

## PART A – Project summary

### A.1 Project identification

<b>Project title</b>	PreservatiOn and promotion of cUltural and natural heRitage through GreenWAYS			78 / 300 characters	
<b>Project acronym</b>	OUR WAY			7 / 22 characters	
<b>Name of the lead partner organisation in English</b>	Murcia Region Institute of Tourism				
<b>Specific objective</b>	4.1. Improving natural and cultural heritage policies				
<b>Project duration</b>	<b>Phase 1</b>	<b>Duration</b>	30 Months	<b>Project start date</b>	01/06/2018
	<b>Phase 2</b>	<b>Duration</b>	24 Month		
	<b>Total No. months</b>		54		

### A.2 Project abstract

OUR WAY project aims to contribute to the conserving, protecting, promoting and developing natural and cultural heritage in Europe using Greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved, including tools for their governance and developing specific measures for their promotion and preservation.

Partnership is composed by 6 regions with different levels at developing, managing and promoting natural and cultural heritage in and around Greenways as well as an advisory partner, the European Network of Greenways with large experience and knowledge in the project field.

The project intends to improve coordination among the different key actors; to develop governance systems to manage Greenways; to identify models and good practices for the protection and maintenance of Greenways; to identify financial instruments and funding for Greenways and to promote Greenways and product development.

The interregional cooperation is essential in order to identify, exchange and transfer of practices among regions and, what is more important to plan and prepare specific Action Plans to integrate lessons learned from the interregional cooperation in regional policies programmes.








OUR WAY will be the perfect tool to assist the partners' territories to strengthen their policies, to enhance their regional development situation and to contribute to the preservation and promotion of natural and cultural heritage through Greenways.

1,518 / 2,000 characters

### A.3 Project budget summary

Programme Funding			Partner Contributions			Total Budget	
	Amount	Funding Rate	Public Contribution	Private Contribution	Total Contribution		
ERDF	810,288.90	0.84 %	127,283.85	29,671.25	156,955.10	Total eligible to ERDF	967,244.00
Norway	0.00	0.00 %	0.00	0.00	0.00	Total Norway	0.00
INTERREG Europe	810,288.90	0.84 %	127,283.85	29,671.25	156,955.10	Total INTERREG Europe	967,244.00
						Other Funding	0.00
						Grand Total	967,244.00

#### A.4 Overview of project partners

N°	Organisation	Country	Partner Budget		
			Programme Funding	Partner Contribution	Total
1	Murcia Region Institute of Tourism	 ES	224,988.20	39,703.80	264,692.00
2	Northern and Western Regional Assembly (former BMW Region)	 IE	105,207.90	18,566.10	123,774.00
3	Podkarpackie Region	 PL	101,318.30	17,879.70	119,198.00
4	Departmental Council of Herault	 FR	114,435.50	20,194.50	134,630.00
5	Hajdú-Bihar County Government	 HU	78,157.50	13,792.50	91,950.00
6	Chamber of Commerce and Industry-Vratsa	 BG	97,167.75	17,147.25	114,315.00
7	European Greenways Association (EGWA)	 BE	89,013.75	29,671.25	118,685.00

#### Lead partner confirmation

By submitting the application form the lead partner hereby confirms that:

- The information provided in this application is accurate and true to the best knowledge of the lead partner.
- The project is in line with the relevant EU and national legislation and policies of the countries involved.
- The lead partner and the project partners will act according to the provisions of the relevant national and EU regulations, especially regarding structural funds, public procurement, state aid, environment and equal opportunities, as well as the specific provisions of the programme.
- No expenditure related to the above mentioned project has been, is or will be funded by any other EU funded programme, except for partners that do not receive funding directly from the Interreg Europe programme.

## PART B – Partnership

### B.1 Partner's details

#### Partner 1

Partner role in the project	Lead partner		
Name of organisation in original language	Instituto de Turismo de la Región de Murcia		
	43 / 200 characters		
Name of organisation in English	Murcia Region Institute of Tourism		
	34 / 200 characters		
Department/unit/division (if applicable)	Promotion		
	10 / 200 characters		
Legal status	Public body or body governed by public law	Type of partner	Regional public authority
Address	Avda. Juana Jugán, 2		
	20 / 200 characters		
Town	Murcia	Postal code	30006
	6 / 200 characters		5 / 200 characters
Country	Spain (ESPAÑA )		
NUTS 1 level	SUR		
NUTS 2 level	Región de Murcia		
NUTS 3 level	Murcia		
Legal representative	Manuel Fernández Delgado		
	24 / 200 characters		
Contact person 1	Mary Menchón		
	12 / 200 characters		
Phone office	+34 968 35 77 32	Mobile (optional)	+34 630 61 31 25
	17 / 200 characters		16 / 200 characters
Email	promocion@murciaturistica.es	Website (optional)	www.itrem.es
	28 / 200 characters		12 / 200 characters
Contact person 2 (optional)	Kristian Kamplade		
	17 / 200 characters		
Phone (optional)	+34 968 35 77 92	Email (optional)	kristian.kamplade@carm.es
	16 / 200 characters		25 / 200 characters
Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)	No		
Partnership from	01/06/2018	Partnership until	30/11/2022

## Partner 2

Partner role in the project	Partner		
Name of organisation in original language	Northern and Western Regional Assembly (former BMW Region)		
	58 / 200 characters		
Name of organisation in English	Northern and Western Regional Assembly (former BMW Region)		
	59 / 200 characters		
Department/unit/division (if applicable)	N/A		
	3 / 200 characters		
Legal status	Public body or body governed by public law	Type of partner	Regional public authority
Address	The Square		
	10 / 200 characters		
Town	Ballaghaderreen	Postal code	F45W674
	15 / 200 characters		7 / 200 characters
Country	Ireland (IRELAND)		
NUTS 1 level	IRELAND		
NUTS 2 level	Border, Midland and Western		
NUTS 3 level	West		
Legal representative	David Minton		
	12 / 200 characters		
Contact person 1	David Minton		
	12 / 200 characters		
Phone office	+35394 9862970	Mobile (optional)	+353 866098091
	14 / 200 characters		14 / 200 characters
Email	dminton@nwra.ie	Website (optional)	www.nwra.ie
	15 / 200 characters		11 / 200 characters
Contact person 2 (optional)	Barry Guckian		
	14 / 200 characters		
Phone (optional)	+353 94 986 2970	Email (optional)	bguckian@nwra.ie
	16 / 200 characters		16 / 200 characters
Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)	No		
Partnership from	01/06/2018	Partnership until	30/11/2022

### Partner 3

<b>Partner role in the project</b>	<input type="text" value="Partner"/>		
<b>Name of organisation in original language</b>	<input type="text" value="Województwo Podkarpackie"/>		
	24 / 200 characters		
<b>Name of organisation in English</b>	<input type="text" value="Podkarpackie Region"/>		
	19 / 200 characters		
<b>Department/unit/division (if applicable)</b>	<input type="text" value="Regional Development Department"/>		
	32 / 200 characters		
<b>Legal status</b>	<input type="text" value="Public body or body governed by public law"/>	<b>Type of partner</b>	<input type="text" value="Regional public authority"/>
<b>Address</b>	<input type="text" value="Al. Ciepłńskiego 4"/>		
	19 / 200 characters		
<b>Town</b>	<input type="text" value="Rzeszów"/>	<b>Postal code</b>	<input type="text" value="35-010"/>
	7 / 200 characters		6 / 200 characters
<b>Country</b>	<input type="text" value="Poland (POLSKA)"/>		
<b>NUTS 1 level</b>	<input type="text" value="REGION WSCHODNI"/>		
<b>NUTS 2 level</b>	<input type="text" value="Podkarpackie"/>		
<b>NUTS 3 level</b>	<input type="text" value="Rzeszowski"/>		
<b>Legal representative</b>	<input type="text" value="Władysław Ortyl"/>		
	16 / 200 characters		
<b>Contact person 1</b>	<input type="text" value="Bartosz Jadam"/>		
	13 / 200 characters		
<b>Phone office</b>	<input type="text" value="+ 48 17 747 63 13"/>	<b>Mobile (optional)</b>	<input type="text"/>
	17 / 200 characters		0 / 200 characters
<b>Email</b>	<input type="text" value="b.jadam@podkarpackie.pl"/>	<b>Website (optional)</b>	<input type="text"/>
	23 / 200 characters		0 / 200 characters
<b>Contact person 2 (optional)</b>	<input type="text" value="Marcin Garlak"/>		
	13 / 200 characters		
<b>Phone (optional)</b>	<input type="text" value="+48 17 747 64 52"/>	<b>Email (optional)</b>	<input type="text" value="m.garlak@podkarpackie.pl"/>
	16 / 200 characters		24 / 200 characters
<b>Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)</b>	<input type="text" value="No"/>		
<b>Partnership from</b>	<input type="text" value="01/06/2018"/>	<b>Partnership until</b>	<input type="text" value="30/11/2022"/>

#### Partner 4

<b>Partner role in the project</b>	<input type="text" value="Partner"/>		
<b>Name of organisation in original language</b>	<input type="text" value="Conseil départemental de l'Hérault"/>		
	34 / 200 characters		
<b>Name of organisation in English</b>	<input type="text" value="Departmental Council of Herault"/>		
	32 / 200 characters		
<b>Department/unit/division (if applicable)</b>	<input type="text" value="N/A"/>		
	3 / 200 characters		
<b>Legal status</b>	<input type="text" value="Public body or body governed by public law"/>	<b>Type of partner</b>	<input type="text" value="Local public authority"/>
<b>Address</b>	<input type="text" value="1000 Rue d'Alco"/>		
	15 / 200 characters		
<b>Town</b>	<input type="text" value="Montpellier"/>	<b>Postal code</b>	<input type="text" value="34087"/>
	11 / 200 characters		5 / 200 characters
<b>Country</b>	<input type="text" value="France (FRANCE)"/>		
<b>NUTS 1 level</b>	<input type="text" value="MÉDITERRANÉE"/>		
<b>NUTS 2 level</b>	<input type="text" value="Languedoc-Roussillon"/>		
<b>NUTS 3 level</b>	<input type="text" value="Hérault"/>		
<b>Legal representative</b>	<input type="text" value="Daniel Villessot"/>		
	16 / 200 characters		
<b>Contact person 1</b>	<input type="text" value="Gerard Wolff"/>		
	12 / 200 characters		
<b>Phone office</b>	<input type="text" value="0033467676769"/>	<b>Mobile (optional)</b>	<input type="text"/>
	13 / 200 characters		0 / 200 characters
<b>Email</b>	<input type="text" value="gwoff@herault.fr"/>	<b>Website (optional)</b>	<input type="text"/>
	17 / 200 characters		0 / 200 characters
<b>Contact person 2 (optional)</b>	<input type="text" value="Nina Malovic"/>		
	12 / 200 characters		
<b>Phone (optional)</b>	<input type="text" value="0033467676681"/>	<b>Email (optional)</b>	<input type="text" value="nmalovic@herault.fr"/>
	13 / 200 characters		19 / 200 characters
<b>Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)</b>	<input type="text" value="No"/>		
<b>Partnership from</b>	<input type="text" value="01/06/2018"/>	<b>Partnership until</b>	<input type="text" value="30/11/2022"/>

## Partner 5

Partner role in the project	Partner		
Name of organisation in original language	Hajdú-Bihar Megyei Önkormányzat		
	31 / 200 characters		
Name of organisation in English	Hajdú-Bihar County Government		
	29 / 200 characters		
Department/unit/division (if applicable)	N/A		
	3 / 200 characters		
Legal status	Public body or body governed by public law	Type of partner	Regional public authority
Address	Piac u. 54.		
	11 / 200 characters		
Town	Debrecen	Postal code	4024
	8 / 200 characters		4 / 200 characters
Country	Hungary (MAGYARORSZÁG)		
NUTS 1 level	ALFÖLD ÉS ÉSZAK		
NUTS 2 level	Észak-Alföld		
NUTS 3 level	Hajdú-Bihar		
Legal representative	Zoltán PAJNA		
	12 / 200 characters		
Contact person 1	Melinda MÁTRAI		
	14 / 200 characters		
Phone office	+36 52 507 521	Mobile (optional)	+36 20 973 3026
	14 / 200 characters		15 / 200 characters
Email	melinda.matrai@hbmo.hu	Website (optional)	www.hbmo.hu
	22 / 200 characters		11 / 200 characters
Contact person 2 (optional)	Tünde SZABÓ		
	11 / 200 characters		
Phone (optional)	+36 52 507 532	Email (optional)	szabo.tunde@hbmo.hu
	14 / 200 characters		19 / 200 characters
Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)	No		
Partnership from	01/06/2018	Partnership until	30/11/2022

Partner 6			
Partner role in the project	Partner		
Name of organisation in original language	Търговско промишлена палата-Враца		
	34 / 200 characters		
Name of organisation in English	Chamber of Commerce and Industry-Vratsa		
	39 / 200 characters		
Department/unit/division (if applicable)	N/A		
	3 / 200 characters		
Legal status	Public body or body governed by public law	Type of partner	Regional public authority
Address	24, "Hristo Botev" str		
	22 / 200 characters		
Town	Vratsa	Postal code	3000
	6 / 200 characters		4 / 200 characters
Country	Bulgaria (БЪЛГАРИЯ (BULGARIA))		
NUTS 1 level	СЕВЕРНА И ЮГОИЗТОЧНА БЪЛГАРИЯ (SEVERNA I YUGOIZTOCHNA BULGARIA)		
NUTS 2 level	Северозападен (Severozapaden)		
NUTS 3 level	Враца (Vratsa)		
Legal representative	Iliana Philipova		
	16 / 200 characters		
Contact person 1	Iliana Philipova		
	16 / 200 characters		
Phone office	+359 92 66 02 71	Mobile (optional)	+359 888 213100
	16 / 200 characters		15 / 200 characters
Email	philipova.iliana@gmail.com	Website (optional)	www.cci-vratsa.org
	26 / 200 characters		18 / 200 characters
Contact person 2 (optional)			
	0 / 200 characters		
Phone (optional)		Email (optional)	
	0 / 200 characters		0 / 200 characters
Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)	No		
Partnership from	01/06/2018	Partnership until	30/11/2022



## Partner 7

<b>Partner role in the project</b>	<input type="text" value="Advisory partner"/>		
<b>Name of organisation in original language</b>	<input type="text" value="Association Europeenne des Voies Vertes AISBL (EGWA)"/>		
	53 / 200 characters		
<b>Name of organisation in English</b>	<input type="text" value="European Greenways Association (EGWA)"/>		
	38 / 200 characters		
<b>Department/unit/division (if applicable)</b>	<input type="text" value="N/A"/>		
	3 / 200 characters		
<b>Legal status</b>	<input type="text" value="Body governed by private law (only non-profit!)"/>	<b>Type of partner</b>	<input type="text" value="Interest group"/>
<b>Address</b>	<input type="text" value="Rue Van Opré 93"/>		
	15 / 200 characters		
<b>Town</b>	<input type="text" value="NAMUR"/>	<b>Postal code</b>	<input type="text" value="B-5100"/>
	5 / 200 characters		6 / 200 characters
<b>Country</b>	<input type="text" value="Belgium (BELGIQUE-BELGIË )"/>		
<b>NUTS 1 level</b>	<input type="text" value="RÉGION WALLONNE"/>		
<b>NUTS 2 level</b>	<input type="text" value="Prov. Namur"/>		
<b>NUTS 3 level</b>	<input type="text" value="Arr. Namur"/>		
<b>Legal representative</b>	<input type="text" value="Mercedes Muñoz"/>		
	14 / 200 characters		
<b>Contact person 1</b>	<input type="text" value="Mercedes Muñoz"/>		
	14 / 200 characters		
<b>Phone office</b>	<input type="text" value="+34 91 151 10 98"/>	<b>Mobile (optional)</b>	<input type="text" value="+34 619 75 57 75"/>
	16 / 200 characters		16 / 200 characters
<b>Email</b>	<input type="text" value="direction@aevv-egwa.org"/>	<b>Website (optional)</b>	<input type="text" value="www.aevv-egwa.org www.greenwayseurope.or"/>
	23 / 200 characters		42 / 200 characters
<b>Contact person 2 (optional)</b>	<input type="text"/>		
	0 / 200 characters		
<b>Phone (optional)</b>	<input type="text"/>	<b>Email (optional)</b>	<input type="text"/>
	0 / 200 characters		0 / 200 characters
<b>Partner financed through the Investment for Growth and Jobs programme (article 96 (3d) of Regulation (EU) No 1303/2013)</b>	<input type="text" value="No"/>		
<b>What are the partner's competences and experiences in the issue addressed by the project?</b>	<p>The European Greenways Association (EGWA) is the reference association in Europe regarding Greenways promotion. It was created in 1998 in Namur (Belgium) with the aim of encouraging the creation and promotion of Greenways in Europe. It brings together more than 50 different organizations from 15 countries involved in the development of Greenways and represents thousands of km of Greenways within Europe.</p> <p>The association develops its action through various initiatives and activities as: European Greenways Award, established in 2003, European projects, European Greenways Observatory; Organization of Conferences, technical workshops and events; participation in major international events, as well as at local, regional and national level events, organization of technical visits to Greenways, communication campaigns regarding the European Greenways Day during European Mobility Week; collaboration with the European institutions and other lobby actions to promote Greenways natural and cultural heritage. In short, all the activities that carry out EGWA, from its creation in 2003, are focus on promoting and encouraging Greenways in Europe and their heritage, what is the core objective of the project.</p> <p>Furthermore our members are very diverse: national, regional and local institutions, Greenways managers and promoters, cycling and hiking associations, transnational organisations, foundations, public transport companies, ecological NGOs, cultural associations and private companies.</p>		
	1,494 / 1,500 characters		

**What is the organisation's role in the project?**

The Advisory partner of OUR WAY will support the whole Policy Learning events and activities in which expert knowledge is required for the whole of the partnership. In particular, PP7 will guide the partners in their Desk research with guidance, the comparison among the case studies and they will design the data mask for the analysis and definition of importing exporting project partners via a recommendation paper. PP7 will also guide the benchmarking of the Best Practices and Regional situation to support the partners in their definition of the 6 Regional Plans. Further to that, PP7 will have an active role for OUR WAY communication providing Best practice examples from outside the partnership and supporting the project participation and involvement in third parties events, such as for example in policy learning events from other related projects in Interreg Europe or any other organization supporting the collective learning and definition of Action Plans. They will act as supporting organization for the identification of experts to the Final Conference and key relevant actors along the project implementation.

1,129 / 1,500 characters

**Partnership from**

01/06/2018

**Partnership until**

30/11/2022

## B.2 Policies addressed and territorial context

Number	Name	Structural funds link	Letter of support required	Responsible Body Name
1	ERDF Regional Operational Programme Murcia - TO 6, priority 6c	Yes	Yes	General Directorate for Budget and European Funds, Regional Government of Murcia
2	Border, Midlands and West Regional Operational Programme 2014-2020	Yes	No	Northern and Western Regional Assembly (former BMW Region)
3	Regional Innovation Strategy for the Podkarpackie Region for the years 2014-2020 for smart specializ...	Yes	No	Podkarpackie Region
4	ERDF Operational Program 6c - Conserving, protecting, promoting and developing natural and cultur...	Yes	Yes	Regional Council of Occitanie / Pyrénées-Méditerranée
5	Regional Development Programme of Hajdú-Bihar County 2014-2020 - Priority 3: Competitive Economy - M...	No	No	Hajdú-Bihar County Government
6	Operational programme "Regions in Growth" 2014-2020 (OPRG)	Yes	Yes	Ministry of Tourism, Directorate for Programs and Projects in Tourism

## B.2.1 Policy instrument 1

### B.2.1.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

ERDF Regional Operational Programme Murcia - TO 6, priority 6c

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

Murcia OP included a mention and money allocated specifically to develop the Greenways due to its importance for the preservation of cultural and natural regional assets that exist in our territory. Tourism Institute was asked to support in the definition of it, proposing as a first step to include basic infrastructure, without being able to add promotional measures for the valorization of its cultural and natural resources. OP measures are to extend the works around the first Greenway developed to reach natural and cultural paths not valorized and the improvement of the infrastructure for other three Greenways delicted.

The most important improvement for the policy instrument is to be able to support the sustainable tourism based in the cultural and natural qualities of the regional assets around the Greenways, allowing for the maintenance of the built infrastructure after the investments made. It should be taken into consideration that Tourism represents in Murcia up to 10,1% from Regional GPD and 11,2% of employment. Regarding natural and cultural resources, Greenways are an asset not enough exploited in Murcia Region. It is highly important to integrate different aspects, policies and stakeholders, find financial solutions for sustainable development and develop touristic products that can valorize the resources around them. For that it is required experience and innovative practices to do it in an efficient way.

1,441 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

Yes

Is the body responsible for this policy instrument included in the partnership?

No

Please name the responsible body and provide a support letter from this body

General Directorate for Budget and European Funds, Regional Government of Murcia

81 / 300 characters

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

The OUR WAY project will influence the policy instrument in Murcia Region by taking advantage of the learning process and extracting the best experiences to copy them and improve the efficiency in our territory. In Murcia, we would like to develop new projects in the three main areas identified in the preliminary needs analysis shared with the project partners and the European Greenways Association, projects to support the holistic approach for the governance of promotion of natural and cultural heritage in Greenways, the finding of financial solutions to maintain and preserve them and the development of the sustainable touristic product based on the natural and cultural heritage in Murcia Region.

Murcia OP will be improved by the improvement type 1 and 2. The interregional learning will be key to adopt the most innovative solutions to questions regarding to the three main problems mentioned, regarding the preservation and promotion of the cultural and natural assets by the development of these strategies in a holistic approach and long-term period.

1,066 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

Increase percentage of number of visitors to the natural and cultural sites valorized and promoted in the Greenways

118 / 200 characters

#### Territorial context

What is the geographical coverage of this policy instrument?

regional

**What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?**

Cultural and natural heritage in Murcia Region is present in the Greenways. The North-West Greenway of Murcia Region makes use of the old railway track between Murcia capital city and the Holy capital of Caravaca de la Cruz. Along it we can find important pieces of it. There are 3 natural landscapes included in the Natura 2000 Network, a great number of places catalogued as cultural interest (BIC) and as historical sites. The itinerary offers 78 kms of natural road, with several rest areas where an appropriated service of lodging, catering and touristic activities is provided.

In 2015, the Regional government started to define a strategy for the Greenways. Together with Municipalities and other key stakeholders joined "Murcia Region Greenways Association" uniting the North-West Greenway with the other 3 undeveloped Greenways of the Region, a total of 178 Km.

In parallel, the association and technicians at the Institute of Tourism started an Analysis of the current situation. They defined the following requirements to be improved:

- better coordination of the regional government with all stakeholders related (municipalities, companies, national railway company, etc). Our Region is part of the European Greenways Association. However, we have not identified a specific model for this;
- sustainable funding for the preservation and promotion of the natural and cultural heritage –the Region is working with municipalities but with many difficulties. Association is looking for innovative solutions with companies through its SCR, but this is just an incipient attempt ;
- a relevant tourist product around Greenways, which in our Region still it has many weaknesses to be able to enter in the market and for which, the international cooperation is needed;

The challenge is to change Greenways concept from a burden into an asset for local communities and from heritage-touristic product perspective, into a mean to protect and promote the heritage present in our territory.

1,996 / 2,000 characters

**Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?**

Yes

**If yes, how?**

The Tourism sector is included into the areas of potential impact within Murcia RIS3 Strategy as important contributor to the economy. It mentions the importance of providing innovation to make it progress, the increasing demand for tourism and its potential of diversification to provide richness and employment and to contribute to life quality. The Institute of Tourism is part of the Committee for RIS3 evaluation and control.

430 / 500 characters

### B.2.1.2 Partner relevance for policy instrument 1

#### Partner Relevance 1

LP Murcia Region Institute of Tourism

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

Competences: ITREM was created by Law 14/2012 as a public entity, dependent on the Regional Ministry of Tourism, Culture and the Environment. Its activities are related to the promotion of the different tourist products; its consolidation and search of new ones; enhancement of tourist resources; the training and qualification of tourism professionals; and support innovation in tourism companies.

Experiences : ITREM has promoted from its beginning Association "Greenways of Murcia Region" It emerged in 2011 as an evolution and modification of the former "Northwest Greenway Consortium", with the aim of extending the scope of action to the other Greenways. This include:

- Valorization of the 78 Kilometres of greenway. The statistical records related to Greenways. The experiences of promotional activities related to natural itineraries as well as the cultural tourist product.
- Quality certifications for sustainable tourism,
- high quality training actions of the ITREM.

982 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

Murcia Region does not have an action task but when the Operational Programme is revised regarding the level of expenditure, the advancement goes through the Consejo de Gobierno (Regional Plenary Committee) and the Regional Ministers bring to the meeting the requirements from the technicians for the allocation of remaining funds. In this sense, it is to enhance that the Regional Minister for Tourism (Consejero de Turismo) is the Head of the Insitute of Tourism and this person is also Chief at the Regional Consortium of Greenways. The capacity of Institute of Tourism to influence the ROP Murcia (2014-2020) is high due to the fact they are intermediate bodies for the management of funds allocated to this priority and they can report the need for the reutilization of remaining funds directly.

800 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

ITREM will contribute to the project with best practices already identified and the bad experiences to train the partnership, providing all the knowledge and resources available to it. ITREM will participate to ITW, animate a group of regional stakeholders and be in charge of high level Conference in Brussels with the project conclusions. Murcia will benefit by exchanging with partners best practices that can be learned and implemented to improve the target policy instrument.

484 / 500 characters

### B.2.1.3 Stakeholder group relevant for policy instrument 1

**Please provide the indicative list of stakeholders to be involved in the project**

- The Regional Ministry of European Funds
- The Federation of Municipalities
- The General Directions of Culture and Environment
- The Association of tourist businesses
- The Universities of Murcia, Cartagena and San Antonio
- The Association of Natural Parks
- The Association of Tourist Consortiums
- The environmental associations
- The sports associations
- The think tanks of Murcia Region

397 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

- The Regional Ministry of European Funds: Support to influence the Policy Instrument and provide the funding for the projects to be developed
- Regional Association of Greenways: Supporting the coordination and implementation of the project with direct access to all stakeholders and experiences with best practices.
- The Federation of Municipalities: Supporting the implementation of actions in the territory.
- The General Directions of Culture and Environment: Supporting the definition of actions from the regional perspective
- The Association of tourist businesses: Supporting implementation of projects and contribution with their experience.
- The Universities of Murcia, Cartagena and San Antonio: Supporting the future implementation of best practices and the innovation transfer.
- The Association of Natural Parks: Providing expertise and advice.
- The Association of Tourist Consortiums: Providing of expertise in promotion of cultural promotion and coordination.
- The environmental associations: Providing guidance in the definition of the environmental actions and support of local communities.

1,112 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

The process of policy learning, which is the key driver for achieving policy change, needs to occur at different levels, starting at the individual one (partners within the project). In order to extend the learning to wider levels, the project will create one stakeholders working group (SWG) in each region. Policy making process at regional level involves a wide range of players. To optimise the impact of interregional learning and to make sure the activities of the action plan are implemented later on, these stakeholders also need to be part of the interregional learning process. The SWG will be created at the beginning of the project, and they will meet once per semester. Regional stakeholder group monitors the progress and works with the various activities connected to the best practices benchmarking and analysis of the regional situation, as well as the adaptation of the selected practices to the regional scenario. Objectives within the group are to gain information from its members as well as a strong regional support and involvement on the regional action plan development, connecting both public and private sectors. They will be key actors in the design and implementation of the Action Plan. SWG members will participate in the Interregional learning activities and dissemination events like Interregional Thematic Workshops (ITW), study visits, Peer Review and final conference.

1,404 / 1,500 characters

## B.2.2 Policy instrument 2

### B.2.2.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

Border, Midlands and West Regional Operational Programme 2014-2020

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

#### Thematic Objective

Preserving and Protecting the environment and promoting resource efficiency (6).

#### Investment Priority

Taking action to improve the urban environment, to revitalise cities (6(e)).

#### Results Expected

This investment priority will take action to improve the urban environment, revitalise and regenerate designated urban areas, consistent with investment priority 6(e) under Article 5 of the ERDF Regulation. It will support integrated urban regeneration initiatives to improve the urban environment, connectivity with surrounding rural amenities and revitalise urban areas, making them more attractive places to live work and visit.

A key component of our Regional Spatial and Economic Strategies is a sustainable Transport Strategy linked to our Urban regenerated areas. This includes plans for a Cycle Network including greenways. Work is ongoing in the relevant municipal areas (partners) on developing plans for in our metropolitan areas and urban towns.

979 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

Yes

Is the body responsible for this policy instrument included in the partnership?

Yes

Name of this responsible body

PP2 Northern and Western Regional Assembly (f

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

With our new enhanced role in Regional Planning the Northern and Western Regional Assembly(NWRA) is now focusing on economic employment opportunities from our tourism infrastructure. Currently the region has over 250km of Greenway with 200km more in development.

In 2010 the NWRA was part of a partnership that conducted a 'Cost-Benefit' analysis of 'Greenways'. Its purpose was:

- To evaluate the value and significance of tourism to a particular area,
- To examine the associated cultural and natural heritage opportunities and
- To plan and create effective interventions to support small enterprise development.

Models of Greenway development in Ireland and our region are mixed with some projects led by National Departments and other by Local Authorities.

The NWRA is committed to ensuring:

- A) Effective Governance and sustainable management of Greenways in our region. These policies would be amended in our 2014-2020 Policy and our new Regional Spatial and Economic Strategies.
- B) Identification of international best practice and new projects for funding under our Regional Strategies (OP and Exchequer financing)
- C) Promotion of Greenways from a natural and cultural heritage perspective
- D) Clear identification of financial instruments. A key outcome will be the development of a Forum of Greenways stakeholders, based on RWG, to ensure Governance is appropriately addressed. Partners on this forum will include industry, SME, state bodies, local, regional and national government

1,498 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

Kilometres increased with valorization of natural and cultural heritage via Greenway Projects

97 / 200 characters

#### Territorial context



What is the geographical coverage of this policy instrument?

regional

What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?

Our region has committed to reducing car-based commuting from 65% to 45% by 2020 through the promotion of sustainable transport, including walking and cycling. 10% of all trips are targeted to be by bicycle by 2020 (a four-fold increase on 2011). One important method of promoting walking and cycling is the construction of safe and attractive routes, such as Greenways. Equally our Low Carbon pillar aims to address the natural heritage resource. The Regional Spatial and Economic Strategies are also adopting objectives to promote heritage sites with rural communities through our Greenways.

The region consists of 8 counties and 1 city. The Great Western Greenway was a 42km transformative project that links tourism destinations in Westport, Mayo with the island of Achill. Currently there are four regional projects underway in Galway, Sligo, Monaghan and Roscommon.

The importance of a Regional Action plan is three fold:

1. Establishing effective governance and best practice management protocols
2. Transfer of knowledge regionally and internationally
3. Securing increased investment through regional collaboration

Greenways in Ireland are predominantly guided by the National Cycle Network, adopted through the Smarter Travel policy and the National Cycle Policy Framework (both 2009). The network is broadly defined in the 2010 NRA scoping study as a 2,000 km network of 13 corridors, prioritising traffic-free sections. Our ambition is that our region can be the first truly 'connected greenway region'. To date Greenway Projects have been ad hoc but through this INTERREG application we want to address policy and develop regional action plan. Led by the Regional Authority and containing 9 Municipalities (3 stakeholder partners)

1,749 / 2,000 characters

Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?

No

### B.2.2.2 Partner relevance for policy instrument 2

#### Partner Relevance 1

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

PP2 Northern and Western Regional Assembly (f

NWRA is Managing Authority for the Border, Midland and Western Regional Operational Programme 2014- 2020. We have vast experience as a Managing Authority; this is the third Border, Midland and Western Regional Operational Programme for which the Assembly has been the designated MA. The NWRA with its partners in Mayo, Sligo and Monaghan have planned, costed, resourced, built over 100km's of Greenway in the Region and 40km's more planned in 2017/18. One unique collaboration held recently and a perfect example of best practice was our 'Poetry Cycle' and 'Bike Buffet' which celebrated literary heritage and food culture.

NWRA is involved in 2 more Interreg Europe proposals for this call (EUREGA and DOWNSTREAM). They will dedicate 1 project manager for each successful application, among its 15 employees devoted to European projects management. Its financial team is aware of the obligation to avoid double funding, due to previous experience in EU projects.

965 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

The Northern and Western Regional Assembly is MA for the BMW Regional Operational Programme

- Regional remit in relation to the Local Authorities / Municipal Auth
- Planning function of the Assembly which can help to influence the inclusion of Greenway Policy at regional & national level
- Our Stakeholders include local authorities, National Transport Authority, Irish Tourism Authority

389 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

NWRA will participate as a project partner and discharge project and financial management functions. It will be lead the Irish regional stakeholder group and collate the learnings at regional and interregional level. It will be ultimately responsible for developing the action plan arising from the participation and learnings of the other stakeholders. NWRA will ensure learning and policy changes are adopted through our Regional Operational Programme and Regional Action Plan for Jobs.

490 / 500 characters

### B.2.2.3 Stakeholder group relevant for policy instrument 2

**Please provide the indicative list of stakeholders to be involved in the project**

Main Stakeholder Working Group: ]

1. Northern and Western Regional Assembly (MA)
2. Municipal Authorities and Local Enterprise Offices (Mayo, Sligo, Longford and Monaghan)
3. Heritage Officer in Mayo, Sligo, Longford and Monaghan

Stakeholder Working Group (Regional Action Plans) - Dept of Transport, Dept of Local Government, Failte Ireland (Tourism), Dept.of Heritage, Enterprise Ireland

This process is the catalyst for our region to establish Greenway Governance group to oversee & manage Regional Action Plans that can firstly influence policy and secondly deliver clear and tangible results.

604 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

Northern and Western Regional Assembly has extensive experience both leading and participating on INTERREG Programmes. Our invaluable experience has taught us best practice in disseminating information and encouraging learning and feedback. The stakeholders involved in this project bring expertise in socio, economic, cultural and heritage operations. Our stakeholders are also partners in our Regional Technical Working Groups - Heritage, Tourism, Jobs and Education.

The role of the main stakeholder group will be to:

- Share with local bodies lessons learnt from the project
- Facilitate consultation in relation to the policy change locally
- Communicate as widely as possible with stakeholders with effective technology based platforms and media engagement

The role of the stakeholder group for Regional Action Plans will be to:

- Aid the promotion of Greenways regionally and nationally
- Integrate new financial instruments regionally and nationally
- Facilitate consultation in relation to the policy change

1,026 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

Our stakeholders sit on the Regional Operational Programme steering committee and have direct influence on the policy change envisaged by this initiative.

The role of the stakeholders in this project will be:

1. Phase 1 - knowledge transfer and programme participation
2. Phase 1 - developing Regional Action Plan with support from Stakeholders Working Group
3. Phase 2 - Monitoring of results and implementation of policy change

This group will be essential for coordinating and disseminating the learnings. Equally the group will be essential for developing the regional partnership and overseeing the governance of the project. The existing partnership hosts an annual thematic summit and for 2018 the group has committed to natural and cultural heritage through Greenways. They will participate directly in the design of the Regional Action Plan and the improvement of the policy instrument.

904 / 1,500 characters

## B.2.3 Policy instrument 3

### B.2.3.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

Regional Innovation Strategy for the Podkarpackie Region for the years 2014-2020 for smart specialization (RIS3).

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

The Podkarpackie Region Board have adopted a program document entitled Regional Innovation Strategy for the Podkarpackie Region for the years 2014-2020 for smart specialization (RIS3), where regional smart specializations were defined. As one of them pointed out is the Smart Specialization - Quality of Life, which takes into account the development of sustainable tourism. One of the Operational Objectives of the RIS3 Strategy of Podkarpackie Voivodeship is the development of eco-innovative profiled tourist services. As the part of the innovation system is the operating of the Podkarpackie Innovation Council - an advisory body for the Board of Podkarpackie Region and the Smart Specialization Panels - including the Panel on Quality of Life. Their functioning is financed under the system project implemented within the priority axis of the Podkarpackie ROP for the years 2014-2020. Implementation of the RIS3 Strategy involves the continuation of the Entrepreneurial Discovery Process - EDP (including the activities of the Podkarpackie Innovation Council and the Regional Panels of Smart Specialization - Quality of Life). EDP aims at identifying business areas where joint action and innovative projects can be implemented, as well as searching of synergies and opportunities for cooperation between regions. There is a need to focus the Quality of life panel for strengthening the sustainable tourism in region by the OUR WAY project to promote natural and cultural heritage.

1,487 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

Yes

Is the body responsible for this policy instrument included in the partnership?

Yes

Name of this responsible body

PP3 Podkarpackie Region

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

The policy instrument will be improved by the change in the management (governance): setting up a sub - panel for „Green ways“ in the frame of smart specialization panel „Quality of life“. Smart Specialization Panels (SSP) are new structures created in accordance with the RIS3 Strategy and Actions Plans for Smart Specializations. SSP plays the important role in the Podkarpackie Innovation System which consists of:

- Podkarpackie Regional Government (Assembly of the Podkarpackie Region)
- Podkarpackie Marshall Office (Department of Regional Development)
- Podkarpackie Innovation Council (RIS3 Steering Committee)
- Entrepreneurs, clusters, universities conducting businesses,
- Smart Specialization Panels

Within the project the work methodics for Smart Specialization sub - panel for the Green ways will be prepared. The new sub-panel will allow to collaborate between the stakeholders.

The aim of sub - panel for „Green ways“ will be:

- Identification of business areas and project proposals that can be submitted in ROP and national programs or financed by the European Programs contributing to the promotion and valorization of natural and cultural heritage present in the Greenways.

1,200 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

Number of project proposals in the field of green ways from the entrepreneurs, clusters and/or academia representatives from Podkarpackie Region which will stimulate the local economy.

184 / 200 characters

#### Territorial context

What is the geographical coverage of this policy instrument?

regional

**What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?**

In the Podkarpackie Region at the end of 2016, the population amounted to 2,127,656, which constituted 5.54% of the total population of Poland (9th place). In 2014, the value of GDP generated in the region reached 67.3 billion PLN, which constituted 3.9% of Poland's GDP and placed the region at 9 position.

The natural attractions of the Podkarpackie Voivodeship are the mountainous terrains in the southern part of Poland. They enrich the landscape and provide an exposition of attractive mountain panoramas, especially from meadows called „Połoninami”. These areas are conducive to hiking and mountain walks and other forms of active tourism such as cycling, skiing and horse riding. Much of the Bieszczady Mountains and the border regions of Slovakia and Ukraine are protected by nature and form the International Biosphere Reserve "Eastern Carpathians" listed as a UNESCO World Heritage Site however the natural and cultural heritage is not fully exploited.

The examples of firsts Greenways products which were developed in Podkarpackie are:

- The international cultural and natural heritage trail The green bike Greenway of the Eastern Carpathians - about 1,000 km of trail.
- Bike draisine in the Bieszczady Mountains – the largest in Poland tourist bike draisine rental on the section of 50 km of railway line 108 from Zagórz to Kroscienko.
- "Green Velo" - cycling route of about 2,000 km running through the Eastern Polish voivodeships of Lublin, Podkarpackie, Podlaskie, Świętokrzyskie and Warmian-Masurian.

Because of the lack of coordination between the institutions, which are responsible for management of green ways, there is a need to improve the management of green ways in region for better coordination and matchmaking among the different key actors/stakeholders, as well as fill the synergies between the tourism products, which are enrich the attractiveness of green ways and contribute to the promotion and valorization of natural and cultural heritage in the region.

1,995 / 2,000 characters

**Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?**

Yes

**If yes, how?**

The RIS3 Strategy point out the tactical goals of the areas of operation (activity) requiring smart support. One of the areas is SUSTAINABLE TOURISM – which tactical goal is increased activity of the tourism sector in the region as a result of newly developed tourism products based on ecoinnovations and social innovations as well as conservation of environmental resources and biodiversity and therefore the natural and cultural heritage of the region.

454 / 500 characters

### B.2.3.2 Partner relevance for policy instrument 3

#### Partner Relevance 1

PP3 Podkarpackie Region

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

The Regional Development Department was directly involved in the development of the RIS3 Strategy of the Podkarpackie Region and now in implementation of the system project "Intelligent Specializations - a Tool for Increasing Innovation and Competitiveness of the Podkarpackie Voivodship" financed under the I Priority Axis of the Podkarpackie ROP for years 2014-2020 as well as the project "Living policy lab" within the framework of the 1st Call for Interreg Europe Program 2014-2020. Podkarpackie Region is involved also in VALORINNO proposal for this call of Interreg Europe programme. Its capacity is proved due to the size of its Marshal office, with more than 1000 employees. Its previous experience in other Interreg Europe project gives the Region solvency to face the accounts requirements to avoid double funding.

825 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

The Board of the Podkarpackie Region is responsible for the implementation of the RIS3 Strategy and the ROP of Podkarpackie Region for the years 2014-2020.

155 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

By organizing a study visit to the Podkarpackie Region and an Interregional Thematic Workshops aiming to exchange good practices and identify the main obstacles of the development of green ways in the region to promote its natural and cultural heritage through the economic development of the areas involved.

308 / 500 characters

### B.2.3.3 Stakeholder group relevant for policy instrument 3

**Please provide the indicative list of stakeholders to be involved in the project**

- The "Carpathian Tourist Cluster" which aim is to promote the southern Podkarpackie Region as an attractive tourist region. It covers the mountain and foothills: Bieszczady, Beskid Niski and Pogórze (Przemyskie, Dynowskie, Czarnorzecko-Strzyżowskie, Bukowskie and Jasielskie). Its members include Travel agencies, hotels, guest houses, tour guides, catering establishments and various services such as water tourism, biking or horse riding.
- Bieszczady Foundation - the aim of the Foundation is to integrate and support all activities of non-governmental organizations, self-government institutions and local entrepreneurs for sustainable development of the Bieszczady Mountains. Foundation was involved in development of the first Green Way in Podkarpackie Region "The green bike Greenway of the Eastern Carpathians".
- Municipalities whose territories are part of the Greenways tracks.
- Departments related from Regional Managing Authority.
- Environmental and cultural organizations.

989 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

Stakeholders actively participate in the panel of "Quality of Life" and in the meetings of the Podkarpackie Innovation Council, which is a part of the Podkarpackie Innovation System defined in RIS 3 Strategy of Podkarpackie Region. Its role will be:

- Carpatian Tourist Cluster - it will express the needs and challenges from the sector of tourism in natural and cultural heritage
- Bieszczady Foundation - it will carry the project aim to those organizations working on sustainable management of regional natural and cultural heritage. They will share its best practices with other stakeholders
- Municipalities whose territories are part of the Greenways tracks - they will share good and bad experiences in the promotion of natural and cultural heritage, as well as their needs and challenges to establish new Greenways in the region.
- Departments related from Regional Managing Authority - They will analyse the implications to improve policy instrument in order to better promote natural and cultural heritage through Greenways.

1,038 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

Stakeholders will join the Regional Stakeholders Working Group. It will participate in a study visits and Interregional Thematic Workshops organized under the project. Good practices will be used during the meetings of the Regional Smart Specializations Panels - Quality of Life.

280 / 1,500 characters

## B.2.4 Policy instrument 4

### B.2.4.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

ERDF Operational Program 6c - Conserving, protecting, promoting and developing natural and cultural heritage.

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

This regional policy instrument includes financial provisions aimed at:

- preservation, enhancement and development of its regional sites as tourist and leisure products: material investments, facilities and equipment of cultural and natural sites to develop tourist activity but taking into account the vulnerability of these sites;
- the valorisation and promotion of regional cultural and natural sites, to support labelling processes and actions which promote and enhance these sites;
- preservation of biodiversity by restoring green and blue areas to maintain and restore terrestrial ecological continuity.

Main beneficiaries eligible for these financial mechanisms are local authorities, including the Department of Hérault, which is moreover involved in this policy as contributor, due to its role of the local leader of this policy. Furthermore, the Department of Hérault is equally a member of the different steering committees of this policy instrument and participated in selecting the actions which will be implemented in the field.

The policy instrument should be improved in order to support touristic economy, which represents 15 % of the Regional GDP and 7 % of employment rate, by developing a concrete regional strategy for sustainable tourism, in particular for leisure and sport activities in open-air on these natural sites. Therefore it is necessary to reduce negative human impact and to preserve their environment, by at the same time welcoming public to use natural sites.

1,499 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

Yes

Is the body responsible for this policy instrument included in the partnership?

No

Please name the responsible body and provide a support letter from this body

Regional Council of Occitanie / Pyrénées-Méditerranée

53 / 300 characters

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

Partner is involved in policy instrument, as a member of the editorial committee (ex: creating the SWAT analysis, drafting of the ERDF OP, etc.); member of the governing bodies of this policy instrument to select the operations which will be financed and to define financial envelopes. CD34 participates at the technical meetings which concern the processing of subvention requests and it is actively involved in the on-going drafting of regional schemes related to this policy instrument: the Regional Development Plans of Ecological Continuities (SRCE) and the Regional Scheme for Improvement, Sustainable Development and Parity of Territories (SRADDET), which will be articulated with our 2 departmental schemas entitled: the Departmental schema of natural spaces, sites and routes related to out-door activities (PDESI), the Departmental schema of tourism and leisure (SDDTL) and also with the inventory of the sensitive natural areas. CD34 will be able to participate in the improvement of this policy, both in its orientations and through the choice of ERDF operations, with a significant role in the process. The results and the action plan will be included in these instances, in order to be integrated into this policy, its guidelines and financed through the new ERDF operations, but also by local, departmental and regional credits. Best practices learned by the project will be shared on the both regional and local level.

1,430 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

Number of visits increased to natural sites and local accommodation in Greenways with impact in jobs created

110 / 200 characters

#### Territorial context

What is the geographical coverage of this policy instrument?

regional

**What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?**

According to Operational programme Languedoc- Roussillon (Occitanie) tourism represents at a national scale of France 2.4 % GDP and the cultural sectors more than 3% with 600 000 jobs. In our region tourism is the first economic sector with 15% of the GDP and 7% of all the regional jobs.

OUR WAY will help to develop tourism activities around Greenways, promoting cultural and natural heritage without compromising in the long run biodiversity and ecosystems. The risks are numerous going beyond the capacity of a territory to endure touristic pressure. The main challenge consists in finding the fulcrum precisely for each place of interest depending on its capacity to welcome visitors without any disturbance for the biotopes. An active pool of stakeholders considered as “followers” of this emerging, integrated policy can provide in a large variety of local examples that will support the improvement of the policy instrument.

In Herault department there is 500 km of Greenways, with 18 thematic tours, which need to be further connected to other infrastructure such as 3.000 km of hiking paths and 8.000 ha of protected areas. Structural development and promotion (among tourist and local population) of them and natural and cultural sites around them can generate high economic impact on the territory. The lack of visibility of Greenways as natural sites can be tackled by innovative strategies in communication and marketing (smartphone-guides, orientation apps, use of social media, etc.).

To achieve these goals the effective cooperation among the stakeholders on all the levels is necessary, which can be facilitated by the OUR WAY project: on the regional level, the support and funding by the policy instrument; on departmental level, along with local stakeholders, putting in place the actions for the improvement.

1,831 / 2,000 characters

**Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?**

No



#### B.2.4.2 Partner relevance for policy instrument 4

##### Partner Relevance 1

PP4 Departmental Council of Hérault

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

Department of Hérault holds competence in management of natural sites in its territory, defined by the Departmental plan for hiking routes(PDIPR) and The Departmental plan of natural spaces, sites and routes and out-door sports(PDESI). There is several good practices which Hérault could share within partnership:

- 500KM of Greenways managed by Department of Hérault, which are connecting more than 30 protected areas of 6000ha.
- Departmental Scheme on protected areas
- Hiking guides and thematic tours
- Promotion of cross-cutting out-doors activities on Greenways
- Statistics on visitors/users(eco-counter)
- Networking experience with many partners for Greenways management, including national parks and international networks as UNESCO, other french departments and local stakeholders.

It is involved in one more proposal for this Interreg Europe call(ENVI). As a public body with experience in european funded projects, it has staff capacity and accounting system to avoid double funding.

999 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

Ascontributor to the governance of the ERDF OP L, a holder of complementary policies and a contributor to the various regional plans, CD34 is a key interlocutor of Region.

CD34 possess a significant capacity to influence the policy with its role of animator of the actors in its territory, also by the recommendations sent from field, and participation in process of choosing the operations to be financed.

CD34 will use the regular meetings with Region for lobbying of project results. Upon definition of the action plan, we will share it with the Region and together define the best implementationmeasures.

611 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

Department of Hérault will contribute by offering its good practices (management of Greenways, environment preservation, fighting conflict of usage, promotion of well-being) to support action plan development.

1 study Visit and 1 interregional thematic workshop will be hosted in Hérault. 1 SWG meeting per semester will be organised. Hérault will benefit by exchanging with partners on: improving of communication among stakeholders and structuring the offer by integrated management.

486 / 500 characters

#### B.2.4.3 Stakeholder group relevant for policy instrument 4

**Please provide the indicative list of stakeholders to be involved in the project**

- Regional Council of Languedoc-Roussillon (Occitanie)
- Regional vice presidents on the topic of natural spaces, sport and environment
- Other departments from the Region: Aude, Gard, Lozère, Pyrénées-Orientales
- Regional direction for environment and planning
- Regional office of tourism
- Regional natural parks
- Departmental vice presidents on the topic of: natural spaces, sport and environment
- Departmental and municipal tourist offices
- Departmental and municipal agencies for the environment protection
- Intermediate local authorities (syndicates of municipalities, communities of municipalities)
- Hérault Sport
- Ecologist associations or private touristic operators or experts such as "les Ecologistes de l'Euzières" and bicycle rentals, horse riding centre
- Firemen Research institutes (AGROPOLIS, INRA )
- Universities
- Private sector
- Different associations: hikers, runners, bikers, horse riders, disabled people
- Tourists and local users

967 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

- Regional Council of Languedoc-Roussillon (Occitanie): Policy holder, management and administration concerning the measures and policies in OP-LR
- Regional Departments: Aude, Gard, Lozère, Pyrénées-Orientales: Membership in local action group and decision-making process.
- Regional direction for environment and planning: Responsible of NATURA 2000 directive, the direction will guide and advise on promotion and protection of biodiversity.
- Regional office of tourism: Touristic network of tourism management
- Regional natural parks: Contribute to the policy by harmonising the territorial propositions with their long-term policies.
- Departmental and municipal tourist offices: active in decision making process to structure the touristic offer.
- Departmental and municipal agencies for the environment protection: active in decision making process.
- Hérault Tourisme and Sport: Departmental association on the touristic innovation and promotion, and sport activities in open air will both contribute to development of structured offer.
- Research institutions and universities: Provide methods, data and scientific approach on the topics relevant to the project.
- NGOs in the field of tourism and environment protection: Participation in local action group meetings and defending the interest of their members.
- Intermediate local authorities (syndicates of municipalities, communities of municipalities): Participation in local action group and defending the interest of their members.

1,498 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

The stakeholders working group (SWG) will be regularly informed on the project advancement and invited to the local meetings and project events organised in Hérault.

The SWG will be consulted on the regular basis, asked for their contributions in their field of expertise and discussing experiences presented by other partner countries. They will be invited for two international events. Their involvement depends on their competences: the Departmental services and other agencies will offer their experience in management of Greenways, Hérault Sport will provide the good examples of attracting public to use green corridors, the tourist information offices will work on in natural sites promotion, the firemen unit will provide security assessment on Greenways. Further, scientific stakeholders can also share their researches on the innovative methods for protecting environment.

Department will disseminate the good practices learned at the project seminars and share documents such as reports, synthetic analysis, peer reviews etc with all the stakeholders on its territory.

The Region can learn about advancing the policy instrument from other regions involved in the project. The departments, which are in charge of the management of Greenways, will learn about organisation and management of Greenways, environmental protection, development of sport practices, promotion, which they will further transfer to their local partners and support them in putting them in place.

1,483 / 1,500 characters

## B.2.5 Policy instrument 5

### B.2.5.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

Regional Development Programme of Hajdú-Bihar County 2014-2020 - Priority 3: Competitive Economy - Measure 3.5: Tourism based on county values

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

The Regional Development Programme of Hajdú-Bihar County for 2014-2020 integrates the strategic goals of the county at both sectoral and territorial levels. The objectives of the programme include 8 priorities; within this project we plan to address Priority 3: Competitive Economy focusing on Measure 3.5: Tourism based on county values. This covers developments in Hortobágy National Park; health, eco, pilgrim, nature-related, cultural and active tourism developments with specific focus on preserving built, natural and cultural heritage; formulation of new networks focusing on thematic trails, with special regard to keeping people in the region and promoting local collaborations, while strengthening SMEs. The main aim of the policy instrument is clear but an improved structural background is required with an appropriate approach, enhanced capacity and the potential to creating institutional programmes with incentives as well. New methodologies to efficiently implement the preservation and maintenance tasks are also needed.

1,037 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

No

Is the body responsible for this policy instrument included in the partnership?

Yes

Name of this responsible body

PP5 Hajdú-Bihar County Government

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

We plan to improve the selected policy instrument through improved governance. Based on new aspects, fresh ideas and solutions originating from lessons learnt at/from other partners, we try to find applicable and long-term sustainable methods in the management and implementation of Greenways when creating and enhance a supportive governmental/policy environment. We also plan to develop/gain an appropriate methodology to monitor and evaluate the efficiency and sustainability of the above-mentioned solutions within the county. Implementing OUR WAY project in Hajdú-Bihar County will have a potential impact on different sectors; the proper design and interpretation of respective tourism potential brought by the development of Greenways to social and economic assets enable to achieve and generate added value in the form of strengthened and enhanced institutional and territorial capacity. Although some investments have been successfully realized in former periods, there is a strong need for the integrated and harmonized further development of areas with international and territorial tourism potential through the preservation of natural and cultural values, the application of updated and innovative marketing tools. Improving the natural and cultural values, turning those to high quality attractions and products and organizing them to networks is a key field to focus on.

1,385 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

Increased percentage of visitors per year in the area defined in our region as Greenway within the project

106 / 200 characters

#### Territorial context

What is the geographical coverage of this policy instrument?

regional

**What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?**

What we have in general and focusing on the county:

There are more Eurovelo cycle paths running across the country in different areas. The most relevant one for Hajdú-Bihar and neighbouring counties in Hungary is EuroVelo 11. The current path is planned to be enlarged by 2019 according to the County's spatial planning. EuroVelo 11 links the country's Northern and Southern points running along river Tisza in wonderful sceneries including Natura 2000 sites, traditional buildings, wine regions and recreational areas. Further specific cycle path development is in progress in the county linking natural and cultural heritage sites/settlements.

What we plan:

Within the project, we would like to focus on a county initiation called "Treasures of Hortobágy Greenway". Former steps were made and some preliminary activities were done in the theme of 'Gentle spatial development based on landscape values'. 11 settlements of the county were brought together to implement a short pilot in Hortobágy (World Heritage Site, National Park, Biosphere Reserve, Ramsar Site - one of the most famous traditional landscapes in the country full of natural and cultural values and heritage) including landscape walks and community landscape value mapping activities. Considering the planned work together with our regional stakeholder group we intend to create the Regional Action Plan focusing on this specific greenway but keeping the place to formulate and utilize new methods/processes/approaches being applicable in other relevant cases in other areas of the country. We aim to have a community landscape value register; to develop methods to efficiently involve the young generation; to include local communities in the most appropriate way; to map further development directions.

1,780 / 2,000 characters

**Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?**

Yes

**If yes, how?**

RIS3 is developed at national level defining 3 specific types of regions; Hajdú-Bihar is evaluated as a Knowledge Region. However, rural areas of the county still lack of innovative approaches. OUR WAY will strongly support the implementation of 'Sustainable environment' as sectoral priority including solutions for innovative exploitation of natural resources; 'Inclusive and sustainable society, viable environment' as horizontal priority focusing on awareness raising, social innovation, tourism.

500 / 500 characters

#### B.2.5.2 Partner relevance for policy instrument 5

##### Partner Relevance 1

PP5 Hajdú-Bihar County Government

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

HBCG has a full responsibility in the field of regional development with specific focus on preserving its landscape values and utilizing the tourism potential of the county in an efficient and sustainable way to provide better visibility and attractiveness. HBCG has a wide range long-term experience in international co-operations (cross-border, transnational, interregional co-operations). Most recent ones are Interreg Europe and Central projects: PURE COSMOS, CLUSTERS3, Night Light, CitiEnGov. It will be also involved in 2 more proposals for this call of Interreg Europe, EUREGA and SMAC. As a county government, we have enough capacity to manage and implement all projects in case of success and we will have dedicated project managers and staff for each. Its previous experience gives HBCG the opportunity to settle proper accounting structures to avoid double funding.

882 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

Hajdú-Bihar County Government is responsible for the development, implementation and monitoring of the policy instrument addressed.

131 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

Participating in expert meetings involving stakeholders, identification of good practices, development of action plan, performing an appropriate and efficient communication (strong experience in this field). The most relevant expected benefit from the project is ensuring sustainable use of landscape values and their role to strengthen local identity as well as confirming the relationship of settlements in the county and improving the regional tourism potential while preserving our heritage.

495 / 500 characters

#### B.2.5.3 Stakeholder group relevant for policy instrument 5

**Please provide the indicative list of stakeholders to be involved in the project**

- Municipalities
- Hajdú-Bihar County Development Agency
- local community associations/NGOs including nature protection and rural development related ones
- local companies/producers
- Ministry for Rural Development
- Chamber of Commerce and Industry of Hajdú-Bihar County
- Chamber of Agriculture of Hajdú-Bihar County
- National Tourism Agency
- University of Debrecen
- Regional Innovation Agency

435 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

- Municipalities: responsible for local developments and the local implementation of objectives defined in the county development strategy
  - Hajdú-Bihar County Development Agency: responsible for the elaboration and management of county and municipal projects related to the objectives defined in the county development strategy
  - local community associations/NGOs including nature protection and rural development related ones: provide necessary background information related to the county development strategy
  - local companies/producers: represent the SME sector working in the county
  - Ministry for Rural Development: acts as the national level decision making government organization
  - Chamber of Commerce and Industry of Hajdú-Bihar County: acts as the umbrella organization representing county business actors
  - Chamber of Agriculture of Hajdú-Bihar County: acts as the umbrella organization representing agricultural county actors
  - National Tourism Agency: represents the national direction and goals in the tourism sector
  - University of Debrecen: acts as the knowledge and research base for regional development
  - Regional Innovation Agency: acts as the main actor in regional innovation processes and planning
- Their involvement in the project preparation and implementation is a must-have; we have very useful and applicable experience in stakeholder participation issues based on former and ongoing projects.

1,426 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

- Regular Regional Stakeholder Working Group Meetings will be held: basis for common understanding; lessons learnt, main findings will be discussed as well as good practices will be defined
- Participation of selected stakeholders in the interregional policy meetings held by different partners
- Regular e-mails and informative resumes are planned as mutual information processes
- In peer review, their active participation is an essential
- Regional Action Plan development process is based on their continuous participation and contribution

549 / 1,500 characters

## B.2.6 Policy instrument 6

### B.2.6.1 Definition and Context

#### Definition

Please name the policy instrument addressed. For Structural Funds programmes, please provide the exact name of the Operational or Cooperation Programme concerned.

Operational programme "Regions in Growth" 2014-2020 (OPRG)

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved.

The policy includes following measures and activities relevant to the project:  
Under priority 6c -Conserving, protecting,promoting and developing natural and cultural tourism -OP Regions in Growth/Related training for the staff, working at the supported attractions.Development of tourist infrastructure (tourist paths, climbing routes, horse riding and biking routes and fairs and organize of expedition trips, visits of travel agents, tour operators, writers of travel guides, journalists for promoting the supported attractions;  
• Public awareness, including through campaigns for raising the awareness  
• Improving the access of people with disabilities to the cultural heritage sites  
• Integrated tourism management schemes, coordinated tourism supply development  
The main reason that the policy instrument should be improved is to focus more intensively on the role of Greenways in protection, promotion and development of natural and cultural tourism as an innovative approach and quality new glance to the opportunities that the region give for territorial development and growth. The access to unique natural and cultural attractions using Greenways, is an economic and environment friendly infrastructure and transport and also healthy way for tourism. The policy instrument should include measures to promote Greenways services more visibly and involve more players and better participation of the entrepreneurs.

1,426 / 1,500 characters

Is this an operational/cooperation programme financed by Structural Funds? (Only select YES if this policy instrument is one of the Investment for growth and jobs or European territorial cooperation programmes approved by the EC)

Yes

Is the body responsible for this policy instrument included in the partnership?

No

Please name the responsible body and provide a support letter from this body

Ministry of Tourism,  
Directorate for Programs and Projects in Tourism

71 / 300 characters

How do you envisage the improvement of this policy instrument (e.g. through new projects supported, through improved governance, through structural change)?

Since it is about improving a policy instrument - it should be clear that we take into consideration the Structural Funds- OP RD in the tourism part and on the basis of experience and good practices from other partner countries. PI 6 should be improved towards more support for the underdeveloped regions especially fostering Greenway approach in touristic services and natural and historic heritage preservation through improved governance: Improvement of the management and monitoring process of PI implementation; Improvement of the communication and coordination between key actors in the tourism sector; Participation in the consultancy process for the program-drafting innovative measures for introducing the Greenway approach, based on the exchange of experience and GPs

782 / 1,500 characters

Proposed self-defined performance indicator (in relation to the policy instrument addressed)

% Increase in number of visits on the sites for cultural and natural tourism and SMEs along regional Greenways benefited from the policy instrument

150 / 200 characters

#### Territorial context

What is the geographical coverage of this policy instrument?

regional

**What is the state of play of the issue addressed by this policy instrument in the territory? Why is this particular issue of relevance to the territory and what needs to be improved in the territorial situation?**

Bulgaria – 111 002 km<sup>2</sup>; population -7 364 570  
NWest region -19070 km<sup>2</sup>, population-847138  
The border area is a subject of several strategic projects connected to Greenways and both sides contributes for the implementation of works.  
The monuments of category "of national importance" in the region are 198 ( Vratsa - 44). On the territory are located monuments, proposed to be part of the list of UNESCO heritage - Magura Cave, Karst Nature Reserve, Vratsa and Belogradchik Rocks.  
Monuments of culture are: Medieval fortress "Hissarya", Lovech; The ancient fortress "Augusta", Kaleto, village of Harlets, Vratsa; The Ancient Cities: "Ulpia Eskus", Gigen village, Gulyantsi, reg. Pleven; "Ratiaria", Archar village, Vidin  
There are no planned measures for Greenways in Bulgaria so far. Some municipal or community projects are implemented. Also cross border and transnational projects are in a process. Some companies, touristic organisations, sport clubs, local authorities and NGOs work in the direction of Greenways approach and creating Greenways facilities.  
Well-maintained and signposted network of bicycle routes with picnic areas and cross-border rent-a-bike service in order to set the preconditions for mountain biking tourism development is a fact. But measures for Greenways are not in place.  
32 towns with e-bike stations;  
70 e-bike charging station points;  
480 participants in e-biking events within the project;  
2350 e-bike free rentals;  
RAP is need in order to support the Green ways approach in regional economy involving the key stakeholders and improving the collaboration between them.  
Increasing the number of SMEs that will be a part of Greenways will mean job creation and enlargement of the scope of the services in the region;maintenance of green ways, green waste recycling,green packaging, souvenirs,ourdoor events organizing; green hosting, eco-friendly travel ways.

1,900 / 2,000 characters

**Is this issue linked to the national/regional innovation strategy for smart specialisation (RIS3)?**

No



#### B.2.6.2 Partner relevance for policy instrument 6

##### Partner Relevance 1

PP6 Chamber of Commerce and Industry-Vratsa

**What are the partner's competences and experiences in the issue addressed by this policy? In case the partner is involved in several applications / projects, please justify this multiple involvement.**

The legal power of the organisation due to the membership in the Monitoring Committee (MC) of the OP Regions in Growth and OP Innovation and Competitiveness, since the last program period. As a voting member CCI can make proposals for policy instruments improvement/amendment and open discussion on the topic.  
The preparation of the Action Plan will be performed in cooperation with the competent authorities – stakeholders. Our experience includes participation in the E-bike Net project activities and popularisation of the Greenways along the Danube river. Other related project will be: EuroPROC, INTERREG IVC–policy learning and improvement of the access of SMEs to “green” procurements; NET4TOUR-Network; QualiTour-INTERREG V-A Cross Border-Audio Travel Guide 2.Danube. CCI-Vratsa expects to present the proposal DIVA as partner. It is a body governed by public law, so its technical capacity is proved. Its previous experience in EU projects guarantees not to have double funding.

994 / 1,000 characters

**What is the capacity of the partner to influence the above policy instrument 1? (e.g. in case the partner is not the policy responsible organisation, what are its links with this organisation? How is the partner involved in the design and implementation of the policy instrument?)**

We are not a policy instrument owner but we are involved in the Monitoring committees of the OP Regions in Growth and the OP Innovation and competitiveness.  
At regional level, our organisation is represented also as a Member of the Regional Development Council for North west Bulgaria. The functions of the Council are just to approve and control the implementation of the Regional Development plan. The regional policies are approved by the same organ.  
The other members of the Council are policy makers and officers, representatives of the respective MA of the OP for the program period 2014-2020 and that is why the interaction between members( i.e. stakeholders) is from significant importance for the implementation of the Action plan.

We are EEN office hosting, working with tourism, transport, production companies in the direction of “green” technologies; making seminars, conferences and meetings within projects for energy efficiency and green economy

969 / 1,000 characters

**How will the partner contribute to the content of the cooperation and benefit from it?**

Promotion of sustainable mobility; sharing GPs from our country; supporting the Guide of GPs drafting; hosting Study visit; The benefit from participation in the project is gaining knowledge and learning good practices for improvement of policy instrument and applying it in the process of regional action plan drafting –distributing the learning results among the other colleagues, stakeholders and experts; getting more people familiar to the idea for Greenways in our region.

477 / 500 characters

#### B.2.6.3 Stakeholder group relevant for policy instrument 6

**Please provide the indicative list of stakeholders to be involved in the project**

Ministry of Regional Development and Public Works (MA)  
Ministry of Tourism is directly responsible for the projects in the tourism and policy implementation.  
Ministry of Transport and Road Infrastructure agency are also stakeholders as the topic for Greenways is connected to the road infrastructure  
Regional Development council for North west Bulgaria ( NUTSII –BG31)  
Business support structures –CCIs  
RDAs in the region  
NGOs in the field of tourism and environment protection  
SMEs , operating in the field of tourism and transport and environment; Greenways companies Association of Danube  
Municipalities  
Bulgarian Association for Alternative Tourism  
Different Branch organisations

691 / 1,000 characters

**Role of these stakeholders in relation to the above policy instrument? (e.g. in the decision making process)**

The MA is the Ministry of Regional Development and Public Works - Management and administration concerning the measures and policies in OPRR  
Ministry of Tourism is directly responsible for the projects in the tourism and policy implementation-Policy responsible authority that participate in the process of monitoring and improvement  
Ministry of Transport and Road Infrastructure agency - collaborate with MA concerning the policy implementation  
Regional Development council for North west Bulgaria - Regional policy planning and decision making body  
CCIs - Membership in Monitoring committee and decision making process concerning project proposal calls  
RDAs - Membership in Monitoring committee and decision making process  
NGOs - Beneficiaries of the Policy instrument that participate in the implementation of the policy instrument and give feedback for improvement  
SMEs,operating in the field of tourism and transport and environment; Greenways companies Association of Danube  
Municipalities-Beneficiaries of the Policy instrument that participate in the implementation of the policy instrument and give feedback for improvement  
Bulgarian Association for Alternative Tourism-Touristic network for innovative management of the alternative tourism, expertise in Greenways

1,278 / 1,500 characters

**How will this group be involved in the project and in the interregional learning process?**

In the first phase— via direct participation in visits, learning platform, inquiries, ITW and analysis of the Participation in the discussions, round tables, assessment of the findings and lessons learnt during the site visits and GP identification. The main role of the stakeholders is to participate in the process of drafting of the Action plan for policy improvement.

The stakeholders working group will participate the seminars for presentation of Good practices as a result of interregional exchange and study visits. The main stakeholder – MA and some thematic experts will be a part of the group that will visit the other partner countries for learning best practices and meet the respective experts on the site visits. Also the experts of our stakeholders will participate in the discussions and drafting the Action plan for our region using knowledge and skills gained within the learning process.

The individuals that will be involved in the project activities (incl. the project staff and stakeholders) will share their knowledge with other members of the stakeholders working group and /or interested parties through organising meetings of SWG for presenting the GPs and shared knowledge; by publishing information on the websites of the respective authorities and sharing knowledge with beneficiaries during the meetings. Publishing the materials on the website of the organisation would permit access to the SMEs and authorities that are members of the CCI.

1,473 / 1,500 characters

## PART C – Project description

### C.1 Brief history of the project

The Institute of Tourism in Murcia Region is part of the network Greenways in Spain. They are old disused railway lines that have been recovered and reconditioned for use by walkers and cyclists. Exploring them is a different, enjoyable and environmentally friendly way of getting to know Spain, its culture and its landscapes.

The Institute of Tourism in Murcia Region made an EU desk research and the conclusion was that this situation was a common problem in many of the EU countries. In order to involve the most relevant organizations in such an innovative issue, the overall project idea was defined and a partner search started taking into account the prior experience in managing greenways, the needs of the different territories and the recommendation made by Programme authorities. In order to find the most suitable partners, the Project Lead partner representatives attended the Programme events in Malta and in Madrid. The partner search started with more than 35 requests being these selected according to a series of predefined criteria and requirements to ensure the suitability of project partners and policy instruments. INTERREG EUROPE criteria were considered in partnership creation, taking into account eligible areas, partnership composition, geographical coverage and relevance of the partners to the chosen policy instruments.

All OUR WAY partners have been actively involved in the preparation of the proposal and participated to several online preparation meetings. All partners have contacted with their National Representatives in order to get their feedback about the project idea and approach and some of them have attended national seminars on the new call. Additionally, partners involved their Managing Authorities during the preparation phase, thus guaranteeing that the project tackles policy instrument related to greenways natural and cultural heritage.

In parallel, communication between partners have been very fluid through emails and all of them have participated in the common design and development of the proposal, through sharing of contents of the application form draft version: in the project approach, in the decision of the axis to be explored during the project, doing a regional desk research to already identify best practices in their territories, doing a preliminary SWOT analysis, providing information about the current situation in their regions, the expected results and how they envisaged sustainability of the results, etc.

2,486 / 3,000 characters

### C.2 Issue addressed

One of the EU2020 Strategies priorities is to support a greener economy. Environment protection is one of the main concern of the EU and the protection of natural heritage of greenways is the aim of OUR WAY project. Combating climate change involves the protection of natural resources existing in the European Union, as it is the case of greenways. Most of the greenways are located in rural areas and taking into account that OUR WAY project will improve the governance of greenways and the access to finance, the project will contribute to improve the economic, social and territorial cohesion of the participating regions.

Greenways create value and generate economic activity.

OUR WAY project is submitted under specific objective 4.1 of the Programme: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, European Territorial Cooperation programmes, in the field of the protection and development of natural and cultural heritage. This objective deals with the protection, promotion and development of natural heritage, biodiversity and ecosystems as well as support to cultural heritage and OUR WAY project is fully in line with this programme objective because the main objective of the project is to contribute to the conserving, protecting, promoting and developing the natural and cultural heritage in Europe using Greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved, including tools for their governance and specific measures for their promotion. The sustainable management and exploitation of the natural environment, like it is the case of Greenways, can also foster sustainable regional development through green sustainable tourism based on the identity of the territory. Greenways promote rural development, active tourism and local employment.

The added value of the interregional cooperation on natural and cultural heritage of Greenways is very clear. Greenways are a substantial part of Europe's sustainable infrastructure ("Declaration of Lille", 2000) and in the Declaration for a "European Green Network" of Madrid (2010) it was stated that Greenways contribute to the conservation of biodiversity and its associated ecosystems, and that they minimize their environmental impacts, as they develop preferably over pre-existing infrastructures, ensuring respectful access of citizens to natural environment, and facilitate the launching of environmental and awareness-raising educational activities.

The Council of Europe, in their publication of Landscape dimensions: Reflections and proposals for the implementation of the European Landscape Convention (April 2017) states the importance of landscapes (including Greenways) management ("Landscape management" means action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonise changes which are brought about by social, economic and environmental processes.) and the opportunities that landscapes offer for sustainable tourism.

Therefore, the interregional cooperation is essential in order to identify, exchange and transfer of practices among regions and, what is more important to plan and prepare specific action plans to integrate lessons learned from the interregional cooperation in their regional policies programmes. OUR WAY can bring added value by offering the participating regions the opportunity for policy learning and transfer of good practices in the field of Greenways. In doing so, the project will be the perfect tool to assist the partners' regions to strengthen their policies, to enhance their regional development situation and to contribute to the preservation and promotion of natural and cultural heritage through Greenways.

3,863 / 4,000 characters

### C.3 Objectives

**Programme  
priority specific  
objective the  
project will  
contribute to**

Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

**Overall objective  
and sub-objectives**

The main objective of the project is to contribute to the conserving, protecting, promoting and developing the natural and cultural heritage in Europe using Greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved, including tools for their governance and specific measures for their promotion.

Sub-objectives:

- To improve coordination among the different key actors
- To develop governance systems to manage Greenways
- To identify models and good practices for the protection and maintenance of Greenways
- To identify financial instruments and funding for Greenways
- To promote Greenways and the development of a sustainable product

715 / 2,000 characters

#### C.4 Project approach

**Describe the project approach to achieve the project's objective and to produce the intended outputs and results.**

OUR WAY approach starts with an analysis of partners' local situations to identify valuable experiences and practices. These practices are then reviewed in a perspective of transfer and adaptation, in order to draw up Regional Action Plans. These stages are backed up by structured activities and a learning process that reflects the low level of policies on greenways. The learning process in OUR WAY project follows a combination of the four levels of learning:

- Individual learning: at least 3 staff members per partner institution will participate in all project activities and obviously will increase their knowledge about conserving, protecting, promoting and developing the natural and cultural heritage of Greenways. This increased capacity will be enlarged through their participation in study visits, peer reviews and Interregional Thematic Workshops. With all the knowledge and experience gained, the partners' staff participating in the project will be crucial to design and implement the Action Plan in their regions.
- Organisational learning: This level of learning is considered essential and the project has been designed in a way that not only staff actively involved could benefit from the project activities and results but also the rest of the staff in partners' organizations. They will participate in all the events organized at regional level. Every semester, each partner will organize an internal meeting to present the project progress to their colleagues, having into consideration their feedback to design future activities and keep them fully updated and involved in the project implementation.
- Stakeholders learning: Mobilise and activate regional stakeholders is one of the key points of the success of OUR WAY project in order to increase the impact and to ensure the future implementation of the Action Plans. OUR WAY has planned to deeply involve these stakeholders from the beginning in the work plan implementation, with the creation of one Stakeholders Working Group (SWG) in each region in order to support project partners in the project implementation and to achieve the maximum agreement on the achieved results. These SWGs will be composed by the main regional stakeholders in each region, including the managing authorities of the policy instruments, regional and local development agencies, academia, local councils, NGOs, etc; they will meet once per semester. Members of the SWGs will also participate in dissemination activities as well as in the interregional thematic workshops. OUR WAY has planned to share and capitalize the project results with other projects and spread the results at European level through: participation in the policy learning platform activities and in seminars organised by INTERREG EUROPE and the participation in European events like the European Cooperation Day or the Open Days (European Week of Regions and Cities) and greenways related events, as European greenways award (see dissemination section).

OUR WAY work plan has been designed following a coherent and integrated approach where all the activities are interlinked and framed in a logical path. In a first stage, partners will focus on the identification of valuable best practices (BPs) and experiences. Once the BPs are identified, the selection process will start. The initial selection of BPs by each partner is then followed by a more practical experience to get further knowledge about the BPs selected to be potentially transferred into their regions. This will be done through the study visits (where the "importer" partner will visit in situ the "exporter" partner) and the online peer reviews (online meeting where importer and exporter will meet to check the conditions needed for transferability and exporter support importer in the general design of the action plans. Then, in a later stage, lessons learned and BPs will be included in the Action Plan to be implemented and monitored during the project second phase. Before designing the individual Action Plans (APs), a Joint analysis will be developed in order to analyse and set up the common elements (templates, structure, content, methodology, calendar, deadlines, responsibilities, etc) of all the (APs) to be produced. The quality of the AP design is crucial for the future implementation of the plan. Therefore, it is essential that all the actors within the SWG work together to achieve a commonly agreed plan which will include steps to be done, activities and responsibilities, resources needed) and the time frame. Special attention will be put on the development of a matrix of Risk Assessment for the Action Plans, assessing all the potential risks that the Action Plan could face during the second phase of the project as well as the description of possible corrective measures to be taken into account.

4,821 / 5,000 characters

## C.5 Communication strategy

**Describe the communication strategy and the way it will contribute to achieving the project objectives.**

**In the table below, outline your communication objectives, summarise the main target groups and the kind of activities planned to reach each objective. Add line per objective and describe each separately.**

Communication is a key and horizontal aspect of OUR WAY (see work plan). LP will nominate a Communication Manager responsible to design the Communication Strategy and to coordinate all dissemination and visibility actions with other regional communication officers in each region.

Target groups identified according to different levels and objectives of the strategy. For each audience, tailored communication messages are outlined. Evaluation tools are foreseen to monitor set objectives. Indicators are identified and a Monitoring and Evaluation system monitors them at periodic intervals, thus allowing for any necessary corrective measures.

3 levels of communication:

- Internal (at partner's institutions): 1 internal meeting per semester. Partners' staff will keep updated and involved.
- For regional stakeholders: Activities to involve local and regional stakeholders in the project from the beginning: 1 meeting per partner at the start; 1 meeting per semester for Stakeholders Working Group per region (SWG); 3 Interregional Thematic Workshops; 9 newsletters (in all partners' languages); Best Practices Report.
- For the society: The aim is to develop a wide and constant dissemination campaign in all regions to give visibility to OUR WAY and to raise awareness and promote Greenways.

Dissemination channels: Project website (in Interreg Europe page); Poster; Launching Conferences; 2 Regional Dissemination Events per region; Final Conference; Dissemination campaign on Greenways; Press Conferences + Press Kits and Social Media and project partners' websites.

Partners will take part in other activities to multiply the impact of the project. Possible forums or events are: European Conference: EuroVelo, Greenways and Cycle tourism conference; European Greenways Award; Annual congress of the Départements et Régions Cyclables; European Tourism Day; The European Tourism Forum or Council of Europe workshops, regarding European Landscape Convention, Cultural Routes, etc.

1,988 / 2,000 characters

Objectives	Target group	Activities
<p>To develop ad hoc communication tools in order to raise awareness and communicate project activities and results.</p> <p>115 / 300 characters</p>	<p>Tools address all the target groups identified by OUR WAY.</p> <p>Targeting:</p> <ul style="list-style-type: none"> <li>• Managing authorities</li> <li>• Regional and Local Public Administration</li> <li>• Organisations responsible for the management, exploitation of natural/cultural heritage (NGOs, Gov.);</li> <li>• Organisations in economic or in the high education/investigation sectors with a strong impact or dependence on natural and cultural heritage;</li> <li>• Other public authorities involved in the protection and development of natural and cultural heritage.</li> </ul> <p>489 / 500 characters</p>	<p>OUR WAY project will use the following dissemination tools: Logo and acronym: as per INTERREG EUROPE provisions</p> <p>Project website: Interreg Programme website</p> <p>Social media: web social pages, press releases, articles, local TV/radio appearances, for announcement of project's progress or important achievement.</p> <p>Poster: A3 poster (based on template and positioned at a location readily visible to the public)</p> <p>Brochure: providing project overview, main objectives, expected results.</p> <p>eNewsletters: providing periodic updates on project progress.</p> <p>Events: participation in external events tackling the project theme</p> <p>Conference); organisation of project dissemination event (i.e. Launching Conferences)</p> <p>Collaboration with other EU initiatives.</p> <p>Indicators for Evaluation of activities:</p> <p>No. of hits to the website</p> <p>No. participants at events (participant lists).</p> <p>No. of appearances in media</p> <p>No. of brochures distributed</p> <p>No. of clicks on the page of the ebulletins</p> <p>937 / 1,500 characters</p>
<p>To engage effectively with all relevant stakeholders. Mobilise and activate relevant regional and local stakeholders to facilitate the influence in the policy instrument and to design and implement APs working in Regional Working groups in each territory.</p> <p>257 / 300 characters</p>	<ul style="list-style-type: none"> <li>• Managing authorities</li> <li>• Regional and Local Public Administration</li> <li>• Organisations responsible for the management, exploitation of natural/cultural heritage (NGOs, Gov.);</li> <li>• Organisations in economic or in the high education/investigation sectors with a strong impact or dependence on natural and cultural heritage;</li> <li>• Other public authorities involved in the protection and development of natural and cultural heritage.</li> </ul> <p>419 / 500 characters</p>	<p>In addition to communication tools outlined in communication objective 1, the following means are used to involve selected target groups:</p> <p>Periodic local meetings within SWGs.</p> <p>Interregional Thematic workshops organised.</p> <p>Study visits and participation in events organised by other partners.</p> <p>Indicators for Evaluation of activities:</p> <p>No. of local meetings organised</p> <p>No. of participants in local meetings (attendance list)</p> <p>No. of participants in ITWs (attendance list)</p> <p>458 / 1,500 characters</p>
<p>To promote and valorise the natural and cultural heritage of Greenways</p> <p>70 / 300 characters</p>	<p>General society, in particular, to local society, key actors of Greenways</p> <p>73 / 500 characters</p>	<p>Besides dissemination channels already pointed out in previous dissemination objectives, OUR WAYS will pay special attention to achieve this objective by organizing specific dissemination campaigns in all participating regions to promote the natural and cultural heritage of greenways.</p> <p>Indicators for Evaluation of activities:</p> <p>Number of people attending OUR WAYS events during project development.</p> <p>397 / 1,500 characters</p>

Objectives	Target group	Activities
<p>To inform identified target groups on the work carried out within the Action Plans implementation activities and Demonstrate the success of the OUR WAY project by presenting all the achievements</p> <p>194 / 300 characters</p>	<p>The target group of the second phase includes regional stakeholders (policy makers, regional and local development agencies, environmental agencies, NGOs, etc) and EU representatives, as well as the wider public.</p> <p>212 / 500 characters</p>	<p>The means of engagement at project level are therefore expected to be:</p> <ul style="list-style-type: none"> <li>• Updated website;</li> <li>• 1 final regional dissemination event, learn from experience, in each region as well as the Final Conference, with participation of policy makers from all partner regions and beyond) to present project results, with high level political participation to illustrate policy makers' active involvement in the project's work.</li> </ul> <p>Indicators for Evaluation of activities:</p> <p>No. of hits to the website</p> <p>No. participants at project events (participant lists).</p> <p>No. of followers on social media.</p> <p>No. of policy attendees.</p> <p>587 / 1,500 characters</p>



## C.6 Expected results and outputs of the project

### C.6.1 Overview of the expected outputs and results

Describe in more detail the outputs and results the projects intends to produce. Provide qualitative and quantitative information regarding outputs and results of the project, including those related to management and communication activities.

OUR WAY improves 6 policy instruments thanks to the interregional learning (6 Study visits + 3 Interregional Workshops with 6 SWGs (Meetings, 6 Learning from experience events) where 18 best practices (1 Comparative analysis) are identified and 6 actions plans (Peer reviews + 1 Joint Analysis) implemented. It will contribute to valorise natural and cultural heritage through 7 comm campaigns, 9 newsletters, 1 presskit, 7 posters and final conference. A qualitative result is the well-coordinated through a network of actors that share information on needs, constraints and solutions about greenways and natural and cultural heritage.

At partner level, every partner has already pointed out the main expected results:

In Spain, action plan to be develop will serve to achieve the Strategic Planning to increase 2% for the nature tourism for 2019.

In Ireland, they will establish a Regional Forum of Greenway Stakeholders to coordinate and communicate lessons from the project, tasked at considering new financial instruments for the development of 4 new projects on natural and cultural heritage in Greenways regionally and nationally.

In Poland, they will dedicate a sub - panel for Greenways within smart specializations panels to improve the management of greenways in the region for better coordination of the key actors/stakeholders. The expected result of the projects developed under the activity of Greenway Panel is a creation of networked branded Greenway - Carpathian ecotourism product.

In France, it is foreseen the capacity building of the stakeholders group for effective planning and management of greenways to be involved in site visits and the learning process; putting in place of new ways to use Greenways with public and private stakeholders; realizing the typologies of the activities and cultural and natural sites (leisure, sport, tourism) related to Greenways and their cartographies.

In Bulgaria, the project will increase the capacity building of the stakeholders group for effective planning and management of greenways, raising aware among the wide public concerning the meaning the Greenways approach for their region.

For Hungary, OUR WAY will help the region to develop the regional Action Plan identifying the tools, methods and relevant actors to contribute to the implementation of the 'Treasures of Hortobágy Greenway' while making the base to the future development of other thematic routes in the county according to cultural and natural assets.

EGWA will raise awareness to public administrations of the interest of the greenways as a tool for protection and promotion of the cultural and natural heritage. They will be more aware about the need of the public and private partnership, and to cooperate with one another in order to improve management of the greenways, the opportunities for funding, and the tourism offer on Greenways for natural and cultural promotion.

2,928 / 3,000 characters

### C.6.2 Indicators

Result indicators		Target	
Number of Growth & Jobs or ETC programmes addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed with structural funds link		5	
Number of other policy instruments addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed without structural funds link		1	
Estimated amount of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project (in EUR)		1,304,000	
Estimated amount of other funds influenced (in EUR)		582,000	

Policies	Self-defined performance indicators	Target	
Policy 1	Increase percentage of number of visitors to the natural and cultural sites valorized and promoted in the Greenways	10	
Policy 2	Kilometres increased with valorization of natural and cultural heritage via Greenway Projects	150	
Policy 3	Number of project proposals in the field of green ways from the entrepreneurs, clusters and/or academia representatives from Podkarpackie Region which will stimulate the local economy.	4	
Policy 4	Number of visits increased to natural sites and local accommodation in Greenways with impact in jobs created	15	
Policy 5	Increased percentage of visitors per year in the area defined in our region as Greenway within the project	5	
Policy 6	% Increase in number of visits on the sites for cultural and natural tourism and SMEs along regional Greenways benefited from the policy instrument	10	

Output indicators	Target
Number of policy learning events organised	66
Number of good practices identified	18
Number of people with increased professional capacity due to their participation in interregional cooperation activities	147
Number of action plans developed	6
Number of appearances in media (e.g. press)	48
Average number of sessions at the project pages per reporting period	850

#### C.6.3 Innovative character

OUR WAY has an added value and innovative approach due to different reasons: the topic tackled, because there is no other Interreg Europe project dealing with Greenways; the focus on Structural Funds Programme; the proposed partnership with a balanced composition between partners with great experiences on greenways and some others where this subject is still in a very early stage of development. It is essential the participation of PP7, as an advisory body, the European Greenways Association who is the reference association in Europe regarding greenways promotion and has identified several best practices thanks to the annual awards they organize.

Partners have been involved in EU projects dealing with natural and cultural heritage promotion and management, having a very good understanding of this ecosystem and in some cases, they have previous experience in the Programme and therefore, they know the mechanism to successfully organize interregional learning.

It is important to underline that in previous programme calls, no other projects on Greenways have been financed. There are only 4 projects that had tangentially tackled one concrete aspect: EPICAH, focused on cross border cooperation in natural heritage; CHRISTA on touristic potential of natural and cultural heritage; CD-ETA on digitalization for the management of natural and cultural heritage and IMPACT on new management tools for Nature2000 areas. OUR WAY project will set up bridges and synergies with mentioned projects. In this sense, OUR WAY partnership has the strong intention for cross-fertilization; representatives of earlier or ongoing projects will be invited to OUR WAY project events while we could take part in their events as well; joint events could be organized as well to strengthen the impact on regional policies and to reach a wider scope of stakeholders and the greater public with the aim to ensure the capitalization of other respective project outputs and results to strengthen synergies.

1,996 / 2,000 characters

#### C.6.4 Durability of results

The active involvement from the beginning of regional stakeholders, including the managing authorities of policy instruments, will guarantee the sustainability of project results. All work on policy solutions directing their offer to improve management and promotion of greenways as part of the natural heritage in the next operational programme. Murcia is committed to capitalise OUR WAY results by development of a new and sustainable greenway management and promotion policy.

In Ireland, the Northern and Western Regional Assembly is tasked with developing 12 year Regional Spatial and Economic Strategies. A key pillar under this task is Tourism Infrastructure.

For Poland, Smart Specialization Panels in Entrepreneurship Discovery Process is financed under the system project "Intelligent Specializations and they will support the most valuable proposals under the special call for proposals in the frame of I axis Priority of Regional Development Program of Podkarpackie Region for the years 2014-2020.

In France, sustainability of project results will be achieved by including new measure in the Regional Development plan for Occitanie will be planned in order to ensure the Action plan implementation.

In Bulgaria, greenways will be included in the district and municipal plans.

For Hungary, through the project learning interactions, the regional analyses and the regional action plan tailored to Hajdú-Bihar County needs will provide recommendations on policy improvement being applicable on a wider scale.

EGWA will continue to work on the promotion of greenways and the transfer of project outcomes. Reference public documents produced will be available on the EGWA site. EGWA will promote use and replication of the best practices in conferences and events that the Association organizes or participates.

1,829 / 2,000 characters

## C.7 Horizontal principles

	Type of contribution	Description of the contribution
<b>Sustainable development</b>	Positive effects	<p>The policies improved in OUR WAY directly support sustainable development, through improving the governance of green ways and to promoting them as part of natural and cultural heritage, finding financial instruments to preserve them.</p> <p>233 / 1,000 characters</p>
<b>Equal opportunities and non-discrimination</b>	Neutral	<p>OUR WAY will incorporate diverse profiles in the Regional Stakeholders Group and this principle will be taken into account when developing governance tools for Greenways. Also it will be tackle in all project actions.</p> <p>217 / 1,000 characters</p>
<b>Equality between men and women</b>	Neutral	<p>OUR WAY will incorporate this principle in all communication activities and in particular, in rural areas of the project involved as stakeholders will stress gender perspective. OUR WAY project manager team is composed by 3 men and 4 women and it will foster the involvement of female participants at the participating organizations. Also, within the Regional Stakeholders Group, we will promote the involvement of women and the language of the project will take this into account in the messages produced.</p> <p>506 / 1,000 characters</p>
<b>Digital agenda for Europe</b>	Neutral	<p>The use of ICT will be promoted in all OUR WAY activities: interregional learning process, design of the Action Plan as well as in the Communication Campaign, including actions involving ICT especially in rural areas, where most Greenways are located. The use of ICT to face problems in Greenways is a need expressed by the partners and in the key axis we will work in finding solutions that have a large contribution of ICT towards innovation and efficiency.</p> <p>459 / 1,000 characters</p>

#### C.8 Project management

### C.8.1 Management arrangements

OUR WAY management is structured to ensure: communication between partners, organisation of and follow up to meetings, coordination between activities (exchange, communication, management), contact with the JS, monitoring, expenditures, preparation and submission of high quality progress reports, effective implementation of financial procedures/funding transfer.

PP1 has extensive management experience at regional level, including coordination of different entities, activities and programmes and will have support in the financial management of the project.

OUR WAY has foreseen a decision-making structure lead by a project manager and several tools to guarantee the communication among partners and a risk management plan.

The Steering Committee (SC) will be set up during the kick-off meeting. SC is the core decision-making body and will be responsible of the successful implementation of OUR WAY. One representative per partner will attend the SC meetings. Each member holds a single vote. In exceptional case of a tie, Project Coordinator will have a casting vote. Within SC, decisions will be taken by a majority of 50% + 1 of the votes of members. SC will be chaired by the Project Manager and the SC meetings will be held every semester (phase 1) and once a year in phase 2. SC has the following competences: Monitoring the implementation of the project; decisions concerning alteration of Consortium Agreement, restructuring work plans and handling risks and resolving conflicts. All critical elements of project governance will be regulated by a consortium agreement to be signed by all members.

OUR WAY will designate a Project Coordinator, a person with experience in EU project management. In each region, a project manager, a financial manager and a communication officer will be nominated.

The general Project Coordinator will be responsible of:

- Overall technical project management;
- Establishment of a complete view over the work progress and ensuring timely and quantitative achievement of the project results and objectives;
- Coordination of reporting and conflict resolution within the consortium;
- Organisation and chairing of Steering Committee meetings.

Financial Management will be attributed to a project Financial Manager (FM) under the direction of the PP1. Each partner indicates to the project FM the competent person in charge of the financial matters in their institution. FM tasks will be to set up the rules and procedures (reporting, record keeping, auditing, eligibility of expenditures, financial deadlines and project cash flow).

When the beneficiary receives payments from the Programme bodies, it takes provisions for the transfer of EU funds to the PPs within the shortest possible delay. A set of progress reports are expected to be submitted both by each partner and by the consortium as a whole during the implementation of the project.

The Project will nominate also a Communication Manager, responsible to develop the Communication Strategy and to coordinate project visibility actions with the other regional communication officers in each region.

Tools used to ensure efficient and effective day to day management are:

- Subsidy Contract and Partnership Agreement;
- Project management guidelines: in addition to information in the INTERREG EUROPE manual, LP prepares a document with indications for project (internal deadlines, events, gantt chart, overview of M&E system, etc). This is presented to partners at Meeting 1.
- M&E System: established to measure progress toward planned results. It is based on: indicators of expected outputs / results (data collected at 6 monthly intervals and monitored by the SG); official technical implementation/financial progress.
- SC Meetings: held at each project meeting to approve decisions and analyse results of M&E.
- Documents sharing: all documents are uploaded on an online repository.
- Email, phone, video/skype conferencing to maintain continuous contact among partners.

3,992 / 4,000 characters

### C.8.2 Project coordinator

Will project management be externalised?

No

### C.8.3 Finance manager

Will financial management be externalised?

Yes

### C.8.4 Communication manager

Will communication management be externalised?

No

## PART D – Work plan

### D.1 PHASE 1 ‘Interregional learning’ - Detailed work plan per period

#### Semester 1

##### a) Exchange of experience

OUR WAY project will focus on 3 thematic fields: Coordination among the different key actors; Identification of financial instruments and funding and Promotion and product development, based on initial SWOT analysis made by OUR WAY partners. The work plan has an integrated approach where all activities are logically interlinked with coherence, continuity and good interrelation between activities. OUR WAY starts with the analysis of the different partners’ situations and the identification of valuable experiences and practices. This valuable experience is then further investigated through activities such as study visits and interregional workshops. Finally, the transfer of knowledge and practices is mainly prepared through the design of the Action Plans.

The first activity to carry out is the Desk Research on Greenways Policies and Best Practices (BPs) within the partnership. Partners will collect researches and comparative studies carried out, case studies on Greenways policy in partner countries. These tasks will be leaded by PP7, coordinating the work of partners and their stakeholders. OUR WAY will identify what is transferable (procedures, agreements, typology of coordination among different actors, central and decentralized structures). The analysis will allow to compare the existing system of partners’ countries and to create a grid where to assume what could be transferred to whom.

To support partners in the project implementation, OUR WAY creates one Stakeholders Working Group (SWG) in each region, composed by representatives from local and regional stakeholders linked with the project issue (policy makers, including the policy instrument managing authority, greenways management organizations, regional and local development agencies, representatives from the business sector, NGOs, academia, etc). They will meet once per semester, including this first semester. Thanks to the participation of the Advisory partner, PP7, OUR WAY has access to other BPs beyond the examples provided by partners. We have included two examples of excellence greenways in Europe, involving the 3 axes of the project: 1) Girona greenways: 125 km long continuous itinerary covering the abandoned narrow railways lines as greenways. Managed by Girona Greenways Consortium, made up of 28 town councils, Girona Provincial Council and companies. They have great experience in all components for the management, the revalorisation of the cultural and natural heritage, monitoring, EU funds and tourism promotion; 2) Vennbahn: A cross-border greenway; 125 km long running through three countries, German, Belgium and Luxembourg, which makes use of old railway lines. It is one of the longest in Europe, and exists thanks to European cooperation. It is an excellent example of creation and commercialization of a tourism product.

Every semester, each partner will organize an internal meeting to transfer knowledge to their team, increasing its capacity.

2,969 / 3,000 characters

##### b) Communication and dissemination

PP1 responsible for dissemination develops the Communication Strategy, containing information about dissemination channels, tools for each target group, tasks, responsibilities and a time plan. Each partner designates a dissemination manager.

At interregional level, the following activities are implemented:

- Project website (INTERREG EUROPE template);
- Project poster layout (Min.A3, programme template) and circulates it to partners for printing; OUR WAY Poster displayed in a visible, public place (main entrance of partners’ premises and/or other public buildings);
- 1 Press kit;
- 1st e-newsletter
- At least 1 EU media appearance;

At regional level:

- Launching Conference (1 per country).
- Partners’ web pages / social media updated with project information / link to project/INTERREG site;
- 1st OUR WAY newsletter sent to the main regional stakeholders.
- Partners provide a memo on local communication activities, (including media monitoring, copies of press appearances, etc)

994 / 1,500 characters

##### c) Project management

In month 2, the partnership agreement is signed and a project coordinator, a financial manager and a communication manager will be designated in each region.

The Subsidy Contract is signed by the LP and Managing Authority of the Programme.

PM and FM (LP Management Team) prepares the Monitoring and Evaluation(M&E) system and project management guidelines, including: internal deadlines, overview of events, Gantt chart, management system, reporting procedures, etc.

OUR WAY kick off meeting will take place in Murcia (Spain) in M2. It is planned to: appoint members of Steering Committee; explain, discuss with partners the project work plan; discuss monitoring of activities and expenditure; approved the M&E and dissemination plans, deadlines to produce progress reports and review the overall project approach.

Each partner will organize an internal meeting in their institutions to inform its staff about the project and to involve them. At external level, partners will nominate its auditor to check and verify partners’ expenses for the project reports (according to each country rules).

Partners undertake necessary steps for FLC, according to national requirements, in charge of internal reporting procedures. Budgets are proportionate to project role. They are realistically calculated with real average staff costs (vary per country), external expertise quotes / travel estimates.

LP will attend to the seminar of approved projects and has planned around 8 meetings with JS along project.

1,500 / 1,500 characters

**Main Outputs**

6 Stakeholders Working Groups created (1 per region) + 6 meetings of SWG organized (1 per region);  
1 Partnership Agreement signed by all partners;  
1 Management guideline developed; Communication Strategy prepared;  
OUR WAY Kick-off meeting organised  
1 press kit; 6 Media appearance (1 per region);  
7 Launching Conferences organized (1 per region);  
1 website (connected to project intranet and to project / programme social media) created and populated with project information;  
1 newsletter;  
18 Best practices identified (3 BP per partner);  
1 Auditor per region nominated (following national rules); as required  
1 Comparative regional analysis about the situation of Greenways policies in partners regions.  
7 internal meetings (inside partners organisation. 1 per partner);  
OUR WAY Poster displayed in public places in each region.

836 / 1,000 characters

## Semester 2

### a) Exchange of experience

After the first phase of the desk research and once that each project partner has identified at least one best practice per thematic field (3 in total per partner), OUR WAY project has planned to carry out benchmarking activities in two levels:

- Best practices benchmarking level: PP7, the Advisory partner, will design a data mask to be filled with information about best practice information compiled previously. This table will include information such as best practice description, methodology, target groups, costs, need of external experts, evidences of success, etc. As a result, PP7 will develop a Recommendation Paper, with potential matchings between partners (import-export), it is to say, with potential links between those partners who have a good practice and those who could be interested in transferring this good practice in their territory. This Recommendation Paper will be deeply analysed by partners, together with their regional and local stakeholders and it will be the base to organize the study visits in following semesters.
- Regional benchmarking: The aim of this Report is to provide a comparative regional analysis (SWOT analysis) about the situation of policies on greenways in partners regions. The analysis will be done on a macroeconomic level and focuses on the 3 thematic areas of the project. It will include general socio-economic information about the different territories (GDP, population, rate of employment, etc) as well as information about aspects such as local map of the actors existing in the areas linked with greenways and natural heritage protection, local initiatives, projects, barriers encountered, etc. This Report will be very useful to know the state of the art at regional level which is a key success point to be able to design future Action Plans adapted to concrete territorial needs.

During this semester, one interregional thematic workshop will be organized in Ballaghaderreen (IRL) on "Coordination among the different key actors in the field of Greenways" together with one project meeting. PP2 will be responsible for this axis. The target audience of this event are partners, external experts, SWG members from all the participating regions and each partner will bring 2 regional stakeholders. Participants exchange on challenges and needs and provides examples of partners' experiences (gathered / analysed by PP7). A study visit to BPs in the territory will be performed.

During this semester a new Regional Working Group with stakeholders will be organized in each region.

Every semester, each partner will organize an internal meeting to transfer knowledge to their team, increasing their capacity.

2,679 / 3,000 characters

### b) Communication and dissemination

At interregional level:

- The 1st Interregional Thematic workshop on Coordination among the different key actors is organized in Ireland.

At regional level:

- Partners prepare a list of media contacts to promote OUR WAY to the most appropriate audience, and advisory in particular.
- Dissemination materials are used for Interregional workshop
- Partners will publish on their social media the results of this work
- OUR WAY Poster displayed in a visible, public place (main entrance of partners' premises and/or other public buildings);
- 2nd OUR WAY newsletter sent to the main regional stakeholders.
- Partners provide a memo on local communication activities, (including media monitoring, copies of press appearances, etc)
- One meeting of Regional Working Group with stakeholders organized per region (6 meetings in total).

835 / 1,500 characters

### c) Project management

The Project Coordinator will be closely in touch with the other partners' Project Managers in order to daily verify the state of the art and the implementation of the whole project activities, also making use of communication technologies. The Lead Partner has the task of collecting the different partners' reports and to prepare the 1st progress report which will be prepared by the project management team (PM/FM and CM, with partner input) and submitted to the Joint Secretariat before the official deadline.

The 2nd Project meeting will be organized in M8 together with the First Interregional Workshop in Ireland. Special emphasis will be put on reporting issues. Content includes reporting and general administrative / financial updates, including any issues arising from the M&E system.

Also during this semester, one internal meeting in each participating organization will be organised to evaluate the progress of the project and to plan next semester and, mainly to keep the internal staff actively involved in the project.

1,036 / 1,500 characters



#### Main Outputs

1 poster prepared and displayed in public places in each OUR WAY region;  
2nd newsletter;  
1 Report with at least 18 Best practices benchmarking;  
1st Interregional Workshop organized;  
1 Comparative regional analysis Report about the situation of Greenways policies in partners regions, including the Regional benchmarking reports, one per territory involved.  
7 internal meetings (inside partners organisation. 1 per partner);  
6 SWG meetings organized (1 per region).

470 / 1,000 characters

## Semester 3

### a) Exchange of experience

Partners, together with their SWGs members will analyse the report developed in 2nd semester with information about the 18 BPs presented by the consortium (3 per partner). The aim is to analyse which BPs could be transferred to their region. Bilaterally, partners (potentially importer & exporter) will exchange information about the BPs. After this analysis, each partner will decide with BP will be deeply analysed through the study visit to the exporter partner.

Once the partners have chosen the BPs that they are interested in, in order to get a balanced participation of the partnership and to ensure that all the project thematic fields are covered, the project coordinator, together with PP7, will make the final selection matrix, reflecting the “matchings” between exporters partners (those who are the owners of the best practice) and importer partners (those interested in transferring the Best practices into their territories). All partners will be exporters and importers of BPs. So, all of them, except PP7 who is the advisory partner, will participate in the study visit programme explained afterwards with stakeholders.

A 2nd interregional Thematic workshop on “Identification of financial instruments and funding for the Greenways” will be organised together with a project meeting in Rzeszów (PL). At the 2° thematic workshop project partners, external experts, members of the SWGs and regional stakeholders will participate. Regarding specifically financial instruments for funding, OUR WAYS will contribute with the examples of the use of the EU and national funding, related to specific projects or activities, implemented in greenways: Examples of the use of the Leader funds in project regarding greenways tourism promotion, or the Social fund that permit e.g. to employ personal to recover valuable heritage as well as examples of innovative experience using private funds to complement public funds. There are examples of use of private funds in specific Greenways, awarded with the European Greenways Award, organized by PP7, that can inspire partners of OUR WAY: Connect2 TwoTunels Greenway (UK). Innovate and exemplary restoration of the Combe Down Tunnel. They followed an exemplary procedure for creating an excellent greenway with a huge level of public support and community involvement, including events organisation to raise funds for the restoration and, Nordbahntrasse Wuppertal (North-Rhine-Westphalia, Germany), Transformation of the 22 Km of an abandoned railway line into an excellent inner city greenway, that develops an alternative infrastructure to connect urban and rural, furthermore protecting and enhancing industrial heritage.

Every semester, each partner will organize an internal meeting to transfer knowledge to their team, increasing its capacity.

A meeting of SWG will be organized in each region.

At the end of this semester, partners will start with the preliminary design of the Actions Plans to be implemented during the second phase.

2,999 / 3,000 characters

### b) Communication and dissemination

At Interregional level:

- Press conference, during the project meeting to present the 18 best practices identified.
- 1 Editorial for specialized reviews of regional policy stakeholders of natural and cultural heritage by PP7 after the 2nd Interregional Workshop.
- Update website and social media (Each partner will be responsible for one semester to include news on OUR WAY social profiles);
- Updating the EU level stakeholders on project progress and invite them to 2nd Interregional Thematic Workshop;
- OUR WAY brochure with general project information to catch the attention of stakeholders and the general public;
- PP1 will identify international events (Opens Days, etc) to present OUR WAY;
- 2nd OUR WAY e-newsletter;

At regional level:

- 3rd e-newsletter translated in partners languages and sent to stakeholders and distributed to press and during press conferences;
- Updated information will be uploaded on the website.
- Design of a dissemination campaign to improve the approach of society about Greenways and their contribution to natural and cultural heritage (media, schools, youngsters, etc) in each region together with the 2nd Interregional Thematic workshop in Poland.
- Translation of OUR WAY brochure into partners languages and printed.
- Presentation of OUR WAY project in at least one local/regional event.
- Each partner writes a semester dissemination report with the communication activities implemented in their region.

1,456 / 1,500 characters

### c) Project management

The Project Coordinator will keep working closely with the other partners' project managers in order to daily verify the state of the art and the implementation of the whole project activities, also making use of communication technologies. The 3rd Project meeting will be organized in Poland in M14, together with the 2nd Interregional Thematic Workshop. The Project leader will be responsible to prepare well in advanced the meeting agenda as well as the minutes of the meeting, including To do's list with responsible person, deadlines, etc.

Also during this semester, one internal meeting in each participating organization will be organised to evaluate the progress of the project and to plan next semester and, mainly to keep the internal staff actively involved in the project.

During the project meeting, especial attention will be given to the technical and financial reporting and the new progress report will be prepared.

936 / 1,500 characters

#### Main Outputs

2nd Interregional Workshop on “Identification of financial instruments and funding for the Greenways” organized in Poland;  
6 meetings with SWG members organized (1 per region);  
1 press conference +press kit;  
6 dissemination campaigns to improve the approach of society about Greenways will be designed (media, policy actors, rural population, etc);  
3rd e-newsletter elaborated, translated and sent;  
3rd project meeting organized;  
7 internal meetings (inside partners organisation. 1 per partner);  
7 Presentations of OUR WAY project (1 per region) in local events;  
1 Progress report prepared.

597 / 1,000 characters

## Semester 4

### a) Exchange of experience

In this semester, the 3rd Interregional Thematic Workshop on “Promotion and product development” will be organised in Montpellier (FR) where best practices detected in the project and also from the candidacies presented to the European greenways award, that organize EGWA, PP7, other references collected among their network and the regular participation on conferences regarding greenways will be presented.

Additionally, study visits (SV) will be organised. PP5 will be responsible for the coordination of the SVs. PP6 is a Chamber of Commerce with high experience in organizing international business missions, transnational visits, etc and this is the reason why they will coordinate the SVs.

The objective of the SVs is that the “importer” partner (visiting) could know in depth the BP previously selected to study in situ (in the hosting/exporting region) in terms of content, methodology, resources needed, participants, etc to the requirements for the transfer this BP in their regional context. OUR WAY has planned for the visiting staff that 2 representatives and 2 stakeholders for the importer partner will stay 3 working days, with 2 travelling days.

The preparation phase of the SV is a key element to ensure the success of the visit. Visiting and hosting partner will be in contact to clarify all the aspects of the visit: detailed agenda, activities to be carried out, etc.

During the visit, the participation of hosting partner’s stakeholders, mainly the SWG members, will be essential. The purpose of these stakeholders meetings is to assess, from the point of view of those involved in the BP, the factors that influence positively or negatively on the success of it.

After the visit, the importer partner will develop a report containing quantitative and qualitative analysis for the plan to transfer the BP, following the template designed by PP6. This report will be distributed to the exporter partner and the members of the SWG of the importer partner.

Importers partners will meet with their SWG members (at regional level) to internally analyse and share the results of the SV.

In a second stage, online Peer Reviews between importer and exporter of each BP will be organized with the aim of clarifying the gap between them and to support them in the design of the action plans to transfer the BP to their regions taking into account their context and regional systems. Each partner will transfer, at least, one BP.

During this phase, the peer reviews will be organised to allow firstly the representatives of the exporter partner to carry out the following activities: analyse by the “Importer” partner to illustrate the steps to be done to fill the gap between the state of the art in their region and the BP to be transferred.

OUR WAY Project will make contributions to Policy Learning Platform activities and outputs.

Every semester, each partner will organize an internal meeting to transfer knowledge to their team, increasing its capacity.

2,980 / 3,000 characters

### b) Communication and dissemination

At Interregional level:

- Organization of a press conference, after the 4th project meeting in France to present the results of the study visits.
- 1 Editorial for specialized reviews will be written by PP7 after the 3rd Interregional Workshop.
- Updating the website and social media pages (Each partner will be responsible for one semester to include posts and news on OUR WAY social profiles);
- Updating the EU level stakeholders on project progress and invite them to participate in 3rd Interregional Thematic Workshop in France (M 20);
- PP1 will identify international events (Opens Days, etc) where OUR WAY could be presented;
- The 4th OUR WAY e-newsletter will be elaborated;
- Participation in the Policy Learning Platform.

At regional level:

- The 4th e-newsletter will be translated into partners languages and sent via e-mail to interested stakeholders and distributed to press and during press conferences;
- Updated information will be uploaded on the website.
- Presentation of OUR WAY project in at least one local/regional event.
- Each partner will write a semester dissemination report with the communication activities implemented in their region.

1,172 / 1,500 characters

### c) Project management

The 4th Project meeting which will be held in France in M20. As in all project meetings, special attention will be given to monitor the effectiveness, efficiency and quality of the project activities and results and to prepare the progress report. LP will coordinate the 6 months Progress report and will support all project partners in the management questions that may arise.

A participative evaluation session is organised by the LP, to highlight areas of concern and successful activities, in order to make sure that the second half of the project goes smoothly.

As every semester, 1 internal meeting within partners’ institution will be organized to communicate to their staff the project results so far. Partners undertake all necessary internal reporting procedures, submitting costs to their FLC in order to receive the Control Confirmation. They provide requested content and evaluations to the Lead Partner.

921 / 1,500 characters

#### Main Outputs

6 Study visits will be implemented;  
6 online Peer Reviews implemented;  
6 Reports (Roadmaps) developed (1 per partner);  
1 Editorial for specialized reviews written after the 3rd Interregional Workshop;  
1 internal meeting at each partner institution;  
3rd Interregional Thematic Workshop on “Promotion and product development” organized;  
1 Press conference;  
4th e-newsletter;  
1 Progress Report submitted;  
4th Project meeting organized.  
7 internal meetings (inside partners organisation. 1 per partner);  
6 SWG meetings organized (1 per region).

546 / 1,000 characters

## Semester 5

### a) Exchange of experience

The aim of this semester is to reach the design on the regional Action Plans to integrate the BPs into the importer's public system.

After the implementation of previous activities, especially the study visits and the Peer Reviews, each importer partner has the necessary instruments and knowhow to proceed with the application of the BP in their contexts, trying to fill the existing gaps to make the practise transferred.

Exporter partners will support, through the remote supervision of exporters' tutors, will support and guide the correct implementation of the experience.

Before designing the individual APs, a Joint analysis of the APs will be developed to analyse and set up the common elements (templates, structure, content, methodology, calendar, deadlines, responsibilities, etc) of all the APs to be produced, under the coordination of PP7.

OUR WAY will organize 1 participative workshop, hold together with the 5th Project meeting in Hungary where partners present their APs, focusing on chosen best practices and methodology adopted in the perspective of transfer and adaptation. All partners will provide comments and share advice on the basis of their experience. Taking into account exchange from the participative workshop, partners refine the APs. 2 stakeholders per Region will attend to it.

The quality of the AP design is crucial for the future implementation of the plan. Therefore, it is essential that all the actors in Stakeholders Working Group work together to achieve a commonly agreed plan which will include steps to be done, activities and responsibilities, resources (technical and financial) needed and a time frame. Working groups, including project partners and SWGs will meet regularly during this semester to design and propose strategic planning for each region. PP7, as advisory body, will coordinate the design of all actions plan and will provide support to all partners.

A Commitment Agreement will be designed and signed by all the members of the SWG, including the final version of the Action Plans to guarantee their commitment and agreement to support the implementation of the Action Plan.

This is the reason why the partnership will make special emphasis in the animation of SWGs: Involvement of stakeholders/local groups; Implementation of animation activities; Motivation techniques to create mutual support groups, etc.

Special attention will be put on the development of a matrix of Risk Assessment for the APs, assessing all the potential risks that the Action Plan could face during the second phase of the project as well as the description of possible corrective measures to be taken into account.

In Brussels, together with the Final Conference, a field trip will be organized to make project outputs more visible, inviting specialized media in promotion of natural and cultural heritage.

Every semester, each partner will organize an internal meeting to transfer knowledge to their team, increasing its capacity.

2,978 / 3,000 characters

### b) Communication and dissemination

At Interregional level, the following activities will be organized:

- Updating the website and social media pages. Each partner will be responsible for one semester to include posts and news on OUR WAY social profiles;
- Updating the EU level stakeholders on project progress;
- The 5th OUR WAY e-newsletter will be elaborated;
- Participation in the Policy Learning Platform;

At regional level:

- OUR WAY Project has planned to organise dissemination one-day-event called "Learning from Experience" in each country to present the Action Plans to be developed during the second project phase. In this dissemination events, policy makers responsible for the Action Plan, together with partners and other members of the Regional Working Groups will present to the whole society and especially to the public groups targeted with that concrete policy, the Action Plan.
- The 5th e-newsletter will be translated into partners languages and sent via e-mail to interested stakeholders and distributed to press and during press conferences;
- Updated information will be uploaded on the website.
- Each partner will write a semester dissemination report with the communication activities implemented in their region.

Press conferences will be organised before each event in order to strengthen the participation to the planned events. A press kit with a special press release of the projects outcomes will be distributed.

1,415 / 1,500 characters

### c) Project management

5th Project meeting will be held in Hungary in M27. This project meeting will be mainly focused on evaluating and closing Phase 1 and planning for Phase 2.

Meanwhile, the Project Coordinator will continue checking partners' activities with constant communication between partners. Financial management also has a continuous and close relation with partners 'representative in charge of the financial issues to allow the effective functioning of the internal procedures as designed in the guidelines. The Lead Partner will support all partners in any management issue that may arise.

Additionally, important emphasis will be on reporting activities to close the first project phase.

An internal meeting will be organised in partners' institutions to communicate the Action Plans to their internal staff. Partners undertake all necessary internal reporting procedures, submitting costs to their FLC and they provide requested financial and technical content to the Lead Partner.

977 / 1,500 characters

**Main Outputs**

1 Joint analysis of the Action Plans;  
6 Actions Plans designed;  
6 Actions Plans dissemination Events called “Learning from Experience”;  
1 Risk Assessment Plan;  
6 Press conferences;  
5th Newsletter translated to partners’ languages;  
5th OUR WAY e-newsletter designed, translated and sent;  
5th Project meeting organized;  
1 Progress Report submitted;  
6 Stakeholders Working Group meeting organized (1 in each region);  
1 internal meeting per partner institution organized.  
7 internal meetings (inside partners organisation. 1 per partner);

543 / 1,000 characters

## D.2 PHASE 2 - Detailed work plan per period

### Semester 6

<b>a) Action plan implementation follow-up</b>	Each region starts the implementation of its action plan. The relevant stakeholders for the implementation are mobilised.	121 / 3,000 characters
<b>b) Communication and dissemination</b>	The partners ensure regular updates of the project website with information on the action plan implementation.	110 / 1,500 characters
<b>c) Project management</b>	The lead partner prepares the progress report for the joint secretariat.	72 / 1,500 characters
<b>Main Outputs</b>	Website updates 1 progress report	33 / 1,000 characters

### Semester 7

<b>a) Action plan implementation follow-up</b>	Each partner monitors the action plan implementation by contacting the stakeholders and beneficiaries of the different actions.  All partners meet to learn from each other by exchanging on the success and difficulties met in the implementation of their action plan.	265 / 3,000 characters
<b>b) Communication and dissemination</b>	The partners ensure regular updates of the project website with information on the action plan implementation.	110 / 1,500 characters
<b>c) Project management</b>		0 / 1,500 characters
<b>Main Outputs</b>	1 project meeting Website updates	33 / 1,000 characters

### Semester 8

<b>a) Action plan implementation follow-up</b>	Each partner continues monitoring the action plan implementation and is in regular contact with the stakeholders and beneficiaries of the different actions.	156 / 3,000 characters
<b>b) Communication and dissemination</b>	The partners organise a final dissemination event gathering executives and policy makers from the regions and from other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plan implementation to a large audience. The project website is updated accordingly.	320 / 1,500 characters
<b>c) Project management</b>	The lead partner prepares the progress report for the joint secretariat.	72 / 1,500 characters
<b>Main Outputs</b>	1 high-level political dissemination event Website updates 1 annual progress report	83 / 1,000 characters



## Semester 9

### a) Action plan implementation follow-up

Each partner finalises the monitoring of the action plan implementation.  
Each partner discusses the results of this implementation with the relevant regional stakeholders and beneficiaries.  
All partners meet to exchange and draw conclusions on the two years of action plan implementation.

288 / 3,000 characters

### b) Communication and dissemination

The partners ensure regular updates of the project website with information on the action plan implementation.

110 / 1,500 characters

### c) Project management

Each partner summarises the level of achievement of its action plan. The lead partner compiles the information and prepares the last progress report (final report) for the joint secretariat.

190 / 1,500 characters

### Main Outputs

1 project meeting  
Website updates  
1 annual progress report  
1 final project report

81 / 1,000 characters

## PART E – Project budget

### E.1 Budget breakdown per budget line and partner

Partner	Preparation costs	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Revenues	Total partner budget
1. Murcia Region Institute of Tourism	15,000	89,750	13,462	29,230	117,250	0	0	264,692
2. Northern and Western Regional Assembly (former BMW Region)	0	61,760	9,264	18,200	34,550	0	0	123,774
3. Podkarpackie Region	0	43,520	6,528	20,000	49,150	0	0	119,198
4. Departmental Council of Hérault	0	67,200	10,080	17,900	39,450	0	0	134,630
5. Hajdú-Bihar County Government	0	31,070	4,660	18,070	38,150	0	0	91,950
6. Chamber of Commerce and Industry-Vratsa	0	43,648	6,547	18,170	45,950	0	0	114,315
7. European Greenways Association (EGWA)	0	59,118	8,867	15,500	35,200	0	0	118,685
	1.55 %	40.95 %	6.14 %	14.17 %	37.19 %	0.00 %	0.00 %	
<b>Total</b>	<b>15,000</b>	<b>396,066</b>	<b>59,408</b>	<b>137,070</b>	<b>359,700</b>	<b>0</b>	<b>0</b>	<b>967,244</b>

### Net revenues after project end

Will any of the partners receiving funding from the programme generate net revenues from the project after the project has ended?

No

### E.2 External expertise and services

N°	Type of costs	Description	Contracting partner	Amount
1	FLC costs	First Level Control (FLC) as required by regulation  54 / 500 characters	1. Murcia Region Institute of Tourism	10,800
2	Travel & accommodation costs: members of the stakeholder groups and other external bodies	<ul style="list-style-type: none"> <li>• 2 regional stakeholders per partner will attend each of 3 Interregional Thematic Workshops</li> <li>• 2 regional stakeholders per partner will participate in the study visits (3 working days + 2 travelling days)</li> <li>• 2 regional stakeholders per region will attend the participative workshop, hold together with the 5th project meeting.</li> <li>• 2 regional stakeholders per region will attend the final conference BE, for full 2 days and 2 traveling days.</li> </ul> 439 / 500 characters	1. Murcia Region Institute of Tourism	13,200

3	Meeting costs: stakeholder group	Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occassion at a cost of 750 € per meeting.	1. Murcia Region Institute of Tourism	3,750
		288 / 500 characters		
4	Meeting costs: partner meeting	Costs for the organization of 1st SGM, the KoM in Murcia Semester 1 and M3. Foreseen costs for catering (1 lunch and 1 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation.	1. Murcia Region Institute of Tourism	4,500
		248 / 500 characters		
5	Publication and dissemination costs	Printing A3 poster, brochure, press kit for project 2 Press Conferences in Spain, translation into ES 9 Newsletters, BPs from EN to ES for the RWG and Action Plan from ES to EN and designing of Communication Campaign plus printing	1. Murcia Region Institute of Tourism	29,000
		232 / 500 characters		
6	Meeting costs: dissemination event	Organization of the final event related to the Brussels Conference with high level stakeholders at EU level (1 day full conference and second half day field visit ) - around 100 participants, costs related to catering, dissemination (1 coffee break and lunch)	1. Murcia Region Institute of Tourism	15,000
		264 / 500 characters		
7	Project and/or financial and/or communication management	Support to Lead partner in the financial management of the project for Phase 1 and 2 due to the extra administrative workload to manage all the project partner justifications with an average of 5 days per semester in Phase 1 and 3 days per semester in Phase 2	1. Murcia Region Institute of Tourism	35,500
		261 / 500 characters		
8	Meeting costs: dissemination event	Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.	1. Murcia Region Institute of Tourism	5,500
		320 / 500 characters		

9	Travel & accommodation costs: members of the stakeholder groups and other external bodies	<ul style="list-style-type: none"> <li>• 2 regional stakeholders per partner will attend each of 3 Interregional Thematic Workshops</li> <li>• 2 regional stakeholders per partner will participate in the study visits (3 working days + 2 travelling days)</li> <li>• 2 regional stakeholders per region will attend the participative workshop, hold together with the 5th project meeting.</li> <li>• 2 regional stakeholders per region will attend the final conference BE, for full 2 days and 2 traveling days.</li> </ul>	2. Northern and Western Regional Assembly (former BMW Region)	10,800
		438 / 500 characters		
10	Meeting costs: stakeholder group	Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occassion at a cost of 750 € per meeting.	2. Northern and Western Regional Assembly (former BMW Region)	3,750
		287 / 500 characters		
11	Meeting costs: partner meeting	Organizartion of 2SGM an Interregional event in Ballaghaderreen Semester 2. Foreseen costs fo catering (2 lunch and 2 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation.	2. Northern and Western Regional Assembly (former BMW Region)	4,500
		245 / 500 characters		
12	Publication and dissemination costs	Printing A3 poster, brochure, press kit for project 2 press conferences in Ireland, translation into Irish 9 Newsletters, BPs from Irish to EN for the RWG and Action Plan from Irish to EN and Communication Campaign printing	2. Northern and Western Regional Assembly (former BMW Region)	10,000
		225 / 500 characters		
13	Meeting costs: dissemination event	Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.	2. Northern and Western Regional Assembly (former BMW Region)	5,500
		319 / 500 characters		
14	Travel & accommodation costs: members of the stakeholder groups and other external bodies	<ul style="list-style-type: none"> <li>• 2 regional stakeholders per partner will attend each of 3 Interregional Thematic Workshops</li> <li>• 2 regional stakeholders per partner will participate in the study visits (3 working days + 2 travelling days)</li> <li>• 2 regional stakeholders per region will attend the participative workshop, hold together with the 5th project meeting.</li> <li>• 2 regional stakeholders per region will attend the final conference BE, for full 2 days and 2 traveling days.</li> </ul>	3. Podkarpackie Region	14,400
		440 / 500 characters		

15	Meeting costs: stakeholder group	<p>Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occasion at a cost of 750 € per meeting.</p> <p>It also includes external support for the animation of the Regional Working Group to manage the events foreseen with dedication of 5 days per semester in Phase 1.</p> <p>453 / 500 characters</p>	3. Podkarpackie Region	11,750
16	Meeting costs: partner meeting	<p>Organization of 3SGM an Interregional event in Rzeszów Semester 3. Foreseen costs fo catering (2 lunch and 2 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation.</p> <p>235 / 500 characters</p>	3. Podkarpackie Region	6,000
17	Publication and dissemination costs	<p>Printing A3 poster, brochure, press kit for project 2 press conferences in Poland, translation into Irish 9 Newsletters, BPs from Polish to EN for the RWG and Action Plan from Polish to EN and Communication Campaign printing</p> <p>224 / 500 characters</p>	3. Podkarpackie Region	8,000
18	Meeting costs: dissemination event	<p>Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.</p> <p>319 / 500 characters</p>	3. Podkarpackie Region	9,000
19	FLC costs	<p>First Level Control (FLC) as required by regulement</p> <p>51 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	5,400
20	Travel & accommodation costs: members of the stakeholder groups and other external bodies	<ul style="list-style-type: none"> <li>• 2 regional stakeholders per partner will attend each of 3 Interregional Thematic Workshops</li> <li>• 2 regional stakeholders per partner will participate in the study visits (3 working days + 2 travelling days)</li> <li>• 2 regional stakeholders per region will attend the participative workshop, hold together with the 5th project meeting.</li> <li>• 2 regional stakeholders per region will attend the final conference BE, for full 2 days and 2 traveling days.</li> </ul> <p>438 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	16,800
21	Meeting costs: stakeholder group	<p>Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occasion at a cost of 750 € per meeting.</p> <p>286 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	3,750

22	Meeting costs: partner meeting	<p>Organization of 6SGM an Interregional event in Vratsa Semester 7. Foreseen costs fo catering (2 lunch and 2 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation.</p> <p>234 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	4,500	
23	Publication and dissemination costs	<p>Printing A3 poster, brochure, press kit for project 2 press conferences in Bulgaria, translation into Bulgarian 9 Newsletters, BPs from Bulgarian to EN for the RWG and Action Plan from Bulgarian to EN and Communication Campaign printing</p> <p>237 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	10,000	
24	Meeting costs: dissemination event	<p>Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.</p> <p>319 / 500 characters</p>	6. Chamber of Commerce and Industry-Vratsa	5,500	
25	Travel & accommodation costs: members of the stakeholder groups and other external bodies	<ul style="list-style-type: none"> <li>• 2 regional stakeholders per partner will attend each of 3 Interregional Thematic Workshops</li> <li>• 2 regional stakeholders per partner will participate in the study visits (3 working days + 2 travelling days)</li> <li>• 2 regional stakeholders per region will attend the participative workshop, hold together with the 5th project meeting.</li> <li>• 2 regional stakeholders per region will attend the final conference BE, for full 2 days and 2 traveling days.</li> </ul> <p>438 / 500 characters</p>	4. Departmental Council of Herault	10,800	
26	Meeting costs: stakeholder group	<p>Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occasion at a cost of 750 € per meeting.</p> <p>285 / 500 characters</p>	4. Departmental Council of Herault	3,750	
27	Publication and dissemination costs	<p>Printing A3 poster, brochure, press kit for project 2 press conferences in France translation into French 9 Newsletters, BPs from French to EN for the RWG and Action Plan from French to EN and Communication Campaign printing</p> <p>224 / 500 characters</p>	4. Departmental Council of Herault	10,000	
28	Meeting costs: dissemination event	<p>Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.</p> <p>319 / 500 characters</p>	4. Departmental Council of Herault	5,500	

29	Meeting costs: partner meeting	Organization of 4SGM and Interregional event in Montpellier Semester 4. Foreseen costs fo catering (2 lunch and 2 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation.	4. Departmental Council of Hérault	4,500
		241 / 500 characters		
30	Travel & accommodation costs: members of the stakeholder groups and other external bodies	Participation average of 3 stakeholders to 2 Interregional learning events - Interregional Thematic Workshops (ITW) IRL/PL/FR and a final conference BE, 2 people for full 2 days and 2 traveling days and 2 Stakeholders in the Study visit for 3 full days	5. Hajdú-Bihar County Government	14,400
		253 / 500 characters		
31	Meeting costs: stakeholder group	Cost for 5 SWG meetings once per semester during the the first phase of the project. The costs are for catering, working materials translated into national language to be devated during the meetings, publicity for around 15 -20 people. in each occasion at a cost of 750 € per meeting.	5. Hajdú-Bihar County Government	3,750
		286 / 500 characters		
32	Publication and dissemination costs	Printing A3 poster, brochure, press kit for project 2 press conferences in Hungary translation into Hungarian 9 Newsletters, BPs from Hungarian to EN for the RWG and Action Plan from Hungarian to EN and Communication Campaign printing	5. Hajdú-Bihar County Government	10,000
		235 / 500 characters		
33	Meeting costs: dissemination event	Organization of a regional event LEARN FROM EXPERIENCE for the information on the Interregional Policy learning along all the events held in OUR WAY to regional key stakeholders prior to implementation of the Action Plan in Phase 2. Costs related to dissemination, venue hire, with an attendance of around 80 people.	5. Hajdú-Bihar County Government	5,500
		319 / 500 characters		
34	Meeting costs: partner meeting	Organization of 5SGM in Debrecen Semester 5. Foreseen costs fo catering (2 lunch and 2 coffee break) and material with an average of 25 people and a field visit with the renting of a bus for local transportation for the visiting of the implementation actions.	5. Hajdú-Bihar County Government	4,500
		263 / 500 characters		
35	FLC costs	First Level Control (FLC) as required by regulation	7. European Greenways Association (EGWA)	10,800
		51 / 500 characters		
36	Travel & accommodation costs: members of the stakeholder groups and other external bodies	Participation average of 3 stakeholders to 2 Interregional learning policy events ITW in IRL/PL/FR and a final conference BE, 2 people for full 2 days and 2 traveling days and 2 Stakeholders in the Study visit for 3 full days from Best Practices from all over Europe based on expertise	7. European Greenways Association (EGWA)	14,400
		287 / 500 characters		








37	Publication and dissemination costs	Printing A3 poster, brochure, press kit for project press conferences and materials for the dissemination in the international events participated at on behalf of OUR WAY and Communication Campaign printing	7. European Greenways Association (EGWA)	10,000
		207 / 500 characters		
38	FLC costs	First Level Control (FLC)	4. Departmental Council of Herault	4,900
		25 / 500 characters		
<b>Total</b>				<b>359,700.00</b>



### E.3 Equipment

N°	Type of costs	Description	Contracting partner	Amount
Total				0.00

### E.4 Budget breakdown per source of funding and partner

Partner	Country	TOTAL	Programme funds			Partner contribution		
			ERDF	ERDF/NO rate	Norwegian	Partner contribution from public sources	Partner contribution from private sources	Total partner contribution
1. Murcia Region Institute of Tourism	 ES	264,692.00	224,988.20	85.00 %	0.00	39,703.80	0.00	39,703.80
2. Northern and Western Regional Assembly (former BMW Region)	 IE	123,774.00	105,207.90	85.00 %	0.00	18,566.10	0.00	18,566.10
3. Podkarpackie Region	 PL	119,198.00	101,318.30	85.00 %	0.00	17,879.70	0.00	17,879.70
4. Departmental Council of Hérault	 FR	134,630.00	114,435.50	85.00 %	0.00	20,194.50	0.00	20,194.50
5. Hajdú-Bihar County Government	 HU	91,950.00	78,157.50	85.00 %	0.00	13,792.50	0.00	13,792.50
6. Chamber of Commerce and Industry-Vratsa	 BG	114,315.00	97,167.75	85.00 %	0.00	17,147.25	0.00	17,147.25
7. European Greenways Association (EGWA)	 BE	118,685.00	89,013.75	75.00 %	0.00	0.00	29,671.25	29,671.25
Total		967,244.00	810,288.90		0.00	127,283.85	29,671.25	156,955.10

## E.5 Spending plan

Phase 1						
Partner	Preparation	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
1. Murcia Region Institute of Tourism	15,000	42,182	30,345	34,383	44,707	40,120
2. Northern and Western Regional Assembly (former BMW Region)	0	18,230	21,602	19,086	23,730	21,990
3. Podkarpackie Region	0	11,057	24,501	13,821	28,003	25,052
4. Departmental Council of Hérault	0	19,605	24,945	21,135	24,125	25,450
5. Hajdú-Bihar County Government	0	12,646	19,381	14,282	17,229	14,828
6. Chamber of Commerce and Industry-Vratsa	0	15,785	23,258	17,139	23,008	19,241
7. European Greenways Association (EGWA)	0	13,335	18,156	18,456	23,241	19,334
<b>Total</b>	<b>15,000.00</b>	<b>132,840.00</b>	<b>162,188.00</b>	<b>138,302.00</b>	<b>184,043.00</b>	<b>166,015.00</b>
<b>% of Total (programme financed partners only)</b>	<b>1.55 %</b>	<b>13.73 %</b>	<b>16.77 %</b>	<b>14.30 %</b>	<b>19.03 %</b>	<b>17.16 %</b>

Phase 2					
Partner	Semester 6	Semester 7	Semester 8	Semester 9	Total
1. Murcia Region Institute of Tourism	9,195	11,808	8,620	28,332	<b>264,692.00</b>
2. Northern and Western Regional Assembly (former BMW Region)	2,576	4,640	1,472	10,448	<b>123,774.00</b>
3. Podkarpackie Region	1,720	4,264	1,408	9,372	<b>119,198.00</b>
4. Departmental Council of Hérault	2,070	5,125	1,380	10,795	<b>134,630.00</b>
5. Hajdú-Bihar County Government	1,046	3,597	747	8,194	<b>91,950.00</b>
6. Chamber of Commerce and Industry-Vratsa	2,017	2,826	1,612	9,429	<b>114,315.00</b>
7. European Greenways Association (EGWA)	4,457	6,750	4,050	10,906	<b>118,685.00</b>
<b>Total</b>	<b>23,081.00</b>	<b>39,010.00</b>	<b>19,289.00</b>	<b>87,476.00</b>	<b>967,244.00</b>
<b>% of Total (programme financed partners only)</b>	<b>2.39 %</b>	<b>4.03 %</b>	<b>1.99 %</b>	<b>9.04 %</b>	<b>1.00 %</b>