

Transferring project for
Emblematic **M**editerranean **M**ountains
as **C**oastal destinations of excellence
(**EMbleMatiC PLUS**)

Project Ref:Project Ref:8139 | 10MED21_3.1_M3_009

D3.3.2. PP4 Local implementation action plan for a future eco-itinerary



Deliverable D3.3.2

Activity 3. Transferring process

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

Executive summary

For the third and final stage of the transferring process, each receiver has been asked to use the insights and personalised recommendations from the previously written D3.2.2. PP4 transferability diagnostic relying on transfer guide, to elaborate and write an individualised local implementation action plan for the creation of a future eco-itinerary (as a physical route) beyond the duration of this current project. This should ultimately provide PP4 with a roadmap to create a new and alternative tourism product offer for its visitors.

The resulting tourist product to be promoted as an Ecojourney, is expected to align with the EMM network values, approach and previous experience, according to the EMM Transfer Guide from the EMbleMatiC project.

LP1, PP1 and PP2 as givers and coaching team provided each receiver with a commonly defined template to be used.

The aim of this document is to have an action plan for the receiver territory at short, mid and long term with concrete, realistic and practical information about each action in order to make each of them achievable by the end of the period foreseen or in the future.

Moreover, this document is the evidence of the last output foreseen for the A3 transferring activity, which is PP4's Local Implementation Action Plan

Author of template (as a givers):

PP2. Development Agency of Berguedà. Rosa M. Colomer – colomeror@adbergueda.cat

LP1. Syndicat Mixte Canigó Grand Site. Alain Gensane – alain.gensane@canigo-grandsite.fr

Local Implementation Action Plan author (as a receiver):

PP4 – Gal Baldo Lessinia. Elisabetta Brisighella– direttore@baldolessinia.it

Previous document:

D3.2.2.PP4 Transferability diagnostic

The author(s) are solely responsible for this publication. It does not represent the opinion of the European Community and the European Community is not responsible for any use that might be made of data appearing therein. Access to and use of the contents in this publication is at the user's own risk. Damage and warranty claims arising from missing or incorrect data are excluded. The authors bear no responsibility or liability for damage of any kind, also for indirect or consequential damages resulting from access to or use of this publication.

Project Ref: Project Ref: 8139 | 10MED21_3.1_M3_009

TABLE OF CONTENTS

1	Contextual introduction	4
1.1	A transferring project: EMbleMatiC PLUS	4
1.2	A Receiver territory: Monti Lessini represented by GAL Baldo-Lessinia.....	4
2	Common methodology followed for the design of the LIAP.....	5
2.1	The LIAP corresponds to the third phase of the transferring strategy of the project	5
2.2	The LIAP is conceived to become a developed version from the Plan of action completed for Attribute 22.	5
2.3	The proposed format of receiver LIAP consists of four commonly defined main contents.....	6
2.3.1	Eco-itinerary proposal	6
2.3.2	LIAP Synthesis table template	6
2.3.3	LIAP Actions worksheet template.....	7
2.3.4	LIAP detailed Excel spreadsheet template (optional)	8
3	PP4 Local implementation action plan (LIAP)	9
3.1	PP4 Eco-itinerary proposal	9
3.2	PP4 LIAP Synthesis table	9
3.3	PP4 LIAP Actions worksheets	10
3.3.1	Action 1.1	10
3.3.2	Action 1.2	10
3.3.3	Action 2.1	11
3.3.4	Action 2.2	11
3.3.5	Action 3.1	12
3.3.6	Action 3.2	14
3.3.7	Action 4.1	12
3.3.8	Action 4.2	12
3.3.9	Action 4.3	13
4	Apendix	Erreur ! Signet non défini.
4.1	PP4 LIAP excel document	15
4.2	Other documents	15

1 Contextual introduction

1.1 A transferring project: EMbleMatiC PLUS

EMbleMatiC Plus is the follow-up project of the EMbleMatiC project. Being funded by the Interreg MED program, both projects are just one part of the activities that the **Emblematic Mediterranean Mountains (EMM) Network** undertakes. The Network was born in 2013 thanks to the LEADER funds. Being 4 initial members, the Network has grown across successive projects.

EMbleMatiC Plus involves 3 givers' partners from the previous EMbleMatiC project, 4 new receivers' partners and 7 associated partners. These partners are members of the **EMM network**. They wish to adopt a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

Thus, EMbleMatiC PLUS project aims to deepen and extend the first project results by transferring to new territories the "Transferability guide for the implementation of an eco-itinerary". These previously created eco-itineraries contribute to geographically rebalancing the visitors flows, to extend the seasonality, to reduce environmental impact whilst generating economical return for these low-density areas.

More specifically, this project aims to:

1. Maximise the impact of what was accomplished & worked with the EMbleMatiC project to new territories.
2. Work together in adjusting the initially produced Transfer Guide to fit receivers' local context and to obtain their best Eco-itinerary local implementation plan.
3. Reinforce the Emblematic Mediterranean Mountains network by gathering key local stakeholders & managing authorities sharing same values, visions & know-how.

In addition to the 3 "Givers" and 4 "Receivers", the project includes seven associated partners, six of them representing mountains territories (Vidova Gora in Croatia, Ida/Psiloritis in Greece, Gran Sasso and Monte Grappa in Italy, Kapela Vrh in Slovenia, and Pico del Torreón in Spain). They could not be retained as receivers for this project but benefit from following its progress closely.

1.2 A Receiver territory: Monti Lessini represented by GAL Baldo-Lessinia

GAL Baldo-Lessinia was selected by LP1, PP1 and PP2 (so-called "Givers") to participate in the EMbleMatiC Plus as a "Receiver". This LAG selected the **Monti Lessini** (45°53'14"N 11°53'36"E) as territory for the transferring of the methodology previously used to create an Eco-itinerary. La Lessinia or Monti Lessini is a plateau and an alpine supergroup in the Vicentine Prealps, located for the most part in the province of Verona and, only partially, in those of Vicenza and Trento. A part of the Lessinia area constitutes the Lessinia Regional Natural Park.

Lessinia is a green paradise nestled between the Small Dolomites, the city of Verona and Monte Baldo. The territory appears as an almost magical landscape, made up of pastures and woods, where myths and legends intertwine with local customs and traditions. This territory also preserves numerous historical, architectural and folk art testimonies, in particular those of the Cimbri. Walking along the paths and mule tracks, crossing the districts, we can let ourselves be enveloped by the unique atmosphere of this environment and go back to the experience of the ancient inhabitants.

2 Common methodology followed for the design of the LIAP

2.1 *The LIAP corresponds to the third phase of the transferring strategy of the project*

The transferring strategy of the EMbleMatic PLUS project unfolds in three phases to adapt the steps described within the “transfer guide” into a “transfer process” applied by each receiver and adjusted according to its own context or transferability potential.

The core know-how to transfer is the compliance of the 30 attributes from the previously applied TOR for the creation of eco-itineraries.

-Phase 1 A 3.1 Givers’ dissemination to receivers of transfer guide & pasts achievements: completed by October 2021 with two webinars and a transnational meeting for receivers to have their own experience of existing eco-itineraries.

-Phase 2 A 3.2 Receivers’ transferability diagnostic relying on transfer guide: completed by April 2022 following two stages working period:

Stage 1: Receivers worked with CT for four months on compliance of all considered aspects of their future eco-itinerary with the attributes defined on the emblematic TOR.

Stage 2: The Assessing team visited each receiver for an on-site assessment visit consisting of an on-site cross-analysis & peer review (3 givers & 1 assessor) on the first receiver’s initial proposal of potential eco-itinerary route, activities, stakeholders...

This full assessment process and results are summarized into each receiver project output “Transferability diagnosis” released in April 2022 and available for consultation on project website.

-Phase 3: A3.3 Receiver’ local implementation action plan for their eco-itinerary:

For this final stage of the transferring process, receivers have been asked to use the insights and personalised recommendations from this diagnosis, to elaborate and write an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

2.2 *The LIAP is conceived to become a developed version from the Plan of action completed for Attribute 22.*

Indeed, one of the attributes from the Terms of Reference (ToR) included in the Transfer Guide (TG) is no. 22, entitled “Implementing monitoring tools to improve the sustainable performance of the destination”. During the previous phase of the project each receiver has completed a plan of action as evidence for this attribute fulfilment that can now be used as a first document to work on the LIAP. Below, you can see the Attribute 22 template.

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		

2.3 The proposed format of receiver LIAP consists of four commonly defined main contents

- The eco-itinerary proposal
- LIAP synthesis table template
- LIAP Action worksheets template
- LIAP detailed Excel document template (optional)

2.3.1 Eco-itinerary proposal

After completion of the diagnostic and prior to develop in details their LIAP, each receiver is asked to provide their finalised proposal of the future eco-itinerary they have designed.

This proposal will consist of three elements

- The title of the eco-itinerary
- A brief description highlighting the main focus, thematic, purpose of the future eco-itinerary (max. 600 characters including space).
- A map including all routes and the basic information.

2.3.2 LIAP Synthesis table template

The second element of the receiver LIAP is a synthesis table that summarises all objectives pursued and their pre-identified related actions for the creation of the proposed eco-itinerary.

Objective 1	Insert name of objective
Action 1.1	Insert name of action
Action 1.2	Insert name of action
Action 1.3	Insert name of action
...	
Objective 2	Insert name of objective

Action 2.1	<i>Insert name of action</i>
Action 2.2	<i>Insert name of action</i>
Action 2.3	<i>Insert name of action</i>
...	
Objective 3	<i>Insert name of objective</i>
Action 3.1	<i>Insert name of action</i>
....	

2.3.3 LIAP Actions worksheet template

The aim of this document is to have a realistic and achievable action plan for the territory at short, mid and long term with concrete and practical information about each action in order to make each of them achievable by the end of the period foreseen or in the future.

Each action of the LIAP synthesis table must be detailed using the following “action worksheet template” which you can improve adding other issues that you could consider relevant for your territory or more adaptable to your methodology of working.

a) Action	Title
	Description of the action (maximum 1000 words with spaces)
b) Objective (s)	The objective or objectives pursued with this action
c) Context	In order to understand the importance of our action, we include a previous section explaining the context, state of things, precedents etc.
d) Associated Attribute (ToR)	Specification of what attribute and topic from the ToR lies behind the objective. We have included the name and number of the attribute as well as to which one of the five topics it belongs.
e) Degree of priority	How important is it for our organisation to reach this objective? There is a temporal hierarchy and, therefore, whether each objective has a high, medium, or low priority. We have decided this degree according to the field “deadline” as well as “follow-up” (see below)
f) Responsible	Position within the company or institution and the contact (tel., email or postal address) of the person being responsible for the achievement and implementation of this objective.
g) Involved actors	We have indicated which actors are relevant for our objective and actions, and in which way they should be involved.
h) Cost	We have indicated the total estimated costs of executing the actions. Obviously, this section will be much more informative if the numbers adjust to some realistic scenario, which is usually difficult to achieve. Anyway making an effort in this respect is crucial to make the objective feasible. Strong and precise data about cost will ease the following section.
i) Funding possibilities	We have registered what possibilities there exist within the funding landscape in our area. We have detailed the different institutions, grants, funds... available, as well as the responsible organisation behind each source of funding (according to their nature -public or private-, range of action - local, regional, national, European, - etc.)
j) Time schedule	Like cost, time is a “must” if we want to achieve the objective. We distinguished between the different milestones in a field called “follow-up” from the final deadline.

k) Indicators	A series of signals have been identified for showing whether the action is being achieved, or not.
l) Final check	The final step that ensures the actual achievement of the action. Once we will have done the action, we will check this final field with a tick (✓) or just writing “achieved”. On the third and final stage of the transferring process, the receivers were asked to use the insights and personalised recommendations from this diagnosis, to design an individualised local implementation action plan.

2.3.4 LIAP detailed Excel spreadsheet template (optional)

The final element commonly defined for the presentation of the LIAP is an excel table that allows listing in a very comprehensive and exhaustive way all information from the LIAP.

Production of this excel table is **optional**.

Receivers wanting to produce it must insert it into the appendix section of this deliverable.

	A	B	C	D	E	F	G	H	I	J	K
1	EMbleMatic Plus										
2	A3.3 Finalizing receivers local implementation action plan for future eco-itinerary relying on transfer guide methodology										
3	D3.3.2 - PP4 Local Implementation Action Plan (LIAP)										
5	TEMPLATE 2										
6											
7											
8	*Please note: Some titles of the fields are simplified. You will find a detailed description in Template 1.										
9	*Previous instructions: when filling in the cells, try to use the same wording, so that filter can work smoothly.										
10											
11		Objective	Attribute(s) ToR	Priority	Responsible	Involved actors	Cost	Funding options	Timeline	Indicators	Check
12	[put here the name of action 1]										
13	[put here the name of action 2]										
14	[put here the name of action 3]										
15	...										

3 PP4 Local implementation action plan (LIAP)

3.1 PP4 Eco-itinerary proposal

Title: La Vecia via della Lana



Description:

An ancient path that winds along the ridge of the Lessini mountains, used by centuries, since ancient times, by shepherds for transhumance and by the inhabitants of the districts to transport raw wool from the mountains to the plains. Today it has been transformed into a new tourist route, which rises from Soave and reaches San Bortolo, in Selva di Progno. The itinerary crosses the municipalities of Soave, Cazzano, Illasi, Tregnago, Badia Calavena and Selva di Progno. The paved path has an average width of three meters. It is an itinerary surrounded by greenery, between deciduous and numerous woods small streams with pouring and clear waters. In fact, the valley is rich in water, thanks to the numerous small streams that descend from the slope of San Bortolo and the streams that characterize some parts of the wood. It starts from the classic Soave area, therefore from intensively cultivated hills declined to the vine, to then reach and cross olive groves, the cherry trees of Tramigna valley and the woods of Upper Lessinia. The entire Via della Lana, which alternates sections paved in concrete with white paths, is equipped with signs to give the correct information to visitors. It is a real trekking route with an average difficulty of path. The goal is to make the territory and the history well known and valued characterizes.

3.2 PP4 LIAP Synthesis table

Objective 1	complete the signalling including information for tourists (panels etc)
Action 1.1	project the layout and contents of tourist information panels
Action 1.2	Realize/print the panels and place them along the path
Objective 2	realize an app with the Information on the itinerary and other public information of interest (fairs, festivals, places to visit, etc)
Action 2.1	project the app
Action 2.2	realize it
Objective 3	create a stable network of operators/actors
Action 3.1	definition of a small working group
Action 3.2	Involvement of actors/operators (meeting ideas, etc.)

Action 3.3	Improve the storytelling of wool
Objective 4	promote the Vecia via in the provincial/regional/national territory
Action 4.1	organize press tour or events
Action 4.2	arrange meeting with tourist offices

3.3 PP4 LIAP Actions worksheets

3.3.1 Action 1.1

a) Action (max. 1000 characters)	Title Layout and contents of new panels Description: project the layout and contents of tourist information panels
b) Objective (s)	Create panels to allow tourists to have useful information along the path that would allow them to know some peculiar aspect of the territory
c) Context	there are signs indicating the path but informative panels would make the path more attractive
d) Associated Attribute (ToR)	4
e) Degree of priority	high
f) Responsible	LAG board and LAG Director (Elisabetta Brisighella)
g) Involved actors	IAT and LAG
h) Cost	4.500,00
i) Funding possibilities	LAG
j) Time schedule	June 2022
k) Indicators	n. of panels projected
l) Final check	

3.3.2 Action 1.2

a) Action (max. 1000 characters)	Title realize new panels and place them along the path Description: project the layout and contents of tourist information panels
b) Objective (s)	Create panels to allow tourists to have useful information along the path that would allow them to know some peculiar aspect of the territory
c) Context	there are signs indicating the path but informative panels would make the path more attractive
d) Associated Attribute (ToR)	8
e) Degree of priority	high

f) Responsible	6 municipalities of Selva di Progno, Badia Calavena, Tregnago, Illasi, Cazzando di Tramigna e Soave with LAG support
g) Involved actors	
h) Cost	3.000,00
i) Funding possibilities	Lag or single municipalities (one of the six involved)
j) Time schedule	July 2022
k) Indicators	n. of panels positioned
l) Final check	

3.3.3 Action 2.1

a) Action (max. 1000 characters)	Title project the app Description: project the layout and contents of the app
b) Objective (s)	realize an app with the Information on the itinerary and other public information of interest (fairs, festivals, places to visit, etc)
c) Context	APPs are useful tools for tourists and they are not; for those intending to walk the path - this tool is required of us by many stakeholders
d) Associated Attribute (ToR)	8-9-10
e) Degree of priority	high
f) Responsible	LAG board and LAG Director (Elisabetta Brisighella)
g) Involved actors	IAT, guides, LAG and 6 municipalities
h) Cost	7.500,00
i) Funding possibilities	LAG
j) Time schedule	beginning in July 2022 – conclusion December 2023
k) Indicators	n. of APP
l) Final check	

3.3.4 Action 2.2

a) Action (max. 1000 characters)	Title realize the app Description: realize an app
b) Objective (s)	To realize an app with the Information on the itinerary and other public information of interest (fairs, festivals, places to visit, etc)
c) Context	APPs are useful tools for tourists and they are not; for those intending to walk the path - this tool is required of us by many stakeholders

d) Associated Attribute (ToR)	8-9-10-19-20-21
e) Degree of priority	high
f) Responsible	LAG board and LAG Director (Elisabetta Brisighella)
g) Involved actors	IAT, guides, LAG and 6 municipalities
h) Cost	7.500,00
i) Funding possibilities	LAG
j) Time schedule	beginning in July 2022 – conclusion december 2023
k) Indicators	n. of APP
l) Final check	

3.3.5 Action 3.1

a) Action (max. 1000 characters)	Title definition of a small working group Description: Starting from the list of stakeholders we already have focusing on those who participated in the focus groups demonstrating an interest in being part of the network
b) Objective (s)	create a stable network of operators/actors
c) Context	Creating a network of actors / operators would allow for stability and continuity of operations
d) Associated Attribute (ToR)	23
e) Degree of priority	high
f) Responsible	one single operator? One member of LAG?
g) Involved actors	all the stakeholders involved
h) Cost	300,00
i) Funding possibilities	the costs refer indicatively to the personnel involved and not to any specific actions
j) Time schedule	June to September 2022
k) Indicators	n. of network
l) Final check	

3.3.6 Action 3.2

a) Action (max. 1000 characters)	Title involvement of actors/operators (meeting ideas, etc.) Description: using the list of stakeholders contact and involve
b) Objective (s)	create a stable network of operators/actors that could be involved in all the actions
c) Context	Creating a network of actors / operators would allow for stability and continuity of operations
d) Associated Attribute (ToR)	18-20-23
e) Degree of priority	high
f) Responsible	one single operator? One member of LAG?
g) Involved actors	all the stakeholders involved
h) Cost	300,00
i) Funding possibilities	the costs refer indicatively to the personnel involved and not to any specific actions
j) Time schedule	June to September 2022
k) Indicators	n. of meeting
l) Final check	

3.3.7 Action 3.3

a) Action (max. 1000 characters)	Title improve the storytelling of wool Description: using the list of stakeholders contact and involve
b) Objective (s)	Realize a sort of storytelling around "La Vecia Via della Lana " path and the wool could be defined and transmitted in the future, involving as many stakeholders as possible
c) Context	the identified title already provides the elements of storytelling but around this the real experiences and actions of a tourist and promotional type must be identified
d) Associated Attribute (ToR)	23-27-29-30
e) Degree of priority	high
f) Responsible	the network
g) Involved actors	all the stakeholders involved
h) Cost	To be defined
i) Funding possibilities	To be defined
j) Time schedule	June to December 2023
k) Indicators	n. of common marketing strategy

l) Final check	
-----------------------	--

3.3.8 Action 4.1

a) Action (max. 1000 characters)	Title organize press tour or events Description: organize press tour or events
b) Objective (s)	promote the “Vecia via della Lana”
c) Context	the old “via della lana” is well known but we intend to promote an ad hoc event, this could be a press tour to make known the route and the peculiarities of this territory
d) Associated Attribute (ToR)	9-10-13-14
e) Degree of priority	high
f) Responsible	LAG
g) Involved actors	Journalists, local operators and producers, municipalities, pro loco and associations
h) Cost	2.000,00
i) Funding possibilities	LAG or municipalities
j) Time schedule	beginning in July 2022 – conclusion September 2023
k) Indicators	n. of event/press tour
l) Final check	

3.3.9 Action 4.2

a) Action (max. 1000 characters)	Title arrange meeting with tourist offices Description: spread the information about the “Vecia via della Lana”, including the app, in all the provincial/regional network of IAT
b) Objective (s)	promote the “Vecia via della Lana”
c) Context	
d) Associated Attribute (ToR)	9-13-14-27
e) Degree of priority	high
f) Responsible	Lag e IAT Est Veronese
g) Involved actors	regional IAT and regional offices
h) Cost	500,00

i) Funding possibilities	the costs refer indicatively to the personnel involved and not to any specific actions
j) Time schedule	beginning in September 2022 – conclusion December 2023
k) Indicators	n. of meeting
l) Final check	

3.4 PP4 LIAP excel document

	Objective	Attribute(s) ToR	Priority	Responsible	Involved actors	Cost	Funding options	Timeline	Indicators	Check
project the layout and contents of tourist information for tourists (panels etc)	complete the signalling including information for tourists (panels etc)	4	medium	LAG board and LAG Director (Elisabetta Brisighella)	IAT and LAG	4.500,00 €	LAG	June 2022	n. of panels projected	
Realize/print the panels and place them along the itinerary	complete the signalling including information for tourists (panels etc)	8	medium	6 municipalities of Selva di Prognò, Badia Calavena, Tregnago, Illasi, Cazzando di Tramigna e Soave with LAG support	IAT and LAG	3.000,00 €	LAG	July 2022	n. of panels projected	
project the app	realize an app with the information on the itinerary and other public information of interest (fairs, festivals, places to visit, etc)	08/09/10	high	LAG board and LAG Director (Elisabetta Brisighella)	IAT, guides, LAG and 6 municipalities	7.500,00 €	LAG	beginning in July 2022 – conclusion December 2023	n. of APP	
realize it	realize an app with the information on the itinerary and other public information of interest (fairs, festivals, places to visit, etc)	8-9-10-19-20-21	high	LAG board and LAG Director (Elisabetta Brisighella)	IAT, guides, LAG and 6 municipalities	7.500,00 €	LAG	beginning in July 2022 – conclusion December 2023	n. of APP	
definition of a small working group	create a stable network of operators/actors	23	high	one single operator? One member of LAG?	all the stakeholders involved	300,00 €	the costs refer indicatively to the personnel involved and not to any specific actions	June to September 2022	n. of network	
involvement of actors/operators (meeting ideas, etc.)	create a stable network of operators/actors	18-20-23	high	one single operator? One member of LAG?	all the stakeholders involved	300,00 €	the costs refer indicatively to the personnel involved and not to any specific actions	June to September 2022	n. of network	
improve the storytelling of wool	create a stable network of operators/actors	23-27-29-30	high	the network	all the stakeholders involved	to be defined	to be defined	June to December 2023	n. of common marketing strategy	
organize press tour or events	promote the Vecia via in the provincial/regional/national territory	9-10-13-14	medium	one single operator? One member of LAG?	Journalists, local operators and producers, municipalities, pro loco and associations	2.000,00 €	LAG or municipalities	beginning in July 2022 – conclusion September 2023	n. of event/press tour	
arrange meeting with tourist offices	promote the Vecia via in the provincial/regional/national territory	9-13-14-17	medium	LAG e IAT Est Veronese	regional IAT and regional offices	500,00 €	the costs refer indicatively to the personnel involved and not to any specific actions	beginning in September 2022 – conclusion December 2023	n. of meeting	

3.5 Other documents