



**MED-Routes**

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# MED-Routes

*"Enhancing MED sustainable cultural tourism*

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

**D4.3.2 / Activity 4.3 –**

**Official dissemination of MED-Routes approach and eco-itineraries oriented to policymakers**



<b>Project Information</b>	
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

<b>Deliverable Information</b>	
Deliverable no	D4.3.2
Deliverable title	Proceedings of High-level Forum for the dissemination among policymakers and tourism actors
Contractual date of delivery	31/12/2025
Actual date of delivery	31/12/2025
Partner responsible	URF
Partners involved	All

### Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	11/12/2025	URF	
2.0			
3.0			
4.0			
5.0			

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## **1 Introduction: A4.3 - Official dissemination of MED-Routes approach and eco-itineraries oriented to policymakers**

MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean “slow tourism” rooted in the common heritage of 4 Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon.

The final goal is to enhance integrated circular economy and sustainable practices in small-scale touristic itineraries to promote a more efficient management of the overall tourism sector linked to cultural heritage, with positive spillovers for the tourism industry and also to the benefit of local territories' socio-economic profile.

To tackle the project general objective, MED-Routes´ approach is rooted in a TRANSFER rationale: transfer mechanisms are put into place to cross-reference the most relevant, field tested outputs from two projects co-funded by Interreg Euro-MED:

- INCIRCLE, focused on enhancing the sustainability and attractiveness of touristic low-density areas through Circular Tourism;
- EMbleMatic, which tested a responsible and sustainable tourism model by the creation of eco-itineraries in hinterland coastal areas.

After successfully reaching the objectives of the first three WPs of the project, i.e.:

- raise awareness among CRs' members, and operators & stakeholders in tourism services about the potential of sustainable tourism and circular economy in targeted areas (WP1)
- enrich the touristic offer of MED CRs through the development of small-scale eco-itineraries, implementing principles of circular economy and environmental sustainability (WP2)
- increase the capacities of actors & operators inside the eco-itineraries to deliver their services (WP3)

the consortium is currently working to promote eco-itineraries among policymakers & stakeholders by facilitating the adoption of the project's vision in territorial agendas for sustainable growth and tourism (WP4).

In particular, A4.3 entailed for PPs and CRs to engage in high-level dissemination of key project outputs targeted at key public/private institutions.

The second part of the activity was delivered through an online webinar, titled "Presentation of the MED-Routes project: the methodology to create and promote eco-itineraries", held online on December 10<sup>th</sup>, 2025.

## 2 Webinar “Presentation of the MED-Routes project: the methodology to create and promote eco-itineraries”

The session focused on the MED-Routes methodology, a replicable model designed to support the creation and promotion of eco-itineraries through participatory and sustainable approaches.

The webinar opened with a presentation from Ms. Benedetta Diamanti, Culture Tourism Sport and International Relations Dept. Director of the Romagna Faentina Union and Director of the European Route of Ceramics. She introduced the MED-Routes project: funding programme, partnerships, duration, budget, objectives, main results.

She underlined that one of the main strengths of MED-Routes is that it is conceived as a **replicable model**. This means that MED-Routes is not just a pilot: it can be adopted by other Cultural Routes or by local entities such as municipalities, tourism offices, or other territorial actors. Through this model, they can build eco-itineraries in their own specific territories and promote shared destinations using the same methodological structure.

Afterwards, Ms. Lidia Marongiu, Sustainable Tourism expert, took the floor to delve into MED-Routes methodology, with a step-by-step presentation that touched on these topics:

- MED-Routes development of a shared vision on sustainable tourism;
- The eco-itineraries creation process, including stakeholder engagement, the co-creation process with the local communities through public laboratories, the use of a sustainability protocol;
- The eco-itineraries promotion process, including the Green Label and the promotional videos, and the capacity building process.

She showed how this project integrates research, stakeholder engagement, and co-design into a clear step-by-step process that can help local authorities and operators develop tourism experiences grounded in circular economy principles, environmental responsibility, and community value.

As a practical example it was presented the work carried out in the Romagna Faentina Union, where the methodology led to the creation of the eco-itinerary of the European Route of Ceramics: Eco-itinerary in cultural landscape: clay and history, art and nature.

Afterwards, there was a moment for Q&A. Questions concerned:

- The implementation of the sustainability protocol, how it was build and how it was put into practice;
- The involvement of local stakeholders in the co-creation process;
- The possibility for future cooperation;
- The request of sharing the resources developed within the project.

Finally, the session ended with the closing remarks by Mr. Filippo Olivucci, Head of the Tourism Dept. at Romagna Faentina Union, who underlined that the project achieved a great result both at the local scale, because local communities are part of the eco-itinerary and feel part of it, and, at the same time, at the international scale, because a network of eco-itineraries that spans across eight countries was created and that will bring results from the promotional point of view.

The final point was the hope that other entities, such as Cultural Routes or Municipalities or Tourism offices, can follow this approach and develop more eco-itineraries in other territories. By doing so, results could improve in an exponential way.

*(attachment 1: PPT presentations used)*

*(The full recording of the webinar is available)*

### **3 Targets of the session**

The first invitation was shared to partners all associated partner.

Then, each PP and AP took care of sharing invitation with their colleagues, partners in similar projects, other members of the involved cultural routes, local/regional public authorities, cultural institutions, foundations, national/transnational tourism agencies, and tourism development boards.

Furthermore, the invitation was shared in Basecamp, targeting both the Interreg Euro-MED secretariat and the other projects funded by the same programme – reaching 486 people.

The lead partner contacted our “angels” from the Sustainable Tourism Mission, asking to spread the invitation. It was successfully published in the Sustainable Tourism Mission social media networks.

Finally, the invitation was shared in the MED-Routes Facebook page.

*(attachment 2: Save the Date)*

At least 60 people participated in the webinar. These include two representatives from each project partner and associated partner, and from different stakeholders. Among them, there are representatives from:

- **Local public authorities**, such as Prato Municipality and Turismo do Porto e Norte de Portugal;
- **Regional public authorities**, such as Region of Crete and Catalan Tourist Board;
- **National public authorities**, such as Failte Ireland and the Ministry Of Tourism and Sport of Croatia,
- **International organizations**, such as OEI and E-Institute, Institute for Comprehensive Development Solutions;
- **Cultural Routes of the Council of Europe**, such as Le Vie di Leonardo da Vinci;
- **Interest groups**, such as Active Citizens for Development NGO and CISP (Comitato Internazionale per lo Sviluppo dei Popoli);
- **Higher education and research entities**, such as University of Forestry and University of Jember;
- **Sectoral agencies**, such as Grafica Andros;
- **Enterprises**, such as TENASBOOK;
- **SMEs**, such as Tandem Travel DMC Bulgaria or DAPHNES CLUB SA;
- **General public.**

*(attachment 3: List of participants registered in the online form)*

## **4 Feedback**

The session sparked strong interest and participation, with many eager to explore future collaboration.

Following the numerous requests received during the webinar, afterwards an email was sent to all participants including:

- the link to the project's website where all eco-itineraries are presented;
- the link to the project's website where all project's resources are developed. In particular, the attention was put on the Transnational Strategy;
- the invitation to ask for the registration of the webinar;
- the invitation to get in touch to learn more about the project and to explore the opportunity for future collaborations.

Several participants contacted the MED-Routes team because they wanted to congratulate them on how interesting the project is, with concrete, real results. Many of them suggested working together in the future to further develop the themes addressed by the project.

The webinar proved to be an effective way to disseminate MED-Routes' approach beyond the territories targeted by the project CRs.

*(Attachment 4 – Follow-up email)*



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

WEBINAR

**Presentation of the MED-Routes project:  
the methodology to create and promote eco-itineraries  
December 10<sup>th</sup>, 2025**

Benedetta Diamanti

Culture Tourism Sport and Int. Relations Dept Director at Romagna Faentina Union  
Director of the European Route of Ceramics



# SUSTAINABLE Tourism

**2,7**

Trillions of dollars  
in global market value

**14%**

Annual growth until 2034

Source: PWC Travel Outlook 2024

# SUSTAINABLE Tourism

83%

believe that traveling sustainably is important

67%

feel inspired to live more sustainably after seeing it in action while traveling

57%

plan to reduce energy use on future trips

54%

plan to use more sustainable transport when traveling

43%

feel guilty when making less sustainable choices

Source: **Sustainable Travel Report 2024 - Booking.com**



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# MED-Routes

A European project to pioneer a sustainable tourism model focused on the shared heritage of four Cultural Routes of the Council of Europe





# A European project co-funded by Interreg Euro-MED

8 partners from the MED area:



**Romagna Faentina Union**  
(IT)

Project Coordinator



**Castelló de la Plana City**  
**Council (ES)**



**Pafos Regional Board of**  
**Tourism (CY)**



**Libertas International**  
**University (HR)**



**Network of the Insular**  
**Chambers of Commerce**  
**and Industry of the**  
**European Union -**  
**INSULEUR (EL)**



**Regional Development**  
**Agency Dubrovnikneretva**  
**County - DUNEIA (HR)**



**Municipality of Vila Franca**  
**de Xira (PT)**



**Bulgarian Association for**  
**Transfer of Technology and**  
**Innovation - BATTI (BG)**



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# A European project co-funded by Interreg Euro-MED

27 months –  
January 2024  
March 2027

Budget:  
€ 999.000  
with 80%  
funding rate





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# MED-Routes

- promotes local areas outside the most popular destination
- fosters **inter-CR collaboration** to boost visibility and impact



# STARTING POINT: 3 PILLARS



## SUSTAINABLE AND RESPONSIBLE TOURISM

Tourism based on conscious choices that reduce negative impacts and generate environmental, social, and economic benefits for local communities.

## CIRCULAR ECONOMY

The circular economy applied to tourism aims to reduce waste and optimize resource use, ensuring the sustainability of the entire tourism system.



## REGENERATIVE APPROACH

From strategies to repair damage to strategies that create positive impact.



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# We created 8 eco-itineraries



within small portions of territory



bringing together heritage elements from  
different Cultural Routes



with strong attention to environmental  
sustainability



co-creation process with the local  
communities

# A Replicable Model



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- MED-Routes is a **pilot project** - designed to be replicated
- Other Cultural Routes or other entities (such as Municipalities, Tourism Offices, etc.) can adopt the model:
  - Build eco-itineraries in a specific territory
  - Promote shared destinations
- Today we want to show you our methodology and how to replicate it





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# The MED-Routes Methodology

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





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- The process at a glance
- 1. Shared vision on sustainable tourism
- 2. Stakeholder engagement and lab preparation
- 3. Co-design lab 1: territory, operators and resource audit
- 4. Analysis and resource mapping
- 5. Co-design lab 2: itinerary validation and sustainability criteria
- 6. The sustainability protocol
- 7. Promotion and communication
- 8. Capacity building and next steps
- Replicability and Resources



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# The MED-Routes Methodology

The Med-Routes methodology provides a **replicable model for designing and promoting eco-itineraries** through participatory and sustainable approaches. It integrates research, stakeholder engagement, and co-design into a **step-by-step process** that supports local authorities and operators in building tourism experiences aligned with the principles of **circular economy, environmental responsibility and community value**.

This shared framework ensures that each territory can **adapt and apply the same method**, fostering a coherent and collaborative network of sustainable destinations across the Mediterranean.





# SHARED VISION ON SUSTAINABLE TOURISM

Capacity building and  
next steps

Promotion and  
communication

The sustainability  
protocol

Co-design lab 2:  
itinerary validation and  
sustainability criteria

01

02

Stakeholder  
engagement and lab  
preparation

03

Co-design Lab 1:  
territory, operators and  
resource audit

04

Analysis and resource  
mapping

05

06

07

08



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# Building a Shared Vision

The first phase aimed to build a **shared understanding and common language** among all MED-Routes stakeholders.

- Present the European MED-Routes framework on sustainable and circular tourism.
- Share the territorial identity and tourism positioning of the Unione della Romagna Faentina.
- Align with local strategies promoting soft mobility and community-based tourism.
- Connect to international trends in sustainable and regenerative tourism.
- Create a shared vision, set of values, and development model for the co-design and promotion of the eco-itinerary.

A cityscape featuring modern buildings and palm trees. The background shows a clear sky and a mix of architectural styles, including a prominent skyscraper with a grid-like facade and another with horizontal bands. In the foreground, there are palm trees and a large, dark, cylindrical structure.

**SUSTAINABLE TOURISM**

**IS THE **ONLY** TOURISM**

**THERE IS NO TOURISM WITHOUT SUSTAINABILITY**



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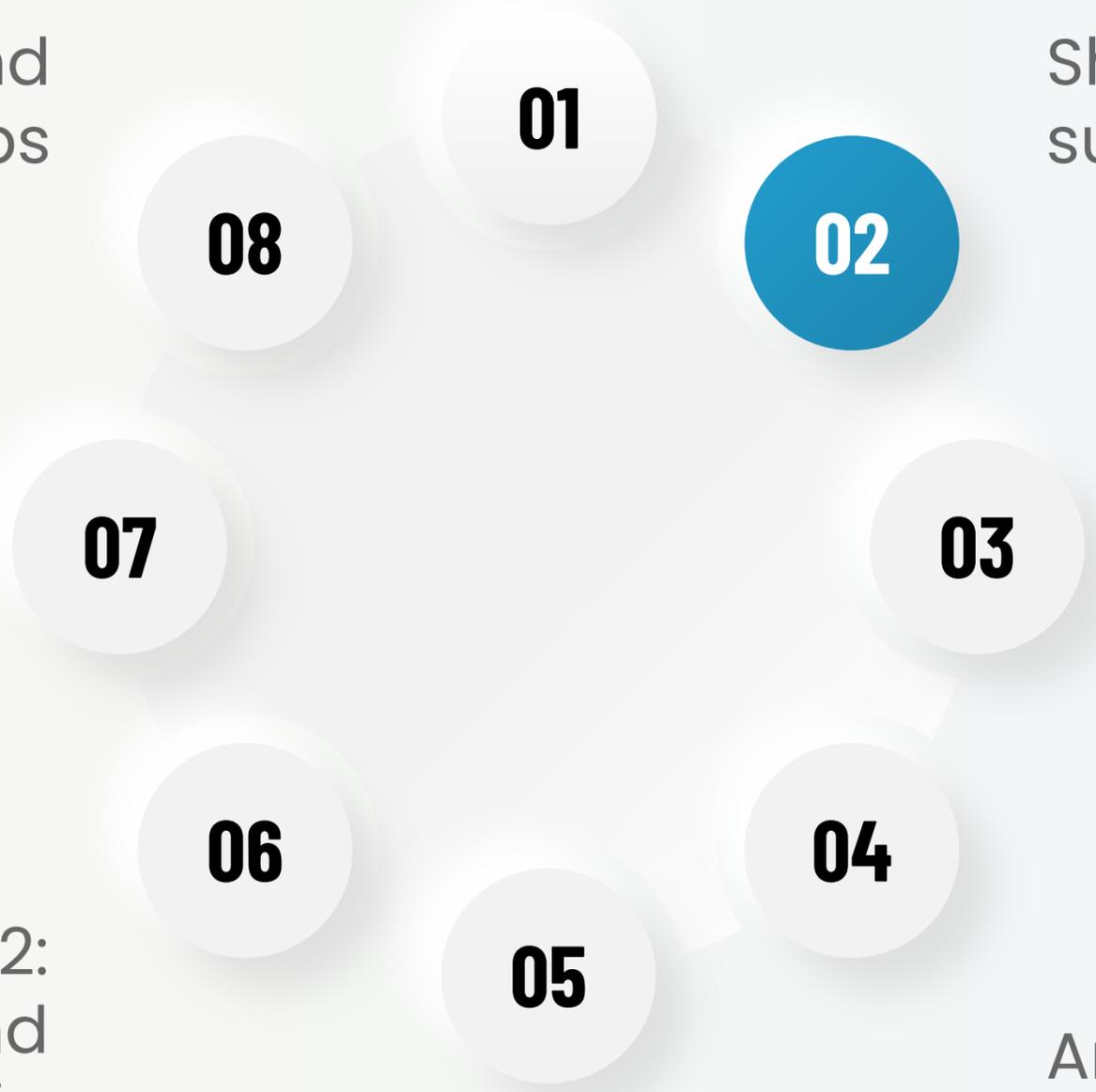
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Capacity building and next steps

Promotion and communication

The sustainability protocol

Co-design lab 2: itinerary validation and sustainability criteria



Shared vision on sustainable tourism

## STAKEHOLDER ENGAGEMENT AND LAB PREPARATION

Co-design Lab 1: territory, operators and resource audit

Analysis and resource mapping



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# Stakeholder engagement

The first operational phase focused on involving local stakeholders and creating the right conditions for participation. Operators were identified, mapped and invited through targeted communication actions. This phase was carried out in accordance with the **methodological framework developed by the partner INSULEUR**, ensuring a consistent and replicable approach across all MED-Routes territories.

- Stakeholder matrix based on project impact and territorial importance
- Direct emails
- Social media posts
- Recall campaigns



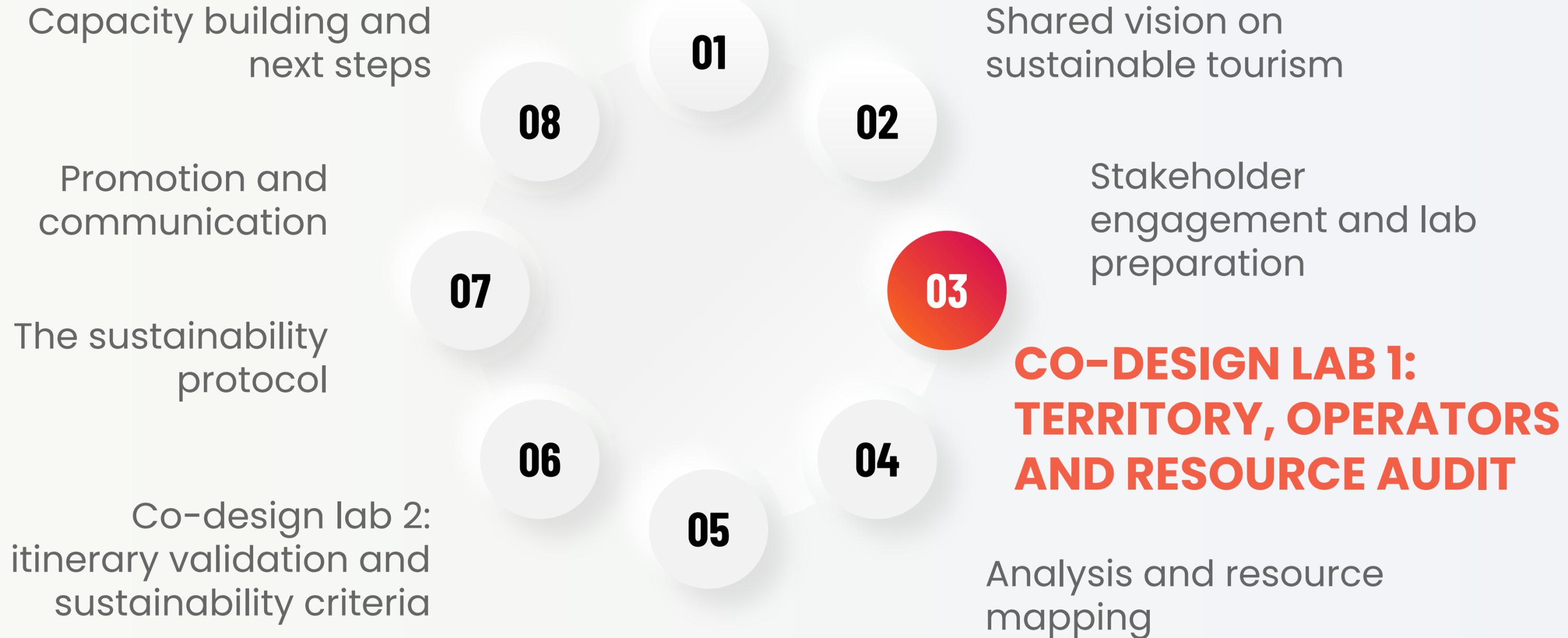


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# Workshop Objective

**Involve operators from the tourism, culture, food, mobility, crafts, and ceramics sectors in the co-design of sustainable eco-itineraries for the Romagna Faentina area.**

Through a participatory process, participants were invited to:

- **identify and map** places, products, activities, and experiences
- **highlight challenges and propose** possible solutions
- **contribute to the shared design** of small-scale tourism routes that:
  - **integrate** sustainability and circular economy practices
  - **enhance** the area's cultural and natural heritage





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# 1. Introduction and Context

Presentation of the European project MED-Routes, its partners, and main phases.

Overview of the role played by the Unione Romagna Faentina in promoting sustainable tourism (data, market, supply and ongoing projects.)

Explanation of the role of the Union of Municipalities in promoting sustainable tourism.





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## 2. Thematic Focus: Circular economy and Regenerative Tourism

- Introduction to the principles of circular economy, sustainable tourism, and the regenerative approach
- Presentation of data and trends on sustainable tourism (PWC Outlook 2024, Booking.com Sustainable Travel Report 2024)
- Analysis of international case studies (CopenPay, Faroe Islands – Closed for Maintenance)
- Discussion on tourism models that regenerate natural, social, and cultural resources.



### ECONOMIA CIRCOLARE

L'economia circolare è un modello di produzione e consumo che punta a eliminare sprechi e massimizzare il valore delle risorse.

A differenza dell'economia lineare tradizionale, che segue il ciclo "prendi-usa-getta", l'economia circolare si basa sul riuso, la riparazione, il riciclo e il recupero, creando un ciclo continuo di valore.





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# 3. Participatory Workshop with Local Stakeholders

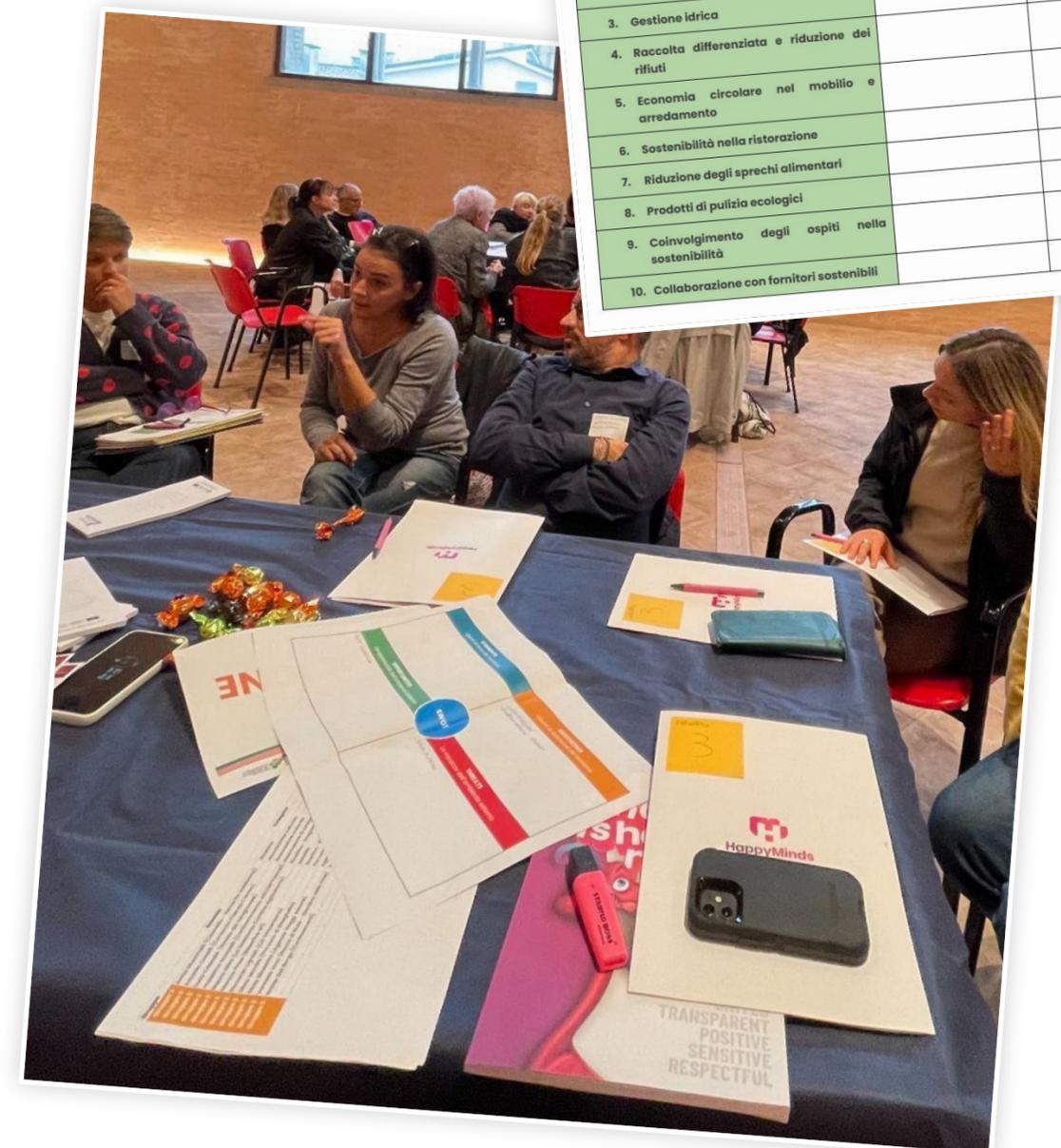
Participants were divided into three cross-sector thematic groups covering tourism, culture, mobility, crafts, food, and ceramics.

- Part 1: Shared mapping of products, experiences, points of interest, and circular economy practices – both existing and potential.
- Part 2: Collection of ideas and proposals on strategies for community engagement, target audiences, and communication actions.
- Conclusion: Collective discussion and wrap-up session to share results and shape a shared vision.

**Tabella di eco-sostenibilità**

Indica nella tabella quale di queste azioni di eco-sostenibilità ed economia circolare hai attuato o hai in previsione di attuare (P= attuato/presente) F = fare/futuro).

Intervento	P= attuato/presente	F = fare/futuro
1. Risparmio energetico		
2. Riduzione dell'uso della plastica		
3. Gestione idrica		
4. Raccolta differenziata e riduzione dei rifiuti		
5. Economia circolare nel mobilio e arredamento		
6. Sostenibilità nella ristorazione		
7. Riduzione degli sprechi alimentari		
8. Prodotti di pulizia ecologici		
9. Coinvolgimento degli ospiti nella sostenibilità		
10. Collaborazione con fornitori sostenibili		



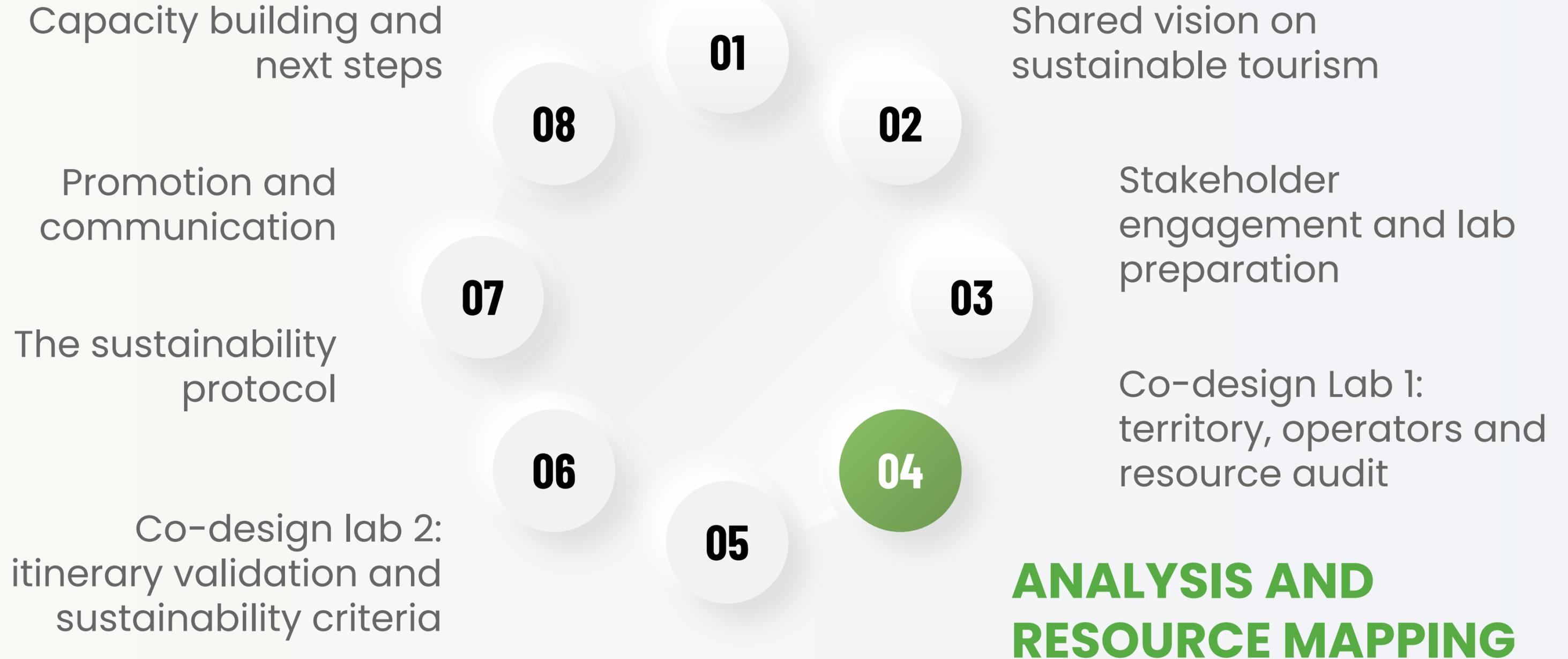


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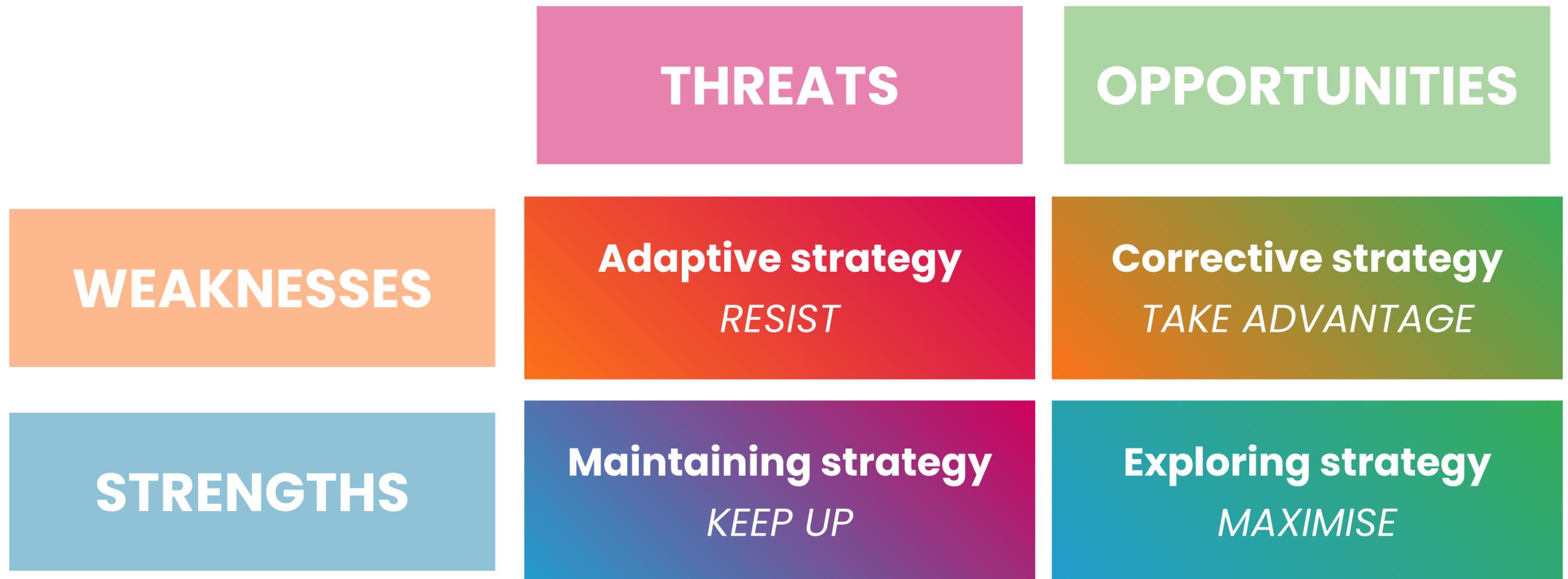
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# SWOT AND CAME ANALYSIS





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# MAIN OUTCOMES

**01**

**Introduce new routes** for eco-conscious travellers

**02**

**Promote sustainable** and shared **mobility**

**03**

**Reduce waste** through circular practices

**04**

**Promote training** and awareness on sustainability

**05**

Create a **green label** for eco-friendly operators

**06**

**Develop integrated marketing** for a sustainable destination



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# CO-DESIGN OF PRELIMINARY MAPPING

## Top POI

- 1 Pinacoteca Comunale di Faenza
- 2 MIC Faenza
- 3 Palazzo Milzetti
- 4 Palazzo Laderchi
- 5 Museo all'aperto di opere d'arte contemporanea
- 6 Teatro Masini
- 7 Museo Carlo Zauli
- 8 Museo Civico "G. Ugonia"
- 9 Rocca Manfrediana
- 10 Monte Battaglia
- 11 Il Cardello - Casa di Alfredo Oriani
- 12 Giardino delle Erbe Augusto Rinaldi Ceroni
- 13 Rocca di Riolo
- 14 Museo all'aperto Biancini
- 15 Museo Civico di Castelbolognese
- 16 Mulino Scodellino
- 17 Resti del Castello - Solarolo
- 18 Parco regionale della Vena del Gesso Romagnolo
- 19 Resti del Castello - Castelbolognese

## POI naturalistici

- 20 Grotta del Re Tiberio
- 21 Parco Bucci
- 22 Parco Carnè
- 23 Castagneti
- 24 Museo Civico e Orto Botanico

## POI culturali e storici

- 25 Abbazia di Valsenio
- 26 Cinema Teatro
- 27 Sculture Lignee
- 28 Torre dell'Orologio
- 29 Via degli Asini
- 30 Cattedrale di San Pietro Apostolo
- 31 Diga Steccaia
- 32 Rocca di Monte Battaglia
- 33 Pieve del Thò
- 34 Cammino di Dante

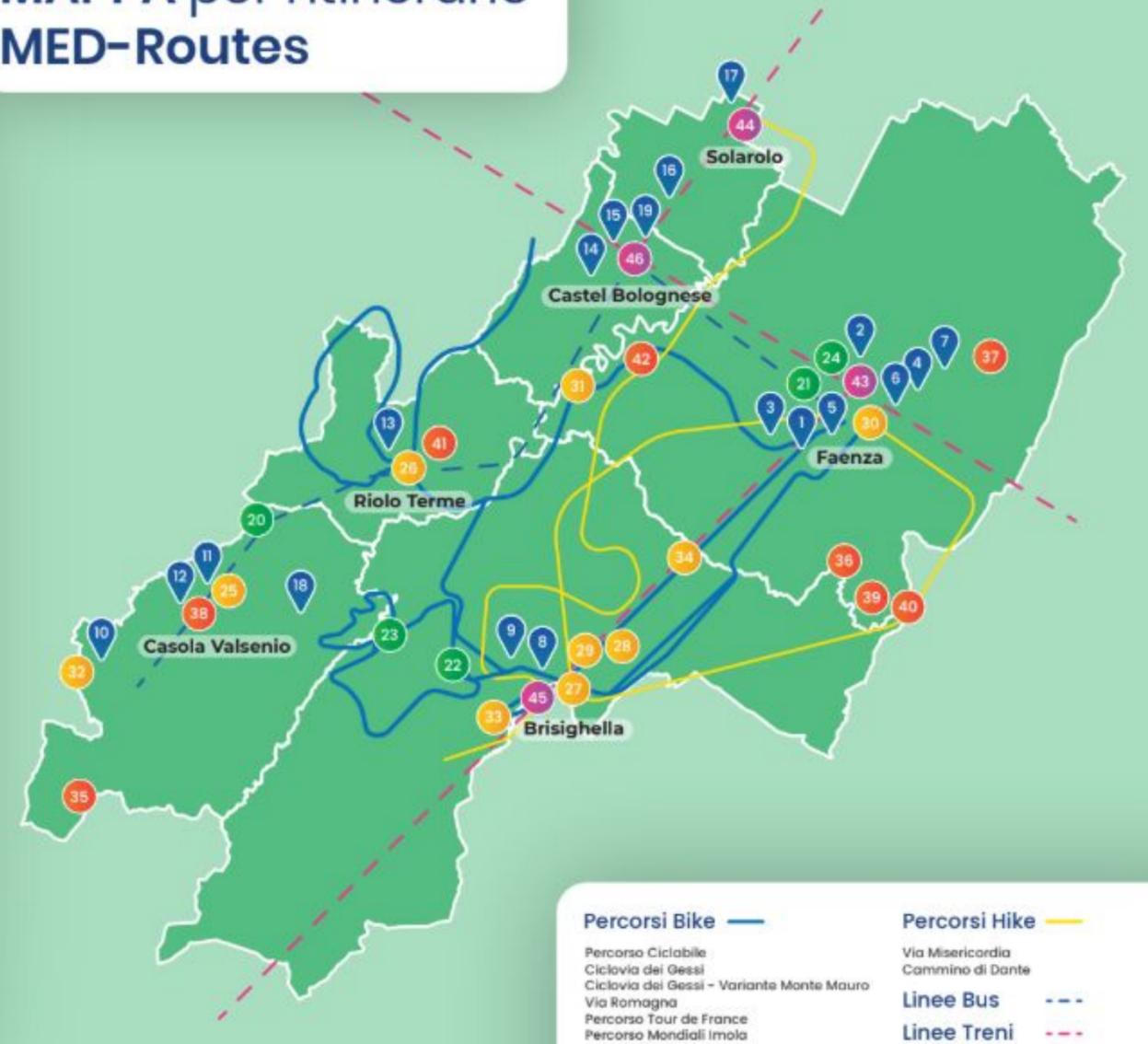
## Food & Hospitality

- 35 Agriturismo La Ca' Nova
- 36 Locanda Camera con Vista
- 37 B&B Casa di Daniela
- 38 Casinello - Home for Outdoorsy
- 39 Agriturismo e Cantina La Sabbiona
- 40 Rooms & Breakfast ristorante per eventi Ca' Vincenzona
- 41 Strada del Sangiovese e dei Sapori delle Colline di Faenza
- 42 Treù Agriturismo e Vini a Faenza

## Stazioni

- 43 Stazione di Faenza
- 44 Stazione di Solarolo
- 45 Stazione di Brisighella
- 46 Stazione di Castel Bolognese

## Romagna Faentina MAPPA per l'itinerario MED-Routes



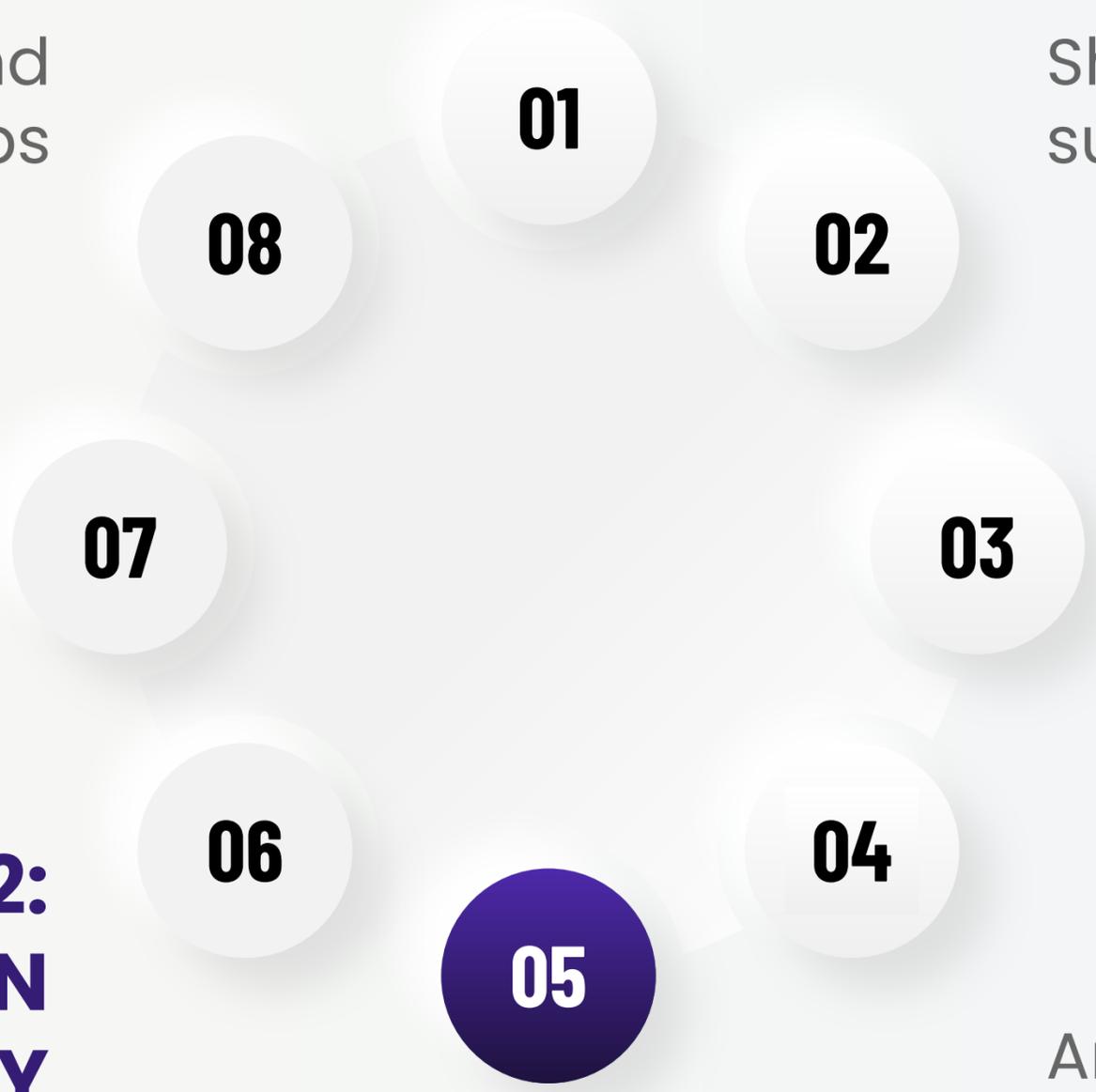


Capacity building and  
next steps

Promotion and  
communication

The sustainability  
protocol

## CO-DESIGN LAB 2: ITINERARY VALIDATION AND SUSTAINABILITY CRITERIA



Shared vision on  
sustainable tourism

Stakeholder  
engagement and lab  
preparation

Co-design Lab 1:  
territory, operators and  
resource audit

Analysis and resource  
mapping



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# GOALS

The second MED-Routes lab aimed to co-design the eco-itinerary structure together with local operators, defining the criteria, priorities, and shared standards for its development.

- **Validate and prioritize Points of Interest (POIs)**, routes, and mobility connections identified in the first lab.
- **Define the Sustainability Protocol** – criteria and commitments required for operators to join the eco-itinerary.
- **Co-design experiences and all-season events** aligned with the values of sustainability, accessibility, and local identity.
- **Build consensus among tourism, culture, mobility, food, and craft stakeholders** toward a shared, long-term vision for the Romagna Faentina eco-itinerary.





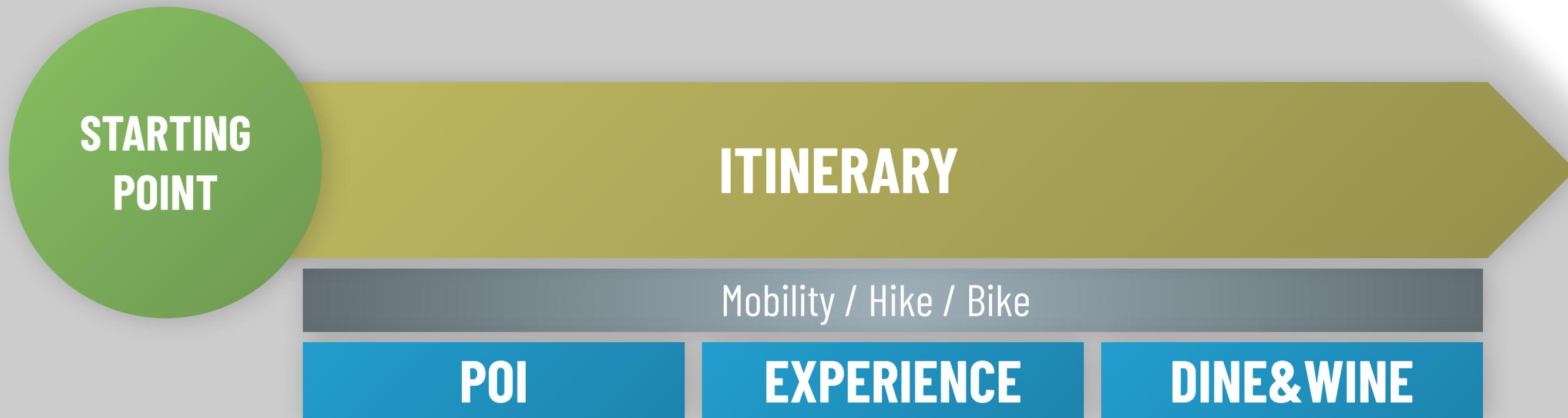
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## What's an eco-itinerary



----- Sustainability -----  
All-Season

European Route of Ceramics





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# Goals

Presentation of the 2nd MED-Routes Workshop, dedicated to tourism, culture, food, mobility, crafts, and ceramics operators of the Romagna Faentina area.

**Main objective:** define the selection criteria for partners and POIs to be included in the new eco-itinerary.

Introductory remarks by Benedetta Diamanti (Head of the Culture, Tourism, Sports, and Policy Department) and Lidia Marongiu, including a recap of the first workshop and presentation of the session's goals.





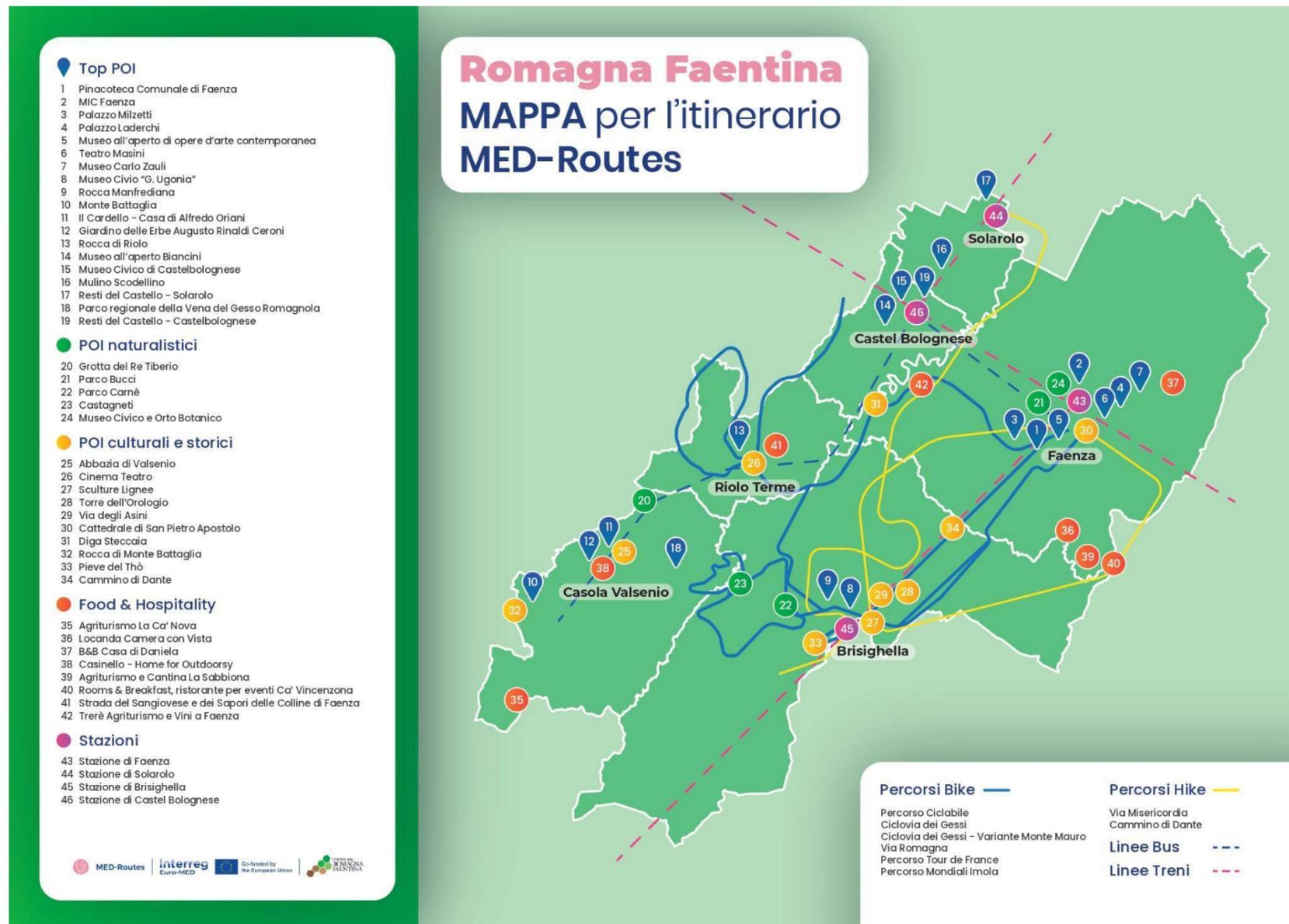
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# Mapping of POIs, Starter Points and Mobility



- Presentation of the **Points of Interest** identified in the first lab and in the Union's studies
- Selection of **Starter Points**
- Definition of the eco-itinerary **structure**
- Selection of **POIs**
- Selection of **mobility modes**
- Selection of local **typical products**





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# Identification of sustainability and priority criteria

Sharing and discussion of the sustainability criteria required for operators to be included in the eco-itinerary.

Voting via Mentimeter to priorities the criteria (short, medium and long term actions)

Sostenibilità ambientale: quanto ritieni importante inserire le seguenti pratiche di sostenibilità nel protocollo?

1 = Per nulla importante  
5 = Molto importante

Utilizzo di energia rinnovabile: Uso di pannelli solari o fornitura di energia green certificata. Skip





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# Co-design of Experiences and planning all-season events

Presentation of experiences and paid activities, as well as seasonal events, identified during the first workshop.

Participatory discussion and voting to select the proposals most consistent with sustainability principles and suitable for year-round enjoyment.

**REGIONE PUGLIA**

Scrivi fino a 3 **eventi estivi** da includere nell'eco-itinerario

È preferita una risposta breve. Hai 200 caratteri rimanenti.

Puoi inserire più risposte

**Invia**

👍 🗳️

Puoi scegliere fino a 3 opzioni.

- Laboratori di ceramica
- Degustazioni enogastronomiche
- Cooking class
- Visite guidate a musei o monumenti



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**Interreg  
Euro-MED**



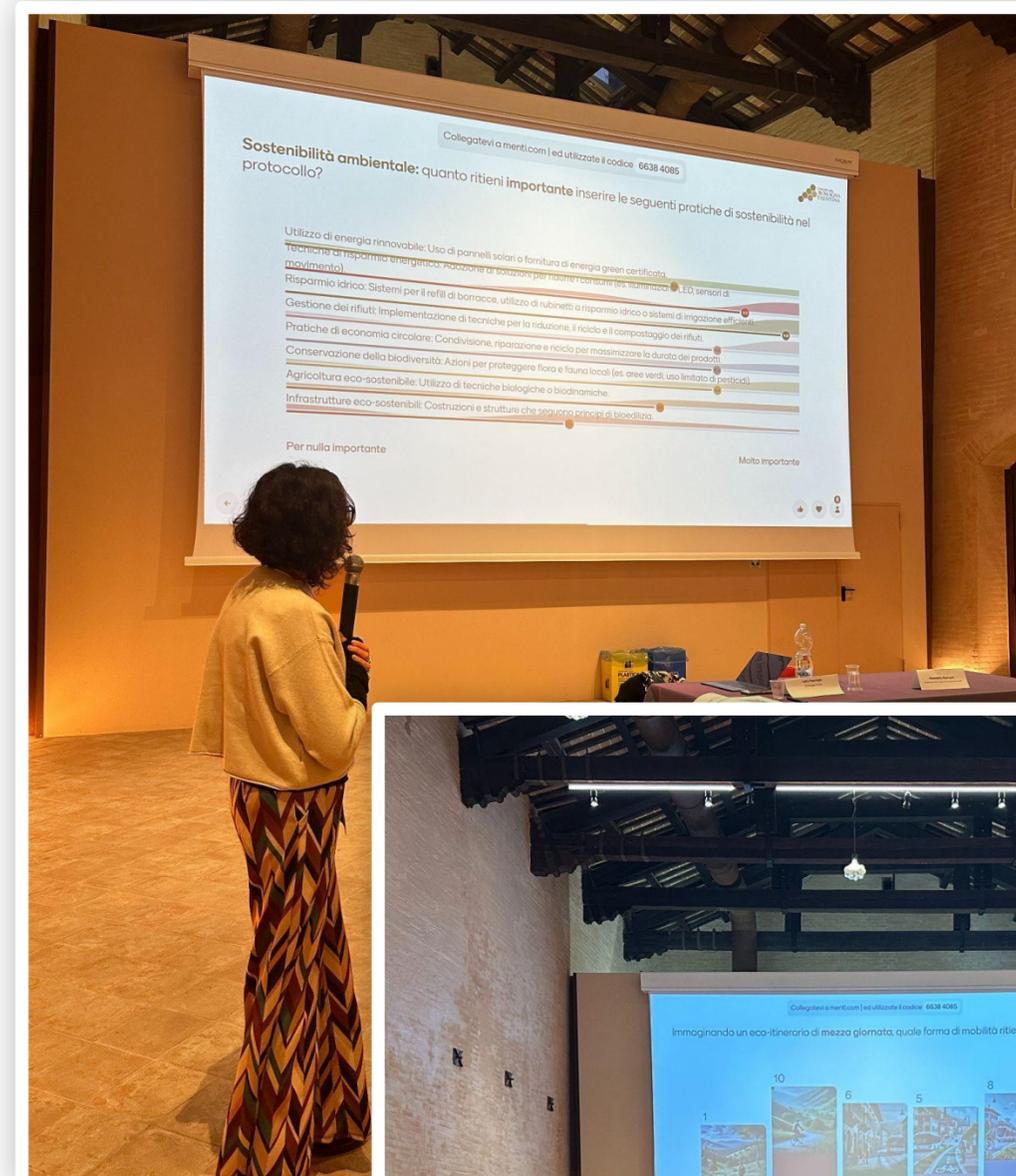
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# Recap and Next Steps

Collective review and validation of the decisions made: selected POIs, sustainability protocol criteria, curated experiences, and brand identity elements.

Presentation of the implementation timeline for the eco-itinerary and the training sessions planned for 2025.

Final Q&A and feedback session conducted via Mentimeter.





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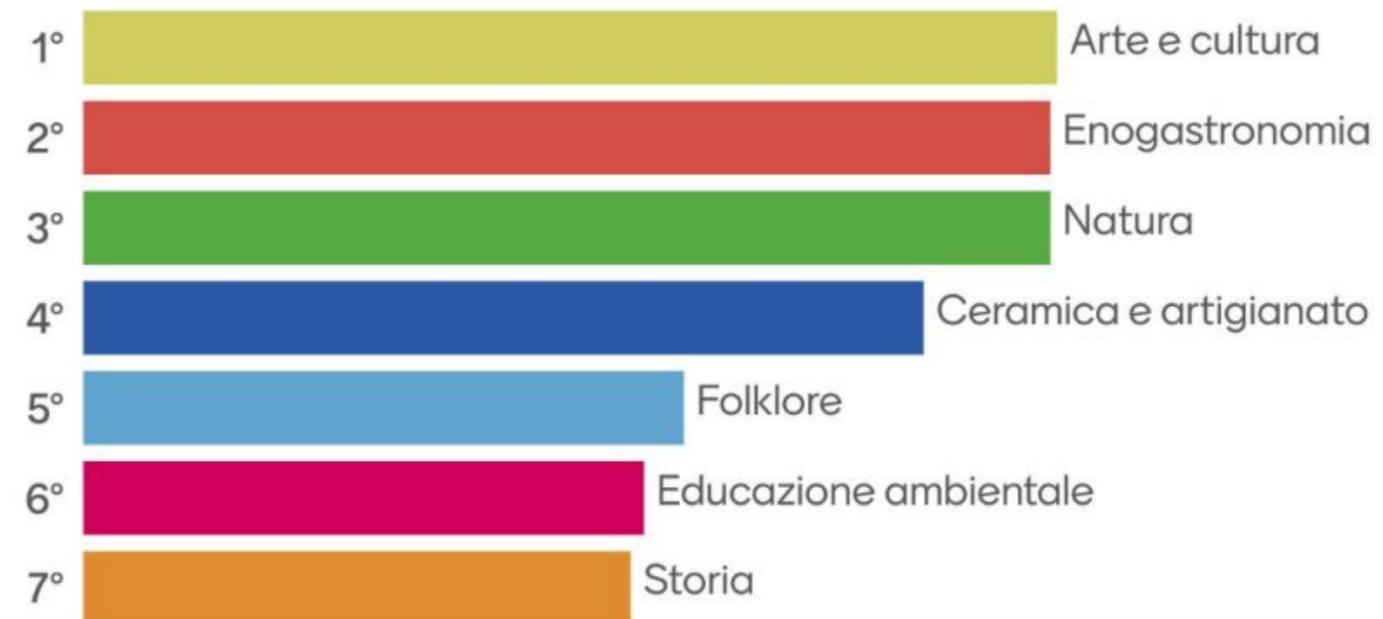
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# Main outcomes

 Mentimeter



Quali **tematiche** principali dovrebbero caratterizzare l'eco-itinerario? Ordina in base all'importanza di ogni tema





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# Main outcomes

 Mentimeter

Immaginando un eco-itinerario di **una giornata**, quale forma di mobilità ritieni più adatta?



Percorso a piedi (Hike)



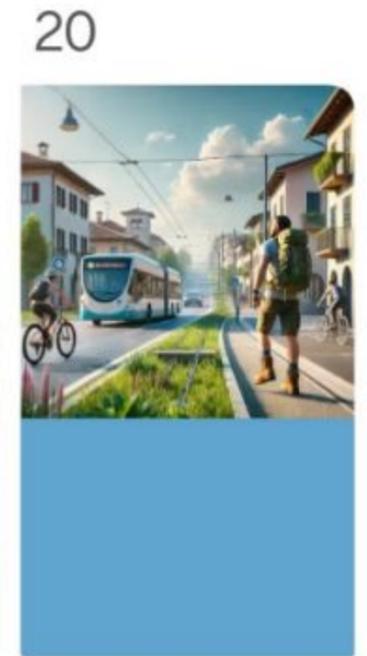
Percorso in bici (Bike)



Hike + trasporto  
pubblico



Bike + trasporto  
pubblico



Hike + Bike + Trasporto  
pubblico



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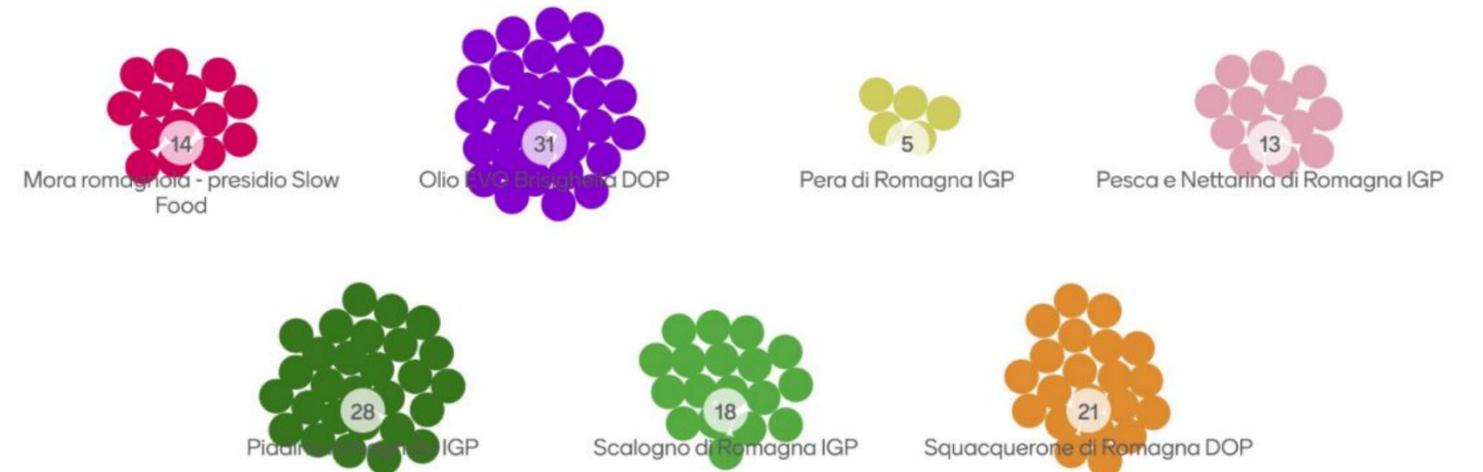


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Quali di queste esperienze offri?



Quali di questi **prodotti tipici locali certificati** ritieni prioritario inserire nell'eco-itinerario?



# Main outcomes

 **Mentimeter**





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# CONSTRUCTION





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## KEY STEPS

1. Analysis of outcomes from the two co-design labs with local operators.
2. Mapping of top POIs across the Unione della Romagna Faentina (cultural, natural, experiential, Dine & Wine, hospitality).
3. Mapping of sustainable mobility networks: railway and bus lines, cycle routes, pedestrian paths, and bike-sharing services.
4. Identification of main connections linking all POIs through accessible and sustainable transport options.
5. Definition of the “daisy” structure of the eco-itinerary, with a main route and three thematic variants.
6. Creation of interactive maps on Google My Maps and Google Earth to visualize the complete itinerary and its points of interest.

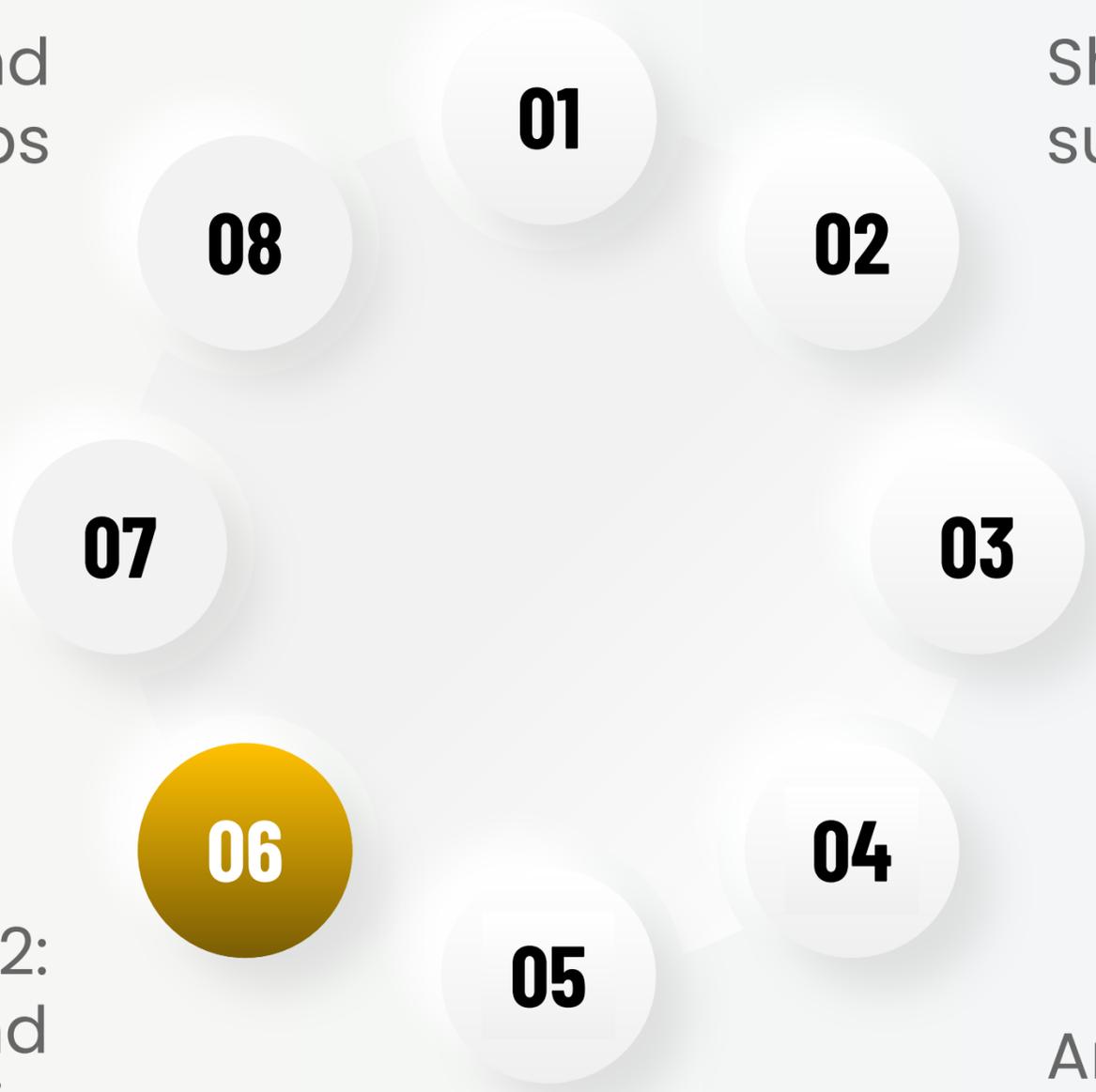


# THE SUSTAINABILITY PROTOCOL

Capacity building and next steps

Promotion and communication

Co-design lab 2: itinerary validation and sustainability criteria



Shared vision on sustainable tourism

Stakeholder engagement and lab preparation

Co-design Lab 1: territory, operators and resource audit

Analysis and resource mapping



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# The sustainability protocol

The sustainability protocol defines the shared standards that all operators must meet to be part of the eco-itinerary network. It is based on **21 common criteria developed by the Med-Routes partnership**, covering environmental, social and economic dimensions such as energy efficiency, waste reduction, inclusion, accessibility and circular practices.

- Energy efficiency and renewable energy sources
- Water conservation
- Waste reduction and circular economy practices
- Low-impact and green infrastructure, eco-friendly architecture
- Sustainable mobility and transportation
- Carbon footprint reduction and carbon neutrality
- Digital sustainability
- Climate resilience and natural disaster preparedness
- Certifications and eco-labelling
- Sustainable report

- Local ecosystem restoration and conservation
- Local sourcing and local artisan support
- Local employment opportunities
- Health and safety standards
- Accessible tourism
- Environmental education programs
- Cultural and historical site preservation
- Community engagement and community-based tourism
- Inclusive tourism and cultural sensitivity training
- Green events and initiatives
- Eco partnerships



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# The sustainability protocol

The **final set** of criteria included in the questionnaire was also aligned with the ideas and priorities expressed by stakeholders during Lab 2, ensuring consistency between participatory design and the sustainability assessment system.

A **self-assessment questionnaire** was designed to evaluate each operator's level of compliance with these criteria.

Through this process, every participating operator received a **sustainability score**, and only those reaching the **minimum** threshold were admitted to the eco-itinerary.

- ★ Energy efficiency
- ★ Water conservation and reduction of consumption/waste
- ★ Waste reduction and circular economy practices
- ★ Sustainable mobility
- ★ Emission reduction and regenerative practices
- ★ Digitalisation of practices and processes
- ★ Sustainability certifications
- ★ Use of local resources and support for craft production
- ★ Accessible tourism
- ★ Sustainability of initiatives
- ★ Experiences, events, workshops and services



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## Questionario di autovalutazione per gli operatori

Caro operatore, cara operatrice,

se la tua attività ha  
eco-sostenibili – o è  
compila il breve que  
autovalutazione.

Le tue risposte ci ai  
se la tua attività soc  
sostenibilità necess  
parte a tutti gli effet  
Med-Routes, secondo

La compilazione ric  
minuti. Ti ringrazian

L'Unione dei Comuni della Romagna Faentina

**Efficienza energetica**

La tua attività fa uso di energie rinnovabili e/o tecnologie efficienti?

Se hai risposto "Sì", indica come e con \*  
che modalità

La tua risposta

**Punteggio**

27,25
26
25
22
22
22
21,5
20
20
20
20
18
18
18

S	T	U	V	W
o "Sì", indica come e con che m	Se hai risposto "Attività in programma" indica	La tua attività riduce le emissioni e tutela l'arr	Se hai risposto "Sì", indica come e	
ITINERARIO PEDONALE SENTIERO D	3	Sì	coltivazione e manutenzione olivet	
		No		
eventi che prevedono l'arrivo in azie	3	Sì	agricoltura bio	
percorsi a piedi e in bicicletta	3	Sì	Fornitori sostenibili, piantumazione	
to km. A piedi dalla piazza principale	1	Sì	Non abbiamo riscaldamento ne per	
		Sì	Nel nostro territorio sono attive iniziative di tutela	3
e, escursioni a piedi	3	No		Sì
otazione n. 2 biciclette e proponiam	3	Attività in programma		0 Non è stato definito
principale attività è accogliere e far da c	3	No		Sì
ngibili solo in auto ma per le degusta	1	Sì	tutti gli scarti di produzione(vinace e fecce) vengc	3
ici	3	Attività in programma		0 Non è stato definito
bus di fronte all'azienda, trasporto de	1	Sì	la nostra è un'azienda biologica al 100%	3
posizione degli ospiti biciclette ad i	3	Sì	Abbiamo un parco secolare di 7 ettari con all'inter	1
		Sì	L'associazione si propone da sempre per un' atte	1
iclette, passeggiate cittadine con gu	3	No		Sì
re	3	No		Sì
ienda di cicloturismo	3	Sì	insegnamo a tutti gli autisti come guidare in mani	3
		No		Sì
	0,75 Entro 6 mesi	Attività in programma		0,75 Entro 6 mesi
		Sì	Utilizzando forni ceramici elettrici e non a combus	3
		Sì	Favorendo l'utilizzo della bici per conoscere il terri	3
		No		Sì
		Attività in programma		0 Non è stato definito
Tutte le attività ricorrono e alle volte coprono le sf	1	Attività in programma		0,25 Entro 9 anni
biciclette aziendali a disposizione dei clienti ed es	3	Sì	6 ettari aziendali sono destinati a bosco e il semir	3
uso delle biciclette da e al laboratorio	3	No		Sì
		No		Si
	0,5 Entro 1 anno	No		Sì
		No		Sì
siamo sempre in ricerca di nuove modalità per l'ui	0	Attività in programma		0,75 Entro 6 mesi
Mettiamo a disposizione mountain bike muscolar	3	Sì	abbiamo il sistema di lotta integrata con riconosc	3
Promuoviamo mobilità lenta attraverso eventi ed	1	Sì	Tra i nostri soci sono presenti attività biologiche e	3





# PROMOTION AND COMMUNICATION

Capacity building and  
next steps

Shared vision on  
sustainable tourism

08

01

02

Stakeholder  
engagement and lab  
preparation

07

03

Co-design Lab 1:  
territory, operators and  
resource audit

The sustainability  
protocol

06

04

Analysis and resource  
mapping

Co-design lab 2:  
itinerary validation and  
sustainability criteria

05



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# Promotion Strategy

The communication strategy for the **Eco-itinerary in cultural landscape: clay and history, art and nature** aims to position the eco-itinerary as a model for sustainable tourism and attract eco-conscious travellers through a mix of digital storytelling, partnerships, and on-ground engagement.

## **Key objectives:**

- Build visibility and identity – develop a distinctive, recognizable brand within the European Route of Ceramics.
- Engage audiences – attract cycle tourists, nature lovers, and cultural travellers through authentic and participative content.
- Activate local networks – involve operators and associations to spread sustainable practices and co-create communication materials.



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# Promotion Strategy

## Main communication channels:

- **Digital & social media:** integrated content strategy on Instagram and Facebook, paid campaigns, influencer collaborations.
- **Website & content marketing:** dedicated landing page on the Romagna Faentina tourism portal with interactive maps and stories.
- **Press & events:** presence in sustainable tourism magazines, launch events, and trade fairs.
- **Partnerships & media kits:** collaboration with local operators, environmental associations, and distribution of promotional materials (brochures, stickers, templates, QR codes).



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# Green Label

The **Green Label** is awarded to all operators included in the itinerary, as they have demonstrated compliance with the **sustainability protocol**.

## It is a label that certifies:

- Sustainability standards of the eco-itinerary's operators
- Responsible tourism practices

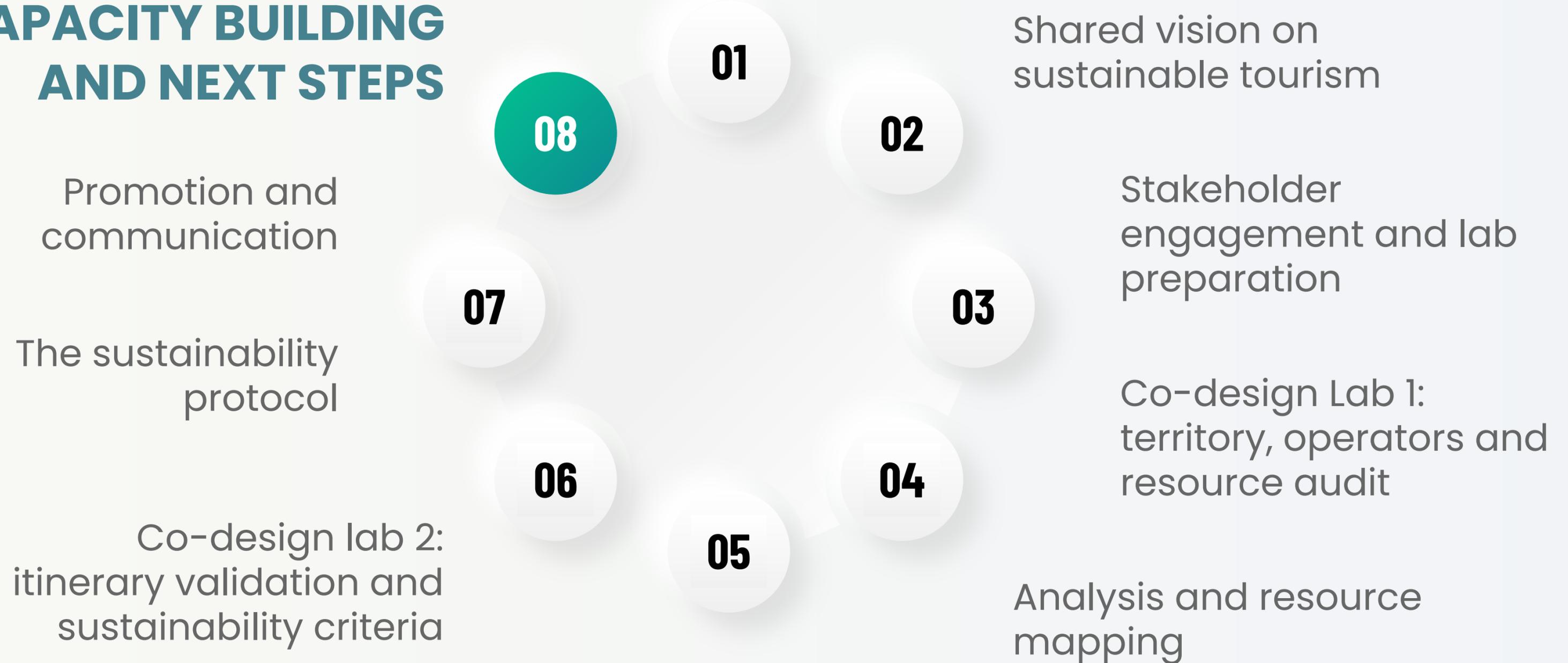
## Benefits:

- Promotes the itineraries
- Encourages stakeholders to join
- Ensures project continuity beyond funding





## CAPACITY BUILDING AND NEXT STEPS





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# Capacity building and next steps

The current phase is focused on activation and shared communication through training and participatory activities.

- Launch communication campaigns across digital and traditional channels.
- Organize a lab with operators and stakeholders to share:
  - communication materials and key messages;
  - guidelines for coordinated use of visual and verbal identity;
  - storytelling tools and digital templates for local promotion.
- Distribute media kits to hospitality and cultural operators participating in the eco-itinerary.
- Present the eco-itinerary publicly through events, press activities, and social storytelling.
- Begin monitoring and feedback collection (surveys, digital analytics, focus groups).



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# Resources

The entire MED-Routes methodology can be consulted through the set of materials developed within the project, which together provide a structured, replicable and comprehensive approach to the design, implementation, and promotion of eco-itineraries in Mediterranean Cultural Routes.

- **Methodological Framework** for Participatory Labs
- **Training materials** for the dissemination of eco-itineraries
- **Promotional strategy**
- **Transnational working group toolkit** for the incorporation of circular economy into the CoE's CR
- **Transnational Strategy**, which provides a comprehensive framework for the development, promotion, and future replication of eco-itineraries created within the MED-Routes project.



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# Thank you





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# Eco-itinerary in cultural landscape

Clay and history, art and nature





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# The eco-itinerary of Romagna Faentina

<b>TITLE</b>	<b>Eco-itinerary in cultural landscape: clay and history, art and nature</b>
<b>CITY/REGION WHERE IT TAKES PLACE</b>	Unione della Romagna Faentina, Emilia-Romagna – Italy (Faenza, Brisighella, Riolo Terme, Casola Valsenio, Castel Bolognese, Solarolo)
<b>MED-ROUTES PARTNER RESPONSIBLE</b>	Unione dei Comuni della Romagna Faentina
<b>CULTURAL ROUTES IT BELONGS TO</b>	European Route of Ceramics



UNIONE della  
ROMAGNA  
FAENTINA

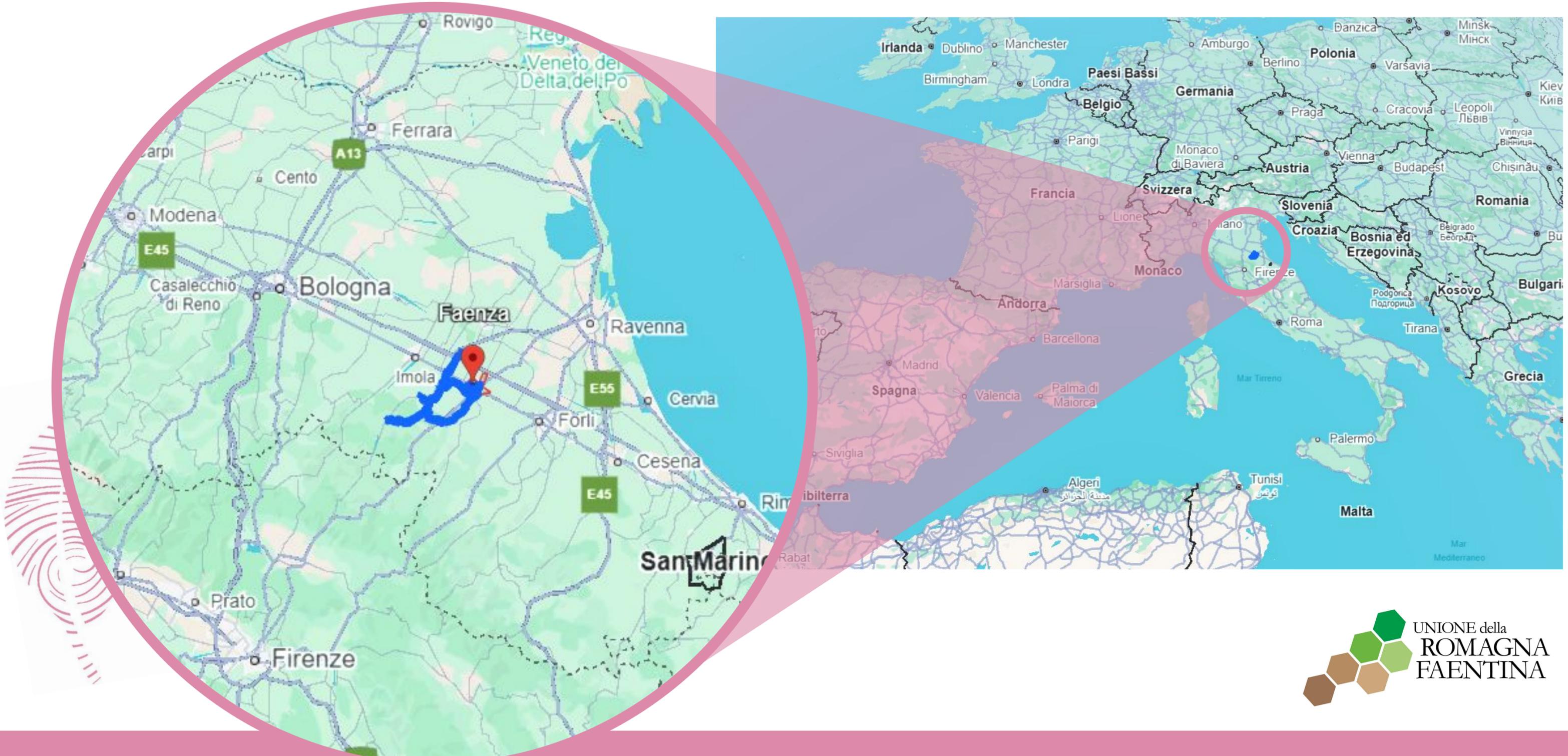


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## Eco-itinerario

- Itinerario principale
- Variante per Riolo Terme
- Variante per Casola Valsenio
- Variante per Castel Bolognese e Solarolo



## Cosa vedere

- ### BRISIGHELLA
- 1 Borgo medievale di Brisighella
  - 2 Ruederi del castello di Rontana
  - 3 Centro Visite Rifugio Ca' Carnè
  - 4 Chiesa collegiata di S. Michele Arcangelo
  - 5 Grotta "La Tanaccia"
  - 6 Museo Civico "G. Ugonia"
  - 7 Pieve del Thò
  - 8 Rocca Manfrediana
  - 9 Torre dell'orologio
  - 10 Via degli Asini
  - 11 Ruederi del castello di Ceprano

- ### CASOLA VALSENI
- 12 Abbazia di Valsenio
  - 13 Il Cardello - Casa Museo di Alfredo Oriani
  - 14 Centro storico di Casola Valsenio
  - 15 Chiesa di sopra
  - 16 Giardino Delle Erbe "Augusto Rinaldi Ceroni"
  - 17 Area Natura 2000 Alto Senio
  - 18 Monte Battaglia

- ### CASTEL BOLOGNESE
- 19 Chiesa di San Petronio
  - 20 Museo all'aperto Angelo Biancini
  - 21 Museo Civico di Castel Bolognese
  - 22 Mulino Scodellino di Castel Bolognese
  - 23 Resti del castello - Castel Bolognese (Rocca)

- ### FAENZA
- 24 Museo Guerrino Tramonti
  - 25 Cattedrale di San Pietro Apostolo
  - 26 Chiesa di San Francesco
  - 27 Fontana monumentale
  - 28 MIC Museo Internazionale della Ceramica in Faenza
  - 29 Museo all'aperto di opere d'arte contemporanea
  - 30 Museo Carlo Zauli
  - 31 Museo Civico di Scienze Naturali "Domenico Malmerendi"
  - 32 Palazzo Laderchi
  - 33 Palazzo Milzetti - Museo Nazionale dell'età neoclassica in Romagna
  - 34 Piazza del Popolo
  - 35 Pinacoteca Comunale di Faenza
  - 36 Teatro Masini
  - 37 Torre Civica dell'orologio
  - 38 Torre di Oriolo

- ### RIOLO TERME
- 39 Grotta del Re Tiberio
  - 40 Rocca di Riolo - Museo del Paesaggio dell'Appennino Faentino
  - 41 Terme di Riolo Terme

- ### SOLAROLO
- 42 Porta del castello
  - 43 Santuario della Madonna della Salute
  - 44 Resti del castello Solarolo

Parco Regionale della Vena del Gesso Romagnola



## Artigianato e ceramica

- 1 Ceramista: Cclay di Angelini Valentina
- 2 Ceramista: Paola Nuovo Gómez
- 3 Ceramista: MPR STUDIO di Martha Pachon Rodriguez
- 4 Ceramista: Lorena Cabal Lopez
- 5 Ceramista: Andrea Veronica Kotliarsky
- 6 Ceramista: Amaretti Antonella
- 7 Mondial Tornanti Gino Geminiani

## Percorsi

- 1 Sentiero dell'Olio
- 2 Sentiero CAI n. 505
- 3 Strada Del Sangiovese e Dei Saperi Delle Colline Di Faenza
- 4 "Brisighella" Sottozona del Romagna Sangiovese DOC
- 5 "Marzeno" Sottozona del Romagna Sangiovese DOC
- 6 "Serra" Sottozona del Romagna Sangiovese DOC
- 7 "Oriolo" Sottozona del Romagna Sangiovese DOC

## Come muoversi

- 1 Stazione di Faenza
- 2 Stazione di Castel Bolognese - Riolo Terme
- 3 Stazione di Brisighella
- 4 Stazione di Solarolo
- 5 BikesPlus Travel
- 6 Slow Bike Tourism
- 7 Autostazione di Faenza
- 8 Cooperativa Trasporti di Riolo Terme

## Dove dormire

- 1 Ca' Vincenzona
- 2 B&B Casa di Daniela
- 3 B&B sanpiedamiano
- 4 Da Coco Mini
- 5 Locanda Camera con Vista
- 6 Agriturismo Pedrosola - Az. Biol. Pedrosola
- 7 Casinello - Home for outdoorsy

## Vini e sapori

- 1 Azienda Terra di Brisighella
- 2 Zinzani Vini
- 3 Tenuta Massolina

## Dove mangiare e dormire

- 1 Agriturismo Ca'de'Gatti
- 2 Agriturismo e Cantina La Sabbiona
- 3 Villa Abbondanzi Resort
- 4 Ca' di mezzo
- 5 Azienda Agritouristica La Querciola
- 6 Relais e Ristorante Mevigo
- 7 Agriturismo La Ca' Nova
- 8 Il Cardello Locanda



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# Our Key Concept: Balance

**The eco-itinerary of Romagna Faentina is based on the concept of balance.**

Balance between **tradition and innovation, nature and culture, movement and contemplation.**

It is an invitation to slow down, to listen to the landscapes and the people who inhabit them, and to rediscover harmony between what we are and what we choose to let go.

Each stage is an act of **care**: for the land, for the community, and for ourselves.





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# Presentation of the eco-itinerary

A **regenerative** and **modular** eco-itinerary that crosses the landscapes of Romagna Faentina, inviting travellers to explore in a **slow, active, and sustainable way**.

Rooted in meaningful **encounters with artisans, farmers, and cultural actors**, it celebrates the **balance between people and place**, heritage and innovation, movement and contemplation.





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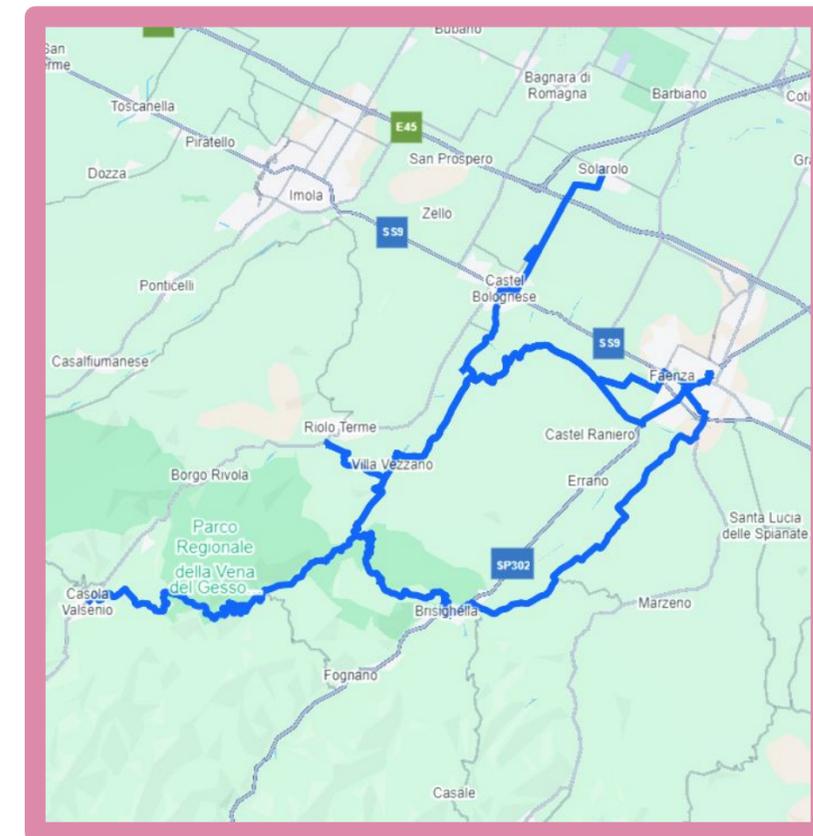
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# Highlights

- Inspired by **sustainability** and **circular economy** principles
- **Designed for cycle tourism**, also walkable or by public transport
- Connects **nature, culture**, and local **craftsmanship**
- Fosters authentic **relationships** and shared **knowledge**
- Linked to the **European Route of Ceramics**
- Promotes **responsible operators** and low-impact practices





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# The “daisy” structure

The itinerary follows a “daisy” structure with **one main route** and **3 thematic branches**, allowing deep exploration of landscapes, villages, knowledge, and communities.

It connects existing cycling and walking paths with public transport lines, offering a sustainable, modular, and accessible way to experience the Romagna Faentina area.





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# Starting point

**Faenza** is the starting point of a narrative that combines art, material, landscape, and memory to explore **villages**, **knowledge**, and **communities** in depth.





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# Main itinerary

## ***From Faenza to Brisighella***

A linear or circular route ideal for a weekend by bike. It starts in Faenza, home of the MIC and historic workshops, and continues toward the hills and the village of Brisighella. Along the way, art, craftsmanship, agriculture, and scenic landscapes come together in a perfect synthesis of the territory.





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## 1. Variant to Riolo Terme

Cycle route through natural areas towards the spa town known for wellness and regeneration.

## 2. Variant to Casola Valsenio

Contemplative path through the Vena del Gesso Park and herb gardens, ideal for nature lovers.

## 3. Variant to Castel Bolognese and Solarolo

Flat route through farmland and biodiversity areas, highlighting rural heritage, ancient grains, and forgotten fruits.





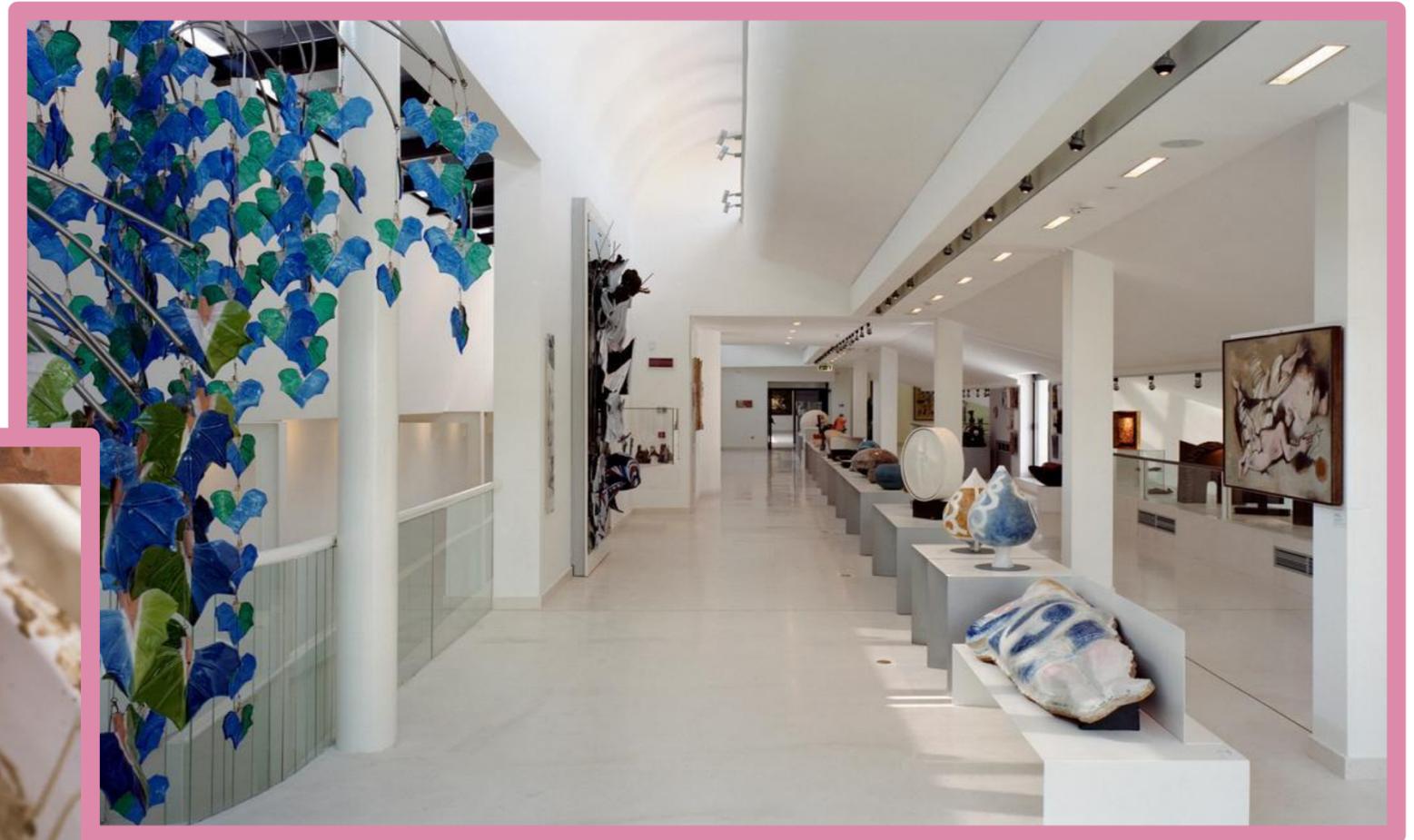
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The main itinerary crosses **Museo Internazionale delle Ceramiche** in Faenza and the **workshops** of the historic centre, then continues towards the hills and historic villages like Brisighella.





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**Brisighella** is the access point to the **Vena del gesso Regional Park – UNESCO site**, a unique chalk ridge that crosses also **Riolo Terme and Casola Valsenio**, villages of rural culture





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# The itinerary network

**85**

**Total points mapped**

**14**

**Dine & Wine**

Restaurants, wineries, and local producers

**53**

**Points of Interest**

Cultural, natural, and landscape sites

**9**

**Experience**

Operators offering experiential activities

**13**

**Hospitality**

Accommodations and welcoming facilities

**8**

**Mobility Points**

Transport hubs and service providers





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# Thank you





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**SAVE  
THE  
DATE**

# Presentation of the MED-Routes project: the methodology to create and promote eco-itineraries

**December  
10<sup>th</sup>**  
10.30 AM CET  
(Italian time)

Join us for the presentation of the MED-Routes replicable model designed to support the creation and promotion of small scale eco-itineraries through participatory and sustainable approaches

MED-Routes is a European project co-funded by the Interreg Euro-MED programme



CÁMARA  
MUNICIPAL



Salutat	Nom/Prénom (First)	Nom/Prénom (Last)	Email (Email)	Country	Type d'acteur	Domaine d'activité	Zone d'activité	Organisation	Type of organisation	Job title
Ms	Maria Francesca	Minardi	francesca.minardi@ur	Italy	Partner of a Interreg Euro-MED project	Management	Local	URF	Local public	
Ms	Nancy	Maroun	nancy.maroun.phd	Lebanon	Partner of a Interreg Euro-MED project	Political/strategic	Local	Municipality of Bchaaleh, North of	Local public	
Ms	Alexandrina	Stoimeno	alexandrina.stoimeno	Bulgaria	Partner of a Interreg Euro-MED project	Management	Regional	BATTI	Interest groups	Project Manager
Mr	Cesare	Dal Pane	cesare.dalpane@ro	Italy	Partner of a Interreg Euro-MED project	Political/strategic	Local	Comune di Faenza	Local public	
Ms	Daniela	Stoeva	d.stoeva@tandem-	Bulgaria	External expert	Management	International	Tandem Travel DMC Bulgaria	SME	
Ms	Mirela	Basic	mbasic@dunea.hr	Croatia	Partner of a Interreg Euro-MED project	Consultancy/evaluation	Regional	DUNEA	Sectoral agency	
Ms	Maria	Mendes	cristina.mendes@p	Portugal	External expert	Political/strategic	Regional	Turismo do Porto e Norte de Portugal	Local public	Turismo
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## Follow-up to the MED-Routes Webinar: Eco-Itineraries and Available Materials

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From URF - Turismo <turismo@romagnafaentina.it>

Date Wed 2025-12-10 13:42

Dear all,

thank you very much for attending today's webinar "**Presentation of the MED-Routes project: the methodology to create and promote eco-itineraries**".

In this page of the project's website, you can discover all our eco-itineraries: [What we achieve - Interreg Euro-MED - MED-Routes](#)

In the same webpage, at the very end, you can find the project's resources. In particular, I encourage you to explore our D2.5.1 "**Transnational Strategy**", a document which provides a comprehensive framework for the development, promotion, and future replication of eco-itineraries created within the MED-Routes project.

If you would like to receive the recording of today's session, please answer this email and I will share it with you.

As we explained today, MED-Routes is conceived as a **replicable model**. It can be adopted by other Cultural Routes or by local entities such as Municipalities, tourism offices, or other territorial actors to build eco-itineraries in their own specific territories and promote shared destinations using the same methodological structure.

We would be glad to share our knowledge and experience with you. Please do not hesitate to get in touch if you wish to know more about it or to explore future collaboration opportunities.

Best regards,

the MED-Routes team

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