

Methodological paper

„Zero Waste Blue sport events for territorial development“

Zero Waste Blue project

Project ID: 10043061



Document History			
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2. Introduction, purpose of document

The purpose of this Methodological paper is to define methodology and procedures for successful project implementation. The document will establish templates with methods of measuring the main project outputs to be used in regard to programme output indicators and project outputs. All methods that will be defined in this document will ensure smooth realisation of project outputs.

3. Methodology

Project output indicators	Total amount of project outputs	Measuring unit	Planned amount of project outputs	Number of main programme outputs	Name of the main programme output indicator	Method
At least 10 natural/cultural sites hosting Zero Waste Blue sport events will be promoted and protected keeping their environment / historical value unchanged despite human pressure	>10	Number	>10	3.105+	Cultural and natural heritage (tangible and intangible) promoted	Promotion on the project web pages and social networks; brochures and leaflets of each site with the accent on the most important project outputs and activities; awareness of the importance of protecting and keeping the environment through initial video on the beginning of the sport events – each partner should make photos taken at the event with clear visibility of the project (ZWB and Interreg programme logo)
Local economies will take advantage of the heritage of the area in a sustainable way, also promoting local products and being identified under the Zero Waste Blue brand. Every event will involve at least 2 local producer, which is 20 in total	20	Number	20	3.102+	Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)	Bringing documents that include sustainable keeping of environment and heritage; cooperation with local producers under the ZWB brand through common promotion; each local producer will have its own stand on the sport event and will promote its products – each partner should make photos taken at the event, showing at least two local producer participating with clear visibility of the project (ZWB and Interreg programme logo)
Solutions for disadvantaged / special needs persons will be	10	Number	10	3.103+	Natural and cultural heritage destinations with improved	

tested in sport events and permanently implemented to increase accessibility / usability of the natural assets / cultural heritage. At least 10 natural / cultural heritage destinations will improve their accessibilities.					accessibilities (e.g. to disabled tourists, virtual tourists etc.) in place	
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4. Target groups

Target group	Target value	Description	Method
General public	100.000	During the project duration, at least 100.000 people will be a part of the ZWB project and will promote it: during sport events (participating and watching – most of them are tourists), during other sport events outside the project on which project members will participate at, through web/social media/newspapers/tv/radio/newsletters, etc.	Pictures from the sport events with clear project Interreg programme visibility, report of the organisator with approximate number of visitors, number of likes on FB profile, number and lists of visitors of the organisers web page
Local, regional and national public authorities	40	Project will involve local, regional and national public authorities during the implementation phase, as well as for the project results transferability. Cities, local tourism organisations, counties, regional agencies and tourism boards, as well as national ministries of development/tourism/environment will be informed about the project through the creation of National Plans/participate in it during the final event in Dubrovnik	Participation on the ZWB meetings, pictures with highlighted logo of the ZWB project and Interreg programme, reports from the meetings
Cultural and natural heritage management bodies	10	During the pilot events-sport events within natural/cultural heritage area, at least 10 management bodies will be directly involved with the organisation of these events and will cooperate with project partners	Acreditations/participants lists for the ZWB sport events, pictures with highlighted logo of the ZWB project and Interreg programme
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the	20	Local economies will take advantage of the heritage of the area in sustainable way, also promoting local products and being identifies under the Zero Waste Blue brand. Every event will involve at least 2 local producers.	Acreditations/participants lists for the ZWB sport events, pictures presenting at least two local producers with highlighted logo of the ZWB project and Interreg programme

environmental and tourism sector)			
NGOs	10	During the project duration, partners will involve Associations of people with disabilities in the working groups of all events in order to guarantee the adequacy of the solution identified and the correct testing and implementation.	Acreditations/participants lists for the ZWB sport events, pictures with highlighted logo of the ZWB project and Interreg programme

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