SMJERNICE PROJEKTA ALTER ECO

OPĆI PODACI O PROJEKTU „ALTER ECO"

Puni naziv projekta:

Alternativne turističke strategije u svrhu poboljšanja lokalnog održivog razvoja a kroz promociju mediteranskog identiteta

Opis projekta:

Ovim projektom se osigurava da gradovi Mediterana potiču primjenu alternativnih rješenja u svrhu provedbe održivih oblika turizma, kroz promociju mediteranskog identiteta i suradnju gradova diljem projektnih područja.

Cilj projekta:

Glavni cilj:
Poticanje održivog razvoja kroz specifične politike i regulative u svrhu valorizacije prirodnih i kulturnih resursa na području Mediterana.

Specifični ciljevi:
1.Smanjenje koncentracije ljudskih djelatnosti na tzv. turističkim hotspot-ovima u svrhu održavanja stupnja nosivosti kapaciteta
2.Naglašavanje vrijednosti mediteranskog područja kroz promociju identiteta, lokalnih tradicija i kulture.
3. Provedba pilot projekata u svrhu osmišljavanja lokalnih alternativnih turističkih ponuda
4. Poboljšavanje poslovnih suradnji na području Mediterana
5. Ojačanje ljudskih potencijala u turizmu
6. Potpora održivom razvoju

Partneri:

- IVE VALENCIA (IVE)
- GRAD MALAGA
- GRAD GENOVA
- SVEUČILIŠTE U VENECIJI (UNIVE)
- GRAD DUBROVNIK (DURA)
- LARNACA-FAMAGUSTA REGIONALNA AGENCIJA (ANETEL)
- SVEUČILIŠTE ARISTOTEL-SOLUN (AUTH)
- SOUT AEGEAN REGION (SAR)
- PROVINCIJA ALPES-COTE D AZUR (CECTD)
- OBSERVATIORIJ ZA TURIZAM (OTIE)

Interreg Mediterranean

ALTER ECO

Project co-financed by the European Regional Development Fund

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

Interreg MED Programme 2014-2020

Interreg Mediterranean

EUROPEAN UNION

Project title: Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

Acronym: ALTER ECO

Priority axis-Investment Priority-Specific Objective 3-1-1

Priority Axis 3: Protecting and promoting Mediterranean natural and cultural resources
PI 6c
3.1: To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

DELIVERABLE D.1.2.1

ALTER ECO GUIDELINES

Work package No.: 1

Work package title: Project management

Task No.: 1.2

Task title: Coordination, steering and monitoring

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ALTER ECO

WP1 Project management / IVE

Performance of all administrative, financial and operational tasks of the project. Communication with MA/JS.

1.1 Financial and administrative management of the project/ IVE

Follow-up of the project implementation, follow-up of the 1st level controller selection process, verification of the eligibility of partners' expenses, management of budget modification, development of any administrative task necessary to the proper implementation of the project. 6 meetings will he held enabling to follow up the project implementation.

1.2 Coordination, steering and monitoring/ IVE

Steering and monitoring of project implementation through the production of methodological papers, keynotes and guidelines and communication with partners. Communication with MED programme and JTS.

1.3 Evaluation of activities implementation/ AUTH

A Quality Assurance Plan will be developed by AUTH and IVE in order to ensure that activities proceed as planned, in order to timely and properly deliver the required deliverables/outputs.

Deliverables

ALTER ECO Management handbook. 31/12/2016 IVE

Guideline with precise information concerning implementation steps and schedule, expenses eligibility, budget modification possibilities, communication rules and so on.

ALTER ECO guidelines. 31/12/2016 IVE

Methodological paper to ensure a consistent management of the project and a coherent coordination of the work packages. They will facilitate an evaluation in itinere and an adjustment of the implementation.

Quality Assurance Plan. 31/01/2017 AUTH

It will include a Risk Assessment Plan whose goal is to identify all potential risks that may appear along the process. The plan will provide corrective actions for those risks evaluated as critical. It will contain methods, tools and procedures for guaranteeing the reaching of the project objectives

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through a constant activity of monitoring, evaluating and documenting the impacts of the action and the progress of each activity.

Evaluation report. 30/04/2019 AUTH

Outcomes from the final evaluation of the project outputs. It provides an overview of the evaluation activities carried out along the project and presents results, findings, lessons learnt and emerging good practices.

Who is involved?

IVE, MÁLAGA, GENOA, UNIVE, DURA, ANETEL, AUTH, RSA, CCTD, OTIE

What will be expected from the partners involved?

- **IVE** will coordinate the project tasks and the project implementation and will deliver ALTER ECO Management handbook and ALTER ECO guidelines.
- **AUTH** will assist in the coordination tasks and will coordinate task 1.3 and will deliver the Quality Assurance Plan and the Evaluation report.
- **All the partners** will provide the requested information within the period set out related to the project implementation or the financial and administrative management of the project.
- **All the partners** should select the 1st level controller in the period set out following the indications provided (call for tenders).
- **All the partners** should attend the meetings.
- **Those partners coordinating a WP or a task** throughout the project's development should follow the indications given in the ALTER ECO guidelines.

WP2 – Communication / Málaga

In a direct collaboration with the Horizontal Project (BleuTourMed_C3 lead by Arco Latino) and the Programme, the ALTER ECO communication strategy will be built on synergies and multiplying effect to maximize impact as well as in the capitalization of the project. Social media will be the main dissemination tool of project activities using existing data bases from partners directly as well as from related networks.

2.1. Project internal communication MÁLAGA

Elaboration of a Communication Strategy. Segmentation of actions and targets among the project level and the Horizontal project.

2.2. Delivering information MÁLAGA

The activity will deliver the information needed in order to create awareness and understanding of the main results in the regions and the network of stakeholders created and the impact of the proper strategies for the sustainable tourism. Delivering ALTER ECO poster + Portrait and Social media campaign linked to A2.1 and D2.1.1.

2.3. Contribution to Programme communication MÁLAGA

-Communication on transnational, national and regional level (MA, JS, NCPs, MS)

-Communication on the Programme communication platform.

-Management and configuration of ALTER ECO website on the MED Web platform.

-Social media communication of/for project and active participation to thematic community and Programme -social media communication.

-Participation to information and training seminars as web platform trainings, communications trainings and other capacity building seminars.

2.4. Coordination with Horizontal projects. MÁLAGA

Partners will cooperate with the HP coordination activities, by following specific guidelines; participating in meeting and common actions; sharing stakeholders mapping and databases, according to a communication plan set by the HP. Project partners & associates will support the HP in the transfer & dissemination through the strong networks they belong to.

2.5. External events participation MÁLAGA

Presentation at and contribution to external events (e.g. with other projects, the community projects, etc.)

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2.6. Project external communication MÁLAGA

A2.6 focus on communication with target groups.This will be reached by grouping the target audience in ALTER ECO living Lab at a local,regional,national and European level.It will include the creation of stakeholder structure through a participatory process in each pilot. ALTER ECO will innovate in the way to involve key actors with different profiles,interests and priorities,by using "Human centered design" techniques to generate innovative ideas to support the alternative strategies. Special attention will be paid to public stakeholders able to implement D 4.5.1,developing a strategy focused on multipliers.

2.7. Design of a communication strategy at local pilot level GENOA

Communication strategy at pilot level CSPL will be designed to inform the specific audience and general public on the pilot project impact, thus will show how the pilot project will contribute to the improvement in its area of intervention.

Deliverables

2.1.1 Communication plan. 31/04/2017 MÁLAGA

The communication plan will do a concrete effort to reach our target audience, sending them a specific message through using the best available and most effective tools.

2.2.1. Poster + portrait. 28/02/2017 MÁLAGA

Poster template of minimum A3 size to be placed by every partner at a location readily visible to the public stating the financial support of the Union. Publication of a portrait of the project adapted to main target groups.

2.2.2. Social media campaign. 31/10/18 MÁLAGA

Social media campaign will cover the 4 Cs. 1 Contribute, share content ALTER ECO produced 2 Converse, listen and respond 3 Connect, prioritise and come together with others; 4 Community, build online relations between stakeholders.

2.2.3. Pilot communication campaign. 31/10/18 MÁLAGA

Based on D2.7.1. To establish a communication strategy, for each pilot will be linked appropriately in a way to follow the causal chain "to whom - why - what - how - who?" Providing a common ground, but with different needs and expectations. The objective is making the results and deliverables of ALTER ECO project available to the stakeholders and to the wider audience.

2.3.1. Feeding the web platform. 30/04/19 MÁLAGA

2.3.2. Attendance at Programme communication meetings. 30/04/19 MÁLAGA

2.3.3. Attendance at Information and training seminars. 30/04/19 MÁLAGA

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2.4.1. Coordination with Horizontal Project. 30/04/19 MÁLAGA

2.4.2. Attendance at Horizontal project meetings. 30/04/19 MÁLAGA

2.5.1. Report on the presentation at and contribution to external events. 30/04/19 MÁLAGA

2.6.1 Living lab to propose and test ideas in the most real environment. 31/01/2017 MÁLAGA

A cloud platform hosted in the project website for participant's communication will be created where all stakeholders' data will be inserted and available at project level and beyond.

2.6.2. Living lab platform. 31/01/2017 MÁLAGA

It aims to provide diverse scenarios for the stakeholders linked to the project (physically or virtually) to propose and test their ideas in the most real environment. A Consultation Committee will come up with proposals to implement ALTER ECO.

2.6.3 Metropolitan groups forums included in the living lab. 31/01/2017 MÁLAGA

ALTER ECO living Lab will be established from local metropolitan forums to raise awareness of the living communities.

2.7.1. Communication strategy at pilot level in order to convey the pilot goals and final results.30/04/2018 DURA

It will consist of a plan including communication tools at regional and local levels, targeted at stakeholders in order to convey the pilot goals and final results. Examples of tools:brochure templates;online communications;marketing tools;awards...

Tasks by Partners

WP2 Project Communication	IVE	Malaga	AUTH	Genoa	UNIVE	Dubrovnik	ANETEL	RSA	CCTD	OTIE
2.1 Project internal communication	X	X	X	X	X	X	X	X	X	X
2.2 Delivering information	X	X	X	X	X	X		X		
2.3 Contribution to Programme communication	X	X	X							
2.4 Coordination with Horizontal	X	X	X	X	X	X	X	X	X	X
2.5 External events participation	X	X	X		X				X	X
2.6 Project external communication	X	X	X	X	X	X	X	X	X	X
2.7 Design of a communication strategy at local pilot level	X	X	X	X	X	X		X		

ALTER ECO

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What will be expected from the partners involved?

- Each partner will give a **communication contact** to the WP leader.
- A **skype meeting** will take place among the WP coordinator and the rest of partners to go over communication activities, update and follow up **every 2 months**.
- A **communication meeting** will be included in every Steering Committee (exchange of experiences, new proposals, monitoring , roles update, etc.)
- A **communication workshop** will be organized in the 2nd Project meeting to concrete everyone's roles, who participates in each event, who writes concrete papers, inputs to the platform, etc.) with the participation of the horizontal project and if possible a Med comm. officer.
- The WP Leader will centralize all inputs of project partners and will be the only contact for the **Horizontal project,** the 3.1 community and the Med Platform (feeding project, thematic & programme website) or the Med Communication officers. According to each activity (presentation, event, etc.) the right partner will be involved.

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WP3 TESTING/UNIVE

WP3 aims to test, in representative Mediterranean cities(4) and regions(2) (the 6 pilots), existing methodologies and tools arisen in previous high impact projects and reference documents in the field of sustainable tourism, in order to reach holistic and realistic tourist strategies at local and regional level that allow transferability in MED territory.

Lead partner: Ca' Foscari University of Venice

Starting date: 01/11/2016

Ending date: 30/04/2019

4.1 Setting up of common methodologies/ UNIVE

Setting up of common methodologies and tools (ICT) for diagnosis, modelling and evaluation of tourist destinations based on previous projects and reference documents in the sustainable tourism field. The common methodologies and tools (in the form of policy guidelines) will select and recommend the most suitable methods and tools for the development of the pilots. Key elements to be considered: the barriers identified in task 3.2; the classical Mediterranean City Model as an example of sustainability and the CAT-MED project.

4.2 Preparation of the pilot activities/ AUTH

Preliminary data collection for starting the test of the methods and the tool kit in various pilots: detection of areas exceeding their carrying capacity (hotspots) and the characterization of the existing tourist supply in terms of material and immaterial assets, evaluating what role MED identity plays in every pilot based on the characterization and the value of classical Mediterranean city developed in task 3.1. Key elements to be considered: the role the ALTERECO living labs to collect data; data collected in GIS format for the CATMED platform (resource maps).

4.3 Testing/ OTIE

Test of methods and tools identified (including ICT tools to monitor sustainable tourism indicators) Each pilot city/region will evaluate the results to design realistic tourism strategies (input for the A4.4 guideline) and AUTH and MALAGA will feed CATMED GIS application with pilot data.

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4.4 Design of innovative tourism strategies (simulating)/ CECTD

Once agreed on the most appropriate available tools and methodologies that have been tested
and having implemented and evaluated specific measures in each pilot, CECTD will propose
generic guidelines for local and regional authorities to design innovative tourist strategies
containing: product diversification tactics (e.g. alternative itineraries), new business models, from
PPP to disruptive marketing strategies to enhance a balance among tourist attraction, considering
sustainable tourism to be an important source of socio-economic growth and ian nstrument that
enables to conserve the classical Mediterranean City Model even further. Starting from D3.4.1,
each pilot would develop their own strategy and will simulate the implementation of the strategy
proposed showing the possible scenarios also in relation to D 4.4.1 output.

Deliverables

Testing Methodologies (type: Method). 31/04/2017 UNIVE

Guidelines for testing existing methods and tools that allow pilots to design realistic alternative
tourist strategies to enhance the local sustainable development of tourism by promoting
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Preliminary Study for Launching the Pilots (type: Preliminary Study). 31/04/2017 AUTH

Analysis of the current situation: to collate and analyse the geographical, economic and socio-
cultural features of each pilot site in order to provide a contextual and scientific knowledge of each
site. Common conclusions will be elaborate

Existing Data for GIS (type: Preliminary Study). 31/04/2017 AUTH

Compilation of existing tourism data in each pilot in GIS format to introduce it in CATMED
platform; GIS application in task 3.3: Tourism Resource Inventories (Data entry, storage and
manipulation) and Measure tourism impacts (Database integration).

Testing Report (type: Service). 31/10/2018 OTIE

OTIE will compile the results of the test of different methods and tools in each pilot, including
individual evaluation of results and common conclusions to be used as a basis for A4.4
development

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GIS Data Base (type: Service). 31/10/2018 AUTH

AUTH will feed the CATMED GIS application with pilot data resulting from A4.2 and from the pilot implementations, which results in a GIS map containing all data compiled and allowing pilots to be able to use it as a tool to develop their own strategies

Design of Innovative tourism strategies (type: Methods). 31/10/2018 CECTD

Proposed tourism strategy for each pilot based on the work developed in A3.3. Developing national and local strategies aimed at better reconciling tourism, the environment and sustainable development.

Simulation of Innovative Tourism Strategies (type: Methods). 31/10/2018 CECTD +IVE

This deliverable will contain the simulation of possible scenarios after applying the proposed methodology in D 3.4.1. and hence a series of hypothetical scenarios of tourism flows will be used in simulation strategies. The analysis will identify and measure the impacts.

Model for Implementation of Innovative Tourism Strategies (type: Methods). 31/10/2018 CECTD

It will consist on a methodology for implementation of innovative tourism strategies based on D 4.4.1: methodology for engagement with target groups; protocols for implementation; tools to support communication; design of themed products....

Who is involved?

AUT, UNIVE,IVE,ANETEL,CECTED, AYTO. MALAGA,OTIE,DURA, Genoa,SAR

What will be expected from the partners involved?

- UNIVE,AUT,OTIE,CECTD: will coordinate the specific project tasks
- AUTH, UNIVE, IVE, ANETEL, CECTD, AYTO. MALAGA, OTIE, DURA, Genoa, SAR: all are involved during the data collection phase
- OTIE: L 3.3.1 development
- AUTH: I 3.3.2 development
- AUTH, UNIVE, IVE, ANETEL, CECTD, AYTO. MALAGA, OTIE, DURA, Genoa, SAR: each (6) pilot representative will provide the design-simulation-model of the innovative tourism strategies (i.e L3.41,3.42,2.4.3)

Partners responsible of pilots are:
IVE-Comunitat Valenciana region/

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RSA and AUTH-Region South Aegean/
AYTO.MALAGA-Malaga city/
Genoa-Genoa city/
UNIVE-Venice city/
DURA-Dubrovnik city

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WP4 Transferring

Aim: Transferring through capacity building of the ALTERECO Model to Med areas other than the participating ones and mainstreaming of structural funds for future activities.

WP4 has been designed so as for partners to interact strongly with their Associates as well as with their target groups.

General timetable: 11/2016 – 04/2019

Basic prerequisite for the implementation of WP4: the finalization of the ALTERECO Model, task 3.4.

4.1   Development of common guidelines/ AUTH

Development of common guidelines for delivering the different milestones, namely: 1.engagement of elected representatives towards the implementation of the proposed tourism strategies in the pilot areas 2.building capacities of appropriate target groups towards the implementation of the Model 3.transfering theoretically and applying practically the methodology for the design of tourism strategies (Model) to other areas. Especially for the selection of these areas to apply the methodology (Model) a scientific methodology will be introduced. AUTH will coordinate, support the partners, ensure the comparability and reliability of data
and information and give clear guidance on the target groups that will be involved.

4.2 Transfer of the ALTERECO Model/ ANETEL

Partners will meet in Rhodes after the finalization of A3.4.and will present their pilots and the proposed tourism strategies that they introduced, aiming to enhance a balance among tourist attractions as an economic source of growth and the conservation of the classical Mediterranean city Model as an example of sustainability. Additionally, the requirements for local and regional authorities to adopt the innovative tourist strategies will be discussed and D4.2.1 will be drafted. **The event will be attended by elected representatives' delegations from participating and associated Med areas (at least ten) that will sign an engagement (Protocol) towards the application of the Model for innovative tourism strategies in their territories.**

4.3 Exchange of ideas, practices, experience and knowhow related to the common challenge of the ALTERECO project/ South Aegean Region

Aims to provide the necessary theoretic knowledge to the appropriate target groups of the partner areas, towards the implementation of the Model. In order to accomplish that **UNIVE, DURA and ANETEL will organize workshops (to be attended by all partners) in order to spread**

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the knowledge gained by the pilot activities among the target groups. Partners will work in three
groups and will be moderated by AUTH, UNIVE and IVE. The groups will be constituted by: a) IVE,
ANETEL, RSA b) AUTH, Malaga, DURA c) UNIVE, Genoa, OTIE. Each group will present practices
on how to implement the proposed innovative tourism strategies. The lessons learnt will be
available at the ALTER ECO Interregional learning Portfolio, backed by the Database of Good
Practices.

4.4 Capacity building/ Municipality of Genoa

After having a. achieved the engagement of the elected towards the implementation of the Model
(A4.2), b. presented and made available practices on how to implement the proposed innovative
tourism strategies to the participating areas' target groups (A4.3) **now it is time to put into
practice the theoretic knowledge and apply the methodology to other Med areas, under the
supervision of the partners.** The areas other than the participating cities will be selected by each
partner using the scientific methodology developed in A4.1.For the needs of A4.4. the
interregional learning Portfolio will be translated (Spanish by Malaga, Greek by AUTH, Italian by
UNIVE and Croatian by DURA) in order to be easily digested by the target groups. **All partner
have external expertise budget to get external support for this task.**

4.5 Mainstreaming of pilot results: articulation with other structural funds/ AUTH

Scale up, through a critical approach pilot experiences. Key questions such as "how to improve
policies to make pilots possible?, how to finance the execution of pilot projects and mainstream
them to a bigger scale?, how can transnational cooperation funds and others such as the Regional
Operative Programmes be articulated in order to make this mainstreaming possible?" will be
discussed and relevant Proposals with conclusions & recommendations will be drafted and
presented in EU level. **Two working meetings at EU level will be organised bringing together
partners (Malaga, UNIVE, AUTH, DURA and OTIE Associated partner) with EU, national and
regional representatives.**

Deliverables

4.1.1 Common guidelines for the implementation of WP4. AUTH
(Method). Common guidelines for delivering the different milestones, namely:1. engagement of
elected representatives towards the implementation of the proposed tourism strategies in the
pilot areas 2.building capacities of appropriate target groups towards the implementation of the
Model 3.transfering theoretically and applying practically the methodology for the design of
tourism strategies (Model) to other areas.

4.2.1 Transferability Plan. ANETEL
(Method). The Plan will mainly summarize realistic proposals for the transferability of the ALTER
ECO Model and for the adoption of innovative tourism strategies to areas other than the
participating ones.

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4.2.2 ALTERECO Declaration. AUTH

(Tool). The Declaration will be annexed on the Malaga Charter on sustainable urban models signed by the CATMED members (the Genoa Declaration towards the city of 21st Century is already also annexed to the Malaga Charter). The target value of Regions and sub-Regions to sign the Declaration is 20.

4.3.1 Peer thematic workshops.RSA

(Tailored events). 3 thematic workshop reports. It is suggested that each workshop deals with a specific thematic area: a) promotion of Med identity b) enhancement of local entrepreneurship c) carrying capacity

4.3.2 Interregional learning Portfolio backed by Good practices Database.RSA

(Training material). The lessons learnt during the whole process, will be available at the ALTERECO Interregional learning Portfolio, backed by the Database of Good Practices.

4.4.1Training course material. GENOA

(Training material). Parts of the interregional learning Portfolio and the Good Practices Catalogue will be translated in partners' own language to be better and ensure the sustainability and applicability of the project results.

4.4.2 Assignments: Application of the Model in other than the pilot area. GENOA

(Training events). The target groups will work during technical workshops (10 in total, 1 per partner area) and will try to apply (in pilot scale) the Model to their Med areas (external support foreseen).

4.5.1. Meeting report: Proposals-Recommendations for application of the Model in the Med area. AUTH

(Technical event). Delegations from Malaga, AUTH, Dubrovnik, UNIVE and OTIE will meet EU, national and regional representatives to scale up MED transnational cooperation.

Who is involved?

IVE, MÁLAGA, GENOA, UNIVE, DURA, ANETEL, AUTH, RSA, CECTD, OTIE

What will be expected from the partners involved?

- AUTH will introduce common guidelines for the implementation of the WP and will propose a scientific methodology for the selection of the areas that will apply the

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Model. AUTH will coordinate, support the partners, ensure the comparability and reliability of data and information and give clear guidance on the target groups that will be involved

- IVE will approve the guidelines and the methodology
- ANETEL will draft the transferability plan for the ALTERECO Model and for the adoption of innovative tourism strategies (4.2)
- RSA will organize an event for the signing of the ALTER ECO Declaration. (4.2)
- ANETEL, DURA and UNIVE will organize workshops for the in order to spread the knowledge gained by the pilot activities among the target groups. (4.3)
- South Aegean Region will upload the lessons learnt from the workshops at the ALTER ECO Interregional learning Portfolio, backed by the Database of Good Practices.(4.3)
- Malaga, AUTH, UNIVE and DURA will translate the Interregional learning portfolio (4.4)
- The Municipality of Genoa will draft a training methodology that will be constituted by two parts: a. training material (how to put into practice the theoretic knowledge and apply the methodology to other Med areas) and b. practical part: Assignments, for areas other than the participating ones.(4.4)
- Malaga, AUTH, Dubrovnik, UNIVE and OTIE delegations will meet EU, national and regional representatives to scale up MED transnational cooperation. (4.5)
- All partners will travel to Rhodes for the ALTERECO Declaration (4.2)
- All partners will participate in the workshops led by ANETEL, DURA and UNIVE (4.3)
- All partners have to indicate Med areas (other than the participating ones) with whom they could work together to build their capacity in the framework of 4.4. and they should provide Genoa with this information.(All partner have external expertise budget to assign this task)
- All the partners will have to motivate their areas' target groups
- All partners will hold training workshops in their areas with the participation of target groups a. theoretic b. practical part (4.4)
- All the partners should attend the meetings.