

Transferring project for  
**E**mblematic **M**editerranean **M**ountains  
as **C**oastal destinations of excellence  
**(EMbleMatic PLUS)**

Project Ref:Project Ref:8139 | 10MED21\_3.1\_M3\_009

## **D3.2.3. PP4 transferability diagnostic relying on Transfer Guide**

## Executive summary

This document summarises the whole coaching process with PP4 towards the creation of an own Eco-itinerary (as a physical route) to be promoted as an Ecojourney. This tourist product is expected to align with the EMM values, approach and previous experience, according to the [EMM Transfer Guide](#) from the EMbleMatic project. The aim of this document is to convey a picture of the state of things in PP4 Eco-itinerary, portraying strengths and weaknesses, and projecting potentialities and future possible threats. Contents from this document should feed the last step foreseen in A3, that is PP4's Local Implementation Action Plan (LIAP).

After an introduction about the context of the project and a brief description of the selected area, the process of coaching PP4 alongside the EMbleMatic Plus project is described, together with a short note about the assessment field visit. The core of this document are chapters 4 and 5, which offer a thorough analysis of the PP4 proposal for an Eco-itinerary, including a SWOT analysis (chapter 4) as well as a detailed description of the different characteristics according to the 30 attributes of the Terms of Reference (ToR) of the Transfer Guide. The description contains a series of recommendations that PP4 might take into consideration when developing its LIAP. Two templates for this deliverable are provided as an appendix and a separate document.

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# TABLE OF CONTENTS

<b>1. Contextual introduction</b>	<b>4</b>
1.1. A transferring project: EMbleMatiC Plus	4
1.2. A Receiver territory: Lessini represented by GAL Baldo-Lessinia	5
<b>2. The coaching of the transferring process with PP4: common criteria assessment on the basis of a common methodology</b>	<b>6</b>
2.1. The coaching of the transferring process	6
2.2. PP4 engagement	7
<b>3. On-site assessment field visit to Lessini</b>	<b>8</b>
3.1. Minutes from on site-visit carried out based on receiver partner proposal	8
3.2. Assessment process carried out during the on-site visit	14
<b>4. Diagnosis of the Eco-itinerary proposal</b>	<b>16</b>
4.1. PP4 proposal highlights	16
4.2. SWOT analysis	18
<b>5. Recommendations for the local implementation Action Plan (LIAP)</b>	<b>19</b>
5.1. Basic characteristics of the eco-itinerary	19
5.2. Associated services	20
5.3. Ethics and sustainability	21
5.4. Management and Governance	21
5.5. Marketing	22
<b>6. Appendix</b>	<b>23</b>
6.1. Terms of reference (ToR) for the creation of an EmbleMatiC Eco-itinerary and its 30 attributes	23
6.2. Local Implementation Action Plan (LIAP) template	24

## 1. Contextual introduction

This document summarises the whole coaching process with PP4 towards the creation of an own Eco-itinerary (as a physical route) to be promoted as an Ecojourney. This tourist product is expected to align with the EMM values, approach and previous experience, according to the [EMM Transfer Guide](#) from the EMbleMatiC project.

This document therefore follows a comprehensive approach through the entire activity A3 (“Transferring”), starting with the webinars previous to the TNM1 and continuing with the Activity 3.2 about a follow-up of the common criteria assessment. Authors of this document coordinated the coaching process. LP1, PP1 and PP2 (the so-called “Givers”) also actively participated in this process, particularly in the preparation, execution and outcome of the assessment field visit.

The **aim** of this document is two-fold: (i) to convey a picture of the state of things in PP4 Eco-itinerary, portraying strengths and weaknesses, and projecting potentialities and future possible threats; (ii) to “translate” the results of the diagnosis into specific recommendations towards the last step foreseen in A3, that is PP4’s Local Implementation Action Plan (LIAP).

### 1.1. A transferring project: *EMbleMatiC Plus*

**EMbleMatiC Plus** is the follow-up project of the EMbleMatiC project. Being funded by the Interreg MED program, both projects are just one part of the activities that the **Emblematic Mediterranean Mountains (EMM) Network** undertakes. The Network was born in 2013 thanks to the LEADER funds. Being 4 initial members, the Network has grown across successive projects.

EMbleMatiC Plus involves 3 givers’ partners from the previous EMbleMatiC project, 4 new receivers’ partners and 7 associated partners. These partners are members of the **EMM network**. They wish to adopt a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

Thus, EMbleMatiC PLUS project aims to deepen and extend the first project results by transferring to new territories the “Transferability guide for the implementation of an eco-itinerary”. These previously created eco-itineraries contribute to geographically rebalancing the visitors flows, to extend the seasonality, to reduce environmental impact whilst generating economical return for these low-density areas.

More specifically, this project aims to:

1. Maximise the impact of what was accomplished & worked with the EMbleMatiC project to new territories.
2. Work together in adjusting the initially produced Transfer Guide to fit receivers’ local context and to obtain their best Eco-itinerary local implementation plan.
3. Reinforce the Emblematic Mediterranean Mountains network by gathering key local stakeholders & managing authorities sharing same values, visions & know-how.

In addition to the 3 “Givers” and 4 “Receivers”, the project includes seven associated partners, six of them representing mountains territories (Vidova Gora in Croatia, Ida/Psiloritis in Greece, Gran Sasso and Monte Grappa in Italy, Kapela Vrh in Slovenia, and Pico del Torreón in Spain). They could not be retained as receivers for this project but benefit from following its progress closely .

### **1.2. A Receiver territory: Monti Lessini represented by GAL Baldo-Lessinia**

**GAL Baldo-Lessinia** was selected by LP1, PP1 and PP2 (so-called “Givers”) to participate in the EMbleMatiC Plus as a “Receiver”. This LAG selected the **Monti Lessini** (45°53’14”N 11°53’36”E) as territory for the transferring of the methodology previously used to create an Eco-itinerary. La Lessinia or Monti Lessini is a plateau and an alpine supergroup in the Vicentine Prealps, located for the most part in the province of Verona and, only partially, in those of Vicenza and Trento. A part of the Lessinia area constitutes the Lessinia Regional Natural Park.

Lessinia is a green paradise nestled between the Small Dolomites, the city of Verona and MonteBaldo. The territory appears as an almost magical landscape, made up of pastures and woods, where myths and legends intertwine with local customs and traditions. This territory also preserves numerous historical, architectural and folkart testimonies, in particular those of the Cimbri. Walking along the paths and mule tracks, crossing the districts, we can let ourselves be enveloped by the unique atmosphere of this environment and go back to the experience of the ancient inhabitants

## 2. The coaching of the transferring process with PP4

### 2.1. The coaching of the transferring process

**The transferring strategy unfolds in three phases** to adapt the steps described within the “transfer guide” into a “transfer process” applied by each receiver and adjusted according to its own context or transferability potential. The chore know-how to transfer is the compliance of the 30 attributes from the previously applied TOR for the creation of eco-itineraries.

This document can be found in appendix 6.1

#### ***Phase 1 A 3.1 Givers’ dissemination to receivers of transfer guide & pasts achievements:***

During a first stage, the Coaching Team (CT; external experts Ramon Serrat and Alexis Sancho) presented to receivers the contents of the guide and related past achievements from givers through two webinars: the first one held on the 14/9/21 “Welcome to EMM network”, the second one held on the 21/09/21 “Getting to know the transfer guide”

The thematic workshop held during the first transnational meeting in October, provided receivers with the opportunity to have their own visiting experience of two existing eco-itineraries and to provide their own feedback relying on the 30 attributes that eco-itinerary must comply with.

#### ***Phase 2 A3.2 Receivers’ transferability diagnostic relying on transfer guide:***

##### *Step 1: Receivers worked with CT on attribute compliance process*

During TNM1 (October 5-7, 2022), the CT presented the coaching process along A3.2.0. The aim of this process was to assist Receivers during the conception phase of their Eco-itineraries, which had to comply with the Terms of Reference (ToR) of the Transfer Guide (TG). In preparation for the TNM1, all receivers answered a self-assessment online questionnaire in order to rate the degree of difficulty that Receivers presumably will experience while dealing with ToR 30 attributes. On this outcome, the CT established a time schedule in order to enable a gradual complying process of the attributes. According to this proposal, Receivers completed three (3) reports between October and the end of 2022. In each report, Receivers were asked to provide evidence proving each attribute compliance. The completion process of each report (with their corresponding delivery date) was scheduled in parallel with a series of bilateral meetings between the CT and all Receivers. The whole process was conceived as an iterative exercise where both actors (the CT and each Receiver) were expected to communicate continuously in order to address all attributes as much as reliably as possible.

##### *Step 2: Assessing team visited receiver for an on-site assessment visit*

This on-site assessment visit constitutes the base of the project output: “Receiver’s transferability diagnostic relying on transfer guide”. It consists of an on-site cross-analysis & peer review (3 givers & 1 assessor) on the first attempt of the receiver to propose their initial proposal of potential eco-itinerary by applying the transfer process to their own local receiver context.

#### ***Phase 3: A3.3 Receiver’ local implementation action plan for their eco-itinerary:***

For the third and final stage of the transferring process, the receiver will be asked to use the insights and personalised recommendations from this diagnosis, to elaborate and write an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

## **2.2. PP4 engagement**

From the very beginning of the process, it became clear that PP4 was in the right disposition to go through the entire coaching process. PP4 had some trouble completing the three Reports on time and even raised the possibility of postponing the delivery of the reports to a later date than the established. Finally they were convinced to follow the same pattern as the rest of receivers and with the help of contracted external experts they managed to do so. All Reports were timely delivered and were improved in successive versions. All documents are available in the corresponding project Dropbox folder. In addition, two (2) bilateral online meetings took place to discuss all related issues to each attribute. The minutes of these meetings are available in the corresponding project Dropbox folder, too.

As of March 2022, PP4 has celebrated two (2) stakeholder meetings in the context of EMbleMatiC Plus. Two more meetings (focus-groups) facilitated by the hired external experts were planned. First meeting was reported via written minutes and pictures and second one only with pictures, which are available at the corresponding project Dropbox folder.

### 3. On-site assessment field visit to Monti Lessini

During three months, each receiver worked at bringing local stakeholders together and at exploring all aspects of their future eco-itinerary whilst periodically reporting on gathered evidence to check with the coaching team that suggested choices were complying with the 30 attributes from the TOR.

To welcome the assessing team, receivers were asked to put together a proposal of a two-day on-site assessment field visit that will reflect the main assets (choices of locations, activities, stakeholders and services) identified at that stage for the creation of their future eco-itinerary.

They were asked to provide a title and brief description of their eco-itinerary, and to indicate for each spot included on their visit:

-List of the attributes covered by this spot/activity: the numbers showing under each spot corresponds to the attributes detailed on the appendix 6.1 TOR.

-List of the emblematic dimension pre-set criteria covered by this spot/activity:

The numbers showing under each spot refers to:

1. Proud local people - 2. Institutional recognition - 3. Reputation - 4. Legends and myths - 5. Power of inspiration - 6. Picturesquelandscape - 7. Particularecosystem - 8. Mediterranean cultural identity - 9. Sustainability and anthropogenic environment - 10. Historic places

The following minutes were written by the receiver and summarise the chronological unfolding of the on-site assessment. As such they are a practical and factual account of what took place and was experienced and assessed by the assessing team.

#### 3.1. Minutes from on-site-visit carried out based on receiver partner proposal

**Foreseen title for future eco-itinerary:** "La Vecia Via della Lana"

##### **Brief summary of future eco-itinerary:**

The Vecia via della lana is an old fascinating way that was used in the past to take the wool of the sheeps from the top of the Lessini to the valley to be transformed. The path has been completely restored and it is currently accessible for its entire length of +40km by bike, by foot or by horse. The purpose of our itinerary is to show the beauty of the landscape of the hills and the valleys, with their characteristic vineyards and olive groves. Along the journey it is possible to stop and visit unique places such as the fossils of Bolca and the town of Soave, and to taste the local products such as wine, cheese, cherries and olive oil.

##### **Spot 1: Day 1- 28<sup>th</sup> Feb - Starting point 9H00 Sporting Hotel San Felice (Località San Felice, Illasi)**

Local accommodation. Starting point of the visit. Sporting hotel San Felice is a family run business, which offers to the guest several activities within the hotel (spa, swimming pool, gym) but also to discover the environment (horse riding, e-bikes, etc) and the Vecia via della Lana. The structure is partially « eco-friendly » using green energy and promoting local food (example, breakfast with handmade jams etc). They are organising picnic take away, promoting sustainable and eco-friendly service.

List of the attributes covered by this spot/activity:12-13-15-19

List of the emblematic criteria covered by this spot/activity: 1-2-8



**Spot 2: Day 1- 28<sup>th</sup> Feb - 9:30 San Giovanni Battista Church (Località Castello, San Giovanni Ilarione)**

Along the way we stopped at San Giovanni Ilarione. A local historian, Mr. Cecchele, told us the story of the church and its underground trenches. He then showed us the altars and paintings. The church was built in the hamlet of Castello, on the site of the ancient mediaeval castle. It was initially a Castrense church, that is, closely linked to the castle. Around it the civil and religious life of the village gradually organised itself. Rebuilt several times to meet the growing population, it was consecrated in 1525. The current church was built between 1808 and 1812, together with the bell tower, with which it forms a single complex. The interior consists of a single Greek cross nave; on the main altar stands a precious altarpiece by Bartolomeo Montagna, who painted it in 1486, depicting the Madonna enthroned with the Child between Sant'Antonio da Padova and San Giovanni Evangelista.

[List of the attributes covered by this spot/activity: 8-9-11-](#)

[List of the emblematic criteria covered by this spot/activity: 1-2-3-6-7-9](#)



**Spot 3: Day 1- 28<sup>th</sup> Feb - 10H30 Museo dei fossili e Pesciara – Bolca**

Guided tour of the Museum of the fossils and then visit of the “Pesciara”, the extraction area of fossils. The place is a unique spot in Europe, and one of the most important in the world, known since the year 1570, where more than 100.000 fossils have been extracted so far. Fossils are aged 40-50 millions of years, when during the Eocene period the area was covered by a tropical sea.

The Palaeontological Park is in a private area, included in the Regional Park of Lessinia, run by the Cerato family and Pesciara is visitable only with guided tours. Nowadays it is possible to enter into some galleries of the Pesciara, following an underground path to see directly where the fossils are and how they have been extracted – and still are- by the Cerato family.

[List of the attributes covered by this spot/activity: 8-9-11-](#)

[List of the emblematic criteria covered by this spot/activity: 1-2-3-6-7-9](#)



**Spot 4: Day1- 28<sup>th</sup> Feb - 12H00 - Along the Vecia via della Lana – from Bolca to Soave**

The trip started at the Museum of Bolca with the service of e-bikes, and immediately we took the Vecia via della Lana.

We started descending the Vecia via stopping in some viewpoints to admire the panoramic views on the typical production of wines, cherries, olive oil.

The museum is located about 800 metres above sea level and is an interesting starting point for the itinerary. In fact, the museum is located 1.2 km from one of the access points to the path and offers the opportunity to appreciate the complete view of both the Val d'Alpone and Mount Carega (the most extreme part of the Regional Natural Park of Lessinia and its highest peak).

The itinerary continues, almost exclusively downhill, for its entire route and crosses the ridges between the Illasi and Tramigna valleys. It is possible to follow the route in both directions but now there is no possibility to do a "ring" route. The whole path is marked with adequate signs.

[List of the attributes covered by this spot/activity:1-2-3-4-5-6-7-11-12](#)

[List of the emblematic criteria covered by this spot/activity: 1-6-7-10](#)



**Spot 5: Day 1- 28th Feb - 13H30 - Day 1- 28th Feb - Restaurant La Collina (Località La Collina Badia Calavena)**

On the way we stopped at a local restaurant "La Collina" to have lunch with local products: pasta, cod, polenta, cheese, wild boar. The restaurant is a perfect stopping point for those passing through the route. It is also a starting point for cyclists and walkers who want to start from this point as it is possible to leave the car. The point is well signposted and also equipped with toilets. Lunch was an opportunity to see the itinerary on the map and "place" the itinerary in the right proportions (with respect to Verona, Venice and the sea). We also had the opportunity to view the entire route in all its length, indicating potential panoramic view points.

After lunch we went down the Via Vecia to the village of Soave, always with e-bikes, passing through the ruins of the Illasi castle and meeting along the way several people who practised trekking or horseback riding.

[List of the attributes covered by this spot/activity:13 Offering local gastronomy](#)

[List of the emblematic criteria covered by this spot/activity: 1-2-6-8](#)



**Spot 6: Day 1- 28th Feb - 18H00 - Frantoio Orlandi – località Americani (Illasi)**

We visited the oil mill, a family run activity. The owners guided us through the several steps of their production which is based on local varieties of olives, and a production focus on quality rather than quantity. Then we have been hosted in the cellar where we have done an olive oil and cheese tasting, with the possibility to talk with the producers of the products and guided by a professional taster. This provided the opportunity for fruitful exchanges between local stakeholders and assessing team on the necessity of improving the local culture to work together toward a common interest when welcoming visitors.

[List of the attributes covered by this spot/activity:13-14](#)

[List of the emblematic criteria covered by this spot/activity: 1-2-6-8](#)



**Spot 7: Day 1- 28<sup>th</sup> Feb - 20H00 - Ristorante La casa del Vento (Tregnago)**

After the tasting we moved not far to a typical restaurant which is located directly next to the path. The choice of this place was made precisely because we wanted to show local actors that are easily accessible by those visiting la vecia via. The restaurant prepares typical Veronese cuisine and uses products from the adjacent valleys. Also present were the President of the LAG Ermanno Anselmi, the Counselor Ercole Storti and the press officer of the LAG Matteo Scolari. It was an opportunity to discuss the issues of local development and the promotion of the territory. Video interviews have been made which are uploaded to the LAG website, facebook and youtube page (<https://youtu.be/d0jtuxohWdA>).

[List of the attributes covered by this spot/activity:13-14](#)

[List of the emblematic criteria covered by this spot/activity: 1-2-6-8](#)



### Spot 8: Day 2- 1<sup>st</sup> March - 10H00 - Soave – guided tour

Guided tour in the town of Soave. We started the tour in the offices of the LAG which are hosted in the ancient building of the municipality. We walked through the historic centre of the city, with a guided visit to the city, the walls, the gates, and the castle. The Soave castle is a typical mediaeval military construction: it stands on Mount Tenda and dominates the vast plain below. It is formed by a high central tower, around which the walls of the castle rotate, enclosing three courtyards. The walls then descend from the castle to surround the city. All these fortifications originate in the early Middle Ages, although the castle is built on the ruins of a Roman fort. From documents of the 10th century and from a diploma of Federico Barbarossa we know that it belonged to the counts of San Bonifacio of Verona. When in 1889 the castle was bought by Giulio Camuzzoni, the first mayor of Verona after the unification of Italy, the Soave castle was in a state of complete abandonment. Giulio Camuzzoni carried out a long restoration work to bring the castle back to its original forms that can still be admired today. During the visit we were accompanied by Paolo Menapace, a great connoisseur of the history of the city and president of the Strada del Vino association that deals with the protection and promotion of the white wine that is produced in these valleys. Inside the castle, the guardian of the historic site, who takes care of the guided tours, told us the story of the Cangrande family and life in the mediaeval period.

[List of the attributes covered by this spot/activity: 9-10-11](#)

[List of the emblematic criteria covered by this spot/activity: 1, 2 and 10](#)



### Spot 9: Day 2- 1<sup>st</sup> March - 12H00 Soave – Cantina Sociale Rocca Sveva

One of the main products, linked to the knowledge of the eastern Veronese territory, is wine. During the day we wanted to present two very different, but very recognizable realities, linked to wine and its production. On the one hand a cooperative cellar, a place where producers deliver their product, and on the other a private producer. Both share a great love for their territory, for traditions and ancient knowledge. In the morning we visited the wine cooperative and wine tasting of local wines, with explanation of the different areas of production, the different types of lands/earths, the different grapes used to produce the several types of DOCG wines (Soave, Durello, Valpolicella, Amarone, etc).

[List of the attributes covered by this spot/activity: 8-11-14](#)

[List of the emblematic criteria covered by this spot/activity: 1-8-10](#)



**Spot 10: Day 2- 1<sup>st</sup> March - 13H00 Locanda del Borgo - Soave**

Then we stopped in the local restaurant to eat local food and drink local wine. In a historic place, inhabited since ancient times and dominated by the Soave castle, Locanda del Borgo was born. Located inside the Soave "Rocca Sveva" winery, the restaurant is born from the desire to blend the excellence of Rocca Sveva wines with the sublime taste of dishes that delight and characterise the surrounding area. There were prepared dishes that also contained the main product of the area, wine (produced in the adjacent cellar).

This lunch was also an opportunity for discussion with the lead partner of the project and with the other partners. Those moments were fundamental and of great help for us. They helped us to better understand our points of weakness, and those of weakness and to evaluate the still unexpressed potential of la vecia via. The consultants have supported us and technically support us with suggestions and indications.

[List of the attributes covered by this spot/activity:13 - 14](#)

[List of the emblematic criteria covered by this spot/activity: 1, 2, 6, and 8](#)



**Spot 11: Day 2- 1<sup>st</sup> March - 15H30 Cellar Ca' Rugate - Montecchia di Crosara**

Visit to the cellar Ca' Rugate and to its Enomuseum + wine tasting: we visited the cellar with a guided tour, and there we visited a family museum of the history of the family and its production of wine.

Ca' Rugate is an agricultural business which produces wines of the territory with distinctive and identifiable character that can evoke the land that they derive from, the Soave Classico, Valpolicella and LessiniDurello. This business has had the knowhow to innovate, reinterpreting the traditions and investing in the vineyards that are most suited to the production of the historic vine varieties. Their history goes back over a hundred years, inseparably bound up with that of the Tessari family for four generations and with that dark, volcanic soil of the Rugate hill, near the centre of Brognoligo, where it all began. Already at the beginning of the 20th century, Amedeo Tessari, known as "Mideo", had foreseen the suitability in the quality of his land and had started to provide his wine for the family Hostelry. From father to son, from hectare to hectare, the history of Ca' Rugate progressed to the present day.

[List of the attributes covered by this spot/activity:9-10-11-14](#)

[List of the emblematic criteria covered by this spot/activity: 8](#)



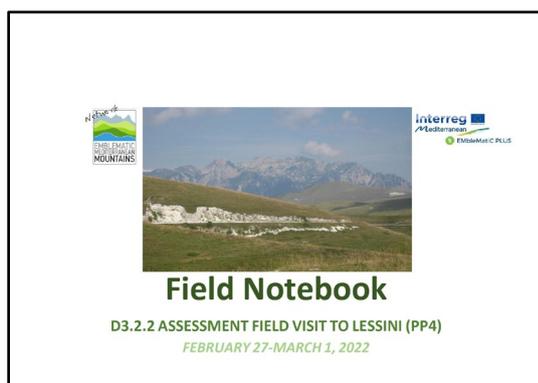
**Spot 12: Day2- 1st March - 15H30 Local Stakeholders Focus group Meeting Cellar Ca' Rugate - Montecchia di Crosara**

In the original plan, this afternoon it was foreseen the organisation of the local focus groups with local stakeholders, here in the cellar of Ca'Rugate. So the plan was for the assessor team to meet with local stakeholders working on the conception of the future eco-itinerary with the help of the sociologist recruited by the Gal. Unfortunately, due to the fact that this period is a period of carnival holiday here in Verona, it was not possible to mobilise enough stakeholders on this date. So we decided to have a visit to the cellar with the wine tasting instead.

**3.2. Assessment process carried out during the field visit**

The assessment field visit to Lessinia took place from February 27th to March 1st, 2022. Representatives from LP1 (Alain Gensane), PP1 (Kostas Zapounidis), PP2 (Rosa Colomer) as well as external experts Ramon Serrat and Alexis Sancho participated in the field visit. Host PP4 was represented by Elisabetta Brisighella (director of the GAL Baldo Lessinia) and Roberto Grassi (external expert of GAL) together with Ercole Storti (adviser of the GAL).

During the field visit, the CT and the Givers worked with two support documents that were tailor-made for this visit.



D3.2.2 Assessment Field Visit PP4

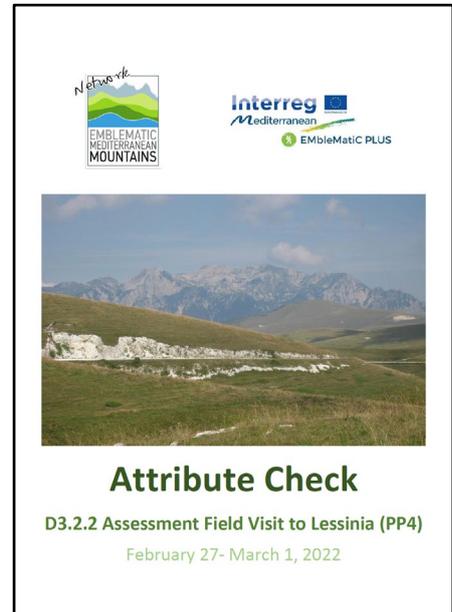
**PP4 Assessment Visit Schedule**

No.	Date	Name	Activity	Attribute(s)
1	27-28/02	Sporting hotel San Felice	Local accommodation. Starting point of the visit	19
2	28/02	Transfer	Transfer from hotel to spot 1	
3	28/02	Museum of Bolca	Guided visit on the museum	9
4	28/02	Vecia via della Lana	guided cycling the high part of the Vecia Via	1-2-3-4-5-6-7-11-12
5	28/02	Lunch, Restaurant "La Collina"	tasting local food	13
6	28/02	Vecia via della Lana	guided cycling in the middle part of the Vecia Via della Lana	1-2-3-4-5-6-7-11-12
7	28/02	Illasi	short walk to the castle and wine or cheese tasting	9
8	28/02	Dinner	tasting local food	13
9	28/02	transfer to Soave	short walk to the castle of Soave and city centre	1-2-3-4-5-6-7-11-12
10	01/03	Soave	Guided Tour (castle, and Tourist Office and Historical path "Sentiero dei dieci capitelli")	9
11	01/03	Lunch, Restaurant "Il Drago"	tasting the local products	13
12	01/03	focus group	meeting at the GAL premises	23

On the one hand, a Field Notebook where all ToR attributes were on-site assessed on the basis of the visit schedule that was previously provided by PP4 (see attached image- the schedule finally carried out on site is the one described on previous section 3.1. On site-visit programme proposed by receiver partner).

On the other hand, an Attribute Check booklet was used immediately after the fieldwork, i.e. either during the field visit or immediately after the visit in order to translate all notes linked to each visit spot into a more structured document where information was organised around the ToR attributes and its topics (see attached image).

Upscaling strictly spatially-tied first impressions from the field (Field Notebook) into arguments showing the degree of compliance of each attribute (Attribute Check) was key to develop this diagnostic exercise.



## 4. Diagnosis of the Eco-itinerary proposal

This section consists of two parts. In the first one (4.1), the outcome from the assessment field visit is summarised in a series of bullets pointing out the main topics that will be resumed in section 5. The order of appearance of the topics is not indicative of any kind of hierarchy. In the second part of this section, a SWOT analysis (stands for Strengths, Weaknesses, Opportunities, and Threads) is provided in order to orient PP4 in the next steps towards the creation of its eco-itinerary. The SWOT analysis was developed bearing in mind that the main issue is the eco-itinerary as a future tourist product; however, important aspects related to the itinerary's physical territory were included for self-explanatory reasons. Not least the routes are inserted in a given area and the ultimate reason for their creation is this area's development and its local population well-being.

### 4.1. PP4 proposal highlights

- PP4 has been working to adapt a pre-existing itinerary to the requirements of the Emblematic Plus project. The field visit allowed the Givers and Coaching team to check most of the required attributes that could be experienced on site.
- The base of the proposal is the "Via vecia della lana", this route was created a few years ago and is already signposted. It is a lineal itinerary with a main track and several alternatives ("variante"). These side tracks are critical to turn a purely linear track into a more diverse and accessible offer. Nevertheless, this is work in progress and there is no signage yet.
- There is room for improvement on several issues, especially in the creation of an attractive product using all the available resources of the destination. Some tangibles and intangibles seem to have more potential than is currently exploited, namely the wool tradition or cultural and heritage resources of different kinds. A better understanding of private stakeholders to commercialise the product together with public administration seems to be needed.
- The itinerary is accessible all year round although snow in winter could be present. The use of e-bikes represents a great opportunity to offer the product to a wide range of visitors; of course the path can also be toured on foot. Certainly going downwards is easier than upwards and there is no circular option so far.
- Soave and its fortress or Illasi should certainly be included in the itinerary due to the importance of these spots as an entrance point for the whole Lessinia. Apart from this, the region seems to be full of lovely villages or small towns (such as San Giovanni Ilarione) that certainly could be smartly promoted.
- The Via vecia della lana is signposted but this signage could be improved with complementary panels with general information about the area, including cultural landscape interpretation and historical and social issues. PP4 is looking forward to presenting a map (physical and virtual) of the itinerary so it can be better understood and followed. There are also several viewpoints with high potential but in this case they are not properly indicated and there is not a minimum of infrastructure in them.
- Cultural resources like Fossil Museum of Bolca or "la Pesciara" Cave, together with attractive villages like Soave or Illasi, present an interesting cultural and heritage offer to complement the more physical itinerary.
- Being a vineyard area highly dedicated to wine production (Amarone, Valpolicella, Soave or Prosecco) this is an important tourism attraction but there is a danger of too much focus in this sector forgetting other potential

products like cheese, olive oil or cherries. As an example, in our visit, this activity was maybe overrepresented with several visits to big local cellars.

- Local stakeholders had been contacted and a meeting (focus group with the support of external consultants) had been planned to take place by the end of our stay. Unfortunately, the meeting was postponed due to the lack of availability of most of the participants. The idea was to celebrate a structured focus group with the support of a specialised external consultancy. This approach might not be the best one in terms of incorporating stakeholders and grasping their reactions in a spontaneous way. On the other hand, hiring externals to conduct participatory processes can bring added value, because they have know-how not just to do an inventory, but also to start the involving process.
- Nevertheless, we were impressed by the involvement of some stakeholders present at the cheese and oil tasting. There was a participative debate between us and a local guide, the owners of the cheese firm and the oil producers about what was expected from the eco-itinerary. All of them participated for free and shared their opinions about the identity of the destination, the cooperation among stakeholders (need for improvement) or the importance of a good commercialisation. Finding a common interest will be key to strengthen their collaboration; and this common interest should be developing together an eco-itinerary.
- An outstanding issue that was perceived by both givers and experts is that although the main topic of the route was the wool (as the name of the route shows), there was no explanation, nor any reference to this product or to people or producers related to its treatment, production or commercialisation. The receiver recognized this situation and told us they were planning to solve it as soon as possible though in fact there is not a strong presence of this activity nowadays in the area.
- The inclusion of part of the area in the Natura 2000 network is a relevant asset for the promotion of the territory as for its recognition as a nature tourism destination.

#### 4.2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• The previous existence of the tourist route “Vecia via della Lana” based in the ancient path along the ridge of the Lessini Mountains used for centuries for transhumance.</li> <li>• Dynamic agricultural sector, especially wine production, creating spectacular vineyard (and olive tree) landscapes.</li> <li>• Spectacular panoramic viewpoints towards the valley.</li> <li>• Potential tourist attractions like Museo Bolca or “la Pesciara” fossil site.</li> <li>• Beautiful villages like Soave, Cazzano, Illasi, Tregnago, Badia Calavena, San Giovanni Ilarione or Selva di Progno.</li> <li>• Existence of a number of young and motivated stakeholders.</li> <li>• Possibility to reach the destination with public transport.</li> <li>• Local producers and family accomodation creating an attractive atmosphere.</li> <li>• A rich offer of local products and gastronomy.</li> <li>• Inclusion in the Natura 2000 network.</li> </ul>	<ul style="list-style-type: none"> <li>• The lack of an identifiable silhouette of the mountain.</li> <li>• The lack of cooperation between local stakeholders.</li> <li>• The lack of information panels about the tourism resources, services and facilities of the region and its landscape.</li> <li>• Main itinerary being linear (not circular)</li> <li>• Poor synergies between the path and the cultural heritage sites and monuments (like Soave or Illasi)</li> <li>• Bolca Museum and “la Pesciara” site being in private hands (financing difficulties)</li> <li>• Lack of professional guidance services</li> <li>• Lack of a visible offer of eco-friendly leisure activities</li> <li>• Lack of a comprehensive and visible list of products to be offered and commercialised to visitors.</li> <li>• Lack of an available and updated calendar of activities in the region.</li> <li>• Intangible heritage scarcely represented.</li> <li>• Unclear marketing strategy</li> <li>• Lack of e-bikes battery charging points</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• The high number of visitors of the Veneto region (Venice, Verona, Lago di Garda...)</li> <li>• 5 potential valleys to extend the routes</li> <li>• Attract familiar tourism with the attractiveness of the hiking route and the fossil heritage.</li> <li>• Tourism growth potential compared to similar destinations (not saturated spot).</li> <li>• Attract wine tourism to local cellars.</li> <li>• Attract foodies to get to know the local gastronomy</li> <li>• Exploit the intangible related to the “Vecia via della lana” (wool tradition).</li> </ul>	<ul style="list-style-type: none"> <li>• The little knowledge of the area compared to nearby tourist spots.</li> <li>• Global unstable situation affecting tourism.</li> <li>• Massification in the summer season in specific spots</li> <li>• Global warming with rising temperatures and droughts with particular impact in the Mediterranean.</li> <li>• Difficulty in the supply of basic products under the current general bottlenecks.</li> <li>• Global health crisis affecting tourism industry.</li> </ul>

## 5. Recommendations for the local implementation Action Plan (LIAP)

The aim of this section is to inspire PP4 when developing its Local Implementation Action Plan (LIAP), which (according to the Application Form in its Deliverable no. A3.3) should become the main outcome of the EMbleMatic Plus project. To do so, this section summarises the most relevant aspects of this Diagnostic by following the Terms of Reference (ToR) inserted in the EMM Transfer Guide, i.e. the 30 attributes related to the following five topics:

- Itinerary basic characteristics
- Associated services
- Ethics and sustainability
- Management and Governance
- Marketing

The contents of this section are structured according to these topics and systematically linked to the 30 attributes composing the ToR. In order to make such linkages visible, mentions to the attributes (in brackets) are highlighted in **bold** letters. In the same way, specific recommendations to be incorporated into the LIAP are highlighted in **bold green** text.

A last, but not least, issue is that it corresponds to PP4 exclusively to decide whether and in which way this section's contents will be incorporated to the LIAP and eventually implemented on-site.

### 5.1. Basic characteristics of the eco-itinerary

The pre-existing route "Via vecia della lana" is the base itinerary to create the eco-journey in the Lessini mountains and it is fully located in the foothills of the mountain (**att.1**). Alternative or complementary paths are also available though **they could be better indicated and increased to enrich the options. There should be an available service to take visitors to the starting point or pick them up when they finish. A circular route is also recommended.** PP4 may take an example of an already existing public bus line in one of the parallel valleys.

The itinerary can be considered of low to medium difficulty, especially if going downhill, and considering the possibility of using e-bikes (**att.2**). **It could be interesting to communicate the different possibilities to do the itinerary: on foot, by bike or e-bike or on horseback to reach several target groups.**

The itinerary is accessible all year round (**att.3**) although snow in winter could be present. **We recommend giving permanent information about weather conditions especially in winter and to ensure rapid snow removal when necessary. We also recommend starting to deal with inclusivity, offering options for disabled visitors.**

The itinerary is already signposted (**att.4**). **We recommend placing complementary panels with general information about the area, including local producers, cultural landscape interpretation and historical and social issues. There is a clear need to offer a map available for visitors so they can follow this track and its possible variations (alternative paths or routes, including circular ones).** There is already a plan to launch this material in the following months.

There are several viewpoints with breathtaking views along the paths, **but they should be properly indicated and equipped to give a better service to visitors (att. 5)**

Generally the area is not saturated by tourism activity (compared to Lake Garda or similar) though **some alternatives to hot spots like Soave could be provided (att. 6).**

The optimisation of an existing infrastructure (**att.7**) is one of the main characteristics of PP4 proposal.

## 5.2. Associated services

Regarding environmental & landscape interpretation services/facilities (**att. 8**), **additional information about the 5 valleys and (cultural) landscape and environmental services and facilities could also be a good complement to have a more global overview of all the Lessinia**. Visitors could learn a lot of an extremely dynamic region, where landscape is currently changing mainly due to an extremely dynamic agricultural sector. You might explain e.g. why cherry trees are being rapidly substituted by vines and olive trees, or what are the effects on e.g. real estate market of having such a touristic hotspot like Lake Garda at the backyard.

**A connection between the path and the cultural heritage sites and monuments (like Soave) would be surely appreciated by visitors to complement the visit to the area (att. 9)**. Museum of Bolca with its fossil collection helps to understand the area together with the visit with local guide to the nearby "La Pesciara" fossil site. Bolca museum is a big plus that can make a difference. You can promote this as "come and visit a tropical sea and visit fauna ageing 40-50 M years" We know how difficult it is for the owners of the Museum to invest in the facility, but of course interpretation and/or guidance service in English would increase the visibility of this facility.

Intangible heritage was scarcely represented (**att. 10**), maybe because of the short visit or the period of the year. Yet, it could be perceived how important Carnival is in Veneto, and this is a good example of the potential of this topic. **A calendar of activities (festivals, celebrations, etc.) should be provided and permanently updated**. On the other hand, it seems that Soave fortress is not used to host some events, which is a pity (if this is true) . On the other hand, **sort of storytelling around "La Vecia Via della Lana " path and the wool could be defined and transmitted in the future, involving as many stakeholders as possible**. In this respect, PP4 could take advantage from PP6 accumulated experience in developing storytelling routes.

**Guiding services for the route (att.11) would be advisable. It is important to ensure that routes could be guided or alternatively have appropriate tracks to download under different platforms .**

Eco-friendly leisure activities (**att.12**), apart from e-bikes, were not visible or properly promoted if existing, **an visible and effective offer of this kind is needed .**

Although local gastronomy offers are available (**att.13**), **some more information about them (procedence, qualities, local producers) could be better provided by restaurant owners**. The other way around is also important; namely to raise awareness about the advantages of promoting local cuisine and certifications. Interestingly,

When visiting local wine makers (**att. 14**) (Soave cooperative, family-owned Ca' Rugate) the contact was mainly with employees and not with producers themselves, **it is recommended to favour the meeting with small local producers and especially small ones. An extended list of local producers and their relationship to the itinerary is required**.

The option of picnic take-away services (**att.15**) seemed to be possible in some but was not clearly presented, **we recommend offering this service for those visitors wanting to spend the whole day in the eco itinerary**.

## 5.3. Ethics and sustainability

Reaching the destination with public transport appears as a feasible option by bus or train, **nevertheless more information should be provided about this subject and carbon offsetting. Information about how to reach Soave from San Bonifacio in Verona could also be very useful.(att 16)**.

Eco-friendly mobility was clearly present in the itinerary ( on foot, by bike, riding horse...) (**att.17**). One important (but still open) issue is charging points for e-bikes. **It would be good to install at least 2 charging points** (e.g. in

Soave and in Bolca), since people might also ride their own e-bike. Yet, this is clearly not of highest priority. If a project starts in this respect, it will be important to mind energy supply (e.g. installing photovoltaic plates in the charging stations).

**More contact with local people would be recommended**, it was manifested only through guidance (in S. Giovanni church, in Soave, during visits to local producers (olive oil and wineries), (att.18). Again, **integrating the small villages/towns into the circuit would enable including engaged citizens**.

There is locally owned accommodation (att. 19), with a local atmosphere and providing information on activities and local producers. So, **information about locally owned accommodation offered should be provided to visitors**.

The proposed system of "rules for visitors" (att.20) is to be adopted by inserting a dedicated page in the app that will be created; furthermore, **these rules should be included in the paper material that Pp4 plans to prepare for print**.

Regarding raising awareness among stakeholders about responsible tourism best practices (att.21), Pp4 has to **share the provided list with the stakeholders and propose it to them so that it can be shared and adopted in the entire area. The document must be translated at least into Italian**.

#### **5.4. Management and Governance**

PP4 has already presented a first draft of its Plan of action (Att.22) likely to be the basis of the future Local Implementation Action Plan (LIAP) together with a list of indicators (Att.24).

There has been a clear effort from PP4 to involve local stakeholders in the design of the itinerary (att.23) and two meetings have already been celebrated. **PP4 should make an effort especially by attracting the private sector as they will be key actors. New stakeholders could be incorporated to the project to increase the options for visitors as well as the participation of actors that now are not represented** as the ones related to the wool production (i.g. Azienda Agricola Lana al Pascolo), even if there are a few. Starting with a structured focus group (as planned) might be followed by more informal meetings when the group is consolidated. **We recommend not leaving the whole process to externals, but finding a balance between externals and Pp4 own resources**.

PP4 has shared experiences with other partners (like AP1 from Gran Sasso or PP5 Stromboli) and gives (Att.25). **We recommend going on with this or parallel collaborations**.

There is available information in local language and in English (att.26), in some must-sees such as the Museum of Bolca only some panels are in english and even the website is not translated. **We recommend having all information at least in English, especially that one related to the "Vecia via della Lana" or the cultural and heritage visits**.

#### **5.5. Marketing**

Pp4 plans to enter information about the local services available (Att.27) in the App that the LAG will implement. At the same time the Tourist Information Offices IAT (Soave and Bosco Nuova Chiesa) have published on their website general information on the vecia via dellalana.

Lessinia is quite far from the Adriatic sea and there are several locations which are best known and more visited (Dolomites, Venice, etc.) **Pp4's objective to attract the tourists of the coastal area (Att.28) of the Garda lake (mainly German, Austrian, Swiss, and from northern Europe) seems to be coherent and a good bet**, because they like to

make outdoor activities, and they also like to come not in the pick season (July-august) but they rather prefer spring (april to June) or autumn (september-October), so the touristic season is longer than a classic “sun and beach “ model.

Several **target groups should be identified** in accordance with the general goal on positioning (**Att. 30**), which is an open issue (slow vs. mass tourism). The product will adapt to this decision and will comply with the EMM philosophy depending on this decision (**Att. 29**).

Some suggestions for possible or potential products:

- “The vecia via della Lana” (as designed)
- “Monti Lessini: the land of pastures” (as in fact-sheet)
- “The hidden villages of Lessinia”
- “Fossils, the secret of Lessinia”
- “Come and taste, vineyards of Lessinia”
- .....

**Suggested target:** families with grown-up children; individuals or couples between 40 and 55, foodies, wine lovers, bickers or fossil fans.

**Advertising Monti Lessini** as included in the Natura 2000 network or hosting the Natural regional park of Lessinia are also interesting assets to promote eco-tourism in the region.

Nevertheless, the **promotion of** the territory must be done **according to its attractive and specific products** that can be commercialised to selected target groups.

## 6. Appendix:

### 6.1. Terms of Reference (ToR) for the creation of an EmbleMatiC Eco-itinerary and its 30 attributes.

Topic	#	Attribute
Basics	1	Located in the foothills
	2	Low to medium difficulty
	3	Accessible all year around (excepting extreme weather episodes)
	4	Properly signposted (either with posts or digital tools)
	5	Including properly indicated panoramic viewpoints
	6	Favouring non-saturated spots
	7	Optimising existing infrastructure
Associated Services	8	Including environmental & landscape interpretation services/facilities
	9	Including visits on cultural heritage sites & monuments
	10	Including contents related with intangible heritage
	11	Offering local guidance services
	12	Providing eco-friendly leisure activities (sport, health & wellness...)
	13	Offering local gastronomy
	14	Offering the possibility to meet local producers with option to buy their products in the area
Ethics & Sustainability	15	When offering picnic take-away, promote sustainable and eco-friendly services
	16	Option to reach the destination with public transport and encouraging visitors in voluntary carbon offsetting
	17	Promoting eco-friendly mobility within the eco-itinerary
	18	Promoting interaction between visitors and local people
	19	Prioritising locally owned accommodation (e.g. through local quality agreements)
	20	Providing visual & clear information about visitors' correct behaviour in the area
Management & Governance	21	Raise awareness among stakeholders about responsible tourism best practices
	22	Implementing monitoring tools to improve the sustainable performance of the destination
	23	Involving local stakeholders in the design of the itinerary
	24	Using indicators to monitor and manage the impact of the itinerary
	25	Sharing experiences with other partners of the network periodically
Marketing	26	Providing interpretation material in at least local languages & English
	27	Informing about local available services
	28	Oriented both to local and coastal visitors as an alternative complementary activity
	29	Oriented to a common target group
	30	Promoting the common brand & marketing strategy

## 6.2. Local Implementation Action Plan (LIAP) template

**Preliminary indication:** One of the attributes from the Terms of Reference (ToR) included in the Transfer Guide (TG) is no. 22, entitled “Implementing monitoring tools to improve the sustainable performance of the destination”. A template of a plan of action was provided as evidence for this attribute fulfilment. Below, you can see the Attribute 22 template.

**Attribute 22:** *Implementing monitoring tools to improve the sustainable performance of the destination*

*Suggested evidence: Plan of action*

**Template for a Plan of Action** (contents are just an example of possible ones)

OBJECTIVE	PRIORITY	RESPONSIBLE	COST	ACTION	FOLLOW UP/DEADLINE	INDICATOR	ACHIEVEMENT Y/N
Have at least one eco-friendly means of transport in 2020	Low	Local administration	Local administration budget	Contact local administration to show its necessity and the benefits for the project and the community	Meetings with the responsible administration/December 2020	Number of eco-friendly transport units	
Obtain carbon offsets from visitors	middle	Project Partners	100 €	Raise awareness among stakeholders	Collect data from stakeholders / October 2020	Number of visitors who have used any carbon offsetting tool	
		Stakeholders		Communicate carbon offsetting tools to visitors	Collect data from visitors / October 2020		
Increase the number of restaurants with any kind of food certification	High	Project Partners	Partner budget	Stimulate and assess stakeholders about obtaining a certification	Follow actively the certification process / December 2021	Number of new certifications obtained	
		Restaurants	Certification cost	Applying and obtaining a certification	Meet the scheduled certification requirements and deadlines / December 2021		

### What is the LIAP?

For the third and final stage of the transferring process, the receivers are asked to use the insights and personalised recommendations from this diagnosis, to design an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

The LIAP is conceived to become a developed version of Attribute 22. It consists of two documents. The template that is provided below (“Template 1”) is a worksheet containing a series of features associated with an objective of your LIAP. You can reproduce this template for each objective you might establish. You can also adjust the provided template to your needs. For instance, you can add or remove as many features as needed.

Template 2 (provided as a separate document) is a spreadsheet (“Excel” file) that reproduces the same structure of the worksheet, i.e. objective no. (rows) and features (columns). You can add all relevant information related to all objectives. The advantage of this spreadsheet is that it provides a main picture of all objectives and features; thus, comparisons are possible. For instance, several objectives might share common actions, responsible people, funding possibilities, involved actors, or time schedule.

Not least: in order to optimise your LIAP, we strongly recommend working in parallel with both templates.

**Step 1: Introducing your LIAP.**

**1- The context**

*Please refer to the context of the EMM Network (values, aim) and the EMbleMatiC Plus project (aim, structure, outcome)*

**2- The Eco-Itinerary**

*Please insert here a description consisting in :*

- (i) The proposed title of the Eco-itinerary.*
- (ii) A brief description highlighting the main focus, thematic, purpose of your future eco-itinerary (max.600 characters including space).*
- (iii) A map including all routes and the basic information.*

**3- The LIAP**

*Please synthesise here the main contents of your LIAP, highlighting the overall aim. You might use the following overview table:*

No.	Objective	Action 1	Action 2	Action 3	...
1	<i>[introduce here the name of the objective]</i>	<i>[introduce here the name of the Action]</i>			
2					
3					
4					
...					

**Step 2: Developing your LIAP using Templates 1 and 2.**

## TEMPLATE 1 - WORKSHEET

We suggest dedicating a **separate worksheet** for **each** of the objectives of the LIAP. In the worksheet, all aspects related to the objective will be presented and described in detail. The worksheet might follow this template:

### **Objective 1: [Name of the objective]**

*Please indicate here the objective you pursue. Please try to announce it as simply and clearly as possible. You should explicitly differentiate between the objective and the action or actions that might be necessary to achieve the objective (see section "Action(s)" below).*

#### **Context**

*In order to understand the importance of your objective(s), you might include a previous section explaining the context, state of things, precedents etc.*

#### **Associated Attribute (ToR)**

*Specifying what attribute and topic from the ToR lies behind the objective will give more consistency to the LIAP as outcome from the EMbleMatiC Plus project. You may just include the name and number of the attribute as well as to which one of the five topics it belongs.*

#### **Degree of priority**

*How important is it for your organisation to reach this objective? As you might include more than one objective in your LIAP, you will need to establish a temporal hierarchy and, therefore, decide whether each objective has a high, medium, or low priority. You might decide this degree according to the field "deadline" as well as "follow-up" (see below)*

#### **Responsible**

*Please include the position within the company or institution and the contact (tel, email or postal address) of the person being responsible for the achievement and implementation of this objective. In order to avoid misunderstandings, it is highly recommended to indicate just one person.*

#### **Action(s)**

*Every one of the activities needed to reach the objective should be detailed described in this section. The number of actions may vary considerably. An objective might be achieved through the implementation of more than one action. You might particularly observe not to confuse an objective with an action, which is a means to reach the goal, i.e. the objective. Usually, an action is something that can be very well defined (both temporary and spatially).*

### **Involved actors**

*The degree of execution of the actions very often relies on strong linkages with local/regional actors. You might indicate here which actors are relevant for your objective and actions, and in which way they should be involved.*

### **Cost**

*You may indicate the total estimated costs of executing the actions. Obviously, this section will be much more informative if the numbers adjust to some realistic scenario, which is usually difficult to achieve. However, we consider that making an effort in this respect is crucial to make the objective feasible. Strong and precise data about cost will ease the following section.*

### **Funding possibilities**

*Here, you might register what possibilities there exist within the funding landscape in your area. You might detail the different institutions, grants, funds... available, as well as the responsible organisation behind each source of funding (according to their nature -public or private-, range of action -local, regional, national, European,- etc.)*

### **Time schedule**

*Like cost, time is a "must" if you want to achieve the objective. You might distinguish between the different milestones in a field called "follow-up" from the final deadline.*

### **Indicators**

*There might be a series of signals showing whether the objective is being achieved, or not. These are indicators and are useful tools as long as they are well defined, e.g. including measurable data and/or signs that are easily identifiable (ideally by an external). When using indicators, you might refer to what you developed in the context of Attribute 24 ("using indicators to monitor and manage the impact of the itinerary).*

### **Final check**

*The final step that ensures the actual achievement of the objective should always be to go through this list and, if everything is done, check this final field with a tick (✓) or just writing "achieved".*