

EMbleMatiC PLUS

Transferring project for
Emblematic Mediterranean Mountains as Coastal
destinations of excellence

Webinar 3. Download here

*From the Transferability Diagnostics to the
Local Implementation Action Plans*

20th April 2022



WEBINAR OUTLINE

- 10:00 Welcome & Connectivity Check
- 10:05 Webinar Context and Outcome
- 10:15 The four Transferability Diagnostics
- 10:45 Key Topics: Reminder
- 11:00 The Local Implementation Action Plan (LIAP)
- 11:15 Receivers' Feedback & Open Discussion
- 11:30 Follow-up: TNM2 & Final Conference
- 11:45 End of the Webinar

Webinar Context & Outcome

Webinar 1&2 >>> TNM1 >>> Webinar 3>>>TNM2 & FC



Webinar Context & Outcome

Context

A3.1 Givers dissemination of transfer guide and past achievements

A3.2 Conducting receivers diagnostic (cross analysis) relying on the Transfer Guide

D3.2.0. Common criteria assessment common methodology

D3.2.1-4. PPX transferability diagnostic relying on transfer guide

A3.3 Finalizing receivers local implementation action plan for future eco-itinerary relying on transfer guide methodology

D3.3.1-4. PPX local implementation action plan for their future eco-itinerary

Outcome

→ Presentation of the diagnostics to the **whole partnership** and to feed the writing process of the **Local Implementation Action Plans (LIAP)**

→ To inform about the **next steps** (TNM2 and Final Conference) and **beyond** (implementation of the Eco-itineraries on the ground + creation of tourist products (Ecojourneys) + continuous improvement and monitoring.

The 4 Transferability Diagnostics



The four Transferability Diagnostics

The Content

1.Contextual introduction: The EMbleMatiC Plus project; the Receiver territory

2.The coaching of the transferring process with PPX: common criteria assessment on the basis of a common methodology.

3.On-site assessment field visit: Minutes from on site-visit; assessment process carried out during the on-site visit.

4.Diagnosis of the Eco-itinerary proposal: PPX proposal highlights; SWOT analysis.

5.Recommendations for the local implementation Action Plan (LIAP)

- 5.1. Basic characteristics of the eco-itinerary
- 5.2. Associated services
- 5.3. Ethics and sustainability
- 5.4. Management and Governance
- 5.5. Marketing

6.Appendix: Terms of reference (ToR) and its 30 attributes; Local Implementation Action Plan (LIAP) template.

The 4 Transferability Diagnostics

PP3: Komovi

- ❖ Balkan character
- ❖ Becoming an Eco-itinerary
- ❖ Marked seasonality
- ❖ Great potential
- ❖ Great room for improvement (stakeholder involvement, cooperation)



The 4 Transferability Diagnostics

PP4: Monti Lessini

- ❖ Pre-existing signposted itinerary the “Via vecia della lana”
- ❖ Dynamic agricultural sector
- ❖ Cultural and natural attractions
- ❖ Lack of an identifiable silhouette
- ❖ Main itinerary being linear
- ❖ Need to improve the connection between the topic “wool” and the itinerary contents and communication.



The 4 Transferability Diagnostics

PP5: Stromboli

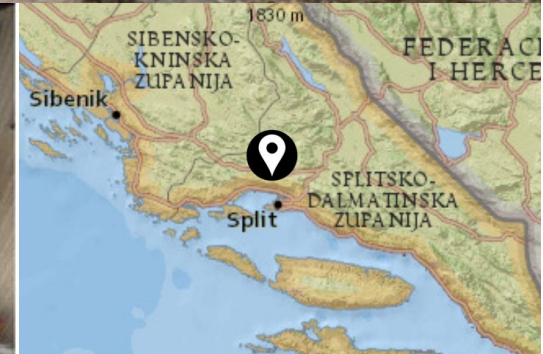
- ❖ Three complementary itineraries
- ❖ Strong motivation of local stakeholders
- ❖ The attraction of the Stromboli volcano
- ❖ Access and insularity
- ❖ International knowledge and recognition
- ❖ Strong seasonality



The 4 Transferability Diagnostics

PP6: Kozjak

- ❖ Strategic position...
...but weak emblematic condition
- ❖ Coastline vs. hinterland
- ❖ Exciting storytelling initiative
- ❖ Improvement of the Eco-itinerary design
- ❖ Weak storyline...
...but great potential



Key Topics: Reminder

- Involving local stakeholders
- “Spirit of the place”
- Keeping the Network values & criteria
- Linking local tourism development strategy with the EMbleMatiC Eco itinerary
- Raising awareness and implementing sustainability
- Defining the target
- Communicating with visitors

The Local Implementation Action Plan (LIAP)

→ The LIAP is conceived to become a developed version of Attribute 22.

Attribute 22: Implementing monitoring tools to improve the sustainable performance of the destination

Suggested evidence: Plan of action

Template for a Plan of Action (contents are just an example of possible ones)

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 offsets from visitors	middle	Project Partners	100 €	Raise awareness among stakeholders	Collect data from stakeholders / October 2020	Number of visitors who have used any carbon offsetting tool	
		Stakeholders		Communicate carbon offsetting tools to 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 obtaining a certification	Follow actively the certification process / December 2021	Number of new certifications obtained	
		Restaurants	Certification cost	Applying and obtaining a certification	Meet the scheduled certification requirements and deadlines / December 2021		

The Local Implementation Action Plan (LIAP)

Template 1: worksheet

Objective 1: [Name of the objective]

- ❖ Context
- ❖ Associated Attribute(s) (ToR)
- ❖ Degree of priority
- ❖ Responsible
- ❖ Action(s)
- ❖ Involved actors
- ❖ Cost
- ❖ Funding possibilities
- ❖ Time schedule
- ❖ Indicators
- ❖ Final check

The Local Implementation Action Plan (LIAP)

Template 2: spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L
1	EMbleMatiC Plus											
2	A3.3 Finalizing receivers local implementation action plan for future eco-itinerary relying on transfer guide methodology											
3	D3.3.3 - PP5 Local Implementation Action Plan (LIAP)											
5												
6	*Please note: Some titles of the fields are simplified. You will find a detailed description in the word processor template.											
7	Some instructions to optimise the use of this spreadsheet: when filling in the cells, try to use the same wording, so that filter can work smoothly.											
8												
9		ToR	Priority	Responsible	Actions	Actors	Cost	Funding	Timeline	Indicators	Check	
10	[put here the name of objective 1]											
11	[put here the name of objective 2]											
12	[put here the name of objective 3]											
13	...											
14												
15												
16												
17												
18												
19												

Receivers' Feedback & Open Discussion



Follow-up: TNM2 & Final Conference

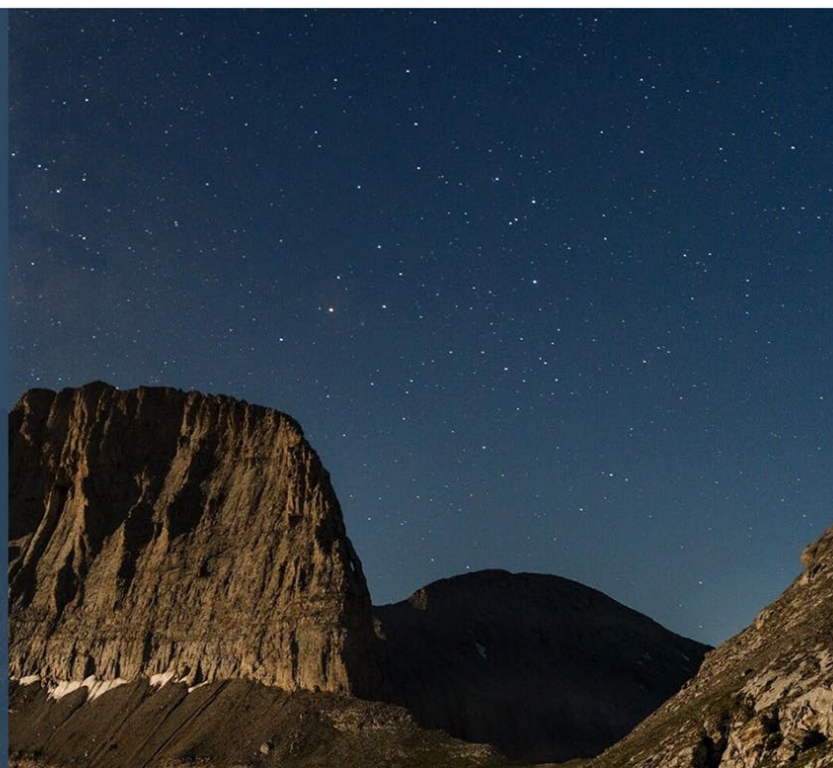


International Conference

TNM2 is loading...

SAVE THE DATE!

2022 MAY 31
JUNE 1



merci
grazie
hvala
gràcies
ευχαριστώ
gracias
Хвала
THANK YOU

