SUSTAINABLE TOURISM HANDBOOK

(Activity 2.1)

Emblematic Mediterranean Mountains Network 2 (EMbleMatiC 2)

Partnership

Author

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The Emblematic Mediterranean Mountains Network

The **Emblematic Mediterranean Mountains Network** is a constellation of Med territories. Over the years, it has become a community to work on common challenges by tackling them through thematic projects.

In 2013 representatives of Mediterranean mountains came together to explore the best ways of sharing, exploring, and preserving their exceptional patrimonial values in a sustainable and open approach. Being 5 initial members, the Network has grown across successive projects.

Shared identity

Members use the term "EMBLEMATIC" to qualify the quality of experience associated to their territories and they characterized it with 10 commonly shared criteria:

1. Proud local people
2. Institutional recognition
3. Reputation
4. Legends and myths
5. Power of inspiration
6. Picturesque landscape
7. Particular ecosystem
8. Mediterranean cultural identity
9. Sustainable and anthropogenic environment
10. Historic places

Common values

- To apply a global sustainable approach.
- To preserve cultural and natural heritage and the experience associated to it.
- To be an open mountain, gathering value through people, both visitors and local.
- To cooperate to transnational and interritorial projects.

Emblematic Mediterranean Mountains project (Leader, 2013-2015)

In 2013 we started with the creation of an international network of EMM (network of Emblematic Mediterranean Mountains). Created in October 2013 by actors from around Europe, meeting in Canigó (France) to share their ambitious network. This Network was launched under the initiative of three rural areas from France, Greece and Bulgaria working within the framework of local Leader programs (funded by European Agricultural Fund of Rural Development). This creation was motivated by the will to address specific common challenges:

- To preserve patrimonial values from endogenous and exogenous threats.
- To share positive experiences and good practices.
- To increase international recognition.

Partners decided to use the term EMbleMatiC to characterize the experience associated to the unique and exceptional nature of their mountains territories and to create a common charter summarizing their common values and their 6 common emblematic criteria.

EMbleMatiC Project (2016-2019)

The Project brought together 9 mountains territories from 6 countries to test and create a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics. With the help of an academic partner, they co- defined a list of 30 sustainable attributes for the creation of an eco-itinerary. Since the resulting 9 eco- itineraries routes are complying with these attributes they successfully contribute to:

- Extend the seasonality.

- Rebalance geographically visitors flows.
- Reduce environmental impact whilst generating economical return to low-density areas.

A collection of 9 videos, tourism guide and maps were produced to ensure a common promotion of eco- journey packages. A transfer guide in 6 languages was produced to summarize the process followed.

EMbleMatiC PLUS project (Interreg, 2021-2022)

EMbleMatiC PLUS is the follow- up transferring project to maximize the impact of what accomplished and worked to new territories. It involves 3 givers' partners from the previous EMbleMatiC project, 4 new receivers' partners and 7 associated partners.

The transferring strategy applied unfolded in three phases to work together on adapting the steps described within the initial "transfer guide" into a "transfer process" applied by each receiver and adjusted according to its own context or transferability potential.

PHASE 1: Receivers made their own experience by visiting givers the eco- itineraries before working for three months with a coaching team on developing their own eco-itinerary proposal whilst complying with the set of 30 attributes from the previously applied TOR for the creation of the eco- itineraries.

PHASE 2: Receivers welcomed an assessing team (3 givers & 1 assessor) for an on-site assessment visit: it consisted of two -days on site cross analysis & peer review on the base of a Programme of visits representative of the future eco-itinerary proposal. It resulted on the publication for each receiver of a "Receiver's transferability diagnostic relying on transfer guide".

PHASE 3: Receivers used the insights and personalized recommendations from the diagnosis, to elaborate and write an individualized "local implementation action plan for the future creation of their eco- itinerary" beyond the duration of this current project.

This should ultimately provide each receiver with a roadmap to create a new and alternative tourism product offer for its offer.

Youth for Emblematic Mediterranean Mountains- Y4EMM (Erasmus+, 2020-2022)

An effective green transition requires the involvement of a diversity of stakeholders: local public authorities, NGOs, citizens… but we shouldn't forget the young generation. Raising awareness on climate change and the environment (both natural and cultural heritage) among young people is essential to build the world of tomorrow. Young people are tomorrow's key-players! Meanwhile, they spent most of their week time in class, studying, learning, and discovering, with the help of their teachers. Thus, the class could be the perfect learning environment to raise awareness on natural and cultural environment and climate change challenges. These topics do not have to be studied as a new academic discipline but could and should be addressed through classic topics: history, geography, biology, sciences, mathematics…

Moreover, learning through concrete and local examples is often the best way to reach young people. The aim was to start from our respective local framework (young people living areas) before building bridges between our European territories facing common challenges: how to protect and highlight our natural and cultural heritage, how to encourage young people to remain in their areas, how to raise awareness on environmental issues, how to mobilize citizens and notably the young generation on the climate change issues, how to encourage them to be proactive nowadays and in the future, by choosing green careers.

These are the challenges risen by Y4EMM Erasmus+ project. Our main objectives for this project were the following:

1. To raise awareness of young people to make them aware of the natural and cultural diversity of their environment.

2. To help young people to become drivers of change to better protect their environment and territory nowadays and in the future.
3. To enable them to be "ambassadors" of their territory to represent it both locally and at the European scale, being able to present their area, its environment, history, biodiversity.

Emblematic Mediterranean Mountains 2 (CLLD/Leader, 2022-2023)

The specific transnational cooperation project is a continuation of the cooperation project entitled "NETWORK OF EMBLEMATIC MEDITERRANEAN MOUNTAINS" which was successfully implemented in the framework of the Leader local program of Pieria in 2007-2013. Then, through the Interreg MED program and the EMbleMatiC project, the corporate consortium was expanded, and the involved territories were offered the opportunity to design and promote alternative tourism products (eco-journeys), based on common values and sustainable development criteria.

In addition to the above mentioned, the partnership gave rise to other common challenges such as the need to protect the environment, the regional development and the economic/social cohesion and the need to support the new generation. In fact, these sectors require the implementation of special policies, vital for the future of mountainous regions, as:

- These mountainous regions with a predominantly rural character face strong environmental problems, but also issues of marginalization/desertification. How will we manage to maintain the quality of life of the local population while promoting a sustainable development based on a new type of activities?
- These mountainous areas are in the interior of the Mediterranean basin and face problems from climate change, the reduction of the young population and the exceeding of the carrying capacity of their nearby coasts. How will we reverse the effects of climate change by adapting development policies and benefiting at the same time from the attractiveness of nearby coastal areas?

Figure 1The members of the network

The purpose and structure of the Handbook

The Sustainable Tourism Handbook includes good practices implemented in emblematic mountainous coastal areas in partners' regions. Those responsible for the implementation of the practices come from public and private bodies and organizations, enterprises, and authorities (public and private).

The Handbook is divided in three main chapters; the 1st one concerns practices related to visitors, the 2nd concerns practices related to public and private local authorities and the last one concerns practices relates to enterprises. The total number of the practices are 24 plus 1. In addition, the practices are divided based on their content into practices related to alternative activities, mobility, circular economy, the promotion of local products and/ or services as well as networking activities as seen below.

Categories of practices	Total number
Practices related to alternative activities	11
Practices related to mobility	3
Practices related to the promotion of local products and/ or services	4
Practices related to networking activities	5
Practices related to circular economy	4

The proposed practices are described in detail and provide - among other useful information - innovations incorporated, challenges encountered, and stakeholders related to the process of their implementation. In fact, the good practices are an alternative proposal against mass tourism and those policies that primarily promote coastal tourism.

The good practices will be presented during meetings and workshops that will take place in the context of the project from the external expert responsible for the creation of the Handbook.

In addition, a toolbox that will include useful information and facts for professionals (entrepreneurs and local authorities) and stakeholders from different sectors is presented within the Handbook.

Definition of Good Practices

"Good practices" can be defined in multiple ways. However, according to the European Commission a good practice is a thread common to most definitions implies strategies, approaches, and/ or activities that have been shown through research and evaluation to be effective, efficient, sustainable and/ or transferable, and to reliably lead to a desired result[1].

Good practices may be established and implemented by public and private authorities and bodies, organizations, enterprises, etc., while they serve as a general framework for a variety of situations.

In general, good practices could also be the results of research, studies, and experience the adoption and implementation of which has proved to lead safely and surely to a successful and desired result.

A good practice is a relevant policy or intervention implemented in a real life setting and which has been favorable assessed in terms of adequacy (ethics and evidence) and equity as well as effectiveness and efficiency related to process and outcomes. Other criteria are important for successful transferability of the practice such as a clear definition of the context, sustainability, intersectionality, and participation of stakeholders.

European Commission

How to select a good practice

In order a good practice to be selected it must meet the following criteria:

- Is effective and successful.
- Is environmentally, economically, and socially sustainable.
- Is technically feasible.
- Is easy to learn and implement.

[1] https://ec.europa.eu/migrant-integration/page/what-are-good-practices_en#:~:text='Good%20practices'%20can%20be%20defined,lead%20to%20a%20desired%20result.

- Meets current needs.
- Has a clear context description.
- Has clear description of the objectives and purposes.
- Has a clear description of the actions/ activities involved within the practice.
- Engages stakeholders and target groups.
- Has sufficient indication of transferability / show potential for replication.

In the context of the creation of the Handbook, each partner suggested good practices implemented effectively from their regions and presented them briefly during a virtual meeting. Afterwards, all the good practices presented were collected and evaluated from the partners to co- decide which 25 practices will be included in the Handbook. For the evaluation of the good practices, the transferability, effectiveness, the difficulty of the implementation of each one of them were examined by the partnership.

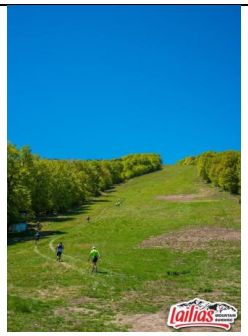
CHAPTER 1

GOOD PRACTICES RELATED TO VISITORS & GENERAL PUBLIC

1. Sport events organizing to attract visitors all year round

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Visitors/ final public	
Institution/ organization in charge of the practice	• Lailias Mountain Running Club • The Management Body of Lailias	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Serres
	Mountain	Lailias – Vrontou

2. Detailed description of the good practice	
Short summary of the practice	Sport events are being organized during spring and summer to mitigate the negative effects of seasonality.
Detailed information on the practice	The region where Lailias Mountain is located is characterized by rich natural beauty while it provides recreational and other activities for the visitors/ tourists. The main activity provided is skiing at the ski resort center located at the top of the mountain. During winter, it attracts many visitors from the city of Serres as well as from neighboring cities. The objectives of the practice focus in extending the tourism season and in increasing the number of the tourists visiting the place during seasons that the tourism demand is low. The organization of several sporting events during spring and summer assists the mitigation of the negative effects of seasonality. Collective bodies of the region cooperate for the organization of events such as: running competitions, orienteering games, and cycling races. For instance, the Lailias Mountain Running Club is organizing a 27km road race which passes through unexplored paths and a magnificent landscape.
Potential for learning or transfer	Easy to be transferred
Resources needed • **Economic** • **Human**	**Economic:** 3.000-5.000 €/ The funding of the organization of the sporting events is resulting from local sponsors. A significant amount of the total budget is intended as prize for the winners and honorees participating at the events. **Human:** A lot of volunteers help the organization of the events.
Actors/ stakeholders related to the process of the implementation of the practice	• The Hellenic Athletics Federation (SEGAS) • The Lailias Mountain Running club • The Management Body of Lailias • The Administration unit of the region of Central Macedonia

How long did it take for the setup of the practice?	From 6 to 8 months
Why is the practice successful?	• It attracts visitors around Greece to the area, for activities other than skiing and in seasons where the tourism demand is low • It attracts the interest of the mass media at national level
Innovations incorporated	The organizers give emphasis and pay attention to preserve and protect the area where the event is held and to return the area in the exact condition that they found it at the end of the race.
List of EmbleMatiC Common Attributes	3 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	https://lailiasmountainrunning.gr/
Keywords related to the practice	#sportingevents #seasonality
Images	

2. "Mark the path"		
1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Pieria Forest Management Authority	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Pieria
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	The mountain trails are maintained in terms of security and access for the visitors. Also, there is signage to inform those who want to follow the trails.
Detailed information on the practice	The Organization responsible for the practice placed two opposing signs in the tree trunk and every 30 meters using special ecological glue. When visitors approach the mountain, they find a map with all the trails in several places. While the visitors are along the trail, they can find small coloured signs with numbers on them showing the way.
Potential for learning or transfer	There is potential for learning or transfer
Resources needed • **Economic** • **Human**	**Economic:** 35€ / km for the labels and the rubber glue **Human:** 1 person who knows the trail and can use the glue is needed
Actors/ stakeholders related to the process of the implementation of the practice	• Mountaineering clubs • Shelters located in the mountain
How long did it take for the setup of the practice?	Less than a month for each trail
Why is the practice successful?	The hiking experience is safer for the users

Innovations incorporated	The glue used for the signage is eco-friendly, so it doesn't harm the trees while it helps to stick the signs in a secure way.
List of EmbleMatiC Common Attributes	4 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	https://www.eosvrontous.gr/ https://www.facebook.com/%CE%95%CE%9F%CE%A3-%CE%92%CF%81%CE%BF%CE%BD%CF%84%CE%BF%CF%8D%CF%82-1529663014034 86/
Keywords related to the practice	#hiking #trekking #path #sign
Images	

3. "One for all, all for one!"		
1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final Public	
Institution/ organization in charge of the practice	Mountaineering clubs	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Pieria
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	Mountaineering clubs are members of the Civil Protection Unit and participate in its initiatives
Detailed information on the practice	Mountaineering clubs are members of the Civil Protection Unit and contribute decisively and to a large extend to the protection of the forest. They actively participate in fire prevention, reforestation, and rescue operations
Potential for learning or transfer	There is potential for learning or transfer
Resources needed • **Economic** • **Human**	**Economic:** No financial cost since the members of the Clubs are participating voluntarily **Human:** The members of the Clubs
Actors/ stakeholders related to the process of the implementation of the practice	Mountaineering clubs
How long did it take for the setup of the practice?	The communication process with the Civil Protection Unit lasted 2 months
Why is the practice successful?	It creates and raises awareness and helps the forest protection
Innovations incorporated	No specific innovation

List of EmbleMatiC Common Attributes	21 (page 66)
Challenges encountered	It requires detailed information and specific preparation/ organization
Further information (website, press releases, etc.)	https://portal.cor.europa.eu/divisionpowers/Pages/Greece-Civil-protection.aspx There is no specific information about the action
Keywords related to the practice	#forestprotection #fire #civil protection
Images	

4.“Be a leader!”		
1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Institute of Vocational Training	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Pieria
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	The Institute of Vocational Training educates and trains people to become “mountain leaders”. More and more young people choose to be engaged and get involved within the nature.
Detailed information on the practice	The “mountain leader” carries out duties that a climbing companion exercises mainly during mountain hiking. The scope of his professional activity includes: a mountain mass or specific mountainous area or an area of special natural interest, such as national parks, marked or unmarked trails, gorges, mountain masses, refuges, etc. In addition, the mountain leaders take into consideration protected areas, traversing routes especially in an alpine terrain, mountainous zone at national and regional level and provincial parks. The mountain leaders as experts offer premium services and transform the mountain into a friendly and safe experience for the visitors/ tourists.
Potential for learning or transfer	Not suitable for transferring
Resources needed • **Economic** • **Human**	**Economic:** There is no cost for the students because it is a public Institute **Human:** Trainers and trainees
Actors/ stakeholders related to the process of the implementation of the practice	Young people
How long did it take for the setup of the practice?	It takes 2 years for the completion of the training

Why is the practice successful?	• Creates job vacancies • Provides young people with mountain related knowledge • Transforms the mountain into a safe experience
Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	11 (page 66)
Challenges encountered	The minimum number of the participants for having a class in this faculty is 10 people
Further information (website, press releases, etc.)	https://iek-katerinis.gr/eidikotites/
Keywords related to the practice	#mountaineerleader #job #young #eco-friendlyjob
Images	

5. Action mode is on!		
1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Trekking Hellas	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	There is a private company that deals with mountain activities such as canyoning, mountain biking, etc. In this way, the mountain becomes more attractive.
Detailed information on the practice	This company provides the visitors / tourists with many different activities/ services in the mountainous area such as: rappel, climbing, speleology / visit to a Cave, horseback riding, cycling, mountain biking, 4x4 Jeep, ski / snowshoeing, flying fox, canyoning, river trekking, hiking, winter hiking / mountaineering. By offering these activities the mountain becomes more attractive and competitive and attracts more visitors.
Potential for learning or transfer	There is potential for learning or transfer
Resources needed • **Economic** • **Human**	**Economic:** It depends on the range of services/ activities you are interested in to provide. **Human:** Specialized staff for the planning of the activities
Actors/ stakeholders related to the process of the implementation of the practice	Trekking Hellas
How long did it take for the setup of the practice?	It took over a year for planning the activities and from the idea to the implementation
Why is the practice successful?	It transforms the mountainous area into an action field, appealing to a large community of people who love to participate in outdoor activities

Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	12 (page 66)
Challenges encountered	There should be a rescue plan/ a crisis management plan in case of an accident
Further information (website, press releases, etc.)	https://trekking.gr/en
Keywords related to the practice	#trekking #outdooractivities #mountain bike #canyoning
Images	

6. Local transport services

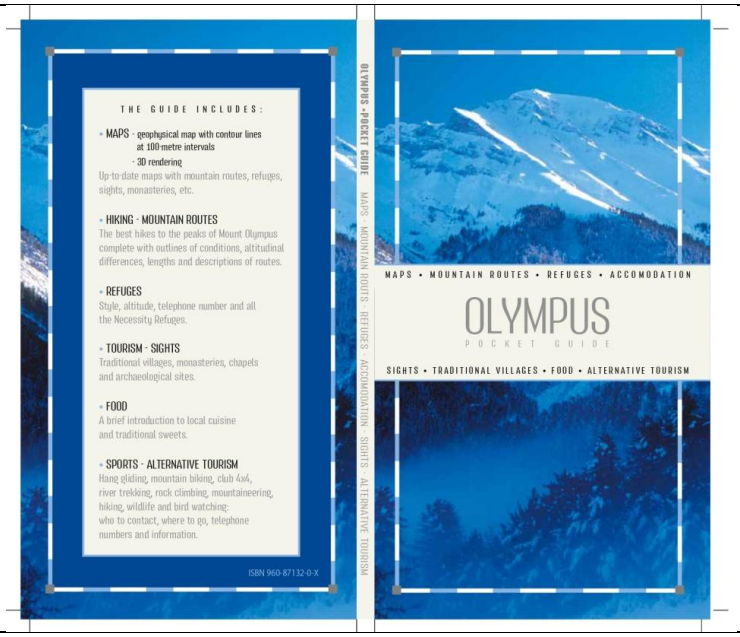
1. General Information of the practice		
Category	**Mobility**	
Target group to which the practice is addressed	Final Public	
Institution/ organization in charge of the practice	KTEL Intercity Bus of Pieria	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Macedonia
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	Throughout the year, intercity buses activating in Pieria transfer visitors from areas close to the mountain to Olympus
Detailed information on the practice	Through this service provided by the Intercity Bus of Pieria visitors can easily all over the year reach Litochoro which is the town located in the foothills of Olympus. The points that the buses stop can be starting points for hiking activities, the shelters, etc., and they can be easily accessible to everyone. There are plenty of bus routes all day long and moreover lower prices for children, students, people over 65 years and other target groups are offered.
Potential for learning or transfer	Not suitable for transferring
Resources needed • **Economic** • **Human**	**Economic:** The tickets cover the expenses **Human:** Drivers and employers of Intercity bus of Pieria
Actors/ stakeholders related to the process of the implementation of the practice	The Intercity bus of Pieria
How long did it take for the setup of the practice?	It takes less than a month if there is availability of a vehicle and a driver
Why is the practice successful?	• Use of local transport to reach the mountain • Cheap way • Protection of the environment (use of public transport)

Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	16 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	https://ktelpierias.gr/
Keywords related to the practice	#localtransport #bus #mobility #eco-mobility #publictransport
Images	

7. The Olympus Guide		
1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Pieriki Anaptixiaki S.A.-O.L.A. (Pieriki Development Agency)	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Pieria
	Mountain	Olympus

2. Detailed description of the good practice	
Short summary of the practice	Through the "EMBLEMATIC" Project, an up-to-date mountain guide has been created and used. It helps visitors to discover the secrets of Mount Olympus & learn about the mountain
Detailed information on the practice	This guide includes general information, flora and fauna of the mountains, mountain routes, refuges and traditional villages, details about religious and alternative tourism in the region, culinary culture, and useful telephones. It also includes a detailed 2-page map of the mountain. On one side is a map of the Enipea Canyon and on the other side is the map of Mount Olympus, which is very useful for visitors. The LAG has used the same layout and reprinted the updated version 3 times, using different financial tools.
Potential for learning or transfer	There is potential for learning or transfer
Resources needed • **Economic** • **Human**	**Economic:** 10€ per guide for 1000 guides (layout, photos, content, translation are included) & 4€ per guide for printing **Human:** People working to prepare the guide
Actors/ stakeholders related to the process of the implementation of the practice	• LAGs' staff • Photographer • Content creator • Translator • Graphic designer
How long did it take for the setup of the practice?	It took 3 months from the idea to the application

Why is the practice successful?	The guide offers the visitors a more intensive, authentic, completed, and sustainable travel experience. It can be updated easily and be a useful tool for the local stakeholders.
Innovations incorporated	The guide is focused on cultural routes as well and not exclusively on hiking trails
List of EmbleMatiC Common Attributes	9 (page 66)
Challenges encountered	To keep the guide easy and accessible
Further information (website, press releases, etc.)	https://emblematic.interreg-med.eu/
Keywords related to the practice	#guide #cultural routes #Olympus #emblematic
Images	

8. Don't be a tourist… be an emblematic traveller!

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Emblematic Network	
Location of the organization/ institution of the practice	**Country**	France, Greece, Spain, Italy, Albania
	Region	• Les Pyrénées-Orientales, France • Himara, Albania • Pre-Pyrenees, in the comarca of Berguedà, Spain • Apennine Mountains, Italy • Central Macedonia, Greece • Sicily, Italy • Mallorca, Spain • Crete, Greece • Aix- en- Province, France
	Mountain	• Canigó, France • Çika, Albania • Pedraforca, Spain • Gran Sasso Italy • Olympus, Greece • Etna, Italy • Serre de Tramuntana, Spain • Mnt (Psiliritis) Idi, Greece • Saint – Victoire, France

2. Detailed description of the good practice	
Short summary of the practice	A collection of 9 tourist guides with 9 different eco-journeys with a map of each area.
Detailed information on the practice	The "Emblematic Mediterranean Mountains network" carried out an ambitious project to offer a more intensive, authentic, and sustainable travel experience. To achieve these, they worked together and proposed 9 different "eco- journeys" (one for each mountain), which lead you to discover the real vibe for each mountain. The network printed 9 guides with the same template, so the visitors who have used one of these booklets, be familiarized with all the other booklets of the collection. Moreover, using the same template the creation cost was significant lower because the 9 partners shared it.

Potential for learning or transfer	Easy to be transferred
Resources needed • **Economic** • **Human**	• 24.66 Euros per package (*the cost is highly related with the cost of the paper) • The staff of each partner
Actors/ stakeholders related to the process of the implementation of the practice	• LAG's staff • Photographer • Content Creator • Translator • Graphic Designer
How long did it take for the setup of the practice?	It took 5 months from the idea to the application
Why is the practice successful?	The collection is useful and reflects the mindset of the network. The common template lowers the cost and at the same time makes the guide easier for the users. Helps create a "tribe" among the visitors of this mountainous areas.
Innovations incorporated	Boosting the identity of the network
List of EmbleMatiC Common Attributes	5, 6, 8, 9, 10, 11, 12, 17, 26, 30 (pages 66 & 67)
Challenges encountered	To keep the guide easy and accessible
Further information (website, press releases, etc.)	https://www.emblematic-med.eu/
Keywords related to the practice	#guide #emblematic #network

Images	El Berguedà terra de futurs The 7 faces of Pedraforca mountain	

9. Educational program "Reduce - Recycle - Reuse"

1. General Information of the practice		
Category	**Practices related to circular economy**	
Target group to which the practice is addressed	Students from the elementary schools of the region	
Institution/ organization in charge of the practice	PSILORITIS UNESCO GLOBAL GEOPARK in the context of the Project "Ruritage" (H2020), with the collaboration of the Natural History Museum of Crete and the Anogia Enviromental Center	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Ida (Psiloritis)

2. Detailed description of the good practice	
Short summary of the practice	The educational program "Reduce- Recycle - Reuse" aims to raise awareness on issues regarding overconsumption and plastic- waste among students.
Detailed information on the practice	The purpose of the program is to get the students informed and active concerning the reduction, recycling, and reuse of materials, especially plastic. Specifically, its goals are to raise awareness about how plastic causes problems to the environment and people and to learn about the habits that can be adopted to reduce its use. In addition, the program aims to strengthen the knowledge about the process of recycling and the separation of recyclable materials, so that the students can apply it themselves. Finally, to discover the benefits of reducing, recycling, and reusing so that they become aware and adopt this environmental behaviour in their everyday lives as well as try and inform other people in their environment (parents, siblings, friends). The program itself consists of a theoretical section and another one which includes lots of fun and educational activities. It is structured in a way that can be performed either directly by the Geopark' s staff or it can be disseminated with detailed informative material and the necessary equipment and can be implemented by the teachers themselves.
Potential for learning or transfer	The educational program itself is literally transferable and this exact characteristic also marks its potential for transfer as a practice, in the sense that it can be applied by different educators in different areas without the geopark's staff presence.
Resources needed • **Economic** • **Human**	**Economic:** 4.000€ for the development of the program and the necessary equipment (educational activity kit) and the salary of the employee **Human:** One employee that worked for the project

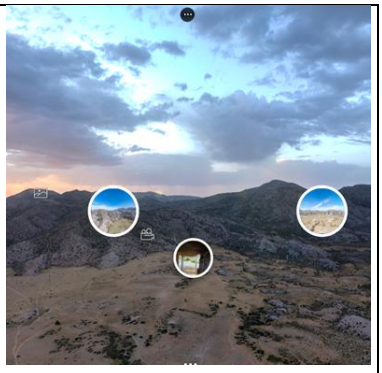
Actors/ stakeholders related to the process of the implementation of the practice	• Geopark educational staff • Educators from elementary schools
How long did it take for the setup of the practice?	3 months
Why is the practice successful?	The practice is successful because it is easily transferable across schools and requires no special knowledge, apart from the theoretical background that is provided for the teacher within the kit of the educational program
Innovations incorporated	The practice is innovative because it manages to increase the reach of the educational program by utilising the educators in every school and without demanding the Geopark' s educational staff to travel across the area and to perform the educational activities needed
List of EmbleMatiC Common Attributes	2, 3, 7, 12, 20, 21, 23, 25, 26, 29 (pages 66 & 67)
Challenges encountered	There is a possibility that the educators and/ or schools are not willing to support the initiative
Further information (website, press releases, etc.)	https://www.psiloritisgeopark.gr/el/gia-ton-episkepti/ekpaideusi/ekpaideutika-programmata/
Keywords related to the practice	#students #education #plasticwaste #recycling
Images	

10 & 11 Digital- tour applications for Psiloritis Geopark (2 practices)

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Tourists, students	
Institution/ organization in charge of the practice	AKOMM-PSILORITIS DEVELOPMENT AGENCY SA, PSILORITIS UNESCO GLOBAL GEOPARK	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Ida (Psiloritis)

2. Detailed description of the good practice	
Short summary of the practice	A mobile and a virtual application were created for the visitors, through which they can be informed in real- time while exploring the geo- routes of the Geopark
Detailed information on the practice	In the framework of INTERREG GREECE-CYPRUS program, the E-geodiscover application mainly aimed at students and/ or younger people was created. By downloading and running the application while following a geo- route at the Geopark, the user gets real- time informative data for the most distinctive sites of the route while getting also corresponding pop- up questions in the form of a quiz-game that is concluded by the end of the geo- route. Moreover, through the HORIZON – RURITAGE program, a virtual reality application was developed for the plateau of Nida, one of the most emblematic points of Psiloritis Geopark. This application (offered through the Geopark's website) allows the visitor to enjoy a virtual tour of the plateau via pop- up windows with information and panoramas regarding the geological and/ or cultural monuments of the area.
Potential for learning or transfer	The practice could be applied in other mountainous regions and promote areas that are not easily accessible. It could also be developed with the use of common electronic devices (i.e., drones, ground cameras, tablets) and enriched after the development of an initial platform that could involve virtual reality, augmented reality, or simpler digital tools such as digital maps or multi- level informative maps.
Resources needed • **Economic** • **Human**	**Economic:** 20.000€ for the equipment (cameras, drones, digital domain to maintain the data and the platform) **Human:** staff for the collection of the data and the development of the digital applications and/ or platforms

Actors/ stakeholders related to the process of the implementation of the practice	• Experts for the collection of the informative material • Digital experts for the development of the digital applications and/ or platforms
How long did it take for the setup of the practice?	18 months
Why is the practice successful?	The practice provides the opportunity to visit the Geopark remotely and without discrimination (inclusivity for people with mobility difficulties). It also gives the visitor the opportunity to explore the area with all the necessary expert's information provided digitally and in real- time and without the need of the presence of an expert. It is worth noting that the E- Geodiscover digital application used when taking the route and the corresponding pop- up quiz in the field does not require any sort of internet connection, other than for downloading the app. If the app is installed, the only requirement to use it is for the device to have a functioning GPS system.
Innovations incorporated	These digital tools use modern and friendly to the user technologies with the possibility of easy enrichment and upgrading, while providing an enhanced learning experience to the visitor.
List of EmbleMatiC Common Attributes	3, 4, 8, 9, 10, 11, 12, 17, 26, 28 (pages 66 & 67)
Challenges encountered	There are increased technical requirements for the development of the digital tools.
Further information (website, press releases, etc.)	https://www.psiloritisgeopark.gr/el/gia-ton-episkepti/e-geodiscover--app-/ https://www.psiloritisgeopark.gr/en/for-the-visitors/new-virtual-reality-tour-for-nida-geosite/
Keywords related to the practice	#digital #trail #education #application #tourism

Images	GET IT ON Google Play Interreg Ελλάδα-Κύπρος GEO-IN Χάρτης 

12. Buying and selling local products & giving information about the producers

1. General Information of the practice		
Category	**Practices related to the promotion of local products and services**	
Target group to which the practice is addressed	Final Public	
Institution/ organization in charge of the practice	Refuge" Vents del Cadí"	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	Inclusion of local products in menus and picnic menus and provision of information about the places the products can be found
Detailed information on the practice	The purchase of local products from local producers such as cheese, ham, jam, etc. at the refuge is prioritized. The customers are being informed about the origin of the products and can buy them straight off the self at the shelter. There is also chance to visit the producers in their farms and workshops and buy their products from there too.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	**Economic:** There is no financial cost since the products are sold **Human:** Person/ people that inform the customers and manage the initiative in general
Actors/ stakeholders related to the process of the implementation of the practice	• Owner and workers of the refugee • Local producers
How long did it take for the setup of the practice?	It took 3 months from the idea to the application
Why is the practice successful?	It promotes the circular economy in the territory and creates awareness

Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	14 (page 66)
Challenges encountered	The transportation of the fresh products
Further information (website, press releases, etc.)	There is no specific information about the practice https://ventsdelcadi.com/catal
Keywords related to the practice	#localproducts #circular economy
Images	

13.” No more plastic bottles in the refuge” & “No more plastic bottles”

1. General Information of the practice		
Category	Practices related to circular economy	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Refuge” Vents del Cadí” & Hostal Pedraforca	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	1. Tap water is offered to the customers of the refuge in returnable glass bottles and at a symbolic cost. 2. A water canteen at a cost of 1 euro is offered to the customers
Detailed information on the practice	1. The workers of the refuge filter and bottle tap water and offer it to the customers at a symbolic price. The water is cooled and bottled in returnable glass bottles, which can be returned in a full refund. The possibility to refill the water canteens the customers owe for free is also provided. 2. The Hostel provides the customers/ visitors with a water canteen that costs 1 euro and the chance to refill it as many times as they want. Through this practice the use of plastic bottles is being reduced.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	1. **Economic:** The purchase of the filtering machine **Human:** The owner and the workers of the refuge supporting the initiative **Economic:** 450€ for buying 150 water canteens/ an amount of money for the filtering machine is needed too 1. **Human:** the workers of the hostel
Actors/ stakeholders related to the process of the implementation of the practice	• Refuge “Vents del Cadí” & Hostal Pedraforca • Workers of the hostel • Customers
How long did it take for the setup of the practice?	It took 3 months from the idea to the application for both the practices

Why is the practice successful?	• Reducing of plastic waste • Raise awareness regarding the importance of not generating and using plastic • Through the bottle which has the logo of the hostel on it the hostel is being promoted (2nd practice)
Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	15 (page 66)
Challenges encountered	It is not possible the bottles to be used by walkers/ hikers because the of the glass bottle
Further information (website, press releases, etc.)	There is no specific information about the practice https://ventsdelcadi.com/catal www.pedraforca.com
Keywords related to the practice	#circulareconomy #plasticreduction
Images	 *The photos are indicative

14. Deliver biodegradable packaging for picnics

1. General Information of the practice		
Category	**Practices related to circular economy**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Cal Gabriel	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	Biodegradable containers offered for the customers' picnics
Detailed information on the practice	The workers of the refuge offer the customers who go for a picnic biodegradable container, for their food, to take away. Through this action the use of single use plastic products is reduced while awareness is raised to the customers in the context of adopting a more sustainable behavior.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	**Economic:** A small amount per package **Human:** The workers of the refuge who support the action
Actors/ stakeholders related to the process of the implementation of the practice	• Cal Gabriel (rural tourism) • Cal Farragetes (rural tourism)
How long did it take for the setup of the practice?	It took 3 months from the idea to the application
Why is the practice successful?	• Eliminating single-use plastic in the supply of takeaway food • Raising awareness among visitors about sustainable behaviour
Innovations incorporated	No innovation

List of EmbleMatiC Common Attributes	15 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	There is no specific information about the practice https://calgabriel.es/
Keywords related to the practice	#plasticreduction
Images	 *The photo is indicative

15. Informing visitors about the public transport		
1. General Information of the practice		
Category	**Practices related to mobility**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Cal Gabriel	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	Informing visitors on how to get the accommodation via public transportation
Detailed information on the practice	The workers of the refuge inform the visitors/ tourists about the public transportation network and the combinations needed while using different means of transport if needed so, to reach the establishment. Via this initiative the decarbonisation of the destination is being supported**.**
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	**Human:** A person to prepare the information needed to be provided to the visitors
Actors/ stakeholders related to the process of the implementation of the practice	• Cal Gabriel • Cal Farragetes
How long did it take for the setup of the practice?	It took 3 months from the idea to the application
Why is the practice successful?	The practice supports in an efficient way the decarbonisation of the destination
Innovations incorporated	No specific innovation

List of EmbleMatiC Common Attributes	16 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	There is no specific information about the practice https://calgabriel.es/
Keywords related to the practice	#publictransport #decarbonisation
Images	 *The photo is indicative

16. The bus of the park

1. General Information of the practice		
Category	**Practices related to mobility**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Cadí Moixeró natural park	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	Partial closure of the track and use of the park bus to reduce the impact caused by the vehicles traffic flow and density.
Detailed information on the practice	The track that leads to the Gresolet viewpoint where the "Pedraforca route" begins on the Saldes slope closes partially while the public bus runs the route between 7 a.m. and 5 in the afternoon, with a one-hour break between 2 and 3. The initiative with the use of the shuttle bus service is a pilot testing practice that aims to reduce the impact caused by the vehicles traffic flow and density in the area.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	**Economic:** 14.000 € **Human:** Person/ people for the coordination of the action
Actors/ stakeholders related to the process of the implementation of the practice	• Cadí Moixeró natural park • Municipalities of Slades, Gosol and Gisclareny
How long did it take for the setup of the practice?	It took 6 months from the idea to the application
Why is the practice successful?	Because of the reduction of the private vehicles in the area

Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	17 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	https://parcsnaturals.gencat.cat/ca/detalls/Noticia/2200728_bus-Pedraforca https://buspedraforca.com/
Keywords related to the practice	#publictransport
Images	

17. Space for selling and informing about local products

1. General Information of the practice		
Category	**Practices related to the promotion of local products and/or services**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Museu de les Mines de Cercs	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	There is space at the Museum for selling local products and support the producers by projecting them.
Detailed information on the practice	The Museu de les Mines de Cercs offers space for exhibiting local products and informing the public about them and the producers as well. This practice aims to networking at regional and territorial level too.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	**Economic:** a small amount to obtain the space for the products **Human:** for the promotion/ representation of the products
Actors/ stakeholders related to the process of the implementation of the practice	• Local producers • Visitors • Territory
How long did it take for the setup of the practice?	It took 3 months from the idea to the application
Why is the practice successful?	• It supports and improves the relationship with the local producers • It expands the range of products within the store of the museum • It improves the tourism in the area / creates added value
Innovations incorporated	No specific innovation

List of EmbleMatiC Common Attributes	14 (page 66)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	There is no specific information about the practice www.mmcercs.cat
Keywords related to the practice	#museum #localproducts #localproducers
Images	 *The photo is indicative of the Museum

18. Cooking with local products

1. General Information of the practice		
Category	**Practices related to the promotion of local products and/or services**	
Target group to which the practice is addressed	Final public	
Institution/ organization in charge of the practice	Hostal Pedraforca	
Location of the organization/ institution of the practice	**Country**	Spain
	Region	Catalunya
	Mountain	Pedraforca

2. Detailed description of the good practice	
Short summary of the practice	70% of the products used for cooking are produced locally
Detailed information on the practice	The hostel uses mostly local products from local producers for its cooking needs. Moreover, the employees of the hostel inform the customers/ visitors about the products and the producers as well as about where they can find them for purchase.
Potential for learning or transfer	Very easy to be transferred
Resources needed • **Economic** • **Human**	Only human resources are needed
Actors/ stakeholders related to the process of the implementation of the practice	• Workers of the hotel • Local producers
How long did it take for the setup of the practice?	It took 3 months from the idea to the application
Why is the practice successful?	Because of the proudness emerged when using and promoting the local products
Innovations incorporated	No specific innovation

List of EmbleMatiC Common Attributes	13, 14, 21 (pages 66 & 67)
Challenges encountered	No challenges encountered until now
Further information (website, press releases, etc.)	www.pedraforca.com No information of this initiative included
Keywords related to the practice	#localproducts #localproducers
Images	 *The photo is indicative

19. Educational agricultural farms

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Visitors/ students / residents	
Institution/ organization in charge of the practice	The Network "Orea Kriti"	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Mountains across Crete

2. Detailed description of the good practice	
Short summary of the practice	The owners of the farms provide visitors with the opportunity to get to know the production process while offering them an educational agritouristic experience.
Detailed information on the practice	The Educational Agricultural Farms are an accurate example of agritourism development as the owners of the farms apart from the production of meat and dairy products give the chance to the visitors to participate to the production processes, offering them a unique experience. The initiative provides young people and children with the opportunity to discover nature through agricultural activities and products, with experiential methods based on active participation. It is implemented by the interlocal project "OREA KRITI" in the context of the CLLD/ LEADER Program in the framework of the previous programming period, but it continues to date. As a new/ complementary tourism product, the educational/ agricultural farms aim to: • offer and promote hospitality and catering services aligned with the everyday life of rural people • organize local actions at rural areas based on the local customs and culture • inform, educate, and raise awareness for participation to activities that concern gastronomy, rural/ agricultural life, excursions in the nature, etc. The participation and involvement of the farmers or/and people activating in tourism is a vital element for the successful implementation of the initiative/ practice.
Potential for learning or transfer	The practice is easily transferrable if those interested are involved in tourism and/or animal husbandry.

Resources needed • **Economic** • **Human**	**Economic:** 20.000€ for the informational guide The process regarding the transformation of the farm into an educational farm is going so no relative data is available. **Human:** experts for the creation of the guide
Actors/ stakeholders related to the process of the implementation of the practice	• The farmers • The Network Orea Kriti • The creator of the guide • Partners of the initiative are all the LAGs of Crete
How long did it take for the setup of the practice?	Ongoing process
Why is the practice successful?	Those interested are fully informed (through a guide created for the needs of the project as well as from the Network itself) and could be supported to turn their farm into an educational farm. The farmers/shepherds can earn an additional income.
Innovations incorporated	The farms and their mode of operation approach the urban population through the culture, traditions, and professions of rural life
List of EmbleMatiC Common Attributes	12, 14, 18, 28 (pages 66 & 67)
Challenges encountered	Difficulties may arise while transforming a simple farm to an educational agricultural farm.
Further information (website, press releases, etc.)	http://www.oreakriti.gr/#/about/1#section1
Keywords related to the practice	#educationalfarms #agriculturalfarms #ecotourism

Images	ΑΛΛΑΚΤΙΚΕΣ ΑΓΡΟΤΟΚΤΗΝΟΤΡΟΦΙΚΕΣ ΦΑΡΜΕΣ **οδηγός** ΟΡΕΣ ΚΡΗΤΗΣ Ένας εύχρηστος και χρήσιμος οδηγός για όσους θέλουν να μετατρέψουν το αγρόκτημά τους σε επισκέψιμο - επιδεικτικό.

20.The shepherd's shelter

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Visitors/ local enterprises / students/ local communities	
Institution/ organization in charge of the practice	The owner of the shelter	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Psiloritis

2. Detailed description of the good practice	
Short summary of the practice	The visitors can join the cheese making process, collect herbs, cook with local products, and try local delicacies and wine.
Detailed information on the practice	The shepherd's shelter is an agri- tourism multifunctional farm located in Psiloritis Geopark wider area which provides several different activities all year long and depending on the season, to the visitors. The initiative aims at disseminating the customs and way of life of the visitors. During their visit and depending on the season the visitors can join activities such as the milking of the sheep, participating in cheese making, animal shearing, herbs gathering and cooking traditionally. After the activities they can enjoy the local delicacies all together. Activities providing at the shepherd's shelter: • Milking and cheese making • Routes to be followed which are adjusted according to whether the participants are beginners or experienced • Wildlife observation • Traditional threshing • Distillation processes
Potential for learning or transfer	Easy to be transferred
Resources needed • **Economic** • **Human**	**Human:** the owner of the shelter **Economic:** there is no specific data

Actors/ stakeholders related to the process of the implementation of the practice	The owner of the shelter
How long did it take for the setup of the practice?	There is no relevant information
Why is the practice successful?	It provides all year-round activities and promotes interaction between visitors and rural activities with all that entailed. Actions have been done to make the shelter accessible to schools.
Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	18, 20 (pages 66 & 67)
Challenges encountered	The owner of the shelter is very active and has a positive mindset. No challenges were recorded.
Further information (website, press releases, etc.)	https://www.tospititouvoskou.gr/en/ https://www.facebook.com/tospititouvoskou https://www.tripadvisor.com.gr/Attraction_Review-g12296664-d10476889-Reviews-The_Shepherd_s_Shelter-Krana_Rethymnon_Prefecture_Crete.html https://www.youtube.com/channel/UCtt7sox_5DDqKlz02zfFdpg
Keywords related to the practice	#shelter #multifunctionalfarm #ruralactivities
Images	

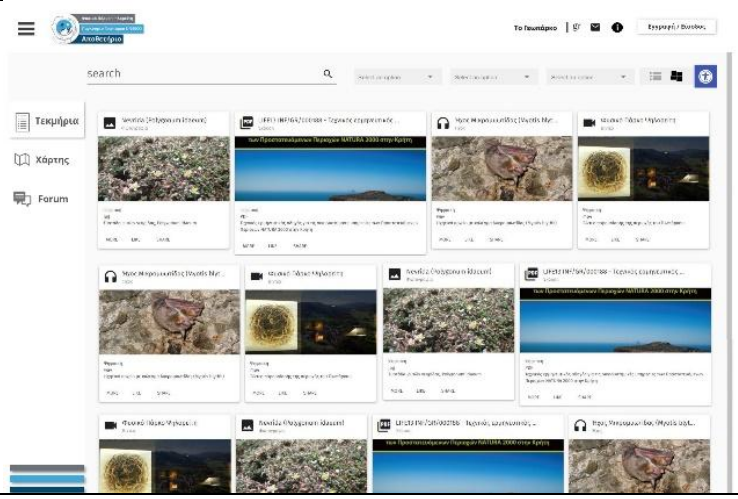
CHAPTER 2

GOOD PRACTICES RELATED TO LOCAL AUTHORITIES (PUBLIC & PRIVATE)

21.Digital repository for Psiloritis Geopark

1. General Information of the practice		
Category	**Practices related to alternative activities**	
Target group to which the practice is addressed	Local people, local associates (museums, facility management bodies)	
Institution/ organization in charge of the practice	AKOMM-PSILORITIS DEVELOPMENT AGENCY SA, PSILORITIS UNESCO GLOBAL GEOPARK	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Ida (Psiloritis)

2. Detailed description of the good practice	
Short summary of the practice	Design and creation of a digital repository to collect and preserve information regarding the geodiversity, biodiversity, history, and culture of Psiloritis mountain.
Detailed information on the practice	The purpose of the practice is to design and develop a digital repository for the collection, documentation and preservation of information and evidence concerning elements of the geodiversity, biodiversity, history, and culture of the area of Psiloritis Geopark. This digital repository will serve as an "online library" for all the information forming the Psiloritis mountain identity and will be accessible to anyone interested in contributing and/ or learning this information, as long they conform to basic quality criteria as users (spam, verification of information etc.).
Potential for learning or transfer	The digital repository, once developed, holds significant potential in its own enrichment with time while it also holds the potential in growing in subjects or areas that it could cover, as well. As a practice it is easily transferrable in other areas since it practically is an open- access database.
Resources needed • **Economic** • **Human**	**Economic:** 40.000€ for the development and the maintenance of the database and the corresponding technician's salary. **Human:** a technician to design and create the digital repository
Actors/ stakeholders related to the process of the implementation of the practice	• Organizations that manage infrastructure important to the region • Organizations or individuals that have an indirect relationship and support with various ways the activities of the Psiloritis Geopark
How long did it take for the setup of the practice?	18 months

Why is the practice successful?	The practice is successful because it provides local interested parties the opportunity to contribute to an effort with wide impact in its outreach and communication potential. As an open database, the platform is mostly self- sustained, concerning its content.
Innovations incorporated	The practice is considered as innovative because it combines digital technologies with an initiative like citizen science, to create a "memory box" of information referring to an area.
List of EmbleMatiC Common Attributes	3, 8, 10, 21, 25, 26, 27, 28, 29 (pages 66 & 67)
Challenges encountered	There is a possibility that the local stakeholders may not support the initiative.
Further information (website, press releases, etc.)	Not available yet
Keywords related to the practice	#repository #database #citizenscience #digital #library
Images	

CHAPTER 3

GOOD PRACTICES RELATED TO ENTERPRISES

22. Cultural integration Guide

1. General Information of the practice		
Category	**Practices related to the promotion of local products and /or services**	
Target group to which the practice is addressed	Enterprises located within the region	
Institution/ organization in charge of the practice	Serres Development Agency – S.A Chamber of Commerce and Industry of Serres	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia – Regional Unit of Serres
	Mountain	Lailias – Vrontou

2. Detailed description of the good practice	
Short summary of the practice	A study that guides local enterprises to integrate local natural and cultural elements into their products and contributes to strengthening their position in the market
Detailed information on the practice	The study was prepared and published by Serres Development Agency in collaboration with the Region of Central Macedonia (regional unit of Serres) and in the context of the LEADER/CLLD Program of the previous programming period. The study was designed in a way through which all the necessary local cultural elements and values are included and could be utilized by the enterprises to enrich their products with local identity, and special characteristics. The study includes ideas and ways of exploiting the comparative advantages of the region aligned with the natural and cultural wealth. For instance, the local enterprises could adopt ideas from myths, customs, monuments of the region and use them to name their products or link them with the way they are being produced. This guide is used by ANESER SA. and the Chamber of Commerce and Industry of Serres and is a popular tool for businesses and business networks located in the area. Through the directions of the guide businesses can obtain recognition.
Potential for learning or transfer	Not so easy to be transferred. There are several necessary prerequisites
Resources needed • **Economic** • **Human**	**Economic:** 10.000€ for the preparation and publish of the study **Human:** experts for the creation of the guide
Actors/ stakeholders related to the process of the implementation of the practice	• Region of Central Macedonia • Serres Development Agency – S.A • Chamber of Commerce and Industry of Serres

How long did it take for the setup of the practice?	12 months
Why is the practice successful?	The study became popular through the LEADER / CLLD program. It supported old and new enterprises located in the region to integrate local elements related to culture into their products and services. The products/ services were differentiated, and their uniqueness was highlighted.
Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	10 (page 66)
Challenges encountered	A lot of enterprises that operated under their owner's brand name expressed concerns regarding the incorporation of specific features proposed in the context of the guide into the brand names of their products in terms of marketing and promotion.
Further information (website, press releases, etc.)	https://www.aneser.gr/ https://www.serreschamber.gr/
Keywords related to the practice	#culture #integration #enterprises
Images	

23.Promotion of locally produced products and services

1. General Information of the practice		
Category	**Practices related to networking activities**	
Target group to which the practice is addressed	Enterprises located in the wider area of lake Kerkini	
Institution/ organization in charge of the practice	Non-profit - Association of small enterprises in Lake Kerkini	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Central Macedonia, Regional Unit of Serres
	Mountain	Kerkini Belles

2. Detailed description of the good practice	
Short summary of the practice	Enhancement of circular economy and local production system in the area
Detailed information on the practice	"Kerkini like – lake experience" is the initiative of the "Kerkini – Frontier of Nature" professional's association whose members are small businesses activating in the wider area of the national park of the lake – including the mountainous areas of Belles and Krousia- and was established in 2020. Basically, it is a network of businesses which have from the beginning agreed to use mainly locally produced products and raw materials as well as local recipes. In addition, the members of the network give informative brochures and provide the visitors with information about the products that are produced locally from all the members of the network. Through this way the visitors of the area are getting informed about the place, the local products, and the way they are produced, their history, and where to buy them.
Potential for learning or transfer	Easy to be transferred
Resources needed • **Economic** • **Human**	**Human:** the active participation of the members
Actors/ stakeholders related to the process of the implementation of the practice	• The enterprises of Lake Kerkini • "Kerkini – The Frontier of Nature professional's association"
How long did it take for the setup of the practice?	1-2 months

Why is the practice successful?	It supports the local production system and enhances the specificities and characteristics of the circular economy. Through the implementation of the practice economic benefits to the businesses of the network are created.
Innovations incorporated	No specific innovation
List of EmbleMatiC Common Attributes	27 & 30 (pages 66 & 67)
Challenges encountered	No challenges encountered
Further information (website, press releases, etc.)	https://kerkinilike.gr/ https://www.facebook.com/kerkinilike https://www.instagram.com/kerkinilike/ https://www.youtube.com/channel/UC42VdVSCY0LUNsXtt0CTumg
Keywords related to the practice	#commonmarketingstrategy #networking
Images	

24.“Psiloritis Geopark” local quality label

1. General Information of the practice		
Category	**Practices related to the promotion of local products and /or services**	
Target group to which the practice is addressed	Local enterprises (accommodation services, taverns, museums, small industry of local products)	
Institution/ organization in charge of the practice	AKOMM-PSILORITIS DEVELOPMENT AGENCY SA, PSILORITIS UNESCO GLOBAL GEOPARK	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Ida (Psiloritis)

2. Detailed description of the good practice	
Short summary of the practice	The PSILORITIS GEOPARK Local Quality Label is awarded to businesses activating in the area (accommodations, restaurants, producers) that meet specific criteria.
Detailed information on the practice	The PSILORITIS GEOPARK Local Quality Label is awarded to businesses located and activating in the area (accommodations, restaurants, producers) but also associates (museums, facility management bodies), reflected differently depending on the characteristics of each agency. The Local Quality Label promotes networking between all the involved bodies of the Geopark area that include its environmental and cultural value, while it also benefits from the Geopark’s recognition by UNESCO and additional networking and promotional opportunities it provides. The enterprises/ agencies that are awarded with the Local Quality Label must meet specific standards, concerning their operation (ethical practices, sustainability, etc.) but also the way through which they reflect the local identity (quality and origin of raw materials, aesthetics etc.). So far, the Psiloritis Geopark Local Quality Label has been awarded to numerous hotels, restaurants, local producers, artists, alternative tourism agencies, as well as museums and management bodies.
Potential for learning or transfer	The practice holds obvious benefits for the local enterprises and the Geopark itself. In terms of transferability and applicability, it requires nothing more than the initiative to be taken as a practice for any specific area, the time of communication with potential participants and resources spent on equipment and staff.
Resources needed • **Economic** • **Human**	**Economic:** 10.000€ for equipment (Local Quality Label stickers and signs) and salaries for the staff working on the verification of the enterprises’ standards **Human:** Staff to work on the verification of the enterprises

Actors/ stakeholders related to the process of the implementation of the practice	• Local government (first and second level) • businesses and their collective bodies • Organizations that manage infrastructure important to the region and organizations that have an indirect relationship and support with various ways the activities of the Psiloritis Geopark
How long did it take for the setup of the practice?	18 months
Why is the practice successful?	The practice is successful because it is easy and fast in its implementation and it holds networking and promotional opportunities for the local stakeholders without any requirements (i.e., financial) on their behalf. The procedure for granting the Local Quality Label is very simple and it includes the few following steps: • Submission of an application of interest to get the Label by the enterprise • Approval of the application • Signing of an Agreement between the enterprise and the management body The enterprises/ agencies that are awarded the Local quality Label must meet some criteria concerning their mode of operation (infrastructures consistent with the existing institutional framework, quality assurance certificates according to international or national standards) but also the way in which they reflect the local identity (raw material origin from within the area of Psiloritis or alternatively from Crete or Greece, local product or folk art based on practices or motifs of local tradition).
Innovations incorporated	The practice is innovative because it manages to promote local identity, cooperation, and networking within an already established community of stakeholders with common background, characteristics, and business goals.
List of EmbleMatiC Common Attributes	2, 3, 4, 7, 10, 11, 12, 13, 14, 18, 19, 23, 25, 27, 29, 30 (pages 66 & 67)
Challenges encountered	There is possibility that the local stakeholders may not support the initiative.
Further information (website, press releases, etc.)	https://www.psiloritisgeopark.gr/en/local-quality-label/, http://www.akomm.gr/1/44.html

Keywords related to the practice	#enterprises #producers #identity #networking #promotion
Images	

25.“Friends of Psiloritis Mountain” discount card		
1. General Information of the practice		
Category	**Practices related to networking activities**	
Target group to which the practice is addressed	Tourists that visit the area frequently	
Institution/ organization/ in charge of the practice	AKOMM-PSILORITIS DEVELOPMENT AGENCY SA	
Location of the organization/ institution of the practice	**Country**	Greece
	Region	Crete
	Mountain	Ida (Psiloritis)

2. Detailed description of the good practice	
Short summary of the practice	Guest reward program, mainly for frequent visitors. Visitors collect points through each purchase & can use them anytime & in any of the businesses participating in the program.
Detailed information on the practice	This is a reward program for the visitors of Psiloritis mountain in which local businesses (mainly taverns and accommodation infrastructures) participate. Each business operates as part of a network but as an individual business as well. The program is initially focused on visitors from Crete and basically from the nearby urban regions of Heraklion and Rethymnon given that it is possible for them visiting Psiloritis on a regular basis. Each visitor collects points for the purchase of products and/ or services and can redeem them anytime and in any of the participating businesses. The discount card is available in print and electronic form – via a mobile app – and is updated with every new purchase.
Potential for learning or transfer	The practice is simple for implementation and could be easily transferred and applied everywhere to benefit local enterprises. The range of the practice could be extended in different areas and businesses as well such as restaurants and hotels, souvenir shops, traditional art shops, etc.).
Resources needed • **Economic** • **Human**	**Economic:** 8.000€ for printing the cards and/ or keeping the online app active **Human**: the designer of the application
Actors/ stakeholders related to the process of the implementation of the practice	Businesses and their collective bodies
How long did it take for the setup of the practice?	12 months

Why is the practice successful?	The practice is successful because it is easy and fast in its implementation, almost completely automated in its digital form and it provides the opportunity for the local stakeholders to create a more permanent connection with the tourist market.
Innovations incorporated	The practice is considered as innovative because it motivates part of the tourist market (local or nearby tourists) to return to a specific area by providing financial benefits with every recurring purchase. It also utilises mobile application technology.
List of EmbleMatiC Common Attributes	2, 3, 4, 7, 10, 12, 14, 18, 19, 23, 29, 30 (pages 66 & 67)
Challenges encountered	There is a possibility that the local stakeholders may not support the initiative.
Further information (website, press releases, etc.)	https://vimeo.com/105320673
Keywords related to the practice	#enterprises #producers #discount #tourism
Images	

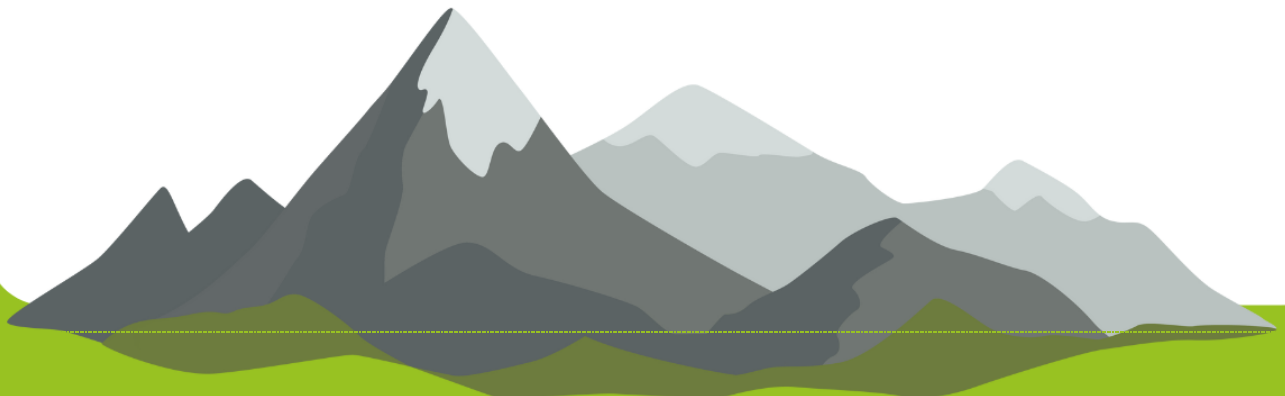
The toolbox

The aim of the toolbox is to support local authorities and entrepreneurs to be involved in the context of the utilization and implementation of the good practices proposed and presented within the Handbook.

EMbleMatiC Common Attribute including within the practice.

TOPIC	#	ATTRIBUTES OF THE ITINERARY
Basics	1	Located in the foothills
	2	Low to medium difficulty
	3	Accessible all year around (excepting extreme weather episodes)
	4	Properly signposted (either with posts or digital tools)
	5	Including properly indicated panoramic viewpoints
	6	Favouring non-saturated spots
	7	Optimising existing infrastructure
Associated Services	8	Including environmental & landscape interpretation services/facilities
	9	Including visits on cultural heritage sites & monuments
	10	Including contents related with intangible heritage
	11	Offering local guidance services
	12	Providing eco-friendly leisure activities (sport, health & wellness…)
	13	Offering local gastronomy
	14	Offering the possibility to meet local producers with option to buy their products in the area
	15	When offering picnic take-away, promote sustainable and eco-friendly services
Ethics &Sustainability	16	Option to reach the destination with public transport and encouraging visitors in voluntary carbon offsetting
	17	Promoting eco-friendly mobility within the eco-itinerary
	18	Promoting interaction between visitors and local people
	19	Prioritising locally owned accommodation (e.g., through local quality agreements)
	20	Providing visual & clear information about visitors' correct behaviour in the area
	21	Raise awareness among stakeholders about responsible tourism best practices
Manage	22	Implementing monitoring tools to improve the sustainable performance of the destination

	23	Involving local stakeholders in the design of the itinerary
	24	Using indicators to monitor and manage the impact of the itinerary
	25	Sharing experiences with other partners of the network periodically
	26	Providing interpretation material in at least local languages & English
Marketing	27	Informing about local available services
	28	Oriented both to local and coastal visitors as an alternative complementary activity
	29	Oriented to a common target group
	30	Promoting the common brand & marketing strategy

Network EMBLEMATIC MEDITERRANEAN MOUNTAINS

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