication actions should lead the territories toward the definition of an umbrella brand based on a sustainable and responsible tourism approach.

A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

Each partner territory conducted participative Workshop and wrote network **fact-sheets**



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

Common criteria were redefined



Institutional
recognition



Power of
inspiration



Sustainability and
anthropogenic
environment



Reputation



Mediterranean
cultural identity



Picturesque
landscape



Proud local people



Legends and myths

Particular
ecosystem

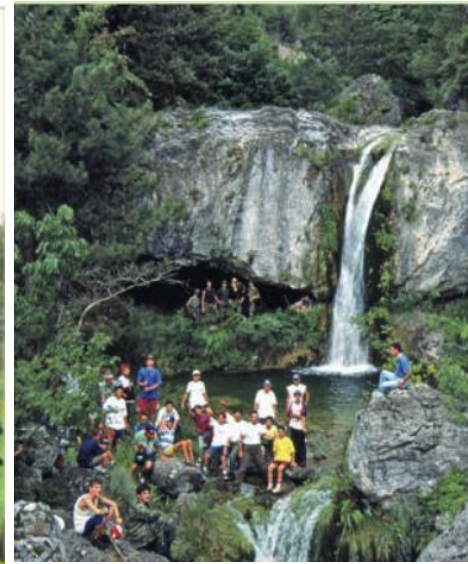


Historic places

COMMON CRITERIA

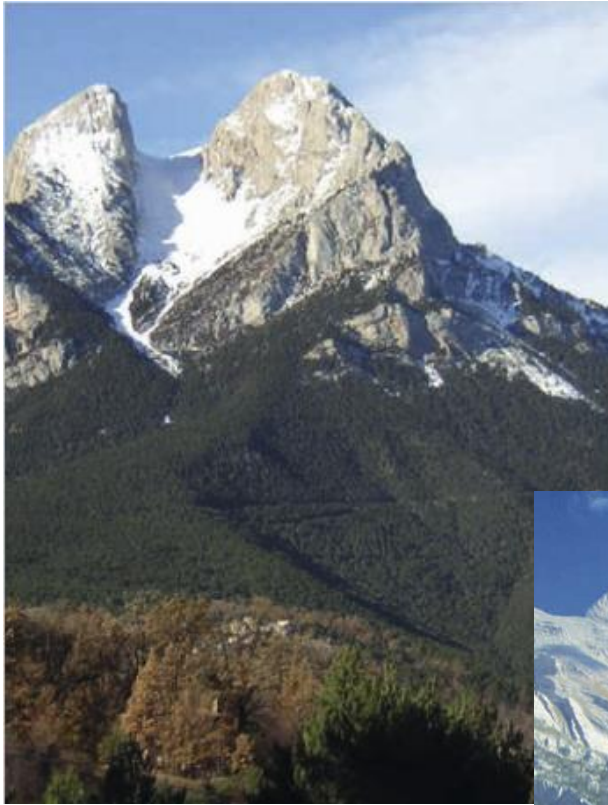


Proud
local
people



COMMON CRITERIA

Picturesque landscape



COMMON CRITERIA



Mediterranean
cultural identity



COMMON CRITERIA



Power of
inspiration



COMMON CRITERIA



Reputation

COMMON CRITERIA



Historic
places



COMMON CRITERIA



Legends & Myths



COMMON CRITERIA

Particular ecosystems



COMMON CRITERIA

Sustainability and
anthropogenic
environment



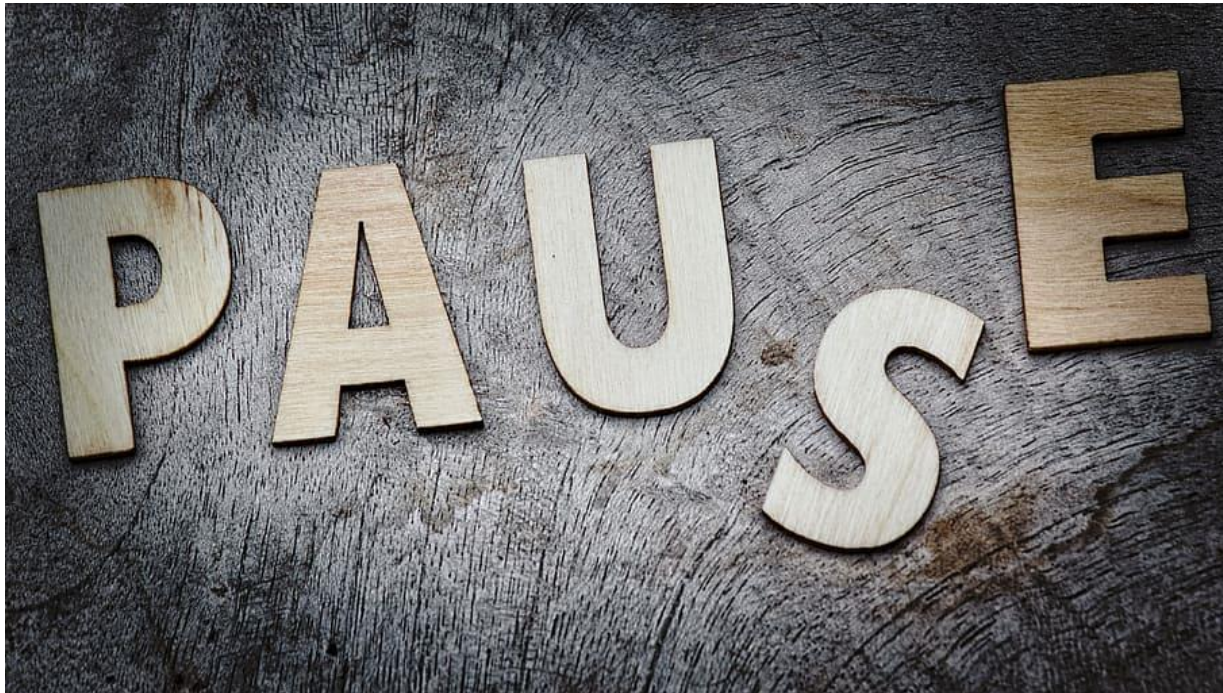
COMMON CRITERIA



Institutional recognition



Let's take a short break...



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

WE CONCEIVED A **SUSTAINABLE
& RESPONSIBLE OFFER**

**Terms of Reference (ToR)
with 30 COMMON
ATTRIBUTES
applied
on each of
the 9
eco-itineraries**

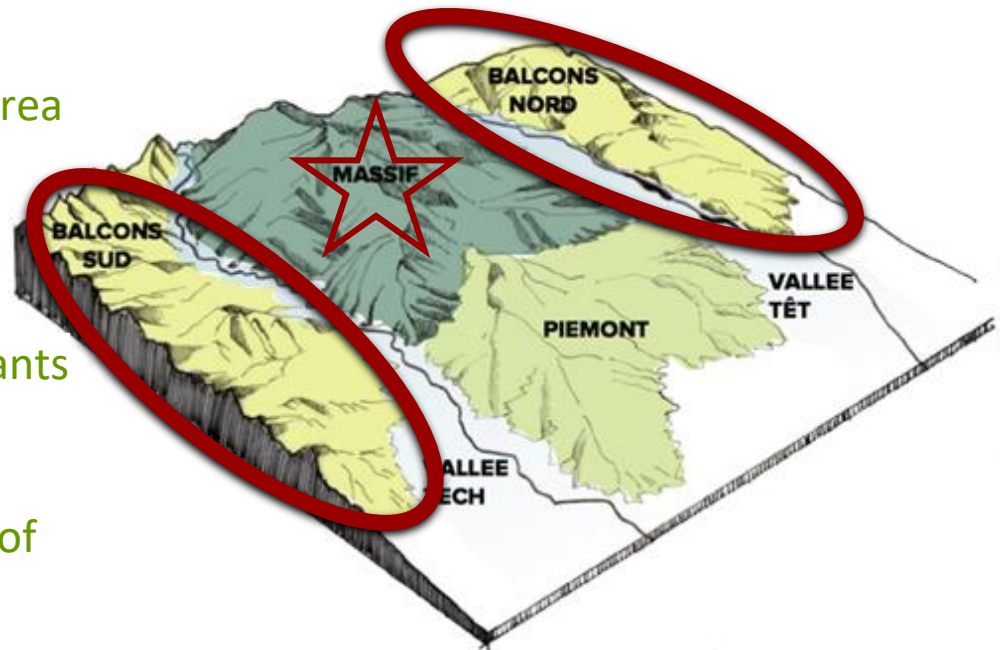
- **WE REBALANCE TOURISM FLOWS**
- **WE EXTEND SEASONALITY**
- **WE EXTEND ACCESS**
- **WE REDUCE ENVIRONMENTAL IMPACT**
- **WE PRIORITISE LOCAL RESOURCES**
- **WE EDUCATE AND RESPONSABILISE**

A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

We created **9 eco-itineraries**

- Located in the coastal HINTERLAND area
- Based on our IDENTARIAN SINGULARITIES
- Involving LOCAL ACTORS and inhabitants
- Combining more sustainable tourism flows management with valorisation of natural spaces



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

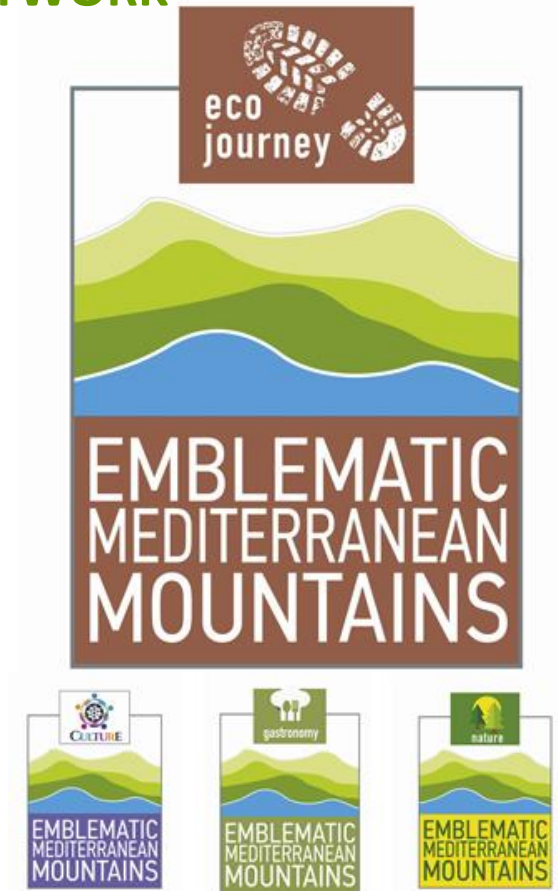
WE PROMOTED: 9 ECOJOURNEYS

FROM **ECO-ITINERARIES**

Marketing brief / 9 Tourism Guides / 9 Videos

TO **ECOJOURNEYS**

SLOW TOURISM PRODUCTS – PACKAGES to come and
enjoy slow tourism routes



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

9 tourist guides, maps and videos



A BIT OF HISTORY

NEXT STEPS: GIVING LIFE TO THE NETWORK

KNOW HOW FROM
INNOVATIVE OFFER
AVAILABLE TO
MORE TERRITORIES
TO JOIN EMM
NETWORK

TRANSFER GUIDE

How to create
EMBLEMATIC
ECOJOURNEYS
In hinterland
coastal areas



EMM IN A NUTSHELL...





Youth4EmblematicMountains

MAIN GOALS

- Let the **youth** become **ambassadors** of their territory, both at a local and European level, and train them to explain and convince of the need to preserve it.
- Give them **knowledge** of their natural and cultural environment
- Help them understand the **climate change** and its consequences in their closest environment.
- Make the youth become **drivers of the change** towards the conservation of the territory and its environment.



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❖ **Aim:** To extend the implementation of the EMM approach (i.e. to design, develop and apply a methodology to create eco-itineraries & related sustainable tourism products in hinterland areas) to benefit 2 new countries & 4 new territories.

How? By adapting a transfer guide into a transfer process that will be adjustable to get the best results when facing the large variety of local contexts & transferability potential of the new receivers.

❖ **Structure:**

- A1 Management (lead: LP1)
- A2 Communication (lead: PP1)
- A3 Transfer (lead: PP2)

EMbleMatic PLUS

A2 Communication: Receivers will be asked to decline their “emblematic” identity through Individual “fact-sheet” and collective “poster”

This fact-sheet provides detailed information about the Canigó National Natural Park. It includes sections on the park's location, its natural heritage (mountains, forests, and biodiversity), and its cultural heritage (historic buildings and traditions). The text is presented in a structured, easy-to-read format with bullet points and subheadings.

This poster for Canigó National Natural Park features a large, scenic photograph of the park's mountains. The text on the poster highlights the park's unique natural and cultural heritage, emphasizing its role as a guardian of emblematic identities. The design is clean and professional, with a clear focus on the park's landscape.

This poster, titled "Our network", showcases the various emblematic mountains that are part of the EMbleMatic PLUS network. It features a grid of photographs of different mountain ranges, each accompanied by its name and location. The poster also includes a section on the common criteria and values of the network, as well as a list of the participating organizations. The overall design is vibrant and informative, effectively communicating the scope and goals of the project.

2021-2022

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A3 Transfer

Transfer and dissemination of the **values** of sustainable tourism carried by the network of emblematic mountains of the Mediterranean hinterland through the process of developing eco-itineraries set up as part of the EMbleMatiC project.

Objective:

This project aims to deepen & extend the first EMbleMatiC project results by transferring the **tested process** from the produced « Transferability guide for the implementation of an eco-itinerary” to four newly selected EMbleMatiC Mediterranean mountains territories.

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A3 Transfer

Transferring process is the **main activity of this project** and it will take place in 3 phases:

Phase 1: Givers' **dissemination** to receivers of transfer guide.

3 webinars + external trainer + 1 TNM

Phase 2: Receivers' **transferability diagnostic** relaying on transfer guide.

Cross analysis peer review of local context by 3 givers + 1 external assessor

Phase 3: Receivers' local implementation **action plan** for their EJ

Drafted by each receiver, reviewed and shared by all on TNM

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A3 Transfer

Outputs to be produced



OUTPUT 1	RECEIVER'S TRANSFERABILITY DIAGNOSTIC RELYING ON TRANSFER GUIDE
Quantity 4	Who: PP3 PP4 PP5 PP6
Programme indicator	3.1.b - Number of tourist destinations covered by a sustainable tourism evaluation tool
Delivery 28022022	This on-site cross-analysis & peer review (3 givers & 1 assessor) will adapt the transfer process to each local receiver context: it should bring some insight into the receiver' transferability potential (i.e how far it could progress through the transfer guide steps) and offer personalized advice to design an individualized implementation action plan. This will ultimately provide the receivers with roadmap to design a new and alternative tourism product offer for its visitors.

OUTPUT 2	RECEIVER'S LOCAL IMPLEMENTATION ACTION PLAN FOR THEIR ECO-ITINERARY
Quantity 4	Who: PP3 PP4 PP5 PP6
Programme indicator	3.1.d- Number of regions and sub-regions engaged (through charters, protocols, MoU) in implementing sustainable tourism plans
Delivery 30062022	The project duration and limited resources compromise receivers' chances to complete the creation of their eco-itineraries and the corresponding ecojourney route or tourism product to promote among their visitors and inhabitants. However, their local implementation action plan will provide them with a robust roadmap to gather the necessary resources to finally create this alternative sustainable tourism offer on a model tested and shared by an increased number of territories.

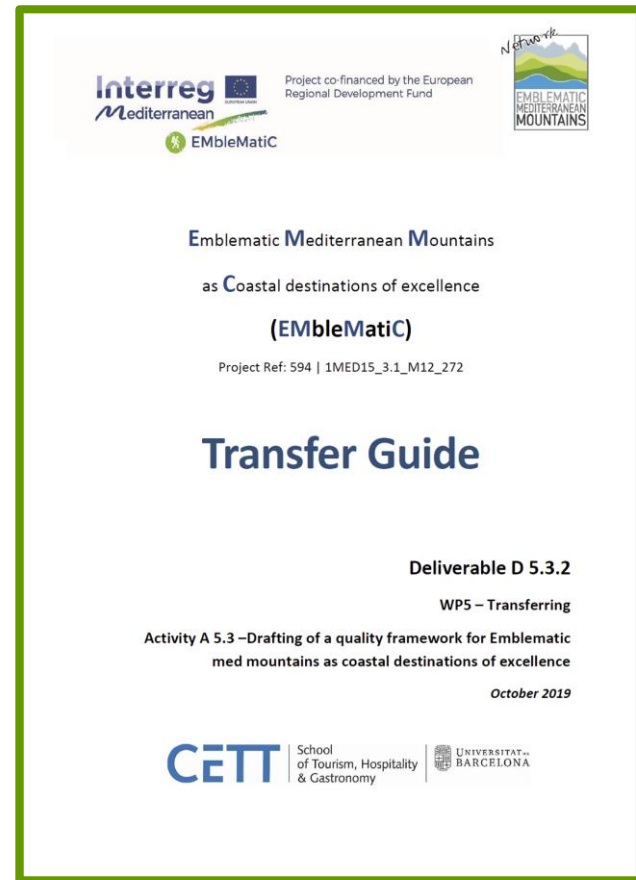
NEXT STEPS

❖ Webinar 2: Getting to know the Transfer Guide

The **Transfer Guide**:

- Introduction
- The 30 attributes
- Process of implementation

To do for TNM 1: Attribute self-assessment to be developed prior to TNM1 (Deadline TBC)



Q&A Session



merci
grazie
hvala
gràcies
ευχαριστώ
gracias
Хвала

THANK YOU

