



MED-Routes

Interreg
Euro-MED



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Methodological Framework for Participatory Labs

Produced by



The Consortium:





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Version	Date	Contributors
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Project Overview

Cultural Tourism is a key asset in MED economies; however, it has a strong, mutually detrimental relationship with climate change when tourism industries do not effectively incorporate sustainable practices. The MED area therefore needs to strategically re-shape its cultural tourism offer by matching its focus on local cultural heritage with greater sustainability. Cultural Routes of the Council of Europe (CRs) represent a key instrument to sustain and promote cultural tourism all over Europe, from mainstream destinations to small-scale local contexts. **MEDRoutes** overall objective is therefore to establish and disseminate a local-based, low-impact model of sustainable tourism across CRs in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of 4 CRs.

To tackle the project general objective, MED-Routes' approach is rooted in a TRANSFER rationale:

- transfer mechanisms are put into place to cross-reference the most relevant, field-tested outputs from INCIRCLE & EMbleMatic projects for the design of eco-itineraries.
- transfer mechanisms are further encouraged in application to MED-Routes experience through capacity building and institutional networking, especially in WP4. By exploiting Cultural Routes' plural and transnational dimension, MED-Routes will encourage the diffusion of its eco-itinerary model in the context of other CRs and by the initiative of similar institutional actors transnationally.

The combination of all these elements defines transfer & capitalization as the core assets in MEDRoutes' approach in an innovative perspective for sharing the main outputs:

- Transnational Strategy for sustainable tourism & eco-itineraries in the MED area
- Green Label of Mediterranean CRs for the certification of eco-itineraries
- MED-Routes Action Plans outlining key actions to apply the Transn. Strategy into CRs' agenda.

Programme priority Specific Objective: RSO2.6: Promoting the transition to a circular and resource efficient economy

Project overall objective: Establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area



Glossary

MED - Refers to the Mediterranean region, specifically in the context of cultural tourism and sustainable development.

CRs - Cultural Routes: These are transnational itineraries in Europe that focus on the promotion and preservation of cultural heritage.

MED-Routes – EU funded Project <https://med-routes.interreg-euro-med.eu/>

INCIRCLE – EU funded Project <https://www.incircle-kp.eu/>

EMbleMatic - EU funded Project <https://www.emblematic-med.eu/>

WP - Work Package

RSO - Regional Specific Objective: Specific goals within regional development programs, particularly related to promoting sustainable and circular economies.

INSULEUR – Network of the Insular Chambers of Commerce and Industry of the European Union



1. PURPOSE AND CONTENT OF THIS METHODOLOGICAL FRAMEWORK

1.1. Focus on Activity 2.1 of the Project

Action 2.1 is crucial in the MED-Routes project as it involves the strategic engagement of stakeholders for the development and launch of small-scale eco-itineraries through participatory labs. These labs are designed to bring together key local and regional stakeholders to collaboratively design and refine these itineraries, ensuring they are sustainable and tailored to the cultural and environmental contexts of the regions involved.

The primary purpose of these labs is to:

- Engage a diverse group of stakeholders, including local authorities, tourism operators, cultural institutions, and community representatives, to gather input and feedback on the proposed eco-itineraries.
- Ensure that the eco-itineraries are developed in a way that aligns with the principles of sustainable tourism and the specific cultural and natural assets of each region.
- Foster collaboration among stakeholders to create a sense of ownership and commitment to the eco-itineraries, which is vital for their successful implementation and long-term sustainability.

Each Project Partner carries out 1 multi-target participatory lab targeting its local territory. All produced inputs and knowledge are collected and re-elaborated by Partners on the individual level and then shared with the rest of the consortium for mutual exchange of feedback.

The deliverable linked to this Activity is a comprehensive document of all reports of organized participatory labs (1 report per Partner) outlining individual local contexts, the involved actors, the main discussed topics and the key results of the process.

1.2. Why this methodological framework?

To ensure the success of the participatory labs under Activity 2.1 of the MED-Routes project, a detailed and structured methodological framework is necessary, outlining the preparation, implementation, and results collection to support the ideation of eco-itineraries while engaging key target groups. This framework ensures consistency across all project partners while allowing for flexibility to address local specificities and homogeneous reporting.

By following this framework, the collected inputs will contribute to the creation of effective and sustainable eco-itineraries across the MED-Routes project.



2. LAB PREPARATION PHASE

This phase includes the steps required to set up the participatory lab, ensuring effective engagement with stakeholders and facilitating a productive environment for discussion.

2.1. Stakeholder Identification and Engagement

To ensure comprehensive representation, each partner must identify and invite a balanced mix of stakeholders from the following three key target groups:

- **Service Providers:**
Stakeholders such as waste management companies, water suppliers, energy companies, and transport/mobility operators. These actors will provide technical insight on integrating eco-friendly solutions into local tourism infrastructure (e.g., waste reduction, energy efficiency, and sustainable transport).
- **Local Businesses:**
Businesses directly involved in tourism, including accommodation providers, restaurants, food suppliers, entertainment, and leisure companies. These stakeholders will contribute valuable feedback on how eco-itineraries could support local economies, promote slow tourism, and drive sustainable business practices.
- **Local Community and Tourists:**
Involving local residents and tourists allows for a ground-level perspective on how eco-itineraries will be received and used. These participants will provide insight into tourist expectations, community concerns, and opportunities for community-driven tourism initiatives.

Action Steps:

- Create a stakeholder matrix with relevant names and roles.
- Segment the stakeholders according to their field of expertise and influence.
- *Suggestion:* Set up stakeholder meetings, either in person or virtually, to explain the purpose of the lab and their expected role.

2.2. Development of Invitations

Each invitation¹ should clearly communicate the purpose, scope, and benefits of the participatory lab and should be tailored to resonate with different stakeholders by emphasizing the relevance to their expertise (e.g., highlighting the benefits for local businesses, service providers, or citizens).

¹ Please refer to ANNEX 1: INVITATION TEMPLATE



Communication Channels:

Maximizing reach by using diverse channels to communicate lab details is strongly recommended²:

- Emails: Personalized emails to targeted stakeholders.
- Social media: Post announcements on Facebook, Instagram, LinkedIn, and X to attract wider participation.
- Official Websites: Including information on organizational websites, local tourism portals, and project partner sites.

Call for Participation:

Developing a strong call to action encouraging stakeholders to actively contribute their knowledge, emphasizing their role in shaping sustainable tourism and highlighting how their input will drive real changes.

Registration link:

A registration form can be used to collect necessary participant information before the lab and shared as an online form.³

2.3. Preparation of Materials

To ensure the lab runs smoothly and productively, below are suggestions about materials to be prepared and shared with participants⁴:

- **Research Summaries:**

Develop concise and accessible summaries of the WP1 research findings, focusing on the relationship between tourism, sustainability, and eco-itineraries. These can include data on environmental impacts, local socio-economic conditions, and examples of successful sustainable tourism models.

- **Discussion Guide:**

Prepare a facilitation guide outlining key discussion points, such as:

- Best practices for sustainability already in place.
- Current gaps in local tourism infrastructure.
- Opportunities for low-impact tourism.
- Barriers to implementing sustainable practices.

- **Survey/Questionnaire:**

² Please refer to ANNEX 2. SOCIAL MEDIA POSTS AND E-MAIL TEMPLATES

³ Please refer to ANNEX 3. ONLINE PARTICIPANT REGISTRATION TEMPLATE

⁴ Please refer to ANNEX 4. LIST OF MATERIALS FOR PARTICIPANTS (indicative)



Design both structured and semi-structured questionnaire(s) to capture quantitative and qualitative data (e.g., sustainability challenges, eco-itinerary preferences)⁵.

➤ How to Use the Questionnaire Results

Quantitative data from the structured section will provide insights into stakeholders' perceptions of sustainability practices, common challenges, and preferred types of eco-itineraries. This can be analyzed through summary statistics (e.g., percentages, averages) and visualized in charts.

Qualitative data from the semi-structured section will offer rich, detailed insights into the specific challenges, opportunities, and innovative ideas stakeholders have. Responses should be categorized into themes (e.g., waste management, local business involvement, community engagement) to identify common issues and solutions.

The comprehensive questionnaire provided under Annex 5 will allow for a well-rounded understanding of the stakeholders' perspectives, challenges, and contributions, facilitating the creation of detailed and informed individual reports for each lab.

2.4. Logistics and Format

The logistics and format of the lab must be designed to facilitate effective interaction and data collection⁶:

- **Venue Selection:**

Choose a venue that allows for collaborative group discussions, such as a conference room with breakout areas. For hybrid format labs, ensure a stable platform (Zoom, Teams) and use breakout rooms for smaller group discussions.

- **Technical Equipment:**

Ensure the availability of projectors, laptops, flip charts, microphones, and note-taking tools. For hybrid format labs, ensure facilitators are trained in managing online interactions, such as handling breakout rooms and facilitating discussions.

- **Speaker(s), Facilitator and Note-Taker:**

- If speakers are to intervene at the participatory lab, they should be selected based on their local expertise in areas critical to the project, including sustainable tourism, cultural heritage, and environmental sustainability. They can include:

⁵ Please refer to ANNEX 5: QUESTIONNAIRE TEMPLATE

⁶ Please refer to ANNEX 6. LIST OF LOGISTICAL ARRANGEMENTS



Tourism Experts: Professionals with extensive experience in designing and implementing sustainable tourism initiatives, particularly those with a focus on eco-itineraries and cultural routes.

Cultural Heritage Specialists: Experts in the preservation and promotion of cultural heritage who can provide insights into integrating cultural assets into sustainable tourism models.

Environmental Scientists: Specialists in environmental conservation and the circular economy, who can discuss the impact of tourism on natural resources and the importance of sustainable practices.

Project Partners: Representatives from the project partners who are leading the implementation of specific work packages or actions, providing firsthand insights into the project's progress and objectives.

Local Stakeholders: Leaders from local communities, tourism operators, and cultural institutions who can share their experiences and perspectives on sustainable tourism in their regions.

- In all cases, a skilled facilitator should be designated to guide the discussion and a note-taker to ensure that all ideas are captured for later analysis. Depending on group size, a moderator for each breakout session could also be designated.

The facilitator will be responsible for facilitating discussions, ensuring that the agenda is followed, and that the objectives of the labs are met. Their profile includes:

- **Project Management Experience:** Coordinators will have experience in managing complex, multi-stakeholder projects, particularly in the fields of tourism, cultural heritage, and environmental sustainability.
- **Facilitation Skills:** They will possess strong facilitation skills to guide discussions, manage time effectively, and ensure that all participants have the opportunity to contribute.
- **Knowledge of the MED-Routes Project:** Coordinators will be deeply familiar with the MED-Routes project, its goals, and the specific objectives of the labs. This knowledge will enable them to steer discussions in a way that aligns with the project's overall strategy.
- **Multilingual Abilities:** Given the transnational nature of the project, coordinators who are proficient in multiple languages will be preferred to ensure effective communication among participants from different countries.



3. LAB IMPLEMENTATION PHASE

This section provides a structured format to guide the participatory labs, ensuring all stakeholders have the opportunity to contribute and that the necessary results are gathered to inform the development of eco-itineraries⁷.

3.1. Welcome and Introduction

- **Opening Remarks:**
The facilitator should begin by welcoming participants, introducing the MED-Routes project, and explaining the overall goals of the participatory labs, while emphasizing on the importance of stakeholder contributions in shaping the development of sustainable tourism models.
- **Overview of WP1 Findings:**
Present key findings from the WP1 research to set the foundation for the day's discussions. Highlight areas such as sustainability gaps, successful eco-tourism examples, and the role of eco-itineraries in supporting circular tourism practices.
- **Lab Objectives:**
Clearly define the objectives of the lab—namely, to collect actionable insights for designing eco-itineraries in the local context. Explain the structure of the session and how the participants' input will be used in the broader project.

3.2. Stakeholder Group Sessions

- **Breakout Sessions:**
Divide participants into groups based on the three key target groups (Service Providers, Local Businesses, Citizens/Tourists). Each group will focus on their unique challenges and opportunities, but all will address key topics related to sustainable practices, eco-tourism development, and integration with the local cultural heritage.
- **Guided Discussion:**
Use the pre-prepared discussion guide to facilitate conversations within each group. Key questions to address include:
 - What sustainable practices are already being implemented in your sector?
 - What challenges do you face in adopting eco-friendly tourism practices?
 - What opportunities do you see for eco-itineraries that can support slow tourism?
 - What measures can be put in place to reduce waste, improve energy efficiency, and manage water resources in tourism activities?

⁷ Please refer to ANNEX 7: DRAFT AGENDA FOR PARTICIPATORY LABS



- **Cross-Group Interaction:**

After the breakout discussions, hold a session where each group shares its main points with the larger group. This encourages cross-sectoral learning and brainstorming, allowing ideas to be evaluated from multiple perspectives.

3.3. Consensus Building and Prioritization

- **Voting or Ranking:**

Facilitate a consensus-building exercise where participants prioritize the proposed eco-itinerary components and the sustainability practices they believe are most feasible. You can use ranking or voting to establish group consensus on the top ideas.

- **Action Points:**

Summarize the key insights and determine the most actionable steps moving forward. Identify which elements of the eco-itineraries can be realistically implemented and how each sector can contribute.

3.4. Conclusion and Next Steps

- **Summary of Discussions:**

The facilitator will briefly summarize the key points raised, ensuring that all stakeholder contributions have been heard.

- **Next Steps:**

Inform participants about the next steps, including how the collected input will be used in the project and when they can expect to receive updates or feedback.

4. POST-LAB REPORTING PHASE

4.1. Data Collection and Documentation

- **Notes and Recordings:**

Ensure that all discussions from the lab (both breakout and plenary sessions) are recorded, either by note-takers or through audio/video recordings. Group notes into themes to facilitate analysis.

- **Survey/Questionnaire Analysis:**

If surveys or questionnaires were used, analyze the results for key trends and insights, paying particular attention to stakeholder preferences, barriers, and solutions.

- **Consolidation of Findings:**

For each stakeholder group, compile the main points raised during the discussions:

- Local-specific sustainability challenges.
- Proposed eco-itinerary routes and locations.
- Identified barriers and solutions to sustainable tourism.

- Recommendations for promoting slow tourism and reducing environmental impacts.

4.2. Report Structure

Each partner must prepare a detailed report following a standardized format⁸:

- **Introduction:**
Provide context for the lab, the objectives of the session, and the stakeholders involved.
- **Local Context:**
Describe the specific local tourism environment, highlighting any relevant socio-economic, environmental, or cultural factors that influence the development of eco-itineraries.
- **Stakeholder Feedback:**
Summarize the input from service providers, local businesses, and citizens/tourists. This should include challenges, opportunities, and innovative ideas discussed during the lab.
- **SWOT & CAME Analysis**

The SWOT analysis is followed by a CAME analysis in further steps, which is a useful tool to define strategies and actions from SWOT matrix results. The key is to focus on the most relevant weaknesses, strengths, threats and opportunities and then for each identified situation associate actions to “Correct”, “Adapt”, “Maintain” and “Explore” dimensions.

Figure 1 . SWOT analysis matrix



⁸ Please refer to ANNEX 8: PPs INDIVIDUAL REPORT TEMPLATE

Figure 2 . CAME matrix

	THREATS	OPPORTUNITIES
WEAKNESSES	<p>Adaptive strategy «RESIST»</p> <hr/> <p>Add actions</p>	<p>Corrective strategy «TAKE ADVANTAGE»</p> <hr/> <p>Add actions</p>
STRENGTHS	<p>Maintaining strategy ‘KEEP UP’</p> <hr/> <p>Add actions</p>	<p>Exploring strategy ‘MAXIMISE’</p> <hr/> <p>Add actions</p>

- **Proposed Eco-Itinerary Elements:**
Detail the eco-itinerary components discussed by stakeholders, including suggested routes, activities, and services.
- **Challenges and Opportunities:**
Identify the main challenges to sustainability in the local context and the opportunities for innovative solutions.
- **Actionable Recommendations:**
Summarize the key recommendations for incorporating eco-friendly practices into local tourism. List the next steps for implementing eco-itineraries.
- **INCIRCLE Measure Template**
Using the information gathered from participants, 2-3 measures/actions able to address the identified territorial problems, contributing to meet one or more strategy goals should be listed using this template by each PP.

4.3. Mutual Exchange of Reports

- **Sharing with Consortium:**
Submit the report to the project coordinator and the other partners in the consortium for feedback and mutual exchange.
- **Review and Iteration:**
Review feedback from other partners to ensure that all insights contribute to the larger project goals. Update the report based on any additional input.
- **Final Comprehensive Document:**
INSULEUR will consolidate all individual reports into a comprehensive document. This final report will provide a transnational overview of the



local contexts, key findings, and recommendations for implementing eco-itineraries across the MED region.

5. EXPECTED RESULTS TO BE GATHERED

Each partner must aim to gather the following results to contribute to the eco-itineraries' ideation:

1. **Stakeholder Insights:** Detailed input from service providers, businesses, and citizens/tourists regarding sustainable tourism practices and potential eco-itinerary elements.
2. **Challenges and Solutions:** Identification of the main barriers to sustainability in local tourism and proposed solutions.
3. **Eco-Itinerary Proposals:** Concrete ideas for eco-itineraries that reflect local cultural heritage and prioritize low-impact tourism.
4. **Consensus on Sustainable Practices:** Agreement on sustainable practices for waste management, energy, and transport in the context of local tourism.
5. **Action Points:** Clear, actionable recommendations for next steps in implementing the eco-itineraries in each territory.

6. TIMELINE for the Participatory Labs and Final Report

To ensure smooth coordination, timely execution, and a harmonized comprehensive reporting, the preparation for the participatory labs and final report production must follow a structured timeline. Below is a detailed draft calendar that outlines the key milestones from the lab preparation to final report submission.

6.1. Phase 1: Preparation and Planning (September 2024)

Internal Preparation

- **Task:** Finalize all logistical, methodological, and administrative details for the labs.
- **Actions:**
 - Confirm **venues** for in-person labs or select a **virtual platform** for online labs.
 - Finalize **agenda**, discussion guides, and all **lab materials** (including WP1 research summaries, lab invitations, and participant documents).
 - Identify and confirm facilitators and support staff (e.g., note-takers, moderators, speakers).



Partner Coordination and Pre-Lab Announcements

- **Task:** Internal partner coordination and pre-lab announcements.
- **Actions:**
 - **Prepare communication materials** (articles, social media posts, email templates).
 - **Post initial announcements** about upcoming participatory labs on social media channels and partner websites to generate interest.
 - **Prepare email distribution lists** for the formal lab invitations.

6.2. Phase 2: Invitations and Promotion (September - October 2024)

Send Formal Invitations

- **Task:** Send formal invitations to all stakeholders (tourism service providers, local businesses, citizens, etc.).
- **Actions:**
 - **Send invitations** via email to all identified stakeholders with event details, objectives, and RSVP information.
 - **Include preparatory materials**, such as the lab agenda, WPI research summaries, and discussion points.
 - **Follow-up email:** Schedule a follow-up email reminder 1 week later.

Ongoing Communication and Promotion

- **Task:** Promote the lab through various channels to maximize participation.
- **Actions:**
 - **Newsletter campaigns:** Announce the labs in partner newsletters, including brief descriptions of the event's purpose and how to participate.
 - **Social media posts:** Regular posts on social media platforms (Facebook, Twitter, LinkedIn) to create visibility and reach wider audiences.
 - **Press releases:** Issue press releases or blog posts about the participatory labs to highlight their importance in shaping sustainable tourism.

Follow-Up and RSVP Confirmation

- **Task:** Follow up on RSVPs and finalize the participant list.
- **Actions:**
 - **Send reminder emails** to those who haven't responded yet, encouraging them to confirm attendance.
 - **Finalize the participant list** based on RSVPs received.
 - **Send confirmation emails** to participants, including any logistical or access details (venue address, online platform links).



6.3. Phase 3: Lab Execution (October 2024)

October 1st - October 31st, 2024: Round of Labs

- **Task:** Execute the participatory labs.
- **Actions:**
 - **Partners** should aim to conduct their labs within this timeframe.
 - Each lab should be structured according to the agenda, with clear note-taking and documentation processes in place.
 - Immediately after each lab, **collect feedback** from participants using post-lab evaluation forms or surveys.
 - After the labs, circulate **thank you emails** and provide any additional materials promised during the sessions (e.g., summary of discussions, next steps).

6.4. Phase 4: Reporting and Feedback (November 2024)

by November 5th, 2024: Finalization of Individual Reports

- **Task:** Partners finalize their individual reports.
- **Actions:**
 - Each partner consolidates the findings, feedback, and outcomes from their participatory lab into the **individual lab report**.
 - Use the provided **report template** to ensure consistency.
 - Submit individual reports to the project coordinator by **November 5th**.

November 6th - November 10th, 2024: Partner Feedback and Compilation

- **Task:** Review individual reports and provide feedback.
- **Actions:**
 - INSLUEUR reviews the submitted individual reports and may provide feedback or request clarifications from partners.
 - Partners revise and resubmit reports if necessary by **November 10th**.

November 11th - November 14th, 2024: Compilation of Final Comprehensive Report

- **Task:** The project coordinator compiles all individual reports into the final comprehensive document.
- **Actions:**
 - **Synthesize findings** from all reports, identifying key themes, challenges, and recommendations across the regions.
 - **Draft D.2.1.1 Report of consultation groups** which consists in the Comprehensive document of all reports of organized participatory labs outlining individual local contexts, the involved actors, the main discussed topics and the key results of the process.

- Circulate the final draft report among partners for final review and input.

November 15th, 2024: Submission of Final Comprehensive Report

- **Task:** Final submission of the comprehensive report.
- **Actions:**
 - Submit D.2.1.1.1 Report of consultation groups, including all findings from the participatory labs and recommended eco-itineraries, to the Managing Authority and the consortium.

Table 1 . Summary calendar

Date range	Task
September / October 2024	Internal preparation, venue/technical setup, finalization of agenda and materials.
	Initial announcements, preparation of communication materials.
	Send formal invitations to stakeholders, provide agenda and materials.
	Ongoing promotion via newsletters, social media, follow-up emails for RSVPs.
	Finalize participant list, send confirmation emails.
October 2024	Conduct round of participatory labs (8PPs).
Deadline November 5th, 2024	PPs finalize individual reports, submit to project coordinator.
November 6th - 10th	Review and feedback on individual reports, resubmissions if needed.
November 11th - 14th	Compile and finalize the comprehensive report (INSULEUR).
November 15th	Submit final comprehensive report.

This timeline ensures that preparations begin well in advance, allowing ample time for organization, communication, and stakeholder engagement, culminating in the timely submission of a thorough and well-documented final report.



ANNEXES

Each Partner is responsible for translating into the local language the Annexes if necessary and complying with the Project's visual identity and Programme brand book.





ANNEX 1. INVITATION TEMPLATE

This draft invitation includes essential information and emphasizes the importance of the participants' role in contributing to the labs and the project, ensuring that the labs are well-attended and productive.

Subject: Invitation to Join the Participatory Lab on Sustainable Tourism and Eco-Itineraries in [Your Location]

Dear [Participant's Name],

We are pleased to invite you to participate in a **Participatory Lab** organized as part of the **MED-Routes** project, an initiative funded by the European Union. This project aims to promote **sustainable cultural tourism** across the Mediterranean region by designing innovative **eco-itineraries** rooted in local heritage and environmental stewardship.

Event Details:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** [Insert Venue] / [Virtual Platform Link]
- **Host:** [Your Organization]

Purpose of the Lab:

The purpose of this lab is to bring together key local stakeholders from the tourism sector, including service providers, local businesses, citizens, and tourists, to **co-create eco-friendly tourism routes** that highlight the unique cultural and natural assets of [insert region]. Your participation is crucial in helping shape a future of tourism that prioritizes sustainability, supports local economies, and preserves our environment.

What to Expect:

During the lab, you will:

- **Review and provide feedback** on the latest research on sustainable tourism in our area.
- **Share your experiences and expertise** in implementing eco-friendly practices within your sector.
- **Collaborate with other stakeholders** to ideate practical, low-impact tourism itineraries that can be implemented locally.
- **Help define actionable steps** for promoting sustainable tourism in alignment with the needs of local communities and the broader Mediterranean region.



Who Should Attend:

We are inviting representatives from:

- **Tourism Service Providers:** Waste management, energy, and water suppliers, transport operators, etc.
- **Local Businesses:** Accommodation providers, restaurants, hospitality services, and those involved in leisure activities.
- **Citizens and Tourists:** As key users of these services, your perspectives are essential to ensuring the relevance and success of these eco-itineraries.

Why Your Input Matters:

Your insights and expertise will directly contribute to the development of a **Transnational Strategy for Sustainable Tourism** and the design of eco-itineraries for the MED-Routes project. These initiatives will position our region as a leader in sustainable, slow tourism, benefiting both the environment and local communities.

RSVP:

Please confirm your participation by [Insert Deadline] by replying to this email or registering at the following link: [Insert Registration Link].

For any questions or additional information, feel free to contact us at [Insert Contact Information].

We look forward to your participation and valuable contribution in shaping the future of sustainable tourism in our region!

Warm regards,

[Your Name]

[Your Title]

[Your Organization]

[Contact Information]



ANNEX 2. SOCIAL MEDIA POSTS AND EMAIL TEMPLATES

These templates are designed to effectively engage stakeholders across various platforms and ensure the participatory labs are well-promoted, well-attended, and impactful. You can modify the language to better fit your specific audience and tone. **(SHOULD COMPLY WITH VISIBILITY RULES)**

Template 1: General Announcement (Instagram, Facebook, LinkedIn)

🌱 **Join us in shaping the future of sustainable cultural tourism!** 🌱

We're excited to announce our upcoming **Participatory Lab** as part of the @MEDRoutes project, focusing on creating eco-itineraries that preserve our shared heritage while promoting sustainability. 🌍



Date: [Insert Date]



Location: [Insert Venue/Online Platform]



RSVP here: [Link to registration]

Be part of this unique opportunity to co-design eco-friendly tourism routes in [Insert Region]. We are bringing together local businesses, service providers, and citizens to discuss sustainable tourism solutions that benefit both people and the environment.

Let's build a greener future for cultural tourism in the Mediterranean! ❤️




#SustainableTourism #EcoItineraries #CulturalRoutes #GreenTravel
#MEDProject #EcoTourism #CircularEconomy #InterregEuroMED #medroutes
#culturaltourism #mediterraneanheritage #slowtourism #responsibletravel
#ClimateAction #tourismsustainability #destinationnapoleon
#routesoftheolivetree #larottadeifenici #thephoeniciansroute #culturalroutes
#EuropeForCulture #europeanrouteofceramics #destinationnapoleon
#culturalroutesofthecouncilofeurope #councilofeurope

Template 2: Targeting Tourism Providers (LinkedIn, X)



Calling all tourism service providers! 🌱

As part of the @MEDRoutes project, we are organizing a **Participatory Lab** to discuss sustainable practices in tourism. Whether you're in accommodation, transport, waste management, or energy, your input is crucial!

 **Date:** [Insert Date]
 **Location:** [Insert Venue/Online Platform]
 **RSVP here:** [Link to registration]




Help us shape eco-itineraries that balance sustainability with local cultural heritage. Together, we can build a tourism model that benefits businesses and the environment.


#SustainableTourism #Ecoltineraries #CulturalRoutes #GreenTravel
 #MEDProject #EcoTourism #CircularEconomy#InterregEuroMED #medroutes
 #culturaltourism #mediterraneanheritage #slowtourism #responsibletravel
 #ClimateAction #tourismsustainability #destinationnapoleon
 #routesoftheolivetre #larottadeifenici #thephoeniciansroute #culturalroutes
 #EuropeForCulture #europeanrouteofceramics #destinationnapoleon
 #culturalroutesofthecouncilofeurope #councilofeurope

Template 3: Citizen Engagement (Instagram, Facebook, X)

Citizens and tourists, your voices matter!

We're hosting a **Participatory Lab** to gather ideas for creating sustainable tourism routes in [Insert Region] in the framework of the @MEDRoutes Project. Share your experience as a traveler or local resident and help us develop eco-friendly itineraries that respect the environment and celebrate our rich heritage.

 **Date:** [Insert Date]
 **Location:** [Insert Venue/Online Platform]
 **RSVP here:** [Link to registration]


Join us to explore how tourism can enhance your local community while protecting the Mediterranean's natural beauty! 

#SustainableTourism #Ecoltineraries #CulturalRoutes #GreenTravel
 #MEDProject #EcoTourism #CircularEconomy#InterregEuroMED #medroutes
 #culturaltourism #mediterraneanheritage #slowtourism #responsibletravel
 #ClimateAction #tourismsustainability #destinationnapoleon
 #routesoftheolivetre #larottadeifenici #thephoeniciansroute #culturalroutes
 #EuropeForCulture #europeanrouteofceramics #destinationnapoleon
 #culturalroutesofthecouncilofeurope #councilofeurope




Template 4: Reminder Post (1 week before the event)

 **One week left! Don't miss out on the chance to join our Participatory Lab on sustainable tourism.**

 **Be part of the conversation** on eco-itineraries and help create tourism routes that benefit the environment and local businesses.

 **Date:** [Insert Date]

 **Location:** [Insert Venue/Online Platform]


 **Register now:** [Link to registration]

Let's build a greener future together! 

#SustainableTourism #EcoItineraries #CulturalRoutes #GreenTravel
#MEDProject #EcoTourism #CircularEconomy#InterregEuroMED #medroutes
#culturaltourism #mediterraneanheritage #slowtourism #responsibletravel
#ClimateAction #tourismsustainability #destinationnapoleon
#routesoftheolivetree #larottadeifenici #thephoeniciansroute #culturalroutes
#EuropeForCulture #europeanrouteofceramics #destinationnapoleon
#culturalroutesofthecouncilofeurope #councilofeurope

Email Templates

Email Template 1: Invitation to Participate in Lab (Initial Announcement)

Subject: Invitation to Join the MED-Routes Participatory Lab on Sustainable Tourism 

Dear [Name/Stakeholder],

We are excited to invite you to participate in an upcoming **Participatory Lab** as part of the **MED-Routes project**. This event will bring together stakeholders from across the [Insert Region] to explore ideas for **eco-itineraries** that promote sustainable tourism, while highlighting the rich cultural heritage of our region.

Event Details:

 **Date:** [Insert Date]

 **Location:** [Insert Venue/Online Platform]



Time: [Insert Time]



RSVP by [Insert RSVP Deadline]: [Insert Registration Link]

As a key actor in the tourism sector, your input is essential. During the lab, we'll share findings from our research on sustainable practices and work together to design **low-impact eco-itineraries** that can benefit the environment, businesses, and local communities alike.

We hope you can join us in this important conversation to help shape the future of **cultural tourism** in the Mediterranean!

Feel free to contact us at [Insert Contact Email] if you have any questions.

We look forward to seeing you there!

Warm regards,
[Your Name]
[Your Title]
[Your Organization]
[Contact Information]

Email Template 2: Reminder Email (1 Week Before the Lab)

Subject: Reminder: Join Us for the MED-Routes Participatory Lab on [Insert Date] 🌍

Dear [Name/Stakeholder],

Just a friendly reminder that our **Participatory Lab** on sustainable tourism is happening next week! We would love for you to join us in shaping **eco-friendly tourism itineraries** in [Insert Region].



Date: [Insert Date]



Location: [Insert Venue/Online Platform]



Time: [Insert Time]



RSVP here: [Insert Registration Link]

The lab will bring together stakeholders from tourism, local businesses, and the community to discuss how we can promote sustainable practices that preserve our local heritage and natural environment. Your voice will play a key role in developing **low-impact eco-itineraries** that can benefit all.

We look forward to your participation in this exciting event!

Best regards,
[Your Name]



[Your Title]
[Your Organization]
[Contact Information]

Email Template 3: Final Reminder (2 Days Before the Lab)

Subject: Last Chance to RSVP: MED-Routes Participatory Lab on Sustainable Tourism 🌱

Dear [Name/Stakeholder],

Our **Participatory Lab** on sustainable tourism is just two days away! If you haven't yet registered, there's still time to secure your spot.



Date: [Insert Date]



Location: [Insert Venue/Online Platform]



Time: [Insert Time]



RSVP now: [Insert Registration Link]

We're excited to bring together local stakeholders to co-create **eco-itineraries** that promote sustainability and celebrate our cultural heritage. Your input will be invaluable in shaping the future of tourism in [Insert Region].

Don't miss this opportunity to make your voice heard!

Best regards,
[Your Name]
[Your Title]
[Your Organization]
[Contact Information]

Email Template 4: Thank You Email (Post-Event)

Subject: Thank You for Participating in the MED-Routes Participatory Lab 🌍

Dear [Name/Stakeholder],

Thank you so much for joining our **Participatory Lab** on [Insert Date]! Your input was invaluable in shaping our discussions on **sustainable tourism** and helping us design eco-itineraries that preserve our cultural and natural heritage.



We will be compiling all the feedback and ideas and look forward to keeping you updated on the next steps in the **MED-Routes project**.

If you have any additional feedback or questions, please don't hesitate to reach out.

Thank you again for your contribution to building a greener and more sustainable future for cultural tourism!

Best regards,

[Your Name]

[Your Title]

[Your Organization]

[Contact Information]



ANNEX 3. ONLINE PARTICIPANT REGISTRATION TEMPLATE

This registration template can be used to collect necessary participant information before the lab and shared as an online form (via tools like Google Forms)

[Event Name] – Registration Form

Participatory Lab on Sustainable Cultural Tourism

Date: [Insert Date]

Location: [Insert Venue/Online Platform]

1. Full Name:

[Input Field]

2. Organization/Company Name:

[Input Field]

3. Role/Position:

[Input Field]

4. Email Address:

[Input Field]

5. Phone Number:

[Input Field]

6. Type of Stakeholder (select all that apply):

- Tourism Service Provider (accommodation, hospitality, transport, etc.)
- Local Business Owner (restaurant, food supply, micro-transport, entertainment)
- Public Service Provider (waste management, energy, water supply)
- Local Citizen
- Tourist
- Government/Institutional Representative
- Environmental/Heritage Organization
- Researcher/Academic
- Other: [Input Field]

7. Are you interested in receiving updates about the project?

- Yes
- No



8. Dietary Restrictions or Accessibility Needs (for in-person events):

[Input Field]

9. How did you hear about this event?

- Email Invitation
- Social Media
- Website
- Newsletter
- Word of Mouth
- Other: [Input Field]

10. What are your key interests in this event?

[Input Field]



ANNEX 4. LIST OF MATERIALS FOR PARTICIPANTS (indicative)

Before the Lab

- **Invitation:** Formal invitation with event details and objectives.
- **Agenda:** Lab schedule, goals, and an explanation of the session's structure.
- **Research Summary (WP1):** A concise summary of the research findings from Work Package 1, highlighting:
 - Key challenges in sustainable tourism.
 - Opportunities for eco-itinerary development in the MED area.
 - Current best practices in sustainable tourism.
- **Discussion Guide:** A document outlining the key topics to be addressed during the lab (e.g., challenges in the local tourism sector, ideas for sustainable itineraries).
- **Participant List:** A list of the confirmed participants, along with their sectors and roles.

During the Lab

- **Printed Research Summary:** A copy of the WP1 research summary for reference.
- **Agenda Handout:** Printed copies of the agenda to keep participants informed about the structure and timing.
- **Facilitation Guide:** For the facilitator and moderators, a guide with instructions on how to steer discussions, ensure participation, and document feedback.
- **Evaluation Form:** To gather feedback on the lab experience and how useful participants found it.

All the above **SHOULD COMPLY WITH VISIBILITY RULES**



ANNEX 5. QUESTIONNAIRE TEMPLATE

A detailed structured and semi-structured questionnaire template for the **MED-Routes Participatory Labs**, focusing on gathering comprehensive feedback from all participants is presented below, combining **multiple-choice**, **rating scales**, and **open-ended** questions to maximize the insights collected from each target group.

Section 1: Structured Questionnaire (Quantitative)

1. **Which sector do you represent?** (Select one)
 - Tourism Service Provider (Accommodation, Hospitality, Transport)
 - Local Business (Restaurant, Entertainment, Food Supply Chain)
 - Public Service Provider (Waste Management, Water, Energy)
 - Local Citizen
 - Tourist
 - Other (Please specify): [Input Field]
2. **How would you rate the current sustainability practices in the tourism sector in your region?** (Scale: 1 = Very Poor, 5 = Excellent)
 - 1 – Very Poor
 - 2 – Poor
 - 3 – Average
 - 4 – Good
 - 5 – Excellent
3. **Which areas of tourism need the most improvement in terms of sustainability?** (Select all that apply)
 - Waste Management
 - Water Efficiency
 - Energy Consumption
 - Transportation & Mobility
 - Visitor Impact on Heritage Sites
 - Local Business Integration
 - Other (Please specify): [Input Field]
4. **How important is it for eco-itineraries to prioritize the following sustainability aspects?** (Scale: 1 = Not Important, 5 = Extremely Important)
 - **Waste Management**
 - 1 – Not Important
 - 2 – Slightly Important
 - 3 – Moderately Important
 - 4 – Very Important
 - 5 – Extremely Important
 - **Water Conservation**
 - 1 – Not Important
 - 2 – Slightly Important
 - 3 – Moderately Important
 - 4 – Very Important
 - 5 – Extremely Important



- **Energy Efficiency**
 - 1 – Not Important
 - 2 – Slightly Important
 - 3 – Moderately Important
 - 4 – Very Important
 - 5 – Extremely Important
 - **Low-Impact Transportation**
 - 1 – Not Important
 - 2 – Slightly Important
 - 3 – Moderately Important
 - 4 – Very Important
 - 5 – Extremely Important
 - **Preserving Local Heritage**
 - 1 – Not Important
 - 2 – Slightly Important
 - 3 – Moderately Important
 - 4 – Very Important
 - 5 – Extremely Important
5. **How often are you or your organization currently involved in sustainable tourism practices?**
- Never
 - Rarely
 - Sometimes
 - Often
 - Always
6. **What motivates you or your organization to implement sustainable practices?** (Select up to 3)
- Economic benefits (e.g., cost savings)
 - Environmental benefits
 - Compliance with regulations
 - Public/consumer demand
 - Corporate Social Responsibility (CSR)
 - Certification or recognition (e.g., Green Label)
 - Other (Please specify): [Input Field]
7. **What are the biggest barriers to implementing sustainable tourism practices in your sector?** (Select up to 3)
- Lack of financial resources
 - Lack of knowledge or training
 - Limited consumer demand
 - Lack of government support
 - Difficulty in integrating into business operations
 - Other (Please specify): [Input Field]
8. **What types of eco-itineraries do you think would attract the most tourists?** (Select all that apply)
- Nature-based itineraries (hiking, biking, wildlife)
 - Heritage-based itineraries (cultural, historical routes)
 - Gastronomy-focused itineraries (food, wine, olive oil routes)
 - Adventure itineraries (waterways, ballooning, trekking)
 - Wellness and relaxation itineraries (spas, retreats)
 - Other (Please specify): [Input Field]



9. **How would you rate the level of collaboration between local businesses and public service providers in promoting sustainable tourism?**
- 1 – Very Poor
 - 2 – Poor
 - 3 – Average
 - 4 – Good
 - 5 – Excellent
-

Section 2: Semi-Structured Questionnaire (Qualitative)

1. **In your opinion, what are the biggest challenges in implementing sustainable tourism practices in your region?**
[Input Field]
 2. **What specific actions could be taken to improve waste, water, and energy management in the tourism sector?**
[Input Field]
 3. **How can local businesses and tourism service providers contribute to the development of eco-itineraries?**
[Input Field]
 4. **What are the key features you would like to see in eco-itineraries in your region?**
 - Integration of local heritage
 - Focus on nature and biodiversity
 - Promotion of local businesses and products
 - Low-impact transportation options (bike routes, electric vehicles)
 - Community engagement
 - Other (Please specify): [Input Field]
 5. **How do you think tourists could be encouraged to participate in sustainable tourism practices during their visits?**
[Input Field]
 6. **What role do you think local communities should play in the creation and management of eco-itineraries?**
[Input Field]
 7. **Based on today's discussion, what innovative solutions or best practices do you think could be adopted in your region?**
[Input Field]
 8. **How would you assess the current promotion of eco-friendly tourism in your region? What could be improved?**
[Input Field]
 9. **Do you have any examples of successful eco-tourism or sustainable practices in your area that could serve as a model for others?**
[Input Field]
 10. **What incentives or supports would encourage you or your organization to participate more actively in the creation and promotion of eco-itineraries?**
[Input Field]
-



Section 3: Demographic and Organizational Information (Optional)

1. What is the size of your organization?

- 1-10 employees
- 11-50 employees
- 51-200 employees
- More than 200 employees

2. How long has your organization been involved in the tourism sector?

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years

3. What is your organization's annual budget for sustainability initiatives?

- No specific budget
- Under €10,000
- €10,000-€50,000
- More than €50,000



ANNEX 6. LIST OF LOGISTICAL ARRANGEMENTS (indicative)

Estimated Number of Participants: 15-25

This number ensures a manageable and effective lab while still including a diverse range of stakeholders (tourism service providers, local businesses, and citizens/tourists).

Venue (For In-Person Labs)

- **Room size:** A medium-sized room that can comfortably accommodate 25 participants seated in a circle or semi-circle to facilitate interaction.
- **Seating arrangement:** Roundtable or U-shape setup for visibility and ease of discussion.
- **Breakout spaces:** Additional smaller spaces or areas for group discussions if possible.
- **Audio-visual equipment:**
 - Projector and screen for presentations.
 - Microphone system if the room is large.
 - Laptop with presentation software (PowerPoint, etc.).
 - Wi-Fi access for participants if necessary.

Technical Logistics (For Hybrid format Labs)

- **Virtual platform:** Zoom, Microsoft Teams, or other video conferencing tools.
- **Breakout rooms:** Ensure the platform supports breakout rooms for group discussions.
- **Screen sharing:** For sharing research, presentations, and other documents.
- **Technical support:** One person assigned for technical support during the session.

Materials and Supplies (SHOULD COMPLY WITH VISIBILITY RULES)

- **Name tags:** For in-person labs to help identify participants.
- **Participants Log:** For in-person labs with compulsory signatures attesting presence.
- **Printed agendas:** Handouts with the day's schedule and key objectives.
- **Note-taking supplies:** Notepads, pens, or digital tools for participants.
- **Refreshments:** Coffee, tea, water, and light snacks for breaks (if in person).

Facilitation

- **Speaker / Facilitator:** One facilitator/speaker to lead the session.
- **Note-taker/Recorder:** One person to document discussions and insights.
- **Group moderators:** If the group is large, one moderator per breakout group.



ANNEX 7: DRAFT AGENDA FOR PARTICIPATORY LABS

Event Title: Participatory Lab on Sustainable Tourism and Eco-Itineraries

Date: [Insert Date]

Time: [Insert Time]

Location: [Insert Venue or Virtual Platform Link]

Host: [Your Organization]

Agenda

10:00 – 10:15 AM | Welcome and Opening Remarks

- Welcome by the Host/Facilitator: Introduction to the lab and participants.
 - Brief Overview of the **MED-Routes** project: Objectives, scope, and relevance to local stakeholders.
 - Outline of the lab's goals: Co-creation of **eco-itineraries** and the development of sustainable tourism practices.
-

10:15 – 10:30 AM | Presentation of WP1 Research Findings

- Overview of research analysis from Work Package 1: Key insights on local cultural tourism, sustainability challenges, and opportunities.
 - Highlighting existing best practices in sustainable tourism in the Mediterranean region.
-

10:30 – 11:00 AM | Group Discussion Session 1: Stakeholder Perspectives

- **Service Providers:** (Waste management, water and energy suppliers, transport and mobility)
 - Discuss existing sustainability practices and challenges in your sector.
 - Identify opportunities for contributing to sustainable tourism through eco-itineraries.
- **Local Businesses:** (Accommodation, hospitality, restaurants, food supply chain, leisure activities)
 - Share your experiences with current tourism demands and sustainability initiatives.
 - Discuss potential for enhancing eco-friendly services and collaboration with service providers.
- **Citizens and Tourists:**



- Provide feedback on local tourism offerings and your expectations for sustainable tourism experiences.

Goal: Identify the challenges, opportunities, and specific actions each stakeholder group can contribute toward eco-itinerary development.

11:00 – 11:15 AM | Coffee/Refreshment Break

11:15 – 12:00 PM | Group Discussion Session 2: Co-Creation of Eco-Itineraries

- Facilitated brainstorming session to develop ideas for eco-itineraries in the local context:
 - What unique cultural and natural assets can be highlighted?
 - What sustainability measures (waste, energy, water, transportation) can be integrated?
 - How can we promote "slow tourism" to reduce environmental impact?
 - How can eco-itineraries be aligned with existing local businesses and service providers?
- **Cross-Group Sharing:** Present key ideas from each group and gather feedback from other stakeholders.

Goal: Develop concrete proposals for eco-itinerary routes, services, and activities that reflect sustainability and local heritage.

12:00 – 12:30 PM | Consensus Building and Prioritization of Ideas

- **Voting/Ranking:** Use a participatory method (e.g., dot voting, ranking) to prioritize the most feasible and impactful eco-itinerary elements discussed.
- **Action Points:** Identify key action steps for integrating these eco-itinerary components into local tourism strategies.

Goal: Finalize the top eco-itinerary ideas and actions for implementation.

12:30 – 12:45 PM | Summary and Next Steps

- **Summary of Key Outcomes:** Recap of the main points discussed and ideas generated.
- **Next Steps:** Outline the process for report writing, feedback from the consortium, and how participants will stay involved in the project's progress.



12:45 – 1:00 PM | Closing Remarks and Thank You

- Thank participants for their contributions.
- Provide information on follow-up actions and opportunities for continued involvement in the MED-Routes project.



ANNEX 8. PPs INDIVIDUAL REPORT TEMPLATE

Each partner will submit a report on the outcomes of their local lab. The report should follow a standardized structure for consistency across the consortium.

1. Introduction

- **Lab context and objective:** Explain the purpose of the lab, its relevance to the project, and the key goals (e.g., collecting inputs for the design of eco-itineraries).
- **Date and location:** When and where the lab took place (or virtual platform details).
- **Participants:** List of participants and their roles (e.g., service providers, local businesses, citizens).

2. Summary of WP1 Presentation

- A brief description of the research findings presented at the lab, focusing on sustainable tourism opportunities and local cultural assets.

3. Stakeholder Group Discussion feedback

- **Service Providers:** Main discussion points (sustainability practices, challenges, opportunities).
- **Local Businesses:** Insights from hospitality and tourism businesses, including barriers to sustainable tourism and possible solutions.
- **Citizens and Tourists:** Feedback on local tourism experiences and expectations for eco-tourism offerings.

This section should include challenges, opportunities, and innovative ideas discussed during the lab as well as a SWOT & CAME Analysis.

4. Co-Creation of Eco-Itineraries

- **Key ideas:** Summary of proposed eco-itinerary routes, cultural assets, and sustainability practices discussed.
- **Sustainability Measures:** Detailed proposals for integrating energy, water, and waste management into itineraries.
- **Cross-group collaboration:** Points raised during the cross-group sharing of ideas.

5. Prioritization of Ideas

- List of prioritized eco-itinerary components and sustainability practices, based on the consensus reached during the session.

6. Key Results and Next Steps



- **Main outcomes:** Summary of the most actionable ideas and decisions from the lab.
- **Incircle Measure template:** including 2-3 measures

TITLE OF THE MEASURE				
Short description of the measure				
Related objective				
Main target group				
Main stakeholders involved and their responsibilities				
Main activities to be performed				
External support required				
Related output indicator and target(s)				
Cost estimation				
Timeframe for implementation				
Complementary measures (if any)				
CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION				
Measure	Indicators	Short-term scenario (0-2 years from approval)	Mid-term scenario (2-5 years from approval)	Long term scenario (5-10 years from approval)
SCENARIOS				
Measure	Current trend (baseline indicator)	Business as usual scenario	Most likely scenario	Best possible scenario

- **Recommendations:** Key recommendations for further development and implementation of eco-itineraries in the region.
- **Next steps:** Outline of the next actions (e.g., submitting feedback to the consortium, further stakeholder engagement).

7. Annexes

- **Participant list:** Names, roles, and affiliations of participants > Signed
- **Discussion materials:** Any presentations, surveys or questionnaires used during the lab + agenda.
- **Photos and media:** Inclusion of photos from the lab (if in person) and screenshots (if hybrid).