

1 Project management

1. Description of work package

Type of WP	Testing			M2
	Capitalising			M3
WP number	Type of WP	Starting date	Ending date	Amount
1	Project management	11-2019	06-2022	350,190.00 €
Partners				
Responsible partners				
Participating partner	Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Association of Albanian Municipalities			
	BSC, Business Support Centre, Kranj			
	FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	MUSOL foundation			
	Island Development Agency Ltd			
	Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	The most beautiful villages of Italy			
	Make it Better, Association for Innovation & Social Economy			
	University of Algarve			
Description of the work package				
<p>The Project management (PM) structure is based on the following official bodies:</p> <p>Project Coordinator (PC), appointed by the LP1, is responsible for the liaison with the MA & JS, implementing the project with the expected standards, overseeing the daily activities, the progress and final reports, the submission to JS of the minutes of the first Steering Committee (SC) and the payment claims each 6 months;</p> <p>Steering Committee (SC) is the decision body, composed of the PC and one designated representative per partner (Local Coordinators - LCs), who will meet each semester. Decisions are taken by consensus.</p> <p>Local Coordinators (LCs) are appointed by partners and act in liaison with the PC for implementing both transnational and local activities. They can be supported by Technical Experts (TEs), external ones if needed.</p> <p>Financial manager (FM) appointed by the LP, is responsible for managing the project budget, including payment claims and verification of correct ERDF/IPA quota transfer to the partners. He interacts and collaborates with the LCs and partner Financial officers (FOs) and auditors, to ensure a quality financial management and that the project doesn’t incur in de-commitment risk. He prepares the financial report each 6 months. He ensures regular, timely and full reporting and payment transfers to partners.</p> <p>Communication Manager (CM) appointed by PP2, responsible for the preparation and implementation of the Communication Plan, interfaces with the Horizontal project, supports the Partner Communication Officers (COs) and interacts with the PC and the LCs for the planned achievements.</p> <p>PC, LCs, TEs, FM, CM compose the Technical Committee (TC) who plan conference calls (at least 1 each semester) for briefing on the implementation of the work plan. Internal communication is ensured by emails, chats and calls. Attention will be paid to relations with JS and to contracting procedures to undertake all activities, according to national EU regulations.</p>				

2. Activities and deliverables

1.1	Managing administrative and financial issues		Starting month	11-2019	Ending month	06-2022
	Type of activities	Managing administrative and financial issues	Target group			
	Description		LP1 and PPs will set up the Steering Committee (SC) and Technical committee (TC) within the first two months of the project. Physical Project Meetings (together to SC+TC): kick off December 2019 in Rome (LP1); 2nd together to the launch Conference June 2020 in Montuiri (PP1); 3rd December 2020 in Tirana (PP4); 4th June 2021 in Cres (PP8); 5th December 2021 in Kranj (PP2); 6th together to the Final conference March 2022 in Italy (PP5). Virtual meetings: at least 1 conference call each semester (at least 6 conference calls) for discussing the progress of activities. PPs will take care of preparation and submission of progress reports.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.1.1	Steering and Technical Committee procedures	Method	1 Unit produced	12-2019	1,000.00 €
	Description	<p>During the kick-off meeting, the SC will set up and approve the regulation for its functioning prepared by LP1. Decisions are taken by consensus. Also the TC will be formally set up and a calendar for milestones will be agreed.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.1.2	SC and TC meeting minutes	Meeting	6 Unit produced	06-2022	120,000.00 €
	Description	<p>Following the 6 SC and TC meetings and conf calls, the minutes will be prepared and sent to all partners for integrations and for approval. The minutes contains the discussed issues and the TO DO list.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.1.3	Risk Management Plan	Tool	1 Unit produced	03-2020	4,000.00 €
	Description	<p>Risk management plan, for identification of risk-mitigation activities and the appropriate countermeasures.</p>			

1.2	Evaluating the project		Starting month	11-2019	Ending month	06-2022
	Type of activities	Evaluating the project	Target group			

	Description	<p>As for the internal evaluation, the TC will prepare an evaluation plan that will guide all partners, for each semester, to prepare an internal evaluation report of their activity in terms of pertinence, achievement, efficiency. It will be submitted by TC every six months to the SC.</p> <p>Main elements of the evaluation are:</p> <ul style="list-style-type: none"> • Progress in objectives' achievement; • Level of effectiveness and efficiency of the project implementation: timing, budget, results, ratio cost/benefit; • Quality of the organisation, of the management and coordination. Particular attention will be paid to FLCs appointment and public tenders procedures. <p>A specific activity will be dedicated to multi-module evaluation and transition process.</p>
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.2.1	Monitoring and Evaluation Plan	Method	1 Unit produced	03-2020	5,000.00 €
	Description	<p>Before the end of the second semester (approximaty March 2020), the TC will prepare a Monitoring and evaluation plan to be approved by the SC.</p> <p>The plan gives instructions and methodology for the evaluation reports.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.2.2	Internal Evaluation Reports	Data	5 Unit produced	06-2022	20,000.00 €
	Description	<p>The evaluation reports are prepared by all partners each six months. They are prepared on the basis of the evaluation plan.</p> <p>The LP is in charge to collect the self-evaluations and merge in 1 report per semester.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
1.2.3	Monitoring Form to allow the transition from Module 2 to 3	Data	1 Unit produced	05-2021	15,000.00 €
	Description	<p>The external expertise contracted by LP1, during the module 2 implementation, will monitor & evaluate the project implementation, submitting the Monitoring Form to allow the Module transition process, at least one month before the end of the module 2</p>			

3. Main outputs

2 Project communication

1. Description of work package

Type of WP	Testing			M2
	Capitalising			M3
WP number	Type of WP	Starting date	Ending date	Amount
2	Project communication	11-2019	06-2022	559,800.00 €
Partners				
Responsible partners				
Participating partner	Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Association of Albanian Municipalities			
	BSC, Business Support Centre, Kranj			
	FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	MUSOL foundation			
	Island Development Agency Ltd			
	Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	The most beautiful villages of Italy			
	Make it Better, Association for Innovation & Social Economy			
University of Algarve				
Description of the work package				
<p>The Communication Strategy will involve specific activities addressed to well-defined target groups in order to raise awareness of the importance of a good system of performance indicators for measuring success and competitiveness in tourism, as a springboard to a more efficient valorisation of natural resources and cultural heritage. Communication aims to increase and disseminate knowledge on WP3, WP4, WP5. Thus, communication activities will be delivered at local/regional/transnational level, through social media platforms beside project’s website, to ensure a continuous flow of information between the partnership and stakeholders involved. Information development and delivery will be also assured by written communication tools (Newsletters will reach thousands of well targeted groups and for better access to general public several articles in local/national newspapers and magazines will be publicized). To maximize the exchange of information, public and political events will be set. The interregional/international dimension of the communication activity will be developed through the interregional workshops and the participation in international events to disseminate the results. A specific strategy of communication will be dedicated to the media operating at regional level; the local events signaling the completion of a milestone phase of the project will be anticipated by a press conference directed to the local mass media and coordinated by BSC. One of the most important results of the strategy will be the establishment of communities and networks involving national and international stakeholders. Dissemination material will be produced and tailored to the local/transnational events aimed to raising awareness on sustainable strategies in tourism sector; Increase of international relations; Involvement of relevant local administrations and agencies (target groups) through the planned Local Focus Groups to ensure the implementation of the activities.</p>				
Justification				

The overall project communication strategy, together with the templates to use and the procedures to follow to ensure a sound communication flow during the project implementation, will be prepared and approved by all partners (coordinated by BSC Kranj) and included in the Communication Plan.

In order to allow smooth, constant and effective internal communication, allow the update and synchronization of the project work, and also guarantee a homogeneous quality of the external communication, file sharing sites, collaborative work platforms and other tools will be used by all partners, properly coordinated and instructed by the Project Coordinator according to a set of guidelines for standard sharing procedures (included in the Communication Plan), thus guaranteeing that only updated versions of the communication products will be disseminated. E-mail and teleconferences will also allow effective and timely exchange of information among the partners. Partners will prepare reports of any communication activities implemented by them, and present them during SC meetings in order to share good practices, transfer generated know-how and jointly evaluate the achieved results. Communication towards target groups will be ensured through the regular update of the project website, social media profiles and the production of a periodic newsletter, that will be fed by all partners (coordinated by the Communication Manager) with updated contents directly or indirectly related to the project.

The coordination of the project communication and dissemination activities of the project with the Horizontal project and with the Programme communication platform will be entitled to the Communication manager, who will act as an intermediary with the project partners in this respect.

2. Activities and deliverables

2.1	Set up of a Common methodology		Starting month	11-2019	Ending month	06-2022
	Type of activities	Setting up common methodologies for actions	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		PP2 will appoint a Communication Manager (CM), in charge of developing a Communication plan to be shared with all partners who will be committed to communicate the project results locally. The Plan will include appropriate tools to be produced by the partners, methodologies for delivering information, exchanging information, coordinating with LP. The CM is member of the TC and will constantly monitor all PPs about all the relevant phases and activities of the project. He/She will coordinate the communication activities, monitor the progress and the communication results, and report to the TC every month and to SC every 6 months. He/She will constantly update the Communication Plan, if necessary.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.1.1	Communication Plan	Plan	1 Unit produced	02-2020	5,000.00 €
	Description	Communication plan includes: internal communication procedures, objectives, actors, methods, tools, schedules and expected results of communication activities, monitoring indicators and stakeholders list. It'll be continuously updated, if necessary.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.1.2	Stakeholder map	Plan	1 Unit produced	04-2020	20,000.00 €
	Description	It aims to pave the way to the WP5 by presenting the solutions to a wider audience, conveying the idea to create a permanent network for info exchange & capacity building & an observatory to monitor, promote & address sust tourism initiatives in MED area			

2.2	Coordinating with Horizontal projects communication, transferring and capitalisation activities		Starting month	11-2019	Ending month	06-2022
	Type of activities	Coordinating with Horizontal and PANORAMED projects communication and capitalisation activities	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		This activity is in synergy with the communication strategy of the Horizontal project (HP) to which SuSTowns will be associated (Sustainable Tourism). The CM is in charge to provide constant update about the project progress (information, data and obtained results). Moreover, all communication tools, such as the poster and any other relevant digital material produced will be provided to HP, in order to reach the wide public also through the HP activities. Participation to HP initiatives are foreseen during all the project duration (one meeting every 6 months involving at least the CM and the PC). Other PPs will be involved in thematic events organized by the HP.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.2.1	Report on activities' progress and results	Provision of information and data	5 Unit produced	06-2022	10,000.00 €
	Description	The Communication Manager will ensure the periodic provision of updates on project activities, events, outputs and results, by feeding the web platform and producing the materials required by the Programme. Biannual reports will compile all updates			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.2.2	Participation at Horizontal Projects meetings and events	Meeting	5 Unit produced	06-2022	60,000.00 €
	Description	Participation in at least 2 HP meetings per year is envisaged. The CM will prepare, based on partners' input, a short presentation with project updates to present during each meeting, as well as a brief report of the meeting results.			

2.3	Communication tools		Starting month	11-2019	Ending month	06-2022
	Type of activities	Delivering information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		All partners will be involved, under the coordination of the CM, to produce a set of tools for delivering information about the project in their regions. Many tools will be produced in English but also in the local languages for facilitating the diffusion of the information to the target groups (SMEs, Regional Public Authorities, Business support organisation, Universities and research centre, Sectoral agencies, Interest groups). The information about the project is addressed mainly to the interest groups which in this phase represent both the subjects on which it is useful to exercise actions of awareness raising and the referents to ask for a feedback on feasibility elements of the project. This activity is strategic to support the WP5			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.1	Project Poster	Digital or written communication	8 Unit produced	03-2020	1,500.00 €
	Description		It will be produced and printed a Project Poster in English and in the local languages of the partners. 8 in total, 1 in English and 1 in each Language (Italian, Portuguese, Spanish, Slovenian, Croatian, Greek and Albanian).		

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.2	Press conference kit	Press conference	1 Unit produced	02-2020	3,000.00 €
	Description		The Communication Manager will prepare a Press conference kit in order to homogenize the project external relationship during events and media appearance.		

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.3	e-Leaflet/e-Brochure	Digital or written communication	2 Unit produced	04-2021	3,500.00 €

	Description	<p>The brochure presents in details the project objectives and results (04/21)</p> <p>The leaflet is the poster in a smaller dimension (04/20)</p> <p>Both will be in English and national languages</p> <p>They'll be produced in electronic format and printed only if necessary</p>
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.4	Social media Accounts: Twitter, Youtube, Facebook, Instagram	Digital or written communication	4 Unit produced	06-2022	60,000.00 €
	Description	<p>The social media channels are intended as useful tools to widely disseminate the results of the project activities and its progress. It will be created and constantly updated a social media page on Twitter, Youtube, Facebook and Instagram.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.5	Project Newsletters	Digital or written communication	5 Unit produced	06-2022	20,000.00 €
	Description	<p>A semestral project newsletter will be designed and disseminated in order to reach thousands of well targeted groups. They will be delivered, in an electronic format, to the identified target groups and to the stakeholders included in the D2.1.2</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.6	Articles and media appearance	Digital or written communication	40 Unit produced	06-2022	44,000.00 €
	Description	<p>One article per partner in 2020, two articles per partner in 2021 and one article per partner in 2022 will be produced and published to disseminate project messages and results.</p> <p>40 articles in total</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.7	Story telling videos	Digital or written communication	20 Unit produced	02-2021	22,000.00 €
	Description	<p>Local stakeholders tell in a short video their particular stories relevant to the project's expected results.</p> <p>They'll represent an important communication tool also used to contribute to the WP5 implementation.</p> <p>2 story telling video per partner.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
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2.3.8	Vox pops	Digital or written communication	100 Unit produced	04-2021	16,500.00 €
	Description	<p>8 Vox pops per partner will be produced during WP3 and WP4 activities and they'll represent the stakeholders' witnesses of project results.</p> <p>2 Vox pops per partners will be produced during WP5 activities in order to witness the capitalization results</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.3.9	Final Video	Digital or written communication	10 Unit produced	06-2021	15,000.00 €
	Description	<p>1 video per partner (4 min max) telling about the results of the project in each target area.</p> <p>It will be produced by the end of the WP4 activities and used to support the capitalisation.</p>			

2.4	Launch and Final Conferences and national Events		Starting month	11-2019	Ending month	06-2022
	Type of activities	Exchanging information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		A Launch Conference will be organized in coincidence to the 2nd project meeting and hosted by PP1. A Final Conference will be organized in the last semester in coincidence to the 6th project meeting and hosted by PP5. Both events have an an expected audience of 100 participants each involving public and private stakeholders. Two local/national events in each region involved (20 in total) in order to promote the project’s approach to stakeholders. Approx. 50 participants in each event (1000 in total).			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.4.1	Launch Conference	Public / political event	1 Unit produced	06-2020	10,000.00 €
	Description	<p>A launch international conference will be organised by PP1, the whole consortium will present project activities and set the basis for the project continuation. Expected 100 participants.</p>			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
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2.4.2	Final Conference	Public / political event	1 Unit produced	03-2022	25,000.00 €
	Description	A Final international conference will be organised by PP5, the whole consortium will present project activities and set the basis for the project follow up (100 participants). We'll assure participation of stakeholder from all involved countries.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.4.3	Local/National dissemination events	Public / political event	20 Unit produced	12-2021	25,000.00 €
	Description	It will be organized 2 local/national dissemination events per partner (20 in total) aimed to pave the way to the capitalisation of project results on local/regional/national level to a wider audience.			

2.5	Participating to external events		Starting month	11-2019	Ending month	06-2022
	Type of activities	Participating to external events	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		PC and CM will participate each year at the annual conference of the Interreg Med Programme and at the European Week of the Regions and Cities in Brussels to promote and disseminate the project activities and results. In some cases participation will be extended to the interested PPs, in particular to WP leaders. Moreover PC, CM and FM will attend to the Applicant seminar generally organized by the Interreg MED Programme in Marseille.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.5.1	Participation to the annual conferences of the Interreg Med	Meeting	4 Unit produced	06-2022	7,200.00 €
	Description	PC and CM will attend to the annual Interreg MED Programme events. At this stage, we have planned the participation to the editions in the years 2020, 21 and 22 PC, CM and FM will attend to the applicant seminar organised by Interreg MED in Marseille			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.5.2	Participation to the European Week of the Regions and Cities in Brussels	Meeting	2 Unit produced	10-2021	5,600.00 €

	Description	European Week of Regions and Cities is the best opportunity for project exchange of GPs and training between practitioners & debates, which refer to the discussion of specific topics, involving group of experts, which add best chances for project dissemination
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2.6	Contributing to Programme communication activities		Starting month	11-2019	Ending month	06-2022
	Type of activities	Contributing to Programme communication activities	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Description		CM and PC will update continuously the contents of the project website. At this stage, it's foreseen to can upload all the compulsory contents of the project website by the end of January 2020 and, after the Interreg Med Programme approval, publish it. The CM will upload all the deliverables produced on the specific section of the Platform, setting if their level of visibility (partnership, JS, Community, public, etc).			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
2.6.1	Feeding the Programme platform	Provision of information and data	1 Unit produced	06-2022	12,000.00 €
	Description	Contents production and publication on line on the project website. Uploading all the deliverables produces in the online folder of the Programme platform.			

3. Main outputs

3 Testing

1. Description of work package

Type of WP	Testing			M2
WP number	Type of WP	Starting date	Ending date	Amount
3	Testing	11-2019	04-2021	719,950.00 €
Partners				
Responsible partners				
Participating partner	Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Association of Albanian Municipalities			
	BSC, Business Support Centre, Kranj			
	FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	MUSOL foundation			
	Island Development Agency Ltd			
	Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	The most beautiful villages of Italy			
	Make it Better, Association for Innovation & Social Economy			
	University of Algarve			
Description of the work package				
<p>The WP3 aims at defining an effective participatory approach for tourist strategies and policy making based on existing tools, in order to tackle the tourism demand decline modelled by the TALC and promote the sustainable management of time-sustained tourist flows, providing guidelines and practice-based models for dissemination and capitalization at local as well as at regional and national levels. The approach will be built upon the lessons and tools produced by the partners in other EU-funded projects and own experiences mentioned in the chapter C.3.3.a.</p> <p>The Total Quality Management (TQM) entails criteria, tools and processes for improving competitiveness and quality of tourism. The TQM is well consolidated in the private sector as well as it is being increasingly experimented as an innovative approach for policy making in the public sector. The TQM is the most suitable approach to address the internal-external and global-local challenges of the fascinating small towns facing a plausible decline.</p> <p>Therefore, the WP3 responsible will collect among the partners the tourism policy making and quality promotion practices and will capitalize them into a common methodology to apply the TQM approach for the sustainable tourism management and governance in fascinating small towns.</p> <p>Such methodology will be tested by each partner in pilot municipalities from islands and low density rural areas, by creating the local governance tools for the promotion of sustainable tourism (local focus groups). Such groups will be supported by each partner to elaborate local tourism action plans as well as to define and promote concrete tourism packages/itineraries/services based on quality standards to prevent/address the tourism decline. The methodology will be improved according to the results of the pilots for the project dissemination and replication in other municipalities. The pilot tourism policies will be used for improving regional and national tourism policies.</p>				
Justification				

The deterioration of environmental quality (landscape, air quality, water, land use, etc.), infrastructures (insufficient public transport, services, traffic congestion, etc.) and social factors (urban insecurity, overcrowding, alteration of local milieu, etc.) as well as the global tourism flows and destinations, are the factors producing tourism demand decline. Such decline leaves oversized and costly public and private services as well as unemployment (challenges of the MED islands and low density areas). The tourism policies and strategies fail to timely understand the evolution of the sector, dragging the private tourism services and products. The project will adapt the TQM approach to the tourism policy making according to the most innovative trends in the public administration and it will spread the TQM through the private sector to promote high quality tourism services and products. The TQM approach is the reason of the results of the previous projects mentioned in the chapter C.3.3.a and because the TQM provides the tools for innovation, contexts understanding, stakeholders engagement and continuous improvement needed to tackle the tourism demand decline and promote the sustainable management of time-sustained tourist flows. Each partner will target the local authorities and tourist private sector of the following towns pilots located in Islands and low density areas: Castel di Tora & Subiaco (LPP), Montuiri & Ses Salines (PP1), Bohinj & Bled (PP2), Volvi & Aristotle (PP3), Klos, Mat & Vau i Dejes (PP4), Città Sant'Angelo & Pescocostanzo (PP5), Teruel Province (PP7), Primorsko-goranska county & Mali Losinj (PP8), Culatra Island (PP9), Alentejo (PP10). The methodology of the project will be applicable in other municipalities. The results of the pilot municipalities will be used to improve the regional/national policies as well: in fact, the partners selected have strong relations with the relevant regional/national governments.

2. Activities and deliverables

3.1	Elaboration of a method to apply the TQM approach in the sustainable tourism management and governance		Starting month	11-2019	Ending month	06-2020
	Type of activities	Preparing pilot activities	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		MUSOL foundation			
	Participating partners / Involvement		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			Important			
MUSOL foundation			Important			
Participating partners / Involvement		Island Development Agency Ltd		Important		
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO		Important		
		The most beautiful villages of Italy		Important		

		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloniki),L'Aquila,Pescara,Roma,Rieti,Algarve,Baixo Alentejo,Gorenjska,Zaragoza,Teruel,Mallorca,	
	Description	According to the guidelines of MUSOL, each partner will provide tools and deliverables related to tourism management and governance consistent with the TQM, results of previous projects. MUSOL will collect them and elaborate a methodology to apply the TQM approach in the sustainable tourism management and governance in small towns in low density areas and islands, focusing on how to prevent/face tourism decline in fashion small towns. The methodology will be later used by each partner in the pilots municipalities and it is a critical output to provide all partners common guidelines for the pilots. Furthermore, the methodology is a key output for the dissemination of the project, since it will be easily replicable by other MED municipalities	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.1.1	Methodology to apply the TQM approach in the sustainable tourism management and governance	Preliminary study	1 Unit produced	06-2020	60,000.00 €
	Description	The user-friendly methodology will describe the participatory steps to design local policies and strategies to face tourism decline, engaging private and public stakeholders. Available in English and French as well as in the local languages.			

3.2	Creation and training of the local governance tools for the promotion of the sustainable tourism		Starting month	07-2020	Ending month	12-2020
	Type of activities	Exchanging information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		MUSOL foundation			
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	

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		MUSOL foundation	Important
		Island Development Agency Ltd	Important
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloniki),Pescara,L'Aquila,Roma,Rieti,Algarve,Baixo Alentejo,Gorenjska,Zaragoza, Teruel,Mallorca,	
	Description	In the pilot municipalities each partner will support the local authorities, the private sector (tourism companies, etc.) and other stakeholders (civil society organizations, etc.) to create local focus group in charge of co-elaborating the local action plans to face/prevent tourism decline in fashion small towns. They will gather all the stakeholders of the pilot municipalities, stressing the involvement of the private tourism sectors (hotels, etc.), and they are the main participatory space for the project to co-define the local tourism action plans. Once created the groups, they will be trained about the TQM and the project methodology and will permanently count with the technical support of the project.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.2.1	Minutes of the meetings of the local focus groups	Technical event	36 Unit produced	12-2020	40,000.00 €
	Description	The local focus groups will meet to be constituted as well as to work with the project staff in order to elaborate the actions plans of the pilot municipalities to face/prevent tourism decline. A minute will be produced for each meeting. 2 per pilot			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.2.2	Minutes of the training workshop for the local focus groups	Technical event	18 Unit produced	11-2020	60,000.00 €
	Description	The local focus groups will be trained about the methodology of the project as well as about the TQM. Such capacity building action is key for the local focus groups to participate in the project activities. 1 training workshop per pilot.			

3.3	Elaboration of the local action plans for the sustainable tourism in the pilot municipalities	Starting month	07-2020	Ending month	12-2020
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	Type of activities	Testing (processes, techniques, models, tools, methods and services)	Target group	Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation
	Responsible partner		MUSOL foundation	
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy	Important
			Association of Albanian Municipalities	Important
			BSC, Business Support Centre, Kranj	Important
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
			MUSOL foundation	Important
			Island Development Agency Ltd	Important
			Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
			The most beautiful villages of Italy	Important
			Make it Better, Association for Innovation & Social Economy	Important
			University of Algarve	Important
Location of the activities		ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloníki),Pescara,L'Aquila,Roma,Rieti,Algarve,Baixo Alentejo,Gorenjska,Teruel,Mallorca,		
Description		As per the project's methodology (del. 3.1.1), the local focus groups of the pilot municipalities will elaborate the local action plans /medium-long term strategic integrated plan (see C.3.2) aimed to face/prevent the tourism decline in fashion small towns. Such plans will be in line with the TQM approach and a MoU with the municipalities will be signed as commitment to implement the plans. The adaptation of the TQM for the policy making process in the pilot municipalities is a remarkable innovation for local governments; furthermore, the TQM is the mainstreaming approach of the project and it will provide the local companies with new management tools to improve the quality of the tourist services and products.		
Are economic operators going to be involved in the pilot activities?		Yes		

	Involvement of economic operators	Tourism sector companies (hotels, tourist agencies, restaurants, etc.) of each pilot municipality will be involved in the local focus groups. According to methodology of the project, the local focus groups are the main governance tool to define the local strategies to promote the sustainable tourism. The local focus group are participatory spaces open to all economic operators and other stakeholders related to sustainable tourism in the pilot municipalities. In the framework of the focus groups, the economic operators will contribute to the definition of the local action plans of promotion of the sustainable tourism to face tourism decline in small towns. Furthermore, the project will provide the local focus groups members with training, in that sense the tourism economic operators will be directly trained about the TQM and they will be able to apply such quality approach in their companies.
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.3.1	Local action plans of promotion of the sustainable tourism to face tourism decline in small towns	Method	18 Unit produced	12-2020	120,000.00 €
	Description	The local action plans will include priorities and tasks agreed with the local focus groups regarding the local authorities (improvement of public services, etc.) as well as actions aiming at strengthening the competitiveness of the private Sector.			

3.4	Implementing tourist packages according to the sustainable tourism evaluation tools		Starting month	09-2020	Ending month	02-2021
	Type of activities	Testing (processes, techniques, models, tools, methods and services)	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		The most beautiful villages of Italy			
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
MUSOL foundation			Important			
		Island Development Agency Ltd		Important		

		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloniki),Pescara,L'Aquila,Roma,Rieti,Algarve,Baixo Alentejo,Gorenjska,Teruel,Mallorca,	
	Description	Once defined the main guidelines of the local action plans (del. 3.3.1), each partner will accordingly design tourist packages consistent with the sustainable tourism evaluation tools, especially with the Quality Charter provided by the partner “I borghi più belli d’Italia”, due to its specific experience in sustainable tourism models for fascinating small towns. The Quality Charter to be capitalized by the PP5 fully includes the sustainable tourism criteria. The project will further support the marketing of the pilot tourist packages at national (national marketing plan) and transnational level (international joint marketing plan), in order to test the tourist packages able to face the decline of the tourism demand in small towns.	
	Are economic operators going to be involved in the pilot activities?	Yes	
	Involvement of economic operators	Tourism sector companies (hotels, tourist agencies, restaurants, etc.) of each pilot municipality will be involved in the local focus groups. According to methodology of the project, the local focus groups are the main governance tool to define the local strategies to promote the sustainable tourism. The local focus group are participatory spaces open to all economic operators and other stakeholders related to sustainable tourism in the pilot municipalities. In the framework of the focus groups, the economic operators will contribute to the definition of the local action plans of promotion of the sustainable tourism to face tourism decline in small towns. Furthermore, the project will provide the local focus groups members with training, in that sense the tourism economic operators will be directly trained about the TQM and they will be able to apply such quality approach in their companies.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.4.1	Sustainable tourist packages to face the decline of the tourism demand in small towns	Method	18 Unit produced	02-2021	80,000.00 €
	Description	The tourist packages will be designed according to the sustainability criteria, mainly according to the Quality Charter of the association “I borghi più belli d’Italia”, and are intended to face the decline of the tourism demand in small towns.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.4.2	National marketing plan of the sustainable tourism packages of the pilot municipalities	Tool	18 Unit produced	02-2021	100,000.00 €

	Description		Low cost marketing campaigns of the sustainable tourism packages based in the capacities of local authorities and other stakeholders (companies, etc.). Authorities will be addressed to include the packages in the Regional/national tourism strategies.			
Deliverable number	Deliverable title		Type of deliverable	Target value	Finalisation month	Indicative budget
3.4.3	International marketing plan of the sustainable tourism packages of the pilot municipalities		Tool	1 Unit produced	02-2021	30,000.00 €
	Description		Considering the lack of coordinated strategies at MED level for the joint marketing of the sustainable tourism destination, the project will implement a international marketing plan of the sustainable tourism packages of the pilot municipalities.			
3.5	Updating the TQM based method for the sustainable tourism management and governance according to the pilots results		Starting month	10-2020	Ending month	04-2021
	Type of activities	Evaluating processes, techniques, models, tools, methods and services	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		MUSOL foundation			
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
			MUSOL foundation		Important	
			Island Development Agency Ltd		Important	
			Lazio Region Association of Cities and Municipalities - ANCI LAZIO		Important	
			The most beautiful villages of Italy		Important	
	Make it Better, Association for Innovation & Social Economy		Important			

		University of Algarve	Important
	Location of the activities	ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloniki),Pescara,L'Aquila,Roma,Rieti,Algarve,Baixo Alentejo,Gorenjska,Teruel,Mallorca,	
	Description	Once evaluated the pilots by each partner according to the common criteria agreed by the partnership, MUSOL will update the method for the sustainable tourism management and governance. The steps of the methodology may be improved according to the pilots evaluation results. Furthermore, in order to ensure de transnational transferability of the methodology, the updated methodology will include a comparative analysis of the applicability of the methodology from the legislative and institutional points of view as well as policy recommendations for regional and national authorities to be used in the WP5 activities.The WP2 will ensure the duly dissemination of the methodology and the WP4 will support new municipalities to apply the methodology.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.5.1	Reports of evaluation of the pilots	Report	18 Unit produced	04-2021	30,000.00 €
	Description	Each partner will produce an evaluation report for each pilot. It is a key inputs to update the method for the sustainable tourism management and governance and it will attached to the methodology.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
3.5.2	TQM based methodology for the sustainable tourism management and governance updated according to the pilots results	Report	1 Unit produced	04-2021	20,000.00 €
	Description	According to the evaluation reports of each pilot municipality, the methodology for the sustainable tourism management and governance will updated and the final version will be issued to be used for the transferring and capitalization processes.			

3. Main outputs

Main project output		Description	Quantity	Ending month	Output indicator
Output 3.1	Methodology to apply the TQM approach in the sustainable tourism management and governance	The methodology is a key output of the WP3 since it enables the project to use the pilots results for dissemination (WP4) and capitalization (WP5) purposes. The TQM based method will focus on how to address tourism decline in fashion small towns and it takes into account the existing sustainable tourism evaluation tools as well as other specific approaches. The MSP and ICZM are specifically considered in the methodology in order to address the particular challenges of the small coastal towns	1 Instruments	04-2021	Number of instruments available to enhance the development of sustainable and responsible tourism

Output 3.2	MoU signed by local authorities committing to implement the Local action plans for sustainable tourism.	Once designed the local action plans of promotion of the sustainable tourism to address the tourism decline in fashion small towns, the partner will work with the local authorities of the pilot municipalities to sign MoUs committing such authorities to implement the plans. The engagement of the local authorities is a key factor. Even if the local authorities are the main player in all the participatory process of elaboration of the action plans, the signature of MoU ratifies their commitment.	18 Territories	12-2020	Number of regions and sub-regions engaged (through charters, protocols, MoU) in implementing sustainable tourism plans
Output 3.3	Small MED towns covered by sustainable tourism evaluation tools	The tourist packages elaborated by the project will be defined according to the sustainable tourism evaluation tools. Concretely, they will be consistent with the Quality Charter criteria provided by the partner “I borghi più belli d’Italia”. Each partner will carry out a self-evaluation of each pilot tourist packages during the process of participatory design of such packages, ensuring the increase of the Number of tourist destinations covered by a sustainable tourism evaluation tool.	18 Tourist destinations	04-2021	Number of tourist destinations covered by a sustainable tourism evaluation tool

4 Transferring

1. Description of work package

Type of WP	Testing			M2
WP number	Type of WP	Starting date	Ending date	Amount
4	Transferring	09-2020	06-2021	546,075.00 €
Partners				
Responsible partners				
Participating partner	Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Association of Albanian Municipalities			
	BSC, Business Support Centre, Kranj			
	FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	MUSOL foundation			
	Island Development Agency Ltd			
	Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	The most beautiful villages of Italy			
	Make it Better, Association for Innovation & Social Economy			
	University of Algarve			
Description of the work package				
<p>The WP4 objective is to disseminate the results of the pilots and transfer the tested methodology to other fashion small towns of the MED area, prioritizing the islands and the low density areas. The WP2 and WP3 will provide the main tools for the transferring WP4. Namely, the WP2 will provide tools to engage new local authorities and other stakeholders (ie: vox pops, story tellings, videos); the WP3 will provide the main technical tools for the replication (TQM based methodology). The WP4 is also connected with the WP5. The results of transferring (as well as the results of the WP3) will produce recommendations to be used by the WP5 to impact the regional, national and international tourism policies.</p> <p>According to the guidelines of the WP4 leader, each partner will design and implement a national transferring plan, including a dissemination seminar in each country, a training course and an advisory service for the new municipalities that want to apply the project methodology. The local focus group (LFGs) set up in the WP3 pilots will have an important role: as their members usually work in different territories, they will be able to engage new municipalities; as well, the LFGs members will promote a peer to peer transferring process with the new municipalities by participating in the WP4 activities.</p> <p>An international transferring plan will be implemented under the coordination of the WP4 responsible partner, including the participation in international events and the organization of international seminars. Furthermore, the project will address key international agents to engage them in the dissemination of the project methodology (UNWTO, etc.). The LFGs will participate in the international dissemination seminars and it will strengthen the transnational knowledge exchange about tourism policies in the framework of the international network “The most beautiful villages of the world”, in collaboration with the PP5 which is member of it.</p>				
Justification				

Dispersed practices of application of the TQM for the promotion of the sustainable tourism policies are available in the Med area and the WP3 will be based upon such practices and expertise, as mentioned above. The participatory methodology to address the decline of the tourism in the fashion small towns, built on such best practices, will be tested in pilots municipalities in the WP3 and the methodology will be improved according to the results of such pilots. Such experience needs to be spread in the MED area, since it allows the local authorities of the fashion small towns to prevent and deal with the tourism decline, avoiding the negative impact of the quick evolution of the tourist flows on the already weak socio-economic situation in the MED low density areas (and islands) and supporting instead a rejuvenation of the tourist area. In order to disseminate the project methodology and to scale up the positive impact of the project and ensure its durability, the WP4 will target all the main stakeholders engaged in the planning and deployment of the tourism policies. All the activities of the WP4 target the most relevant groups to influence the local tourism policies (local authorities decision makers, associations of tourism economic operators, civil society organizations, especially those representing citizens potentially affected by the tourism or by its decline, and the organizations working on social and environmental challenges and opportunities of the tourism) in order to apply the methodology tested in the WP3. Furthermore, the WP4 targets the agents (regional and national tourism authorities, regional and national organizations of tourism economic operators, civil society organizations) involved in the planning and implementation of the regional and national tourism policies, in order to prepare the ground for the WP5 to capitalize the project's results into the relevant public policies, such as the PAET2016-2020 ARAGONIAN PLAN OF TOURIST STRATEGY.

2. Activities and deliverables

4.1	Organizing national seminars to disseminate the methodology for the sustainable tourism management		Starting month	09-2020	Ending month	02-2021
	Type of activities	Exchanging information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			Important			
MUSOL foundation			Important			
		Island Development Agency Ltd		Important		
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO		Important		

		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Περία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Mallorca, Menorca, Eivissa y Formentera, Valencia / València,	
	Description	According to the guidelines of the WP4 responsible partner, each partner will implement a national dissemination plan. The first activity of such national plan, is the organization of a national seminar in each involved country to: 1) present the methodology to apply the TQM approach in the sustainable tourism management and governance as well as the results of the pilots of the WP3. 2) Engage new municipalities to apply the methodology. Target groups: local authorities, associations of tourism economic operators, civil society organizations, especially those representing citizens potentially affected by the tourism or by its decline, and the organizations working on social and environmental challenges and opportunities of the tourism.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.1.1	Seminar minutes	Technical event	10 Unit produced	02-2021	22,000.00 €
	Description	The minutes will describe the development of the seminars, the agenda, the assistants list and the conclusions of the seminars.			

4.2	Organizing national training about the methodology for the sustainable tourism management		Starting month	11-2020	Ending month	06-2021
	Type of activities	Transferring knowledge / know-how / expertise	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy			

	Participating partners / Involvement	Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy	Important
		Association of Albanian Municipalities	Important
		BSC, Business Support Centre, Kranj	Important
		FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
		MUSOL foundation	Important
		Island Development Agency Ltd	Important
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Πιερία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Mallorca, Menorca, Eivissa y Formentera, Valencia / València,	
	Description	According to the guidelines of the WP4 responsible partner, each partner will implement a national dissemination plan. The second activity of such national plan, is the organization of one training course in each country about the methodology to apply the TQM approach in the sustainable tourism management and governance. The activity aims at building the capacities to apply the methodology in new in fashion small towns, prioritizing the low density areas and islands. The courses can be presential, online or mixed, according to the local frameworks and needs in each country/region involved. The Target groups are the same as those mentioned in activity 3.1; priority will be granted to fashion small towns from low density areas and islands.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.2.1	Course minutes	Training course	10 Unit produced	06-2021	33,000.00 €
	Description	The minutes will describe the development of the training courses, the curricula of the training, the teaches, the assistants list and the main materials used for the training.			

4.3	Providing an advisory service for the new municipalities that want to apply the project methodology		Starting month	11-2020	Ending month	06-2021
	Type of activities	Transferring tested processes, techniques, models, tools, methods and services	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation	
	Responsible partner		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Participating partners / Involvement		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
			MUSOL foundation		Important	
			Island Development Agency Ltd		Important	
			Lazio Region Association of Cities and Municipalities - ANCI LAZIO		Important	
			The most beautiful villages of Italy		Important	
			Make it Better, Association for Innovation & Social Economy		Important	
			University of Algarve		Important	
	Location of the activities		ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Πιερία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Valencia / València, Mallorca, Menorca, Eivissa y Formentera,			

	Description	The third activity of the national dissemination plan, is the provision of an ad hoc advisory service in each country to support the new territories that want to apply the WP3 methodology for the sustainable tourism management and governance. The activity aims at building the capacities to apply the methodology in new in fashion small towns, prioritizing the low density areas and islands. The advisory service will be tailored according to the needs of each involved territory and can include meetings in new towns to engage them in the project and advise them on how to adapt and implement the methodology, online advisory, support to set up the Local Focus Groups and organize their workshops, etc.
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.3.1	Advisory service reports	Method	10 Unit produced	06-2021	165,000.00 €
	Description	The reports will describe the methodology of the advisory service (meeting, online, phone advisory, etc.) as well as the results of the advisory process, highlighting the results of the transfer of the methodology to new territories.			

4.4	Organizing international seminars to disseminate the methodology for the sustainable tourism management		Starting month	01-2021	Ending month	06-2021
	Type of activities	Exchanging information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG	
	Responsible partner		Make it Better, Association for Innovation & Social Economy			
	Participating partners / Involvement		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
MUSOL foundation			Important			
		Island Development Agency Ltd		Important		

		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	Θεσσαλονίκη (Thessaloniki), Algarve, Baixo Alentejo,	
	Description	According to the guidelines of the WP4 responsible partner, an international dissemination plan will be carried out. Firstly, the partners PP3 Anatoliki and the partner PP10 MiB will organize two international seminars (one in Greece, other in Portugal). The international seminars will disseminate the results of the WP3 and the methodology of the project to deal with the tourism decline in fashion small towns. The members of the Local Focus Groups of the pilot municipalities will be the main actors of the seminars to promote a peer to peer transferring of knowledge and to boost the policies transferring in the framework of the international network "The most beautiful villages of the world".	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.4.1	International seminar minutes	Technical event	2 Unit produced	06-2021	60,000.00 €
	Description	The minutes will describe the development of the seminars, the agenda, the assistants list and the conclusions of the seminars.			

4.5	Participating in international events to disseminate the method for the sustainable tourism management		Starting month	09-2020	Ending month	06-2021
	Type of activities	Exchanging information	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG	
	Responsible partner		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy			
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy		Important	

		Association of Albanian Municipalities	Important
		BSC, Business Support Centre, Kranj	Important
		FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
		MUSOL foundation	Important
		Island Development Agency Ltd	Important
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	At this stage it's not possible to define where will be located the selected events on sustainable tourism. If it will be outside the MED area, it will be requested to JS to use the travel budget line for that destinations.	
	Description	According to the guidelines of the WP4 responsible partner, an international dissemination plan will be carried out. The 2nd activity of the international plan will be the participation in external international events, it means events organized by other agents in the field of sustainable tourism. The WP4 responsible partner in collaboration with the WP2 responsible partner will map the most relevant events and they will engage each partner to ensure the participation of the project, jointly preparing the contents of the participation (materials, presentations, etc.) in order to ensure that all partners speak with one voice and provide updated information about the whole project.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.5.1	International external events report	Technical event	5 Unit produced	06-2021	7,500.00 €
	Description	The reports will describe the development of the events, the role of the project in such events, the partner in charge of the participation, etc..			
4.6	Addressing key international agents for the dissemination and replication of the project methodology	Starting month	09-2020	Ending month	06-2021

	Type of activities	Exchanging information	Target group	Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG
	Responsible partner		The most beautiful villages of Italy	
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy	Important
			Association of Albanian Municipalities	Important
			BSC, Business Support Centre, Kranj	Important
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
			MUSOL foundation	Important
			Island Development Agency Ltd	Important
			Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
			The most beautiful villages of Italy	Important
			Make it Better, Association for Innovation & Social Economy	Important
			University of Algarve	Important
	Location of the activities		ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Πιερία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Valencia / València, Castellón / Castelló, Alicante / Alacant, Mallorca, Menorca, Eivissa y Formentera,	

	Description	The activity leader The most Beautiful villages of Italy, with the involvement of all PPs, will map the relevant international agents (UNWTO, the international network “The most beautiful villages of the world”, etc.) and it will deploy a lobby process including technical specific meetings and other events to engage them for transfer, development and implementation of the knowledge generated by the project. All partners will be involved to meet and lobby the relevant international agents. As result of this activity, the involvement of new territories to apply the project methodology is expected; such territories will be technically supported by the most relevant partner (according to the location, etc.) in the activity 4.3.
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.6.1	Mapping of the relevant international tourism agents for transferring the project methodology	Technical event	1 Unit produced	12-2020	6,000.00 €
	Description	The mapping will list and briefly describe the most relevant international tourism agents to promote the transferring of the methodology of the project to deal with the tourism decline in fashion small towns.			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
4.6.2	Technical meeting reports	Technical event	10 Unit produced	06-2021	11,000.00 €
	Description	The reports will describe the meetings held by all partners with most relevant international tourism agents to promote the transferring of the methodology of the project to deal with the tourism decline in fashion small towns.			

3. Main outputs

Main project output	Description	Quantity	Ending month	Output indicator
Output 4.1	MoU signed by local, regional or other authorities committing to disseminate and transfer the methodology The national and international plans will involve new territories to transfer and implement the methodology tested by the project to promote the sustainable and time-sustained tourism in the fashion small towns. Such involvement of new territories will materialized with the signature of MoU, committing the project partners and the authorities to support the transferring of the project's results. 10MoU (1 per partner) signed by local, regional or other authorities committing to disseminate and transfer the methodology. 1 MoU signed by an International organisation (e.g. the international network “The most beautiful villages of the world”).	11 Territories	06-2021	Number of regions and sub-regions engaged (through charters, protocols, MoU) in implementing sustainable tourism plans

5 Capitalising

1. Description of work package

Type of WP	Capitalising			M3
WP number	Type of WP	Starting date	Ending date	Amount
5	Capitalising	07-2021	06-2022	665,985.00 €
Partners				
Responsible partners				
Participating partner	Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy			
	Association of Albanian Municipalities			
	BSC, Business Support Centre, Kranj			
	FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS			
	MUSOL foundation			
	Island Development Agency Ltd			
	Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	The most beautiful villages of Italy			
	Make it Better, Association for Innovation & Social Economy			
	University of Algarve			
Description of the work package				
<p>The WP5 aims at systematizing and promoting a comprehensive policy model geared towards the regional, national and international tourism authorities of the intervention area in order to improve the policies intended to promote and manage the sustainable and time-sustained tourism in the small towns in MED rural areas and islands. The WP5 capitalizes the results of projects implemented by the partners as well as the results of the WP3 and WP4. The policy model is comprehensive because it will cover all the phases of the Tourism Area Life Cycle (TALC) in MED small towns and in Islands, from the exploration and development of a tourist destination to the rejuvenation to avoid stagnation and decline of the tourism in MED small towns and in Islands. While the Know-How to deal with the rejuvenation phase will come from the lessons learnt in WP3 and WP4, the policy tools to address other phases of the tourism in small towns and islands are based on the capitalization of the projects mentioned in c.3.3.a and c.3.3.b.</p> <p>The Italian Law "Salva Borghi" of 6 October 2017, n. 158 responds to many challenges of the TALC in small towns and thus the WP5 starts from this important experience of the PP5. In this sense, the PP5 will be the coordinator of the WP5 but partners will be strongly engaged in providing tools and policy recommendations for the policy model.</p> <p>Once systematized the comprehensive policy model, each partner will elaborate policy recommendations for the relevant regional and national tourism authorities, based on the policy model but tailored to the specific features of each region/country. As well, policy recommendations for international tourism authorities (UNWTO, EU, ec.) will be issued. Each partner will deploy a regional/national capitalization plan, including seminars, meetings with tourism authorities, etc., to promote the adoption of the policies recommendation. The WP5 will be in charge of the international capitalization plan.</p>				
Justification				

Several projects and initiatives of promotion and development of the tourism in the small towns are available, most of them implemented by the Project partners. Despite of it, such practices are quite dispersed and they have not been systematized in an integral policy proposal. Thus they have not been duly capitalised in the regional and national tourism policies and their impact has been limited to the local level.

Furthermore such actions are focused on the initial promotion of the tourism areas and they missed to address the phase of the decline of the tourism destinations, hence the WP3 and WP4 will tackle this decline phase and the project will generate tools and policy models to face such challenges, filling a relevant policies and models gap.

Due to such problems, the regional and national authorities lack a comprehensive policy model to manage the sustainable and time-sustained tourism in small towns in low density areas and islands. WP5 will tackle such problem and it'll provide an integral policy model to be proposed to regional, national and international tourism authorities to manage tourism in the small towns in rural areas and islands. Such model will be integral and it will cover all phases of the sustainable tourism area life cycle (from the exploration and development of the tourism destinations to the rejuvenation phase to avoid tourism decline), by capitalising the tools and models of other projects and initiatives as well as the results of the WP3 and WP4 of the SuSTowns Project.

A specific attention will be therefore paid to the transfer of results towards regional and national ERDF programmes and all actors concerned. All partners have strong relations with regional/national governments. E.g., PP7 will be able to influence the PAET 2016-2020 Aragonian Plan of Tourist Strategy and the LP1 will share the experience done leading the project "Sha.p.e.s." (MED Programme 2007-2013 Capitalisation Call). According to JS, WP5 could be started on 2020-09-01

2. Activities and deliverables

5.1	Elaboration of an integrated model of sustainable tourism in small towns for capitalization		Starting month	07-2021	Ending month	08-2021
	Type of activities	Systematising knowledge	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG	
	Responsible partner		University of Algarve			
	Participating partners / Involvement		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
MUSOL foundation			Important			
		Island Development Agency Ltd		Important		

		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA,Primorsko-goranska županija,Θεσσαλονίκη (Thessaloníki),Roma,Algarve,Baixo Alentejo,Zaragoza, Valencia / València,	
	Description	The deliverables of the WP3 and WP4 (such as the TQM based methodology for the sustainable tourism management and governance to deal with the decline phase of the tourist destination) and the results of projects and initiatives implemented by the partners (such as the results in terms of tourism promotion and development of the PP7 projects INTURPYR -ERDF, POCTEFA 2014-2020 - and "Laponias Conectadas" - European Social fund- and the branding strategy of the PP5) will be systematized in a comprehensive policy model to manage all the phases of the Tourism Area Life Cycle (TALC), from the exploration and development of a tourist destination to the rejuvenation to avoid stagnation and decline of the tourism in MED small towns and in Islands	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.1.1	Integrated model of sustainable tourism in small towns for capitalization	Method	1 Unit produced	08-2021	45,000.00 €
	Description	The full description in English and local languages (where needed) of the policy model to manage all the phases of the Tourism Area Life Cycle (TALC) is the main tool of the WP5, for policy makers and civil servants to deploy the model			

5.2	Elaboration of tailored policy recommendations to capitalise a model of sustainable tourism plan		Starting month	07-2021	Ending month	11-2021
	Type of activities	Mainstreaming results	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG	
	Responsible partner		The most beautiful villages of Italy			

	Participating partners / Involvement	Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy	Important
		Association of Albanian Municipalities	Important
		BSC, Business Support Centre, Kranj	Important
		FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
		MUSOL foundation	Important
		Island Development Agency Ltd	Important
		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Πιερία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Mallorca, Menorca, Eivissa y Formentera,	
	Description	Based on the D.5.1.1 and throughout a participatory consultation process, each partner will draw policy recommendations to enable the regional and/or national relevant authorities of each involved region/country to include the model in their tourism policies. The policy recommendations will be tailored to the legal and institutional framework of each partner, by addressing specific aspects of the most appropriate policy instruments of each involved region/country. The PP5 will issue recommendations for international organizations. Furthermore, while the D.5.1.1 provides a full description of the model necessary for the deployment of the policies, the policy recommendations will focus on key contents for decision makers.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.2.1	Policy recommendations to capitalise the tourism model towards regional and national authorities	Recommendations	10 Unit produced	11-2021	55,000.00 €
	Description	Specific recommendations tailored to the features of the most appropriate policy instruments of each involved region/country will be issued. Based on the D.5.1.1, the policy recommendations will focus on key contents for decision makers			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.2.2	Policy recommendations to capitalise the tourism model at international level	Recommendations	1 Unit produced	11-2021	25,000.00 €
	Description	The WP5 will elaborate the policy recommendations based on the D.5.1.1 and tailored to the target international organizations defined in the activity 5.4. This deliverable is needed for the transnational capitalization plan of the tourism model			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.2.3	Minutes of the meetings to agree the policy recommendations with stakeholders	Technical event	10 Unit produced	11-2021	22,000.00 €
	Description	In order to agree the policy recommendations, key stakeholders - such as the local focus groups of the WP3 - will be consulted. The minutes will resume the results of the consultation process, the attendees and their contributions			

5.3	Elaboration and implementation of a regional/national capitalization plan of the tourism model		Starting month	09-2021	Ending month	06-2022
	Type of activities	Lobbying and Advocacy	Target group		Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG	
	Responsible partner		Lazio Region Association of Cities and Municipalities - ANCI LAZIO			
	Participating partners / Involvement		Development agency of eastern Thessaloniki’s local authorities – Center for the development of human resources and the support of local economy		Important	
			Association of Albanian Municipalities		Important	
			BSC, Business Support Centre, Kranj		Important	
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS		Important	
			MUSOL foundation		Important	
Island Development Agency Ltd			Important			

		Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
		The most beautiful villages of Italy	Important
		Make it Better, Association for Innovation & Social Economy	Important
		University of Algarve	Important
	Location of the activities	ALBANIA, Dubrovačko-neretvanska županija, Istarska županija, Splitsko-dalmatinska županija, Šibensko-kninska županija, Zadarska županija, Ličko-senjska županija, Primorsko-goranska županija, Χαλκιδική (Chalkidiki), Σέρρες (Sérres), Πιερία (Piería), Πέλλα (Pélla), Κιλκίς (Kilkís), Ημαθία (Imathías), Θεσσαλονίκη (Thessaloníki), Chieti, Pescara, Teramo, L'Aquila, Frosinone, Roma, Latina, Viterbo, Rieti, Algarve, Alentejo Central, Alto Alentejo, Lezíria do Tejo, Baixo Alentejo, Alentejo Litoral, Obalno-kraška, Goriška, Gorenjska, Osrednjeslovenska, Zaragoza, Teruel, Huesca, Mallorca, Menorca, Eivissa y Formentera. It could be possible to involve more regions (e.g. Valencia Region and Sicily Region) but at this stage it's not possible to define it.	
	Description	Each partner will plan and implement a capitalization process, including: mapping of the most relevant regional/national policy instruments and meetings with the proper policy makers, and signature of a MoU for the inclusion of the model into the relevant regional/national policy instruments. Due to its experience in capitalization ("Sha.p.e.s." MED 2007-2013 Capitalisation Call) the LP1 will coordinate this activity. The partners are in contact with regional/national tourism authorities and most of them have identified the policy instruments to be addressed. For instance, the PP6 will address the PAET 2016-2020 Aragonian Plan of Tourist Strategy and the PP3 is in contact with the tourism directorate of the Government of Balearic Islands.	

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.3.1	MoU with regional/national authorities to capitalise the sustainable tourism model for small towns	Tool	10 Unit produced	06-2022	88,000.00 €
	Description	The process of capitalization will culminate in the signature of a MoU in each involved region with the relevant tourism authorities in order to formalize the willingness of including the model of the Project into the proper policy instruments			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.3.2	Minutes of the capitalization meetings with regional/national authorities	Meeting	20 Unit produced	06-2022	33,000.00 €
	Description	The capitalization entails several meetings with the policy makers in charge of the relevant policy instruments, to present the model and lobby the authorities. The minutes will resume the contents of the meeting, the attendees list, etc.			

5.4	Elaboration and implementation of a transnational capitalization plan of the tourism model	Starting month	09-2021	Ending month	06-2022
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	Type of activities	Lobbying and Advocacy	Target group	Local public authority Regional public authority National public authority Sectoral agency Interest groups including NGOs Higher education and research SME Business support organisation International organisation, EEIG
	Responsible partner		The most beautiful villages of Italy	
	Participating partners / Involvement		Development agency of eastern Thessaloniki's local authorities – Center for the development of human resources and the support of local economy	Important
			Association of Albanian Municipalities	Important
			BSC, Business Support Centre, Kranj	Important
			FEDERACION ARAGONESA DE MUNICIPIOS COMARCAS Y PROVINCIAS	Important
			MUSOL foundation	Important
			Island Development Agency Ltd	Important
			Lazio Region Association of Cities and Municipalities - ANCI LAZIO	Important
			The most beautiful villages of Italy	Important
			Make it Better, Association for Innovation & Social Economy	Important
			University of Algarve	Important
	Location of the activities		It's not possible at this stage to define the involved territories considering the international approach of the activity. If it will be necessary to realize activities outside MED area, it will be requested the prior athorization to JS.	

	Description	<p>The PP5 will coordinate this activity because it is member of the “Federation of the Most beautiful Villages of the World” and it will facilitate the capitalization at transnational level, impacting throughout meetings and interviews on previously mapped relevant international organizations, such as the Conference of the Peripheral Maritime Regions (able to promote the model in 25 States from the European Union and beyond). A MoU will be signed with a relevant international organization.</p> <p>Due to their experience in capitalization, the LP1 ("Sha.p.e.s." MED 2007-2013 Capitalisation Call) and the PP1 (with experience in capacity building and policies capitalization in Latin America and Africa) will strongly support this activity.</p>
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Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.4.1	MoU with transnational organizations to capitalise the sustainable tourism model for small towns	Tool	1 Unit produced	06-2022	55,000.00 €
	Description	The process of capitalization will culminate in the signature of a MoU with a relevant international organization in order to formalize the willingness of capitalizing the model of the Project into the proper policy instruments			

Deliverable number	Deliverable title	Type of deliverable	Target value	Finalisation month	Indicative budget
5.4.2	Minutes of the capitalization meetings with international organizations	Meeting	3 Unit produced	06-2022	9,000.00 €
	Description	The capitalization entails several meetings with the relevant international organizations, to present the model and lobby the authorities. The minutes will resume the contents of the meeting, the attendees list, etc			

3. Main outputs

Main project output		Description	Quantity	Ending month	Output indicator
Output 5.1	Policy recommendations to capitalise the tourism model towards regional and national authorities	Specific recommendations tailored to the features of the most appropriate policy instruments of each involved region/country will be issued. Based on the Integrated model of sustainable tourism in small towns for capitalization. (D.5.1.1), the policy recommendations will focus on key contents for decision makers	10 Instruments	11-2021	Number of instruments available to enhance the development of sustainable and responsible tourism
Output 5.2	Policy recommendations to capitalise the tourism model at international level	The WP5 will elaborate the policy recommendations based on the Integrated model of sustainable tourism in small towns for capitalization. (D.5.1.1) and tailored to the targeted international organizations. This output is key for the transnational capitalization plan of the tourism model	1 Instruments	11-2021	Number of instruments available to enhance the development of sustainable and responsible tourism

Output 5.3	MoU with regional/national authorities to capitalise the sustainable tourism model for small towns	The process of capitalization will culminate in the signature of a MoU in each involved region with the relevant regional/national tourism authorities in order to formalize the willingness of including the model of the Project into the proper policy instruments.	10 Territories	06-2022	Number of regions and sub-regions engaged (through charters, protocols, MoU) in implementing sustainable tourism plans
Output 5.4	MoU with transnational organizations to capitalise the sustainable tourism model for small towns	The process of capitalization will culminate in the signature of a MoU with at least one relevant international organization in order to formalize the willingness of capitalizing the model of the Project into the proper policy instruments at transnational level.	1 Territories	06-2022	Number of regions and sub-regions engaged (through charters, protocols, MoU) in implementing sustainable tourism plans