



**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"*

## **D2.1.1 - Report of consultation groups**





| Project Information |  |
|---------------------|--|
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| 5.0     |            |  |                                   |

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## List of Acronyms

| Acronym    | Full form  |
|------------|--|
| BATTI      | Bulgarian Association for Transfer of Technology and Innovation                    |
| CCI        | Chamber of Commerce and Industry   |
| CMVFX      | Municipality of Vila Franca de Xira  |
| CoE        | Council of Europe  |
| CPCC       | Castelló de la Plana City Council  |
| DUNEA      | REGIONAL DEVELOPMENT AGENCY<br>DUBROVNIKNERETVA COUNTY                             |
| EMBLEMATIC | Emblematic Mediterranean Mountains as Coastal destinations of excellence - Project |
| EU         | European Union   |
| INCIRCLE   | Interreg Med Sustainable Tourism Project Focused on Circular Economy - Project     |
| INSULEUR   | Network of the Insular Chambers of Commerce and Industry of the European Union     |



|      |                                   |
|------|-----------------------------------|
| LIU  | LIBERTAS INTERNATIONAL UNIVERSITY |
| MED  | Mediterranean                     |
| PPs  | Project Partners                  |
| PRBT | Pafos Regional Board of Tourism   |
| QR   | QR Code (Quick Response Code)     |
| RSO  | Specific Regional Objective       |
| URF  | Romagna Faentina Union            |
| WP1  | Work Package 1                    |



# 1 Introduction: Context and Objectives

The MED-Routes project seeks to develop sustainable tourism initiatives by creating eco-itineraries that integrate the cultural and natural heritage of the Mediterranean region. A cornerstone of this effort has been the implementation of six participatory laboratories (labs), each organized by project partners. These labs served as inclusive platforms for engaging local and regional stakeholders—such as authorities, tourism operators, businesses, cultural organizations, and community representatives—to collaboratively design and refine eco-itineraries tailored to the specific cultural and environmental contexts of their regions and their associated CoE Cultural Route.

## 1.1 Methodological Framework and Partner Adaptation

To ensure a structured yet adaptable approach, a shared methodological framework [\[Annex 1\]](#) was developed and provided to all project partners. This framework included templates for essential components such as lab agendas, discussion guides, invitations, and evaluation questionnaires. While this framework provided consistency across the labs, partners had the flexibility to customize both content and format to address their unique regional needs. This adaptability enabled each lab to reflect the specific challenges, opportunities, and stakeholder dynamics of its locality while contributing to the project's overarching goals.

## 1.2 Overview of Labs: Dates, Formats, and Participation

The six participatory labs, held between October 17 and November 1, 2024, varied significantly in format, duration, and participation. Here again, these variations in format and participation levels reflect the flexibility of the methodological framework and the partners' ability to successfully adapt their labs to local contexts.

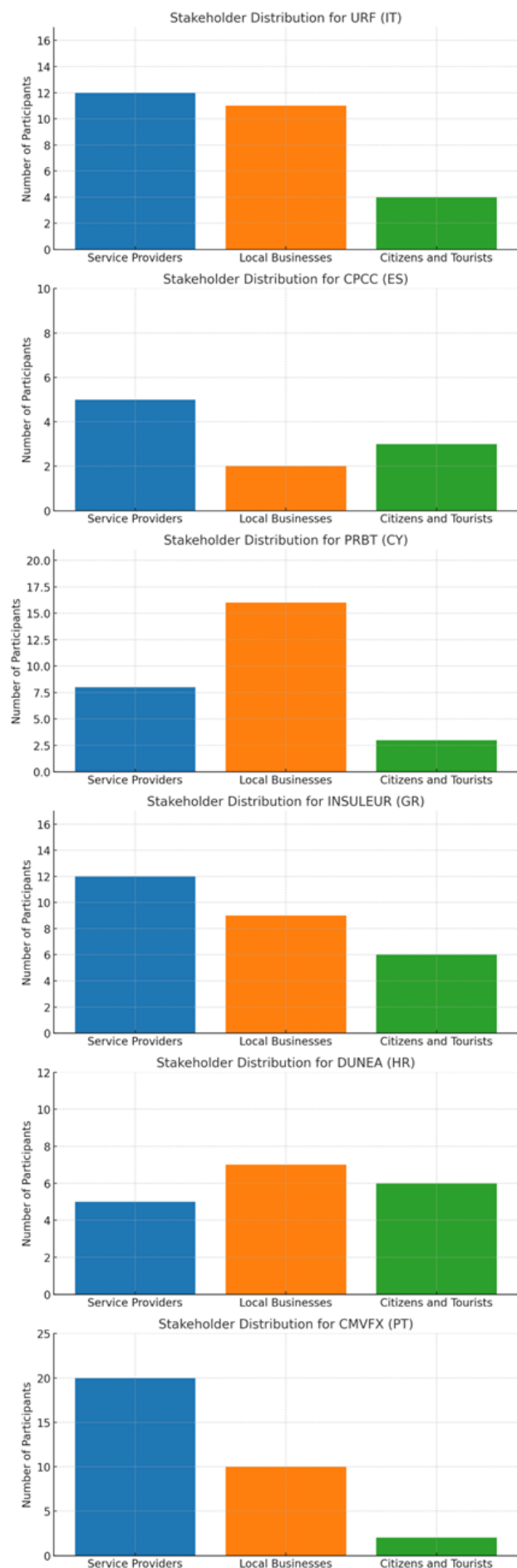
*Table 1: Labs general overview*



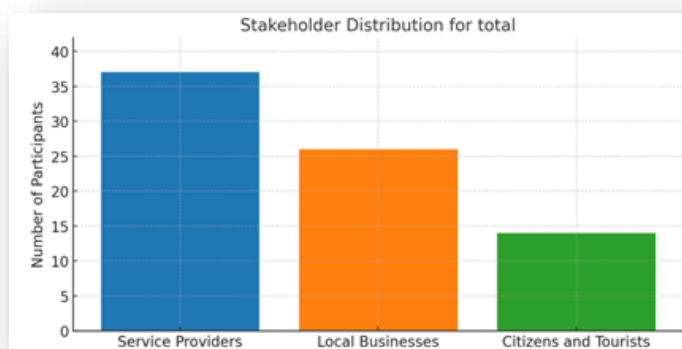


| Partner         | Associate<br>d<br>Cultural<br>Route      | Region<br>/<br>countr<br>y           | date                  | Durati<br>on | Place                                    | Format<br>of the<br>lab                        | Number<br>of participa<br>nts            |
|-----------------|--|--------------------------------------|-----------------------|--------------|--|--|--|
| <b>CPCC</b>     | European route of ceramics               | Castellón / Spain                    | 17&18/10/24           | 4.5 hours    | Ayuntamiento de Castellón                | In presence                                    | 10                                       |
| <b>DUNEA</b>    | Route of the Olive Tree                  | Korčula, Lastovo, Pelješac / Croatia | 22/10/24              | 3 hours      | n/a                                      | online   | 18                                       |
| <b>CMVFX</b>    | European Federation of Napoleonic Cities | Vila Franca de Xira / Portugal       | 29/10/24              | 4 hours      | Fábrica das Palavras – Municipal Library | In presence                                    | 32                                       |
| <b>URF</b>      | European route of ceramics               | Romagna Faentina / Italy             | 24/10/24              | 3 hours      | Sala dell'Arengo, Palazzo del Podestà    | In presence                                    | 27                                       |
| <b>INSULEUR</b> | Routes of the Olive Tree                 | Messinia / Greece                    | 01/11/24              | 3.5 hours    | Messinia CCI                             | Hybrid   | 27 participants (20 physical / 7 online) |
| <b>PRBT</b>     | Phoenicians' Route                       | Paphos / Cyprus                      | 31/10/24              | 3 hours      | Paphos CCI                               | In presence                                    | 27                                       |
| <b>TOTAL</b>    | <b>4 routes</b>                          | <b>6 countries</b>                   | <b>17/10 to 01/01</b> | <b>21h00</b> | <b>6 locations</b>                       | <b>4 in presence<br/>1 hybrid<br/>1 online</b> | <b>141</b>                               |

Below, is also an overview of the distribution of stakeholders for each lab across the 3 categories (Service Providers, Local Businesses, Citizens and Tourists), as well as a chart summarizing the overall numbers for each stakeholder group across all partners.



Charts 1: Labs stakeholders participation overview





### 1.3 Shared Goals and Diverse Approaches

Despite differences in implementation, all six labs shared common objectives: collection of key inputs for the ideation of eco-itineraries, fostering collaboration among stakeholders, promoting sustainable tourism practices, and integrating cultural heritage into eco-itineraries. Each lab focused on region-specific challenges and opportunities, resulting in unique contributions to the project's goals:

- **Shared Strengths:** The use of participatory techniques, such as guided discussions, SWOT analyses, and consensus-building exercises, ensured active stakeholder involvement and the generation of actionable outcomes.
- **Regional Specificity:** Each lab was designed to reflect the distinct priorities and dynamics of its region, ensuring the approaches taken were relevant to local stakeholders and context. Therefore some partners chose to emphasize inclusive governance and long-term vision-setting, while others focused on enhancing their associated route through practical measures like surveys and stakeholder dialogues.

### 1.4 Similarities and Differences

All labs were unified by their commitment to sustainability, cultural preservation, and stakeholder collaboration. However, significant differences emerged in their execution:

- **Format:** Labs were conducted in-person, online, or hybrid formats, showcasing adaptability to logistical and contextual constraints.
- **Scale:** Participant numbers ranged from 10 in Castellón to 32 in Vila Franca de Xira, demonstrating varying levels of stakeholder engagement that should however be read through the prism of the methodology adaptation by each region (i.e in Spain and Croatia, questionnaires were filled in by stakeholders not counted in the 141 total participants). Overall, the participation was higher than expected as the initial aim was to gather 15-20 participants/lab. [\[Annex 2\]](#)
- **Duration:** The average duration of the labs was 3.5hours/lab, while one took place over 2-days. This duration was considered as optimal for participatory labs allowed participants to maintain a good level of concentration and quality discussions while being sufficient to focus on structured and more focused activities.



This consolidated report synthesizes the outcomes of the six participatory labs, emphasizing their unique approaches and contributions to the MED-Routes project while highlighting shared achievements in fostering sustainable tourism development. The subsequent sections provide a detailed analysis of the methodologies, discussions, and results from each lab, illustrating their collective impact on advancing the project's goals.



*Picture 1: URF lab, 24 October 2024 (Italy)*

## 2 Presentation of Work Package 1 Findings Across Participatory Labs

As part of the MED-Routes project, the results and research findings of the Project's Work Package 1 (WP1) played a pivotal role in each of the six participatory labs since WP1 provided the foundational analysis and principles necessary to guide the design and implementation of sustainable tourism practices. It also emphasized the importance of the circular economy, offering transferable insights and tools from prior projects like INCIRCLE and EMBLEMATIC. While all labs included presentations on WP1 outcomes, their focus and methods of integration varied, highlighting regional priorities and stakeholder needs.

### 2.1 Similarities and Differences in Approaches

Across all six labs, WP1 presentations introduced key concepts of sustainable and circular tourism, fostering an understanding of how these principles could be applied locally. The presentations typically covered:

- **Key Challenges and Opportunities:** Including initial implementation costs, stakeholder engagement, and the integration of circular economy principles.
- **Good Practices:** Showcasing actionable strategies in areas like sustainable mobility, energy efficiency, water management, and waste reduction.
- **Transferability:** Highlighting insights from INCIRCLE and EMBLEMATIC projects to demonstrate how proven practices could be adapted to each region's unique context.

#### **Common Features:**

All labs incorporated WP1 findings to underscore the importance of sustainability and the circular economy in tourism. Most used these findings to stimulate stakeholder discussions on adapting sustainable practices to their regions.

#### **Differences in Focus:**

- Labs like the ones of URF and PRBT focused on regenerative tourism and global case studies.
- DUNEA and INSULEUR emphasized detailed sustainability assessments and practical applications of circular economy principles.
- CMVFX encouraged participants to creatively engage with specific INCIRCLE principles and develop actionable strategies.

#### **Variations in Methodology:**

The dissemination of WP1 findings ranged from comprehensive presentations (URF, DUNEA) to distributed summaries (INSULEUR) and indirect integration into discussions (CPCC).

## 2.2 Overview of WP1 Presentations by Lab

### 1. **Romagna-Faentina, Italy (URF)**

- The lab emphasized regenerative tourism as a transformative approach.
- Key focus areas included transitioning from linear to circular models and adopting regenerative practices like reforestation and resource restoration.
- Sustainable tourism trends (e.g., silent tourism and slow tourism) were discussed alongside case studies from the Faroe Islands and CopenPay campaigns.

### 2. **Paphos, Cyprus (PRBT)**

- Mirrored Faenza's presentation, focusing on circular economy models in tourism and emphasizing the importance of stakeholder collaboration for sustainable solutions.

### 3. **Pelješac/Korčula/Lastovo, Croatia (DUNEA)**

- Highlighted the incorporation of circular economy principles into tourism infrastructures and showcased a detailed analysis of sustainable practices among local stakeholders.
- The lab utilized WP1 findings to discuss sustainability metrics, including energy efficiency, water conservation, and waste reduction.
- A self-assessment questionnaire provided data on the current application of sustainable practices within the region.

### 4. **Vila Franca de Xira, Portugal (CMVFX)**

- Focused on INCIRCLE principles, particularly **Reduce**, **Regenerate**, **Rethink**, and **Revalue**.
- Participants were guided to align proposed practices with these principles, particularly in the areas of sustainable mobility, energy efficiency, water management, and waste reduction.
- The presentation encouraged critical thinking and innovative approaches to integrate circular economy practices into the Rota Histórica das Linhas de Torres.

### 5. **Messinia, Greece (INSULEUR)**

- Provided a written summary of WP1 findings, distributed beforehand and reiterated during the lab.
- The focus was on eco-friendly tourism activities, cultural heritage promotion, and transferability of INCIRCLE and EMBLEMATIC project outputs.
- Challenges like stakeholder involvement and the economic trade-offs of implementing sustainability were discussed alongside opportunities for integrating circular practices into the Olive Tree Routes.

### 6. **Castellón, Spain (CPCC)**

- Unlike the other labs, WP1 findings were not explicitly presented. However, the lab indirectly addressed sustainability challenges through stakeholder dialogue and local assessments.

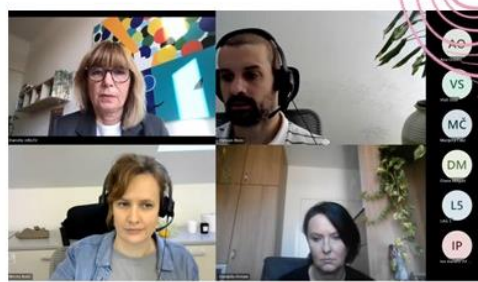




*In conclusion, WPI presentations played a vital role in shaping the discussions and outcomes of the participatory labs. While all labs shared the goal of embedding circular economy principles into tourism, each tailored the presentation and use of WPI findings to their unique regional contexts. This adaptability highlights the strength of the MED-Routes project's methodological framework, ensuring the effective transfer and local adaptation of sustainable practices.*



Picture 2: CPCC lab, 17 & 18 October 2024 (Spain)



Picture 3: DUNE lab, 22 October 2024 (Croatia)



### **3 Stakeholder Group Discussion Feedback: Comprehensive Analysis**

The six participatory labs conducted under the MED-Routes project offered an invaluable opportunity to engage diverse stakeholder groups—service providers, local businesses, and citizens/tourists. Their insights provided a detailed understanding of the challenges, opportunities, and innovative solutions to enhance the proposed eco-itineraries which are under development. This section synthesizes the feedback collected during these discussions and organizes it into a comprehensive SWOT and CAME analysis. The emphasis is placed on recurring themes across labs while also highlighting unique contributions.

#### **3.1 Stakeholder Feedback by Group**

##### **3.1.1 Service Providers: Main Discussion Points**

Service providers across the six labs shared insights on how their roles intersect with sustainable tourism. A recurring theme was their ongoing adoption of eco-friendly practices, such as waste reduction and sustainable mobility initiatives. For example, in Faenza and Cyprus, providers emphasized their efforts to install electric vehicle charging stations and promote bike-sharing programs, which are increasingly attractive to eco-conscious tourists. These initiatives demonstrated a clear commitment to sustainability, but they were often hampered by the absence of comprehensive infrastructure and adequate funding.

Challenges emerged as a unifying concern among service providers, with regulatory and bureaucratic barriers consistently cited. In Croatia, for instance, the high costs and logistical complexities of implementing green transportation systems underscored the difficulties faced by smaller operators. Seasonal tourism further compounded these issues, particularly in regions like Greece and Cyprus, where fluctuating visitor numbers limited the feasibility of year-round services. Connectivity issues, such as poor cell coverage in rural areas, also hindered the use of digital tools for promoting eco-tourism routes, highlighting the need for technological upgrades.

Despite these challenges, service providers identified numerous opportunities for innovation and collaboration. In Messinia, participants suggested expanding partnerships with local agricultural producers to integrate farm-to-table dining experiences into eco-itineraries. Similarly, digital tools were seen as pivotal to improving visitor engagement, with Italy proposing the development of apps for navigation and information sharing. These examples showcased the potential for leveraging technology and local resources to enhance sustainability and attract a broader audience.



### Recurring Themes:

- **Sustainability Practices:** Across all labs, service providers emphasized waste reduction, energy efficiency, and sustainable mobility. For instance, Romagna Faentina and Paphos participants proposed installing charging stations for electric vehicles and promoting bike-sharing programs.
- **Challenges:** Bureaucratic barriers, high implementation costs, and infrastructure gaps were noted in all labs. Connectivity issues, particularly in rural or remote areas (e.g., Pelješac/Korčula/Lastovo and Messina), hindered digital tools for eco-tourism.
- **Opportunities:** Collaborative initiatives such as shared waste management systems (Pelješac/Korčula/Lastovo) and digital mapping tools (Romagna Faentina) were widely discussed.
- **Seasonality of Tourism:** Providers in Messina and Paphos identified off-peak tourism campaigns as a solution to mitigate seasonal fluctuations.
- **Innovative Proposals:** Suggestions included creating digital apps for eco-tourism routes (Romagna Faentina), integrating local food producers (Pelješac/Korčula/Lastovo), and promoting sustainable accommodations.

### 3.1.2 Local Businesses: Insights and Barriers

Local businesses, particularly those in the hospitality and tourism sectors, offered critical perspectives on the barriers and opportunities for sustainable tourism. Across all labs, businesses emphasized the need for training in sustainable practices and digital marketing. In Vila Franca de Xira and Paphos, this knowledge gap was a significant obstacle, preventing operators from fully embracing eco-friendly measures. Additionally, regulatory complexities, such as the difficulty in obtaining permits for small producers in Pelješac/Korčula/Lastovo, were highlighted as a major impediment to fostering local business participation in sustainable tourism initiatives.

Seasonal limitations posed another critical challenge, as many businesses operated exclusively during peak tourism months. This reliance on high-season revenue was particularly pronounced in rural areas, where infrastructure and demand often dwindled in the off-season. The inability to sustain year-round operations limited the potential for consistent economic and environmental benefits, underscoring the need for diversified tourism models that extend beyond summer.

Despite these barriers, businesses proposed innovative solutions to improve their contributions to sustainable tourism. In Romagna Faentina, participants suggested the creation of all-inclusive packages that combined gastronomy, nature experiences, and cultural activities. Similarly, the participants in Messina highlighted the potential of workshops with olive oil producers to create unique,

participatory tourism experiences. These proposals aligned with broader trends toward slow and immersive tourism, reflecting the growing demand for authentic, culturally rich offerings.

#### Recurring Themes:

- **Barriers to Sustainability:** The need for training in sustainable practices and digital marketing was consistently raised, particularly in Vila Franca de Xira and Paphos. Regulatory challenges, such as obtaining permits, limited small businesses' participation (Pelješac/Korčula/Lastovo).
- **Opportunities for Collaboration:** Networking and cross-promotion among businesses were proposed to create integrated itineraries. Portuguese participants emphasized shared governance structures to enhance cooperation.
- **Seasonal Limitations:** The reliance on peak-season tourism limited year-round operations, particularly in rural areas (Pelješac/Korčula/Lastovo and Messina).
- **Unique Proposals:** In Romagna Faentina, businesses suggested all-inclusive packages that combine gastronomy, nature, and heritage. Greek participants emphasized workshops with olive oil producers as experiential tourism highlights.
- **Digital Tools:** Across labs, businesses saw digital platforms as essential for connecting with eco-conscious tourists and promoting local offerings.

### 3.1.3 Citizens and Tourists: Feedback on Local Tourism

Citizens and tourists provided invaluable feedback on their experiences and expectations for eco-tourism, with a strong emphasis on authenticity, accessibility, and environmental responsibility. Across all labs, participants expressed a desire for culturally immersive experiences, such as wine tastings in Romagna Faentina, ceramics workshops in Castellón, and olive harvesting tours in Messina. These activities were seen as essential for showcasing regional heritage and engaging visitors in meaningful ways.

Infrastructure was a recurring concern, with participants frequently pointing to gaps in accessibility and digital tools. In Paphos and Pelješac/Korčula/Lastovo, the lack of well-maintained trails, shaded rest areas, and clear signage hindered the visitor experience. Improved public transport links were also a high priority, particularly in rural areas where connectivity was limited. These issues underscored the need for integrated infrastructure upgrades to support inclusive and sustainable tourism.

Environmental concerns featured prominently in discussions, with citizens emphasizing the importance of protecting natural assets from the potential impacts of increased tourism. In Messina, for example, participants highlighted the

need for stricter regulations to safeguard olive groves and other cultural landscapes. Tourists also expressed strong support for participatory activities that align with environmental values, such as tree planting and waste clean-up initiatives. These preferences reflected a growing trend toward eco-conscious travel, where visitors seek to contribute positively to the destinations they explore.

The integration of digital tools was another recurring theme, with participants advocating for the use of apps, QR codes, and interactive guides to enhance the tourism experience. In Castellón, the suggestion to incorporate audioguides for navigating ceramics routes exemplified how technology could bridge information gaps and create a more engaging experience for visitors. Overall, the feedback from citizens and tourists underscored the importance of aligning tourism development with cultural preservation, environmental sustainability, and technological innovation.

### Recurring Themes:

- **Authenticity and Sustainability:** Tourists across all regions valued immersive cultural experiences, such as wine tasting in Italy or traditional craft workshops in Castellón.
- **Infrastructure Needs:** Participants in all labs requested better accessibility, such as shaded rest areas, well-marked trails, and improved public transport links (notably in Paphos and Pelješac/Korčula/Lastovo).
- **Environmental Concerns:** Citizens voiced concerns about the environmental impact of increased tourism, emphasizing the need for regulations to protect natural assets (e.g., Messinia's olive groves).
- **Participatory Activities:** Hands-on tourism activities were popular across all labs, with suggestions for olive harvesting tours (Messinia) and ceramics workshops (Castellón).
- **Digital Accessibility:** Citizens and tourists consistently highlighted the need for interactive guides, apps, and QR codes to navigate itineraries and learn about heritage sites.

Picture 4: INSULEUR lab, 1 November 2024 (Greece)



higher recurrence noted in bold.

Table 2: SWOT Analysis

| Strengths   | Weaknesses  |
|---|---|
| <p><b>- Rich cultural and natural heritage</b><br/>Recurring across all labs; includes UNESCO sites (Paphos, Castellón), traditional crafts (Romagna Faentina), and gastronomy.</p>             | <p><b>- Insufficient tourism infrastructure</b>, including cycling paths, charging stations, and accessible trails (common in Pelješac/Korčula/Lastovo, Messina, and Paphos).</p>   |
| <p><b>- Established sustainability practices</b> (e.g., waste reduction, recycling programs and energy-efficient initiatives in Faenza and Castellón, Pelješac/Korčula/Lastovo and Paphos).</p> | <p><b>- Regulatory barriers</b>, particularly for small producers and businesses (noted in Pelješac/Korčula/Lastovo, Vila Franca de Xira, Castellón, and Romagna Faentina).</p>   |
| <p><b>- Growing Demand for Sustainable Tourism</b> Aligns with global trends; highlighted in all labs as a key driver for eco-itinerary success.</p>  | <p><b>- Fragmented coordination</b>: Lack of unified governance and unified marketing strategies (cohesive branding) across regions (notably in Castellón, Romagna Faentina and Vila Franca de Xira).</p>   |
| <p><b>- Existing networks of operators</b> Strong collaboration among stakeholders in regions like Messina and Romagna Faentina facilitates sustainable tourism development.</p>                | <p><b>- Seasonality</b>: Heavy reliance on peak-season tourism reduces year-round sustainability (highlighted in Paphos, Pelješac/Korčula/Lastovo, and Vila Franca de Xira).</p>  |
| <p><b>- Innovative digital tools proposed</b>: Apps and QR codes for navigation and learning were emphasized in most labs.</p>  | <p><b>- Lack of training and awareness</b>: Many operators lack knowledge of eco-friendly practices and digital tools (noted in Vila Franca de Xira and Paphos).</p>  |
| <p><b>- Diverse Tourism Offerings</b>: Cultural events (e.g., Paphos Aphrodite Festival) and participatory activities (e.g., olive harvesting in Messina) attract varied audiences</p>          | <p><b>- Resistance to Change</b>: Reluctance among some stakeholders to adopt sustainable practices noted in Pelješac/Korčula/Lastovo and Greece.</p>   |
| Opportunities   | Threats   |
| <p><b>- Growing demand for sustainable tourism</b>: Rising interest in authentic, low-impact experiences.</p>   | <p><b>- Environmental degradation</b>: Over-tourism risks and climate change threats such as droughts and wildfires damaging key heritage sites / natural landscapes and jeopardizing long-term sustainability (common concern in Messina, Pelješac/Korčula/Lastovo and Castellón).</p> |
| <p><b>- Integration of digital innovations</b>: Potential for apps, QR codes, and augmented reality to enhance tourism experiences.</p>   | <p><b>- Increased competition</b>: Other Mediterranean and European destinations are rapidly improving their eco-tourism offerings. Growing competition with similar offerings noted in Castellón and Paphos.</p>   |

| Opportunities  | Threats  |
|--|--|
| - <b>Collaborative networks among stakeholders:</b> Opportunities for shared governance and joint promotions across regions (e.g., Vila Franca de Xira, Castellón and Pelješac/Korčula/Lastovo). | - <b>Resistance to change:</b> Some local operators are hesitant to adopt sustainable practices (noted in Romagna Faentina and Messina).   |
| - <b>Diverse, eco-conscious itineraries:</b> Proposals for farm-to-table experiences, participatory workshops, festivals, and thematic itineraries were popular across labs.                     | - <b>Dependency on Public Funding:</b> Reliance on EU grants and local support mentioned in Castellón and Romagna Faentina.  |
| - <b>European funding opportunities:</b> Leveraging EU programs like INCIRCLE and EMBLEMATIC for capacity building and infrastructure improvements.  | - <b>Economic volatility:</b> The reliance on tourism leaves regions vulnerable to financial downturns (highlighted in Pelješac/Korčula/Lastovo, Vila Franca de Xira, Castellon and Paphos). |
| - <b>Certification for Sustainability:</b> Introducing eco-labels for businesses proposed in Vila Franca de Xira and Romagna Faentina.   | - <b>Loss of Authenticity:</b> Over-commercialization risks eroding cultural heritage, as noted in Paphos and Pelješac/Korčula/Lastovo   |

### 3.3 CAME Analysis Across Labs

The following recommendations address recurring and unique themes across labs, offering a strategic framework for improving the MED-Routes eco-itineraries.

Table 3: CAME Analysis

| Corrective (Address Weaknesses)   |
|---|
| - Simplify regulatory processes for small producers and businesses (Pelješac/Korčula/Lastovo, Vila Franca de Xira).                         |
| - Invest in tourism infrastructure, including cycling paths, EV charging stations, and digital tools (Paphos, Romagna Faentina, Castellón). |
| - Enhance training programs for sustainable practices and digital marketing (Vila Franca de Xira, Paphos, Pelješac/Korčula/Lastovo).        |
| - Develop year-round tourism campaigns to address seasonality (Messinia, Pelješac/Korčula/Lastovo, Paphos).                                 |
| - Strengthen coordination among municipalities and stakeholders (Castellón, Vila Franca de Xira).   |
| - Create a unified brand and digital platform for marketing (Romagna Faentina, Castellón).  |



| <b>Adaptive (Mitigate Threats)</b>  |
|---|
| - Create guidelines to prevent over-tourism and protect sensitive areas (Messinia, Castellón).  |
| - Engage operators in adopting eco-certifications to improve competitiveness (Romagna Faentina, Paphos)   |
| - Leverage EU funding for infrastructure upgrades and capacity building (noted across all labs).  |
| - Integrate climate resilience measures into tourism strategies (Messinia, Castellón).  |
| - Promote off-season campaigns to reduce environmental strain and economic volatility (Messinia, Pelješac/Korčula/Lastovo).                         |
| - Introduce eco-friendly infrastructure to counter environmental risks (Pelješac/Korčula/Lastovo, Paphos).  |
| - Diversify funding sources to reduce reliance on grants (Castellón, Pelješac/Korčula/Lastovo).   |
| - Strengthen collaborations to compete with other destinations (Vila Franca de Xira, Messinia).   |
| <b>Maintaining (Leverage Strengths)</b>   |
| - Preserve unique cultural and natural assets through immersive activities (e.g., festivals or workshops in Romagna Faentina/Messinia).             |
| - Expand existing collaborative networks (Messinia, Castellón, Romagna Faentina).   |
| - Promote sustainable tourism practices already in place i.e. waste reduction and recycling efforts (Romagna Faentina, Paphos).                     |
| - Use digital tools like apps and QR codes to enhance visitor experiences (Romagna Faentina, Vila Franca de Xira).                                  |
| - Continue collaboration with research institutions for innovation (Castellón).   |
| - Promote local gastronomy as a unique selling point (Castellón, Vila Franca de Xira).  |
| - Highlight UNESCO sites in marketing campaigns (Paphos, Castellón).  |
| <b>Explorative (Capitalize on Opportunities)</b>  |
| - Develop thematic packages for slow and cultural tourism integrating gastronomy, culture, and nature (Romagna Faentina, Pelješac/Korčula/Lastovo). |
| - Introduce augmented reality and interactive guides to engage tourists (Vila Franca de Xira, Castellón).   |
| - Launch joint promotional campaigns across regions (e.g., European Cultural Routes).   |
| - Organize participatory tourism programs like harvest festivals (Messinia, Vila Franca de Xira).   |
| - Expand partnerships with local producers for farm-to-table dining experiences (Pelješac/Korčula/Lastovo, Romagna Faentina).                       |



*The six labs revealed a shared enthusiasm for sustainable tourism, with common challenges such as infrastructure gaps and regulatory hurdles. However, unique contributions enriched the overall framework. Romagna Faentina's focus on regenerative tourism and Messina's emphasis on olive heritage highlighted regional strengths, while Pelješac/Korčula/Lastovo's detailed analysis of local producers offered innovative solutions.*

*Recurring themes—such as the need for better coordination, investment in infrastructure, and the potential of digital tools—indicate clear priorities for the MED-Routes project. Addressing these challenges through shared strategies while embracing unique regional opportunities will ensure a cohesive yet tailored approach to sustainable tourism development across these Mediterranean regions.*



*Picture 5: PRBT lab, 31 October 2024 (Cyprus)*

## 4 Co-Creation of Eco-Itineraries

The six participatory labs under the MED-Routes project focused on designing eco-itineraries that align with the cultural and environmental contexts of each region, emphasizing sustainability and local heritage. This section synthesizes the key ideas, sustainability measures, and outcomes from cross-group collaborations, highlighting similarities and differences between the approaches and results across the regions.

### 4.1 Key Ideas: Proposed Eco-Itineraries and Assets

The co-creation sessions generated proposals for tailored eco-itineraries for each region, emphasizing cultural, natural, and community-based tourism:

- **Portugal (Vila Franca de Xira):**  
Proposals focused on sustainable mobility, including electric buses and bike rentals, to improve access to heritage sites. Cultural assets, such as local artisans and traditional crafts, were highlighted alongside sustainability measures like solar panels, composting, and public awareness campaigns.
- **Italy (Romagna Faentina Region):**  
The eco-itinerary proposals were themed around nature, craftsmanship, and gastronomy. Highlights included the *Ceramics and Craftsmanship Route* in Faenza, the *Vena del Gesso Nature Route*, and the *Food and Wine Cultural Route*. These itineraries integrated visits to UNESCO heritage sites, local wineries, and ceramic workshops, offering hands-on experiences for visitors.
- **Greece (Messinia):**  
The *Olive Tree Route* anchored Messinia's proposals, celebrating olive cultivation and the Kalamata olive's cultural significance. Key assets included olive groves, historical landmarks, and participatory activities like olive harvesting. Branding efforts tied the region's identity to its olive-based heritage, promoting eco-tourism with a strong sense of place.
- **Croatia (Pelješac, Korčula, and Lastovo):**  
Croatia's proposals highlighted local food and wine production, participatory workshops, and sustainability-focused experiences while including the *Trpanj Olive Oil Route* and *Herbal Trails*. Family farms and eco-tourism businesses would offer immersive activities, such as dry-stone wall workshops and eco-fishing demonstrations. Key additions included hands-on sustainability tours and waste management initiatives, such as farm-to-restaurant composting partnerships and educational programs on recycling.
- **Cyprus (Paphos):**  
Proposals centered on nature and gastronomy, featuring itineraries like the *Akamas Peninsula Nature Route* and the *Gastronomy, Food, and Wine Cultural Route*. Cultural assets included historic sites like the Tombs of the





Kings and events such as the Paphos Aphrodite Festival. Sustainability practices, such as water refill stations and plastic-free beach initiatives, were emphasized.

- **Spain (Castellón):**

Castellón's *proposals* celebrated the region's ceramic heritage through craft workshops, artisan visits, and museum tours. Sustainability proposals included among other incorporating public transport and digital tools to promote eco-friendly travel and accessibility.

## 4.2 Sustainability Measures

- **Waste Management**

DUNEA lab introduced unique proposals such as beach and trail clean-up activities, allowing tourists to actively contribute to environmental preservation. Farm-to-restaurant and restaurant-to-farm programs aimed to create a closed-loop system for biowaste, benefiting local farms while educating tourists about sustainable agricultural practices. Across all labs, composting, recycling stations, and awareness campaigns were prioritized to reduce waste and foster a circular economy.

- **Energy Conservation**

Eco-friendly accommodations, such as lodgings powered by renewable energy sources like solar panels, were emphasized in DUNEA, CMVFX, and PRBT's labs. Educational programs on energy use and "green challenges" for tourists were proposed to encourage responsible energy consumption. Italy and Greece highlighted the importance of energy-efficient public transport options, such as electric shuttles and bike-sharing systems, to minimize emissions.

- **Water Conservation**

Hands-on workshops in DUNEA and PRBT's labs educated participants on water-saving techniques, including rainwater harvesting and drip irrigation. Public water refill stations were proposed in CMVFX, PRBT, and URF labs to reduce plastic use, while sustainable irrigation systems were suggested for agritourism sites. DUNEA's lab idea of reusing treated wastewater for irrigation was particularly innovative.

- **Integrated Sustainability Practices**

Croatia proposed comprehensive eco-tours combining waste, energy, and water management. For example, a day-long itinerary could include visiting an eco-certified vineyard, dining at a water-conscious restaurant, and participating in a beach clean-up. Certified eco-friendly itineraries with a "Green Tourism Badge" were suggested to attract environmentally conscious visitors.

## 4.3 Cross-Group Collaboration: Shared Challenges and Strategies

### • Strengthening Local Partnerships

Across all labs, partnerships between local businesses, farmers, and tourism operators were seen as vital. Croatia's farm-to-restaurant collaborations and Portugal's integrated communication plans exemplified these efforts, fostering resource-sharing and unified approaches to sustainability.

### • Enhancing Accessibility

Transportation challenges were common, particularly in rural areas. Proposals included eco-friendly shuttles and improved cycling routes in DUNEA and URF's labs. These measures aimed to reduce car dependency while making remote cultural and natural sites more accessible.

### • Expanding Year-Round Tourism

Many labs emphasized diversifying offerings to extend tourism beyond the peak season. DUNEA lab proposed off-season activities like olive oil and wine festivals, while Italy and Greece highlighted cultural events and participatory workshops to sustain year-round interest.

### • Marketing and Branding

Unified marketing strategies were a priority. INSULEUR's lab participants focused on branding eco-itineraries around its olive heritage, while DUNEA lab highlighted its rich maritime and agricultural culture. Joint promotion through digital platforms and international travel fairs was recommended across all regions.

### • Knowledge and Training

Participants in all labs identified a lack of knowledge and training as a significant barrier to implementing sustainable practices. DUNEA and PRBT labs emphasized educational programs for operators and tourists, addressing topics such as waste management, energy conservation, and water efficiency.

## 4.4 Comparative Insights: Similarities and Differences

- **Common** **Priorities:**  
All regions prioritized integrating sustainability measures, promoting local heritage, and fostering collaborative networks among stakeholders as cornerstones of their eco-itineraries. The use of renewable energy, waste management practices, and digital tools for promotion also emerged as recurring priorities.
- **Regional Specificity: (non exhaustive)**  
Pelješac, Korčula, and Lastovo emphasis on participatory waste management stood out, while Messina's branding efforts highlighted its agricultural legacy. Romagna Faentina and Castellon focused on cultural

craftsmanship and artisan engagement, though offering a balanced mix of nature, gastronomy, and culture. Paphos and Vila Franca de Xira emphasized biodiversity and mobility solutions, prioritizing cultural landmarks.

- **Challenges:**

Infrastructure gaps such as limited public transport and digital connectivity, and insufficient funding were recurring issues and common to all labs. However, specific challenges varied; for example, Messinia faced resistance to sustainability from local stakeholders, while Pelješac, Korčula, and Lastovo participants highlighted the difficulty of engaging younger demographics in traditional practices and limited government support. Paphos and Castellón noted difficulties in coordinating stakeholders across sectors.

---

*In conclusion, the co-creation process in the six labs demonstrated the potential of eco-itineraries to serve as both tourism attractions and models of sustainable development. Shared strategies, such as fostering partnerships, creating thematic itineraries, and integrating sustainability measures, underscore the value of collaboration across regions. However, regional differences in cultural assets, challenges, and stakeholder dynamics highlight the importance of tailoring approaches to local contexts. These insights will guide the MED-Routes project in implementing impactful and region-specific eco-itineraries that align with its overarching goals of sustainability and cultural preservation. Picture 2:*



Picture 6: CMVFX lab, 29 October 2024 (Portugal)



## 5 Prioritization of Ideas

This section examines the prioritized eco-itinerary components and sustainability practices identified during the six participatory labs. Using participatory methods like voting and ranking, participants determined the most feasible and impactful actions to integrate into local tourism strategies. Below, we present the findings, organized into eco-itinerary components and sustainability practices, highlighting recurring themes, regional specifics, and cross-lab consensus.

### 5.1 Prioritized Eco-Itinerary Components

#### 5.1.1 High Priority

Participants from all regions consistently listed the integration of natural beauty, cultural heritage, and local traditions into eco-itineraries.:

The recurring priorities across labs underscore the general appeal of certain practices and components:

- a) **Slow Mobility and Outdoor Activities (cycling/hiking):** These were highly ranked for promoting low-impact mobility while offering immersive experiences. Italy's dedicated bike paths, Croatia's mountain trails, bike-friendly infrastructure proposals in Cyprus, hiking trails in Greece and Croatia, and multi-day cycling tours in Castellón. These activities align with the principles of sustainable and immersive tourism and exemplify the practicality and appeal of this approach.
- b) **Cultural and Gastronomic Engagement:** Food and craft experiences consistently emerged as key attractions, showcasing regional identity while supporting local economies. All labs also proposed gastronomy-focused components emphasizing farm-to-table dining, wine tastings, and culinary workshops. From Castellón's ceramics workshops to Greece's olive-themed tours, Croatia's eco-certified vineyards, Portugal's enology tours and local product promotion, Italy's highlight of local festivals and culinary traditions, these activities cater to both cultural and sustainability goals.



| Component                        | Details and Examples  |
|----------------------------------|---|
| <b>Cycling and Hiking Routes</b> | <p>Proposed in all labs, the itineraries should prioritize eco-friendly mobility and connect key attractions. Examples include:</p> <ul style="list-style-type: none"> <li>- Romagna Faentina: Dedicated cycling paths linking Vena del Gesso and Giardino delle Erbe.</li> <li>- Paphos: Akamas Peninsula hiking trails, designed for nature lovers and birdwatchers.</li> <li>- Messina: Olive-themed biking itineraries across Messina, integrating visits to olive farms and historical sites.</li> </ul> |
| <b>Cultural Heritage Sites</b>   | <p>Anchoring eco-itineraries around cultural landmarks provides a strong draw for visitors:</p> <ul style="list-style-type: none"> <li>- Castellon: Expansion of the <i>Ceramics Route</i>, incorporating artisan workshops and audio guides.</li> <li>- Paphos: Itineraries featuring the Tombs of the Kings and Sanctuary of Aphrodite.</li> <li>- Pelješac/Korčula/Lastovo: Dry-stone wall construction workshops, recognized as UNESCO heritage.</li> </ul>   |
| <b>Gastronomy and Local Food</b> | <p>Food-focused itineraries allow tourists to engage with local traditions and sustainability practices:</p> <ul style="list-style-type: none"> <li>- Pelješac/Korčula/Lastovo: Tours of eco-certified vineyards and olive oil producers.</li> <li>- Vila Franca de Xira: Enology tours and local product promotions.</li> <li>- Messina: Culinary tours featuring Kalamata olives and traditional recipes.</li> </ul>  |

### 5.1.2 Medium Priority

| Component                                | Details and Examples  |
|--|---|
| <b>Seasonal Themed Itineraries</b>       | <p>Aligning itineraries with seasonal events can enhance year-round appeal:</p> <ul style="list-style-type: none"> <li>- Romagna Faentina: Forgotten Fruits Festival and Halloween in Riolo Terme.</li> <li>- Paphos: Grape and olive harvest tours.</li> <li>- Messina: Olive festivals and storytelling events.</li> </ul>                                |
| <b>Workshops and Hands-On Activities</b> | <p>Interactive activities that immerse visitors in local traditions:</p> <ul style="list-style-type: none"> <li>- Castellon: Ceramic crafting workshops.</li> <li>- Pelješac/Korčula/Lastovo: Eco-fishing tours and grape-picking sessions.</li> <li>- Vila Franca de Xira: Tours featuring local artisans and environmental education programs.</li> </ul> |
| <b>Biodiversity Exploration</b>          | <p>Nature-focused experiences to showcase the unique ecosystems:</p> <ul style="list-style-type: none"> <li>- Paphos: Lara Bay Turtle Conservation tours.</li> <li>- Pelješac/Korčula/Lastovo: Herbal trails and eco-farming workshops.</li> <li>- Messina: Birdwatching itineraries in Messina.</li> </ul>   |



### 5.1.3 Low Priority

| Component                      | Details and Examples  |
|--------------------------------|---|
| <b>Expanded Infrastructure</b> | <p>Suggestions include rest areas, improved signage, and enhanced accessibility:</p> <ul style="list-style-type: none"> <li>- Castellon: Rest areas along the <i>Ceramics Route</i> with recycling facilities.</li> <li>- Pelješac/Korčula/Lastovo: Better transport connections to rural attractions.</li> <li>- Romagna Faentina: Visitor amenities near Vena del Gesso.</li> </ul> |
| <b>Local Folklore Events</b>   | <p>While impactful, these events face logistical challenges:</p> <ul style="list-style-type: none"> <li>- Cyprus: Paphos Carnival and Fish Festival.</li> <li>- Messina: Seasonal olive-themed celebrations with limited scalability.</li> <li>- Romagna Faentina: Halloween and Maggio Faentino festivals.</li> </ul>  |

## 5.2 Prioritized Sustainability Practices

### 5.2.1 High Priority

Sustainability was a cornerstone of all discussions, with specific practices ranked as follows:

a) **Waste Management**

The integration of composting, recycling stations, and clean-up activities across labs highlights their essential role in sustainable tourism. Pelješac/Korčula/Lastovo' participants introduced innovative partnerships, such as restaurant-to-farm biowaste programs.

b) **Renewable Energy**

Proposals for solar panels and energy-efficient systems were widely supported. Romagna Faentina and Vila Franca de Xira suggested partnering with green energy providers, while Pelješac/Korčula/Lastovo focused on educational tours at eco-friendly accommodations.

c) **Water Conservation**

Refill stations and water-saving practices were prioritized in Vila Franca de Xira, Paphos, and Pelješac/Korčula/Lastovo. Workshops on sustainable irrigation methods were also proposed.

d) **Awareness and Education**

Training workshops for operators and awareness campaigns targeting tourists were highly ranked across all labs. Messina's participants, for instance, proposed storytelling at cultural sites to promote sustainability.

| Practice                         | Details and Examples  |
|----------------------------------|---|
| <b>Waste Management</b>          | Focus on reducing and recycling waste at tourism sites:<br>- Pelješac/Korčula/Lastovo: Farm-to-restaurant composting and public clean-up events.<br>- Vila Franca de Xiral: Composting stations for agritourism locations.<br>- Paphos: Plastic-free beach initiatives with visitor guidelines. |
| <b>Renewable Energy Adoption</b> | Proposals for solar panels and green energy partnerships:<br>- Pelješac/Korčula/Lastovo: Solar-powered eco-lodges and visitor tours.<br>- Vila Franca de Xira: Renewable energy adoption by agritourism sites.<br>- Paphos: Solar-powered water refill stations at key attractions.             |
| <b>Water Conservation</b>        | Practices to promote sustainable water use:<br>- Paphos: Refill stations and eco-conscious visitor guidelines.<br>- Pelješac/Korčula/Lastovo: Demonstrations on drip irrigation methods at farms.<br>- Vila Franca de Xiral: Use of treated wastewater for irrigation in tourism facilities.    |
| <b>Education and Awareness</b>   | Training workshops for stakeholders and public campaigns:<br>- Messiniae: Storytelling-based education at olive farms.<br>- Romagna Faentina: Operator workshops on energy and waste management.<br>- Castellon: Digital platforms for environmental education.                                 |

### 5.2.2 Medium Priority

| Practice                           | Details and Examples   |
|------------------------------------|--|
| <b>Incentives for Operators</b>    | Economic measures to encourage sustainable practices:<br>- Vila Franca de Xira: Tax benefits for renewable energy installations.<br>- Pelješac/Korčula/Lastovo: Subsidies for waste management innovations.<br>- Castellon: Incentives for offering eco-friendly accommodation and services. |
| <b>Waste Reduction Innovations</b> | Promoting resource-sharing and compostable materials:<br>- Romagna Faentina: Use of compostable plates during tastings.<br>- Paphos: Doggy bags for reducing food waste.<br>- Pelješac/Korčula/Lastovo: Resource-sharing apps for operators to minimize surplus materials.                   |



### 5.2.3 Low Priority

| Practice                        | Details and Examples   |
|---------------------------------|--|
| <b>Guest Cards</b>              | Proposed in Vila Franca de Xira and Paphos, these cards offer discounts at eco-friendly sites but face challenges in implementation.   |
| <b>Reforestation Efforts</b>    | Focused on native species and improving local biodiversity:<br>- Vila Franca de Xira: Reforestation campaigns in urban-adjacent areas.<br>- Messinia: Collaborative efforts near olive groves. |
| <b>Digital Monitoring Tools</b> | Using apps to track environmental impacts, proposed in Paphos and Castellon but deemed logistically complex.   |

## 5.3 Cross-Lab Consensus

### Common Priorities

- **Eco-Itinerary Components:** Slow mobility, cultural heritage, and gastronomy itineraries emerged as shared priorities, reflecting their recurring appeal and feasibility.
- **Sustainability Practices:** Waste management and awareness initiatives were consistently ranked high, emphasizing their importance in creating responsible tourism experiences.

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*The prioritization process revealed a strong consensus on eco-itinerary components and sustainability practices that balance feasibility, impact, and local relevance. High-priority items like cycling routes, waste management, and education should form the foundation of implementation plans. At the same time, medium and low-priority elements can enhance the eco-itineraries as resources and capacities expand.*

*Tailoring these components to each region's unique strengths and addressing logistical challenges will ensure the success of the MED-Routes project in creating sustainable, culturally rich tourism experiences.*





## 6 Key Results and Next Steps

### 6.1 Main outcomes

The six participatory labs provided a comprehensive framework for creating eco-itineraries aligned with the MED-Routes project's objectives of sustainable tourism and cultural preservation. Below is a summary of the most actionable ideas and decisions derived from the labs:

- 1. Integrated Cultural and Natural Itineraries:**  
All regions prioritized eco-itineraries that blend cultural heritage with natural assets, emphasizing slow mobility through cycling and hiking routes. For instance, Messinia's Olive Tree Route combines agricultural landmarks with historical sites, while Castellón integrates ceramic workshops with artisan trails.
- 2. Sustainability Practices Across Regions:**  
Common themes included waste management initiatives (e.g., composting in Pelješac/Korčula/Lastovo and Paphos), renewable energy adoption (solar panels in Portugal), and water conservation measures (refill stations in Romagna Faentina).
- 3. Enhanced Digital Tools:**  
Proposals included apps for real-time navigation and environmental monitoring, QR codes for site information, and digital platforms for stakeholder collaboration, highlighted across all labs.
- 4. Participatory Activities and Storytelling:**  
Hands-on experiences such as olive harvesting in Messinia, ceramic crafting in Castellón, and eco-fishing in Pelješac/Korčula/Lastovo were popular. Storytelling emerged as a critical tool for engaging visitors and preserving intangible cultural heritage.
- 5. Collaborative Networks and Branding:**  
Cross-regional collaboration and unified branding efforts were emphasized, with Messinia and Vila Franca de Xira focusing on eco-tourism marketing campaigns and local product promotion.

### 6.2 Recommendations

The following recommendations are designed to guide the further development and implementation of eco-itineraries across the Mediterranean. They build upon the most impactful ideas and region-specific insights gathered during the participatory labs, providing a strategic roadmap for achieving the MED-Routes project's sustainability objectives.

#### 6.2.1 General Recommendations for Eco-Itineraries

- 1. Prioritize Infrastructure Development:**  
Invest in eco-friendly transport options, cycling paths, and public amenities such as water refill stations and shaded rest areas.

2. **Adopt Circular Economy Principles:**  
Encourage sustainable practices like waste recycling, renewable energy use, and resource-sharing platforms for operators.
3. **Focus on Feasibility:** High-priority items such as waste management and cycling routes should be fast-tracked for implementation.
4. **Strengthen Digital Integration:**  
Develop user-friendly apps for itinerary navigation, environmental impact tracking, and digital storytelling.
5. **Enhance Year-Round Tourism:**  
Introduce seasonal events and festivals to diversify offerings and reduce reliance on peak-season visitors.
6. **Provide Training and Certifications:**  
Create workshops for operators on sustainability and introduce eco-certifications to reward compliance with green practices.
7. **Enhance Collaboration:** Establish cross-regional networks to share best practices and resources.
8. **Secure Funding:** Address financial concerns through grants, public-private partnerships, and incentives for small operators.
9. **Address Regional Needs:** Incorporate region-specific practices, such as Croatia's biowaste initiatives and Messinia's olive heritage branding.

By addressing these aspects, the MED-Routes project can create impactful, sustainable, and culturally resonant eco-itineraries across the Mediterranean.

## 6.2.2 Region-Specific Recommendations

The region-specific recommendations aim to address the unique cultural, environmental, and logistical contexts of each area participating in the MED-Routes project. These tailored strategies build on the insights and proposals generated during the participatory labs, aligning with the associated cultural routes of each region. By focusing on localized solutions and leveraging regional strengths, these recommendations seek to maximize the impact of eco-itineraries while ensuring alignment with sustainability and cultural preservation goals.

*Table 4: Region-Specific Recommendations*



| Region                                     | Cultural Route                           | Recommendations  |
|--|--|--|
| <b>Villa Franca de Xira (PT)</b>           | European Federation of Napoleonic Cities | Focus on sustainable transport between heritage sites and promote local artisanship. Develop reforestation campaigns.    |
| <b>Romagna Faentina (IT)</b>               | European Route of Ceramics               | Expand the <i>Ceramics Route</i> with participatory workshops and eco-friendly transport. Promote seasonal festivals.    |
| <b>Messinia (GR)</b>                       | Routes of the Olive Tree                 | Strengthen branding around Kalamata olives, and emphasize storytelling at olive groves and mills. Introduce e-shuttles.  |
| <b>Pelješac, Korčula, and Lastovo (HR)</b> | Routes of the Olive Tree                 | Scale up waste management innovations (e.g., composting partnerships). Expand eco-tourism to rural attractions.          |
| <b>Paphos (CY)</b>                         | Phoenicians' Route                       | Develop biodiversity itineraries in Akamas Peninsula. Emphasize water conservation and “plastic-free beach” initiatives. |
| <b>Castellón (ES)</b>                      | European Route of Ceramics               | Enhance infrastructure with rest areas and recycling facilities. Use digital tools for engaging visitors.                |

### 6.3 INCIRCLE Project Measure Templates

After the labs, the partners decided on measures/actions able to address the identified territorial problems, contributing to meeting one or more identified priorities. These include actionable plans for integrating sustainability practices into eco-itineraries.

The measures are presented using the INCIRCLE project template and detailed under [\[Annex 3\]](#).

Table 5: list of the measures:

| n.       | Proposed by partner | Title of measure  |
|----------|---------------------|---|
| <b>1</b> | CMVFX               | “Tour guides on local fauna and flora   |
| <b>2</b> | CMVFX               | Promoting local products - Promote Circular Economy”  |
| <b>3</b> | CMVFX               | “Creating an integrated communication plan for local branding, focused on sustainability awareness” |
| <b>4</b> | URF                 | Trainings for tourism and cultural operators  |
| <b>5</b> | URF                 | Realisation of eco-itinerary promotional material   |
| <b>6</b> | INSULEUR            | Stakeholders Cluster Training & Fam Trips   |
| <b>7</b> | INSULEUR            | Hike, Olive Visits, Dine & Wine Eco-Itinerary   |
| <b>8</b> | INSULEUR            | Bike, Olive Visits, Dine & Wine   |
| <b>9</b> | DUNEA               | Tourist Engagement in Sustainability Initiatives  |



|    |       |  |
|----|-------|--|
| 10 | DUNEA | Balanced Year-Round Sustainable Tourism Offer and Joint Promotion of the Initiatives |
| 11 | DUNEA | Training of Stakeholders for Sustainability and Circular Economy                     |
| 12 | PRBT  | Trainings  |
| 13 | CPCC  | Acquisition of audio guides  |
| 14 | CPCC  | Creation of a cycling route on the Ceramics Route.                                   |
| 15 | CPCC  | Improvement of Accessibility along the Ceramics Route.                               |
| 16 | CPCC  | Information improvement  |
| 17 | CPCC  | Promotion and support of activities related to ceramics                              |
| 18 | CPCC  | Improvement of waste management along the Route                                      |
| 19 | CPCC  | Strengthen relationships with other municipalities with a ceramic tradition          |
| 20 | CPCC  | Expansion of the Ceramic Route   |

## 6.4 Next Steps

The next steps focus on consolidating the outcomes from the labs into actionable strategies and fostering continued stakeholder engagement. These actions aim to ensure the seamless implementation of eco-itineraries while maintaining the MED-Routes project's overarching goals of sustainability and cultural preservation.

1. **Refine Regional Plans:**  
Tailor the general recommendations to align with each region's specific needs, incorporating feedback from stakeholders.
2. **Stakeholder Engagement:**  
Conduct eventual follow-up workshops to solidify commitments, refine proposals, and address logistical challenges.
3. **Implementation of Priority Measures:**  
Begin executing high-priority actions, such as waste management initiatives, digital tool development, and eco-friendly transport infrastructure.



## 7 Annexes

### 7.1 Methodological guide

➤ *See attachment (41 pages)*





## 7.2 Participation lists

### PRBT Lab

**PARTICIPATORY LAB – CYPRUS**  
Thursday, October 31<sup>st</sup> 2024, 3pm - 6pm  
Location: Pafos Chamber of Commerce and Industry

**PAFOS REGION**  
Cyprus

**PAFOS REGIONAL BOARD OF TOURISM**

|    | Name / Surname        | Organisation / Institution / Business                  | Date       | Signature |
|----|-----------------------|--|------------|-----------|
| 1  | Costas Iakvovou       | Salamiou Environmental Information Centre              | 31/10/24   |           |
| 2  | Loukia Tsangaridou    | Tsangarides Winery                                     | 31/10/24   |           |
| 3  | Alexandros Ioannou    | Mastros Restaurant                                     | 31/10/24   |           |
| 4  | Maritsa Mathaiou      | Akamas Avifauna and Flora Visitors Centre              | 31/10/24   |           |
| 5  | Theodoros Fikardos    | Fikardos Winery  | 31/10/24   |           |
| 6  | Dimitris Filippou     | Neromilos Watermill Restaurant                         | 31.10.2024 |           |
| 7  | Savvas Chrysanthou    | Sterna Winery  | 31/10/24   |           |
| 8  | Pampos Palates        | Innia Lara Turtle Museum and Educational Centre        | 31/10/24   |           |
| 9  | Giannis Kyriakidis    | Vasilikon Winery                                       | 31.10.24   |           |
| 10 | Matheos Stefanou      | Akamas Geology and Paleontology Centre                 |            |           |
| 11 | Yiota Ioannidou       | Episkopi Environmental Information Centre              | 31/10/24   |           |
| 12 | Leonidas Constantinou | Letymbou Tavern  | 31/10/24   |           |
| 13 | Marianna Kouppari     | Information Centre of Akamas Rural Life and Traditions | 31.10.2024 |           |
| 14 | Chrysanthos Kannavias | Kiparissos Tavern                                      | 31/10/2024 |           |
| 15 | Andreas Kyriakidis    | Vouni Panagia Winery                                   | 31.10.2024 |           |
| 16 | Nikol Ioannou         | Aspire (Cycling operator)                              | 31-10-24   |           |
| 17 | Manos Ioannou         | Hiking operator  | 31/10/2024 |           |
| 18 | Costas Augousti       | Lagria Winery  | 31/10/2024 |           |
| 19 | Marios Kolios         | Kolios Winery  | 31/10/2024 |           |
| 20 | Agis Agisilaou        | Ride Easy Bikes  | 31-10-24   |           |
| 21 | Theodoros Makarounas  | Makarounas Winery                                      | 31/10/24   |           |



|    |                           |                                   |            |  |
|----|---------------------------|-----------------------------------|------------|--|
| 22 | Christoforos Lamprianides | Pafos Archaeological Park (staff) | 31/10/24   |  |
| 23 | Marios Ioannou            | Nelion Winery                     | 31.10.2024 |  |
| 24 | Mike Hadjioannou          | Activate Cyprus                   | 31.10.24   |  |
| 25 | Christina Konstantinou    | Nikoklis Agrotourism              |            |  |
| 26 | Nicolas Tsifoutis         | Pafos Regional Board of Tourism   | 31/10/24   |  |
| 27 | Loucas Nikiforou          | Pafos Regional Board of Tourism   | 31/10/24   |  |

## INSULEUR Lab



## PARTICIPATORY LAB - GREECE

|   | Name / Surname           | Organisation / Institution / Business      | E-mail                      | Signature |
|---|--------------------------|--|-----------------------------|-----------|
| 1 | ΜΑΡΙΑ ΜΠΑΛΑΣΚΑ           | ΥΠΕΠΘ - ΓΕΛ ΟΒΡΥΠΩ                         | mbalaska.gr@hotmail.com     |           |
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| 3 | Μαρία Πολυγούρη          | ΠΟΛΙΤΙΣΤΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ "ΔΡΟΜΟΙ ΤΗΣ ΕΓΙΔΣ" | mariapolygou.93@gmail.com   |           |
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| 6 | Νίκος Μάκκας             | KLIMIS                                     | amakias@klimiscal.gr        |           |
| 7 | Ιωάννης Τσανακούλης      | Work from Kalavrita                        | info@workfromkalavrita.gr   |           |
| 8 | Μαργαρίτα Μαργιάννη      | Δημος Ολύμπου                              | margiannis2@gmail.com       |           |





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|    |                            |  |  |  |
|----|----------------------------|--|--|--|
| 9  | ΧΥΡΙΑΧΟΒΑΝΟΣ<br>ΓΕΩΡΓΙΟΣ   | ΕΝΙΜΕΝΗΤΗΡΙΟ<br>ΜΕΣΣΗΝΙΑΣ                              | gchiariachobanos@gmail.com                     |  |
| 10 | ΓΙΑΝΝΑΚΟΠΟΥΛΟΣ<br>ΝΙΚΟΣ    | ΔΗΜΟΣ ΚΑΛΑΜΑΤΑΣ<br>ΠΡΟΣΤΑΤΕΥΜΕΝΟΣ<br>ΤΗΜΑΤΟΣ ΤΟΥΡΙΣΜΟΥ | n.giannakopoulos@kalamata.gr                   |  |
| 11 | ΡΗΛΗΤΡΑ<br>ΜΑΘΙΟΠΟΥΛΟΥ     | THE OLIVE ROUTE  | theoliveroutes@gmail.com                       |  |
| 12 | ΚΕΛΛΥ<br>ΔΗΜΗΤΡΟΥΛΙΑ       | PIPERITSA FARM<br>EXPERIENCES - ΕΦΟΡΙΑ                 | kellydimitroulia@gmail.com                     |  |
| 13 | Iwanna<br>Karaolizoula     | Kidibim<br>Αριάδνη                                     | pagadopoulos@karaolizoula.gr                   |  |
| 14 | Iwanna Bobzin              | ΚΕΡΕΑ Καλαμάτας  | kpeka@sch.gr                                   |  |
| 15 | Γεώργιος Αρρυσαντιοπούλος  | ΚΕΡΕΑ Καλαμάτας  | gorgios1966@gmail.com                          |  |
| 16 | Γρηγοροπούλου<br>Ελευθερία | Messinian<br>Travellers                                | messiniantravellers@gmail.com                  |  |
| 17 | Φοίβα Νύκτα                | RETHINK<br>FARMATIFARMAKULTURE                         | formafifa@gmail.com<br>info@rethink-project.gr |  |



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## PARTICIPATORY LAB - GREECE

|    |                      |  |                         |  |
|----|----------------------|--|-------------------------|--|
| 18 | Karavikas<br>Iwanna  | Υπεύθυνος Οηροσίου<br>Σχίσου &<br>Marketing Executive      | tkarag1@gmail.com       |  |
| 19 | ΚΟΥΡΜΟΥΛΗ<br>ΔΗΜΗΤΡΑ | ΕΚΠΑΙΔΕΥΤΙΚΟΣ ΣΤΟ<br>ΤΟΜΕΑ ΤΟΥΡΙΣΜΟΥ<br>Coordinator events | dimikourmouli@gmail.com |  |
| 20 | ΠΑΝΟΣ ΓΚΡΕΚΗΣ        | Wine Tour experiences<br>Pharouliswines                    | pgrekis@gmail.com       |  |
| 21 |                      | ΕΝΙΜΕΝΗΤΗΡΙΟ ΜΕΣΣΗΝΙΑΣ                                     |                         |  |








|   |                        |   |  |  |   |
|---|------------------------|---|--|--|---|
|  <b>MED-Routes</b> |                        |  <b>Interreg</b><br>Euro-MED |  |  Co-funded by<br>the European Union |  |
| <b>Meeting title</b>  |                        | <b>MED-Routes - Messinia Participatory Lab</b>  |  |  |   |
| Registered  |                        | 30  |  |  |   |
| Attended participants   |                        | 7   |  |  |   |
| Start time  |                        | 01/11/24, 8:50:33 PM  |  |  |   |
| End time  |                        | 01/11/24, 11:53:43 PM   |  |  |   |
| Meeting duration  |                        | 3h 5m 47s   |  |  |   |
|   |                        |   |  |  |   |
| <b>Participants</b>   |                        |   |  |  |   |
|   | <b>Name</b>            | <b>Role</b>   | <b>Email</b>   |  | <b>Industry</b>   |
| <b>1</b>  | Evangelos Kyriakou     | Presenter   | <a href="mailto:v.kiriakou.edessacity@gmail.com">v.kiriakou.edessacity@gmail.com</a> |  |   |
| <b>2</b>  | Eirini Sylleli         | Attendee  | <a href="mailto:euricon@otenet.gr">euricon@otenet.gr</a>                             |  | Euricon   |
| <b>3</b>  | Vassilis Siomadis      | Attendee  | <a href="mailto:euricon@otenet.gr">euricon@otenet.gr</a>                             |  | Euricon   |
| <b>4</b>  | M.K.                   | Attendee  | <a href="mailto:palmikoinsep@gmail.com">palmikoinsep@gmail.com</a>                   |  | Palmi   |
| <b>5</b>  | Iyad Kayali            | Attendee  | <a href="mailto:i.Kayali@medventure.eu">i.Kayali@medventure.eu</a>                   |  |   |
| <b>6</b>  | Frosso Dimitrakopoulou | Attendee  | <a href="mailto:f@ecoclub.com">f@ecoclub.com</a>                                     |  | Ecoclub   |
| <b>7</b>  | Irene Mikelis          | Organizer   | <a href="mailto:mikelis.irene@gmail.com">mikelis.irene@gmail.com</a>                 |  |   |
| <b>8</b>  | George Assonitis       | Organizer   | <a href="mailto:asonitis@uhc.gr">asonitis@uhc.gr</a>                                 |  |   |
| <b>9</b>  | Iyad Kayali            | Attendee  | <a href="mailto:asonitis@uhc.gr">asonitis@uhc.gr</a>                                 |  |   |
| <b>10</b>   | Ilias kalfakakos       | Attendee  | <a href="mailto:asonitis@uhc.gr">asonitis@uhc.gr</a>                                 |  | TourismLab  |

## DUNEA Lab

|   |                                  |  |                               |  |   |
|---|----------------------------------|--|-------------------------------|--|---|
|  <b>MED-Routes</b> |                                  |  <b>Interreg Euro-MED</b> |                               |  <b>Co-funded by the European Union</b> |  |
| <b>Meeting title</b>  |                                  | <b>MED-Routes - radionica o održivom kulturnom turizmu</b>   |                               |  |   |
| Registered  |                                  | 30   |                               |  |   |
| Attended participants   |                                  | 21   |                               |  |   |
| Start time  |                                  | 10/22/24, 8:50:33 AM   |                               |  |   |
| End time  |                                  | 10/22/24, 11:53:43 AM  |                               |  |   |
| Meeting duration  |                                  | 3h 3m 10s  |                               |  |   |
|   |                                  |  |                               |  |   |
| <b>Participants</b>   |                                  |  |                               |  |   |
|   | <b>Name</b>                      | <b>Role</b>  | <b>Email</b>                  | <b>Industry</b>  | <b>Role</b>   |
| 1   | Mirela Bašić                     | Organiser  | mbasic@dunea.hr               |  | Organiser   |
| 2   | Stjepan Rezo                     | Organiser  | srezo@dunea.hr                |  | Organiser   |
| 3   | Ana Orlović                      | Attendee   | aorlovic@dunea.hr             | Razvojna a   | Attendee  |
| 4   | Vlaho Komrarak                   | Attendee   | vlahokomparak@gmail.com       | Agroturizam  | Attendee  |
| 5   | Visit Ston                       | Attendee   | tzston@gmail.com              |  | Attendee  |
| 6   | Daniela Jelinčić                 | Presenter  | daniela.jelincic@bernays.hr   |  | Presenter   |
| 7   | Marijeta Čalić                   | Attendee   | razvoj@lag5.hr                | Stručni sur  | Attendee  |
| 8   | Danijela Hrman                   | Presenter  | danijela.hrman@probotica.hr   |  | Presenter   |
| 9   | Diana Magdić                     | Attendee   | info@tz-lastovo.hr            | turizam  | Attendee  |
| 10  | LAG 5 (Unverified)               | Attendee   |                               |  | Attendee  |
| 11  | Ivo Đuračić PZ Putniković        | Attendee   | ivo.djuracic@gmail.com        | proizvodnja  | Attendee  |
| 12  | Ivona Đuračić                    | Attendee   | ivo.djuracic@gmail.com        | proizvodnja  | Attendee  |
| 13  | Franica Miloš                    | Attendee   | franca.milos@yahoo.com        | wine indus   | Attendee  |
| 14  | Anamarija Pisarovic              | Attendee   | anamarija.pisarovic@gmail.com | Turizam  | Attendee  |
| 15  | Marko Raic                       | Attendee   | mraic@irmo.hr                 |  | Attendee  |
| 16  | Iva Tolić Mandić                 | Attendee   | itolic@irmo.hr                |  | Attendee  |
| 17  | Općina Vela Luka                 | Attendee   | jasna.maricic@velaluka.hr     |  | Attendee  |
| 18  | Anamarija Pisarovic              | Attendee   | anamarija.pisarovic@gmail.com | Turizam  | Attendee  |
| 19  | Sani Sardelić                    | Attendee   | sani.curator27@gmail.com      | Kulturna in  | Attendee  |
| 20  | Anamarija Pisarovic (Unverified) | Attendee   | anamarija.pisarovic@gmail.com | Turizam  | Attendee  |


## URF Lab

|    Co-funded by the European Union   |   |  |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
|---|---|---|------------------|----------------|------|----------------|------|--------------------------------------|--------|--------------------------------|--------|--------------------------------------|--------|-----------------------------------|--------|--------------------------|--------|----------------------------------|------------------|--|--------|--|-------------|---|--------|--|-----------------|---|--------|--|--------|--|--------|--------------------------------------|--------|--|------------------|--|--------|--|--------|--|--------|---|--------|------------------------------|--------|--|-----------------|-----------------------------------|--------|---|--------|--|-------------|---|-----------------|----------------------------------|--------|---------------------------|--------|--|--|
| Meeting title   | 1o laboratorio MED-ROUTES per co-creare un nuovo eco-itinerario turistico |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Attended participants   | 27  |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Start time  | October 24, 2024, 15:00   |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| End time  | October 24, 2024, 18:00   |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Location  | Sala dell'Arengo, Palazzo del Podestà, in Faenza (RA)                     |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| <table border="1"> <thead> <tr> <th>Name (Company)</th> <th>City</th> <th>Name (Company)</th> <th>City</th> </tr> </thead> <tbody> <tr> <td>Christian Balducci (Pro Loco Faenza)</td> <td>Faenza</td> <td>Raffaella Donati (Coopculture)</td> <td>Faenza</td> </tr> <tr> <td>Daniela Badiali (Bb casa di Daniela)</td> <td>Faenza</td> <td>Stefania Bonino (Brigata Cultura)</td> <td>Faenza</td> </tr> <tr> <td>Elisa Neri (CIA Romagna)</td> <td>Faenza</td> <td>Thomas Randi (Slow Bike Tourism)</td> <td>Castel Bolognese</td> </tr> <tr> <td>Ettore Pezzi (Il Lavoro dei Contadini APS)</td> <td>Faenza</td> <td>Valeria Benini (Pro Loco di Brisighella)</td> <td>Brisighella</td> </tr> <tr> <td>Giovanna Todeschini (Edicola Ammirabile Vito)</td> <td>Faenza</td> <td>Anna Muccinelli (Casinello - Home for outdoorsy)</td> <td>Casola Valsenio</td> </tr> <tr> <td>Lorena Cabal Lopez (ENTE CERAMICA FAENZA)</td> <td>Faenza</td> <td>Antonio Caselli (Consorzio Faenza C'entro)</td> <td>Faenza</td> </tr> <tr> <td>Luisa Maria Mengolini (Società Saloni SNC)</td> <td>Faenza</td> <td>Luca Casadei (Strada del Sangiovese)</td> <td>Faenza</td> </tr> <tr> <td>Rosanna Pasi (A.p.s Amici del mulino Scodellino)</td> <td>Castel Bolognese</td> <td>massimo scarpelli (Confcommercio ASCOM Faenza)</td> <td>Faenza</td> </tr> <tr> <td>Giorgio Gatta (Associazione Terre Turismo)</td> <td>Faenza</td> <td>Mauro Altini (La Sabbiona Cantina Agriturismo)</td> <td>Faenza</td> </tr> <tr> <td>Alessandro Zenzani (EMISFERA - architetture digitali)</td> <td>Faenza</td> <td>Monica Price (BikesPlus srl)</td> <td>Faenza</td> </tr> <tr> <td>Bruno Boni (PROLOCO Ed Associazione Carri)</td> <td>Casola Valsenio</td> <td>Riccardo Ligresti (Cà Vincenzona)</td> <td>Faenza</td> </tr> <tr> <td>Gabriele Datri (Locanda Camera con Vista)</td> <td>Faenza</td> <td>Vanessa Vinci (Rocca di Riolo - Giardino delle Erbe)</td> <td>Riolo Terme</td> </tr> <tr> <td>Maria Grazia Rubboli (Az.Agricola Canova)</td> <td>Casola Valsenio</td> <td>Walter Dal Borgo (Confesercenti)</td> <td>Faenza</td> </tr> <tr> <td>Paolo Palumbo (Musicista)</td> <td>Faenza</td> <td></td> <td></td> </tr> </tbody> </table> |   |   |                  | Name (Company) | City | Name (Company) | City | Christian Balducci (Pro Loco Faenza) | Faenza | Raffaella Donati (Coopculture) | Faenza | Daniela Badiali (Bb casa di Daniela) | Faenza | Stefania Bonino (Brigata Cultura) | Faenza | Elisa Neri (CIA Romagna) | Faenza | Thomas Randi (Slow Bike Tourism) | Castel Bolognese | Ettore Pezzi (Il Lavoro dei Contadini APS) | Faenza | Valeria Benini (Pro Loco di Brisighella) | Brisighella | Giovanna Todeschini (Edicola Ammirabile Vito) | Faenza | Anna Muccinelli (Casinello - Home for outdoorsy) | Casola Valsenio | Lorena Cabal Lopez (ENTE CERAMICA FAENZA) | Faenza | Antonio Caselli (Consorzio Faenza C'entro) | Faenza | Luisa Maria Mengolini (Società Saloni SNC) | Faenza | Luca Casadei (Strada del Sangiovese) | Faenza | Rosanna Pasi (A.p.s Amici del mulino Scodellino) | Castel Bolognese | massimo scarpelli (Confcommercio ASCOM Faenza) | Faenza | Giorgio Gatta (Associazione Terre Turismo) | Faenza | Mauro Altini (La Sabbiona Cantina Agriturismo) | Faenza | Alessandro Zenzani (EMISFERA - architetture digitali) | Faenza | Monica Price (BikesPlus srl) | Faenza | Bruno Boni (PROLOCO Ed Associazione Carri) | Casola Valsenio | Riccardo Ligresti (Cà Vincenzona) | Faenza | Gabriele Datri (Locanda Camera con Vista) | Faenza | Vanessa Vinci (Rocca di Riolo - Giardino delle Erbe) | Riolo Terme | Maria Grazia Rubboli (Az.Agricola Canova) | Casola Valsenio | Walter Dal Borgo (Confesercenti) | Faenza | Paolo Palumbo (Musicista) | Faenza |  |  |
| Name (Company)  | City  | Name (Company)  | City             |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Christian Balducci (Pro Loco Faenza)  | Faenza  | Raffaella Donati (Coopculture)  | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Daniela Badiali (Bb casa di Daniela)  | Faenza  | Stefania Bonino (Brigata Cultura)   | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Elisa Neri (CIA Romagna)  | Faenza  | Thomas Randi (Slow Bike Tourism)  | Castel Bolognese |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Ettore Pezzi (Il Lavoro dei Contadini APS)  | Faenza  | Valeria Benini (Pro Loco di Brisighella)  | Brisighella      |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Giovanna Todeschini (Edicola Ammirabile Vito)   | Faenza  | Anna Muccinelli (Casinello - Home for outdoorsy)                                    | Casola Valsenio  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Lorena Cabal Lopez (ENTE CERAMICA FAENZA)   | Faenza  | Antonio Caselli (Consorzio Faenza C'entro)  | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Luisa Maria Mengolini (Società Saloni SNC)  | Faenza  | Luca Casadei (Strada del Sangiovese)  | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Rosanna Pasi (A.p.s Amici del mulino Scodellino)  | Castel Bolognese  | massimo scarpelli (Confcommercio ASCOM Faenza)                                      | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Giorgio Gatta (Associazione Terre Turismo)  | Faenza  | Mauro Altini (La Sabbiona Cantina Agriturismo)                                      | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Alessandro Zenzani (EMISFERA - architetture digitali)   | Faenza  | Monica Price (BikesPlus srl)  | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Bruno Boni (PROLOCO Ed Associazione Carri)  | Casola Valsenio   | Riccardo Ligresti (Cà Vincenzona)   | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Gabriele Datri (Locanda Camera con Vista)   | Faenza  | Vanessa Vinci (Rocca di Riolo - Giardino delle Erbe)                                | Riolo Terme      |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Maria Grazia Rubboli (Az.Agricola Canova)   | Casola Valsenio   | Walter Dal Borgo (Confesercenti)  | Faenza           |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |
| Paolo Palumbo (Musicista)   | Faenza  |   |                  |                |      |                |      |                                      |        |                                |        |                                      |        |                                   |        |                          |        |                                  |                  |  |        |  |             |   |        |  |                 |   |        |  |        |  |        |                                      |        |  |                  |  |        |  |        |  |        |   |        |                              |        |  |                 |                                   |        |   |        |  |             |   |                 |                                  |        |                           |        |  |  |

CMVFX Lab

|    Co-funded by the European Union |  |                     | <b>LABORATÓRIO PARTICIPATIVO // 29OUT'24</b><br>Rotas Culturais Sustentáveis // Destinos de Napoleão |                         |
|---|--|---------------------|--|-------------------------|
| - Folha de Presenças -  |  |                     |  |                         |
| Evento: Laboratório Participativo - Rotas Culturais Sustentáveis  |  |                     |  |                         |
| Data: 29 de outubro de 2024   |  |                     |  |                         |
| Local: Fábrica das Palavras em Vila Franca de Xira  |  |                     |  |                         |
| Horário: 14:00  |  |                     |  |                         |
| Nome:   | Nome da Organização:                                 | Município           | Preencheu Formulário Participação:   | Assinatura:             |
|   | Município Municipal do Bombarral                     | Bombarral           |  |                         |
| António Alfredo<br><i>Amicm lopes</i>   | Clube Desportivo Recreativo e Cultural de Calhandriz | Vila Franca de Xira | <i>Sim</i>   | <i>[Signature]</i>      |
| Carla Neves   | Funcho Dispensa a Granel                             | Sobral Monte Agraço | <i>Sim</i>   | <i>[Signature]</i>      |
| Catarina Simão  | Passeios com História                                | Vila Franca de Xira | <i>Sim</i>   | <i>Catarina Simão</i>   |
| Daniel Bernardes  | Passeios com História                                | Vila Franca de Xira | <i>Sim</i>   | <i>Daniel Bernardes</i> |
| Henrique Santos   | Morgado Lusitano                                     | Vila Franca de Xira | <i>Sim</i>   | <i>[Signature]</i>      |
| Hugo Dionísio   | Câmara Municipal de Vila Franca de Xira              | Vila Franca de Xira | <i>Sim</i>   | <i>[Signature]</i>      |
| Joaquim Ferreira  | Adega Artística                                      | Sobral Monte Agraço | <i>Sim</i>   | <i>[Signature]</i>      |

Documento elaborado de acordo com a "Declaração de Consentimento", para tratamento de dados pessoais, aplicando-se o Regulamento Geral sobre a Proteção de Dados.









## - Folha de Presenças -

Evento: Laboratório Participativo - Rotas Culturais Sustentáveis

Data: 29 de outubro de 2024

Local: Fábrica das Palavras em Vila Franca de Xira

Horário: 14:00

| Nome:                         | Nome da Organização:                            | Município           | Preencheu<br>Formulário<br>Participação: | Assinatura:     |
|-------------------------------|---|---------------------|--|-----------------|
| Jorge Júlio                   | Quinta Municipal da Suberra                     | Vila Franca de Xira | Sim                                      | J. Júlio        |
| José Antunes                  | Câmara Municipal da Lourinhã                    | Lourinhã            | Sim                                      | José Antunes    |
| José Castilho                 | Lezíria Parque Hotel                            | Vila Franca de Xira |  |                 |
| Laurence                      | Adega Artística                                 | Sobral Monte Agraço | Sim                                      | Laurence        |
| Leonardo Daniel Garcia Inácio | Associação Para a Memória da Batalha do Vimeiro | Lourinhã            | Sim                                      | Leonardo Inácio |
| Margarida Gago                | Tapada Nacional Mafra                           | Mafra               | Sim                                      | Margarida Gago  |
| Maria Martinho                | Câmara Municipal de Vila Franca de Xira         | Vila Franca de Xira | Sim                                      | Maria Martinho  |
| Marta Miranda                 | Câmara Municipal de Mafra                       | Mafra               | Sim                                      | Marta Miranda   |

Documento elaborado de acordo com a "Declaração de Consentimento", para tratamento de dados pessoais, aplicando-se o Regulamento Geral sobre a Proteção de Dados.



## - Folha de Presenças -

Evento: Laboratório Participativo - Rotas Culturais Sustentáveis

Data: 29 de outubro de 2024

Local: Fábrica das Palavras em Vila Franca de Xira

Horário: 14:00

| Nome:                         | Nome da Organização:                    | Município         | Preencheu<br>Formulário<br>Participação: | Assinatura:                 |
|-------------------------------|---|-------------------|--|-----------------------------|
|                               | Câmara Municipal de Mafra               | Mafra             |  |                             |
| Miguel Reis Silva             | GeoParque Oeste                         | Lourinhã          | Sim                                      | Miguel Reis Silva           |
| Mónica Reis                   | Mercearia no Prato                      | Arruda dos Vinhos |  |                             |
| Natália Calvo                 | Município de Loures                     | Loures            | Sim                                      | Natália Calvo               |
| Natália Calvo<br>Teresa Faria | Município de Torres Vedras              | Torres Vedras     | Sim                                      | Natália Calvo               |
| Patricia Silva                | Município de Loures                     | Loures            | Sim                                      | Patricia Silva              |
| Pedro Manuel Correia Vieira   | Multiwines Lda - Quinta de S. Sebastião | Arruda dos Vinhos | SEM                                      | Pedro Manuel Correia Vieira |
| Pedro Valle Abrantes          | Multiwines Lda - Quinta de S. Sebastião | Arruda dos Vinhos | SEM                                      | Pedro Valle Abrantes        |

Documento elaborado de acordo com a "Declaração de Consentimento", para tratamento de dados pessoais, aplicando-se o Regulamento Geral sobre a Proteção de Dados.





- Folha de Presenças -

Evento: Laboratório Participativo - Rotas Culturais Sustentáveis

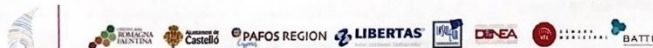
Data: 29 de outubro de 2024

Local: Fábrica das Palavras em Vila Franca de Xira

Horário: 14:00

| Nome:                                   | Nome da Organização:  | Município                 | Preencheu Formulário Participação: | Assinatura:             |
|---|---|---------------------------|------------------------------------|-------------------------|
| Rita Fortes                             | Câmara Municipal de Mafra   | Mafra                     | sim                                | Rita Fortes             |
| Sandra Oliveira                         | Município de Sobral de Monte Agraço   | Sobral Monte Agraço       | sim                                | Sandra Oliveira         |
| Telma Bento                             | Município de Sobral de Monte Agraço   | Sobral Monte Agraço       | sim                                | Telma Bento             |
| Pedro Lúcio                             | IGOT-UL   |                           |                                    | Pedro Lúcio             |
| DANIEL PAIVA                            | IGOT-UL   |                           |                                    | Dan Paiva               |
| Silvia Norberto Ribeiro                 | Associação de Culturas e Artes do Sudoeste Alentejano e do Sudoeste Alentejano 1913 | S.M. Paredes              | sim                                | Silvia Norberto Ribeiro |
| ANA CATARINA RIBEIRO<br>CAMELAS RIBEIRO | O.H.U.F. Xira   | V.F. Xira                 | Não<br>(Presença em vídeo)         | Ana Catarina Ribeiro    |
| MÁRCIA MENDES                           | ARS   | LOUCES<br>MAFRA<br>SINTRA | Não                                | Márcia Mendes           |
| PAULO FERREIRA                          | CMTVEARAS   | UL<br>(Presença em vídeo) |                                    | Paulo Ferreira          |

Documento elaborado de acordo com a "Declaração de Consentimento", para tratamento de dados pessoais, aplicando-se o Regulamento Geral sobre a Proteção de Dados.



CPCC Lab

MED-Routes Interreg Euro-MED Co-funded by the European Union Ajuntament de Castelló

### Ficha de firmas

☐ **Título del evento:** Laboratorio participativo sobre turismo sostenible y ecoitinerarios  
☐ **Fecha:** 27.09.2024  
☐ **Hora:** 9:00 horas  
☐ **Ubicación:** Ayuntamiento de Castellón. Calle Mayor, 1. 12002. Castellón  
☐ **Anfitrión:** Ayuntamiento de Castellón

| PARTICIPANTES           |                     |         |
|-------------------------|---------------------|---------|
| NOMBRE, APELLIDOS Y DNI | CARGO               | FIRMA   |
| Inés Casanova           | Te. Turismo         | [Firma] |
| Luis Gargori            | ING. IND. OF. PLANT | [Firma] |
| Juan José Izquierdo     | ETIENIA TOURS       | [Firma] |
| CARMEN ULANOWA          | MA. FAVOR ARRAZ     | [Firma] |
| LUIS VICENTE DIAZ       | TE. MANEJO ARRAZ    | [Firma] |

MED-Routes Interreg Euro-MED Co-funded by the European Union Ajuntament de Castelló

### Ficha de firmas

☐ **Título del evento:** Sesión de seguimiento - Laboratorio participativo sobre turismo sostenible y ecoitinerarios  
☐ **Fecha:** 18.10.2024  
☐ **Hora:** 9:00 horas  
☐ **Ubicación:** Ayuntamiento de Castellón. Calle Mayor, 1. 12002. Castellón.  
☐ **Anfitrión:** Ayuntamiento de Castellón

| PARTICIPANTES           |                     |         |
|-------------------------|---------------------|---------|
| NOMBRE, APELLIDOS Y DNI | CARGO               | FIRMA   |
| LUIS VICENTE DIAZ       | TE. MANEJO ARRAZ    | [Firma] |
| LUIS GARGORI            | ING. IND. OF. PLANT | [Firma] |
| Inés Casanova           | Maneja 20271819W    | [Firma] |
| Blanca Pifarré Alón     | 20473318Y           | [Firma] |
| Carmen Santamaría       | Blanca 18991030E    | [Firma] |



### 7.3 INCIRCLE measures template (20)

| TITLE OF THE MESURE 1                                 |   | “Tour guides on local fauna and flora”   |   |  |
|---|---|--|---|--|
| Short description of the measure                      |   | Development of tour guides, walkable for visitants and tourist that aims to learn more about the unique fauna and flora of the cultural route of Destination’s Napoleon                            |   |  |
| Related objective                                     |   | Promoting and preserve the natural landscape and native fauna and flora  |   |  |
| Main target group                                     |   | Visitants, tourists and local community  |   |  |
| Main stakeholders involved and their responsibilities |   | Economic operators, environmental associations, local community to promote the conservation of the natural fauna and flora and keep the tourism activity neutral for the territory with low impact |   |  |
| Main activities to be performed                       |   | Walkable tours with nature specialists/investigators to train and disseminate knowledge to who aims to learn more about the local fauna and flora of the cultural route of Destination’s Napoleon  |   |  |
| External support required                             |   | Is required to have nature specialists like biologists, botanists, zoologists, environment and nature specialists  |   |  |
| Related output indicator and target(s)                |   | Group of people participating in fauna and flora tours (N°)  |   |  |
| Cost estimation                                       |   | N/D  |   |  |
| Timeframe for implementation                          |   | 2027   |   |  |
| Complementary measures (if any)                       |   | Sustainability awareness communication plan, promoting the use of local species, sustainability training actions   |   |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION     |   |  |   |  |
| Measure   | Indicators  | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)  |
| “Tour guides on local fauna and flora”                | Group of people participating in fauna and flora tours (N°) | Analyze the demanding, start with small guide tour on specific areas of the territory of the cultural route of Napoleon’s Destination  | Organize with specialists on new areas of the territory of the cultural route of Napoleon’s Destination | Multi-thematic tour guides + cycling tours + have a system with certificated specialists on having regular |
| SCENARIOS   |   |  |   |  |
| Measure   | Current trend (baseline indicator)                          | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
| “Tour guides on local fauna and flora”                | Small groups and organized with volunteers' guides          | Increase the participation and invite different specialists  | Different nature specialists with good participation  | -  |

| TITLE OF THE MESURE 2 | "Promoting local products - Promote Circular Economy" |
|-----------------------|---|
|-----------------------|---|



|   |   |   |   |   |
|---|---|---|---|---|
| Short description of the measure                      | Encourage the purchase of local products and their valorization, promoting the circular economy         |   |   |   |
| Related objective                                     | Promoting Sustainable Practices and Establishing Multi-Level Governance and Partnerships                |   |   |   |
| Main target group                                     | Local producers, local stores and population  |   |   |   |
| Main stakeholders involved and their responsibilities | Municipality / Local Authorities, Inter-municipal partnerships, Local producers and Local Stores Owners |   |   |   |
| Main activities to be performed                       | Local markets (daily, weekly or monthly)  |   |   |   |
| External support required                             | Designers or Marketing specialists  |   |   |   |
| Related output indicator and target(s)                | Local Markets realized (N°)   |   |   |   |
| Cost estimation                                       | N/D   |   |   |   |
| Timeframe for implementation                          | 2027  |   |   |   |
| Complementary measures (if any)                       | -   |   |   |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION     |   |   |   |   |
| Measure   | Indicators  | Short-term scenario (0-2 years from approval) | Mid-term scenario (2-5 years from approval) | Long term scenario (5-10 years from approval) |
| -   | -   | -   | -   | -   |
| SCENARIOS   |   |   |   |   |
| Measure   | Current trend (baseline indicator)  | Business as usual scenario                    | Most likely scenario                        | Best possible scenario                        |
| -   | -   | -   | -   | -   |

| TITLE OF THE MESURE 3                                 |            | “Creating an integrated communication plan for local branding, focused on sustainability awareness”   |   |   |
|---|------------|---|---|---|
| Short description of the measure                      |            | Create an Integrated Plan of communication to Raise Awareness of the public to good sustainable and environment friendly practices          |   |   |
| Related objective                                     |            |   |   |   |
| Main target group                                     |            | General Public of the Routes Activities; Local Populations  |   |   |
| Main stakeholders involved and their responsibilities |            | Municipalities and Local Authorities; Local Schools; Tourism Operators; Communication and Marketing Partners                                |   |   |
| Main activities to be performed                       |            | Address the population throughout the Municipality<br>Information Procedures: Websites, Campaigns, Signs in the Itinerary and Tourism shops |   |   |
| External support required                             |            | -   |   |   |
| Related output indicator and target(s)                |            | Levels of consumers garbage and waste dropped after the Awareness Plan  |   |   |
| Cost estimation                                       |            | -   |   |   |
| Timeframe for implementation                          |            | 2027  |   |   |
| Complementary measures (if any)                       |            | -   |   |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION     |            |   |   |   |
| Measure   | Indicators | Short-term scenario (0-2 years from approval)   | Mid-term scenario (2-5 years from approval) | Long term scenario (5-10 years from approval) |
| -   | -          | -   | -   | -   |





| SCENARIOS |                                    |                            |                      |                        |
|-----------|------------------------------------|----------------------------|----------------------|------------------------|
| Measure   | Current trend (baseline indicator) | Business as usual scenario | Most likely scenario | Best possible scenario |
| -         | -                                  | -                          | -                    | -                      |

| TITLE OF THE MESURE 4                                 | Trainings for tourism and cultural operators  |
|---|---|
| Short description of the measure                      | Organization of trainings for tourism and cultural operators about tourism transition |
| Related objective                                     | towards sustainability  |
| Main target group                                     | To make touristic and cultural operators able to activate & promote sustainable       |
| Main stakeholders involved and their responsibilities | processes in tourism  |
| Main activities to be performed                       | Touristic and cultural operators of URF's territory                                   |
| External support required                             | Trainings will be organized by URF  |
| Related output indicator and target(s)                | -   |
| Cost estimation                                       | €3000   |
| Timeframe for implementation                          | 2025  |
| Complementary measures (if any)                       | -   |

| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION  |            |   |   |   |
|--|------------|---|---|---|
| Measure  | Indicators | Short-term scenario (0-2 years from approval) | Mid-term scenario (2-5 years from approval) | Long term scenario (5-10 years from approval) |
| Organization of trainings for tourism and cultural operators about tourism transition towards sustainability | -          | X   | -   | -   |

| SCENARIOS  |                                    |   |  |  |
|--|------------------------------------|---|--|--|
| Measure  | Current trend (baseline indicator) | Business as usual scenario  | Most likely scenario   | Best possible scenario   |
| Organization of trainings for tourism and cultural operators about tourism transition towards sustainability |                                    | No positive changes are brought by the capacity-buildings activities: only the operators who independently developed sustainable initiatives continue to do so. | The expectation is that many operators participate in the capacity-buildings activities. As effect, the majority of them implement some minor changes in their actions, with positive but limited effects. Nevertheless, some of them will take this chance to implement | A high number of operators participate in the capacity-buildings activities. The majority of them implement major changes in their actions, making the tourism sector in URF's territory significantly more sustainable. |



|  |  |  |                                 |
|--|--|--|---------------------------------|
|  |  |  | major changes in their actions. |
|--|--|--|---------------------------------|

| TITLE OF THE MEASURE 5                                | Realisation of eco-itinerary promotional material                     |
|---|---|
| Short description of the measure                      | Realisation of eco-itinerary promotional material                     |
| Related objective                                     | To increase the visibility of the newly developed eco-itinerary       |
| Main target group                                     | Tourists  |
| Main stakeholders involved and their responsibilities | Promotional material will be realized by URF                          |
| Main activities to be performed                       | Digital promotional material to respect sustainability criteria       |
| External support required                             | An external agency specialised in tourism management will be involved |
| Related output indicator and target(s)                | -   |
| Cost estimation                                       | €3000   |
| Timeframe for implementation                          | 2025  |
| Complementary measures (if any)                       | -   |

#### CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION

| Measure   | Indicators | Short-term scenario (0-2 years from approval) | Mid-term scenario (2-5 years from approval) | Long term scenario (5-10 years from approval) |
|---|------------|---|---|---|
| Realisation of eco-itinerary promotional material | -          | X   | -   | -   |

#### SCENARIOS

| Measure   | Current trend (baseline indicator) | Business as usual scenario                                 | Most likely scenario   | Best possible scenario  |
|---|------------------------------------|--|--|---|
| Realisation of eco-itinerary promotional material |                                    | No positive changes are brought by the promotion material. | The promotional material is well-disseminated.<br>Eco-tourism enthusiasts are the main recipient for the eco-itinerary | The promotional material is well-disseminated and the newly developed eco-itinerary attracts also tourists who are not primarily interested in eco-tourism. |



| TITLE OF THE MEASURE 6  |                                    | Stakeholders Cluster Training & Fam Trips   |   |   |
|---|------------------------------------|---|---|---|
| Short description of the measure  |                                    | Stakeholders Training for Sustainable Tourism Development Criteria & Connection with Circular Economy using digital & green transition using the background of the Olive Tree Routes. Training involves visit to good practises, fam trips and seminars on the field of e-transportation, clustering and digital networking |   |   |
| Related objective   |                                    | Balance Sustainable Tourism offer Circular Economy & Digital & Green Transition principles  |   |   |
| Main target group   |                                    | Service Providers, Small Business & Citizens  |   |   |
| Main stakeholders involved and their responsibilities   |                                    | INSULEUR, Messinia Chamber of Commerce, Kalamata Experiences & Tourism Experts for training & fam trip activities   |   |   |
| Main activities to be performed   |                                    | Workshops & Fam Trips   |   |   |
| External support required   |                                    | yes – external experts with specific knowledge on the topics  |   |   |
| Related output indicator and target(s)  |                                    | 3 workshops, 1 fam trip for enhanced knowledge of workshop participants on the topic  |   |   |
| Cost estimation   |                                    | 7.500€  |   |   |
| Timeframe for implementation  |                                    | Oct-Nov 2025  |   |   |
| Complementary measures (if any)   |                                    | n/a   |   |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION   |                                    |   |   |   |
| Measure   | Indicators                         | Short-term scenario (0-2 years from approval)   | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)   |
| Training of Stakeholders for Tourism Sustainability, Circular Economy, Green Digital Transition | 3 workshops<br>1 fam trip          | Enhanced Knowledge of Team Building Of Green Transportation and Green Clustering  | Green Packages Offering. More efficient green transportation system   | Well established tourist offer based on sustainable tourism services and green local transportation       |
| SCENARIOS   |                                    |   |   |   |
| Measure   | Current trend (baseline indicator) | Business as usual scenario  | Most likely scenario  | Best possible scenario  |
| Training Workshops & Fam Trip   | Low level of Knowledge             | Upgrade Knowledge   | At least a crucial number of trained stakeholders decide to engage themselves to sustainable tourism networking | A structured open network is done and most of the stake holders decide to be part in a digital engagement |



| TITLE OF THE MEASURE 7   |  | Hike, Olive Visits, Dine & Wine Eco-Itinerary  |   |  |
|--|--|--|---|--|
| Short description of the measure   |  | Stakeholders Open Cluster Training for Eco-Itinerary design & application to the field following Sustainable Tourism Development Criteria & Connection with Circular Economy using digital & green transition means using the background of the Olive Tree Routes. |   |  |
| Related objective  |  | Balance Sustainable Tourism offer combines hiking routes, readymade Olive Routes visits under Circular Economy & Digital & Green Transition principles together with Dine & Wine degustation productive businesses.  |   |  |
| Main target group  |  | Service Providers, Small Business & Citizens   |   |  |
| Main stakeholders involved and their responsibilities  |  | INSULEUR, Messinia Chamber of Commerce, Kalamata Experiences & Tourism Experts for training  |   |  |
| Main activities to be performed  |  | Workshops & Design Eco-Itinerary Start Up  |   |  |
| External support required  |  | yes – external experts with specific knowledge on the topics   |   |  |
| Related output indicator and target(s)   |  | 3 workshops, 1 open digi-platform for enhanced knowledge of open cluster participants on the topic   |   |  |
| Cost estimation  |  | 37.000€  |   |  |
| Timeframe for implementation   |  | Oct-Nov 2025   |   |  |
| Complementary measures (if any)  |  | n/a  |   |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION  |  |  |   |  |
| Measure  | Indicators   | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)  |
| Training of Stakeholders for Tourism Sustainability, Understanding Hikers & Hiking Green Practices | 3 workshops<br>1 Application 1 Hike Friendly Label | Enhanced Knowledge of Team Building Of Green Transportation and Green Clustering & Common Platform   | At least 2-4 Green Packages Offering to the Market. 180 days to 4 seasons offer from 365 offer More efficient green transportation system | More than 10 Green Packages and well established tourist offer 365 days based on sustainable tourism services and green local transportation |
| SCENARIOS  |  |  |   |  |
| Measure  | Current trend (baseline indicator)                 | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
| Training Workshops & Application   | Low level of Knowledge                             | Upgrade Knowledge & deeply understanding of hiking market  | At least a crucial number of trained stakeholders decide to engage themselves to sustainable tourism networking                           | A structured open network is done and most of the stake holders decide to be part in a digital engagement                                    |



| TITLE OF THE MEASURE 8  |   | Bike, Olive Visits, Dine & Wine  |   |  |
|---|---|--|---|--|
| Short description of the measure  |   | Stakeholders Open Cluster Training for Eco-Itinerary design & application to the field following Sustainable Tourism Development Criteria & Connection with Circular Economy using digital & green transition means using the background of the Olive Tree Routes. |   |  |
| Related objective   |   | Balance Sustainable Tourism offer combines biking & e-biking routes, readymade Olive Routes visits under Circular Economy & Digital & Green Transition principles together with Dine & Wine degustation productive businesses.                                     |   |  |
| Main target group   |   | Service Providers, Small Business & Citizens   |   |  |
| Main stakeholders involved and their responsibilities   |   | INSULEUR, Messinia Chamber of Commerce, Kalamata Experiences & Tourism Experts for training  |   |  |
| Main activities to be performed   |   | Workshops & Design Eco-Itinerary Start Up  |   |  |
| External support required   |   | yes – external experts with specific knowledge on the topics   |   |  |
| Related output indicator and target(s)  |   | 3 workshops, 1 open digi-platform for enhanced knowledge of open cluster participants on the topic   |   |  |
| Cost estimation   |   | 47.000€  |   |  |
| Timeframe for implementation  |   | Oct-Nov 2025   |   |  |
| Complementary measures (if any)   |   | n/a  |   |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION   |   |  |   |  |
| Measure   | Indicators  | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)  |
| Training of Stakeholders for Tourism Sustainability, Understanding Bikers & Bike Friendly Green Practices | 3 workshops<br>1 Application<br>1 Bike Friendly Label | Enhanced Knowledge of Team Building Of Green Transportation and Green Clustering & Common Platform   | At least 4-8 Green Packages Offering to the Market. 180 days to 4 seasons offer from 365 offer<br>Upgrade of e-Tricycle using | More than 10 Green Packages and well established tourist offer 365 days based on sustainable tourism services and green local transportation |
| SCENARIOS   |   |  |   |  |
| Measure   | Current trend (baseline indicator)                    | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
| Training Workshops & Application  | Low level of Knowledge                                | Upgrade Knowledge & deeply understanding of hiking market  | At least a crucial number of trained stakeholders decide to engage themselves to sustainable tourism networking               | A structured open network is done and most of the stake holders decide to be part in a digital engagement                                    |



| TITLE OF THE MEASURE 9                                |  | Tourist Engagement in Sustainability Initiatives   |   |   |
|---|--|--|---|---|
| Short description of the measure                      |  | Current tourists show interest in sustainability measures and are willing to be involved. However, not many practices are available or are just partially available so tourists often “train” their hosts. Engagement of tourists in sustainability initiatives offers conscious travelers a sense of belonging to the community, builds close relationships thus developing destination loyalty, and offers deeper experiences. |   |   |
| Related objective                                     |  | Development of Year-Round Experiential Tourism Based on Sustainability   |   |   |
| Main target group                                     |  | tourists   |   |   |
| Main stakeholders involved and their responsibilities |  | accommodation providers, local businesses, family farms, cultural institutions/organizations   |   |   |
| Main activities to be performed                       |  | engagement of tourists in sustainability initiatives (e.g. recycling, energy and water saving, beach cleanups, planting, etc.)   |   |   |
| External support required                             |  | n/a  |   |   |
| Related output indicator and target(s)                |  | increased no. of stakeholders engaging tourists in sustainability measures by 50%, increased no. of tourists engaged in sustainability measures by 50%   |   |   |
| Cost estimation                                       |  | 0 euro   |   |   |
| Timeframe for implementation                          |  | From 2026 ongoing  |   |   |
| Complementary measures (if any)                       |  | Training of Stakeholders for Sustainability and Circular Economy (to explain how tourists can be engaged)  |   |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION     |  |  |   |   |
| Measure   | Indicators   | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)                                       | Long term scenario (5-10 years from approval)   |
| Tourist Engagement in Sustainability Initiatives      | increased no. of stakeholders engaging tourists in sustainability measures | increased no. of stakeholders engaging tourists in sustainability measures by 30%  | increased no. of stakeholders engaging tourists in sustainability measures by 50% | - increased no. of stakeholders engaging tourists in sustainability measures by 90%<br>-increased no. of tourists engaged in sustainability measures by 90% |
|   | increased no. of tourists engaged in sustainability measures               | increased no. of tourists engaged in sustainability measures by 30%  | increased no. of tourists engaged in sustainability measures by 50%               |   |
| SCENARIOS   |  |  |   |   |
| Measure   | Current trend (baseline indicator)   | Business as usual scenario   | Most likely scenario  | Best possible scenario  |
| Tourist Engagement in Sustainability Initiatives      | Small no. of stakeholders engaging tourists in sustainability measures     | Small no. of stakeholders engaging tourists in sustainability measures   | increased no. of stakeholders engaging tourists in sustainability measures by 50% | -90% of stakeholders engaging tourists in sustainability measures<br>-90% of tourists engaged in sustainability measures                                    |
|   | Small no. of tourists engaged in sustainability measures                   | Small no. of tourists engaged in sustainability measures   | increased no. of tourists engaged in sustainability measures by 50%               |   |



| TITLE OF THE MEASURE 10  |  | Balanced Year-Round Sustainable Tourism Offer and Joint Promotion of the Initiatives   |  |   |
|--|--|--|--|---|
| Short description of the measure   |  | Sustainable tourism offer in the area is random and not balanced to provide for structured tourist packages. Besides, it is focused on the summer season which leads to overcrowding, while in other periods tourism is underrepresented. Alongside, promotion of the existing initiatives is done individually thus failing to bring benefits for a larger territory. The measure focuses on activities which are offered in the off-season, which involve larger group of stakeholders, and which centre around joint promotion. |  |   |
| Related objective  |  | To increase the number of stakeholders offering sustainable tourism activities and to capitalize from the increased number of eco-conscious tourists   |  |   |
| Main target group  |  | Local businesses, cultural institutions/organizations and service providers  |  |   |
| Main stakeholders involved and their responsibilities                                |  | Dubrovnik-Neretva County (support to sustainable tourism practices) and Dubrovnik-Neretva County Tourism Board (promotion)   |  |   |
| Main activities to be performed  |  | Incentives to support sustainable year-round tourism practices, Joint marketing plan   |  |   |
| External support required  |  | Possibly in the preparation of the Joint marketing plan  |  |   |
| Related output indicator and target(s)   |  | Public incentives to support sustainable year-round tourism practices, 1 Joint marketing plan  |  |   |
| Cost estimation  |  | 40.000 euro  |  |   |
| Timeframe for implementation   |  | 2025-2026  |  |   |
| Complementary measures (if any)  |  | n/a  |  |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION                                    |  |  |  |   |
| Measure  | Indicators   | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)  | Long term scenario (5-10 years from approval)   |
| Balanced Year-Round Sustainable Tourism Offer and Joint Promotion of the Initiatives | no. of public incentives to support sustainable year-round tourism practices<br><br>1 Joint marketing plan | no. of used incentives<br><br>no. of stakeholders using the incentives   | no. of stakeholders with increased sustainable tourism offer<br><br>1 Joint marketing plan prepared          | - no. of established tourist packages promoted through tour operators<br>- no. of tourists coming to the area in the off-season |
| SCENARIOS  |  |  |  |   |
| Measure  | Current trend (baseline indicator)   | Business as usual scenario   | Most likely scenario   | Best possible scenario  |
| Balanced Year-Round Sustainable Tourism Offer and Joint Promotion of the Initiatives | 0  | no incentives or no used incentives<br><br>no marketing plan   | 30% of existing stakeholders with increased sustainable tourism offer<br><br>1 Joint marketing plan prepared | -3 established tourist packages promoted through tour operators<br>-no. of tourists coming to the area in the off-season by 30% |
| TITLE OF THE MEASURE 11  |  | Training of Stakeholders for Sustainability and Circular Economy   |  |   |
| Short description of the measure   |  | Due to a still insufficient knowledge on sustainable and circular economy practices further training of local  |  |   |





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|  | stakeholders is needed. Training involves capacity-building on circular economy in general, circular economy in tourism, culture and agriculture (olive-related), examples of good practices, tourism trends, eco-tourist profile, and micro-itineraries. |  |  |   |
| Related objective  | To balance sustainable tourism offer based on circular economy principles   |  |  |   |
| Main target group  | service providers, local businesses and citizens  |  |  |   |
| Main stakeholders involved and their responsibilities            | DUNEA and external experts who provide the training activities  |  |  |   |
| Main activities to be performed                                  | a workshop  |  |  |   |
| External support required  | yes – external experts with specific knowledge on the topic   |  |  |   |
| Related output indicator and target(s)                           | 3 conducted workshops, enhanced knowledge of workshop participants on the topic   |  |  |   |
| Cost estimation  | 1.500 euro  |  |  |   |
| Timeframe for implementation                                     | October – November 2025   |  |  |   |
| Complementary measures (if any)                                  | n/a   |  |  |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION                |   |  |  |   |
| Measure  | Indicators  | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)                        | Long term scenario (5-10 years from approval)   |
| Training of Stakeholders for Sustainability and Circular Economy | - 3 conducted workshops<br>-enhanced knowledge<br>-more balanced sustainable offer  | -conducted workshops<br>-enhanced knowledge<br>-established tourist packages promoted through tour operators | - more balanced sustainable offer<br>-increased number of tourists | - well established tourist business based on sustainability<br>- good practice example sharing knowledge to other destinations on the OTR |
| SCENARIOS  |   |  |  |   |
| Measure  | Current trend (baseline indicator)  | Business as usual scenario   | Most likely scenario   | Best possible scenario  |
| Training of Stakeholders for Sustainability and Circular Economy | Low level of knowledge  | Low level of knowledge   | Half of the trained stakeholders engage in sustainable tourism     | All of the trained stakeholders engage in sustainable tourism   |

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| <b>TITLE OF THE MEASURE 12</b>          | <b>Trainings</b>   |
| <b>Short description of the measure</b> | Organization of trainings for tourism and cultural operators about tourism transition towards sustainability |
| <b>Related objective</b>                | To make touristic and cultural operators able to activate & promote sustainable processes in tourism         |



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| <b>Main target group</b>                                     | Touristic and cultural operators of Pafos Region   |
| <b>Main stakeholders involved and their responsibilities</b> | Trainings will be organized by PRBT  |
| <b>Main activities to be performed</b>                       | Two in-person trainings  |
| <b>External support required</b>                             | An external agency specialized in tourism management will be involved  |
| <b>Related output indicator and target(s)</b>                |  |
| <b>Cost estimation</b>                                       | €3000  |
| <b>Timeframe for implementation</b>                          | 2025   |
| <b>Complementary measures (if any)</b>                       | Organization of trainings for tourism and cultural operators about tourism transition towards sustainability |

### CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION

| Measure | Indicators | Short-term scenario (0-2 years from approval) | Mid-term scenario (2-5 years from approval) | Long term scenario (5-10 years from approval) |
|---------|------------|---|---|---|
| -       | -          | X   | -   | -   |

### SCENARIOS

| Measure  | Current trend (baseline indicator) | Business as usual scenario  | Most likely scenario   | Best possible scenario   |
|--|------------------------------------|---|--|--|
| Organization of trainings for tourism and cultural operators about tourism transition towards sustainability |                                    | No positive changes are brought by the capacity-buildings activities: only the operators who independently developed sustainable initiatives continue to do so. | The expectation is that many operators participate in the capacity-buildings activities. As effect, the majority of them implement some minor changes in their actions, with positive but limited effects. Nevertheless, some of them will take this chance to implement major changes in their actions. | A high number of operators participate in the capacity-buildings activities. The majority of them implement major changes in their actions, making the tourism sector in URF's territory significantly more sustainable. |

| TITLE OF THE MEASURE 13                 | Acquisition of audio guides  |
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| <b>Short description of the measure</b> | This budget allocation is intended for the acquisition of audioguides, which will provide visitors with informative and engaging content about the Route of Ceramics, enhancing their experience and facilitating a deeper |



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|  | understanding of the cultural heritage and sustainability efforts in the city.  |
| <b>Related objective</b>                                     | To enhance visitor experience and engagement along the Route of Ceramics by providing accessible and informative audioguides that promote sustainable tourism practices and educate users about the cultural heritage, history, and significance of the region.   |
| <b>Main target group</b>                                     | The primary target group for the audioguides includes tourists and visitors to the Route of Ceramics, particularly those interested in cultural heritage, sustainability, and local history. This group encompasses diverse demographics, including families, students, and international tourists, seeking an enriching and informative experience as they explore the region's ceramic heritage.  |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Local government authorities: Provide funding and support for the project, oversee compliance with regulations, and facilitate coordination between different stakeholders.</p> <p>Technology providers: Supply the necessary technology for the audioguide systems and provide technical support for installation and maintenance.</p> <p>Local businesses and artisans: Collaborate in promoting the audioguides, provide insights into local history and culture.</p> <p>Community organizations: Engage local communities in the project, gather feedback on the audioguide content, and facilitate outreach to ensure inclusivity and representation.</p> <p>Visitors and tourist: Provide feedback on the audioguide experience, helping to refine content and delivery for future improvements.</p> |
| <b>Main activities to be performed</b>                       | <p>System installation and testing: Install the audioguide systems at key locations along the Route of Ceramics and conduct thorough testing to ensure functionality and user-friendliness.</p> <p>Marketing and promotion: Develop promotional materials to inform potential users about the audioguide availability and launch marketing campaigns through social media, local tourism websites, and visitor centers.</p> <p>Training and support: Provide training for staff on how to operate and assist visitors with the audioguide systems and establish a support system for users to report issues or provide feedback.</p> <p>Monitoring and evaluation: Collect user feedback and analyze usage data to assess the effectiveness of the audioguides and make adjustments and improvements</p>      |



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|   | based on user experiences and technological advancements.   |   |  |  |
| External support required                         | A provider for the audioguide systems is needed to supply the necessary hardware and software, including installation and technical support.                                |   |  |  |
| Related output indicator and target(s)            | Number of audioguides distributed and utilized along the Route of Ceramics.<br>Achieve the distribution of at least 40 audioguides within the first year of implementation. |   |  |  |
| Cost estimation                                   | 1176.3 euros (40 audioguides)   |   |  |  |
| Timeframe for implementation                      | Before September 2025   |   |  |  |
| Complementary measures (if any)                   |   |   |  |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION |   |   |  |  |
| Measure   | Indicators  | Short-term scenario (0-2 years from approval)                 | Mid-term scenario (2-5 years from approval)                    | Long term scenario (5-10 years from approval)                    |
| Purchase of audio guides                          | Number of audioguides distributed.  | 40 audioguides purchased and deployed along key sites.        | 70% usage rate among visitors; positive feedback gathered.     | Expansion of audioguide availability to new routes or areas.     |
| SCENARIOS   |   |   |  |  |
| Measure   | Current trend (baseline indicator)  | Business as usual scenario                                    | Most likely scenario   | Best possible scenario   |
| Purchase of audio guides                          | No audioguides in the actual Ceramic Route.   | Audioguide project delayed; only a few audioguides purchased. | 40 audioguides purchased and implemented, with moderate usage. | 40 audioguides purchased, with additional funding for expansion. |

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| <b>TITLE OF THE MEASURE 14</b>          | <b>Creation of a cycling route on the Ceramics Route.</b>  |
| <b>Short description of the measure</b> | The measure aims to establish a dedicated cycling route along the Route, enhancing accessibility and promoting sustainable tourism. The cycling route will feature safe, well-marked paths that connect key sites, enabling visitors to explore the cultural and historical landmarks of the route in an environmentally friendly manner.  |
| <b>Related objective</b>                | To promote sustainable and eco-friendly tourism by developing alternative transport options within the Route, enhancing visitor access to cultural heritage sites while reducing environmental impact. This objective aligns with regional goals for sustainable mobility, the conservation of cultural assets, and fostering a connection between visitors and local heritage through active tourism experiences. |
| <b>Main target group</b>                | The primary target group includes eco-conscious tourists, cycling enthusiasts, and local residents interested in sustainable travel options. Additionally, the route aims to attract families, students, and cultural heritage visitors looking for active and environmentally friendly ways to explore the Route and its surrounding attractions.   |



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| <b>Main stakeholders involved and their responsibilities</b> | <p>City council and local tourism office: Oversee project coordination, approve the route design, ensure alignment with local tourism and sustainability objectives, and promote the cycling route through official tourism channels.</p> <p>Local businesses (cafés, shops, and accommodations): Participate as partners by offering discounts or services for cyclists, contribute to the promotion of the route, and provide rest areas or bike-friendly amenities.</p> <p>Community and environmental groups: Engage in route maintenance, participate in promotional events, offer feedback to improve the project, and assist with community outreach for the initiative.</p> <p>Local media: Publish stories, interviews, and feature articles that highlight the cultural and environmental value of the cycling route, encouraging public participation and support.</p>  |
| <b>Main activities to be performed</b>                       | <p>Route design and planning: Conduct feasibility studies and environmental assessments and define the route layout, incorporating culturally significant sites and scenic areas.</p> <p>Infrastructure development: Construct and mark designated cycling paths, including installing bike-friendly surfaces where needed and install informative signage, including maps, route information, and cultural heritage highlights.</p> <p>Stakeholder collaboration and engagement: Coordinate with local businesses, tourism providers, and cultural organizations to develop partnerships and engage community groups for feedback, particularly on route accessibility and environmental impact.</p> <p>Marketing and promotion: Develop promotional materials, such as brochures, maps, and digital content for local and regional outreach and launch a marketing campaign targeting eco-conscious tourists, families, and cycling groups.</p> <p>Monitoring and evaluation: Implement feedback collection systems, including visitor surveys and community consultations and adjust and improve route features based on feedback and evaluation results.</p> |
| <b>External support required</b>                             | <p>Cycling infrastructure and route development experts for technical planning, route safety assessments, and sustainable infrastructure design.</p>   |



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|   | <p>Output indicator: number of tourists using the cycling route. Target: Attract at least 100 cyclists in the first year, with a 10% increase annually.</p> <p>Output indicator: Increased awareness of cultural heritage sites along the route. Target: 80% of surveyed users report learning about local heritage sites through the route signage and digital tools.</p> <p>Output indicator: environmental impact reduction. Target: Reduce carbon emissions from tourism by 15% through increased use of cycling instead of motorized transport along the route.</p> |  |   |  |
| Related output indicator and target(s)            |  |  |   |  |
| Cost estimation                                   | tbd  |  |   |  |
| Timeframe for implementation                      | Before April 2026.   |  |   |  |
| Complementary measures (if any)                   |  |  |   |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION |  |  |   |  |
| Measure   | Indicators   | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)  |
| Creation of a cycling route                       | Visitor numbers, environmental impact, visitor satisfaction.   | Complete route infrastructure, initial promotion, gather visitor feedback.   | Expand amenities, boost promotional efforts, add digital tools.   | Maintain infrastructure, add new segments/events as needed.  |
| SCENARIOS   |  |  |   |  |
| Measure   | Current trend (baseline indicator)   | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
| Creation of a cycling route                       | There is no option to do the Route by bicycle.<br><br>:  | The cycling route remains undeveloped. Minimal promotion results in low awareness and continued reliance on motorized transport, causing high environmental impacts. | The cycling route sees gradual improvements, attracting cyclists. Increased local business engagement occurs, but environmental challenges persist. | The cycling route is fully developed. Local businesses thrive, community engagement is strong, and environmental impacts are significantly reduced, establishing the route as a model for sustainable tourism. |

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| <b>TITLE OF THE MEASURE 15</b>          | <b>Improvement of Accessibility along the Ceramics Route.</b>  |
| <b>Short description of the measure</b> | The measure aims to improve accessibility along the Ceramics Route by implementing enhancements in infrastructure and services that accommodate all users, |



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|  | including individuals with disabilities, families with strollers, and elderly visitors. This includes adapting paths and trails, installing accessible signage, and placing resting structures. The goal is to create an inclusive environment that encourages diverse participation in tourism activities and ensures that everyone can fully enjoy the cultural and natural offerings of the route.   |
| <b>Related objective</b>                                     | To enhance inclusivity and accessibility for all visitors along the Ceramics Route, ensuring that individuals with disabilities, families with strollers, and elderly people can fully participate in and enjoy the cultural and natural attractions. This objective supports the broader goal of promoting sustainable tourism by fostering an environment where everyone can access and appreciate the region's heritage and landscapes.  |
| <b>Main target group</b>                                     | The primary target group includes eco-conscious tourists, cycling enthusiasts, and local residents interested in sustainable travel options. Additionally, the route aims to attract families, students, and cultural heritage visitors looking for active and environmentally friendly ways to explore the Route and its surrounding attractions.  |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Individuals with disabilities: People who may have mobility challenges, requiring accessible pathways and facilities to fully experience the route.</p> <p>Families with strollers: Parents and caregivers who need navigable paths and resting areas for easy movement with children.</p> <p>Elderly visitors: Older adults who may have reduced mobility or require additional support to enjoy the route comfortably.</p> <p>Tourists seeking inclusive experiences: Visitors looking for accessible travel options that accommodate diverse needs and preferences.</p> |
| <b>Main activities to be performed</b>                       | <p>Pathway and trail adaptation: Assess and modify existing pathways and trails to ensure they are smooth, wide, and safe for all users, including those with mobility aids.</p> <p>Creation of rest areas: Install resting structures such as benches and shaded areas along the route to provide comfortable spots for visitors to rest.</p> <p>Feedback mechanism: Implement a system for collecting feedback from users regarding their experiences, focusing on accessibility and inclusivity.</p>   |
| <b>External support required</b>                             | An expert in sustainable tourism and accessibility is needed to evaluate the current situation of the Ceramics Route. This expert will assess existing infrastructure and services, identify barriers to accessibility, and propose improvements throughout the itinerary. Their expertise will ensure that the proposed changes effectively enhance the user experience for individuals with disabilities,   |





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|   | families with strollers, and elderly visitors, while also aligning with best practices in sustainable tourism.   |
| <b>Related output indicator and target(s)</b> | Output indicator: Increase in the number of accessible pathways and facilities along the Ceramics Route.<br><br>Target: Increase visitor satisfaction ratings regarding accessibility to 85% or higher in feedback surveys within the first year of implementing the improvements. |
| <b>Cost estimation</b>                        | tbd  |
| <b>Timeframe for implementation</b>           | before April 2026.   |
| <b>Complementary measures (if any)</b>        |  |

### CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION

| Measure  | Indicators  | Short-term scenario (0-2 years from approval)   | Mid-term scenario (2-5 years from approval)                                       | Long term scenario (5-10 years from approval)                                   |
|--|---|---|---|---|
| Improvement of Accessibility along the Ceramics Route. | Visitor satisfaction ratings regarding accessibility. | Conduct an accessibility assessment of the Ceramics Route and establish resting areas and ensure basic accessibility features are in place. | Continue to monitor and improve accessibility features based on visitor feedback. | Achieve full compliance with accessibility standards across the Ceramics Route. |

### SCENARIOS

| Measure  | Current trend (baseline indicator)  | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
|--|---|--|---|--|
| Improvement of Accessibility along the Ceramics Route. | Currently, the pathways and facilities along the Ceramics Route don't meet basic accessibility standards, resulting in limited usage by individuals with disabilities and families with strollers. Visitor feedback indicates that accessibility is a significant barrier to full participation in the route's offerings. | If significant improvements are not made to enhance accessibility along the Ceramics Route, the current situation will persist over the next 5-10 years. Visitor feedback will continue to indicate dissatisfaction with accessibility, leading to stagnation or even a decline in the number of visitors with disabilities and families with strollers. | Within the next 2-5 years, ongoing improvements will lead to a 60% compliance with accessibility standards. | In the ideal situation over the next 5-10 years, the Ceramics Route achieves 100% compliance with accessibility standards. Visitor satisfaction ratings regarding accessibility reach 90% or higher. |

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| <b>TITLE OF THE MEASURE 16</b> | <b>Information improvement</b> |
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| <b>Short description of the measure</b>                      | Enhancing the Ceramics Route signage with clear, durable, multilingual information panels and digital info points at key locations. This will provide an accessible, sustainable, and enriching experience for visitors, highlighting the cultural and historical value of the route.  |
| <b>Related objective</b>                                     | Strengthen visitor accessibility, engagement, and educational outreach along the Route by implementing a cohesive system of clear, durable, and eco-friendly signage. This will include multilingual information panels and strategically located digital info points that convey the historical, cultural, and ecological significance of the route. By highlighting key locations, ceramic-making processes, and heritage landmarks, this initiative aims to create an immersive, inclusive, and sustainable tourism experience that fosters deeper appreciation for local craftsmanship, supports regional identity, and aligns with best practices in responsible tourism development.   |
| <b>Main target group</b>                                     | Tourists, local residents, students, and cultural heritage enthusiasts interested in exploring and understanding the historical, artistic, and ecological aspects of the Route.  |
| <b>Main stakeholders involved and their responsibilities</b> | <p>City Council of Castellón: Oversee the project's implementation and coordination, ensuring it aligns with the city's tourism strategy.</p> <p>Local ceramic artisans and manufacturers: Share knowledge about traditional ceramic-making techniques and the cultural significance of their craft.</p> <p>Community groups and local residents: Participate in consultations and workshops to gather input on the project and identify local needs and preferences.</p> <p>Local businesses and merchants: Provide local products or services that enhance the visitor experience, such as food, crafts, or guided tours.</p>  |
| <b>Main activities to be performed</b>                       | <p>Design and installation of informational signs: Create and place clear and attractive signs at strategic points along the route, providing information about the history of ceramics, production techniques, and details about points of interest. These signs should be multilingual to attract a diverse audience.</p> <p>Digital information points: Implement interactive digital stations in key locations along the route, where visitors can access additional information, interactive maps, audio guides, and multimedia content about ceramics and local culture.</p> <p>Development of educational materials: Create brochures, printed guides, and online resources that offer detailed information about the ceramics route, including recommended itineraries, visiting tips, and profiles of local</p> |



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|   | <p>artisans. These materials can be distributed at tourism offices and cultural centers.</p> <p>Continuous evaluation and feedback: Implement a system to collect visitor feedback on the signage and information provided. Use this feedback to make ongoing improvements and adaptations based on the needs and preferences of users.</p>   |  |   |  |
| <b>External support required</b>  | Design and marketing professional specialized in environmental and signage signage to create visually appealing and informative panels. The professional should have experience in creating durable and sustainable materials that reflect the cultural and historical significance of the Route.   |  |   |  |
| <b>Related output indicator and target(s)</b>                               | <p>Output indicator: Total count of new and upgraded informational signs installed along the route. Target: Install at least new signs within the first year of the project.</p> <p>Output indicator: Number of interactions or visitors using the digital information points. Target: Achieve at least 100 interactions per month within the first six months after installation.</p> <p>Output indicator: Percentage of visitors expressing satisfaction with the signage and information provided. Target: Achieve a visitor satisfaction rate of at least 85% regarding the clarity and helpfulness of the signage and information.</p> |  |   |  |
| <b>Cost estimation</b>  | tbd   |  |   |  |
| <b>Timeframe for implementation</b>   | before April 2026   |  |   |  |
| <b>Complementary measures (if any)</b>                                      |   |  |   |  |
| <b>CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION</b>                    |   |  |   |  |
| <b>Measure</b>  | <b>Indicators</b>   | <b>Short-term scenario (0-2 years from approval)</b>   | <b>Mid-term scenario (2-5 years from approval)</b>  | <b>Long term scenario (5-10 years from approval)</b>   |
| Improvement of Information and Signage for the Ceramics Route in Castellón. | Number of informational signs installed, visitor engagement at digital information points and visitor satisfaction ratings.   | Design and install at least 4 new informational signs and implement digital information points at key locations. | Evaluate the effectiveness of the installed signage and digital points and adjust and update signage based on visitor feedback. | Develop new content and features for digital platforms based on emerging trends.                                     |
| <b>SCENARIOS</b>  |   |  |   |  |
| <b>Measure</b>  | <b>Current trend (baseline indicator)</b>   | <b>Business as usual scenario</b>  | <b>Most likely scenario</b>   | <b>Best possible scenario</b>  |
| Improvement of information and signage for the Ceramics Route in Castellón. | Currently, there are very few information signs on the Route.   | Without intervention, visitor numbers will stagnate and satisfaction will  | With planned enhancements, such as installing new signs and digital information   | Optimally implemented enhancements could boost visitor numbers, achieving a higher rate of satisfaction rate through |



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|  |  | decline due to competition. | points, visitor numbers could rise, with satisfaction improving. | effective community engagement. |
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| TITLE OF THE MEASURE 17                                      | Promotion and support of activities related to ceramics   |
|--|---|
| <b>Short description of the measure</b>                      | This measure aims to enhance and promote activities that celebrate the rich ceramic tradition of the city. It involves organizing workshops, exhibitions, and cultural events that showcase local artisans and their craftsmanship, as well as educational programs for visitors and residents. By fostering community engagement and collaboration with local businesses, this initiative seeks to raise awareness of the city's ceramic heritage, attract more visitors, and strengthen the cultural identity of the region. Ultimately, the measure aims to create a vibrant cultural scene that honors the city's artistic legacy while supporting sustainable tourism. |
| <b>Related objective</b>                                     | To stimulate the local economy, foster social cohesion, and preserve the city's artistic legacy, contributing to sustainable tourism development and strengthening the city's identity as a center for ceramic arts.  |
| <b>Main target group</b>                                     | Tourists, local residents, students, and cultural heritage enthusiasts interested in exploring and understanding the historical, artistic, and ecological aspects of the Route.   |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Local artisans and craftspeople: Individuals and businesses involved in the production of ceramics who can showcase their work and participate in workshops and events.</p> <p>Residents: community members who can engage in cultural activities, workshops, and educational programs to learn about and appreciate their local heritage.</p> <p>Tourists and visitors: Individuals visiting the city who are interested in cultural experiences, local crafts, and heritage tourism.</p>   |
| <b>Main activities to be performed</b>                       | <p>Workshops and demonstrations: Organize hands-on workshops led by local artisans where participants can learn traditional ceramic-making techniques and create their own pieces. This will foster community engagement and skill development.</p> <p>Educational programs: Develop educational programs and guided tours focused on the history and significance of ceramics in the city, aimed at schools, tourists, and community members to raise awareness and appreciation.</p> <p>Promotion and marketing campaigns: Launch targeted marketing campaigns to promote ceramic-related activities, events, and local artisans, utilizing social media,</p>             |



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|   | local media, and partnerships with tourism organizations to attract visitors and residents alike.   |
| <b>External support required</b>              | External support required: Artisan collaborations to engage local artisans and craftspeople to lead workshops and demonstrations, sharing their expertise and promoting their work within the community and to visitors.  |
| <b>Related output indicator and target(s)</b> | <p>Output indicator: Total count of ceramic-related workshops and cultural events held throughout the year.</p> <p>Target: Organize at least 1 workshops annually within the first three years of implementation.</p> <p>Output indicator: Number of participants attending workshops, events, and educational programs.</p> <p>Target: Achieve a total participation of at least 50 individuals in workshops and events during the first year.</p> |
| <b>Cost estimation</b>                        | tbd   |
| <b>Timeframe for implementation</b>           | Before April 2026   |
| <b>Complementary measures (if any)</b>        |   |

### CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION

| Measure  | Indicators   | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)  | Long term scenario (5-10 years from approval)   |
|--|--|--|--|---|
| Promotion and support of activities related to ceramics tradition. | Number of workshops and events organized and participation rate in workshops and events. | Conduct community engagement sessions to gather input on desired activities related to ceramics. Identify local artisans and cultural organizations for collaboration. | Increase the number of workshops and implement new topics based on participant interest. | Foster continuous community involvement through regular feedback sessions and adapt programming based on community needs. |

### SCENARIOS

| Measure  | Current trend (baseline indicator)  | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
|--|---|--|---|--|
| Promotion and support of activities related to ceramics tradition. | <p>Currently, the city doesn't hosts any ceramic-related activities.</p> <p>Local artisans have limited exposure.</p> | Without intervention, the city maintains its current trajectory, resulting in stagnant visitor numbers and engagement. | <p>With planned enhancements, visitor numbers could rise annually.</p> <p>Community engagement will increase, leading to a visitor satisfaction rate.</p> | Optimally implemented activities could lead to a thriving program of ceramics activities, attracting more visitors. Regular workshops will result in a higher satisfaction rate. |



| TITLE OF THE MEASURE 18                                      | Improvement of waste management along the Route   |
|--|---|
| <b>Short description of the measure</b>                      | This measure focuses on implementing sustainable practices for the management and treatment of waste generated along the Route. It aims to establish recycling and composting points, promote waste reduction through awareness campaigns, and collaborate with local entities to ensure proper waste disposal. The goal is to minimize the environmental impact of the route, foster sustainability, and enhance the visitor experience. |
| <b>Related objective</b>                                     | To ensure efficient and sustainable waste management along the Ceramics Route, contributing to environmental conservation and promoting responsible practices among visitors and residents.   |
| <b>Main target group</b>                                     | Tourists, local residents, students, and cultural heritage traversing the route who generate waste.   |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Local government: Develop and enforce regulations regarding waste management along the route.</p> <p>Local artisans and businesses: Support awareness campaigns by engaging customers in sustainability efforts.</p> <p>Community members and visitors: Follow proper waste disposal guidelines when visiting the route.</p>   |
| <b>Main activities to be performed</b>                       | <p>Installation of recycling points: Place recycling and composting bins in strategic locations along the route.</p> <p>Awareness campaigns: Develop educational programs to inform visitors about the importance of waste reduction and recycling.</p>   |
| <b>External support required</b>                             | Company to analyze and identify locations for recycling bins along the Route.   |
| <b>Related output indicator and target(s)</b>                | <p>Number of recycling points installed: Install at least 2 recycling points along the route in the first year.</p> <p>Output indicator: The total number of recycling bins placed along the Route as a result of the analysis and recommendations.</p> <p>Target: Install at least 2 recycling bins within the first year of implementing the measure, based on the findings from the contracted analysis.</p>                           |
| <b>Cost estimation</b>                                       | tbd   |





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| Timeframe for implementation   |                                     | before April 2026.   |   |  |
| Complementary measures (if any)  |                                     |  |   |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION                                      |                                     |  |   |  |
| Measure  | Indicators                          | Short-term scenario (0-2 years from approval)  | Mid-term scenario (2-5 years from approval)   | Long term scenario (5-10 years from approval)  |
| Hiring a company to analyze and identify locations for recycling bins along the Route. | Number of recycling bins installed. | Install at least 2 recycling bins along the Route and launch an awareness campaign to inform visitors about the new recycling options. | Expand recycling initiatives by introducing composting bins in key areas based on waste composition analysis. | Conduct a comprehensive evaluation of the entire recycling program, including its impact on waste management and visitor experience. |
| SCENARIOS  |                                     |  |   |  |
| Measure  | Current trend (baseline indicator)  | Business as usual scenario   | Most likely scenario  | Best possible scenario   |
| -  | -                                   | -  | -   | -  |

| <b>TITLE OF THE MEASURE 19</b>          | <b>Strengthen relationships with other municipalities with a ceramic tradition</b>   |
|---|--|
| <b>Short description of the measure</b> | The expansion of the Ceramics Route aims to extend the current route to incorporate additional points of interest that highlight the rich ceramic heritage of Castellón. By broadening the route, visitors will have a more comprehensive experience of the region's historical and artistic legacy, encouraging longer stays and deeper engagement with local culture |
| <b>Related objective</b>                | This measure aims to strengthen collaborative relationships with municipalities that have a rich ceramic cultural heritage. By fostering   |



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|  | partnerships, the initiative seeks to create a network that promotes shared knowledge, cultural exchange, and joint tourism efforts.  |
| <b>Main target group</b>                                     | local artisans and ceramic producers, tourism operators, cultural organizations, and municipalities with a significant ceramic heritage. Additionally, the initiative aims to engage visitors, including tourists and residents interested in ceramic culture, as well as local community members who can participate in joint activities and events.   |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Local government: Facilitate the sharing of resources and best practices among municipalities.</p> <p>Local artisans and businesses: Collaborate to open their facilities to visitors, providing demonstrations, workshops, and educational tours.</p> <p>Tourist expert: Promote awareness and appreciation of ceramic traditions through educational programs, exhibitions, and events.</p>  |
| <b>Main activities to be performed</b>                       | <p>Active participation in the European Ceramic Route: Engage with the established Ceramics Route by organizing and promoting events, exhibitions, and workshops that highlight the unique ceramic traditions of participating municipalities.</p> <p>Networking with nearby municipalities: Establish connections with nearby municipalities that share a ceramic tradition, facilitating joint projects, exchange programs, and collaborative marketing efforts to promote the collective ceramic heritage.</p> |
| <b>External support required</b>                             | Expert in sustainable tourism to analyze the current situation of the route and identify municipalities with a ceramic tradition with which Castellón could collaborate to improve the maintenance and expansion of its ceramic legacy.   |
| <b>Related output indicator and target(s)</b>                | <p>Number of joint events organized: Host at least one joint event or exhibition annually that showcase the ceramic traditions of participating municipalities.</p> <p>Signature of collaboration agreements between entities: Formalizing partnerships through collaboration agreements among various stakeholders, including local governments, cultural organizations, and ceramic artisans.</p>   |



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|   | Output Indicator: Number of collaboration agreements signed between entities involved in the promotion of ceramic heritage.<br><br>Target: Establish at least 3 formal collaboration agreements within the first year to enhance cooperation and joint initiatives among participating municipalities and organizations. |   |  |  |
| Cost estimation   | tbd  |   |  |  |
| Timeframe for implementation  | Before April 2026  |   |  |  |
| Complementary measures (if any)   |  |   |  |  |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION   |  |   |  |  |
| Measure   | Indicators   | Short-term scenario (0-2 years from approval)   | Mid-term scenario (2-5 years from approval)  | Long term scenario (5-10 years from approval)  |
| Signature of collaboration agreements between entities to enhance the promotion and preservation of ceramic heritage. | Number of collaboration agreements signed.   | Sign at least 3 formal collaboration agreements among participating municipalities, cultural organizations, and artisans. | Expand the network of collaboration by including additional municipalities and stakeholders. | Establish the collaboration framework as a sustainable model for promoting ceramic heritage, with a well-documented process for future agreements. |
| SCENARIOS   |  |   |  |  |
| Measure   | Current trend (baseline indicator)   | Business as usual scenario  | Most likely scenario   | Best possible scenario   |
| -   | -  | -   | -  | -  |

| TITLE OF THE MEASURE 20                 | Expansion of the Ceramic Route  |
|---|---|
| <b>Short description of the measure</b> | The expansion of the Ceramics Route aims to extend the current route to incorporate additional points of interest that highlight the rich ceramic heritage of Castellón. By broadening the route, visitors will have a more comprehensive experience of the region's historical and artistic legacy, encouraging longer stays and deeper engagement with local culture. |
| <b>Related objective</b>                | To enhance the cultural and educational value of the Ceramics Route by expanding its reach. This measure seeks to increase visitor engagement, promote sustainable tourism, and foster appreciation for local craftsmanship, thereby  |



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|  | supporting the local economy and preserving cultural traditions.  |
| <b>Main target group</b>                                     | Tourists, local residents, students, and cultural heritage traversing the route who generate waste..  |
| <b>Main stakeholders involved and their responsibilities</b> | <p>Local government: Responsible for overall coordination of the route expansion, securing permits, and providing funding and infrastructure improvements along the new sections of the route.</p> <p>Local artisans and businesses: Collaborate to open their facilities to visitors, providing demonstrations, workshops, and educational tours to showcase traditional ceramic techniques and contribute to the visitor experience.</p> <p>Local businesses (e.g., cafes, restaurants, shops): Support the route by offering complementary services and promoting the route within their establishments, enhancing visitor satisfaction and boosting local economic benefits.</p>  |
| <b>Main activities to be performed</b>                       | <p>Identification of new points of interest: Conduct a comprehensive analysis to locate additional sites with historical, cultural, or artistic significance related to ceramic heritage.</p> <p>Assessment and development of selected sites: Evaluate the accessibility, safety, and visitor readiness of these sites, implementing necessary improvements and creating informative materials (signage, brochures) to enhance visitor experience.</p> <p>Integration into guided tours: Work with local tour operators and guides to include these new points in existing tour itineraries, ensuring a seamless and cohesive route experience that reflects Castellón's ceramic legacy.</p> <p>Promotion of the expanded route: Launch a promotional campaign across digital and physical channels to raise awareness of the expanded route, including partnerships with local businesses, social media, tourism websites, and cultural events.</p> |
| <b>External support required</b>                             | Expert in sustainable tourism to analyze the current guided tourist route and identify locations that could be included in this route.  |
| <b>Related output indicator and target(s)</b>                | <p>Number of new points of interest integrated into the Route: Identify and incorporate at least 5 new points of interest related to ceramic heritage within the first two years of the expansion.</p> <p>Increase in visitor engagement with expanded Route: Achieve an increase in visitor participation</p>  |



|   |  | in guided tours featuring the new sites within the first year of their inclusion.   |  |   |
|---|--|---|--|---|
| Cost estimation   |  | tbd   |  |   |
| Timeframe for implementation  |  | before April 2026.  |  |   |
| Complementary measures (if any)   |  |   |  |   |
| CHRONOLOGICAL OVERVIEW ON MEASURES IMPLEMENTATION   |  |   |  |   |
| Measure   | Indicators                                   | Short-term scenario (0-2 years from approval)   | Mid-term scenario (2-5 years from approval)            | Long term scenario (5-10 years from approval)                                     |
| Expansion of the Ceramic Route of Castellón to include additional points of interest for enhanced visitor experience. | Number of new points of interest integrated. | Conduct a comprehensive analysis to identify potential new sites related to ceramic heritage and integrate new points of interest.. | Refine and expand the route based on visitor feedback. | Fully establish the expanded route as a sustainable cultural tourism experience.. |
| SCENARIOS   |  |   |  |   |
| Measure   | Current trend (baseline indicator)           | Business as usual scenario  | Most likely scenario                                   | Best possible scenario  |
| -   | -  | -   | -  | -   |