



MED-Routes

Interreg
Euro-MED



Co-funded by
the European Union

MED-Routes

*"Enhancing MED sustainable cultural tourism
through the creation of eco-itineraries inside European Cultural*

MED-Routes Actions Plans

DELIVERABLE 4.1.1.



EXECUTIVE SUMMARY

The present document introduces the action plans of the different routes that are part of the project *Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes.*

We recall that the general objective of the project is 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 four CRs:

1. Destination Napolean
2. The Phoenicians’ Route
3. European Route of Ceramics
4. Routes of the Olive tree

As formulated in the application, the project is based on the principle of two-way transfer:

- transfer mechanisms are put into place to cross-reference the most relevant, field-tested outputs from the INCIRCLE & EMbleMatic projects for the design of eco-itineraries;
- transfer mechanisms are further encouraged through the application of MED-Routes experience to capacity building and institutional networking.

The action plans presented in this document constitute one of the three project outputs, together with the *Transnational Strategy for Sustainable Tourism & Eco-Itineraries in the MED Area* and the *Green Label of Mediterranean CRs for the Certification of Eco-Itineraries*.

The action plans in this document describe the cultural routes that each plan addresses, and present the approaches employed to survey the main sustainability-related challenges and needs identified in the routes, the goals and specific objectives of each plan, and their target audience.

Across the participating Cultural Routes, sustainability assessments have combined surveys, participatory workshops, territorial reviews, and on-site evaluations to integrate circular economy principles into cultural tourism development. Destination Napoleon gathered self-assessments from its network and enriched them with extensive local data from the Portuguese Historical Route of the Lines of Torres, including a multi-stakeholder laboratory and a questionnaire to 150 stakeholders to inform eco-itineraries. The European Route of Ceramics identified structural challenges, delivered webinars and workshops on sustainable tourism, collected good practices in circularity, and carried out educational and artistic initiatives to evaluate low-impact production and enhance sustainable micro-itineraries. The Phoenicians’ Route applied a novel Smart Ways methodology, placing communities at the centre of tourism planning through stakeholder

mapping, capacity building, cooperation, and continual environmental assessments aligned with regenerative tourism principles. The Routes of the Olive Tree integrated sustainability through stakeholder engagement, research, environmental studies, education, and transnational partnerships, acting as a living laboratory where cultural heritage, tourism, and circular-economy practices reinforce each other.

The four routes identified similar challenges, with varying levels of capability and success in addressing those challenges. Waste management emerges as a key concern despite widespread compliance with separate collection laws and the presence of some exemplary practices. In particular, reducing the use of resources such as single-use plastics in touristic activities is still difficult. Mobility and accessibility are also top-rated challenges, prompting efforts to promote active and sustainable travel. Water and energy management emerge as moderate but growing challenges, as the routes note the need for training in sustainable water use—particularly in resource-limited areas—and for wider adoption of renewable energy and efficiency measures in tourism-related activities. Other diverse challenges require further progress despite their recognised importance, including the avoidance of the use of hazardous substances and the creation of good communication channels and campaigns. Bureaucratic barriers and strict regulations often hinder progress on installing sustainable infrastructure, and some routes identify difficulties in establishing cooperation between stakeholders at the local level. Although routes remain concerned with circular practices, especially the protection of local heritage and the promotion of local products and producers, most routes report being strong in these fields, although international visibility is a concern. Related to this, it is noted that sustainability certification remains limited, suggesting potential value in introducing the MED-Routes Green Label.

The goals of the action plans are focused on continued investment on enhancing communication with the public and visitors, protecting local heritage, and promoting the consumption of local products while developing new small-scale sustainable itineraries that apply circular economy principles for positive environmental and economic impact. They aim to improve communication strategies, ensure that eco-itineraries across the network implement the MED-Routes Green Label, while also supporting member cities in advancing sustainable transport within heritage areas. The plans also encourage stronger links between visitors, local producers, and cultural heritage, reinforcing local identity and supporting small businesses. Finally, they prioritise strengthening collaboration within and between destinations to reduce fragmentation, improve coordinated planning, and ensure consistent sustainability practices across the network.

The four routes identify different audiences as their respective target audiences. Across all routes, tourists/visitors emerge as the recipients of the actions to be developed. With the exception of the

Phoenicians Route action plan, tourism-sector operators are also targeted in the remaining three action plans. Recognising their role in promoting strategies and policies with a sustainability dimension, policy-makers are included as a target audience in all action plans. Local communities are likewise regarded as essential in fostering circular-economy practices at the local scale, within their respective territories; however, only the Ceramics Route does not include them as a target audience. In this context, both the Olive Tree Route and the Phoenicians Route also include students/educational institutions as recipients of the actions to be undertaken, acknowledging the importance of awareness programmes and other environmental-awareness initiatives. Finally, the application submitted by the European Route of Ceramics also highlights the choice to include the remaining members of this Route as part of its target audience.

The four action plans include KPIs across different dimensions: economic, social, and environmental. The assessment emphasises the use of surveys and meetings, digital traffic metrics, and the number of participants in events and key spaces within the respective routes. In the specific case of the environmental dimension, the action plans highlight the need to employ concrete indicators that enable the evaluation of measures related to reducing electricity and water consumption, promoting the use of renewable energy, as well as monitoring the percentage of waste that is recycled. Regarding in-person activities, the action plans underline the importance of measuring the flow of participants attending events organised by the respective routes.

Each action plan also presents a timeline for the implementation of the plan, as well as specific monitoring strategies to assess the ongoing success of the initiatives.

This document complies with what was outlined in the project application, specifically within Working Package 4, “*TRANSFER OF ECO-ITINERARIES IN POLICY-MAKING STRUCTURES*”, and more specifically with Activity 4.1, *MED-Routes Action Plans*, as well as with the requirements established for Deliverable 4.1.1.

The description of this deliverable explicitly states that one Action Plan is produced by each Cultural Route involved in the project as Associated Partner, outlining the key actions for the translation of the Interregional Strategy into the Cultural Route’s agenda. Each Action Plan therefore expresses the specific vision of a single CR on how to improve circularity in the tourism sector according to its area of intervention and through a cross-regional, transnational approach.

Table of contents

Executive summary	2
Destination Napolean action plan.....	6
The Phoenicians' Route action plan	24
European Route of Ceramics action plan	40
Routes of the Olive tree action plan	65



MED-Routes

Interreg
Euro-MED



Co-funded by
the European Union

MED-Routes

*"Enhancing MED sustainable cultural tourism
through the creation of eco-itineraries inside European Cultural*

MED-Routes Action Plan Destination Napoleon



Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Table of Contents

I.1. NAME OF THE ROUTE	9
I.2. DESCRIPTION OF THE CULTURAL ROUTE	9
I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE	10
II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES	18
II.2 TARGET AUDIENCE.....	21
III.1 IMPLEMENTATION TIMELINE	22
III.2 MONITORING STRATEGIES.....	23

I.1. NAME OF THE ROUTE

State the name of the route.

Destination Napoleon

I.2. DESCRIPTION OF THE CULTURAL ROUTE

Describe the theme of the Cultural Route, provide an overview of its main itineraries, and identify the key cultural practices, products or services that define and support these itineraries.

Destination Napoleon is a certified Cultural Route of the Council of Europe, managed by the European Federation of Napoleonic Cities (FECN). The route offers a unique opportunity to reflect on the transformations that shaped modern Europe (cultural, urban, legal, administrative and social) through the lens of Napoleon's era.

Rather than functioning as a single linear path, Destination Napoleon is structured as a network of thematic and geographically diverse itineraries, each anchored in the specific historical events, urban developments, or symbolic landmarks linked to Napoleon's presence or influence. These itineraries allow visitors to engage with the multi-perspective history of Europe during the 19th century and its lasting cultural impact.

Key itineraries and practices include:

- *Heritage and commemoration: Cities such as Petrinja (Croatia) commemorate their Napoleonic past through symbolic acts like planting genetically cloned linden trees from the Illyrian Provinces era, tying environmental sustainability to historical memory.*
- *Re-enactment and education: Sites like Coudekerque-Branche (France) and Pontivy (France) regularly host re-enactments and educational activities for children and schools, connecting local communities to their Napoleonic history in immersive, participatory ways.*
- *Military history and landscape interpretation: The Historical Route of the Lines of Torres Vedras (Portugal) stands out as a significant Napoleonic defensive system built to protect Lisbon from French invasion. This itinerary includes restored forts which form part of an interpretive network featuring walking trails, visitor centers, and educational panels that illustrate both the strategic military value and the natural landscape.*
- *Cultural and media production: In Jena (Germany), multimedia experiences like Napoleon and the Stars of His Time offer innovative storytelling using FullDome technology, while Torres Vedras (Portugal) created short films to spotlight key fortifications linked to the Peninsular War.*
- *Tourism infrastructure and promotion: In France, the FECN has developed common signage guidelines, brochures, and a Cultural Route passport to promote coherent visibility. In Spain, the route is promoted via a national app for Cultural Routes.*

- *Local Identity and events: From the Napoleonica Festival in Bard (Italy) to the Journée Napoléonienne in Corte (France) and the Mimosa Festival in Herceg Novi (Montenegro), member cities use festivals and local events to highlight the cultural resonance of the Napoleonic era, often blending historical themes with contemporary traditions.*

These practices are supported by tourism services, museums and interpretive centers, all contributing to a layered visitor experience. The route prioritises educational value, cultural preservation, and civic engagement, offering opportunities to reflect on shared European heritage and historical complexity and identity.

Within this wider framework, the Portuguese component of Destination Napoleon is implemented through the Historical Route of the Lines of Torres (RHLT), an inter-municipal route connecting eight municipalities between the Tagus River and the Atlantic coast. Here, eco-itineraries focus on linking Napoleonic defensive heritage with natural landscapes, outdoor activities, local gastronomy and small businesses, providing a concrete laboratory for testing sustainability and circular economy practices within the Route.

I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE

Briefly report how the CR identified has surveyed the main challenges and needs regarding the implementation of sustainability and circular economy principles into its practices (ex: stakeholder workshops, surveys and questionnaires, environmental impact reviews, on-site evaluations, others)

The European Federation of Napoleonic Cities - Destination Napoleon conducted a survey distributed in October 2025 among its members. The purpose was to identify current sustainability practices, existing support mechanisms, key obstacles, and desired areas of capacity building. A total of 14 responses (out of 42) were received from diverse stakeholders, including municipalities, tourism offices, and cultural institutions. The survey included both quantitative ratings and qualitative input. The collected data reflects a collective self-assessment across the network and has guided the selection of priority challenges and actionable goals.

In addition to the questionnaire carried out with the members of Destination Napoleon, two further assessment processes were conducted along the Historical Route of the Lines of Torres (RHLT).

The first was a Participatory Laboratory held on 29 October of 2024 in Vila Franca de Xira, involving 32 stakeholders from the eight municipalities of the route, representing

local authorities, tourism operators, heritage organisations, environmental associations, local businesses, citizens and academic institutions. The workshop included a structured SWOT analysis and a voting process to identify priority sustainable practices for the route.

The second assessment consisted of a sustainability questionnaire applied during the development of the eco-itineraries, covering 150 stakeholders / historical sights and evaluated through 21 indicators across the domains of mobility, energy, water, waste, local products, community engagement and biodiversity.

These two processes allow the challenges identified by the Cultural Route survey to be enriched with local-level insights and measurable sustainability data from the RHLT territory.

HISTORICAL ROUTE OF THE LINES OF TORRES MED-ROUTES ECO-ITINERARIES

For the portuguese component of Destination Napoleon - Historical Route of the Lines of Torres (RHLT) - two micro-itineraries were developed, These routes were devised on the basis of the characteristics of the territory and its stakeholders, as well as on the knowledge generated during the workshop held in October 2024.

Micro-Itinerary 1: Fit and Green – “Go fit where history goes greener”

The area covered by the RHLT is diverse and heterogeneous. This micro-itinerary aims to highlight this diversity, seeking to present the tourist with natural landscapes that contrast with the urban environments characterizing the main cities of the region. The itinerary was clearly designed with the intent of combining sustainable tourism with the promotion of health and well-being.

This route invites participants to explore trails once traveled by soldiers and civilians during the Napoleonic invasions, immersing themselves in the local history. To this end, the route already includes a compelling set of projects and activities that enrich the experience. Many of these initiatives are linked to the challenge of exploring specific trails, offering outdoor experiences such as hiking, running, and cycling, where visitors can discover the historical and natural landmarks of the region, minimizing the ecological footprint associated with motorized transport. The idea is to create an experience that educates tourists about local history while promoting a culture of sustainable mobility and physical well-being.

Participants are encouraged to respect local biodiversity, avoid waste, and support local businesses and organizations that follow environmentally sustainable practices. In addition, the itinerary offers interactive experiences, educating visitors on the ecological importance of historic fortifications and how natural landscapes were used for defensive strategies, fostering a deeper understanding of the relationship between conservation and heritage.

This itinerary was designed for a diverse audience, encompassing different socio-demographic profiles. The available activities and projects include more challenging options, such as cycling and athletics, as well as lighter alternatives like yoga and walking. The goal is to promote inclusion, making the itinerary accessible to a wide range of people — local, national, and international. What unites all participants is a

commitment to sustainable lifestyles and a desire to engage with the region's rich history and traditions.

Micro-Itinerary 2: Bistrot Spree – “The ultimate palais experience”

The second itinerary is based on the idea that local culture and history go far beyond the more common elements found in tourist destinations, such as monuments or points of interest related to buildings or historical landmarks. This route highlights the cultural richness of the region by inviting participants to immerse themselves in the local gastronomy, offering a truly immersive experience.

Based on a concept that values sustainability and the circular economy, this itinerary includes projects and activities that go beyond tasting, which is typically associated with gastronomy. It also invites participants to explore the processes behind the experience, offering a deeper understanding of the practices and traditions that make local gastronomy so special. In this way, on one hand, the itinerary focuses on sustainable local gastronomy, providing a sensory approach to the region's heritage, where the tourist or visitor is invited to visit traditional markets, wineries, and historic restaurants, tasting dishes inspired by the era of the Lines of Torres, with an emphasis on local ingredients and sustainable production practices. On the other hand, participants are invited to take part in projects and activities aimed at educating about local products and the dishes they are associated with, emphasizing the fundamental role of short supply chains and support for local and seasonal food production.

In this itinerary, the RHLT territory reveals itself beyond the physical heritage that characterizes the previous route. Local culture comes to life through gastronomy, which merges with the history of the Napoleonic invasions, using, for example, food preservation techniques from that period. In this way, a broad and diverse set of projects and activities mobilizes the culture and history of the region, aligning tangible with intangible heritage. Additionally, natural heritage is valued both as a setting for walks and as a source of local products, highlighting its multifunctional potential.

This micro-itinerary, which combines gastronomy and history, offers a unique opportunity to explore the cultural and natural heritage of the region. Promoting circular economy practices and sustainable tourism, it is accessible to the entire population, including national and international tourists.

Please identify the primary challenges and needs of your respective cultural route. The domains listed below are derived from the initial set of indicators established by MED-Routes.

Kindly complete the information only where applicable and leave blank if not relevant.

Managing water consumption	Water consumption emerges as a moderate challenge, as indicated by the FECN Survey: although some stakeholders report having reduced their usage, only a few employ systematic water-monitoring practices. Insights from the Participatory Lab further show that stakeholders recognise the need to improve water efficiency in tourism facilities, proposing measures such
----------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>as hot-water recirculation systems, rainwater collection and the promotion of personal water containers. Nevertheless, the Eco-Itinerary Questionnaire reveals that only a small number of stakeholders currently use rainwater harvesting or greywater systems, demonstrating a generally low level of adoption of water-saving measures.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Installing hot water recirculation system in tourism accommodation facilities ● Creating cisterns for irrigation systems ● Promote the use of personal recipients for water
Managing electric consumption	<p>Energy management is identified as a recurring action and a moderate challenge, as highlighted by the FECN Survey: several stakeholders are already implementing initiatives to reduce energy consumption, yet they continue to face constraints in terms of guidance and funding. Discussions in the Participatory Lab reinforced these needs, with participants identifying opportunities to enhance energy efficiency through measures such as LED lighting and improved building insulation. However, findings from the Eco-Itinerary Questionnaire indicate that most stakeholders have not implemented structured energy-efficiency strategies, with adoption generally limited to basic improvements. Together, these results underscore the need for clearer guidance, financial support and wider uptake of effective energy-efficiency measures.</p>
Managing waste	<p>Waste management remains a significant challenge, with the FECN Survey indicating that most respondents are engaged in basic sorting and reduction practices, although appropriate infrastructure and clear guidance for visitors are still insufficient. Discussions during the Participatory Lab further highlighted a range of barriers, including a lack of adequate waste-collection points, weak coordination with waste-management companies, limited composting options and the need for awareness campaigns addressing both waste practices and heritage preservation. Complementing this, the Eco-Itinerary Questionnaire shows that, while some entities are beginning to foster circular practices—such as the valorisation of locally produced, waste-based products—structured waste-management systems remain scarce. Together, these findings point to the need for improved</p>

	<p>infrastructure, stronger institutional coordination and broader adoption of systematic waste-management approaches.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Use manure for fertilization ● Use biodegradable waste for composting or give back to the community (for fertilizer or heating) ● Valorization of local products - circular economy ● Reduction of chemical products ● Better coordination with waste collection and construction waste companies (bad for the landscape) ● More collection points ● Soldier kit, with daily objects for visitors (mug, plate and cutlery) ● Oil reuse ● Waste management and heritage preservation sensibilization campaigns targeting the local population
Consuming local products	<p>The promotion of local products emerges as a strong area of action. According to the FECN Survey, such products are widely showcased, although challenges persist in establishing structured partnerships and ensuring greater visibility. The Participatory Lab confirmed the relevance of this topic, identifying it as the top priority in the voting exercise and demonstrating strong consensus around the need to promote local producers, artisans and markets. Findings from the Eco-Itinerary Questionnaire further reinforce this strength, with a large number of stakeholders already purchasing from or collaborating with local suppliers. Collectively, these insights highlight a solid foundation on which to further strengthen local value chains and enhance the visibility of local production.</p>
Using clean energies	<p>Renewable energy appears as a relatively underdeveloped area of action. The FECN Survey indicates that it is rarely mentioned directly, with only a few stakeholders referring to examples such as smart lighting, suggesting limited implementation across the territory. During the Participatory Lab, stakeholders nevertheless identified opportunities to expand renewable-energy initiatives, including potential partnerships for local photovoltaic stations and the installation of solar panels. Complementing this, the Eco-</p>

	<p>Itinerary Questionnaire shows that the number of stakeholders currently using renewable energy remains low, with limited uptake of solar thermal or photovoltaic technologies. Overall, the findings reveal a significant gap between recognised opportunities and actual implementation, highlighting the need to broaden renewable-energy adoption.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Installation of Solar panels ● Installation of Photovoltaic station to power buildings (partnerships) ● Improving the energy efficiency of buildings (LED + double windows)
Obtaining an ECOLABEL or the MED-ROUTES Green Label	<p>Sustainability certification remains a relatively limited area of progress within the territory. The FECN Survey shows that only a few stakeholders currently hold ecolabels, while others express interest or are in the process of pursuing certification but face notable knowledge gaps and administrative barriers. The Participatory Lab did not generate specific references to certification procedures, suggesting that the topic is not yet deeply embedded in stakeholders' operational priorities. This is reinforced by the Eco-Itinerary Questionnaire, which indicates that only a small number of stakeholders possess sustainability certifications, reflecting low overall uptake of ecolabels. These findings point to the need for clearer guidance, capacity-building and simplified procedures to support broader adoption of sustainability certification.</p>
Avoiding the use of hazardous substances or products	<p>The topic of hazardous substances is not prominent across the collected inputs. In the FECN Survey, it does not appear explicitly, although a few actions—such as efforts to reduce single-use plastics—relate indirectly to it. During the Participatory Lab, participants noted that reducing the use of chemical products is an area that requires more attention, particularly in connection with waste management and environmental protection. The Eco-Itinerary Questionnaire adds little further detail, as no significant data were reported; overall, practices related to hazardous substances seem to be only minimally developed in the territory.</p>
Showing or delivering information about our Eco-	<p>Communication emerges as a key area for improvement. The FECN Survey shows that most partners perceive a need for clearer messaging and greater visibility of</p>

itinerary to the public and to visitors	<p>sustainable practices. During the Participatory Lab, stakeholders emphasised weaknesses in public communication and advocated for an integrated sustainability communication plan, which was ranked among the top priority measures. The Eco-Itinerary Questionnaire indicates that, although many stakeholders already use digital communication tools, information about sustainability and itineraries is inconsistent and could benefit from stronger standardisation. Together, these insights highlight the importance of coordinated efforts to enhance the clarity, reach and consistency of sustainability-related communication.</p>
Promoting engagement between different public and private agents	<p>Coordination and collaboration are identified as significant challenges across the territory. The FECN Survey shows that most stakeholders call for more structured collaboration and joint communication. This was reinforced during the Participatory Lab, where participants emphasised the need for improved coordination, regular consultations, and shared governance structures. According to the Eco-Itinerary Questionnaire, many entities already collaborate with local suppliers or environmental organisations; however, broader public–private coordination remains inconsistent. Overall, these findings point to the need for strengthened mechanisms to support systematic collaboration and effective shared management.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Creating an integrated communication plan for local branding, which includes topics of public sensibilization for the sustainability of the route ● Creating partnerships to coordinate the implementation of sustainable solutions ● Regular public consultation through the organization of yearly workshops ● Creating partnerships for waste collection and management ● Partnerships with energy companies to use green energy ● Training tour guides on local fauna and flora ● Promoting local products ● Promoting local artisans and artists ● Creating a Soldier Kit with local merchandising

Protecting local heritage	<p>Heritage conservation emerges as a prominent theme across the responses. The FECN Survey indicates strong recognition of its importance, often linked to sustainability and community engagement. During the Participatory Lab, participants highlighted potential risks, including limited public interest in heritage preservation, pressures from urban and industrial development, and climate-related threats. The Eco-Itinerary Questionnaire shows that while several stakeholders operate within heritage landscapes, specific measures for heritage protection are not widely reported. These insights suggest a need to strengthen both awareness and concrete actions to safeguard heritage within the territory.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Reduction of tourism activities during seasonal periods of climate risk ● Promoting reforestation with native species ● Building partnerships for sustainability ● Integrated communication plan to raise public awareness ● Encouraging the planting of native plants ● Tours and formation on local fauna and flora ● Creating enology tours ● Creating olfactory tours
Promoting sustainable mobility	<p>Mobility and accessibility are identified as a top-rated challenge. The FECN Survey highlights that this issue is frequently mentioned alongside limited infrastructure and low visitor awareness. During the Participatory Lab, stakeholders emphasised concerns regarding restricted public transport connections between heritage sites, the need for electric mobility options such as buses and bikes, and the provision of better mobility information. The Eco-Itinerary Questionnaire indicates that while most sites are accessible on foot or by bicycle, access via public transport is significantly lower, revealing an imbalance in available mobility options. These findings underscore the need for improved sustainable transport solutions to enhance accessibility across the territory.</p> <p>Specifically, the following aspects were highlighted as particularly challenging during the workshop:</p> <ul style="list-style-type: none"> ● Creation of Electric bus to tour the fort ● Improving the public transport offer (main points of interest) ● More information about public transport

	<ul style="list-style-type: none"> • Internationalize the public • Electric bike rental
--	-----------------------------------------------------------------------------------------------------------------

II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES

*In this section, each partner should select **three priority challenges** from those listed in Section I.3 (sustainability and circular economy challenges).*

*For each selected challenge, define **one overarching Goal**, describing a desired outcome.*

*Each Goal should be broken down into at least **two Specific Objectives**, which correspond to tangible and actionable steps to be implemented.*

Define goal and specific objectives aimed at integrating circular economy principles, according to the structure below. Expand the table as you see fit.	
Selected priority challenge 1 (SPC1)	Promoting sustainable mobility
Overarching goal for SPC1	<p>Support member cities in developing and promoting sustainable transport options within their cultural heritage areas.</p> <p>This goal also reflects the need to improve transport connectivity between heritage sites and strengthen low-carbon mobility alternatives where conventional transport options remain limited.</p>
Specific objective 1A	<p>Facilitate cross-promotion of sustainable access options (e.g. green travel tips, regional transit links) through Destination Napoleon's digital channels and shared materials.</p> <p>This action supports destinations in addressing current gaps in visitor-facing mobility information, helping travellers identify low-impact options more easily.</p>
Specific objective 1B	Develop shared guidelines and inspiration kits for soft mobility initiatives tailored to heritage tourism (e.g. walking circuits, cycling routes, e-mobility experiences).
Selected priority challenge 2 (SPC2)	Protecting local heritage

Overarching goal for SPC2	Encourage member cities to connect visitors with local producers and heritage, essential to reinforce local identity, support small businesses and enhance the visitor experience.
Specific objective 2A	Develop a shared “Local treasures” collection highlighting one iconic local product or craft from each member city, to promote local value.
Specific objective 2B	Replicate good practices from Destination Napoleon members in other cities
Selected priority challenge 3 (SPC 3)	Promoting engagement between public and private stakeholders
Overarching goal for SPC3	<p>Strengthen collaboration within and between member destinations to foster shared sustainability values and actions.</p> <p>Improved cooperation is essential to address current fragmentation, strengthen coordinated planning and ensure consistent sustainability practices across member destinations.</p>
Specific objective 3A	Promote the replication and local adaptation of the eco-itinerary model piloted in Vila Franca de Xira across other Destination Napoleon member cities.
Specific objective 3B	Empower members to strengthen collaboration through shared tools and knowledge, supporting access to funding and the implementation of joint sustainability initiatives.

Specific objective 1A	
Action to be implemented (A1A)	Develop a dedicated section on the Destination Napoleon website highlighting low-carbon travel tips and spotlighting destinations accessible by green transport.
Period of implementation	Q2 2026

Stakeholders to be involved	Destination Napoleon tourism offices
Main target audience of the action	Tourists, sustainable travel advocates
Specific objective 1B	
Action to be implemented (A1B)	Create a downloadable “Soft Mobility Inspiration Pack” including example walking/cycling circuits, signage templates, and visual assets for local adaptation.
Period of implementation	Q2 2026
Stakeholders to be involved	Selected Historical Route of the Lines of Torres agents
Main target audience of the action	Local tourism offices, municipal departments, route visitors
Specific objective 2A	
Action to be implemented (A2A)	Launch a call for members to submit one recommended local product or producer (with a short description and image). Compilation of these into a “Taste & Craft along Destination Napoleon” digital brochure, for use in visitor outreach and promotion.
Period of implementation	Q1-Q3 2026
Stakeholders to be involved	Destination Napoleon, chambers of commerce, local producer networks
Main target audience of the action	Tourism offices, visitors interested in local culture
Specific objective 2B	
Action to be implemented (A2B)	Pilot project with the cloned Linden trees of Petrinja.
Period of implementation	Q4 2026
Stakeholders to be involved	Local municipalities
Main target audience of the action	Tourists, local residents, small businesses
Specific objective 3A	

Action to be implemented (A3A)	Create a modular “Eco-Itinerary starter kit” based on the VFX model, including guidance on itinerary design, sustainability integration, signage, and public engagement tools. Offer to support 2–3 interested member cities in piloting their own version.
Period of implementation	Q2 2026
Stakeholders to be involved	Interested member cities, local tourism offices, Vila Franca de Xira
Main target audience of the action	Destination Napoleon members
Specific objective 3B	
Action to be implemented (A3B)	Create a quarterly “Funding radar” summarizing relevant sustainability-related calls for proposals, tips, and partner search opportunities.
Period of implementation	Q1 2026
Stakeholders to be involved	Historical Route of the Lines of Torres and general Destination Napoleon members
Main target audience of the action	Local public/private stakeholders

II.2 TARGET AUDIENCE

Identify the main target audiences for the sustainability-oriented actions of your Cultural Route (e.g., tourists, local communities, students, policymakers) and describe how the route addresses their specific needs and interests. Please complete the table below, and specify how each audience will be addressed by designed actions

Key Audience	Needs and Interests Addressed

Tourists	Clear, engaging, low-impact experiences; addressed via soft mobility tools and eco-itineraries.
Local communities	Economic benefit and cultural pride; addressed through promotion of local products and events.
Policymakers	Measurable impact and replicability; addressed through shared tools, reporting, and pilot cases.
SMEs and producers	Visibility and access to new markets; addressed via toolkits, maps, and themed market events.
Tourism professionals	Practical materials and coordinated promotion; addressed via templates, toolkits, and shared events.

III.1 IMPLEMENTATION TIMELINE

Gantt Chart

	Months 2026											
Action	1	2	3	4	5	6	7	8	9	10	11	12
A1A												
A1B												
A2A												
A2b												
A3A												
A3B												

III.2 MONITORING STRATEGIES

Action	Please outline the tools and methods your Cultural Route will use to track the progress and impact of the sustainability and circular economy actions proposed, such as key performance indicators (KPIs), periodic evaluations, community feedback, or external audits. (Expand the table as you see fit.)
A1A	<p><i>Sustainable access section on DN Website</i></p> <ul style="list-style-type: none"> - Use basic web analytics (e.g. Google Analytics) to monitor page views, bounce rate, and time on page - Optional: short survey for visitors at select sites asking how they learned about travel options
A1B	<p><i>Soft mobility inspiration pack</i></p> <ul style="list-style-type: none"> - Track number of downloads from the DN website - Request optional follow-up reports or photos of local implementation after 12 months
A2A	<p><i>Taste & Craft along Destination Napoleon Brochure</i></p> <ul style="list-style-type: none"> - Count number of member contributions received - Track digital downloads and page views
A2b	<p><i>Replicate good practices from Destination Napoleon members</i></p> <ul style="list-style-type: none"> - Track number of events held and participating cities - Estimate visitor attendance and producer participation - Gather media/social media coverage metrics
A3A	<p><i>Eco-itinerary starter kit</i></p> <ul style="list-style-type: none"> - Number of cities expressing interest or engaged in adaptation - Number of adapted itineraries published or piloted - Visibility stats (web traffic, downloads, promo reach)
A3B	<p><i>Funding Radar Newsletter</i></p> <ul style="list-style-type: none"> - Track email open rates and click-through rates - Maintain list of funding calls and number of shared opportunities - Collect informal feedback from members on usefulness (e.g. email replies, poll in newsletter)



MED-Routes

Interreg
Euro-MED



Co-funded by
the European Union

MED-Routes

*"Enhancing MED sustainable cultural tourism
through the creation of eco-itineraries inside European Cultural Routes"*

MED-Routes Action Plan

The Phoenicians' Route – Cultural Route of the Council of Europe



Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Table of Contents

I.1. NAME OF THE ROUTE	27
I.2. DESCRIPTION OF THE CULTURAL ROUTE	27
I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE	28
II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES	33
II.2. TARGET AUDIENCE	37
III.1 IMPLEMENTATION TIMELINE	38
III.2 MONITORING STRATEGIES.....	38

I.1. NAME OF THE ROUTE

State the name of the route.

The Phoenicians' Route – Cultural Route of the Council of Europe

I.2. DESCRIPTION OF THE CULTURAL ROUTE

Describe the theme of the Cultural Route, provide an overview of its main itineraries, and identify the key cultural practices, products or services that define and support these itineraries.

The Phoenicians' Route is an International Network included since 2003 in the Cultural Routes of the Council of Europe Programme (the seventh out of 45 today, therefore one of the oldest). The Cultural Route is operated through a Non-Profit Association. The primary theme of the Route is the Intercultural Dialogue in the Mediterranean, taking as a reference the ancient Mediterranean civilizations that from the Phoenician era to the Republican age of the Roman Empire contributed to creating a *koiné*, a Mediterranean cultural "community", and to lay the foundations for what would later become the contemporary Euro-Mediterranean civilization. The Cultural Route "The Phoenicians' Route" is a vector of cultural, economic and social development on an International scale, operating in 3 continents. Members of the Route are institutional, territorial and thematic bodies, universities, research centers and schools, non-profit organizations, places of culture and private operators from different sectors developing shared strategies in 15 Euro-Mediterranean countries. For this reason, it is configured as an Innovation hub, that is a permanent international laboratory on the issues of cultural enhancement and new forms of tourism and local development.

Geographically distant places are united by a common past, for the enhancement of all the cities and countries that are part of it, of their archaeological heritage, landscape and identity and their quality productions. A territorial marketing tool but also a selection of destinations and institutions of excellence that pursue common projects, programs and strategies.

The Phoenicians' Route favors the development of innovative activities, in particular by developing specific models, methodologies and tools such as Smart Ways and Heritage Interpretation Centers, Eco-Museums. The enhancement actions that the Phoenicians' Route implements, together with all cities and other partners, produce economic and cultural effects, also through forms of responsible, slow, creative, sustainable and community-based tourism. The action in fact starts from the bottom, a *bottom up* approach helping the territories and operators to improve their offer, which is then promoted at an international level.

The innovation strategy of the Phoenicians' Route and an initiative of interest of the World Tourism Organization - since 2016, is based on the so-called "Smart Ways", Integrated Development Projects.

"Smart Way" means a "PathWay" acts as a collector of heritages, communities and single services, developing a territorial quality offer, enhancing service standards of companies and territories involved, developing cooperation between different parts of the supply chain, promoting service activities to the fruition not yet realized. It also allows to identify the attractive resources in terms of "Sustainable Tourism" in the areas involved and enhance the existing through networking activities and sustainable integrated tourism chain. Main stakeholders to involve are tourism and cultural operators, local authorities, professional schools, associations, young's, local communities, managers of cultural sites, museums. The aim is to develop a territorial circuit aimed at creating greater integration between the "territory" and "attractions", not only elements of "high" culture, but also the landscape values, the values of the local community, the crafts, folklore, food and wine, the atmosphere. The development of the road theme is understood as a route to follow by stages with its own and original characteristics, a new mode over which are structured pathways based on slow, sustainable, creative, experiential, social, accessible and responsible tourism. A circuit between different realities, aimed at increasing the visits of sites and areas with lower affluence.

The Way is also called "Smart" because the most innovative tourism methodologies will also be used and applied. The route can be more or less long (between 100 and 400 km). The concept is not based on length but on the quality of the offer and the relationships between the various operators involved. The leading areas will take advantage of new tourism and development approaches based on creativity, heritage interpretation and participation of local communities and stakeholders.

The Smart Ways approach is a tool for the enhancement of territorial cooperation and cohesion through tourism, also allowing less developed destinations to diversify their economic interests. Smart Ways allow to build new community-based products, empowering the communities (thanks to both capacity building activities and interpretation centre establishment), while giving them an additional economic opportunity. Finally, the Smart Ways approach is based on a methodology and not on a model, thus allowing a great flexibility and the dissemination of its use beyond the pilot areas.

I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE

Briefly report how the CR identified has surveyed the main challenges and needs regarding the implementation of sustainability and circular economy principles into its

practices (ex: stakeholder workshops, surveys and questionnaires, environmental impact reviews, on-site evaluations, others)

Sustainability in tourism planning (and more precisely in cultural tourism planning) means to adopt a reverse engineering approach. Instead of having the increase of tourism flows as a starting point, planning the sustainable development of any form of tourism implies to focus on local communities as the core drivers for future development, and this is exactly what the Phoenicians' Route Smart Ways methodology does.

Public participation in the planning process of any tourism project or activity should be the starting point to disseminate circular economy principles, but no public participation is possible without community empowerment through capacity building activities.

Cultural Routes are based upon cooperation among different territories and different stakeholders within the same region or area. Developing new cultural tourism products around a Cultural Route means to mentor each partner of the network in building the product chain, which implies adopting a new approach and methodology (for our Cultural Route, the Smart Ways) based on the following:

- Analyse the state of the art of both tourism and territorial assets and their current use, also assessing the socio-economic impact
- Identify strengths and weaknesses of the current tourism development
- Map local relevant stakeholders
- Build opportunities for them to meet and acquire a common knowledge around the core assets of the cultural tourism project (Capacity building)
- Capitalize upon existing skills, competences and resources (letting the stakeholders identify them)
- Reinforce local cooperation before going for the transnational one
- Use local interpretation centres as a tool for building cultural capital and as public space for communities first and visitors afterwards.

Sustainability assessments are also carried out at all these stages: on-site assessments and environmental impact studies are conducted to ensure a balance between tourism development and the protection of the landscape and natural resources. This is because today we talk about regenerative tourism, which according to UNWTO is an approach to tourism that aims to leave destinations in a better state, actively restoring ecosystems and empowering local communities, rather than simply minimising damage. It includes policies that support ecological restoration, strengthen local supply chains and integrate circularity, as well as innovative financial solutions to build resilience.

Please identify the primary challenges and needs of your respective cultural route. The domains listed below are derived from the initial set of indicators established by

<p>MED-Routes. Kindly complete the information only where applicable and leave blank if not relevant.</p>	
Managing water consumption	<p>The activities of a Cultural Route of the Council of Europe do not include specific activities for monitoring and measuring water consumption .</p> <p>Certainly, we can highlight the need to train local partners and stakeholders in sustainable water management practices, especially in areas with limited water resources.</p> <p>As Phoenicians' Route, we have launched a series of activities aimed at the younger generation. We are currently signing an agreement with the Network of European Blue Schools to spread awareness of Ocean Literacy and promote an ocean-conscious society through education, collaboration and action.</p> <p>The UNESCO-IOC Ocean Literacy Programme promotes global understanding of the ocean's influence on humanity and humanity's influence on the ocean. By raising awareness of issues related to marine ecosystems, sustainable practices and the role of the ocean in climate, health and livelihoods, the Programme enables individuals and societies to make informed decisions that safeguard marine resources. All this is aimed at building an ocean-conscious society capable of conserving and using the ocean sustainably for future generations.</p>
Managing electric consumption	
Managing waste	<p>We have destinations that are models of excellence in recycling and waste management, both in small communities and in larger destinations.</p> <p>There is certainly always a need to educate visitors and local partners about circular waste management practices, including through awareness-raising activities aimed at young people. As Phoenicians' Route, we collaborate, for example, with Legambiente, the most prominent and widespread environmental association in Italy, whose main mission is to drive the economy towards new models of green and circular economy.</p>
Consuming local products	<p>Local products are fundamental to tourism because they enhance the identity of a territory, offer a more authentic and genuine experience, and support the local economy. Tourists are increasingly seeking experiences related to</p>

	<p>food, wine, and local traditions, considering food and wine to be a real driving force behind travel that goes beyond the consumption of a simple product to include the history and culture of a place.</p> <p>As Phoenicians' Route, we have always been committed to and strongly believe in the need to create local synergies with producers, but above all we do so by collaborating with other specific Cultural Routes on these issues, such as Iter Vitis for everything related to the world of wine and Olive Tree for the world of oil.</p> <p>Alongside these two Cultural Routes, we have also created shared Interpretation Centres in various destinations that are considered Crossroads.</p>
Using clean energies	
Obtaining an ECOLABEL or the MED-ROUTES Green Label	<p>We believe that, first and foremost, provision should be made for</p> <ul style="list-style-type: none"> > the creation of common sustainability standards adapted to the specific characteristics of the various territories involved in the Cultural Routes project partners, > technical support and guidance for the explanation of the required certification procedures > support in the submission of applications. > Creation of common assessment and certification tools.
Avoiding the use of hazardous substances or products	
Showing or delivering information about our Eco-itinerary to the public and to visitors	<p>Need to develop multilingual material (both printed and digital) to promote the eco-itineraries developed through all our channels.</p> <p>Possibility of creating a special label or “eco-passport” for visitors who participate in sustainable activities along the Eco-Itineraries.</p>
Promoting engagement between different public and private agents	<p>Promoting engagement between public and private agents involves establishing clear communication, creating inclusive platforms for dialogue, and building trust through transparency and shared goals. Effective strategies include defining a shared vision, providing</p>

	feedback, using multiple communication channels, and setting up ongoing networks for information sharing.
Protecting local heritage	<p>The protection of local heritage requires a multifaceted approach, which includes the enhancement of tangible aspects, but also intangible ones such as landscapes and the preservation of traditions. It is essential to support local administrations and communities in order to raise their awareness.</p> <p>Community engagement: Raising public awareness and appreciation for heritage is vital, also through education.</p> <p>Funding and project support: finding projects that can fund the preservation of traditional skills and return historic sites to productive use, creating a sustainable future, including through new technologies.</p>
Promoting sustainable mobility	<p>We are working, including in other projects, to</p> <ul style="list-style-type: none"> - Encourage active mobility: develop and improve infrastructure for walking and cycling, such as cycle paths and pedestrian areas, and offer incentives to people who use these modes of transport to get to work. - Promoting zero-emission vehicles: encouraging the adoption of electric and hydrogen vehicles by expanding charging infrastructure and offering incentives for their purchase and use. - Encourage the adoption of smart policies in our destinations: introducing measures such as carbon pricing to make pollution more expensive and using data and artificial intelligence to create more efficient and integrated transport systems. - Encourage behavioral change: use mobility management and awareness campaigns to encourage people to think about their travel habits and choose more sustainable options. - Support alternative and shared mobility: promote services such as ride-sharing and bike-sharing to increase vehicle occupancy and make transport more accessible. - Creating integrated systems: connecting different modes of transport: we are doing this through sustainable forms of nautical mobility, linked to sustainable land-based systems (bike tourism).

II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES

*In this section, each partner should select **three priority challenges** from those listed in Section I.3 (sustainability and circular economy challenges).*

For each selected challenge, define one overarching Goal, describing a desired outcome.

Each Goal should be broken down into at least two Specific Objectives, which correspond to tangible and actionable steps to be implemented.

Define goal and specific objectives aimed at integrating circular economy principles, according to the structure below. Expand the table as you see fit.	
Selected priority challenge 1 (SPC1)	(name of the challenge, as it is in I.3)
Overarching goal for SPC1	Showing or delivering information about our Eco-itinerary to the public and to visitors
Specific objective 1A	Promote and communicate the Eco-itinerary, in our case developed in Cyprus, to inform, raise awareness and actively involve the local community, local operators first and foremost, and visitors secondarily.
Specific objective 1B	Include this Eco-Itinerary in the macro strategy of the 'Smart Ways' of the Phoenicians' Route; Organisation of events and capacity building to present the principles of the circular economy in detail Obtaining an ECOLABEL or the MED-ROUTES Green Label Organisation of Educational Tours for Tour Operators in order to promote the Eco-Itinerary
Selected priority challenge 2 (SPC2)	(name of the challenge, as it is in I.3)
Overarching goal for SPC2	Protecting local heritage
Specific objective 2A	Promoting protection and enhancement of cultural (tangible and intangible) and natural heritage linked to the founding themes of our Cultural Route, namely the ancient civilisations

	in the Mediterranean.
Specific objective 2B	<p>Raising awareness of the implementation and incorporation of circular economy practices (material recycling, sustainability of materials used for restoration, use of natural resources, minimising waste, becoming plastic-free, etc.).</p> <p>Developing educational and awareness-raising activities for young people and visitors on the value of cultural heritage, with the aim of transferring knowledge between generations.</p> <p>awareness-raising activities for underwater archaeological heritage and related marine heritage</p>
Selected priority challenge 3 (SPC 3)	(name of the challenge, as it is in I.3)
Overarching goal for SPC3	Consuming local products
Specific objective 3A	<p>Promotes short supply chains and reinforces local economies.</p> <p>Encourage visitors to become ambassadors for ecological values, taking the message home with them.</p> <p>Promote food and wine tourism, linked to cultural tourism, as a tool that aligns perfectly with the EU Green Deal and the United Nations Sustainable Development Goals</p>
Specific objective 3B	<p>Build collaborative networks across regions and countries (between local farmers, artisans, traditional businesses and hospitality businesses</p> <p>Creation of Interpretation Centres shared with other Cultural Routes of the Council of Europe dealing with these topics (e.g. Iter Vitis, Olive Tree Route and European Ceramics Route)</p>

Specific objective 1A (Expand the table as you see fit.)	
Action to be implemented (A1A)	Digital Platform of Smart Ways of the

	Phoenicians' Route with Interactive Map where to include the Eco-Itinerary developed in Cyprus
Period of implementation	Preparation and design phase: January – June 2026 Development: July – December 2026 Launch and ongoing updates: From 2027 onwards
Stakeholders to be involved	All members of the Phoenicians' Route (regions, municipalities, museums/archaeological sites, chambers of commerce, cultural associations, foundations, tourism stakeholders etc.) – data collection and collaboration
Main target audience of the action	Local communities Visitors and travelers Educational institutions (schools and universities) Tourism and cultural stakeholders
Specific objective 1B	
Action to be implemented (A1B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	
Specific objective 2A	
Action to be implemented (A2A)	Communication and awareness campaign
Period of implementation	Preparation: February 2026 Development: February – December 2026
Stakeholders to be involved	All members of the Phoenicians' Route (regions, municipalities, museums/archaeological sites, chambers of commerce, cultural associations, foundations, tourism stakeholders etc.) Communications workers Press stakeholders

Main target audience of the action	Local communities Young People Educational institutions (schools and universities) Visitors and travelers Public Authorities Tourism and cultural stakeholders
Specific objective 2B	
Action to be implemented (A2B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	
Specific objective 3A	
Action to be implemented (A3A)	Creation of Interpretation Centres shared with other Cultural Routes of the Council of Europe
Period of implementation	Preparation and design phase: May - September 2026 Development: October 2026 – December 2027 Launch and ongoing updates: From December 2027 onwards
Stakeholders to be involved	Other Cultural Routes of the Council of Europe Members of the Phoenicians' Route (municipalities, museums/archaeological sites, foundations, cultural association, tourism stakeholders etc.)
Main target audience of the action	Local communities Young People Educational institutions (schools and universities) Visitors and travelers Public Authorities Tourism and cultural stakeholders
Specific objective 3B	

Action to be implemented (A3B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	

II.2 TARGET AUDIENCE

Identify the main target audiences for the sustainability-oriented actions of your Cultural Route (e.g., tourists, local communities, students, policymakers) and describe how the route addresses their specific needs and interests. Please complete the table below, and specify how each audience will be addressed by designed actions

Key Audience	Needs and Interests Addressed
Local communities	Awareness-raising and promotional activities; support for local operators in the field of cultural and tourist enhancement
Policymakers	Economic, social and tourism consulting for the local area, through capacity building and area branding initiatives, with a focus on circular economy principles.
Students / Educational Institutions	Training opportunities in cultural and environmental learning. Development of skills and understanding of sustainable practices. Through: training workshops, visits to archaeological and naturalistic sites/museums, awareness programmes on the circular economy and sustainable development, development of digital tools and content for use in the classroom.
Tourists	Improving visitor services and experiences with a sustainable, regenerative, experiential and creative approach. This objective is achieved by creating a

	<p>consistent quality offering across all our destinations and supporting tour operators in creating quality trips.</p> <p>Travellers are also offered opportunities for awareness-raising and encounters during their journeys.</p>
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

III.1 IMPLEMENTATION TIMELINE

Gantt Chart

	Months (Expand the gantt chart as you see fit)											
Action	1	2	3	4	5	6	7	8	9	10	11	...
A1A	■	■	■	■	■	■	■	■	■	■	■	■
A1B												
A2A		■	■	■	■	■	■	■	■	■	■	■
A2b												
A3A					■	■	■	■	■	■	■	■
A3B												
...												

III.2 MONITORING STRATEGIES

Action	Please outline the tools and methods your Cultural Route will use to track the progress and impact of the sustainability and circular economy actions proposed, such as key performance indicators (KPIs), periodic evaluations, community feedback, or external audits. (Expand the table as you see fit.)
A1A	<p>Key Performance Indicators (KPIs)</p> <p>Social indicators:</p> <ul style="list-style-type: none"> - Visits to the digital platform and engagement levels. - Participation of local stakeholders in preparatory activities. - participation of members of the Phoenicians' Route in data collection

	<p>Economic indicators:</p> <ul style="list-style-type: none"> - Number of visitors to Smart Ways - Creation of new partnerships between cultural/tourism stakeholders and businesses. <p>Cultural indicators:</p> <ul style="list-style-type: none"> - Number of cultural /naturalistic sites registered and digitized. <p>Collaboration with research centres to conduct environmental, social, and economic impact studies.</p>
A1B	
A2A	<p>Key Performance Indicators (KPIs)</p> <p>Environmental indicators:</p> <ul style="list-style-type: none"> - Reduction of water and electricity consumption during events. - Percentage of waste recycled. - Use of renewable energy sources. <p>Social indicators:</p> <ul style="list-style-type: none"> - Number of participants in events. - Visits to the digital platform and engagement levels. - Community Feedback (questionnaires and online surveys targeting visitors, local communities, and SMEs) - Monitoring comments and engagement on social media as indicators of interest and impact.
A2b	
A3A	<p>Key Performance Indicators (KPIs)</p> <p>Social indicators:</p> <ul style="list-style-type: none"> - Participation of local stakeholders and SMEs in preparatory activities. <p>Economic indicators:</p> <ul style="list-style-type: none"> - Number of visitors to the Interpretation Centers - Creation of new partnerships between cultural/tourism stakeholders and businesses. <p>Environmental indicators:</p> <ul style="list-style-type: none"> - Reduction of water and electricity consumption in the Interpretation Centers. - Percentage of waste recycled. - Use of renewable energy sources.
A3B	



MED-Routes

Interreg
Euro-MED



Co-funded by
the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

MED-Routes Action Plan

European Route of Ceramics



Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Table of Contents

I.1. NAME OF THE ROUTE	427
I.2. DESCRIPTION OF THE CULTURAL ROUTE	427
I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE	428
II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES	33
II.2 TARGET AUDIENCE.....	37
III.1 IMPLEMENTATION TIMELINE	38
III.2 MONITORING STRATEGIES.....	38

I.1. NAME OF THE ROUTE

State the name of the route.

European Route of Ceramics

I.2. DESCRIPTION OF THE CULTURAL ROUTE

Describe the theme of the Cultural Route, provide an overview of its main itineraries, and identify the key cultural practices, products or services that define and support these itineraries.

The European Route of Ceramics is a Cultural Route of the Council of Europe certified since 2012 dedicated to highlight and promote the material and immaterial cultural heritage related to ceramics.

The Route represents a strong network around the theme and the world of ceramics, able to enhance the ceramic traditions and productions as tools for touristic, economic, cultural and social development of the European communities involved.

The idea of pursuing the objective of creating a European Route of Ceramics started in 2008, in the frame of a European project foreseeing the mapping and promotion of European Ceramic cities. At the end of the project, partners decided to give this experience the opportunity to grow and develop, including new members and becoming a European network of the Council of Europe dedicated to ceramics. The Route received the first certification label in 2012, and since then, the network has worked to increase its activities and carry out a series of key actions, which have enabled it to expand and develop different projects and activities every year.

The European Route of Ceramics aims at creating a sustainable and competitive touristic offer based not only on artistic productions, cultural collections, workshops and museums, but also on the whole cultural and social development linked to the world of ceramics over the years.

To achieve this, the Route fosters cooperation among partners and implements European projects that focus on key priorities: local development, sustainable tourism connected to ceramic heritage, digitalisation of cultural assets, and the promotion of European ceramic cultures.

Among its activities, the European Route of Ceramics pursues the promotion of European diversity in the field of ceramic art but also of local contexts: along of the Route people have the opportunity to experience the cultural traditions of the communities, with particular reference to ceramic artists and craftsmen, by visiting their workshops, enjoying museums with permanent or temporary collections of traditional and contemporary ceramics and participating in artist residencies and market fairs.

The European Route of Ceramics currently counts 28 Partners, representing 17 Countries. The founding partners include Faenza (Italy), Limoges (France), Höhr Grenzhausen (Germany) and the Porzellaniklon Museum (Germany). Since Faenza took over the leadership of the Route, the following partner have joined (listed in order of entrance): Aveiro (Portugal), the Iznik Foundation (Turkey), Bolesławiec (Poland), Castelló de la Plana (Spain), Gmunden (Austria), Manises (Spain), Talavera de la Reina (Spain), the State Agency for Tourism/Sheki (Azerbaijan), the Telemark Museum (Norway), the National Museum of Hutsulshchyna and Pokutia Folk Art Y. Kobrynskyi, Kosiv, (Ukraine), Modra (Slovakia), Petrinja (Croatia), Deruta (Italy), Avanos (Turkey), the Malta Crafts Foundation (Malta), the Princessehof Museum of Leeuwarden (The Netherlands), Onda (Spain), Sifnos (Greece), the Educational Development Company 'Ploigos' of Crete (Greece), the Centre for the Study of Modern Ceramics - G. Psaropoulos Family Foundation of Athens (Greece), Kütahya (Turkey), Aubagne (France), Çanakkale (Turkey) and Espace Muséal d'Andenne (Belgium).

I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE

Briefly report how the CR identified has surveyed the main challenges and needs regarding the implementation of sustainability and circular economy principles into its practices (ex: stakeholder workshops, surveys and questionnaires, environmental impact reviews, on-site evaluations, others)

The European Route of Ceramics (ERC) has surveyed the main challenges and needs regarding the implementation of sustainability and circular economy principles through a combination of participatory activities, analyses, and collaborative projects involving its partners and local stakeholders.

First, the Route identified several structural and contextual challenges through internal consultations and territorial reviews, including the significant geographical distance among partners and the limited availability of sustainable mobility both between and within their territories. These findings were discussed through exchanges with municipalities, museums, associations, and tourism agencies, highlighting the need for more sustainable urban and extra-urban connections.

To address these challenges, the Route organized in 2020 a series of **webinars and thematic workshops** on sustainable cultural tourism, involving partners, local operators, and students in tourism and cultural heritage studies. These sessions presented case studies and strategic tools for creating more sustainable tourism offers,

emphasizing the role of digital technologies as inclusive tools for promoting territories and sustainable experiences.

In addition, ERC has initiated **analyses and data collection on good practices of circular economy** applied by local cultural and tourism operators, as well as by municipal administrations. These evaluations aim to identify and share environmentally friendly approaches—such as waste reduction, recycling, and the reuse of materials—within ceramic production and artistic practices.

The Route also promotes **on-site assessments and collaborative educational projects**, such as artistic residencies focused on the reuse of naturally existing clays to minimize environmental impact. These activities contribute to evaluating the sustainability of local production processes and materials usage.

Finally, by participating as an associated partner in the **MED-Routes project**, co-funded by the Interreg-Euro Med Programme, the European Route of Ceramics is contributing to the creation and testing of local-based, low-impact tourism models through micro-itineraries, further reinforcing its strategic goal of embedding sustainability and circular economy principles into its network practices.

THE MED-ROUTES ECO-ITINERARIES

Within the ERC, two eco-itineraries were created, one in the territory of the Municipality of Faenza, Italy (as a member of the Romagna Faentina Union - URF) and Castellón de la Plana, Spain, the two members of the European Route of Ceramics which are also partners of the Med-Routes project.

The Romagna Faentina Eco-Itinerary

In line with the objective of making the ERC more sustainable, the eco-itinerary developed in the Romagna Faentina area is based on an innovative model of regenerative tourism, designed to strengthen the connection between cultural heritage, nature, and local communities in a sustainable way.

To identify the main challenges and needs related to the implementation of sustainability and circular economy principles, a **participatory process** was carried out involving local tourism operators. Through **workshops, discussions, and questionnaires**, operators were asked to share their perspectives on the barriers and opportunities linked to developing a more sustainable tourism offer.

The consultation revealed several key challenges: the lack of a unified strategy among local actors, limited infrastructure to support sustainable practices, and a certain degree of resistance to change. The discussions also highlighted the need to raise awareness among operators about how investing in sustainable tourism represents an investment in the long-term future of the sector itself.

Further analysis through **surveys and self-assessment questionnaires** allowed the ERC to evaluate the sustainability level of operators in areas such as water management, mobility, energy, and waste. The most sustainable operators were then selected to be part of the eco-itinerary.

The resulting itinerary includes a **catalogue of businesses and points of interest** that offer authentic, sustainable experiences. Specific locations were identified and marked

where practices aligned with environmental sustainability and circularity can be experienced — such as agritourisms providing farm-to-table hospitality, wineries offering sustainable tastings and direct sales of local products, and ceramic workshops in Faenza that preserve artisanal traditions through responsible methods.

Recognizing the ongoing challenge of sustainable mobility, the itinerary promotes low-impact travel options through a **digital map** that highlights cycling routes, train stations, bike rentals, and public transport connections, encouraging visitors to explore the territory responsibly.

The itinerary has a “daisy” structure, built around a main route and three thematic branches. This structure makes it possible to explore landscapes, villages, knowledge, and communities in depth. It offers an immersive and authentic experience that reflects the balance between human presence and the natural world.

Its connection to the **European Route of Ceramics** gives the itinerary both symbolic and international resonance. Faenza - an internationally recognised centre of artistic ceramics - becomes the starting point of a narrative that intertwines art, material, landscape, and memory, tracing a route that links places and shared knowledge throughout Europe.

The Castellón de la Plana Eco-Itinerary

The **Eco-Itinerary of Castellón de la Plana** has been conceived as a pilot initiative aimed at effectively integrating the principles of sustainability and circular economy within a territory deeply rooted in ceramics, both in its industrial and artisanal dimensions. Castellón is one of Europe's foremost ceramic production hubs — a place where technological innovation, artistic creation, scientific research, and manual tradition converge around a single material that has shaped the identity, economy, and cultural landscape of the region. This context makes the city an exceptional setting for testing new forms of sustainable tourism grounded in the appreciation of tangible and intangible heritage, the active participation of local stakeholders, and the interconnection between culture, industry, gastronomy, and the environment.

The design of the eco-itinerary followed a **participatory and cross-sectoral approach**, engaging key actors from the local ecosystem in an open and constructive dialogue. Through participatory workshops, thematic meetings, and surveys, the opinions and proposals of **entrepreneurs, artisans, researchers, public administration representatives, residents, and potential visitors** were collected. This process helped to build a shared vision of the territory and to identify both the challenges and the opportunities for promoting a model of sustainable tourism based on Castellón's distinctive ceramic identity.

The **public administration**, led by the City Council of Castellón de la Plana, played a crucial role in institutional coordination and in identifying the most representative heritage resources of the territory, ensuring coherence with local strategies on sustainability, green mobility, and energy transition. At the same time, the **business sector and ceramic clusters**, represented by organisations such as the *Institute of Ceramic Technology (ITC)*, contributed their expertise in innovation, energy efficiency, and sustainable resource management — demonstrating how circular economy principles can be applied in practice to industrial production. Their participation helped

to highlight the most contemporary and creative dimensions of the sector, transforming the ceramic industry into a **high-value cultural and tourism asset**, capable of attracting visitors interested in exploring the processes, technology, and aesthetics that define Castellón's ceramic excellence.

The **academic community** also played a decisive role. The **Jaume I University (UJI)**, through its research groups in sustainability, tourism, and cultural management, contributed to data analysis, the development of diagnostic tools, and the dissemination of scientific knowledge. This collaboration reinforced the link between applied research and local development, supporting the training of students and professionals in sustainable practices and promoting the transfer of knowledge to companies and artisanal workshops.

Ceramic artisans, in turn, occupied a central position as custodians of ancestral know-how and as key ambassadors of the territory's cultural identity. Through interviews, collaborative meetings, and live demonstrations, they shared their perspectives on the need to adapt traditional craftsmanship to contemporary challenges — integrating recycled materials, low-impact processes, and new forms of creative expression. Their participation lends the eco-itinerary a distinctly human and sensory dimension, allowing visitors to observe, learn, and take an active role in the process of ceramic creation.

The consultation and analysis process revealed several **structural challenges**, including the limited connection between industrial and tourism networks, the need to strengthen sustainability training, and the difficulty of fully embedding circular economy principles into the day-to-day management of tourism activities. However, it also brought to light major **opportunities**, such as the existence of a highly innovative industrial fabric, a university strongly committed to applied research, a resilient artisanal sector, and a local identity deeply anchored in ceramic culture.

The **Eco-Itinerary of Castellón de la Plana** was ultimately structured as a route that interweaves the multiple spaces where **culture, sustainability, and ceramics** converge, creating an integrated and coherent visitor experience. Along the itinerary, visitors can explore **artisanal workshops, industrial facilities open to the public, interpretation centres and museums**, as well as **gastronomic venues** that incorporate locally produced ceramics into the presentation and design of their culinary offerings. Gastronomy thus becomes both a symbolic and experiential element, reinforcing the connection between product, territory, and sustainability. The restaurants included in the itinerary promote the use of local and seasonal ingredients, adopting zero-kilometre principles and food-waste reduction measures, in full alignment with the circular philosophy that underpins the entire project.

Particular attention has been paid to **sustainable mobility**, regarded as a key component of the responsible tourism experience. The itinerary integrates a network of low-impact travel routes linking the main points of interest through pedestrian paths, cycling routes, and public transport, complemented by an interactive digital map that assists visitors in planning environmentally responsible journeys. This approach encourages a slower, more mindful, and participatory form of tourism, inviting travellers to rediscover the territory through proximity and environmental awareness.

The result is an innovative proposal that not only enriches the city's tourism offer but also strengthens its social and economic fabric. The **Eco-Itinerary of Castellón de la Plana** stands as a model of **territorial innovation and regenerative tourism**, where ceramics — in its material, symbolic, and economic dimensions — acts as the guiding thread of a narrative that unites tradition and modernity, industry and craftsmanship, science and creativity. Through the cooperation between public administration, academia, the private sector, and the artisanal community, the project fosters a genuine transition towards a circular system in which waste is transformed into resources, knowledge is shared, and culture becomes a driving force for social cohesion. Within the framework of the **MED-Routes European project**, Castellón offers an inspiring example of how industrial and cultural heritage can be reimagined as a sustainable tourism experience — one that generates identity, innovation, and well-being for local communities.

Please identify the primary challenges and needs of your respective cultural route. The domains listed below are derived from the initial set of indicators established by MED-Routes.

Kindly complete the information only where applicable and leave blank if not relevant.

Managing water consumption	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF, there is the need to setting up water refill stations along routes and in rest areas to reduce the use of single-use plastic bottles. These refill points could be marked on maps to support sustainable hydration for visitors.</p> <p>Another need concerns educating operators and visitors on water conservation techniques, with suggestions for water-saving faucets and efficient irrigation systems in agritourism facilities along the routes.</p> <p>Lastly, in suitable areas, there is the need to implement treated wastewater systems to irrigate green spaces, botanical gardens, and parks within the eco-itineraries.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>In Castellón de la Plana, water consumption management represents a key challenge, due both to the climatic characteristics of the Mediterranean environment and to the intensive use of water resources in the ceramic industry and tourism-related services. Within the framework of the Eco-Itinerary, several needs have been identified to improve water efficiency, promote responsible consumption, and strengthen awareness among both local operators and visitors.</p> <p>Firstly, there is a need to create an interactive digital map that identifies existing water refill stations located along pedestrian and cycling routes, in public spaces, and near</p>
----------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>major cultural and tourist attractions. These refill points — already connected to the municipal water network and equipped with digital information systems — help to reduce the use of single-use plastic bottles and to promote sustainable hydration habits among visitors.</p> <p>Secondly, there is a recognized need to train and raise awareness among tourism operators, artisans, and hospitality businesses regarding water-saving and efficient management practices. Many of the spaces associated with the itinerary — such as ceramic workshops, museums, and restaurants — are willing to adopt sustainable measures but often lack the technical knowledge or practical guidance to do so. For this reason, it is proposed to organize training sessions and pilot initiatives focused on the installation of water-efficient systems, such as aerator taps, dual-flush toilets, and smart irrigation technologies for gardens, courtyards, and outdoor visitor areas. Collaboration with Jaume I University (UJI) and local environmental departments would allow the development of applied research and monitoring mechanisms, offering data-based recommendations tailored to local climatic conditions.</p> <p>In addition, there is an identified opportunity to reuse treated wastewater for non-potable purposes, particularly for the irrigation of green areas, botanical gardens, and urban parks included in the eco-itinerary. This measure, in line with the municipality's sustainability strategies, would enable progress towards a circular water management model, reducing pressure on natural resources and serving as an example of good practices that could be replicated in other tourist destinations.</p>
Managing electric consumption	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In the URF area, bureaucratic barriers and strict regulations, especially around hospitality and the installation of sustainable infrastructure, make it difficult to improve in this sector. However, it's also worth mentioning that some local operators, such as those in agriculture and tourism, have already started implementing green solutions like solar panels and other renewable energy systems. While these efforts are encouraging, the process remains long and challenging, especially for smaller businesses. The complicated rules and the high costs of installing sustainable technologies often discourage smaller operators from taking action. To make it easier for them, simplifying these procedures and</p>

	<p>offering financial support could help more local businesses get involved in the transition to clean energy.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>In Castellón de la Plana, managing electric consumption is a growing priority due to the high energy demand of the ceramic industry and the increasing electrification of tourism services. The Eco-Itinerary identifies several challenges and opportunities to promote energy efficiency and renewable integration across cultural, industrial, and tourism-related sites.</p> <p>One of the main barriers concerns the complexity of administrative procedures for the installation of solar panels and other renewable infrastructures in heritage or urban areas, which often discourages small businesses and cultural operators from adopting clean energy solutions. Simplifying these procedures and offering local incentives could significantly increase the participation of artisanal workshops, museums, and hospitality establishments in sustainable energy transition efforts.</p> <p>Additionally, there is a need to train tourism and cultural operators in energy efficiency practices, including the use of LED lighting, smart monitoring systems, and energy management tools to optimise daily consumption. Collaboration with the Jaume I University (UJI) and local innovation clusters could foster pilot projects demonstrating how technology can reduce emissions and operational costs.</p>
Managing waste	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF territory, all operators already implement the separate waste collection, as required by the Italian law.</p> <p>There are several needs to make some steps further:</p> <ul style="list-style-type: none"> - Using compostable utensils and packaging during tastings and culinary events along the routes to minimize non-recyclable waste and create a low-impact tourism experience. - Encouraging the use of doggy bags in restaurants and agritourism spots to allow visitors to take leftovers and reduce food waste. - Developing an app to enable local operators to share unused resources, such as food or materials, contributing to a circular economy and reducing the amount of waste generated. The app

	<p>could also include options for composting and recycling.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>In Castellón de la Plana, waste management represents a key aspect of the Eco-Itinerary's sustainability strategy, particularly due to the combination of industrial, cultural, and tourism activities that coexist within the territory. Most participating operators already apply separate waste collection systems, in accordance with Spanish and municipal regulations, but there remain several opportunities for improvement to move towards a more circular and low-impact model.</p> <p>One of the main needs identified is to reduce the generation of non-recyclable waste during events, workshops, and gastronomic activities linked to the itinerary. To this end, it is proposed to encourage the use of compostable or reusable utensils, containers, and materials, gradually replacing plastic with sustainable alternatives, especially during tastings, fairs, and craft demonstrations.</p> <p>It is also proposed to promote the use of "doggy bags" in restaurants and tourism establishments, allowing visitors to take leftover food with them and thus help reduce food waste. This simple measure reinforces environmental awareness among visitors and demonstrates the hospitality sector's commitment to sustainability.</p> <p>Another key initiative involves developing a collaborative digital platform enabling local operators — such as workshops, museums, restaurants, and companies — to share unused or surplus resources, including food, materials, or ceramic products, thereby promoting a circular economy based on territorial cooperation. This tool could also provide information on composting sites, recycling points, and special waste collection facilities, ensuring traceability and transparency in waste management.</p> <p>In addition, it is essential to install separate recycling bins along the Eco-Itinerary, particularly in rest areas, scenic viewpoints, and high-traffic tourist zones. These facilities will enable proper waste separation and reinforce visitors' commitment to responsible behavior throughout the route.</p>
Consuming local products	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p>

	<p>In this regard, URF is already making progress, as local products are a key part of its strengths, attracting many tourists with a high-quality and diverse range of offerings. However, despite these many excellent local products, our region still lacks a real, organized tourism supply chain that focuses on promoting local goods. While we have many outstanding products, often operators work individually, and they may not even be aware of the offerings available from nearby businesses and producers. The Eco-Itinerary could certainly help to create a more unified image, encouraging greater collaboration and knowledge-sharing between local operators. This could lead to a stronger collective identity, which would be communicated more clearly to tourists and visitors, helping them discover and appreciate the richness of the area.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary promotes the consumption of local products as a key element of its sustainability strategy. The city has a strong network of agri-food producers, artisans, and small businesses linked to ceramics and gastronomy, whose involvement in the itinerary strengthens the local economy and reduces the carbon footprint.</p> <p>The project encourages collaboration between restaurants, wineries, and artisanal workshops, promoting the use of seasonal ingredients and zero-kilometre products in tourism and gastronomic experiences. It also integrates local ceramics into culinary presentation and tourism spaces, highlighting the cultural and creative identity of the territory.</p> <p>The itinerary includes also awareness-raising actions to promote responsible consumption, encouraging visitors and operators to prioritise locally sourced products and sustainable practices. In this way, consuming local products becomes an essential component for generating economic value, preserving identity, and offering authentic and sustainable tourism experiences.</p>
Using clean energies	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF, there is the need to encouraging local accommodation and dining establishments to adopt solar panels and energy-saving systems. A partnership with green energy suppliers was suggested to ensure participating operators use renewable energy sources.</p>

	<p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary recognises the use of clean and renewable energy as a fundamental step towards achieving a sustainable and low-carbon tourism model. The territory's strong industrial base, particularly in the ceramic sector, provides an opportunity to showcase how innovation and energy transition can work together to reduce environmental impact.</p> <p>Several local operators have already begun adopting solar energy systems in production facilities, museums, and hospitality establishments, contributing to lower emissions and greater energy efficiency. The itinerary aims to highlight these examples as good practices that can inspire other actors within the tourism and cultural sectors.</p> <p>In addition, there is growing interest in incorporating renewable energy solutions—such as photovoltaic panels for self-consumption and LED lighting powered by clean energy—along the route's public spaces and visitor centres. Collaboration with Jaume I University (UJI) and local innovation clusters supports research and pilot actions focused on improving energy management and promoting awareness among visitors about the benefits of renewable energy.</p>
Obtaining an ECOLABEL or the MED-ROUTES Green Label	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>Considering the challenges that small, local operators can face in obtaining the ECOLABEL, introducing the MED-Routes Green Label for operators can attract environmentally conscious visitors and promote ongoing commitment to eco-friendly practices.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary identifies the pursuit of environmental certifications, such as the EU Ecolabel or the MED-Routes Green Label, as a key step towards strengthening its commitment to sustainability and transparency. These certifications would help recognise the efforts of local operators—hotels, restaurants, museums, and artisanal workshops—already implementing eco-friendly practices related to energy efficiency, waste reduction, and water management.</p> <p>The initiative aims to encourage participation among tourism and cultural stakeholders. Obtaining these</p>

	<p>labels would not only improve the visibility of sustainable businesses but also enhance the destination's reputation as a responsible and innovative tourism model within the Mediterranean region.</p>
Avoiding the use of hazardous substances or products	<p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>Within the Castellón de la Plana Eco-Itinerary, avoiding the use of hazardous substances and products is a fundamental priority to ensure the health of both the environment and the community. This is particularly relevant in a territory where the ceramic industry and artisanal production play a central role in the local economy and cultural identity.</p> <p>The itinerary promotes the progressive substitution of harmful chemicals—such as certain glazes, solvents, and cleaning agents—with eco-certified, non-toxic, and biodegradable alternatives. Workshops and ceramic studios participating in the project are encouraged to implement these changes through training sessions and technical support provided in collaboration with Jaume I University (UJI) and local environmental authorities.</p> <p>In addition, awareness campaigns are being developed to inform tourism operators and visitors about the importance of using safe materials in maintenance, decoration, and cleaning activities along the route. These efforts help minimise pollution, improve occupational health, and reinforce Castellón's image as a sustainable destination where art, industry, and environment coexist responsibly.</p>
Showing or delivering information about our Eco-itinerary to the public and to visitors	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF, there are certainly some challenges to overcome, such as connectivity issues like limited cell coverage, which can affect access to digital maps and information about eco-tourism routes. Additionally, the lack of a unified event calendar currently hinders the visibility and integrated promotion of the region. However, these challenges present valuable opportunities for growth and improvement. The area already boasts a rich cultural and natural heritage that has the potential to attract more visitors if promoted in a more coordinated way. By addressing these issues, such as creating a unified event calendar and improving digital access, URF could enhance the visitor experience, providing clearer information and a stronger sense of connection to the region's eco-tourism offerings. The development of a</p>

	<p>more interconnected network of local operators, along with better communication tools, could greatly increase the region's appeal, fostering greater collaboration and awareness among both local businesses and tourists.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary places great importance on communicating and disseminating its values, objectives, and sustainable experiences to both the local community and visitors. Ensuring visibility and accessibility of information is essential to strengthen public awareness and citizen participation in the project.</p> <p>To this end, the itinerary foresees the improvement of existing information panels and specific signage at the main points of interest—such as landmarks, museums, cultural centres, and green areas—providing details about sustainability practices, local heritage, and the circular economy principles applied along the route.</p> <p>In addition, the promotion of the digital platform and interactive map will guide visitors throughout the itinerary, highlighting participating operators, sustainable mobility options, and recommendations for responsible tourism. Social media channels and collaboration with local media further support this outreach, ensuring broad public visibility.</p> <p>The project also promotes collaborative communication efforts through educational institutions, tourism offices, and cultural events, fostering a shared sense of pride and belonging around Castellón's sustainable identity. In this way, the Eco-Itinerary becomes not only a route to explore but also a tool for education, awareness, and collective participation in the transition towards a more sustainable and inclusive tourism model.</p>
Promoting engagement between different public and private agents	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF, an important need identified by operators concerns developing a local network among operators and creating integrated routes and introducing sustainability certifications for operators and offering training to support eco-friendly practices. A challenge is that language barriers (lack of English guides) further hinder access for international tourists.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary is based on a collaborative governance model that actively promotes</p>

	<p>engagement between public institutions, private companies, educational entities, and cultural organisations. This cooperation is essential to ensure the long-term sustainability and effectiveness of the project.</p> <p>The initiative fosters regular dialogue and joint planning between the City Council, the Institute of Ceramic Technology (ITC), Jaume I University (UJI), tourism operators, and the artisanal sector, creating a network of shared responsibility in the promotion of sustainable and circular practices.</p> <p>Collaborative workshops, thematic meetings, and pilot projects encourage knowledge exchange and innovation, aligning local strategies with the broader goals of the MED-Routes programme. These synergies help connect the ceramic industry, tourism, and culture, turning the Eco-Itinerary into a dynamic platform where public and private stakeholders jointly design and implement actions for the sustainable development of Castellón.</p>
Protecting local heritage	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In URF, tourists have a strong interest in unique, local experiences such as ceramics routes and wine and food heritage. Activities such as tastings, craft workshops, and visits to museums and historic gardens are considered attractive to the eco-tourism market. A need identified is the promotion of all-inclusive packages combining local experiences like winery tours, nature excursions, and cooking classes.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>The Castellón de la Plana Eco-Itinerary considers the protection of local heritage as a central pillar of its sustainability and territorial development strategy. With its deep-rooted ceramic legacy, traditional architecture, and urban spaces linked to the history of craftsmanship, Castellón is conceived as a true “museum city”—a place where heritage is not confined to buildings or collections, but extends to the landscape, the streets, the workshops, and the collective memory of its inhabitants.</p> <p>The itinerary promotes a living and inclusive vision of heritage, understanding that preservation must go hand in hand with active interpretation and public accessibility. In this sense, the project supports the recovery and reinterpretation of historical spaces connected to the ceramic tradition, integrating them into cultural and tourism routes that allow visitors to discover the evolution</p>

	<p>of the territory—from its artisanal roots to contemporary innovation.</p> <p>The initiative also encourages the installation of interpretative signage at significant heritage points—such as old kilns, traditional workshops, historic buildings, and emblematic urban sites—transforming the city into an open narrative that tells Castellón's ceramic story through its very spaces.</p>
Promoting sustainable mobility	<p><u>The Romagna Faentina (URF) Eco-Itinerary</u></p> <p>In the URF territory, local operators have identified the need to install electric bike and car charging stations, as well as service points for cyclists along the main routes, in order to facilitate eco-friendly mobility and promote cycling tourism.</p> <p><u>The Castellón de la Plana Eco-Itinerary</u></p> <p>Sustainable mobility is one of the fundamental pillars of the Castellón de la Plana Eco-Itinerary, designed to reduce the environmental impact of travel and promote a more responsible, healthy, and accessible way of discovering the city.</p> <p>Castellón is a flat city with over 300 days of sunshine a year, making it an ideal environment for sustainable, outdoor transport. The city has an extensive network of cycling lanes that connects almost the entire urban area and its surroundings, allowing visitors to move comfortably, safely, and enjoyably along the route. In addition, Castellón offers a public bicycle rental service at a very low cost, with stations distributed throughout the city, encouraging both residents and tourists to use this sustainable transport option.</p> <p>The Eco-Itinerary is fully connected to the public transport network, which links the main cultural, heritage, and natural sites included in the route. This infrastructure allows easy travel between the different areas of the itinerary without relying on private vehicles, contributing to emission reduction and the promotion of low-carbon mobility.</p> <p>The itinerary has also been designed to ensure universal accessibility, incorporating sections and facilities adapted for people with reduced mobility so that everyone can enjoy the experience equally.</p>

II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES

*In this section, each partner should select **three priority challenges** from those listed in Section I.3 (sustainability and circular economy challenges).*

For each selected challenge, define one overarching Goal, describing a desired outcome.

Each Goal should be broken down into at least two Specific Objectives, which correspond to tangible and actionable steps to be implemented.

Define goal and specific objectives aimed at integrating circular economy principles, according to the structure below. Expand the table as you see fit.	
Selected priority challenge 1 (SPC1)	Protecting local heritage
Overarching goal for SPC1	To create new small-scale sustainable itineraries that promote the efficient management of cultural heritage, with a positive impact on both the local environment and economy, by integrating circular economy principles into tourism practices.
Specific objective 1A	To fund selected members of the European Route of Ceramics (ERC) to develop small-scale, sustainable itineraries based on the Med-Routes methodology, ensuring alignment with circular economy and sustainable tourism practices.
Specific objective 1B	To implement the development of new eco-itineraries within the ERC, ensuring that each of them incorporates circular economy principles such as waste reduction, resource reuse, and low-carbon transportation options.
Selected priority challenge 2 (SPC2)	Showing or delivering information about our eco-itineraries
Overarching goal for SPC2	To improve communication strategies regarding the eco-itineraries developed within the European Route of Ceramics, enhancing the visibility of sustainable tourism initiatives and promoting circular economy values to a wider audience.
Specific objective 2A	To strengthen internal communication

	among ERC members by facilitating the exchange of experiences, best practices, and results from the development of eco-itineraries, allowing members to share insights on sustainable tourism models, encourage collaboration, and build a network of stakeholders actively promoting ceramics tourism with a focus on sustainability.
Specific objective 2B	To improve external communication by developing targeted campaigns that inform tourists, local stakeholders, and international audiences about the eco-itineraries, highlighting the benefits of sustainable travel, circular economy practices, and the unique cultural significance of ceramic heritage, encouraging eco-conscious tourism choices.
Selected priority challenge 3 (SPC 3)	Obtaining the MED-Routes Green Label
Overarching goal for SPC3	To monitor and ensure that eco-itineraries developed within the ERC network implement the MED-Routes Green Label , certifying their alignment with sustainability standards and circular economy principles.
Specific objective 3A	To ensure compliance with the criteria for the MED-Routes Green Label by all operators included in the eco-itineraries, verifying that operators adhere to sustainability practices such as waste management, energy efficiency, and the promotion of low-impact tourism experiences.
Specific objective 3B	To effectively communicate the Green Label to tourists and stakeholders, ensuring that all operators prominently display the certification and promote its significance.

Specific objective 1A (Expand the table as you see fit.)	
Action to be implemented (A1A)	To allocate funding to selected members of the European Route of Ceramics (ERC) for the development of small-scale, sustainable itineraries following the Med-

	Routes methodology, ensuring the integration of circular economy principles and sustainable tourism practices.
Period of implementation	2026
Stakeholders to be involved	Members of the European Route of Ceramics
Main target audience of the action	Members of the European Route of Ceramics
Specific objective 1B	
Action to be implemented (A1B)	To develop and implement new eco-itineraries within the ERC , ensuring that each eco-itinerary integrates circular economy principles, including waste reduction, resource reuse, and the use of low-carbon transportation options.
Period of implementation	2026 - onwards
Stakeholders to be involved	Members of the European Route of Ceramics, local operators in the touristic and cultural sectors, local political stakeholders
Main target audience of the action	Tourists, local operators in the touristic and cultural sectors, local political stakeholders
Specific objective 2A	
Action to be implemented (A2A)	To enhance internal communication among ERC members by facilitating the exchange of experiences, best practices, and results from eco-itinerary development, enabling members to share insights on sustainable tourism models, foster collaboration, and create a network of stakeholders promoting ceramics tourism with a focus on sustainability.
Period of implementation	ongoing
Stakeholders to be involved	Members of the European Route of Ceramics
Main target audience of the action	Members of the European Route of Ceramics

Specific objective 2B	
Action to be implemented (A2B)	Improving external communication by developing targeted campaigns that inform tourists, local stakeholders, and international audiences about the eco-itineraries, highlighting the benefits of sustainable travel, circular economy practices, and the unique cultural significance of ceramic heritage, encouraging eco-conscious tourism choices. This will be done through the website and the social media channels of the European Route of Ceramics and the new Clarmony platform of the Route. As well, the members that develop the new eco-itineraries will promote them in their own websites and social media channels.
Period of implementation	ongoing
Stakeholders to be involved	Tourists, local operators in the touristic and cultural sectors, local political stakeholders, members of the European Route of Ceramics
Main target audience of the action	Tourists, local operators in the touristic and cultural sectors, local political stakeholders, members of the European Route of Ceramics
Specific objective 3A	
Action to be implemented (A3A)	Ensuring compliance with the criteria for the MED-Routes Green Label by all operators included in the eco-itineraries, verifying that they adhere to sustainability practices such as waste management, energy efficiency, and the promotion of low-impact tourism experiences.
Period of implementation	Ongoing
Stakeholders to be involved	Local operators in the touristic and cultural sectors
Main target audience of the action	Local operators in the touristic and cultural sectors, local political stakeholders, tourists

Specific objective 3B	
Action to be implemented (A3B)	Effectively communicating the Green Label to tourists and stakeholders , ensuring that all operators prominently display the certification and actively promote its significance.
Period of implementation	ongoing
Stakeholders to be involved	Local operators in the touristic and cultural sectors
Main target audience of the action	Local operators in the touristic and cultural sectors, tourists

II.2 TARGET AUDIENCE

Identify the main target audiences for the sustainability-oriented actions of your Cultural Route (e.g., tourists, local communities, students, policymakers) and describe how the route addresses their specific needs and interests. Please complete the table below, and specify how each audience will be addressed by designed actions

Key Audience	Needs and Interests Addressed
Members of the European Route of Ceramics	<ul style="list-style-type: none"> - Support for developing and implementing eco-itineraries that align with sustainability and circular economy practices. - Sharing best practices, experiences, and knowledge about sustainable tourism and circular economy initiatives. - Networking opportunities to enhance collaboration and cooperation in implementing eco-friendly tourism practices.
Local operators in the touristic and cultural sectors	<ul style="list-style-type: none"> - Access to training and resources on sustainable practices such as waste management, energy efficiency, and low-impact tourism. - Opportunities to join the eco-itinerary

	<p>network and benefit from eco-conscious tourism trends.</p> <ul style="list-style-type: none"> - Support in obtaining sustainability certifications like the MED-Routes Green Label to increase the visibility of sustainable tourism offers.
Local political stakeholders	<ul style="list-style-type: none"> - Information and strategies for promoting sustainable tourism and supporting circular economy principles in local policy. - Tools to help integrate sustainability practices into local tourism strategies. - Engagement in regional and international projects that reinforce local sustainable development and enhance community well-being.
Tourists	<ul style="list-style-type: none"> - Access to information on eco-itineraries that offer sustainable and responsible travel options. - Opportunities to experience authentic local culture and heritage through eco-friendly, low-impact tourism activities. - Information on the environmental benefits of sustainable travel and how to reduce their carbon footprint while enjoying cultural tourism.

III.1 IMPLEMENTATION TIMELINE

Gantt Chart

	Months (Expand the gantt chart as you see fit.)											
Action	1	2	3	4	5	6	7	8	9	10	11	...
A1A												
A1B												
A2A												
A2b												
A3A												
A3B												

III.2 MONITORING STRATEGIES

Action	Please outline the tools and methods your Cultural Route will use to track the progress and impact of the sustainability and circular economy actions proposed, such as key performance indicators (KPIs), periodic evaluations, community feedback, or external audits. (Expand the table as you see fit.)
A1A	<ul style="list-style-type: none"> - Number of funding application received to the call for proposals - Regular checks of funding disbursements and utilization by members
A1B	<ul style="list-style-type: none"> - Tracking the number of eco-itineraries created
A2A	<ul style="list-style-type: none"> - Regular meetings and sharing reports between ERC members
A2b	<ul style="list-style-type: none"> - Surveys from tourists, website traffic, and social media engagement
A3A	<ul style="list-style-type: none"> - Annual survey meeting
A3B	<ul style="list-style-type: none"> - Surveys, interviews, and feedback from tourists and stakeholders



MED-Routes

Interreg
Euro-MED



Co-funded by
the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural

MED-Routes Action Plan **Routes of the Olive tree**



Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Table of Contents

I.1.	NAME OF THE ROUTE	68
I.2.	DESCRIPTION OF THE CULTURAL ROUTE	68
I.3.	CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE	69
II.1	GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES	73
II.2	TARGET AUDIENCE.....	82
III.1	IMPLEMENTATION TIMELINE.....	84
III.2	MONITORING STRATEGIES.....	84

I.1. NAME OF THE ROUTE

State the name of the route.

Routes of the Olive tree

I.2. DESCRIPTION OF THE CULTURAL ROUTE

Describe the theme of the Cultural Route, provide an overview of its main itineraries, and identify the key cultural practices, products or services that define and support these itineraries.

The "Routes of the Olive Tree" are routes of intercultural dialogue and sustainable development, framed by cultural events and activities around the Mediterranean of the olive tree. The key cultural practices are:

- Promoting olive tree civilisation for the benefit of local economies.
- Strengthening the links between olive tree cultural heritage, tourism, and sustainable development.
- Inventorying the heritage of the olive tree in olive tree-producing regions, promoting and highlighting it through cultural activities.
- Building a "bridge" between Mediterranean countries thanks to the olive tree, a symbol of peace, friendship, and prosperity.
- Encouraging intercultural dialogue for peace and sustainable development.

The activities are implemented by the Network and the Cultural Foundation "Olive Tree Routes" a non-profit, non-governmental organization based in Greece, which puts into practice an innovative cultural expression for sustainable development: the promotion of the cultural heritage of the olive tree on an international scale and the creation of "synergies" between heritage, tourism, and sustainable development for the benefit of local economies.

I.3. CHALLENGES AND NEEDS RELATED TO THE IMPLEMENTATION OF SUSTAINABILITY AND CIRCULAR ECONOMY PRINCIPLES TO THE EXISTING CULTURAL HERITAGE PRACTICES ON THE CULTURAL ROUTE

Briefly report how the CR identified has surveyed the main challenges and needs regarding the implementation of sustainability and circular economy principles into its practices (ex: stakeholder workshops, surveys and questionnaires, environmental impact reviews, on-site evaluations, others)

The cultural route "**Routes of the Olive tree**" has incorporated the principles of **sustainability** and **circular economy** through a series of practices and tools that respond to the main challenges of their implementation. In summary:

- **Stakeholder engagement:** Workshops, conferences, and meetings are organized with local producers, cultural institutions, tourism agents, and local government foundations to strengthen cooperation and exchange good practices in sustainable management.
- **Research and documentation:** Research and inventories of the cultural and natural heritage of the olive tree are carried out with the aim of promoting and preserving local resources, but also evaluating the socio-economic impact of the actions.
- **Sustainability assessments:** On-site assessments and environmental impact studies are carried out to ensure a balance between tourism development and the protection of the landscape and natural resources.
- **Education and awareness:** Cultural activities, educational programs, and art workshops are used to raise environmental awareness and promote the circular management of materials and resources.
- **Networking and partnerships:** Synergies are created between actors from different Mediterranean countries to promote a common model of sustainable cultural development based on the heritage of the olive tree.

In this way, the route functions as a **laboratory for the application of sustainability**, linking culture, tourism, and local development with circular economy practices and environmental responsibility.

Identify the main challenges and needs according to each area:

Please reflect on the following aspects and describe any barriers, gaps, or difficulties your Cultural Route faces in each domain. Add concrete examples wherever possible.

Managing water consumption	<ul style="list-style-type: none"> • Difficulty in monitoring and measuring water consumption during cultural routes and activities, especially in rural areas. • Lack of water-saving infrastructure (e.g., rainwater harvesting or gray water reuse systems). • Need to train local partners and stakeholders in sustainable water management practices, especially in areas with limited water resources.
Managing electric consumption	<ul style="list-style-type: none"> • Inadequate infrastructure for recycling and waste management in rural and small municipalities where the actions take place. • Difficulty in reducing single-use plastics during events. • Need to educate visitors and local partners on circular waste management practices.
Managing waste	<ul style="list-style-type: none"> • Inadequate infrastructure for recycling and waste management in rural and small municipalities where the actions take place. • Difficulty in reducing single-use plastics during events. • Need to educate visitors and local partners on circular waste management practices.
Consuming local products	<ul style="list-style-type: none"> • Despite the emphasis on local products (olive oil, olive derivatives), there is difficulty in connecting all local producers with cultural tourism. • Limited promotion of small producers at the international level. • Need to create local synergies and 'culture and taste markets' to boost consumption of local products.

Using clean energies	<ul style="list-style-type: none"> • Lack of renewable energy infrastructure at event venues. • Financial constraints on investments in photovoltaics or other clean technologies. • Need to strengthen partnerships with municipalities and energy agencies for pilot applications.
Obtaining an ECOLABEL or the MED-ROUTES Green Label	<ul style="list-style-type: none"> • Limited knowledge of the required certification criteria and procedures. • Lack of technical support and guidance for submitting applications. • Need to create common sustainability standards adapted to the specific characteristics of the Mediterranean
Avoiding the use of hazardous substances or products	<ul style="list-style-type: none"> • Lack of uniform rules for the use of fertilizers and pesticides in olive groves • Difficulty in controlling suppliers who do not have environmental certifications.

	<ul style="list-style-type: none"> • Need to create "green procurement guides" for Network partners.
Showing or delivering information about our Eco-itinerary to the public and to visitors	<ul style="list-style-type: none"> • Need to develop multilingual material (printed and digital) explaining the link between culture and the environment. • Possibility of creating a special label or "eco-passport" for visitors who participate in sustainable activities.
Promoting engagement between different public and private agents	<ul style="list-style-type: none"> • Need to strengthen cross-sectoral cooperation (culture–tourism–environment–education). • Difficulty in coordinating different levels of governance (local, national, international). • Need to create a "cooperation platform" for exchanging experiences and coordinating actions.
Protecting local heritage	<ul style="list-style-type: none"> • Limited resources for the maintenance of traditional olive mills, warehouses, and agricultural monuments. • Risk of commercialization of cultural heritage through unsustainable forms of tourism. • Need for educational programs that connect young people with the cultural identity of the olive tree.

Promoting sustainable mobility	<ul style="list-style-type: none"> • Limited resources for the maintenance of traditional olive mills, warehouses, and agricultural monuments. • Risk of commercialization of cultural heritage through unsustainable forms of tourism. • Need for educational programs that connect young people with the cultural identity of the olive tree.
--------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

II.1 GOALS AND SPECIFIC OBJECTIVES OF THE CULTURAL ROUTE RELATED TO SUSTAINABILITY AND CIRCULAR ECONOMY PRACTICES

*In this section, each partner should select **three priority challenges** from those listed in Section I.3 (sustainability and circular economy challenges).*

*For each **selected challenge**, define **one overarching Goal**, describing a desired outcome.*

<p>Define goal and specific objectives aimed at integrating circular economy principles, according to the structure below. Expand the table as you see fit.</p>	
Selected priority challenge 1 (SPC1)	(name of the challenge, as it is in I.3)
Overarching goal for SPC1	<ul style="list-style-type: none"> Showing or delivering information about our Eco-itinerary to the public and to visitors
Specific objective 1A	<ul style="list-style-type: none"> Strengthening the promotion and communication of the "Eco-itinerary" with the aim of informing, raising awareness, and actively involving visitors in the principles of sustainable development.
Specific objective 1B	<ul style="list-style-type: none"> Development of a digital platform and interactive map of the route, presenting sustainable practices, "green spots," and collaborating local organizations. Creation of a printed and digital "Eco-passport" for visitors, which will reward participation in actions with a positive environmental impact (e.g., use of local products, soft mobility, recycling). Organization of educational events and information days to present the principles of the circular economy to the public and partners.
Selected priority challenge 2 (SPC2)	(name of the challenge, as it is in I.3)
Overarching goal for SPC2	Protecting local heritage
Specific objective 2A	Ensuring the protection and sustainable use of cultural and natural heritage related to olive culture.
Specific objective 2B	Recording, documenting, and digitizing traditional olive mills, tools, and

	<p>monuments, with the aim of creating an open database of cultural heritage.</p> <p>Implementation of programs for the reuse and restoration of traditional sites (e.g., old olive mills) for cultural and educational purposes, incorporating circular economy practices (material recycling, use of natural resources).</p> <p>Development of educational activities for young people and visitors on the value of the olive tree and its cultural heritage, with the aim of intergenerational knowledge transfer.</p>
Selected priority challenge 3 (SPC 3)	(name of the challenge, as it is in I.3)
Overarching goal for SPC3	Consuming local products
Specific objective 3A	Promoting the consumption of local and traditional products as a means of strengthening the local economy and applying circular economy principles.
Specific objective 3B	<p>Creating synergies between cultural organizations, local producers, and hospitality businesses to sell local products (e.g., olive oil, soaps, traditional foods) at events and shops along the route.</p> <p>Organising "Local Olive Markets" or "Gastronomy Days" that will link cultural activities with sustainable gastronomy and reducing the environmental footprint.</p> <p>Creation of an "Eco & Local Product Partner" label for partners committed to sustainable production and distribution practices.</p>

Specific objective 1A (Expand the table as you see fit.)

Action to be implemented (A1A)	<p>“Digital Eco-itinerary Platform & Interactive Map of the Routes of the Olive Tree”</p> <p>Development of a multilingual digital platform and interactive map showcasing the <i>Routes of the Olive Tree</i> as a sustainable cultural itinerary. The platform will highlight:</p> <ul style="list-style-type: none"> • Key heritage sites, museums, olive mills, and local producers implementing sustainable practices; • “Green” routes for hiking, cycling, and eco-mobility; • Local products and events linked to the olive tree culture; • Educational materials and good practices related to sustainability and circular economy. <p>The tool will serve both as a communication channel and as an awareness-raising instrument for visitors and local communities.</p>
Period of implementation	<p>Preparation and design phase: January – June 2026</p> <p>Development and pilot testing: July – December 2026</p> <p>Launch and ongoing updates: From 2027 onwards (continuous expansion to new Mediterranean regions)</p>

Stakeholders to be involved	<ul style="list-style-type: none"> • “Routes of the Olive Tree” Foundation and Network – project coordination and content supervision • Local cultural and tourism organisations (municipalities, museums, cultural associations) – data collection and collaboration
-----------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<ul style="list-style-type: none"> • Universities and research centres – documentation and sustainability assessment • IT and GIS companies – development of the platform and mapping tools • Local producers and hospitality businesses – participation as “eco-partners” • NGOs and educational organisations – support for awareness and training activities
Main target audience of the action	<ul style="list-style-type: none"> • Visitors and travellers interested in sustainable and cultural tourism • Local communities and producers involved in the Route • Educational institutions (schools and universities) promoting environmental education • Tourism and cultural management bodies seeking to adopt sustainable and circular practices

Specific objective 1B

Action to be implemented (A1B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	

Specific objective 2A	
Action to be implemented (A2A)	<p>"Digitisation and Sustainable Restoration of Olive Tree Heritage Sites"</p> <p>Development of a programme to document, digitise, and restore cultural and natural heritage related to</p>
	<p>the olive tree.</p> <p>The project will include:</p> <ul style="list-style-type: none"> • Digital recording of traditional olive mills, tools, and heritage buildings; • Sustainable restoration of heritage sites, applying circular economy principles (reuse of materials, low-impact construction, eco-friendly maintenance); • Educational activities and workshops to transfer knowledge on olive tree heritage to younger generations and visitors.
Period of implementation	<p>Documentation & planning: January – June 2026</p> <p>Digitisation & pilot restoration works: July 2026 – December 2027</p> <p>Ongoing management and educational activities: From 2028 onwards</p>

Stakeholders to be involved	<p>“Routes of the Olive Tree” Foundation and Network – coordination and oversight</p> <p>Local municipalities and cultural associations – site access and support</p> <p>Universities and research centres – heritage documentation and digitisation</p> <p>Restoration companies and conservation experts – sustainable rehabilitation works</p>
-----------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	Schools, NGOs, and local communities – participation in educational activities
Main target audience of the action	<p>Cultural tourists and visitors</p> <p>Local communities and heritage custodians</p> <p>Students and educational institutions</p> <p>Policy-makers and cultural managers promoting sustainable heritage practices</p>

Specific objective 2B

Action to be implemented (A2B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	

Specific objective 3A

Action to be implemented (A3A)	<p>“Promotion and Integration of Local Olive-Based Products in the Eco-Itinerary”</p> <p>Development of initiatives to increase the use and visibility of local products among visitors and communities, linking heritage, gastronomy, and sustainability. Activities will include:</p> <ul style="list-style-type: none"> • Collaboration with local producers to supply events, shops, and restaurants along the Route; • Organisation of “Olive Tree Markets” and gastronomy days highlighting local and eco-friendly products; • Launch of an Eco & Local Product Partner label for
-----------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	businesses that adopt sustainable production and circular economy practices.
Period of implementation	<p>Stakeholder engagement & planning: January – March 2026</p> <p>Pilot events & product integration: April – December 2026</p> <p>Full implementation and continuous promotion: From 2027 onwards</p>

Stakeholders to be involved	<p>"Routes of the Olive Tree" Foundation and Network – coordination and promotion</p> <p>Local producers, cooperatives, and SMEs – supply of local products</p> <p>Municipalities and cultural associations – organisation of events and logistics</p> <p>Tourism operators and restaurants – integration of products into services</p> <p>NGOs and educational organisations – promotion of sustainability and awareness</p>
Main target audience of the action	<p>Visitors and tourists seeking authentic local experiences</p> <p>Local producers and businesses</p> <p>Schools and educational institutions for educational and awareness activities</p> <p>Cultural and tourism managers aiming to implement sustainable practices</p>

Specific objective 3B	
Action to be implemented (A3B)	
Period of implementation	
Stakeholders to be involved	
Main target audience of the action	

II.2. TARGET AUDIENCE

Identify the main target audiences for the sustainability-oriented actions of your Cultural Route (e.g., tourists, local communities, students, policymakers) and describe how the route addresses their specific needs and interests. Please complete the table below, and specify how each audience will be addressed by designed actions

Key Audience	Needs and Interests Addressed
Tourists / visitors	<p>Seek authentic experiences combining culture, nature, and local products. Access to information about sustainable practices and eco-friendly options.</p> <p>How addressed: Through the digital platform and interactive map (Eco-itinerary), printed and digital materials, an eco-passport to engage in sustainable activities, promotion of local products, and “green” hiking/cycling routes</p>
Local Communities / Producers	<p>Economic and social support for the local area. Preservation and promotion of cultural heritage and local traditions.</p> <p>How addressed: Collaboration with local producers, participation in events and markets, support for sustainable production practices, creation of an “eco-partners” network, and training on</p>

	circular economy principles.
Students / Educational Institutions	<p>Educational opportunities in cultural and environmental learning. Development of skills and understanding of sustainable practices.</p> <p>How addressed: Educational workshops, visits to heritage sites and olive mills, awareness programs on circular economy and sustainable development, digital tools and content for classroom use.</p>
Policy-makers / Local Authorities	<p>Tools for designing sustainable policies and cultural strategies. Support in managing cultural heritage and tourism with low environmental impact.</p> <p>How addressed: Provision of data from inventories and assessments, documentation of good practices, participation in networking events and workshops on sustainable development and circular economy.</p>
Cultural and Tourism Operators	<p>Improvement of visitor services and experiences with a sustainable approach. Development of partnerships and promotion of innovative practices.</p> <p>How addressed: Guidelines for sustainability practices, eco-labels for businesses, participation in training and awareness programs, development of thematic routes linking culture and sustainability</p>

III.1 IMPLEMENTATION TIMELINE

Gantt Chart

	Months (Expand the gantt chart as you see fit.)											
Action	1	2	3	4	5	6	7	8	9	10	11	...
A1A												
A1B												
A2A												
A2b												
A3A												
A3B												
...												

III.2 MONITORING STRATEGIES

Action	Please outline the tools and methods your Cultural Route will use to track the progress and impact of the sustainability and circular economy actions proposed, such as key performance indicators (KPIs), periodic evaluations, community feedback, or external audits. (Expand the table as you see fit.)
A1A	<p>Key Performance Indicators (KPIs)</p> <p>Environmental indicators:</p> <ul style="list-style-type: none"> • Reduction of water and electricity consumption during events. • Percentage of waste recycled. • Use of renewable energy sources. <p>Social indicators:</p> <ul style="list-style-type: none"> • Number of participants in educational workshops. • Visits to the digital platform and engagement levels. • Participation of local producers in activities.

	<p>Economic indicators:</p> <ul style="list-style-type: none"> • Increase in sales and promotion of local products. • Creation of new collaborations between cultural actors and businesses. <p>Cultural indicators:</p> <ul style="list-style-type: none"> • Number of heritage sites recorded and digitised. • Participation in heritage protection and restoration programs.
A1B	<p>Periodic Evaluations</p> <p>Annual internal progress reports documenting implementation and evaluating KPIs.</p> <p>Biennial impact assessment covering social, economic, and environmental outcomes.</p> <p>Comparative evaluation (benchmarking) with other cultural routes applying sustainable practices</p>
A2A	<p>Community Feedback</p> <p>Questionnaires and online surveys targeting visitors, local communities, and producers.</p> <p>Workshops and public meetings for discussion of issues, needs, and improvement suggestions.</p> <p>Monitoring comments and engagement on social media as indicators of interest and impact.</p>
A2b	<p>External Audits / Certifications</p> <p>4.1. Inspections by independent organisations (e.g., ECOLABEL, MED-ROUTES Green Label).</p> <p>4.2. Collaboration with research centres to conduct environmental, social, and economic impact studies.</p> <p>4.3. Product and service certifications through the "Eco & Local Product Partner" label.</p>
A3A	<p>Integrated Data Management</p> <p>5.1. Centralised data management system to compile all monitoring results.</p> <p>5.2. Visualisation of progress through dashboards and charts.</p> <p>5.3. Design and implementation of corrective actions in real time to improve effectiveness.</p>