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"Enhancing MED sustainable cultural tourism

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

**D1.3.1 Transnational working group toolkit for the
incorporation of circular economy into the CoE's CR**





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D.1.3.1 Transnational working group toolkit for the incorporation of circular economy into the CoE's CR

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MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of 4 Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon. To tackle the project general objective, MED-Routes´ approach is rooted in a TRANSFER rationale: transfer mechanisms are put into place to cross-reference the most relevant, filed tested outputs from INCIRCLE & EMBLEMATIC projects for the design of eco-itineraries.

The **D.1.3.1 Transnational Working Group Toolkit for the Incorporation of Circular Economy into the CoE's CR** report serves as a comprehensive guide, developed from the collaborative efforts of project partners and coordinated by **PP8 BATTI**. The toolkit consolidates the outcomes of the Transnational Working Group (TWG) session held on **May 30th 2024 in Varna**, which saw the participation of **17 consortium members**. This report, authored by BATTI, is designed to remain a valuable resource for Cultural Routes in addressing the subsequent stages of the project and overcoming key challenges in promoting the circular economy.

The report includes detailed **Minutes from the TWG meeting**, capturing the essential discussions and presentations, notably the contribution from **PP4 LIU** on the **Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC**. It also features the **Micro Itineraries Platforms** created by partners in the initial project phase, based on the template provided by **PP3 PRBT**. These itineraries aim to create enriching experiences for visitors by offering entertainment, encouraging discovery, and facilitating the sharing of experiences.

The TWG, under BATTI's guidance, focused on identifying the **urgent needs, gaps, and opportunities** for merging sustainability, circular economy processes, and cultural heritage valorization within the four Cultural Routes involved in the project. Utilizing the INCIRCLE replicating package as a guiding tool, partners analyzed the 4 pillars of waste management, water management, sustainable mobility, and renewable energy sources. This toolkit not only reflects the collaborative spirit of the TWG but also provides a strategic framework for advancing sustainable local tourism across the Mediterranean region.

The report is organized into the following sections:

1. **Transnational Working Group Meeting in Varna – Minutes**
2. **Micro Itineraries Platforms**
3. **The relevant parts from the Presentation of PP4 LIU of the Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC**

The **Deliverable D.1.3.1 Transnational Working Group Toolkit** represents a significant achievement in the MED-Routes project, symbolizing the collaborative efforts of all consortium members, guided by PP8 BATTI.\





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1. Transnational Working Group Meeting in Varna – Minutes

Date: May 30, 2024

Location: Morsko Casino, Varna

Participants Members of TWG:

Benedetta Diamanti (LP:URF and AP: ERC)

Lidia Vicente Tena (PP2: CPCC)

Ksenija Keča (PP4: Libertas University)

Júlia Reis (PP7: CMVFX)

Stjepan Rezo (PP6: DUNEA)

Gabriela Dimova (PP8:BATTI)

Marinella Katsilieri (AP2: OLIVE TREE)

Sara Ferrari (AP3: The Phoenicians' Route)

Irene Mikelis (PP5: INSULEUR)

Guest Participants:

Silvia Medri (LP: URF)

Elisabetta Di Martino (LP: URF and ERC)

Nicolas Tsifoutis (PP3: PAFOS)

Loucas Nikiforou (PP3: PAFOS)

Vlasta Klaric (PP4: Libertas University)

Georgos Assonitis (PP5: INSULEUR)

Ana Bicho (PP7: CMVFX)

Alexandrina Stoimenova (PP8:BATTI)

Important Notes:

The meeting starts at 5.00 pm.

Alexandrina Stoimenova (BATTI) introduces the meeting and welcomes members of TWG and other participants. Gabriela Dimova (BATTI) starts to present highlighting the deliverable of the TWG for the 1. Period:

1.3.1. Transnational working group toolkit for the incorporation of circular economy into the CoE's CR and it's deadlines.

→ Discussion on the components of the Toolkit started with Mediator Gabriela (BATTI).

Elisabetta (URF) suggests and PPs agreed the Toolkit to be in the form of a **report** in pdf and to include:





1. The Outcomes from the TWG Meeting in the form of Minutes
2. The [Micro Itineraries Platforms](#) created from the Partners in the first period using the template Provided by Pafos

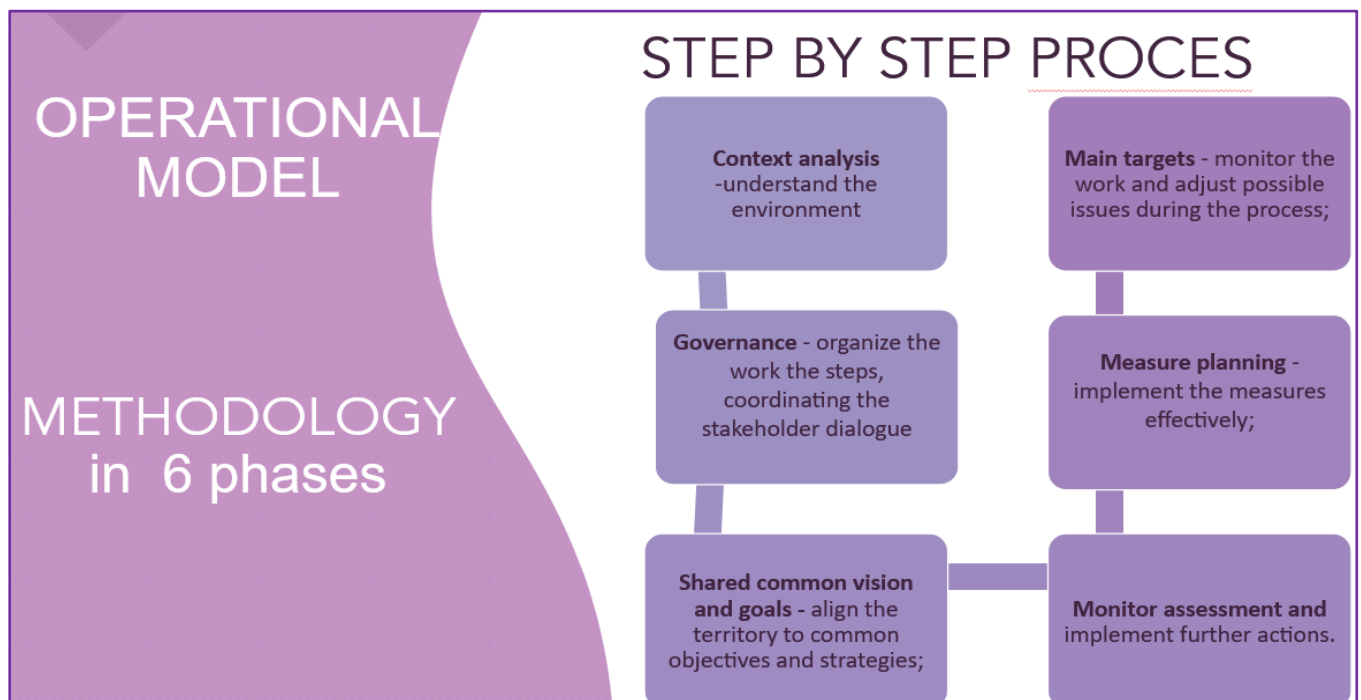
Target goal of the Itinerary for the visitors:

- Create experience (emotion, pleasure, escape from reality)
- Offer entertainment (Esthetics, Excitation)
- Discover and express
- Share of experience (To educate, to give the example, to guarantee the visit)

3. The relevant parts from the Presentation of Libertas of the Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC

Discussion and deep analysis of the Presentation of Libertas of the Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC:

Partners agreed to follow these 6 steps for the incorporation of circular economy into CoE's CR:



1. CONTEXT ANALYSE

In order to do Context Analyse and to understand the environment in which the operational model run, during the **Participatory Lab (PL)** planned for October, the PPs will gather information for **SWOT Analyse** of each area to identify the positive and negative aspects, **weaknesses** and **strengths, connected with the 4 pillars of INCIRCLE.**

These 4 pillars will be followed when doing the SWOT Analyze:





SUSTAINABLE MOBILITY

Public Transport and Cycling:

- Provide information about public transport options.
- Create infrastructure for cycling, such as bike rental stations and safe bike paths along the routes.
- Biking routes, hiking routes, ballooning routes, waterways...

Low-Emission Transport:

- Promote the use of electric or low-emission buses and shuttles for transportation between cultural sites

ENERGY EFFICIENCY

Energy Efficient Lighting and Renewable Energy:

- Use energy-efficient lighting and renewable energy sources, such as solar panels, at cultural heritage sites and along the routes.
- Use energy-efficient lighting, heating, and cooling systems in tourism operations.

Green Building Standards:

- Construct or renovate buildings following green building standards like LEED or BREEAM to ensure energy efficiency and sustainability.
- Ensure any new buildings or renovations along the routes follow green building standards, focusing on sustainability and energy efficiency.

Smart Technology:

- Implement smart technologies to monitor and optimize resource use, such as smart lighting and energy management systems at cultural sites.

WASTE MANAGEMENT

Reduce	Prohibit single-use plastics in cultural sites and encourage the use of reusable water bottles, utensils, and containers.
Waste Mng programs	Set up comprehensive recycling bins and composting systems at cultural sites and along routes, with clear signage to guide visitors.
Recycling	Establish systems for recycling paper, glass, metals, and electronics within tourism facilities.
Upcycling	Create art installations or community projects that upcycle waste materials found along the routes, engaging local artists and visitors.
Reuse and Repurpose	Repurpose materials from renovations of cultural sites into new uses, such as turning old bricks into garden paths or converting old wood into furniture.

WATER MANAGEMENT - Optimize use:

- Install water-saving fixtures, such as low-flow toilets and faucets, in restrooms and public areas of cultural sites.
- Promote water conservation practices among visitors.
- Use native and drought-resistant plants for landscaping cultural sites to reduce water usage

Each partner has to do a **reflection** on their own itinerary before creating an eco-itinerary and to answer to the **questions**:

- Tourism volume?
- Visitors? Individual / groups? Percentage? How are they served? Who do you want to have?
- How do they feel?
- Sustainability measures (mobility – biking, workshops – social sustainability and circularity, how do you use water, waste, energy?)
- Who are your stakeholders?

1. GOVERNANCE

Governance as a topic and its steps are already included in other project activities.

The INCIRCLE Stakeholder analysis matrix will be used from BATTI as a base for the **Stakeholder list** needed for D1.1.1 Integrated maps for the development of the local circular tourism sector.

It will be filled in till the Middle of June.

For the Creation of **Stakeholder Working Groups** partners agreed on involving **diverse** stakeholders – transport, associations, education, winery, etc.

Benedetta (URF) recommended to the PPs to look for contacts of other Cultural Routes in their own area

2. SHARED COMMON VISION AND GOALS & 4. MAIN TARGETS

During the **PL** PPs will discuss with the stakeholders **indicators** and **measures** for circular economy in order to identify the **common visions** and **goals**.

5. MEASURES

After **PL** PPs will decide on **measures** - actions able to address the identified territorial problems, contributing to meet one or more strategy goals.





INCIRCLE Measure Template will be filled after the PL using the information gathered from them:

Title of the measure	
Short description of the measure	
Related objective	
Main target group	
Main stakeholders involved and their responsibility	
Main activities to be performed	
External support required	
Related output indicator and target (s)	
Cost estimation	
Timeframe for implementation	
Complementary measures (if any)	


Table 4 – INCIRCLE 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)

Table 5 – INCIRCLE scenarios


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

Good Examples of Measures are presented here:




Sustainable Mobility

- Before my trip, I can find out and learn about the infrastructure and sustainable mobility services available at my destination to minimize travel by car and ensure a smaller carbon footprint.
- I choose to get to know a place on foot, by bicycle and using public transport, travelling at a time of day when it is more pleasant and possible.




Water Efficiency

- I choose to wash regularly used items (e.g. towels, bathing suits) by soaking them in a basin, rather than rinsing them under running water.
- I avoid changing towels every day at my accommodation.




Waste Management

- I make sure to recycle as much as possible at the source, properly separating waste.
- I respect the natural environment at all times. I keep the beaches and the places I visit clean.
- I avoid single-use plastics, preferring reusable or biodegradable utensils for everyday use (e.g. for storing and consuming water and food).



Energy Efficiency

- When I leave the hotel, I make sure to unplug all electrical devices and to turn off the air conditioning/heating.



General Advice

- When deciding where to stay, I choose businesses that follow sustainable practices.
- I support local businesses and local producers and help strengthen the local economy.
- I use electricity, water and other natural resources in the area frugally.

Measures should be indicated till the first Week of November 2024 to ensure effectiveness and to respect the deadlines





6. MONITOR ASSESSMENT AND FURTHER ACTIONS

This step won't be implemented during the MED-Routes Implementation. Partners discuss the opportunity to propose second part of the MED-Routes Project

Important Deadlines set during the TWG:

1. Stakeholder list (Point 2) will be filled in till middle of June
2. Methodology for the implementation of Participatory Labs (PL) should be done by INSULEUR until the middle of September
3. PL should be organized in October 2024 gathering the above-mentioned information (Point 3, 4, 5)
4. Measures (Point 5) should be indicated till the first Week of November 2024 using INCIRCLE Measure Template
5. INSULEUR will do a PL report till the middle of November
6. Deliverable 1.4.1 Joint roadmap for Cultural Routes based on the adaptation of INCIRCLE replicating package should be ready in December 2024.

Next TWG Meeting:

PPs planned the next TWG Meeting in Pafos which will be between 4-7 November. Main topic there will be:
-strategy of construction of eco-itinerary

TWG Meeting ended at 7:00pm.

2. Micro Itineraries Platforms

The Micro Itinerary Platforms are designed with a clear target goal for visitors, focusing on creating enriching experiences that evoke emotion, provide pleasure, and offer an escape from reality. These itineraries aim to entertain through aesthetic appeal and excitement while encouraging discovery and self-expression. A critical component is the sharing of experiences, which serves to educate, set examples, and guarantee memorable visits.

In this section, each itinerary is described comprehensively, covering various aspects essential for an engaging visitor experience. This includes the location and a brief description of the destination, encompassing historical, geographical, and cultural information to provide a well-rounded understanding of the area. Points of interest are highlighted to guide visitors to must-see attractions, while transportation options are outlined to ensure ease of access. Additionally, the itineraries offer insights into entertainment and relaxation opportunities, ensuring a diverse and fulfilling visit. The goal is to create a cohesive and informative platform that not only guides visitors through their journey but also enhances their overall experience by connecting them with the unique attributes of each destination.





[Italy: Landscape and flavours / Flavourscape \(by LPI URF\)](#)

Location and short description of the destination (including historical, geographical and cultural information)

Romagna Faentina is a land rich of history, where culture and traditions arise from a unique and varied landscape, made of fertile plains, pleasant hills and peculiar chalk spurs. Faenza - city of ceramic - is the main centre of a territory born at the crossroads of two ancient Roman roads, Via Aemilia and Via Faventina, and along the flow of Senio and Lamone rivers, where small villages, with their rural communities, are located upstream the valleys. The cultivated plain extends between Faenza, Castel Bolognese and Solarolo, while the hills district includes the territories of Brisighella, Casola Valsenio and Riolo Terme. The hills area is part of the Regional Park of Vena del Gesso, where you can find an important landscape phenomenon "Evaporitic Karst and Caves of Northern Apennines", inscribed in 2023 in the UNESCO World Heritage List for its outstanding ecological and cultural value. This peculiar landscape is the source of local food and wine tradition, consisting of ancient recipes, quality farming products granted with geographical indication, foraging of wild herbs and authentic flavours, thanks to minerals in the soil, the geographic position and climatic conditions. Many wines of high quality are produced in the area under the Colli di Faenza DOC denomination and of four Sangiovese sub-areas: Serra in Castel Bolognese, Marzeno and Oriolo in Faenza and Brisighella, areas where the important DOP of extra virgin olive oil is also attested. Romagna Faentina is a rural area where agriculture is still an important lever of economic and social development, as well as the basis of local sustainable tourism.

Experiencing the landscape and enjoying genuine local gastronomy is a must. The wide variety of agri-food products, festivals and traditions combine perfectly with open air activities, especially hiking and cycling along different cultural and natural itineraries spread throughout the area. Cultural heritage is an important part of this landscape and marks the value of the relation with the past. The area is scattered of historical landmarks: old churches, palaces, squares, aristocratic residences, historical ruins, towers and mills. In every town in the Romagna Faentina area there is a Medieval castle or a Renaissance fortress, preserved in its original state or as archaeological evidence, tracing a small sub-network, connected to the main regional castle routes. The territory also has presents many museums, also articulated in an open air artistic or geological path, where visitors can discover the peculiarities of local history and modern trends, through permanent collection and temporary exhibitions. Artisan culture is also deeply rooted and represents a bridge between the past and future. In Faenza the ceramic production is very popular and the core of the cultural system of the city, made of workshops, lab experiences, collections and festivals.

The main event is "Argillà Italia", the international ceramics festival and market exhibition: the festival is held every two years in the first weekend of September in the evocative squares and streets of the city centre and it attracts artists, crafters and visitors from all over the world. Romagna Faentina is located between Bologna and the Adriatic coast, in the eastern part of Emilia-Romagna region, on the border with Tuscany. Faenza is the main centre of the area of Romagna Faentina and a starting point to visit the territory in a slow and sustainable way, also using trains, bikes, electric cars, thanks to the presence of many charging stations, and by foot, for or the suggestive natural paths connecting the villages. Brisighella rises on top of three chalk spurs where the main monuments stand, dominating the valley: the Renaissance Fortress, the Clock Tower and the Sanctuary of Monticino. The heart of the village is crossed by the suggestive Via degli Asini, a covered and elevated street, part of the original defence system. Casola Valsenio is located in the upper Senio valley, surrounded by old castle ruins, mills, expanses of lavender and broom, monumental trees, Natura 2000 site, paths, the main botanical garden of the region, a Romanesque abbey and the historic house Il Cardello, into the geological frame of the silver chalk ridge. Riolo Terme is a small village in the Senio Valley, built in the 14th Century. Its name derives from the well-known thermal waters, used since ancient times. The town is dominated by the majestic Rocca, with its moat and round corner towers, where Caterina Sforza held her Renaissance court. Castel Bolognese and Solarolo preserve the trace of their Medieval past, with towers and the ancient settlement of the burgs. The villages offer a discovering of the plain area, across the Via Aemilia.



Enlightening Description of the Itinerary

Faenza is the city of ceramic and art city, with its Renaissance historical city centre and the presence of different museums. The unique International Museum of Ceramic, the largest ceramic collection of the world Municipal Art Gallery, with its permanent collection of 1000 years of local art, from the Middle Ages to the XXth century Palazzo Milzetti - National Museum of Neoclassicism in Romagna, is milestone of the local neoclassical route, that includes Masini Theatre, Palazzo Laderchi and countryside villas. At Oriolo dei Fichi, in the hills of Faenza, the quality wine Colli di Faenza DOC and the best agri-food productions are produced in the fields around the Renaissance tower. Brisighella, an historical village located into the Regional Park of Vena del Gesso, os renowned for its agri-food excellences, especially for the Brisighello D.O.P extra virgin olive oil and the white wine Albana DOCG. A landascape of gypsum outcrops alternates with ravines and hills of olive trees, crossed by several paths and trails, such as the Oil Trail and the underground routes to discover Tanaccia e Cà Toresina caves.

Casola Valsenio, with its officinal heritage, is the perfect place to discover ancient flavours, unknown fruits of the tradition, perfectly preserved by local farmers, and to experience typical recipes made with the use of wild herbs. In Riolo Terme is home to a site of greatest naturalistic and archaeological interest, the cave of King Tiberius, the most famous cave of the entire Regional Park of Vena del Gesso, important for its traces of habitation from the Copper Age. In spring, the Festival of Romagna shallot IGP and other events dedicated to food and rural culture are held. In Castel Bolognese you can find the 14th century Scodellino mill, one of the oldest structure preserved in the area, along the rural route "Ciclico", where it is possible to taste quality local Sangiovese wine. Solarolo has one of the oldest archaeological site of the area, the via Ordiere bronze period village. Here, you can find the big Renaissance tower of the castle and taste the typical Romagna IGP nectarine peach.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:

Economic operators/services	Airports/Ports	Bologna Airport	Forlì Airport	Rimini Airport	Ravenna Port			
	Accommodation Facilities	Hotels from 4* to 2*: n. 20	Apartments and villas : n. 49	Agro tourism : n.42	B&B: n. 43	Hostels: n. 1	Camping sites / camper area: n. 5	Mountain lodge: n. 2
	Food & Beverage	Restaurants	Traditional Taverns	Local Cuisines	Bars	Coffee shops		
	Transportation	Trains	Public Buses	Taxis	Car	Bicycles	e-bikes	Scouters
	Wineries	Faenza	Brisighella	Casola Valsenio	Riolo Terme	Castel Bolognese	Solarolo	





	Olive oil mills	Brisighella n. 2	Casola Valsenio n. 1					
	Shops	Ceramic workshops	Fashion	Wine shops	Gastronomy			
	Sports & Outdoor activities	Touristic or environmental guides	Trekking services	Bike services	Running competitions			
	Well-being	Spa services						
Possible thematic and related highlights	Culture	Museums	Art galleries	Performative arts				
	Arts and crafts	Handicraft-centres	Workshops	Infocentres				
	Tangible and intangible heritage	Festivals	Patron saints celebrations					
	Archaeology	Castle ruins sites	Bronze age village site	Collections in museum				
	Myths and Legends							
	Monuments	Churches and sanctuaries	Castles and towers	Palaces and aristocratic villas	Historic squares	Historic villages		
	Cultural routes	Vie di Dante						
	European Long Distance Paths	European Ceramic Route	European Route of Historic Theatre	European Cemeteries Route				
	Cycling routes							





	landscapes	Regional Park of Vena del Gesso	phenomenon "Evaporitic Karst and Caves of Northern Apennines", UNESCO World Heritage List	Ravines	Natura 2000 Area Alto Senio	Senio Valley	Lamone Valley	
	Rural life							
	Religious Routes	Cammino di Sant'Antonio	Via Misericordiae					
	Excursions on the Oil Path	Oil path of Brisighella						
	Excursions on the Ceramic production	Urban centre of Faenza						
	Excursions on the Wine routes	Romagna wines Route						
Points of Interest	Museums	Example: International Museum of Ceramic	Faenza Art Gallery	Brisighella Ugonia Museum	Civic Museum of Castel Bolognese			
	Sanctuaries	Brisighella Santuario del Monticino	Solarolo Santuario della Madonna della Salute					
	Castles	Brisighella	Faenza	Casola Valsenio	Castel Bolognese			
	Fortress	Brisighella	Riolo Terme	Solarolo				
	National Parks							
	Natura 2000	Natura 2000 Area Alto Senio						





	Rural landscape architecture	Casola Valsenio Il Cardello								
	Archaeological parks									
	Blue flag Beaches									
	Historical Town centers	Faenza	Brisighella	Casola Valsenio	Riolo Terme	Castel Bolognese	Solarolo			
	Religious monuments and monasteries	Faenza Cathedral	Brisighella S. Michael Collegiata	Valsenio S. John Baptist Abbey						
	Bird Watching Areas	On river Senio	On river Lamone							
	Sunset viewpoints									
	Other viewpoints									
	Picnic Sites									
Technology tools	Applications	Geo IF for hiking paths								
	Augmented reality									
	QR codes	For visit Faenza Art Gallery								
	Information centers	Local Tourist Office in Faenza, Brisighella, Casola Valsenio and Riolo Terme								
	Interpretation centers									





	Audio Guides							
	AI (artificial intelligence)							
Social Services	Visitors information offices	In Faenza	In Brisighella	In Casola Valsenio	In Riolo Terme			
	Police Stations							
	Hospitals	Faenza Hospital	Local public praxis in Brisighella	Local public praxis in Casola Valsenio	Local public praxis in Riolo Terme	Local public praxis in Castel Bolognese	Local public praxis in Solarolo	
	Fire station	Faenza	Casola Valsenio					
	Forestry Department	Carabinieri nucleo forestale Brisighella						

Spain: Valencian Region (by PP2 CPCC)

Location and short description of the destination (including historical, geographical and cultural information)

Castellón de la Plana, situated in the province of Castellón within the Valencia region of Spain, is a city steeped in history, culture, and natural beauty. Its origins trace back to ancient times, and its landscape is a captivating blend of sandy beaches along the Mediterranean coast and rugged mountain ranges inland. With origins dating back centuries, Castellón's ceramic tradition is deeply ingrained in its identity. The city's artisans have perfected their craft over generations, producing exquisite pottery and tilework that adorn homes, public spaces, and architectural landmarks across the region. The Ceramics Route of Castellón showcases this rich heritage, inviting visitors on a journey through the city's workshops, studios, and historical sites dedicated to the art of ceramics. It provides a glimpse into the intricate processes involved in pottery-making, from shaping clay to firing and glazing, while also highlighting the cultural significance of ceramics in local traditions and daily life.

The city's historical significance is evident in its architecture, with landmarks such as the Gothic-style Concatedral de Santa María and the remnants of the Castell Vell (Old Castle) serving as testaments to its past. Castellón was once a Moorish fortress before becoming a crucial stronghold during the Reconquista. The city is surrounded by citrus groves, olive orchards, and vineyards. Beyond its urban center lie the Serra d'Espadà and Serra de la Calderona, offering opportunities for outdoor activities like hiking and cycling. Culturally, Castellón is vibrant, with a calendar filled with festivals, events,





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and traditions. Its museums, art galleries, and theaters provide avenues for exploration, while its gastronomy showcases a fusion of Mediterranean flavors and local specialties. In essence, Castellón de la Plana presents a tapestry of historical intrigue, natural splendor, and cultural richness, inviting visitors to immerse themselves in its unique charm and character.

Enlightening Description of the Itinerary

The micro itinerary of the Ceramic Route of Castellón invites you to explore the cultural heritage, natural beauty, and environmental consciousness intertwined with the age-old tradition of ceramic. With a growing global focus on eco-friendly practices, Castellón's Ceramic Route stands out for its commitment to sustainable production methods. International tourists are drawn to the region's organic farming practices, ecological recycling initiatives, and efforts to minimize environmental impact. Also, serves as a hub for cultural exchange, welcoming visitors from diverse backgrounds to explore the art, history, and traditions of Castellón's ceramic industry. International partnerships and collaborations enrich the route's offerings, creating a vibrant tapestry of global influence. Stimulate tourism in the region by promoting the Ceramics Route as a unique cultural attraction, attracting visitors from around the world and boosting local economies and educate visitors about the art and history of ceramics, offering guided tours, workshops, and exhibitions to deepen understanding and appreciation.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:





Economic operators/services	Airports/Ports	Castellón Airport	Valencia Airport					
	Accommodation Facilities	5* to 1* Hotels	Apartments	Guest Houses	Tourist Apartments			
	Food & Beverage	Restaurants	Local Cuisines	Bars	Coffe Shops			
	Transportation	Trains	Public Buses	Taxis	Car	Bicycles		
	Wineries							
	Olive oil mills							
	Shops	Salera Shopping Center	Fashion Shops	Shopping Centers	Local Stores	Pharmacies	SuperMarkets	
	Sports & Outdoor activities	Touristic guides	Water Sports	Cycling	Beach activities	Hiking and natural trails	Public Sports Fields	Gyms
	Well-being	Beauty Services	Spa Services					
Possible thematic and related highlights	Culture	Exhibitions halls and cultural centres	Cultural Organisations	Gastonomy Events	Festivals	Theatre		
	Arts and crafts	Ceramics	Traditional Pottery	Baskets Weaving	Embroidery			
	Tangible and intangible heritage	Celebrations and Festivities	Gastronomy	Tradition Crafts				
	Archaeology							
	Myths and Legends							
	Monuments	Historic Churches	Civil Architecture	Sculptures	Squares			





	Cultural routes	Route of ceramics						
	European Long Distance Paths	European Ceramic Route						
	Cycling routes	Sant Roc de Canet-Lledó	Parc del Meridià-Marjalera	Senillar- Molí La Font	Camí del Canal-L'enramada	Font de la Salut-Magdalena	Depòsit Verd - El Collet	
	landscapes	Columbretes Islands	Desierto de las Palmas	Beaches and Costal areas	Mountains			
	Rural life							
	Religious Routes							
	Excursions on the Oil Path							
	Excursions on the Ceramic production							
	Excursions on the Wine routes							
Points of Interest	Museums	Fine Arts Museum	EACC	Ethnological Museum	Museum of the Sea			
	Sanctuaries	Lledó Basílica	San Pedro Church	Hermitage Sant Francesc de la Font	Hermitage San Nicolás de Bari	Magdalena Hermitage		
	Castles	Castell Vell						
	Fortress							
	National Parks	Islas Columbretes Marine Reserve	Parque cultural de la Valltorta	Paraje de la Magdalena	Molí de la Font	Desert de les Palmes Natural Park		





	Natura 2000												
	Rural landscape architecture	Agricultural Landscapes											
	Archaeological parks												
	Blue flag Beaches	Pinar Beach	Gurugú Beach	Serradal Beach									
	Historical Town centers												
	Religious monuments and monasteries	Churches	Hermitages										
	Bird Watching Areas	Desert de les Palmes Park											
	Sunset viewpoints	Mountain viewpoint	Beaches										
	Other viewpoints												
	Picnic Sites	El Pinar	Parque Litoral	Ribalta Park	Desert de les Palmes Park	Beaches							
Technology tools	Applications	BiciCas											
	Augmented reality												
	QR codes	Avalible in some sites	Tourist Info Points										
	Information centers	Casa Abadía Tourist Info Point	Renfe Tourist Info Point										
	Interpretation centers	Castell Vell Interpretation Centre											



	Audio Guides							
	AI (artificial intelligence)							
Social Services	Visitors information offices	Tourist Info Offices						
	Police Stations	Local Police	National Police	Guardia Civil				
	Hospitals	Hospital General Universitari de Castelló	Hospital La Magdalena	Hospital Vithas Rey Don Jaime	Hospital Provincial			
	Fire station	Parque de Bomberos de Castellón						
	Forestry Department							

[Cyprus: Hidden cultural and natural beauties of the Akamas peninsular and the Laona plateau - Pafos region \(by PP3 PRBT\)](#)

Location and short description of the destination (including historical, geographical and cultural information)

The Pafos region, located on the southwestern coast of Cyprus, is a captivating blend of rich cultural heritage and stunning natural beauty. Steeped in history dating back to ancient times, Pafos boasts a wealth of archaeological UNESCO World Heritage sites. Beyond its archaeological wonders, Pafos is home to a vibrant cultural scene, with festivals, art and cultural exhibitions as well as open-air performances showcasing the island's diverse heritage, adding to the region's charm.

Nature enthusiasts will find themselves enchanted by Pafos' diverse landscapes, ranging from rugged coastlines to lush vineyards and pine-clad hills. The Akamas Peninsula, a protected nature reserve area, and the Laona plateau a reach cultural and natural geographical area is a heaven for cyclists, hikers, culture and wildlife enthusiasts, offering pristine beaches, rugged cliffs, and scenic trails that wind through untouched wilderness.

Within the route, visitors can explore several museums and information centres. At the Arodes village, the Akamas Geology and Paleontology Centre, aims to inform visitors about the various rocks and fossils, the genesis of the island of Cyprus, the seismological characteristics of the area, the geomorphology of Akamas, the mines/quarries/galleys and various Cypriot herbs. In another beautiful village of the area, in Kathikas, the visitors will be fascinated by the Akamas Regional Avifauna and Flora and visitor centre. It includes magnificent dioramas of natural habitats as well as various





ecosystems that include plants, birds and reptiles, as well as exhibits of life-like models of birds and animals of the area. In addition, visitors will enjoy screenings and lectures in a specially designed area simulating a natural forest glade, and will explore the terrestrial flora and avifauna of Akamas through interactive displays touch. Innia village, has also the Turtle museum which has a modern approach, combining thematic interactive presentations, offer unique experiences, revealing lesser known and unknown aspects of the world of turtles.

Last but not least, the Information Centre of Akamas Rural Life and Traditions in Droushia village, showcases the landscape of the peninsula and emphasises the timeless activity of human presence on the peninsula, which represents an important reserve of culture and history. In addition to the exhibits, there is extensive use of visuals and explanatory signs. The museum is vibrant with artisans demonstrating handicrafts such as weaving on looms, embroideries with silk cocoons, painting on gourds, and manufacturing flutes on the premises. The region's Mediterranean climate ensures mild winters and long, sunny summers, making it an ideal destination all year-round. Visitors can indulge in outdoor activities such as snorkeling, diving, and sailing along the crystal-clear waters of the Mediterranean Sea. A great opportunity to swim at the Blue Lagoon beach. Inland, the Pafos Forest beckon adventurers with their scenic hiking trails, ancient monasteries, and quaint villages where time seems to stand still.

The Pafos region is steeped in mythology. According to Greek mythology, Pafos is the birthplace of Aphrodite, the goddess of love and beauty. In addition, the region holds a significant religious and historical importance as it was the first spot where St Paul begun his first mission journey. Visitors can hike or cycle through the area or can explore the route by public bus, a private car or organised bus excursion. The Pafos region, located on the southwestern coast of Cyprus, is a captivating blend of rich cultural heritage and stunning natural beauty. Steeped in history dating back to ancient times, Pafos boasts a wealth of archaeological UNESCO World Heritage sites. Beyond its archaeological wonders, Pafos is home to a vibrant cultural scene, with festivals, art and cultural exhibitions as well as open-air performances showcasing the island's diverse heritage, adding to the region's charm.

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Enlightening Description of the Itinerary

This itinerary provides the opportunity to visitors to immerse in a symphony of majestic locations, historical masterpieces, diversity and adventure. It is one of the 22 areas of endemism of Europe. Akamas Peninsula, located on the northwest coast of Cyprus, is a pristine nature reserve known for its rugged beauty and diverse ecosystems. It offers visitors a chance to explore untouched wilderness, with dramatic cliffs, secluded beaches, and scenic hiking trails.





Laona Plateau, nestled inland, provides a picturesque contrast with its fertile landscapes dotted with traditional villages and ancient olive groves. The area is also rich in cultural heritage, with several museums showcasing Cyprus' history and traditions. Through the exploration of the route museums and info centres, set amidst the natural beauty of Akamas Peninsula and Laona Plateau, offer a well-rounded experience, combining exploration of both the region's natural landscapes and its rich cultural heritage.

To conclude, gastronomy in the area includes traditional flavors and locally sourced ingredients. From halloumi cheese to olive oil and wine, the Laona plateau boasts a diverse array of culinary delights. Visitors can also explore local markets and farm-to table experiences to immerse themselves in the authentic tastes of rural Pafos. Visitors have a wide range of services and experiences to explore at any time of the year.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:

Economic operators/services	Airports/Ports	Pafos Airport	Larnaca Airport						
	Accommodation Facilities	5* to 1* Hotels https://www.visitpafos.org.cy/where-to-stay/	Apartment s	Agro tourism https://www.agrotourism.com.cy/paphos-region	Villas	Hostels	Camping sites		
	Food & Beverage	Restaurants	Traditional Taverns	Local Cuisines	Bars	Coffee shops			
	Transportation	Organised Bus Excursions	Public Buses	Taxis	Private or Car Rental	Bicycles	e-bikes	Scouters	
	Wineries	Vasilikon Winery	Sterna Winery	Fikardos Winery	SODAP Winery				
	Olive oil mills	Olive factory Kyriakos Koupparis - Droushia village	Olive factory Hadjiraftis - Goudi village						





	Shops	Local product shops	Supermarkets	Pharmacies	convenience stores	Shopping mall	Old town shopping centre	
	Sports & Outdoor activities	Organised Excursions	Cycling	Golf	Climbing	Hiking	Birdwatching	Snorkelling Park & Diving Schools (more than 20 diving points)
	Well-being	Spa and Wellness	Yoga					
Possible thematic and related highlights	Culture	Gastronomy	Festivals	Art galleries	Events (Gastronomy, wine)	Workshops and demonstrations on traditional crafts like pottery making, weaving and olive oil production.		
	Arts and crafts	Handicraft-centres	Workshops	Akamas Rural Life Museum				
	Tangible and intangible heritage	Ceramics	Weaving	Basket weaving	Pottery	Traditional Farming Heritage		
	Archaeology	UNESCO Archaeological Park Kato Pafos	Tombs of the Kings	Maa Palaiokastro	St. George Archaeological Site	Marion-Arsinoe Museum/Sites		





Myths and Legends	St. Paul Pillar	Lemba's Chalcolithic village - Goddess Aphrodite	Nea Pafos - Archaeological Park Goddess of Aphrodite	Baths of Aphrodite	Fontana Amorosa - Goddess Aphrodite		
Monuments	Medieval Castle	Tombs of the Kings	Ayios Andronikos Polis	Saint Neophytos Monastery	Saint Paul Pillar/ Chrysopolitissa		
Cultural routes	Goddess Aphrodite route						
European Long Distance Paths	Cyprus Long Distance Path E4						
Cycling routes	PRBT official cycling routes (5-9)						
landscapes	Akamas Peninsula (National Park)	Laona plateau					
Rural life	Laona villages	Coastal villages	Vineyards				
Religious Routes	St.Paul route						
Environmental Centres	Innia-Lara Turtle Museum and Educational Centre	Akamas Avifauna and Flora Visitor Centre - Kathikas village	Akamas Geology and Paleontology Info centre - Arodes village	Information Centre of Akamas Rural Life and Traditions - Droushia village			





	Highlights	Lara Turtle Bay (During the spawning period, not allowed to bring umbrellas and touch eggs)								
	Excursions on the Wine routes	Laona Akamas wine route								
Points of Interest	Museums	Pafos Archaeological Museum	Polis Archaeological Museum Marion-Arsinoe	Byzantine Museum	Pafos Ethnographical Museum	Maa Palaiokastromo	Byzantine Museum of Arsinoe	Fyti Weaving Museum		
	Sanctuaries									
	Castles	Medieval Castle								
	Fortress									
	National Parks	Akamas National Park	Pafos Forest	Kremmiotis Waterfall						
	Natura 2000	Akamas Peninsula (National Park)	Laona plateau							
	Rural landscape architecture	Arodes Village	Kathikas Village	Drousia Village	Inia Village	Kritou Terra				
	Archaeological parks	UNESCO Pafos Archaeological Park								
	Blue flag Beaches	18 Blue Flag beaches (15 in total, Organised, Watersports, Accessible to people with disabilities)								





	Historical Town centers	Pafos Old Town						
	Religious monuments and monasteries	St.Paul's Pillar	Panagia Chrysopolitissa Church	Saint Neophytos Monastery	Saint George Nikoxilitis	Agia Solomoni church and catacombs		
	Bird Watching Areas	UNESCO Pafos Archaeological Park	Akamas peninsula	Evretou Dam				
	Sunset viewpoints	Lighthouse Beach	St. George Peyeia	Laona Plateau	Pomos Village	Polis area	Neo Chorio	Steni
	Other viewpoints	Kathikas (Entrance)	Pomos	Neo Chorio	Steni			
	Picnic Sites	Pikni site - Peyia Municipality	Kremmiotis - Kritou Terra village	Smignies Picnic site - Neo Chorio village	Argaka Picnic site			
Technology tools	Applications	UNESCO Archaeological Park App	Myth of Aphrodite app	Pafos Smart Parking - Pafos municipality				
	Augmented reality	Myth of Aphrodite app-Baths	Myth of Aphrodite app-Sacred gardens)	Myth of Aphrodite app-Birthplace				
	QR codes	Religious monuments	Archaeological sites	Century Old Trees	Info points	Places of Interest		
	Information centers	Deputy Ministry of Tourism (Polis Chrysochous)	Deputy Ministry of Tourism (Polis)					





	Interpretation centers	Archaeological Park Centre						
	Audio Guides	Religious monuments	Archaeological sites	Century Old Trees	Info points	Places of Interest		
	AI (artificial intelligence)							
Social Services	Visitors information offices	Deputy Ministry of Tourism (Polis Chrysochous)						
	Police Stations	Central Police Station of Pafos	Pegia Police Station	Stroumbi Police station	Polis Chrysochous Police station			
	Hospitals	Polis Chrysochou Hospital	Pafos Hospital					
	Fire station	Pafos Fire Station	Polis Fire Station	Stroumpi Fire station	Peyia Fire station			
	Forestry Department	Giallia village						

[Croatia: Dubrovnik-Neretva \(by PP4 LIU and PP6 DUNEA\)](#)

Location and short description of the destination (including historical, geographical and cultural information)

The area includes the Pelješac peninsula and the islands of Korčula and Lastovo in Dubrovnik-Neretva County, the southernmost county in Croatia. Although according to the state administrative division, the counties of Korčula and Lastovo belong to the Dubrovnik-Neretva County more, due to the extension of the island in the east-west direction and traffic connections, they gravitate towards the city of Split. This area has been inhabited since prehistoric times, but throughout history, it was not really connected, so Pelješac was dominated by the Illyrians, and in recent history, it is quite marked by belonging to the Republic of Dubrovnik, while on Korcula and Lastovo, the Greeks and Romans left a deep mark, who had their colonies there while in a later history marked by frequent changes of rulers and less influence of the Republic of Dubrovnik in contrast to the Pelješac peninsula. Nevertheless,





the cultivation of olives and the production of olive oil is a centuries-old tradition in this area, and they can boast of autochthonous varieties that are still grown today. Centuries-old olive groves and a favorable Mediterranean climate favor exceptionally high-quality olive oil, which is why olive growing has been an important economic branch for centuries. With the development of tourism in this area, olive growing did not die out, but enriched the tourist offer, so many families continue this long-standing tradition and produce homemade olive oil that you can taste on their doorstep. The Adriatic type of Mediterranean climate, which is characterized by mild, wet, and rainy winters and hot and dry summers, also contributes to this. In addition to beautiful olive groves and quality olive oil, this area is also characterized by a beautiful coast with numerous beautiful beaches and traditional small villages where you can feel the Mediterranean lifestyle, architecture and relaxed mentality of the local population.

Enlightening Description of the Itinerary

This itinerary takes visitors through a small area of the Dalmatian islands and peninsulas in the Dubrovnik-Neretva County, which is linked throughout history by the culture of olive growing. Visitors can find a list of oil producers, family farms, and other economic or private stakeholders who will provide them with an insight into the history of olive growing and offer them to get to know first-hand the process of growing and processing olives and the taste of the products obtained. In addition, the itinerary contains a list of all accompanying contents that will enable each visitor to plan their stay according to their own preferences and needs.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:

Economic operators/services	Airports/Ports	Castellón Airport	Valencia Airport					
	Accommodation Facilities	5* to 1* Hotels	Apartments	Guest Houses	Tourist Apartments			
	Food & Beverage	Restaurants	Local Cuisines	Bars	Coffe Shops			
	Transportation	Trains	Public Buses	Taxis	Car	Bicycles		



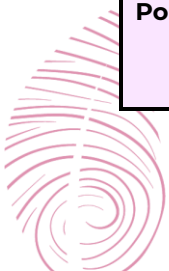


	Wineries							
	Olive oil mills							
	Shops	Salera Shopping Center	Fashion Shops	Shopping Centers	Local Stores	Pharmacies	SuperMarkets	
	Sports & Outdoor activities	Touristic guides	Water Sports	Cycling	Beach activities	Hiking and natural trails	Public Sports Fields	Gyms
	Well-being	Beauty Services	Spa Services					
Possible thematic and related highlights	Culture	Exhibitions halls and cultural centres	Cultural Organisations	Gastonomy Events	Festivals	Theatre		
	Arts and crafts	Ceramics	Traditional Pottery	Baskets Weaving	Embroidery			
	Tangible and intangible heritage	Celebrations and Festivities	Gastronomy	Tradition Crafts				
	Archaeology							
	Myths and Legends							





	Monuments	Historic Churches	Civil Architecture	Sculptures	Squares			
	Cultural routes	Route of ceramics						
	European Long Distance Paths	European Ceramic Route						
	Cycling routes	Sant Roc de Canet-Lledó	Parc del Meridià-Marjalera	Senillar- Molí La Font	Camí del Canal-L'enramada	Font de la Salut-Magdalena	Depòsit Verd - El Collet	
	landscapes	Columbretes Islands	Desierto de las Palmas	Beaches and Costal areas	Mountains			
	Rural life							
	Religious Routes							
	Excursions on the Oil Path							
	Excursions on the Ceramic production							
	Excursions on the Wine routes							
Points of Interest	Museums	Fine Arts Museum	EACC	Ethnological Museum	Museum of the Sea			





	Sanctuaries	Lledó Basílica	San Pedro Church	Hermitage Sant Francesc de la Font	Hermitage San Nicolás de Bari	Magdalena Hermitage		
	Castles	Castell Vell						
	Fortress							
	National Parks	Islas Columbretes Marine Reserve	Parque cultural de la Valltorta	Paraje de la Magdalena	Molí de la Font	Desert de les Palmes Natural Park		
	Natura 2000							
	Rural landscape architecture	Agricultural Landscapes						
	Archaeological parks							
	Blue flag Beaches	Pinar Beach	Curugú Beach	Serradal Beach				
	Historical Town centers							
	Religious monuments and monasteries	Churches	Hermitages					
Bird Watching Areas	Desert de les Palmes Park							





	Sunset viewpoints	Mountain viewpoint	Beaches					
	Other viewpoints							
	Picnic Sites	El Pinar	Parque Litoral	Ribalta Park	Desert de les Palmes Park	Beaches		
Technology tools	Applications	BiciCas						
	Augmented reality							
	QR codes	Avalible in some sites	Tourist Info Points					
	Information centers	Casa Abadía Tourist Info Point	Renfe Tourist Info Point					
	Interpretation centers	Castell Vell Interpretation Centre						
	Audio Guides							
	AI (artificial intelligence)							





Social Services	Visitors information offices	Tourist Info Offices						
	Police Stations	Local Police	National Police	Guardia Civil				
	Hospitals	Hospital General Universitari de Castelló	Hospital La Magdalena	Hospital Vithas Rey Don Jaime	Hospital Provincial			
	Fire station	Parque de Bomberos de Castellón						
	Forestry Department							

Greece: Messina Region (by PP5 INSULEUR)

Location and short description of the destination (including historical, geographical and cultural information)

Messinia region: Messinia is a regional unit in the southwestern part of the Peloponnese, one of 13 regions of Greece. The capital and the biggest city is Kalamata.

The Messinia region, is a captivating destination rich in history, natural beauty, and cultural heritage. Mountains, sea, wetlands, waterfalls, rivers and a few million olive trees are allied to offer in the region excellent raw materials, which have all the guarantees to make the local micro-itinerary, known and sought.

Historically, Messinia has been inhabited since ancient times, with significant archaeological sites scattered throughout the region. Messinia encapsulates the most symbolic chapters of Greek history with monuments, witnesses to the area's long history, standing proud and representing a course of 4,500 years.





Geographically, Messinia boasts diverse landscapes, ranging from stunning coastline and sandy beaches along the Ionian Sea to lush green valleys, olive groves, and rugged mountains inland. The region's mild Mediterranean climate, characterized by warm summers and mild winters, makes it an ideal year-round destination for outdoor activities and exploration.

Culturally, Messinia is steeped in tradition, with vibrant local festivals, traditional music, and cuisine reflecting its rich heritage. Visitors can immerse themselves in the authentic Greek way of life, exploring picturesque villages, sampling local delicacies such as Kalamata olives, olive oil, and regional wines, and experiencing warm hospitality from the locals.

What makes Messinia a perfect destination for eco-itineraries is its commitment to sustainable tourism and preservation of its natural environment. The region is home to several protected areas, including significant wetlands habitat for migratory birds, and an Environmental Observatory, dedicated to research and conservation efforts.

Eco-conscious travelers can indulge in a variety of outdoor activities that showcase Messinia's natural beauty while minimizing their environmental impact. From hiking and mountain biking in the Taygetos Mountains to sea kayaking and canyon crossing, there are plenty of eco-friendly adventures to embark on. Moreover, visitors can participate in eco-tours that promote responsible tourism practices, such as organic farming tours, olive oil tastings, and cultural exchanges with local communities.

In conclusion, Messinia offers a unique blend of history, geography, and culture, making it a perfect destination for eco-itineraries. With its diverse landscapes, rich cultural heritage, and commitment to sustainability, Messinia invites visitors to explore its treasures while preserving its natural beauty for future generations to enjoy.

Enlightening Description of the Itinerary

An ecological "olive itinerary" includes points of interest that apply and promote practices that respect the environment both in the cultivation and care of the olive tree, as well as for the production of olive oil and the management of olive mill waste.

Such an itinerary aims not only to provide entertainment but also to inform and educate about the long-standing presence of the olive tree, its importance for the local community, its traditions, its products and the ecological practices associated with olive cultivation and olive oil production.

It mainly includes visits to small producers, proposes sites, traditional restaurants and guesthouses near olive groves, offers opportunities to enjoy nature, thus promoting awareness and knowledge on environmental protection issues in olive-growing areas.

The following description is intended to help ensure that the answers given in order to create a micro local and ecological olive itinerary in each region are in the right direction. In particular, for an ecological olive itinerary to have a solid basis, a specific character and interest, and to meet its objective, the following must be sought and recorded:

1. Olive groves cultivated on the basis of organic farming, avoiding the use of chemical fertilisers and pesticides.
2. Century-old olive trees
3. Olive mills that produce organic olive oil by cold pressing of the olive fruit coming from organic olive groves and produced by sustainable and ecological methods, i.e. in a natural way, without interventions that are undesirable for the environment and humans.





- 4. Olive mills that apply ecological recycling practices in ways that reduce the environmental footprint.
- 5. Traditional olive mills in operation or not (abandoned)
- 6. Traditional soap factories in operation or not (abandoned)
- 7. Waste treatment plants for olive mill wastes (solid and liquid)
- 8. Shops selling traditional local olive oil products, etc.

The promotion of the itinerary as an Eco-Tourism product also requires a way of travelling that takes into account the reduction of the negative environmental footprint and sustainable means of transport, such as walking, cycling, use of public transport, in order to reduce pollution and greenhouse gas emissions.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:

Economic operators/services	Airports/Ports	Kalamata International airport (seasonal)	Kalamata Port (to/from Kissamos, Crete)	Kalamata marina				
	Accommodation Facilities	5* to 1* Hotels	Apartments	Agro tourism	Villas	Hostels	Camping sites	
	Food & Beverage	Restaurants	Traditional Taverns / local cuisine	outdoor Food markets	Bars and beach bars	Coffee shops	Bakeries / patisseries / ice-cream	Street food
	Transportation	Car	Public Buses	Taxis	yacht/boat charter	Bicycles	e-bikes	Scouters
	Wineries	Costa Navarino winery	Troupis winery	Glinavos winery	Ktima Kalogris winery	Domain Giannikos	Pampona winery	Vlasopoulos winery





	Olive oil mills	Kalamata olive oil museum and mill	Koroneiki olive oil mill	Gargaliani olive oil cooperative	Mani Olive oil mill Skarpalezos	Androusa olive oil mill	Gialova olive oil mill	Filiatra olive oil cooperation
	Shops	Souvenirs shops	Local markets / fish markets	Art galleries	Speciality food shops	Bookstores	Pharmacies	convenience stores
	Sports & Outdoor activities	Water sports	Hiking and trekking	Cycling	Golf	Sailing and boating	Nature and wildlife	Other:Rockclimbing, paragliding, canyoning
	Well-being	Spa and wellness	Yoga and meditation	Thermal springs	Outdoor activities	Healthy cuisine	Fitness centers and gyms	
Possible thematic and related highlights	Culture	Visits to traditional olive groves and olive oil mills to learn about the cultural significance of olive cultivation and production in Messinia	Participation in olive harvesting and pressing activities, experiencing firsthand the traditions passed down through generations.	Exploring local festivals and events celebrating the olive harvest season, featuring music, dance, and culinary delights centered around olives and olive oil.	Workshops and demonstrations on traditional crafts like pottery making, weaving, olive soap and olive oil production.			
	Arts and crafts	Visiting artisan workshops specializing in olive wood carving, where local craftsmen create intricate sculptures, utensils, and	Exploring galleries showcasing artwork inspired by olive trees and olive groves, including paintings, sculptures,	Participating in olive-themed art workshops, where visitors can create their own olive-inspired artwork using various mediums	Hands-on workshops to try visitors' hand at traditional Greek crafts under the guidance of skilled artisans.	Participating in olive soap making workshops, where visitors can learn how to create their own	Discovering the intangible heritage associated with olive soap making, including traditional	





		decorative items from olive wood.	and photographs capturing their beauty and significance.			handmade soap using olive oil and natural ingredients	recipes, techniques, and craftsmanship	
	Tangible and intangible heritage	Guided tours of ancient olive groves and archaeological sites where evidence of olive cultivation dating back thousands of years can be found	Learning about traditional farming practices, agricultural techniques, and olive oil production methods passed down through generations	Engaging with local communities to hear stories and legends surrounding the olive tree and its cultural significance in Messinian heritage.	Exploring folklore and legends surrounding the use of olive oil and olive soap in traditional medicine, skincare rituals, and superstitions			
	Archaeology	Visits to archaeological sites featuring ancient olive presses, storage facilities, and other artifacts related to olive cultivation and trade in antiquity.	Exploration of historical sites where olive trees played a role in shaping ancient landscapes and economies, such as the Palace of Nestor and Ancient Messene.	Interpretive tours highlighting the archaeological importance of olive groves and their role in sustaining ancient civilizations.				
	Myths and Legends	Discovering myths and legends associated with	Exploring local folklore and oral traditions surrounding	Participating in storytelling sessions and theatrical				



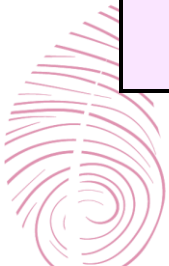


		<u>the olive tree in Greek mythology, including tales of Athena gifting the olive tree to the city of Athens and its symbolic significance as a source of peace and prosperity</u>	the olive tree, passed down through generations in Messinian villages and communities.	performances that bring to life the mythical origins and cultural significance of the olive tree in Messinia.				
	Monuments	Visits to historic landmarks featuring ancient olive trees	Exploration of medieval castles, churches, and monasteries where olive trees were cultivated and olive oil was produced for centuries.	Interpretive tours of olive-related monuments and sculptures found throughout the region, highlighting their artistic and historical significance.				
	Cultural routes	Following thematic cultural routes focused on olive cultivation and production, visiting key sites such as olive groves, mills, and historical landmarks along the way	Participating in guided tours and educational workshops highlighting the cultural heritage of olive farming and olive oil production in Messinia.	Immersing in local traditions and customs through olive-themed festivals, food tastings, and cultural performances along the cultural routes				
	European Long Distance Paths	Trekking along sections of the E4 European long-	Engaging in eco-friendly hiking					





		distance hiking trail that pass through olive groves in the Messinia region	practices and learning about the environmental importance of preserving olive tree habitats along the route					
	Cycling routes	Cycling through picturesque olive groves and countryside landscapes on designated cycling routes and trails	Stopping at olive oil mills and agritourism establishments along the way to learn about olive oil production and sample local olive products					
	landscapes	Exploring the diverse landscapes shaped by olive cultivation, from coastal plains and river deltas to mountain foothills and rocky outcrops	Photographing the natural beauty of olive trees against the backdrop of vibrant sunsets, azure skies, and shimmering seas, capturing the essence of Messinia's ecological heritage	Admiring the scenic beauty of olive groves stretching across the hills and valleys of Messinia				





	Rural life	Immersing in the rural way of life by staying in agritourism accommodations located amidst olive groves and agricultural landscapes	Participating in farm-to-table experiences where visitors can harvest olives, learn about organic farming practices, and enjoy homemade meals prepared with local ingredients.	Engaging with local farmers and artisans to gain insights into sustainable agriculture, traditional crafts, and the importance of preserving rural livelihoods in Messiniantryside				
	Religious Routes	Visiting historic monasteries and churches surrounded by olive groves, where olive oil has been used in religious rituals and ceremonies for centuries	Reflecting on the spiritual significance of olive trees and their role in religious symbolism and iconography in the region					
	Excursions on the Oil Path	Joining guided excursions to olive oil mills and presses to learn about the olive oil production process from tree to table	Participating in olive oil tasting sessions to sample different varieties of locally produced olive oil and learn about the	Discovering the health benefits and culinary uses of olive oil through cooking demonstrations and gastronomic experiences.	Participating in olive harvesting activities during the harvest season, experiencing the ancient tradition of hand-picking	Sampling a variety of locally produced olive soap products, learning about their benefits for skin health		





			tasting process		olives from the trees	and well-being.		
	Excursions on the Ceramic production	Exploring pottery workshops and studios specializing in olive-themed ceramics, where visitors can observe artisans crafting pottery inspired by olive trees and olive oil	Participating in hands-on ceramic workshops to create olive-themed pottery pieces, such as oil cruets, serving dishes, and decorative items.					
	Excursions on the Wine routes	Following wine routes that traverse olive groves and vineyards, exploring the interconnectedness of olive cultivation and wine production in the region.	Visiting wineries that produce olive oil in addition to wine, learning about the complementary roles of olive oil and wine in Mediterranean cuisine and culture.	Participating in wine and olive oil tastings, discovering the unique terroir and flavor profiles of locally produced wines and olive oils				
	Other	Participating in spiritual retreats and wellness programs that incorporate olive-based skincare treatments and therapeutic rituals, promoting						





			holistic well-being and rejuvenation									
Points of Interest	Museums	Archeological museums: i.e Kalamata	Historical museums: i.e Benakeion, Kalamata municipal railway park	Ethnographic museums: Mani museum in Kardamyli	Agricultural: Kalamata olive oil museum and mill							
	Sanctuaries	Sanctuary of Asclepios at Messene	Sanctuary of Artemis at Limnatis at Arfara	Sanctuary of Zeus at mount Ithome	Sanctuary of Poseidon at Akritas	Sanctuary of Appolo at Thouria	Sanctuary of Athena at Onga					
	Castles / Fortresses	Methoni Castle	Pylos castle (Niokastro)	Koroni castle	Kalmata castle (castle of Isabeau)	Androusa castle	Kyparissia castle	Zarnata castle				
	National Parks	Forests: Mount Lykaion National park	Coastal: Costa Navarino Coastal park	Mountains: Taygetos National park	Wildlife: Gialova Lagoon Wildlife refuge	<i>River Gorge: Neda River & gorge</i>	<i>Wetlands; Gialova lagoon</i>	<i>Waterfalls</i>				
	Natura 2000	"Islands of Sapienza and Schiza, Cape Akritas," code GR 2550003, 27,806 acres	"Strait of Methoni and the Surrounding Area," code GR 2550007, 2.404,33 acres	"Pylos Lagoon (Divari) and Sfacteria Island (Aghios Dimitrios),"code GR 2550004, 8.767,30 acres.	"Gialova Lagoon and Sfacteria Island," code GR 2550008, 2.466,11 acres.	Minagiotiko Natura 2000 Trail	"Oros Taygetos", GR2550006, 53.367 acres	"Farangi Nedona (Petalon - Chani)", GR2550001, 1.242 acres				
	Rural landscape architecture	Traditional villages: i.e Kardamyli, Kyparissia	Agricultural areas	Farmhouses and estates	Ancient sites: i.e Ancient Messene, palace of nestor	Botanical gardens: i.e Public botanical garden of Kalamata						





Archaeological parks	Ancient cities: Messene, Thouria	Palaces: Palace of Nestor	Castles: Methoni, Kalamata, Androusa	Archeological sites: Andania, Pylos	Caves with archeological interest: Nestor's cave		
Blue flag Beaches	Dunes Beach - Costa Navarino	Gialova - the waterfront beach	Bouka	Anastasi	Terma Navarinou	Verga Almyros	Mikri Mantinia
Historical Town centers	Kalamata	Pylos	Methoni	Koroni	Messini		
Religious monuments and monasteries	Monasteries: Profitis Ilias (Kardamyli), Agia Fotini (Androusa), Panagia Pantanassa (Messini), Agia Theodora (Vasta), Velanidia (Koroni), Voulkano (Kalamata)	Churches: Agia Sofia (Kalamata), Agia Triada (Methoni), Panagia Kremasti (Koroni), Agios Vasileios (Pylos)	Sanctuaries (see above list)	Shrines/chapels: shrine of Agios Andreas	"holy" springs: Holy spring of Agia Marina near Riglika	"sacred" groves: Sacred grove of Ancient Gortys near Lefkochori	"sacred" mountains & hills: Mount Taygetos, Hill of Kranae
Bird Watching Areas	Gialova lagoon (Divari)	Voidokilia beach and surroundings	Neda river and its estuary	Kalamata wetland (Kalamata salt pans)	Polylimnio waterfalls and surrounding forest areas		
Sunset viewpoints	Pylos castle (Niokastro)	Voidokilia beach	Koroni castle	Kalamata's coastal promenade	Methoni castle		
Other viewpoints	Rindomo Gorge viewpoint	Profitis Ilias view point	Exo Mani viewpoint	Kremasti viewpoint	Oidima waterfalls viewpoint		





			(mount Taygetos)					
	Picnic Sites	Neda river banks	Kalamata municipal railway park	Polylimnio waterfalls and surrounding forest areas	Messinia olive tree groves	Voidokilia beach		
Technology tools	Applications	messinia.mobi	Costa Navarino Greece					
	Augmented reality							
	QR codes	Archaeological Museum	Palace of Nestor					
	Information centers							
	Interpretation centers							
	Audio Guides	Archaeological Museum	Palace of Nestor					
	AI (artificial intelligence)							
Social Services	Visitors information offices	Tourist Information Office Kalamata	Gialova Tourist information point	Tourist Information center Messini	Tourist Information Office Koroni	Tourist Information center Pylos		
	Police Stations	Messinia Police Headquarters, KALAMATA	Police Stations around Messinia (>12)	Toursit Police Stations (3)				





	Hospitals	Kalamata Hospital	Gargalani Hospital	Kyparissia Hospital	Pylos Hospital	Agios Andreas Hospital	Local Medical Health Centers	
	Fire station	Fire station Kalamata	Fire Station Pylos	Fire Station Kyparissia	Fire Station Meligala	Fire Station Sidirokastro	Fire Station Gargaliani	
	Forestry Department	Kalamata	Kyparissia	Gargaliani				

[Portugal: Napoleonic Route of Linhas de Torres - Region Between Tagus River and Atlantic Ocean \(by PP7 CMVFX\)](#)

Location and short description of the destination (including historical, geographical and cultural information)

The Historical Route of the Lines of Torres Vedras is a cultural and tourist circuit located 30 km north of Lisbon, dedicated to different episodes of the Napoleonic period. It invites visitors to discover a unique heritage. The territory offers many opportunities for adventure sports such as hiking, golf, cycling, and horseback riding, as well as gastronomy and wine tourism. The Lines of Torres Vedras are a defensive military system built between 1809 and 1810. The future Duke of Wellington developed this defensive strategy within the framework of the Anglo-Portuguese alliance during the Peninsular Wars. It consisted of creating hilltop fortifications to control access to the Kingdom's capital, Lisbon. These three defensive lines transformed the landscape along the 85 kilometers between the Atlantic Ocean and the Tagus River. The Lines of Torres Vedras are the most remarkable set of fortifications from the Napoleonic Invasions. They are also a historical reference for military strategy and architecture in Europe, due to their uniqueness, and have become an important symbol of identity and a powerful educational resource.

These locations extents were of great importance both in Portuguese history and in contemporary world history, with particular emphasis on the nations involved: Portugal, the United Kingdom, France, and Spain. Linha de Torres Vedras Micro-Itinerary retains an identity marked by rurality, which is reflected in the fields where fruit and vegetables grow. You can't describe this landscape without thinking of the vineyards, military and religious heritage, and also the riverside and coastal areas. The territory of this Destination is very diverse because it is extended. Taking advantage of the historical-cultural, natural and identity heritage of recognized interest, ensuring sustainable intervention with a view to the conservation, enhancement and efficient use of resources, and making this activity compatible with the offer of other assets in the eight municipalities that integrate this itinerary (Vila Franca de Xira, Arruda dos Vinhos, Sobral Monte Agraço, Bombarral, Torres Vedras, Lourinhã, Mafra and Loures).

Enlightening Description of the Itinerary

To visit the Historical Route of the Lines of Torres Vedras (HRLTV) is to take a fascinating journey through one of the most remarkable episodes in the history of Portugal and Europe - the Napoleonic invasions. Stretching for 88 km between the River Tagus and the Atlantic Ocean, this cultural and tourist route is located just a few dozen kilometres north of the Portuguese capital and offers an enriching and educational experience for all visitors.





The HRLTV includes two crucial historical testimonies: the Lines of Torres Vedras - built to defend Lisbon from occupation by Napoleonic troops (1810) - and the fields of the Battles of Roliça and Vimeiro (1808). These historic structures dictated the defeat of the French troops in occupying Portugal, marking a turning point in the fate of Napoleon's empire. The 152 military works, armed with 600 pieces of artillery and defended by 140'000 men became the most effective defense system and also the cheapest in military history. By travelling along this route, visitors have the opportunity to immerse themselves in history and understand the importance of these events for contemporary history.

To explore the Historical Route of the Lines of Torres Vedras, visitors can choose from six carefully designed themed routes: Torres Vedras on the First Line, Wellington, the Defence of the Tagus, the Great Canyons, the Node of the Lines and From the Palace to the Atlantic. These routes include a number of restored military works and are supported by a network of interpretation centres and unrivalled landscape observatories. For lovers of sport and outdoor activities, here you'll find several walking trails, also themed.

The Lines of Torres Vedras wouldn't be the largest military campaign system in Europe if not for the unique perspectives offered by each route.

The HRLTV has been honoured with prestigious awards, namely for best European conservation project by Europa Nostra and for best Public Requalification Project by Turismo de Portugal. In addition, in 2019, the 1st and 2nd Lines of Torres Vedras were classified as a National Monument by the Portuguese State, thus recognizing the importance and historical value of this unique heritage and in 2014, the Portuguese government established 20 October as National Lines of Torres Vedras Day.

Micro-itinerary components

This section presents a detailed table covering essential aspects of sustainable tourism development within the MED-Routes project, including economic operators, thematic highlights, points of interest, technology tools, and social services. These elements collectively enhance the infrastructure, cultural value, visitor engagement, and safety in the targeted regions:

Economic operators/services	Airports/Ports	Lisbon Airport	Torres Vedras Airfield	Alverca Airfield				
	Accommodation Facilities	1* to 4* Hotels	Apartments	Camping sites	Local Accommodation - Agro Tourism	Hostel	Guest-Houses	Youth Hotel
	Food & Beverage	Restaurants	Coffee shops	Local Cuisines	Bars	Traditional Taverns		
	Transportation	Trains	Public Buses	Taxis	Car	Bicycles	Electric scooters	
	Wineries	Wine Farms	Vineyard	Wine cellars				





	Olive oil mills	Olive Farms (Tagus Leziria)						
	Shops	Local Trade	Supermarkets	Fashion Shops	Pharmacies	Shopping Center		
	Sports & Outdoor activities	Horse riding	Municipal and non Municipal Swimming Pools	Public Sports Field (Futebol, Skatepark, Padel)	Surf Schools	Canoeing and boating	Gyms and outdoor Gyms	BTT Routes, Eco-trails, Trekking
	Well-being	Beauty Services	Thermal Baths	Spa Services				
Possible thematic and related highlights	Culture	Gastronomy Events (Local and season food)	Theatres	Fairs and Festivals (Examples: https://novasinvasoes.pt/ ; Santa Cruz Ocean' Spirit; Onda de Verão)	Cultural Organizations (Traditional dances and tradition bands)	National Days	Wine Fests (https://agendacm-vfxira.pt/grandes-eventos/evento/xira-wine-fest-72)	Expositions and Galleries: (Example)
	Arts and crafts	Handicraft-centres	Associations and Cultural centres with Workshops	Infocentres	Mills with interpretation centres and pedagogic activities	Craftsman's Workshop		
	Tangible and intangible heritage	Traditional Fairs	Historic Recriational Groups	Tauromatic culture (Bullfighting)	Campino Culture	Avieiros Culture	Senhor da Boa Morte e Senhora de Alcamé Pilgrimage	
	Archaeology	Fortified Settlements (Castro da Columbeira)	Forts from Iron Age	Lx Romana	Traces of the Copper and Iron Ages	Archaeological sites of Roman and medieval occupation	Monte Servos Dolmen (Link)	





Myths and Legends	Legends	Religious ceremony (Novena de Famões)	Holy Healer	Witches and Werewolves Legends	Local myths and legends		
Monuments	Religious Cross (Cruzeiro da Serra do Picoto)	Tomb (Túmulo do Coronel Lake)	Statues	National Forts	Religious and military heritage		
Cultural routes	Mosaic Route	Historic Route of the Lines of Torres Vedras	Napoleonic Routes for Spain and Portugal (NAPOCTEP)	Literature Route	Local City Center Routes	Portuguese Jewellery Route	Water Route
European Long Distance Paths	Cultural Itinerary of the Council of Europe: Destination Napoleon						
Cycling routes	Cycling Paths (urban)	Riverside Cycle Paths	Rural Cycle Paths	Downhill track			
landscapes	Municipal Forest (Subserra, Paraíso)	Local Protected Landscape of the Socorro and Archeira Mountains	Beaches and Coastal Areas	Riverside	Urban and Industrial landscape	Agricultural Fields and Pastures (Tomatoes, Rice and Orchards)	
Rural life	Pedestrian Courses	Vineyard	Orchards fields	Tagus Estuary			
Religious Routes	Tagus Sacre Route	Churches Routes	The Roads of Santiago	The Atlantic Road of Fátima	Renaissance Route		
Excursions on the Oil Path							
Excursions on the							





	Ceramic production							
	Excursions on the Wine routes	Wine Taste on the Wine Farms	Encostas de Xira wines	Wine Route of Torres Vedras https://www.visitetorresvedras.pt/locais/provar/enoturismo				
Points of Interest	Museums	Municipal Museum	Museum Centre (Batalha da Roliça)	Varino Boat Museum	Tematic Museums (Neorealismo, Ar, Cycling, Carnival)	Interpretation Center	Dinossaur Park	CAC - Arts and Creativity Centre
	Sanctuaries	Churches	Sanctuaries (Nossa Senhora da Ajuda Sanctuary; Misericórdia Sanctuary)	Convents	Shrines (Nª Sra.dos Milagres)			
	Castles	Castle of Torres vedras						
	Fortress	Fortresses of the Lines of Torres Vedras www.rhlt.pt (Linhas de Torres Vedras: Alqueidão, Machado, Moinho do Céu, Novo, Patameira e Simplício, Carvalha, Cego, Paço)						
	National Parks	Lakes	Rivers	Small Waterfall	Ravines	Geological Formations		
	Natura 2000	Tagus Estuary	Rede Natura Torres Vedras / Lourinhã	Great Atlantic Way Route				





			https://www.cm-tvedras.pt/ambiente/conservacao-da-natureza-e-biodiversidade/red-e-natura-2000						
Rural landscape architecture	Agricultural Fields	Sobralinho Municipal Palace (Link)	Municipal property: Quinta de Subserra e Piedade						
Archaeological parks									
Blue flag Beaches	Areia Branca, Areia Branca-Foz, Areal Sul e Porto Dinheiro.	Quality Coast Award 2011	European Green Leaf 2015	TOP 100 Green Destinations 2014 - 2016					
Historical Town centers	Historic Centre of Sobral Monte Agraço	Lourinhã Historic Centre	(All the 8 Municipalities of the RHLT have their city historic center)						
Religious monument and monasteries	Churches	Chapels	Convent	Shrine					
Bird Watching Areas	Municipal Forest	EVOA - Tagus Estuary (Link)	Bird Watching Torres Vedras (Link)						
Sunset viewpoints	Mountain Viewpoint	Fort Observatory	Beaches	Linha de Torres Monument (Link)					
Other viewpoints	Mountain Viewpoint	Fort Observatory	Panoramic Swings						





	Picnic Sites	Parks and gardens Picnic Areas	Several green parks with picnic sites (Link)	Riverside and Beach parks				
Technology tools	Applications	Region App (Visit Bombarral, Vila Franca de Xira 365, Visit Oeste)	Historical Route App (Linha de Torres)	Invantrip	App Napolionic Itineraries	APP Batalha do Vimeiro	APP Castro do Zambujal	
	Augmented reality	Available on the Alqueidão Fort and Militar Road in Sobral Monte Agraço	Available on the Linha de Torres Monument	Available on Interpretation Centre and Monuments	Available at Arts and Creativity Centre (Carnival Museum)	Virtual Visits (Museum exhibitions)		
	QR codes	Available on some sites	Available on the sites in the historic centre, near the main points of interest and monuments.					
	Information centers	Mupis	Digital Interactive Kiosk					
	Interpretation centers	Interpretation Center for Linhas de Torres de Sobral Monte Agraço	Interpretation Centres of the Jewish Community	Interpretation Centre of the Lines of Torres Vedras	Santa Cruz Watermill Interpretation Centre	Torres Vedras Castle Interpretation Centre		
	Audio Guides	Audioguides nearby points of interest (available in PT, EN, ES,FR)	Audioguides available on the historic center of the city of Sobral Monte Agraço, circuits and churches	Audioguides available on the linha de Torres Route (PT, ENG, FR)				





	AI (artificial intelligence)							
Social Services	Visitors information offices	Tourism Point in each city	Educational and Cultural Service					
	Police Stations	Republican National Guard	Public Security police					
	Hospitals	Health Unit Care	Hospitals	CNS - Neurological Campus				
	Fire station	Volunteer Firefighters						
	Forestry Department	Municipal Forestry Office	Civil Protection of the Municipalities					





3. Relevant parts from the Presentation of PP4 LIU of the Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC

This section delves into the crucial elements presented by **PP4 LIU** regarding the Catalogue of Outputs from the INCIRCLE and EMBLEMATIC projects, which are to be transferred and capitalized within the MED-Routes project. The insights from these projects are pivotal in shaping the strategic framework and operational methodologies of our current initiative. Through a comprehensive analysis of the catalogue, we aim to integrate best practices and proven solutions that have demonstrated success in promoting sustainability and circular economy principles. By leveraging the expertise and findings from INCIRCLE and EMBLEMATIC, we ensure that our project is grounded in robust, evidence-based strategies that will enhance the effectiveness and impact of our efforts. This integration not only fosters continuity and coherence across related initiatives but also maximizes the value and applicability of existing knowledge, driving forward our collective goal of sustainable tourism development.



WPT1 – Assessment of outputs transferability and circular economy patterns in the cultural tourism sector

WP1
CATALOGUE OF OUTPUTS
First draft of the Catalogue of outputs to be transferred and capitalized from INCIRCLE and EMBLEMATIC
May 30th, Varna, 2024
Part 2
LIBERTAS
International University





WP1 CATALOGUE OF OUTPUTS OPERATIONAL MODEL a transferable STRATEGIC APPROACH

OPERATIONAL MODEL

MAIN FIELDS OF INTERVENTION

The document provides:

a strategic framework for advancing circular tourism, beginning with definitions of sustainable and circular tourism.

current approaches, including those by the UNWTO, the ETIS, and the MED Programme Sustainable Tourism community, highlighting their methodologies and contributions.

INCIRCLE's main areas of action : energy efficiency, water and waste management and mobility.

INCIRCLE basic principles: reduce, rethink, revalue, regenerate and innovate are highlighted.

the INCIRCLE Operational Model





OPERATIONAL MODEL

METHODOLOGY - 6 phases

A STRATEGIC APPROACH

1. **Context analysis** -understand the environment in which the operational model will run;
2. **Governance** - organize the work of all the steps, coordinating the stakeholder dialogue;
3. **Shared common vision and goals** - align the territory to common objectives and strategies;
4. **Main targets** - monitor the work and adjust possible issues during the process;
5. **Measure planning** - implement the measures effectively;
6. **Monitoring, assessment and sources for funding** - implement further actions.

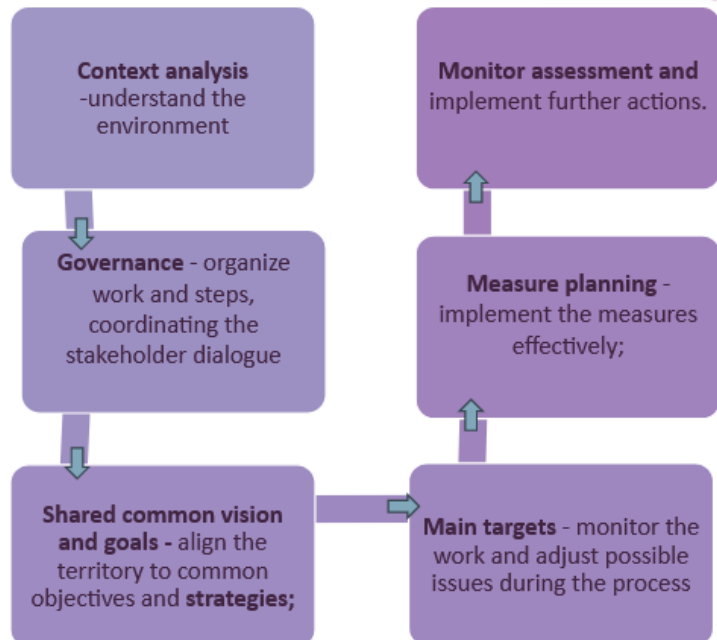


OPERATIONAL MODEL

METHODOLOGY in 6 phases

Strategic approach!

STEP BY STEP





OPERATIONAL MODEL – STRATEGIC APPROACH

1. Context analysis

-understand the environment in which the project will run

- **Analyse the territory** to understand sustainability gaps in terms of mobility, energy, waste, and water management;
- **Measure the seasonality pressure** - difference of tourism pressure on the destination can also dramatically influence scarcely inhabited;
- **Evaluation of the impact of past actions** to the territory, for further investment or reallocation of resources to different actions;
- **Identification of strong points to implement**, in order to make the territory more attractive from a touristic point of view: green policies as a touristic leverage.

OPERATIONAL MODEL – STRATEGIC APPROACH

1. Context analysis – weaknesses and strengths

-understand the environment in which the project will run
-measure, evaluate

Figure 1 – SWOT matrix

	POSITIVE ASPECTS	NEGATIVE ASPECTS
INTERNAL ANALYSIS	STRENGTHS Add strengths	WEAKNESSES Add weaknesses
EXTERNAL ANALYSIS	OPPORTUNITIES Add opportunities you can get	THREATS Add threats you might/will have to face

Figure 2 – CAME matrix

	THREATS	OPPORTUNITIES
WEAKNESSES	Adaptive strategy «RESIST» Add actions	Corrective strategy «TAKE ADVANTAGE» Add actions
STRENGTHS	Maintaining strategy «KEEP UP» Add actions	Exploring strategy «MAXIMISE» Add actions

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OPERATIONAL MODEL – STRATEGIC APPROACH

1. Context analysis – Weaknesses and strengths

-understand the environment in which the operational model will run – analyse, measure, evaluate - examples.....



Weaknesses – what are yours weaknesses?

- Imbalance in ARRIVALS and CARRYING CAPACITIES among seaside, rural and urban spots on itinerary?
- Overtourism versus undertourism & less developed spots on eco-itinerary?
- Connectivity issues - less developed regions - remote areas, non-coastal, non-urban destinations?
- Declining number of inhabitants – HR, demography?
- Deficiencies of C&CT management, marketing, visibility of spots on eco itinerary?
- Lack of Visibility? Honey pot mosaic!

Strengths – what are your strengths?

- Undiscovered unique spots on eco-itineraries
- Diversified tourism offer on eco-itineraries
- Preserving identity levels of micro locations and sites on eco-itineraries
- Management of heterogeneous spaces
- Smart and responsible water, waste, energy management on eco-itineraries

OPERATIONAL MODEL – STRATEGIC APPROACH

1. Context analysis

-understand the environment in which the operational model will run

individual travellers



- Tourism volume?
- Visitors? Individual / groups? Percentage? How are they served? Who do you want to have?
- How do they feel?
- Sustainability measures (mobility – biking, workshops – social sustainability and circularity, how do you use water, waste, energy?)
- Who are your stakeholders?

organized - for groups





OPERATIONAL MODEL – STRATEGIC APPROACH

2. Governance

- organize the steps, coordinate the stakeholder dialogue

Effective governance principles



Coordinated, **multi-level synergies** to build capacity for:

- **Creation of Stakeholder Working Groups (SWG)** – representatives of tourism eco-system
- Achieving **shared goals, developing strategic** joint projects, fostering sustainability ...
- Achieving **balance between the welfare of residents and tourists**, destination competitiveness and the context-specific needs of natural, built and cultural environments

SWG:

- **Collect and analyse data, identify needs and prepares action plan**
- **Define the vision, the targets and related measures**
- **Identify a strategy and related funding**



EMBRACING COMPLEXITY

- Define common sustainable tourism principles
- Share knowledge information
- Identify best practice in managing complex tourism scenarios



BALANCE WITHOUT COMPROMISE

- Reconcile and maintain a careful balance
- Build a shared, multi-level vision and mission
- Aim for legitimacy, effective leadership and coordination



INCLUSIVITY

- Include a wide range of concerned individuals and groups as active participants
- Ensure that all stakeholders voices are heard in decision-making



EMPOWERMENT

- Ensure the capacity and the mandate for agents to be change-makers
- Build commitment and trust to underpin collaborative working

OPERATIONAL MODEL – STRATEGIC APPROACH

2. Governance - organize the work of all the steps, coordinating the stakeholder dialogue



ECO – ITINERARIES (CR) STAKEHOLDERS WORKING GROUP INTEGRATED APPROACH

International level:
organizations, associations, other...

National level:
MINISTRIES SUPPORT,
tourism boards, chambers, local gov., NGO's ethnic groups, other...

Scientific level:
institutes, experts and professionals, educational institutions

Heritage level:
Protected sites, institutions, museums, galleries
Protected sites, Conservation bodies, heritage associations, private owners
Other..

Tourism level:
industry hospitality, DMC, PCO, DMO, guides, private owners, tour operators, travel agents,





OPERATIONAL MODEL – STRATEGIC APPROACH

2. Governance - organize the work of all the steps, coordinating the stakeholder dialogue



Table 1 – INCIRCLE Stakeholder analysis matrix

INCIRCLE Stakeholder analysis matrix					
Stakeholder name	Interest in the INCIRCLE project (high/medium /low)	Influence on the INCIRCLE project (high/medium /low)	Needs (What is important to the stakeholder?)	Expectations (How could the stakeholder contribute to the project)	Strategy for engaging the stakeholder

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OPERATIONAL MODEL – STRATEGIC APPROACH

3. Shared common vision and goals

- align the territory (eco –itinerary) to common objectives and strategies

- Describe the **current state of the art** and set **the baseline** against which change will be measured
- Define a **shared common vision** of where the territory (eco –itinerary) wants to go in terms of circular touristic destination.
- Define the **main challenges** the territory wants to tackle.





OPERATIONAL MODEL – STRATEGIC APPROACH

3. Shared common vision and goals

- align the territory (eco –itinerary) to common objectives and strategies

Table 2 – INCIRCLE objectives, indicators and targets

TEMPLATE the strategy's objective	
Short description of the objective	
Related strategic indicator	
Baseline indicator (current trend)	
Target value	

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OPERATIONAL MODEL – STRATEGIC APPROACH

4. Main targets

- monitor the work and adjust the process

1. **Strategic results indicators** are to be identified for each strategy main objective.
2. **A small number of easily measurable and understandable qualitative and quantitative indicators** is to be developed that are clearly linked to each of the objectives to be achieved,
3. **Targets must define what should be achieved**, in comparison to the current situation (USE: Annex I – INCIRCLE result indicator template)

Result indicator for the objective [specify number and name of the objective]		Target values and deadline				Data collection and reporting		
Name of the indicator	Definition	Baseline	Year n*	Year n*	Year n*	Frequency and report	Data source and collection methodology	Responsible for data collection

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OPERATIONAL MODEL – STRATEGIC APPROACH

5. Measure planning – Measure is an action able to address the identified territorial problems, contributing to meet one or more strategy goals.

Key stakeholders - involved in the short listing, definition and approval of measures.;

For each shortlisted **measure**, a **set of relevant information** is to be provided, able to convey:

- **WHAT goals** the measure is pursuing
- **HOW** the measure will be **implemented**
- **WHO** will **benefit** from it
- **WHO** and **HOW** will contribute to its implementation
- **WHICH** resources and **skills are required**
- **HOW MUCH** will the measure **cost** (including setting up and operation/maintenance costs)
- **WHEN** it will be implemented
- **HOW** its progress and performance will be **monitored**



OPERATIONAL MODEL – STRATEGIC APPROACH

5. Measure planning examples



SUSTAINABLE MOBILITY

Public Transport and Cycling:

- Provide information about public transport options.
- Create infrastructure for cycling, such as bike rental stations and safe bike paths along the routes.
- Biking routes, hiking routes, ballooning routes, waterways...

Low-Emission Transport:

- Promote the use of electric or low-emission buses and shuttles for transportation between cultural sites



ENERGY EFFICIENCY

Energy Efficient Lighting and Renewable Energy:

- Use energy-efficient lighting and renewable energy sources, such as solar panels, at cultural heritage sites and along the routes.
- Use energy-efficient lighting, heating, and cooling systems in tourism operations.

Green Building Standards:

- Construct or renovate buildings following green building standards like LEED or BREEAM to ensure energy efficiency and sustainability.
- Ensure any new buildings or renovations along the routes follow green building standards, focusing on sustainability and energy efficiency.

Smart Technology:

- Implement smart technologies to monitor and optimize resource use, such as smart lighting and energy management systems at cultural sites.



WASTE MANAGEMENT



Reduce	Prohibit single-use plastics in cultural sites and encourage the use of reusable water bottles, utensils, and containers.
Waste Mng programs	Set up comprehensive recycling bins and composting systems at cultural sites and along routes, with clear signage to guide visitors.
Recycling	Establish systems for recycling paper, glass, metals, and electronics within tourism facilities.
Upcycling	Create art installations or community projects that upcycle waste materials found along the routes, engaging local artists and visitors.
Reuse and Repurpose	Repurpose materials from renovations of cultural sites into new uses, such as turning old bricks into garden paths or converting old wood into furniture.

WATER MANAGEMENT - Optimize use:

- Install water-saving fixtures, such as low-flow toilets and faucets, in restrooms and public areas of cultural sites.
- Promote water conservation practices among visitors.
- Use native and drought-resistant plants for landscaping cultural sites to reduce water usage





OPERATIONAL MODEL – STRATEGIC APPROACH

5. Measure planning



Table 3 – INCIRCLE measure template https://www.incircle-kp.eu/media/1326/template-for-incircle-strategy_en_final.docx

Title of the measure	
Short description of the measure	
Related objective	
Main target group	
Main stakeholders involved and their responsibility	
Main activities to be performed	
External support required	
Related output indicator and target (s)	
Cost estimation	
Timeframe for implementation	
Complementary measures (if any)	

Table 4 – INCIRCLE 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)

Table 5 – INCIRCLE scenarios

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

OPERATIONAL MODEL – STRATEGIC APPROACH

6. Monitoring, assessment and sources for funding - implement further actions.

MONITORING AND ASSESSMENT

- **Designate a person/team** responsible for the monitoring process: determine who will be in charge of every step/ milestone during the development of the strategy;
- **Define the milestones** to evaluate along the Strategy life span, along with indicators and source of data to evaluate every defined milestone;
- **Define the critical points** which could have a determinant impact. Identify actions to be taken in case the critical events take place;
- **Establish a calendar** including the previous elements.





OPERATIONAL MODEL – STRATEGIC APPROACH

6. Monitoring, assessment and sources for funding - implement further actions.

FUNDING AND FINANCING SOURCES

- **Identification of potential sources of funding;**
- **Determine the actions to be taken to secure funding;**
- **Design the person/entity in charge for the agreed measures**

To ensure a long-term sustainability of the strategy, different funding and financing sources must be matched. Funding might come from different municipal, regional, national, private and multilateral sources, reflecting a wide diversity of financing instruments.

OPERATIONAL MODEL

SUCCESSFUL PRACTICES AND APPLICATIONS

PALMA – INSTRUCTIONS FOR VISITORS

HOW I CAN BECOME PART OF THE CIRCLE:

Sustainable tourist habits

Sustainable Mobility

- Before my trip, I can find out and learn about the infrastructure and sustainable mobility services available at my destination to minimize travel by car and ensure a smaller carbon footprint.
- I choose to get to know a place on foot, by bicycle and using public transport, travelling at a time of day when it is more pleasant and possible.

Water Efficiency

- I choose to wash regularly used items (e.g. towels, bathing suits) by soaking them in a basin, rather than rinsing them under running water.
- I avoid changing towels every day at my accommodation.

Energy Efficiency

- When I leave the hotel, I make sure to unplug all electrical devices and to turn off the air conditioning/heating.

Waste Management

- I make sure to recycle as much as possible at the source, properly separating waste.
- I respect the natural environment at all times. I keep the beaches and the places I visit clean.
- I avoid single-use plastics, preferring reusable or biodegradable utensils for everyday use (e.g. for storing and consuming water and food).

General Advice

- When deciding where to stay, I choose businesses that follow sustainable practices.
- I support local businesses and local producers and help strengthen the local economy.
- I use electricity, water and other natural resources in the area frugally.





OPERATIONAL MODEL:

SUCCESSFUL PERSPECTIVES AND POSSIBLE APPLICATIONS

Example 1: Waste management on eco-itineraries

- Initiative: Eco itineraries could implement comprehensive waste management programs focusing on recycling and reducing single-use plastics.
- Outcome: Significant reduction in plastic litter along itineraries and increased awareness among tourists and local communities about waste management practices.

Example 2: Sustainable mobility in eco-itineraries including urban centers

- Initiative: Urban areas along cultural routes could develop infrastructure for cycling and electric public transport.
- Outcome expected: Reduced traffic congestion, lower emissions, and improved accessibility for tourists and residents.

Example 3: Energy efficiency in heritage sites along eco-itineraries

- Initiative: Installation of energy-efficient lighting and renewable energy systems in historical buildings.
- Outcome expected: Decreased energy consumption and costs, while maintaining the integrity and aesthetics of heritage sites.

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MED-Routes



CHANGING FOCUS TO ECO ITINERARIES

May 30th, 2024, Varna





Conclusion

In conclusion, the D.1.3.1 Transnational Working Group Toolkit represents a significant milestone in the MED-Routes project, symbolizing the collective expertise and collaborative efforts of all consortium members, with coordination led by PP8 BATTI. This comprehensive guide, stemming from the TWG session held in Varna on May 30th, 2024, consolidates invaluable insights and strategies for integrating circular economy principles into Cultural Routes. The toolkit, documented by BATTI, encapsulates the essence of the TWG discussions, including critical contributions from PP4 LIU on the transfer and utilization of outputs from INCIRCLE and EMBLEMATIC projects.

Moreover, the report features detailed micro itineraries created by project partners in the project's initial phases, utilizing templates provided by PP3 PRBT. Each itinerary is meticulously described, offering essential information on location, historical significance, cultural heritage, and geographical features. Highlighting points of interest ensures visitors are guided to significant attractions, while transportation details facilitate convenient access. Entertainment and relaxation options are also integrated, enriching visitor experiences and fostering deeper engagement with each destination's unique offerings.

Looking ahead, the Transnational Working Group is poised to enhance its productivity further, anticipating positive outcomes in the ongoing efforts to advance sustainable tourism practices across the Mediterranean. With a steadfast commitment to innovation and collaboration, we envision continued success in our shared mission to promote cultural heritage while embracing the principles of circular economy, ensuring enduring benefits for both present and future generations.

Authors & Contributions

This report is formed and compiled by Gabriela Dimova, representing Bulgarian Association for Transfer of Technology and Innovation – BATTI.

Project Partners who have contributed to the report:

1. Romagna Faentina Union (IT) – Lead Partner
2. Castelló de la Plana City Council (ES)
3. Pafos Regional Board of Tourism (CY)
4. LIBERTAS INTERNATIONAL UNIVERSITY (HR)
5. Network of the Insular Chambers of Commerce and Industry of the European Union (EL)
6. REGIONAL DEVELOPMENT AGENCY DUBROVNIKNERETVA COUNTY - DUNEA (HR)
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8. Bulgarian Association for Transfer of Technology and Innovation - BATTI (BG)

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- Fédération Européenne des Cités Napoléoniennes

