

EMbleMatiC PLUS

Transferring project for
Emblematic Mediterranean Mountains as Coastal
destinations of excellence

Webinar 2

GETTING TO KNOW THE TRANSFER GUIDE

21st 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 3.1.2 Webinar 2

❖ Outcome:

Getting receivers to know the Transfer Guide prior to engaging with the conception of an emblematic eco-itinerary according to the transfer guide/process

Let's exchange some first impressions after Webinar 1



THE TRANSFER GUIDE

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WHAT IS A TRANSFER GUIDE

- The **Transfer Guide** is addressed to any Destination Management Organisation (DMO) or similar local public or private entities willing to implement the scheme of the **EMbleMatiC** project and its product, the **Ecojourneys**, to their territory.
- It provides the information necessary to understand the project, its origins, the partners involved in it, the process followed and all the relevant information that can be useful **for a potential new member of the EMM Network**.
- And what is of utmost importance, the outcomes are **based on on-site experience of the partners** and not only from a theoretical approach.

HOW TO USE THIS GUIDE

PROBLEMS/CHALLENGES



HOW TO OVERCOME THEM

AN ECOJOURNEY STEP BY STEP. FROM THE IDEA TO THE IMPLEMENTATION

STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS

- Identifying potential stakeholders
- Contacting and involving stakeholders
- Working together with stakeholders

STEP 2 DESIGN OF THE ITINERARY

- The attributes of an Ecojourney
- Fulfilling the common attributes

STEP 3 IMPLEMENTATION OF THE ITINERARY ON THE GROUND

STEP 4 CREATION OF A TOURISM PRODUCT: THE ECOJOURNEYS

STEP 5 CONTINUOUS IMPROVEMENT AND MONITORING OF THE ECOJOURNEYS

STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS

CO-CREATION

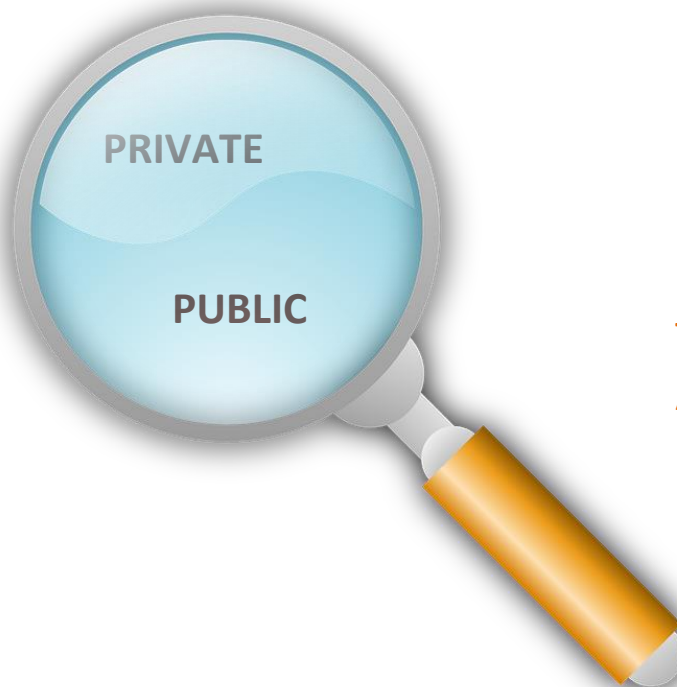


FROM THE BEGINNING

STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS

IDENTIFYING POTENTIAL STAKEHOLDERS

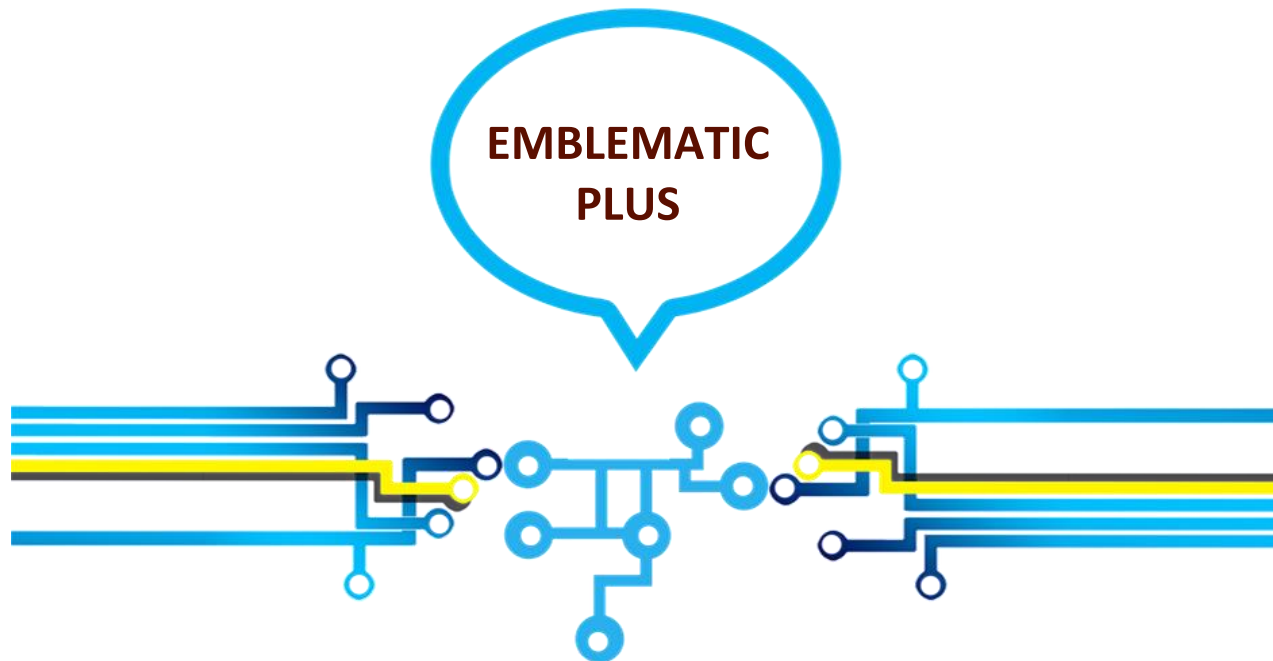
Accommodation services
Restaurants
Local producers
Active tourism
companies
Travel agencies
Guiding services
Interpretation services
NGO's
Associations
.....



Municipalities
Provinces
Regions
Managing authorities
DMO's
Tourism offices
Academic actors
.....

STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS

CONTACTING AND INVOLVING STAKEHOLDERS



STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS

WORKING TOGETHER WITH STAKEHOLDERS



STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS



- LACK OF TIME
- LANGUAGE BARRIERS
- BUREAUCRACY
- SCEPTICISM
- NUMBER OF STAKEHOLDERS
- LACK OF REWARD
- MISSING SENSE OF RESPONSIBILITY

STEP 1 INVOLVEMENT OF LOCAL STAKEHOLDERS



- ESTABLISHING FIXED APPOINTMENTS FOR MEETINGS
- BE TRANSPARENT
- SHOWING PROGRESS
- TAYLORED MEETINGS
- IDENTIFY STAKEHOLDERS' ATTITUDES

STEP 2 DESIGN OF THE ITINERARY

THE ATTRIBUTES

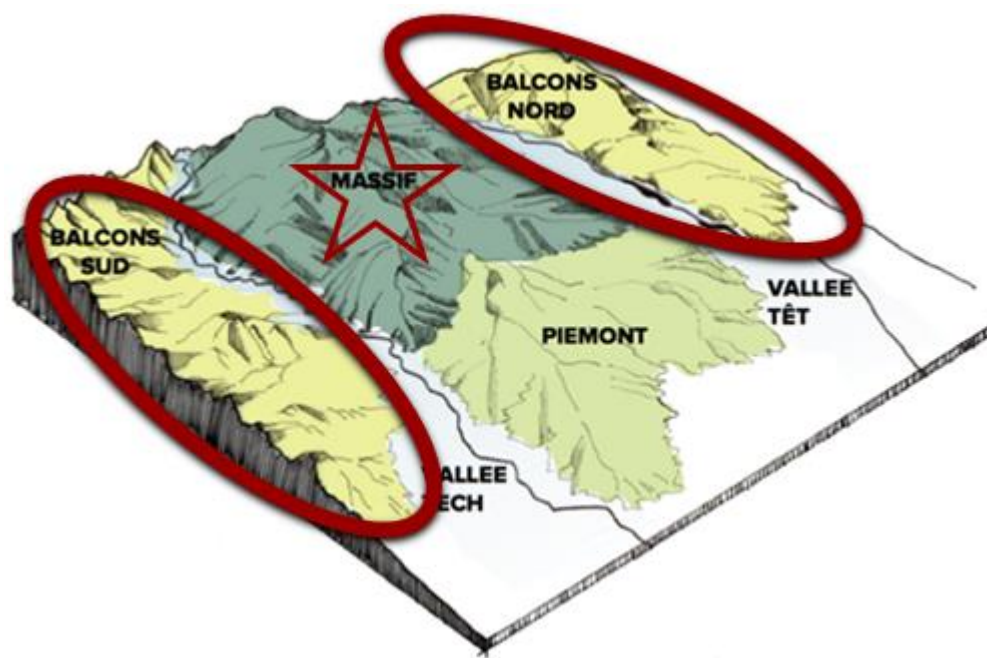
30



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 1

Located in the foothills



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 2

Low to medium difficulty



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 3

*Accessible all year around
(excepting extreme weather episodes)*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 4

*Properly signposted
(either with posts of digital tools)*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 5

*Including properly indicated
panoramic viewpoints*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 6

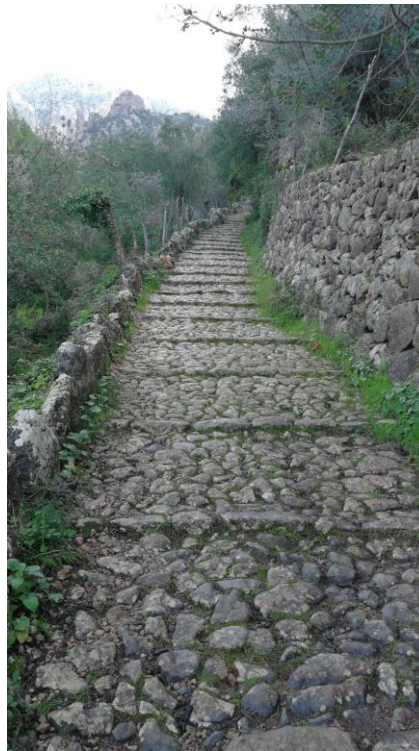
Favouring non-saturated spots



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 7

Optimising existing infrastructure



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 8

Including environmental & landscape interpretation services/facilities



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 9

Including visits on cultural heritage sites & monuments



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 10

*Including contents related to
intangible heritage*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 11

Offering local guidance services

WHAT TO DO AND WITH WHOM

Associació Valls del Pedraforca
www.visitpedraforca.com



Els tres hereus
Cultural guiding
 C/ Sant Antoni, 28, BELLVER DE Cerdanya
 Tel: +34 680 289 997
elstreshereus@gmail.com



Pedratour
Travel Agency
 C. Ciutat, 11, BERGA
 Tel: +34 938 215 111
www.pedratour.com



Rutes Silvia Rovira
Hiking and MTB guiding
 Tel: +34 636 257 282
www.rutesilviarovira.com



Cuiol nature
Nature guiding
 Colònia St Josep, bloc 3, pis 11, CERCS
 Tel: +34 686 687 042
www.cuiolnature.com



Pèndol guies
Active tourism guiding
 VALLCEBRE
 Tel: +34 650 833 479
www.pendolgules.com



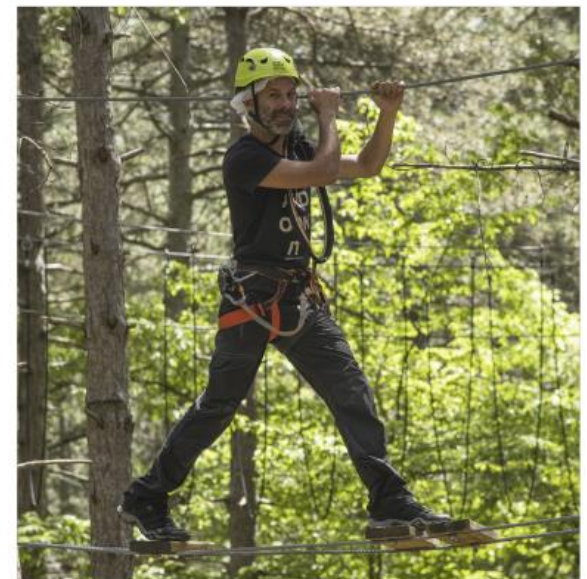
Espai actiu Vallcebre
Active tourism guiding
 Pla de la Barraca, VALLCEBRE
 Tel: +34 650 833 479
www.espalactiuvallcebre.cat



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 12

*Providing eco-friendly leisure activities
(sport, health & wellness...)*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 13

Offering local gastronomy



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 14

Offering the possibility to meet local producers with option to buy their products in the area



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 15

When offering picnic take-away, promote sustainable and eco-friendly services



<https://www.casaleonardo.net>



Food quality aspects may be:



Procedence: local and/or regional food is also more fresh than the one from overseas; it fosters local/regional agrosystems; it reduces the carbon footprint... and simply tastes better.



Seasonality: intimately related to point 1, your picnic package might better offer products from the same season, rather than others coming from far away. In other words: if possible, try to avoid fresh summer vegetables in March! You might find some alternatives from the region.



Certifications: organic, fair, Km 0, slow... all these certifications provide your products a higher quality standard.



Environmental aspects may include:

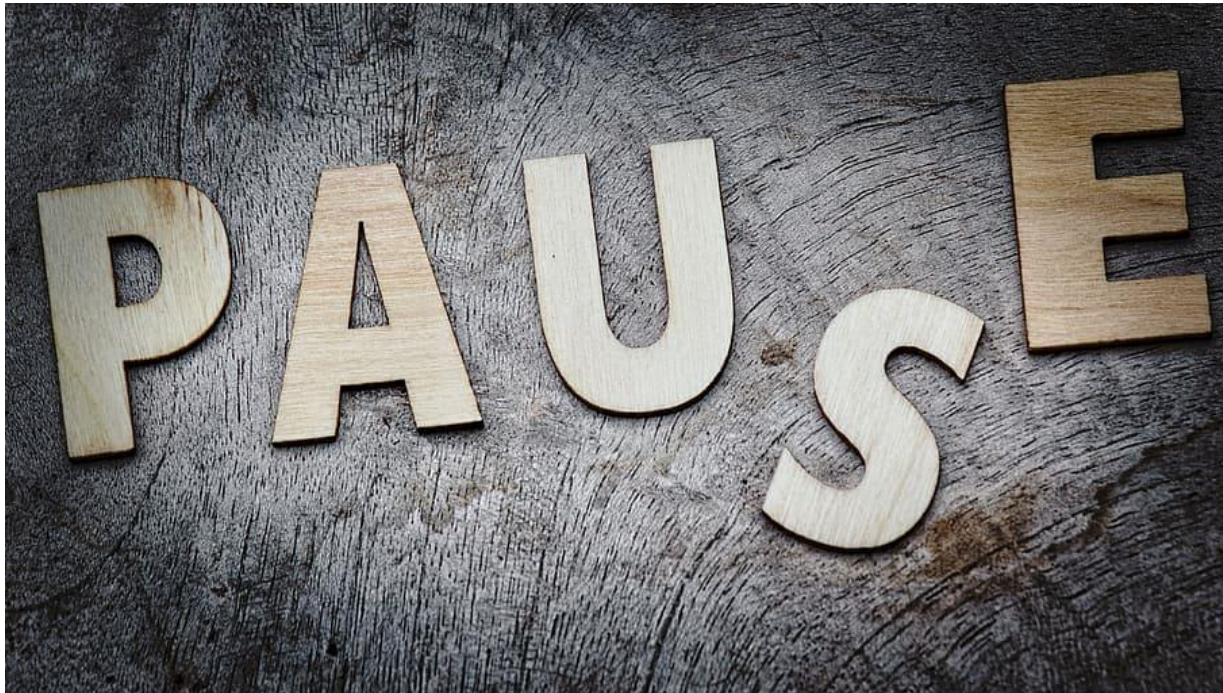


Avoiding the use of (too much) **packages**, particularly disposable ones



Providing users proper **information** on waste disposal

Let's take a short break...



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 16

Option to reach the destination with public transport and encouraging visitors in voluntary carbon offsetting



*Travelling responsibly in times of climate change?
Yes, you can! Just offset your CO2 emissions...*

- Reaching our mountain areas from other parts of Europe or the world would be not possible without air travel. However, aviation is one of the largest emitter of greenhouse gases and, therefore, contributes to the anthropogenic climate change **in a decisive manner**.
- Fortunately, you can **offset the generated carbon footprint on a voluntary basis** in one of the existing carbon offsetting initiatives. These initiatives usually offer a web tool with a calculator so that everyone can calculate the price of their own carbon offsets. By purchasing the emitted CO₂, you can mitigate your own greenhouse gas emissions from transportation (e.g. your flight), but also from using non-renewable energy sources during your stay.
- The purchased offsets are usually dedicated to **on- or off-site forest management projects, but also to conservation of biodiversity** in collaboration with local managers. You can contribute to these projects with small amounts. For instance, the offsets from a flight from Berlin to Thessaloniki (round trip) cost less than 20 Euro, and from Stockholm to Catania, about 30 Euro.
- You can offset your emissions wherever you like. We suggest using **"Atmosfair"**, being one of the most well-known and reliable platform. Just have a look at www.atmosfair.de!
- **Thank you for making responsible and sustainable travel possible!**

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 17

*Promoting eco-friendly mobility
within the eco-itinerary*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 18

*Promoting interaction
between visitors and local
people*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 19

*Prioritising locally owned accommodation
(e.g. through local quality agreements)*



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 20

Providing visual & clear information about visitors' correct behaviour in the area

Γενικοί Κανόνες



Σεβαστείτε τη φύση (χλωρίδα, πανίδα και έδαφος) και μην εισάγετε ξένα είδη χλωρίδας και πανίδας



Κινηθείτε στα σημαδεμένα μονοπάτια και κατασκηνώστε μόνο στους προβλεπόμενους χώρους



Ανάψτε φωτιές μόνο στις περιοχές που επιτρέπεται



Μην πετάτε τα σκουπίδια σας, φέρτε τα πίσω



Έχετε τα κατοικίδια πάντα με λουρί και υπό την επίβλεψη του ιδιοκτήτη



Κυκλοφορείστε και σταθμεύστε μηχανοκίνητα οχήματα μόνο σε δρόμους/χώρους που επιτρέπεται

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 21

*Raise awareness
among stakeholders
about responsible
tourism best practices*

1. **Managing water consumption:** in the Mediterranean area, water is a scarce resource, we should avoid wasting it, so any measure to save or to collect and reuse it will be convenient and advisable.
2. **Managing electric consumption:** the generation of energy has an impact in the environment, any progressive reduction of consumption should be our goal.
3. **Managing waste:** probably we have all heard about the three R's (re-use, recovery and recycling), avoiding waste generation should be a must for us.
4. **Consuming local products:** doing it in our business means helping local economy, promoting traditional gastronomy and avoiding transport of products and its negative environmental consequences.
5. **Using clean energies:** when possible, using hydropower, wind or solar energy will reduce the impact of our activity and show our commitment with planet care.
6. **Obtaining an ecolabel:** there are many national or international certifications that companies can obtain to ensure a good environmental performance.
7. **Avoiding the use of hazardous substances or products:** they can endanger people and the environment and generate hazardous waste, so this must be in our "to-do" list.
8. **Showing or delivering information about our eco journey to the public and to visitors:** it is a good way to communicate our engagement and to raise awareness among them with our example.
9. **Just take action!** Click on this [document](#) and discover guidance and practical examples on how you can improve your environmental performance.

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 22

Implementing monitoring tools to improve the sustainable performance of the destination

Action Plan 2018-2021

OBJECTIVE	PRIORITY	RESPONSIBLE	COST	ACTION	FOLLOW UP/DEADLINE	INDICATOR	ACHIEVEMENT Y/N
Have at least one eco-friendly means of transport in 2020	Low	Local administration	Local administration budget	Contact local administration to show its necessity and the benefits for the project and the community	Meetings with the responsible administration/December 2020	Number of eco-friendly transport units	
Obtain carbon offsettings from visitors	middle	Project Partners	100 €	Rise awareness among the stakeholders	Collect data from stakeholders / October 2020	Number of visitors who have used any carbon offsetting tool	
		Stakeholders		Communicate carbon offsetting tools to the visitors	Collect data from visitors / October 2020		
Increase the number of restaurants with any kind of food certification	High	Project Partners	Partner budget	Stimulate and assess stakeholders about the obtention of certification	Actively follow the certification process / December 2021	Number of new certifications obtained	
		Restaurants	Certification cost	Applying and obtaining a certification	Meet the scheduled certification requirements / December 2021		

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 23

Involving local stakeholders in the design of the itinerary



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 24

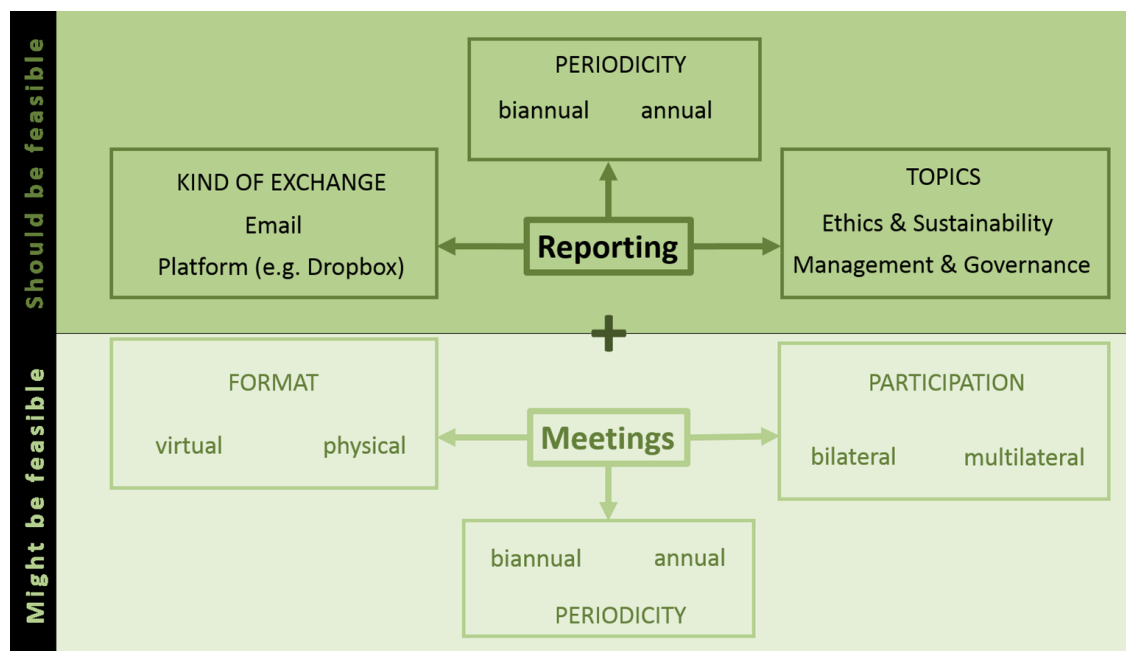
Using indicators to monitor and manage the impact of the itinerary

Criteria	Indicator reference#	ETIS core indicators
A.1 Sustainable tourism public policy	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility
A.2 Customer satisfaction	A.2.1	Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination
B.1 Tourism flow (volume and value) at destination	B.1.4	Daily spending per overnight tourist
B.2 Tourism enterprise(s) performance	B.2.1	Average length of stay of tourists (nights)
C.5 Protecting and enhancing cultural heritage, local identity and assets	C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage
D.1 Reducing transport impact	D.1.2	Percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination
D.3 Solid waste management	D.3.1	Waste production per tourist night compared to general population waste production per person (kg)
D.5 Water management	D.5.1	Water consumption per tourist night compared to general population water consumption per resident night
D.6 Energy use	D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night
D.7 Landscape and biodiversity protection	D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 25

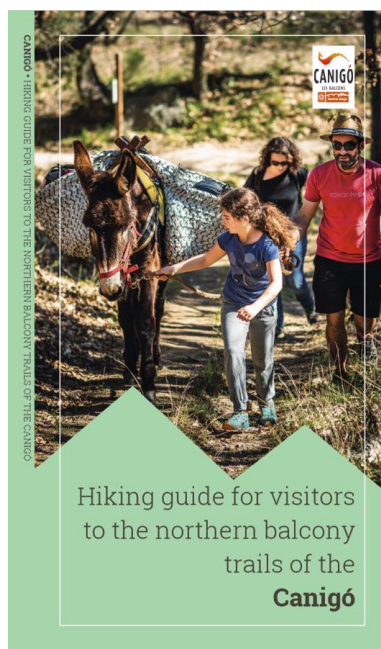
Sharing experiences with other partners of the network periodically



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 26

Providing interpretation material in at least local languages & English



STEP 2 DESIGN OF THE ITINERARY

64 | Gran Sasso

Attribute no. 27

*Informing about local available services***Partners****Il Bosso Soc. Coop**

Via Capodacqua n°6 – Loc. Capodacqua – 67022 –
Capestrano – AQ

Tel: +39 085 9808009

**B&B Bacca Blu**

Via C. Battisti 44, 67020 - Villa Santa Lucia degli
Abruzzi AQ

Tel: +39 339 576 0035 - 320 314 1858

**Osteria del Lupo**

Viale della Vittoria n.20 - 67023 - Castel del Monte
- AQ -

Tel: +39 0862 938136 – 339 1475010

**Adonis Bar Ristoro Affittacamere**

Via Roma, 8 - 67020 - Castelvechio Calvisio - AQ -

Tel: +39 0862 1966283 - 320 620 5682

**Locanda sul Lago**

Via del lago - 67020 - Santo Stefano di Sessanio - AQ -

Tel: +39 0862 1966440 - 392 002 6267

**Le Case della Posta**

Via Roma 40 - 67020 -

Santo Stefano di Sessanio - AQ -

Tel: +39 347 971 6625



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 28

Oriented both to local and coastal visitors as an alternative complementary activity



STEP 2 DESIGN OF THE ITINERARY

Attribute no. 29

Oriented to a common target group



“...the ideal visitor profile is an adult between 30 and 55 years old with a middle socio-economic status. He/she can travel in couple or in family. He/she comes from abroad or visits the areas in his/her own country/region. He/she loves travelling in small groups of friends and/or families. He/she is a nature lover who equally appreciates heritage and cultural events. He/she likes to move him/herself in a sustainable way, preferring to walk the area's paths.”

(Extract from **Marketing brief**)

STEP 2 DESIGN OF THE ITINERARY

Attribute no. 30

Promoting the common brand & marketing strategy



STEP 3 IMPLEMENTATION OF THE ITINERARY ON THE GROUND

- Work on a **detailed description** of your territory and the services available in it.
- Then, try to **identify an area** with the most suitable characteristics for an Ecojourney
- Elaborate or update an **inventory of all heritage** contents (tangible and intangible) to valorise through the itinerary.
- Repeat the above task with all **associated tourism services**: leisure, accommodation, catering...
- Find out which **existing infrastructure and routes** could be incorporated in the new Ecojourney.
- Make sure that the **paths** promoted in your itinerary **are accessible** in terms of legal status.

STEP 3 IMPLEMENTATION OF THE ITINERARY ON THE GROUND

- Have in mind all the **logistic requirements** and the **suppliers or external expertise** you may need to work on them.
- Analyze the **feasibility** of the Ecojourney according to **legal requirements** and budget availability that may condition it.
- Estimate the **consequent investments** and make sure you can count on the necessary funding sources.
- Ask for the **legal authorisations** required well in advance, since you might launch public procurement processes in order to execute this kind of actions.
- Set the **final design** of the Ecojourney and **validate it with your local stakeholders**.
- **Start up all the physical works** on the itinerary, that is, its implementation on the ground

STEP 4 CREATION OF A TOURISM PRODUCT: THE ECOJOURNEY



STEP 5 CONTINUOUS IMPROVEMENT AND MONITORING OF THE ECOJOURNEYS



NEXT STEPS

HOMEWORK FOR TNM 1 (1/2)



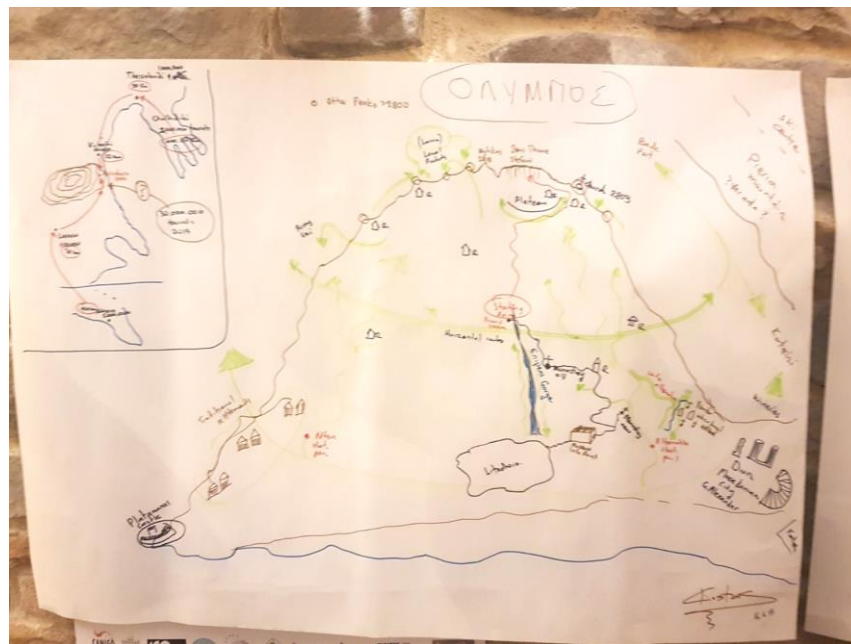
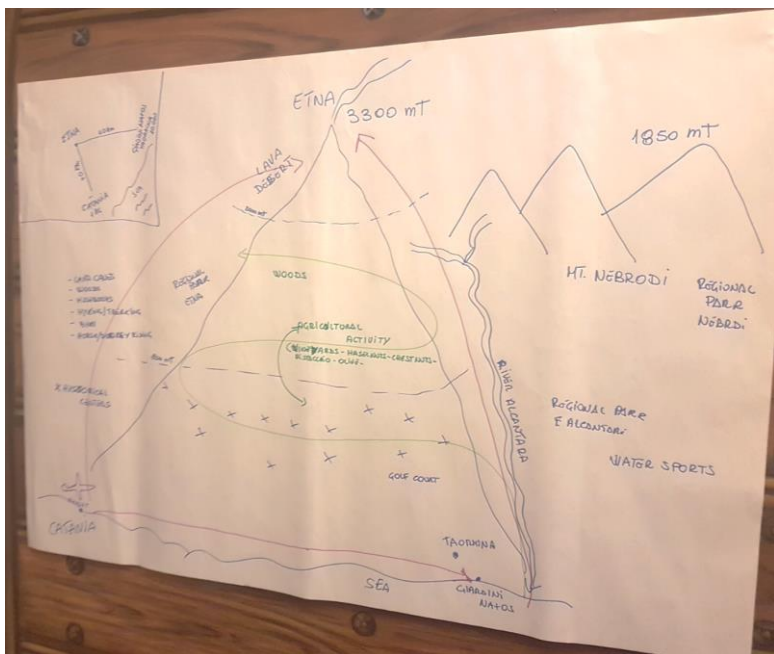
→ **Attribute self-assessment survey**: your perceived degree of difficulty in applying the 30 attributes.

To be filled in by **Sept 29 (23:59 CEST)**

NEXT STEPS

HOMEWORK FOR TNM 1 (2/2)

A first sketch of your proposed itinerary on a sheet (din A3)



Q&A Session



merci
grazie
hvala
gràcies
ευχαριστώ
gracias
Хвала
THANK YOU

