

## ***MEDCYCLETOUR***

“MEDiterranean Cycle route for sustainable coastal TOURism”

### ***Minutes of the 1st Steering Committee meeting. Kick-off Meeting***

***Wednesday, 19th April 2017. Seville***

*Antiguo Convento de Santa María de los Reyes  
Consejería de Fomento y Vivienda de la Junta de Andalucía  
Calle Santiago 33, Seville.*

### **Introduction**

The Kick off Meeting (KoM) of the MEDCYCLETOUR was organised by the LP, Public Works Agency.

The event took place in Seville on the 19<sup>th</sup> of April.

### **Welcome.**

Luis Ramajo (Lead Partner, Andalusia) & Ádám Bodor (EuroVelo Director, European Cyclists' Federation) welcome the partners.

*‘Huge opportunity for this partnership to develop the EuroVelo 8 - Mediterranean Cycle Route. Improving the conditions for cyclists will provide a big return on investment’. All partners are very committed to cycling which creates a very successful and interesting partnership.*

### **Tour de table & Short presentation of all partners.**

- ) *Public Works Agency of the Andalusia Regional Government (AOPJA):* Responsible for drafting a Cycling Plan for Andalusia. Role in the project: Lead Partner, project coordination and financial management.
- ) *European Cyclists' Federation (ECF):* Cycling tourism and coordination the EuroVelo network. Role in the project: communication management and content support.

- ) *Cyprus Tourism Organisation (CTO)*: Responsible for strategic planning, Tourist Product Mix (development, promotion, quality assurance). Working on a strategy “Cycling is a priority”. Role in the project: WP4 Leader: Transferring.
- ) *Croatian National Tourist Board (CNTB)*: National tourist organization. Tackle seasonality challenge. Role in the project: involved in all Work Packages.
- ) *Region of Western Greece*: Tourist Services are the major source of income. Role in the project: involved in all Work Packages.
- ) *Oltrepò Mantova Consortium*: Public entity in the southeast province of Mantua, Lombardy Region. Strong rural identity. Role in the project: involved in all Work Packages.
- ) *Regional Development Centre Koper*: Responsible for the management and monitoring of the Regional Development Programme. Promotion and Sustainable Development.
- ) *Directorate General for Tourism of Generalitat of Catalonia*: Responsible for promotion and competitiveness in the tourism industry. Role in the project: diversification of touristic products. Small scale investment signing of the route in Catalonia, pilot survey and counters, comm material, Test of EV8 and European Certification Standard.
- ) *Le conseil départemental des Alpes-Maritimes*: 28 cycle tourism loops, Cyclists welcome charter. Role in the project: involved in all Work Packages.
- ) *Cluster for Eco-social Innovation and Development (CEDRA)*: Eco-social entrepreneurship, innovation and sustainable development. Tour de CroActive.
- ) *Friuli Venezia Giulia Region (FVG)*: Strategic role in passengers transport. Role in the project: study new mobility solutions and sustainable development of tourism products. Role in the project: involved in all Work Packages.

## **WP1: Project Management and Coordination.**

Precontracting procedure has been finished. Small minor inconsistencies were corrected in the application form.

Once the information of the Application Form was consolidated, a Subsidy Contract was signed between the Managing Authority and AOPJA. In parallel a Partnership Agreement formalized the organization of the partnership and defined the responsibilities of each

partner for the implementation of the project in accordance with the consolidated application form.

In agreement with the Subsidy Contract, these are the official dates of the project

- ✓ Project approval date. 01/12/2016.
- ✓ Start up date: 01/02/2017.
- ✓ End date: 31/01/2020.

Proposal of the basic **project management structure**. It is required by the Programme to set this is up during the first steering committee meeting.

- ✓ The Leader Partner is responsible for ensuring the implementation of the project tasks and deliverables on time and to a high standard.
- ✓ The LP is also responsible for the general financial management.
- ✓ The ECF - PP1 is responsible for the methodologies used, transnational communication and supporting the LP regarding the content and quality.
- ✓ The WP leaders are responsible for the implementation of the tasks within each WP in time and to a high standard.
- ✓ Each project partner represents a region or country (except ECF) and is responsible for the activities in their region and those transnational activities which are designated to them.

With regard to the Internal organization and decision making system:

- ✓ The partners will install a project steering committee which will make its decisions based on the Partner Agreement and Application Form.
- ✓ The committee will meet every six months, in a sequence already foreseen in the Application Form.
- ✓ The partners will attend to the SC with at least a representative, preferably the coordinator and the financial manager.

The tasks of the Steering Committee include:

- ✓ Monitoring and validation of project contents: This includes verifying that the project implementation is in line with activities and outputs defined in the approved Application Form. Furthermore it means validating the quality of main project outputs and the progress towards achieving set objectives;
- ✓ Monitoring of project finances: This includes monitoring the project budget, budget flexibility and project spending;

- ✓ Review of the management performance and of the quality of progress reporting towards the programme bodies;
- ✓ If applicable, decisions on required project modifications.

Project Steering Committee will be organized every 6 months and is mandatory for all partners. Next project meeting: Alpes-Maritimes.

Reporting and evaluation procedures: every 6 months.

- ✓ The LP will coordinate the progress and financial reporting every six months and implement the final reporting and project closure.
- ✓ The WP leaders will support the LP to deliver technical reports.
- ✓ Every PP will organise administrative support for reporting and financial management.
- ✓ LP will organise the information flow between the partnership and the JS

### **Modular and Horizontal projects.**

Modular project: MedCycleTour.

Kick off meeting of the Med Thematic Community on Sustainable Tourism organised by the BlueTourMed\_C3 project (Horizontal project).

BlueTourMed: Communication, Community Building & Capitalization.

BleuTourMed, as one of the horizontal projects, embraces this “thematic community” to ensure the dissemination of the results of the 14 modular projects within it. It aims to create solid bridges among the stakeholders, the policymakers, the socio-economic actors, the civil society and the scientific community.

Horizontal projects have a crucial part to play in capitalising and transferring the transnational impact of the modular projects through the development of thematic communities at a Mediterranean level.

Sustainable Tourism: Enhancing a sustainable coastal and maritime tourism.

1st level impact: Modular projects (local results)

2nd level impact: Horizontal projects (thematic transnational communities)

3rd level impact: Mediterranean shared vision on policies and actions.



## **Financial management.**

### Declaration of Expenditures chain.

First Level Control: National Control Systems. Will control 100% of the expenditure. Administrative verifications every six months. At least one on the spot check during the project lifetime.

### Centralized and decentralized FLC systems.

FLC checklist can be found in SYNERGIE CTE. FLC certificate should be printed, signed and stamped.

### Eligibility requirements:

- ✓ In line with AF
- ✓ Cannot be funded by any other EU Fund
- ✓ Essential for project implementation
- ✓ Based on real costs
- ✓ Principle of sound financial management
- ✓ Audit Trail
- ✓ Incurred, engaged and paid out within the eligible period

Project closing date: Official end date + 2 months for final payment.

### Budget lines:

- ✓ Staff Costs
- ✓ Office & Administration
- ✓ Travel & Accommodation
- ✓ External Expertise & Services
- ✓ Equipment

### Staff costs.

#### 4 methods:

It is recommended Method B- Part time in the project – fixed %

- ✓ No Timesheet
- ✓ % for all implementation period
- ✓ May be updated every semester.

#### Audit trail:

- ✓ Employment document for each staff member
- ✓ A list of staff working on the project
- ✓ A job description for each staff member

#### Office & administration

15% of eligible staff costs.

#### Travel & Accommodation

- ✓ Most cost effective way
- ✓ National maximum daily rates
- ✓ Unused travel tickets are not eligible

#### External Expertise & Services

Sub contracted or contracted in house.

No subcontracting between partners or associated partners is allowed.

#### Equipment.

Difference between thematic equipment (no exclusive use for the project according to a depreciation plan) and small scale investments (exclusive use for the project and fully claimed).

#### Public Procurement

##### Hierarchy of rules:

- ✓ EU rules
- ✓ National rules
- ✓ Interreg MED Programme rules.

Over 5.000 EUR three quoted should be asked for.

#### Audit Trail.

Supporting documents should be filed separately.

To check with JS for approval:

- ✓ Travels and organization of events outside MED area
- ✓ External expertise and services over 3000 EUR
- ✓ Calculation method for staff costs

First upcoming deadline for the submission of the first financial report is 30/09/2017 to cover the reporting period 1/07/2016-30/06/2017.

Additional budget verification to ensure that the project reached a certain percentage of the amounts committed for the first three implementation period. SC of MED programme may decide to reduce the project budget.

#### Project modifications.

- ✓ Passage of one module to another.
- ✓ Force majeure
- ✓ 20% flexibility rule
- ✓ No budget modification will be allowed during the first year of implementation.

#### Resuming:

- ✓ Deadlines be aware!!
- ✓ Eligible costs
  - Check the programme manual
  - Ask the LP
- ✓ Public Procurements well established
- ✓ Cohesion between budget and activities and expenses
- ✓ Try to reach the amount established for each semester

## **WP1: Project Methodology (WP Leader: Andalusia)**

ECF has developed a project methodology that as a life document will guide the project partners for the entire project implementation process.

The project 'bible' always available for all partners. A library that includes all the necessary supportive documents in order to successfully implement the project.

Divided by work packages:

### **WP1: Management**

- ✓ Grant agreement and partnership agreement
- ✓ Application form and programme manual
- ✓ Financial rules and templates for reporting
- ✓ Project action plan
- ✓ Minutes of the meeting

### **WP2: Communication**

- ✓ Programme communication rules
- ✓ Project communication plan
- ✓ Product communication plan
- ✓ Corporate design for partners
- ✓ Methodology for the setup of EuroVelo web sites

### **WP3: Testing**

- ✓ Methodology for surveying using the ECS
- ✓ Methodology for action planning
- ✓ Template for survey and action plan
- ✓ Methodology and template for pilot actions

### **WP4: Transferring**

- ✓ Calendar of national and international events

### **WP5: Capitalising**

- ✓ Capitalization plan
- ✓ Methodology for policy recommendations
- ✓ Long term Management Agreement (LTMA)

## **WP2: Communication (WP Leader: ECF)**

ECF is work package (WP) leader for WP2: communication. As part of the WP, ECF collect feedback from the project partners on some of the main communication deliverable of the project: 1. Project communication plan.

Workshop:

### **1. Project communication plan**

Target: Users

- People already cycling
- People new to cycling

Mediterranean Cycle Route (as a transnational cycle route) has the following advantages to offer:

- Good weather
- Enjoy cycling
- Good food (gastronomy)
- Good prices
- Diversity of the route (there is something for everyone). High quality cycle infrastructure and off the beaten track.
- Proximity to the sea.
- One of the most Southern routes is the network.
- South, sun and sea.
- Natural and cultural heritage. Biodiversity (one of the most biodiverse areas of Europe).
- Sustainability
- Stimulating all the senses when cycling the Mediterranean cycling route.
- Biketerranean

Key messages:

- Business oriented (service providers: tour operators and travel agents) and politicians: how we can bring profit. Increase tourism flows. We want to convince them of the potential of our user group to generate more profit.

- Communicate how this project links to other investments projects. Synergies can be made with other investments.
- Media is rather a tool and not a target group.
- Difference between politicians and national tour operators. Politicians are mainly interested in building their own image (we're being put on the European EuroVelo network, cycling is cool). Solutions to the problem of seasonality.
- Service providers: business opportunities. Convince them to offer more (interesting and diversified) services. Special branded EV8 "cycling friendly" accommodation along the route.
- Tourism business outside the area who can bring the users to the route.
- Profit during the whole year. Infrastructure is there. Not a lot of extra investments has to be done by SME's. Key message: cycling tourism is not a risk. It's a secure investment.
- Cycling tourism has changed.
- Don't forget the Mediterranean identity. USP for the route.
- By promoting cycling tourism we contribute to more sustainable tourism.
- Opportunities for regional development of the island ("off the beaten track").
- Politicians: for local people cycling is way to reduce health costs.
- Communicate about the key deliverables of the project.
- Numbers are powerful (eg. benefits for local communities of active tourism compared to mass tourism).
- Campaign idea: involve politicians in the campaign. (walk the talk -> bike the talk).
- Collect best practices in the Mediterranean where EuroVelo is already functional and where it already has generated benefits. Number from other successful cases.
- Use emotions and positive messages. Healthy lifestyles, adventure and fun. People cycling and smiling, not suffering and sweating.
- Sell region's strongest points (food, attractions...).
- Tackle unemployment in areas where this is a major problem. Cycling tourism creates jobs (ECF has the data), creates business opportunities.
- Show how big is the range between the investments and the benefits. Cost benefit analysis.
- Inclusive (all ages).

This input will be included in the communication plan.

Please see planning document for WP2 deliverable working plan. Overview:

- 2017: Project communication plan, corporate design manual, product communication plan and project brochure
- 2018 - 2019: Web sites, apps, study tours, press and social media.

Transversal activity: Press and social media.

### **WP3: Testing**

ECF presents the WP3 testing. Two main tasks to be carried out during 2017:

- **Route survey and action planning**
  - o April: EuroVelo Route Inspectors Training to survey EuroVelo 8 – Mediterranean Route (Seville, 20<sup>th</sup> – 21<sup>st</sup> April 2017)
    - Methodology (presented by ECF during the kick off meeting and the training)
    - App for data collection (training)
  - o May: Preparation of the survey
  - o June – October: Survey (data collection in the field, desktop work)
  - o October – December: Action planning
- **Pilot preparation and implementation**
  - o April: Workshop during the kick off meeting on the pilots preparation
    - Methodology (templates presented during the kick off)
  - o June: Preparation of the pilots
  - o September 2017 – April 2018: Pilots implementation
  - o April 2018 – July 2018: Pilots evaluation

### **WP4/WP5: Transferring and capitalization**

WP 4 and 5 will be implemented in 2018 and 2019. The methodology will be developed in the first semester of 2018:

- Calendar of national and international events (WP4)
- Capitalization plan (WP5)
- Methodology for policy recommendations (WP5)
- Long term Management Agreement (LTMA) (WP5)

**End of the meeting, at 5 p.m.**

## **ANNEXES**

1. Agenda. 1st STEERING COMMITTEE MEETING (Kick-off meeting).
2. The attendance list with signature.
3. Kick-off meeting photos.
4. Project Poster.
5. Presentations.



## **MEDCYCLETOUR**

### ***“MEDiterranean Cycle route for sustainable coastal TOURism” 1st STEERING COMMITTEE MEETING (Kick-off meeting)***

***Wednesday, 19<sup>th</sup> April 2017***

***Venue: Antigo Convento de Santa María de los Reyes  
Consejería de Fomento y Vivienda de la Junta de Andalucía  
Address: Calle Santiago 33, Seville.***

<b>09.00 – 09.15</b>	Arrival of partners	
<b>09.15 – 09.30</b>	Welcome words	LP and PP1
<b>09.30 - 10.15</b>	Round Table of Project Partnership	All PPs
	Short Presentation of the Partners Institutions	
	<ul style="list-style-type: none"> <li>○ 2 power point slides per partner: 1) Who we are 2)What is our role in the project</li> </ul>	
<b>10.15 – 11:30</b>	WP1. Project Management and Coordination	LP
	<ul style="list-style-type: none"> <li>○ Start-up, Lead Partner Role, Monitoring the project activities implementation.</li> <li>○ Interreg MED Projects architecture. Horizontal Projects</li> <li>○ Project financial management, feedback and proceedings of the Interreg MED Programme financial seminar (Marseille).</li> <li>○ Open discussion - Questions &amp; Answers</li> </ul>	
<b>11.30 – 11.45</b>	Coffee break	
<b>11.45 – 12.15</b>	Project methodology	PP1
<b>12.15 – 13.00</b>	WP2. Project communication	PP1
	Communication and Dissemination	
	<ul style="list-style-type: none"> <li>○ Main outputs, role of partners, timing, deadlines</li> <li>○ Detailed work plan in depth –2017</li> <li>○ Open discussion - Questions &amp; Answers Exchange of experience</li> </ul>	All PPs
<b>13.00 - 14.00</b>	Light lunch	
<b>14.00 – 15.00</b>	WP3. Testing	
	<ul style="list-style-type: none"> <li>○ Main outputs, role of partners, timing, deadlines</li> <li>○ Detailed work plan in depth –2017.</li> <li>○ Open discussion - Questions &amp; Answers Exchange of experience</li> </ul>	PP1 All PPs
<b>15.00 – 16.00</b>	WP4 and WP5. Summary.	PP1
<b>16.00- 16.30</b>	Conclusion of the day and meeting closure	LP/PP1
<b>16.30 – 17.00</b>	Coffee break	
<b>18.00 -19.00</b>	Bike tour. Visit of Seville.	
<b>20.00-21.00</b>	Networking dinner	



**The attendance list with signature**





MEDCYCLETOUR  
 "MEDiterranean Cycle route for sustainable coastal TOURism"  
 1st STEERING COMMITTEE MEETING (Kick-off meeting)  
 Wednesday, 19th April 2017

PP Num	Partner			Role in the project	Signature
PP1	European Cyclists' Federation	ED	LANCASTER	POLICY OFFICER	
PP1	European Cyclists' Federation	JESUS	FREIRE	PROJECT OFFICER	
PP1	European Cyclists' Federation	ADAM	BODOR	DIRECTOR	
PP1	European Cyclists' Federation	CAROLIEN	RUEBENS	Project Officer	
PP2	Cyprus Tourism Organisation	Pantelides	Ploutarhos	cyprus coordinator	
PP3	Conseil départemental des Alpes-Maritimes	Laurent	Lavoine	délégué CDOG.	
PP4	Autonomous Region Friuli Venezia Giulia	Franco	Bonu	TECHNICAL	
PP4	Autonomous Region Friuli Venezia Giulia	Viviane	Basso	financial manager	
PP4	Autonomous Region Friuli Venezia Giulia	Massimiliano	Tremul		
PP4	Autonomous Region Friuli Venezia Giulia	Andrea	Ziraldo		
PP5	Regional development centre Koper	Irena	Cergol	financial	
PP5	Regional development centre Koper	Giuliano	Nemarnik	director	
PP5	Regional development centre Koper	Tadej	Zilic	slovenian coordinator	
PP6	Croatian National Tourist Board	Paulina	Maric	croatian coordinator	
PP6	Croatian National Tourist Board	Lidija	Miscin		
PP6	Croatian National Tourist Board	Davorin	Belamaric		
PP7	Directorate General for Tourism of the Generalitat of Catalonia	Silvia	Cassa		
PP7	Directorate General for Tourism of the Generalitat of Catalonia	Clara	Plana de Viana		

MEDCYCLETOUR  
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PP7	Directorate General for Tourism of the Generalitat of Catalonia	Carolina	Tomás		
PP8	Region of Western Greece	Vasiliki	Stathopoulou	Staff member of Region	
PP8	Region of Western Greece	Lykourgos	Stamatelatos	Project Manager.	
PP10	CEDRA	Ranko	Milic		
PP11	Girona Greenway Consortium	Angel	Planas	CONSORCI D'IES VERDES MONTANES	
PP18	Consorzio oltrepò mantovano	Carmelita	Trentini	Project Coordinator 1	
PP18	Consorzio oltrepò mantovano	Daniele	Cuizzi	" 2	
LP	AOPJA	Luis	Ramajo	Project coordinator 1	
LP	AOPJA	Pablo	Olivares	Project coordinator 2.	
LP	AOPJA	Araceli	Pardal	Comunication	
LP	AOPJA	Paola	San Emeterio	Financial Manager	

## Kick-off meeting photos

















Group photography





LP. AOPJA



PP1. ECF





PP2. Cyprus



PP3. Alpes-Maritimes





PP4 / PP18. Friuli Venezia Giulia / Consorzio Oltrepo Mantovano



PP5. Regional Development Centre Koper





PP6 / PP10. Croatia. CNTB / CEDRA

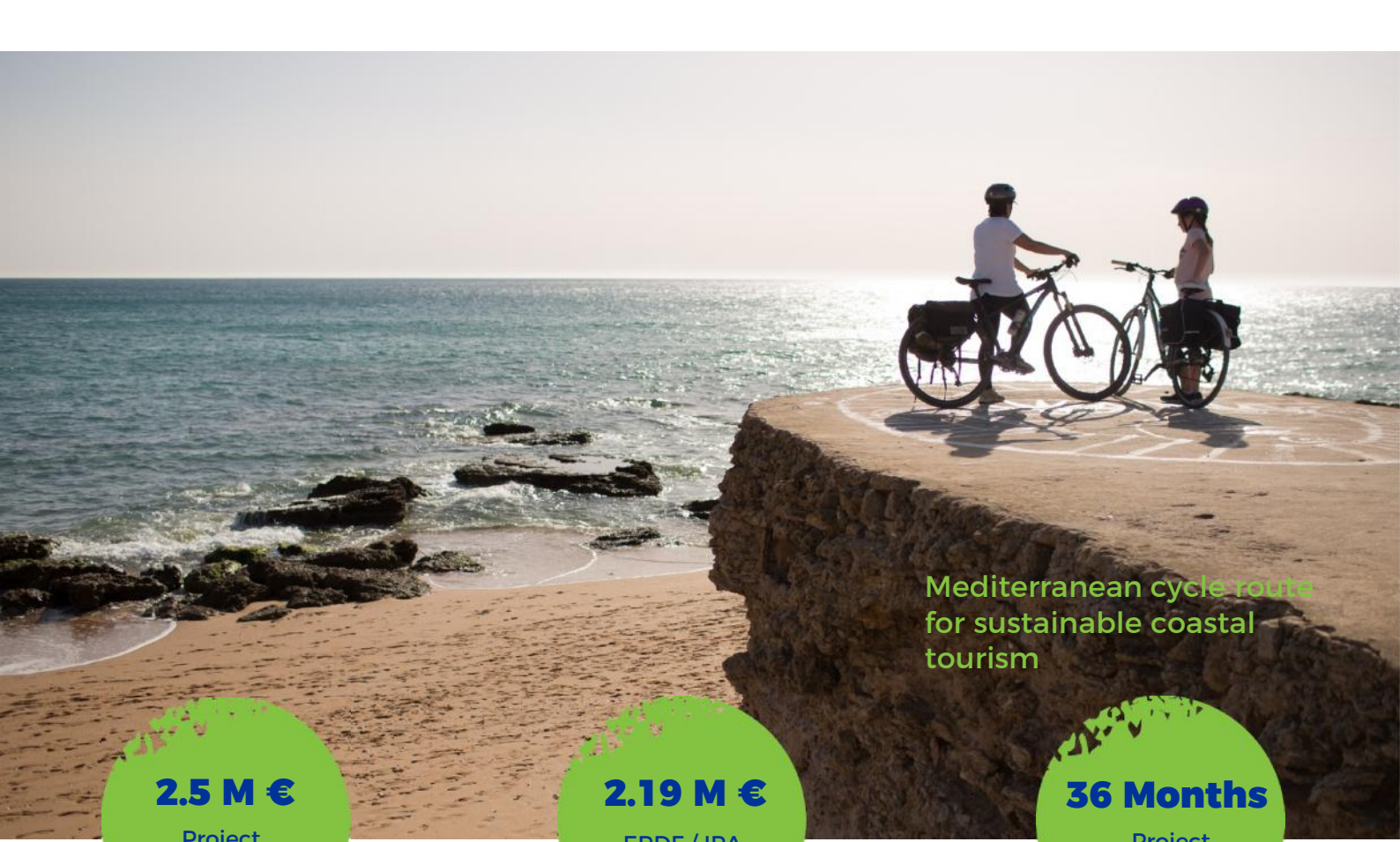


PP7 / PP11. Catalonia



PP8. Region of Western Greece





Mediterranean cycle route  
for sustainable coastal  
tourism

**2.5 M €**

Project  
budget

**2.19 M €**

ERDF / IPA

**36 Months**

Project  
duration

Cycling tourism is a perfect tool for developing sustainable tourism in the Mediterranean area by reducing CO2 emissions during holidays, increasing the consumption of local product and average spending, longer stays and dilute the impact of concentrated tourism flows.

The project will use transnational cooperation along the long distance cycle route EuroVelo 8 – Mediterranean Route in order to achieve a commitment to invest in cycle tourism, raise awareness and improve practices (e.g. to implement investment measures, service development, promotion-marketing and monitoring-impact assessment).

### Project partners

**SPAIN:**

Regional  
Government  
of Andalusia

**BELGIUM:**

European  
Cyclists'  
Federation

**CYPRUS:**

Cyprus  
Tourism  
Organisation

**FRANCE:**

Conseil  
départemental  
des Alpes-  
Maritimes

**ITALY:**

Autonomous  
Region Friuli  
Venezia  
Giulia

**SLOVENIA:**

Regional  
development  
centre Koper

**CROATIA:**

Croatian  
National  
Tourist  
Board

**SPAIN:**

Regional  
Government  
of Catalonia

**GREECE:**

Region of  
Western  
Greece

**CROATIA:**

Cluster for  
Eco-Social  
Innovation  
and  
Development  
CEDRA

**ITALY:**

Consortium  
Oltrepo  
Mantovano

<https://medcycletour.interreg-med.eu>  
[www.EuroVelo8.com](http://www.EuroVelo8.com)

[eurovelo@ecf.com](mailto:eurovelo@ecf.com)  
Tel. 0032 2 8809 274

Project co-financed by the European  
Regional Development Fund

**Interreg**  
Mediterranean



EUROPEAN UNION



**MEDCYCLETOUR**



# MEDCYCLETOUR

“MEDiterranean Cycle route for sustainable coastal TOURism”

**1st STEERING COMMITTEE MEETING**  
(Kick-off meeting)

SEVILLE – 19/04/2017



# WP1. Project Management and Coordination



# State of the art

1. Pre-contracting procedure	2. Start-up
Consolidation of the Application Form	a) Project steering committee meeting
Signature of the Partnership Agreement	b) Access of the partners to Synergie.
Signature of the Subsidy Contract	c) Approval of the FLC
Notification of signature from the MA	

Preparation costs payment



# Dates

- *The official project approval date is 2016-12-01*
- *The official project start-up date is 2017-02-01*
- *The official project end date is 2020-01-31*

Programme Interreg MED – Contrat de Subvention (V.1 Novembre 2016) – Acronyme du Projet MEDCYCLETOUT (1443004042) / Interreg  
MED Programme – Subsidy Contract (V.1 November 2016) – Acronym of the Project MEDCYCLETOUT (1443004042)



Région  
Provence  
Alpes  
Côte d'Azur



**Contrat de subvention/Subsidy Contract**

[Version française](#)<sup>11</sup>

**Contrat de subvention**



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# Project management. Structure I

1. Leader P: Ensuring the implementation of the project tasks and deliverables.
2. Leader P: General financial management.
3. ECF (PP1): Methodologies used, and transnacional comunication.
4. ECF (PP1): Support the LP in content and quality (task and deliverables).
5. WP leaders: responsible for the implementation of the WP tasks
  - ECF: WP2 (Comunication).
  - Friuli Venezia Giulia: WP 3 (Testing)
  - Cyprus Tourism: WP 4 (Transferring)
  - Koper: WP 5 (Capitalising)
6. Each PP is responsible for the activities in their region and those transnational activities which are designated to them.



# Project management. Structure II

Internal organisation and decision making system.

## Project Steering Committee.

- **Six-monthly** meetings: LP/PP3/PP4/PP6/PP8/PP2. Application Form.
- +1 representative per partner (min 11). Regional coordinator.
- Task:
  - Monitoring and validation of project contents.
  - Monitoring of project finances.
  - Quality of progress reporting.
  - Decision on required project modification.



# Project management. Structure III

Reporting and evaluation procedures.

- LP will coordinate the progress and financial reporting every six months.
- LP and implement the final reporting and project closure.
- WP leaders will support the LP to deliver technical reports.
- Every PP will organise administrative support for reporting and financial management.

Relationship with the MA/JS.

- LP will organise the information flow between the partnership and the JS, MA. The LP will also organise regular meetings with the JS



# Lead Partner: AOPJA



These conditions  
also apply to  
project partners

## ROLE:

Management and coordination: WP1  
Contractual counterpart of the programme

## RESPONSABILITIES & DUTIES:

- Coordination
- Project financial management
- Good communication flow
- 1st project steering committee.
- Payment claims and Progress Report
- Procedures for decision-making
- European and National policies and legislation;  
**EU** horizontal principles

To nominate: Project Coordinator, Financial manager, Communication manager, Contact HP



# Lead Team: AOPJA

- **Project Coordinator:** Luis Ramajo, Pablo Olivares.
- **Financial Manager:** Paola San Emeterio.
- **Contact person with Horizontal Projects:** Pablo Olivares.
- **Project Communication:** Araceli Pardal.

**Every partner must determine his own TEAM.**

**Communication Manager:** ECF (PP1)





# Key documents

- *Application Form*
- *Programme Manual (last versión)*
- *Subsidy Contract*
- *Partnership Agreement*

Interreg  
Mediterranean

Thematics Search EN



Interreg  
Mediterranean



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MEDCYCLETOUR



# The partnership

## RESPONSABILITIES & DUTIES

- Participate in the decision making
- Separate accounting system
- To notify the receipt of funds
- Audit trail
- To comply with all the rules and obligations set out in the Subsidy Contract and in the Partnership Agreement
- European and national policies and legislation (public procurement)

## Associate Partners

Associate PP can't be hired as external experts

- Therefore, expenditure incurred should be limited to:
  - ✓ reimbursement of travel and accommodation costs related to their participation in the project meetings





# MEDCYCLETOUR

"MEDiterranean Cycle route for sustainable coastal TOURism"

1st STEERING COMMITTEE MEETING

(Kick-off meeting)

SEVILLE – 19/04/2017



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# Modular & Horizontal Projects

## MedCycleTour & BlueTourMed\_C3



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# INDEX

INTRODUCTION

BleuTourMEd\_C3

Programme Architecture



Project co-financed by the European  
Regional Development Fund





# MedCycleTour, modular project



Project co-financed by the European Regional Development Fund



# Eurovelo Map

The European cycle route network 2017



1:5 000 000



Project co-financed by the European  
Regional Development Fund





# INTRODUCTION



Project co-financed by the European  
Regional Development Fund.

## Thematic Community on Sustainable Tourism Kick-off Meeting Enhancing a Sustainable Maritime & Coastal Tourism in the Mediterranean

**16 & 17 MARCH 2017**  
**Venue VILLE MEDITERRANÉE**

**Esplanade du J4 – 43 Rue de l'Evêché**  
**13002 Marseille**  
**Language of the event: English**

The Kick off Meeting of the Med Thematic Community on Sustainable Tourism will be organised by the BleuTourMed\_C3 project, the Horizontal Project of the Med Community on Sustainable Tourism. The Kick off meeting will be the first networking meeting of the Community of the Interreg Med objective 3.1. where Horizontal Project will present its action plan to the Community of projects. Modular Projects will have the chance to meet, present themselves and start working together. This event aims at fostering dialogue, exchange and at finding synergies among projects to build a common work flow for the community.



Project co-financed by the European  
Regional Development Fund.





# INTRODUCTION



**Interreg**  
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 MEDCYCLETOUR



# BLEUTOURMED\_C3



Project co-financed by the European Regional Development Fund

## BleuTourMed Partnership



Built on a transnational partnership with strong knowledge and experience on integrated coastal management and sustainable tourism policies, BleuTourMed aims at supporting and ensuring synergies between the modular projects selected under the SO3.1 with the objective of creating a cluster of projects able to enhance jointly solutions for the protection and promotion of natural and cultural resources in the Mediterranean area through a coherent strategy of Community Building, Communication and Capitalisation.

The project will develop community building activities aiming at collecting the main results of the Modular Projects (MPs) as at stimulating the sharing and co-ownership of data and results among them. It will be also in charge of processing and disseminating these results for the implementation of the policy framework regarding Coastal and Maritime sustainable tourism: e.g. MSP, ICZM, UNEP/MAP MSSD, Blue Growth Strategy, Blue Med initiative, Integrated Regional Development policies on sustainable tourism. The project will develop two main channels for the dissemination of the projects' cluster outputs; the first will be at a programme level, technically with the JTS and creating synergies with other axes, specifically with SO3.2 and axis 4, and the second to target Mediterranean and EU decision-makers and stakeholders.



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# BLEUTOURMED\_C3

## BleuTourMed Partnership tasks







SUSTAINABLE TOURISM

## ENHANCING A SUSTAINABLE COASTAL AND MARITIME TOURISM



### The 14 Modular Projects of our Community

The Modular Projects within this Thematic Community are: **ALTER ECO** (Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean identity), **BLUEISLANDS** (Seasonal variation of waste as effect of tourism), **BLUEMED** (Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean), **CASTWATER** (Coastal areas sustainable tourism water management in the Mediterranean), **CO-EVOLVE** (Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism), **CONSUME-LESS** (Consume Less in Mediterranean Touristic Communities), **DestIMED** (Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas), **EMbleMATIC** (Emblematic Mediterranean Mountains as Coastal destinations of excellence), **MEDCYCLETOUR** (MEDiterranean CYcle route for sustainable coastal TOURism), **MEDFEST** (MED Culinary heritage experiences: how to create sustainable tourist destinations), **MITOMED+** (Models of Integrated Tourism in the ME Diterranean Plus); **ShapeTourism** (New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability), **SIROCCO** (Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning), **TOURISMED** (Pêche Tourisme pour un développement durable dans la région méditerranéenne).



### Project partners



Interreg  
Mediterranean

MEDCYCLETOUR



# BLEUTOURMED\_C3

Interreg Mediterranean **SUSTAINABLE TOURISM**

## THEMATIC COMMUNITY ON SUSTAINABLE TOURISM COMMON CALENDAR

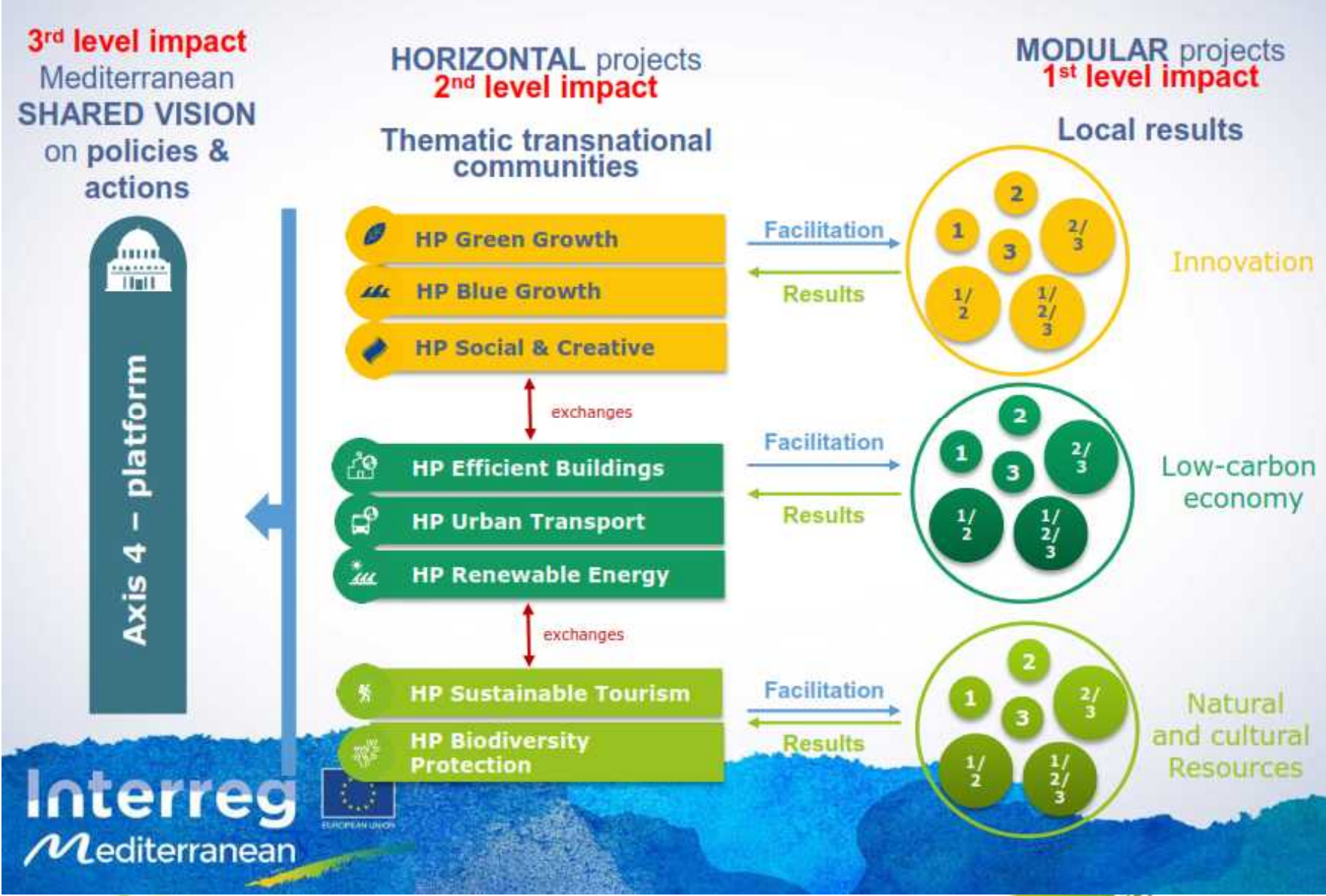
	2016		2017											
	11	12	1	2	3	4	5	6	7	8	9	10	11	12
BleuTourMed_C3					BoM + Med Travel: Contract (new sustainable routes) 10-17 March Marseille (France)		Preparation of the Med Meeting 17 May Valencia (Spain)					Working Group on methodology with the partners (Greece)		
ALTERECO		K18-01 Meeting (Spain)				Cooperation / Follow-up (Spain)		Cooperation / Follow-up (Spain)						
ALIBLONDS			K18-01 Meeting (Spain)										Preparation of the Med Meeting (Spain)	14-15 November - Spain
ALIPHO		K18-01 Meeting (Greece)				Preparation Meeting (Italy)								
ARTWATERS		K18-01 Meeting (Greece)					Partnership Meeting (Greece)							
CO CYCLE			K18-01 Meeting (Greece)					Preparation Meeting (France)					10-11 November (Spain)	
COSMOS-LES			K18-01 Meeting (Spain)						10-11 November (Spain)					
DOMART			K18-01 Meeting (Spain)							10-11 November (Spain)				
EMERMED			K18-01 Meeting (Spain)							10-11 November (Spain)				10-11 November (Spain)
INDUCTION						K18-01 Meeting (Greece)								
INDUSY	K18-01 Meeting (Greece)							Partnership Meeting (Spain)						
INDUSUP					K18-01 Meeting (Italy)									
Italy/Spain			K18-01 Meeting (Spain)					Partnership Meeting (Greece)				10-11 November (Spain)		
DEBICO		K18-01 Meeting (Greece)							10-11 November (Spain)					10-11 November (Spain)
FOUNDMED					K18-01 Meeting (Italy)									

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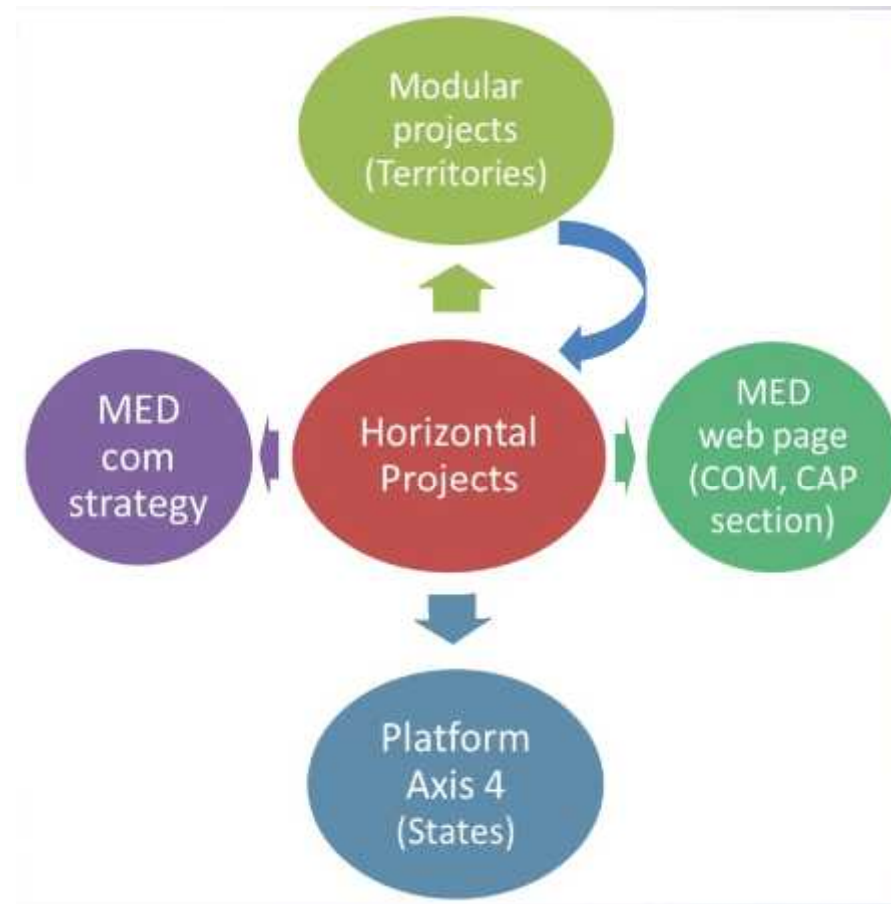




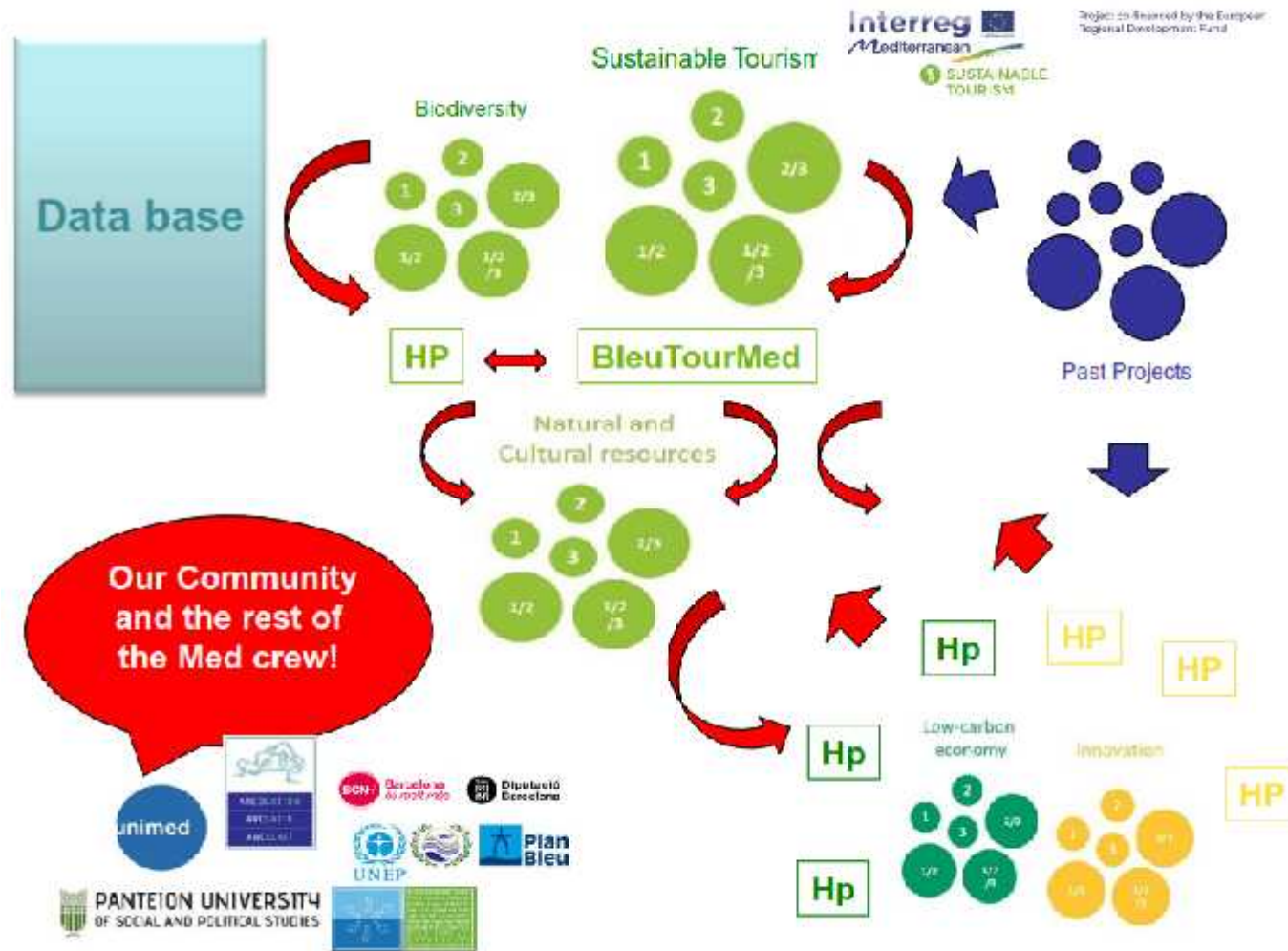
# Programme Architecture



# Programme Architecture



# Programme Architecture





# Web horizontal and modular project



<https://medcycletour.interreg-med.eu>

## NEWS

 M PROGRAMME  
Call for tenders for the Operational...

 M PROGRAMME  
VACANCY - Finance Officer

 M PROGRAMME  
Live streaming of the 2nd call Applicant...



Project co-financed by the European Regional Development Fund



# The Web platform and projects websites

<b>23 March</b>	<ul style="list-style-type: none"><li>• <b>Programme website online</b> with phase 1 features</li></ul>
<b>23-31 March</b>	<ul style="list-style-type: none"><li>• <b>Project website tests</b>: 4 projects will test their website tool &amp; upload contents</li></ul>
<b>3-14 April</b>	<ul style="list-style-type: none"><li>• The Programme will give the project partners <b>access to their website backend</b> to start uploading contents;</li><li>• <b>Tutorials will</b> available to help project partners uploading their content;</li></ul>
<b>April-May</b>	<ul style="list-style-type: none"><li>• Development of phase 2 features</li><li>• Launching of project websites (<b>project partners will have to explicitly request it to us</b>)</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• <b>Web platform training</b></li><li>• Full operational platform: <b>all websites online</b></li></ul>





Thank you !!

**Interreg**  
Mediterranean



Project co-financed by the European  
Regional Development Fund

 MEDCYCLETOUR





# MEDCYCLETOUR

“MEDiterranean Cycle route for sustainable coastal TOURism”

**1st STEERING COMMITTEE MEETING**

(Kick-off meeting)

SEVILLE – 19/04/2017



# WP1. General Financial Management



# INDEX

DECLARATION OF EXPENDITURES & FLC SYSTEM

ELIGIBILITY OF EXPENDITURES

SPENDING OBJECTIVES & FINANCIAL FLOW





# INDEX

DECLARATION OF EXPENDITURE & FLC SYSTEM

ELIGIBILITY OF EXPENDITURES

SPENDING OBJECTIVES & FINANCIAL FLOW



# DECLARATION OF EXPENDITURES

Each partner

- enters activities and expenditures on SYNERGIE CTE

Lead Partner

- validates the other partners' expenses on SYNERGIE CTE

First Level Control

- checks partner expenditures;
- validates the partner expenditures and fill-in the FLC checklist in SYNERGIE CTE
- validates in SYNERGIE CTE the FLC certificate

National Level\*

- in some Participating States, the expenditures certified by FLC must be validated at national level before their inclusion in a project payment claim.

Lead Partner

- gathers all the certificates and produce a payment claim + progress report on SYNERGIE CTE
- submits to the JS within the deadlines mentioned in the Subsidy Contract

Joint Secretariat

- verifies the project's payment claim, address the LP in case of doubts
- prepares the MA certificate

Managing Authority

- performs an additional control and ensures the precision of the payment claim,
- validates the MA certificate
- transfers the MA certificate to the Certifying Authority

Certifying Authority

- performs an additional control
- draws up payment order directly to each beneficiary



# FIRST LEVEL CONTROL DEFINITION

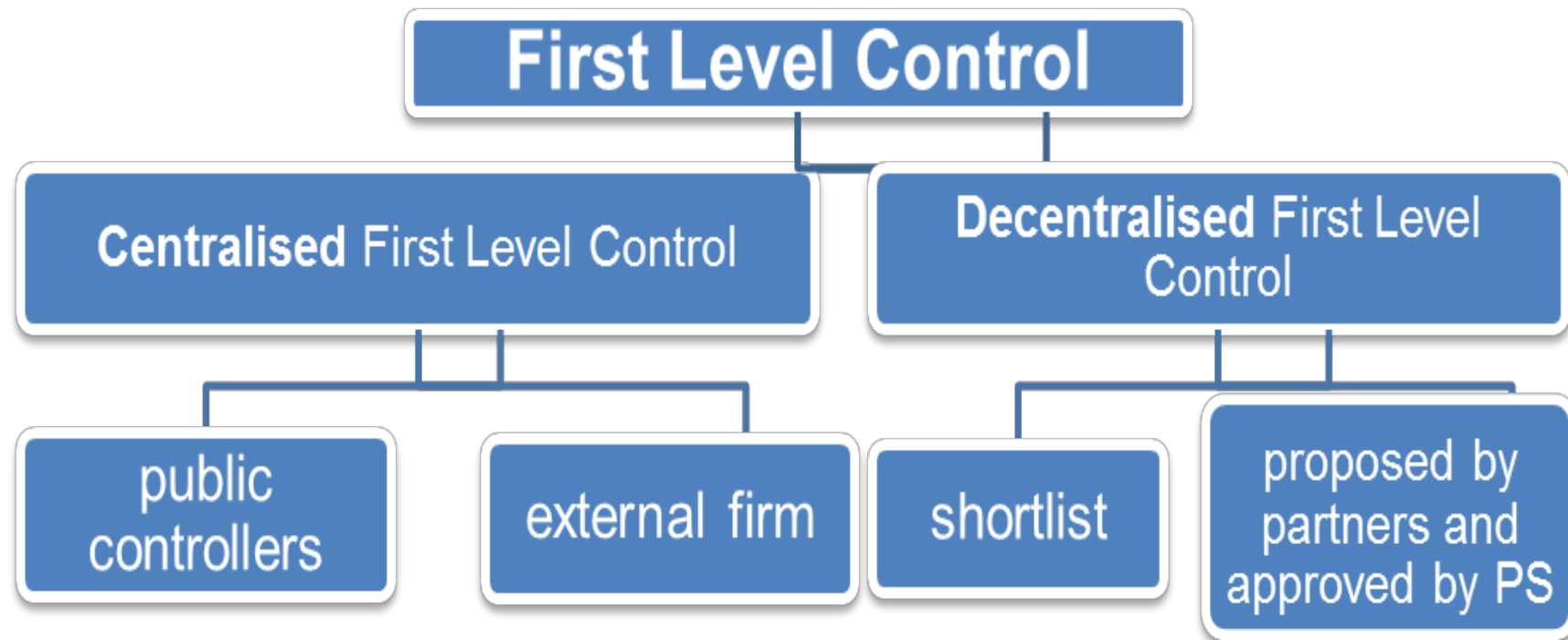


- National Control Systems
- Responsible for verifying that the expenditure declared by beneficiaries complies with the applicable law and the Programme rules (Article 23 (4) of Regulation (EU) No 1299/2013)
- FLC Covers 100% of all declared expenses
- Administrative verifications every six months
- On-the-spot checks at least once during the project lifetime
- A guarantee for beneficiaries that project accounts comply with the legal and financial provisions of the Subsidy Contract, the Interreg Med Programme rules and EU and national provisions





# FIRST LEVEL CONTROL SYSTEMS – TYPOLOGIES



- Control costs borne by beneficiaries are eligible as project's expenditures
- The controller is required to be **independent** from the controlled structure and **qualified** to carry out the control of project's expenditure.



# NATIONAL FIRST LEVEL CONTROL SYSTEMS

## Centralized System

Albania\*  
Bosnia – Herzegovina\*  
Croatia  
Greece  
Montenegro\*  
Slovenia  
UK (Gibraltar)

*\* This system will be in place after the signature of the Financing Agreement between the competent Authorities of each IPA country, the European Commission, and the Managing Authority.*

## Decentralized System

Cyprus  
France  
Italy  
Malta  
Spain\*\*  
Portugal\*\*

*\*\* National validations must be obtained before submitting the payment claim. This must be taken into account in timetable for submitting claims.*

National FLC descriptions available on Interreg Med website



# TIMEFRAME FOR THE FIRST LEVEL CONTROL

Each six months FLC must :

- ✓ Verify partner expenditures;
- ✓ Validate the partner expenditures
- ✓ Fill-in the FLC checklist in SYNERGIE CTE
- ✓ Validate in SYNERGIE CTE the FLC certificate
  - official commitment on validation of expenditures,
  - the control checklist
  - list of verified expenditure



- ✓ Print, sign and stamp the FLC certificate in order to be included in the partner audit trail.



Deadlines for project reporting set up in the **Subsidy Contract**

**Delays impede constant cash-flow and have a negative impact on financial performance of the projects and the Programme**





# INDEX

DECLARATION OF EXPENDITURES & FLC SYSTEM

ELIGIBILITY OF EXPENDITURES

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# ELIGIBILITY REQUIREMENTS

- According to the latest approved **Application Form**
- Not funded by other EU funds
- **Essential** for the project implementation
- Based on **real costs** (except for cost using flat rates/lump sums)
- Complying with the **principle of sound financial management**
- Borne directly by the beneficiary and supported by accounting documents = AUDIT TRAIL
- **Incurred, engaged and paid out within the eligible period**
- Complying with eligibility rules at European, Programme and national level; including relevant public procurement **rules**
- Validated by an authorised **First Level Controller**



A list of non-eligible expenditures can be found on the Programme Manual



# HIERARCHY OF RULES ON ELIGIBILITY

EU rules

Programme rules

**COMPULSORY**

National eligibility rules

To be applied if  
not covered by  
Programme rules





# ELIGIBILITY PERIOD of EXPENDITURES

Expenditure is eligible according to the following periods:

Costs for project **implementation** :

Start: 01/12/2016. Project approval.

End: official ending date + 2 months only for payment

Costs for project **closure** : incurred, invoiced and paid out within two months after the official ending date of the project



# 5 BUDGET LINES

## Commission Delegated Regulation (EU) No 481/2014

- Staff costs
  - Office and administrative expenditure
  - Travel and accommodation costs
  - External expertise and services costs
  - Equipment expenditure
- 
- Exhaustive list of eligible expenditures for each Budget Line
  - General principles of expenditures allocated under each Budget Line
  - Method of calculation (if needed)
  - Accounting documents to be used for control purposes (audit trail)

**More detailed information on  
Programme Manual**



# BUDGET LINE 1. STAFF COSTS

- Costs of staff employed by the beneficiary for implementing the project; already employed by the beneficiary or contracted specifically for the project
- It includes **salary payments + any other costs directly linked to salary payments supported** by the beneficiary
- Calculated **based on real costs** using compulsorily one of the **4 methods established by the Programme**

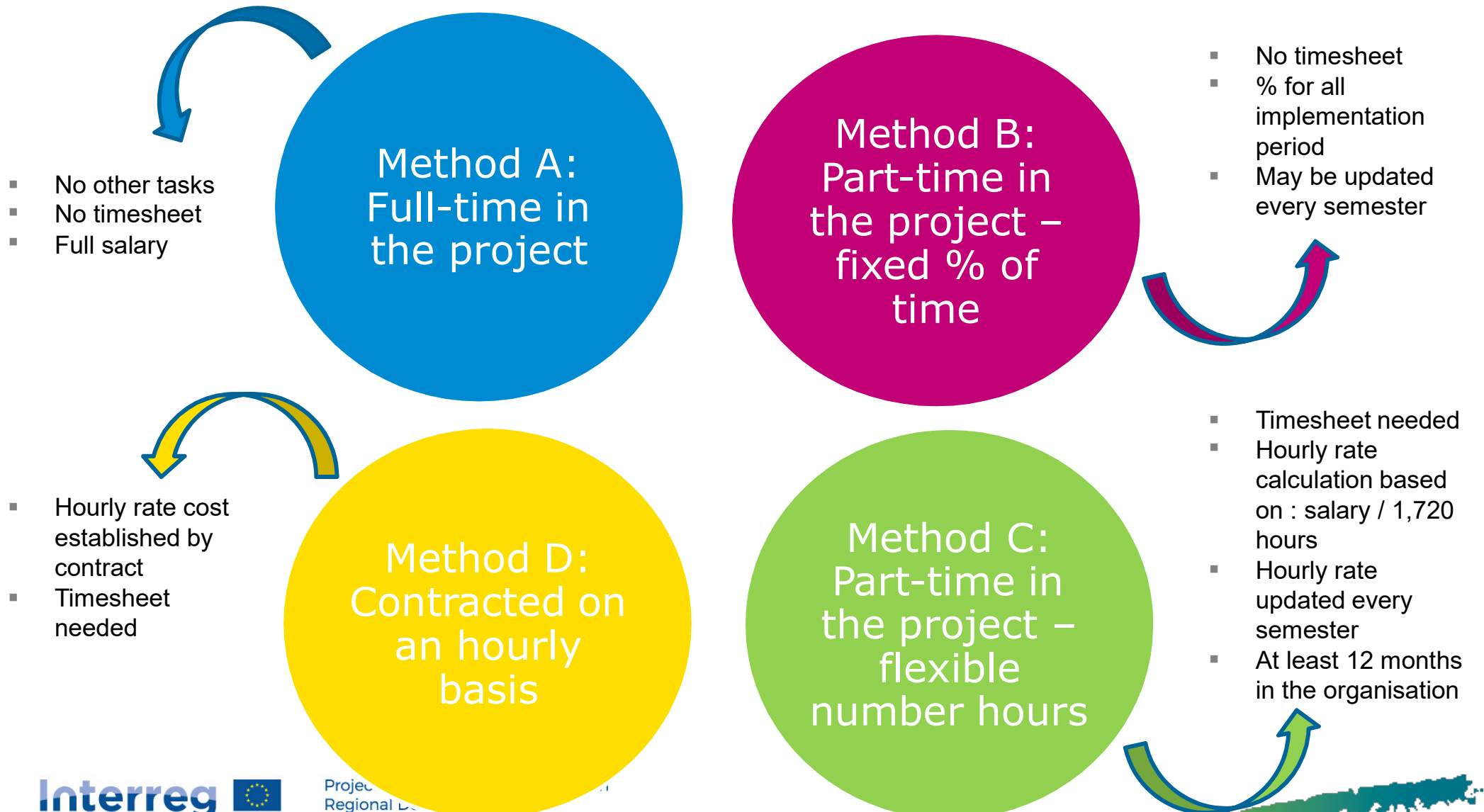
Audit trail

- **Employment document** for each staff member
- **A list of the staff working on the project** that includes all the staff involved in the project
- **A job description** for each staff member
- Specific documents depending on the method selected



# BUDGET LINE 1. STAFF COSTS

## 4 methods for the calculation of staff costs





# BUDGET LINE 1. STAFF COSTS

## How to select a method of calculation of the staff costs?

### 1. Which type of employee's contract?

- Labor contract
- Only for the project
- Fixed hourly rate
- Less than 12 months in the structure

### 2. Does the employee work on other task of the structure?

- Other MED or Interreg projects
- At this moment, in the future

### 3. Linear and fluctuating involvement in the project?

- Part-time
- Principle of proportionality
- Audit trail needs



#### GOOD PRACTICES

- Understand the method(s) used
- Use the same method for staff members participating in several MED projects
- Use the same method for staff participating in several Interreg projects (if possible)



# BUDGET LINE 2. OFFICE AND ADMINISTRATIVE EXPENDITURE

- Represents **15 % of eligible staff costs**
- Automatically calculated by SYNERGIE CTE after validation of the staffs costs by the FLC
- It covers all the operating and administrative expenses of the structure (e.g. rent, utilities, maintenance, equipment for general office use, phone, bank charges, etc...)
- No need to provide supporting documents. No calculation method required



Direct costs falling under this budget line are **not eligible**



# BUDGET LINE 3. TRAVEL AND ACCOMMODATION COSTS

- Expenditure on travel and accommodation of the **staff of the beneficiary** for missions (e.g. participation in project meetings, project site visits, meetings with the programme bodies, seminars, conferences, etc.).
- Most cost-effective way.
- National maximum daily rates for hotel and subsistence must be respected.
- Unused travel tickets are not eligible.
- In the case of travels outside of the MED area:
  - indicated in the approved Application Form
  - authorised by the MA/JS **prior to the travel**



# BUDGET LINE 4. EXTERNAL EXPERTISE AND SERVICES COSTS

- Costs of external expertise and services provided by a **body outside of the beneficiary organisation** (e.g. studies and surveys, translation, promotion and communication, services related to meetings and events, audits, travel of experts).
  - Sub-contracted
  - In-house companies
- Full respect of EU, Programme and national (including stricter institutional) **public procurement rules** and compliance with the principles of transparency, non-discrimination and equal treatment.

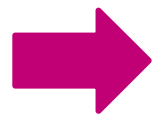
**No sub-contracting between project partners or associated partners is allowed.**





# BUDGET LINE 5. EQUIPMENT EXPENDITURE

- Equipment purchased, rented or leased by a beneficiary which are essential for the implementation of the project.
- Full respect of EU, Programme and national (including stricter institutional) **public procurement rules** and compliance with the principles of transparency, non-discrimination and equal treatment.
- Need to be specified in the application form or approved by the JS



**Equipment for general office use** not used exclusively for the project covered by the budget line OFFICE AND ADMINISTRATIVE EXPENDITURE = cost not eligible under equipment budget line

**Different rules for each sub-budget line.**



# BUDGET LINE 5. EQUIPMENT EXPENDITURE



	Thematic equipment	Small scale investment
Definition and examples	Tools, devices and goods purchased or already in the possession of a partner, linked to (or forming part of) the project outputs necessary for the successful implementation of a pilot activity	Facilities or infrastructures of limited size or scope necessary for the successful implementation of a pilot activity.
Exclusive use for the project	Not necessary	Yes
Amount to be claimed	In full (if exclusively used for the project) or pro-rata (if shared use with other projects), <b>according to a depreciation plan</b>	In full, <b>no depreciation plan needed</b>
Activities linked to	Content-related WP	Testing WP – Module 2 testing type of project



# PUBLIC PROCUREMENT

Levels of rules to be applied:

- EU rules
- National rules
- Interreg MED Programme rules



For contracting amounts above **EUR 5.000,00** (excl. VAT) → kindly ask for **at least three offers** from three different providers

- » Stricter national and internal rules must be applied
- » All partners, public and private



# AUDIT TRAIL

- Partners must ensure that all accounting documents linked to the project are available and filed separately.
- Partner must have a separate accounting system and/or an adequate accounting code.
- Partner must have a mechanism in place to avoid double funding (= same expenditure reimbursed by different sources of funding)
- Original copies of documents to be kept by each partner until December 31<sup>st</sup> 2028, or longer if required by the country's legislation.
- Responsibility of the LP for the implementation of suitable audit trail – overview





# TO BE VALIDATED IN ADVANCE BY THE JS, when not foreseen in the Application Form

- ✓ Travels outside of the MED area (always when outside of the EU)
- ✓ Organisation of events outside of the MED area
- ✓ External expertise and services of over EUR 30,000
- ✓ Equipment purchase
- ✓ Methods for calculation of staff costs and updates (not for validation, for follow up)

**The proof of the validation  
MUST be kept by the LP and  
the partner as part of the  
project audit trail**



# INDEX

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# REPORTING TIMING



Article 5.1 of the Subsidy Contract:

Forecast of expenditures per implementation period (€)

Reference period	Expenditure forecast per period of implementation (€)	
	Total eligible (€) of partners ERDF	ERDF
Semester I (from 01/07/2016 to 31/12/2016)	0.00 €	0.00 €
Semester II (from 01/01/2017 to 30/06/2017)	169,219.92 €	143,837.14 €
Semester III (from 01/07/2017 to 31/12/2017)	435,338.18 €	370,037.99 €
Semester IV (from 01/01/2018 to 30/06/2018)	657,067.33 €	558,508.04 €
Semester V (from 01/07/2018 to 31/12/2018)	622,487.88 €	529,115.46 €
Semester VI (from 01/01/2019 to 30/06/2019)	376,897.47 €	320,363.31 €
Semester VII (from 01/07/2019 to 31/12/2019)	282,292.98 €	239,949.38 €
Semester VIII (from 01/01/2020 to 31/01/2020)	34,828.13 €	29,603.95 €
<b>Total</b>	<b>2,578,131.89 €</b>	<b>2,191,415.28 €</b>



# REPORTING TIMING

Payment claims must be submitted to the JS maximum **three months after the end of the implementation period**, according to the following timetable:

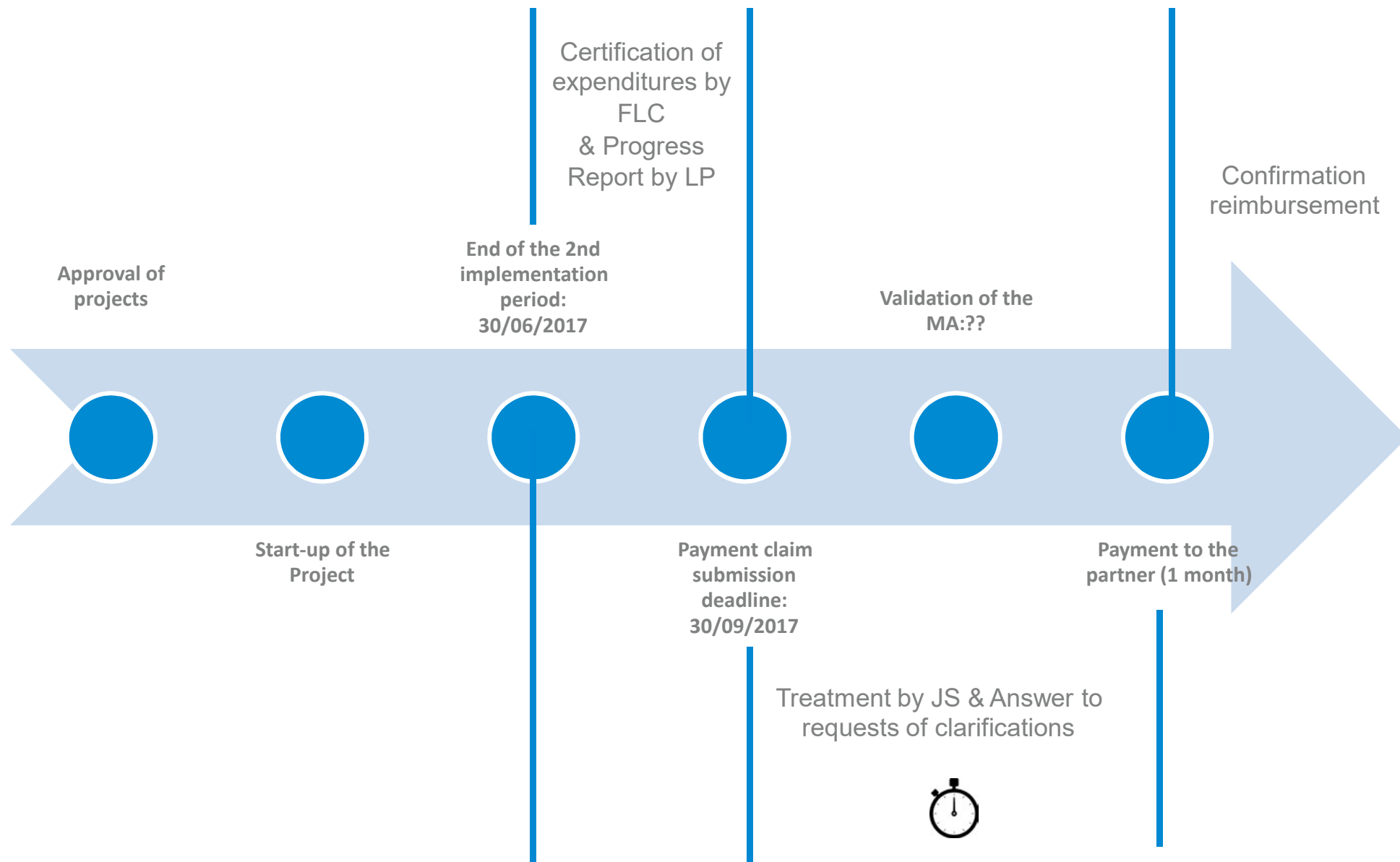
Implementation Period	Submission date
<del>01/07/2016-31/12/2016</del>	<del>31/03/2017</del>
01/01/2017-30/06/2017	30/09/2017
01/07/2017-31/12/2017	31/03/2018
01/01/2018-30/06/2018	30/09/2018
01/07/2018-31/12/2018	31/03/2019
01/01/2019-30/06/2019	30/09/2019
01/07/2019-31/12/2019	31/03/2020

- NO delays possible
- NOT needed for the 1<sup>st</sup> implementation period (expenditures to be included in the 2<sup>nd</sup> one)
- Last period ends with the project; documents to be submitted 3 months after the end of the project, together with a Final Report





# REPORTING TIMING



# REPORTING TIMING

**Duration of treatment = 3/4 months**

The LP role:

Please Notice This



- Follow the certification process of partners
- Check partners' documents before submitting
- Submit **on time!!!!**
- Be reactive when JS requests clarifications
- **Ensure the cash flow in order to follow the project implementation**
- In case of problem, LP contacts with project officer



# ADDITIONAL BUDGET VERIFICATION

- From 18 months of implementation
- If the project does not reach a certain percentage\* of the amounts committed for the three first implementation periods (article 5.1)
- JS will look into the situation in order to ensure the good project management
- Steering Committee of the Programme may decide to reduce the project budget

\*Percentage to be validated by the Monitoring Committee of the Interreg MED Programme.



# DECOMMITMENT RULE

## Articles 5.2 & 5.5 of the Subsidy Contract:

- If the Programme is not able to report the target of the relevant year, it will lose the ERDF/IPA not reported.
- This reduction will impact on the projects.
- Projects not respecting their contractual commitments (5.1) will see their ERDF/IPA budget reduced.
- Steering Committee of the Programme will decide the method of application of the decommitment rule.





# PROJECT MODIFICATIONS – PRINCIPLES

- No project modification
- Exceptions:
  - Passage of one module to another.
  - *Force majeure*.

**No budget modification will be allowed during the first year of project implementation.**



## **20% flexibility rule – partner budget**

Redistribution of partner's budget among budget lines and WP, without exceeding partner's budget, does not required an authorization from the MA/JS.

Modification of the Application Form not needed.

To be monitored by the LP and the FLC.

**Programme Manual concerning project modifications under construction.  
To be validated by the Monitoring Committee of the Interreg MED Programme.**





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# MedCycleTour Kick-off

## WP1: Project Methodology

Jesus Freire, [j.freire@ecf.com](mailto:j.freire@ecf.com)

April 19<sup>th</sup> 2017, Seville

# WP1: Project Methodology

## Objectives:

- The project ' bible' always available for all partners
- A library that includes all the necessary supportive documents in order to successfully implement the project
- Divided by work packages:
  - WP1: Management
  - WP2: Communication
  - WP3: Testing
  - WP4: Transferring
  - WP5: Capitalising

# MANAGEMENT

## Project Methodology

### Work Package 1 Annexes:

- Grant agreement and partnership agreement
- Application form and programme manual
- Financial rules and templates for reporting
- Project action plan
- Minutes of the meeting



# COMMUNICATION

## Project Methodology

### Work Package 2 Annexes:

- Programme communication rules
- Project communication plan
- Product communication plan
- Corporate design for partners
- Methodology for the set up of EuroVelo web sites

# TESTING

## Project Methodology

### Work Package 3 Annexes:

- Methodology for surveying using the ECS
- Methodology for action planning
- Template for survey and action plan
- Methodology and template for pilot actions

# TRANSFERRING

## Project Methodology

### Work Package 4 Annexes:

- Calendar of national and international events

# CAPITALISING

## Project Methodology

### Work Package 5 Annexes:

- Capitalization plan
- Methodology for policy recommendations
- Long term Management Agreement (LTMA)





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# MedCycleTour Kick-off

## WP2: Communication

Jesus Freire, [j.freire@ecf.com](mailto:j.freire@ecf.com)

April 19<sup>th</sup> 2017, Seville

# WP2: Communication

## 1. Work package objectives:

- Promote EuroVelo 8 – Mediterranean Route as a transnational cycle route
- Targeting professional audiences (SMEs, politicians...) and users (cycle tourists)

## 2. How to achieve these objectives?

- Common approach on what to communicate, to who, when... by providing to the project partners of guidelines

# WP2: Communication

## 2. Work package deliverables:

- Project communication plan
- Product communication plan
- Corporate design for partners
- Promotional brochures
- Webs and apps
- Press and social media
- Events and study tours

# WP2: Communication

Use of EuroVelo 8 and Programme logos:



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[www.interreg-med.eu/MedCycleTour](http://www.interreg-med.eu/MedCycleTour)  
[www.EuroVelo8.com](http://www.EuroVelo8.com)



# WP2: Communication

## 1. Project communication plan

- Target: stakeholders such as politicians, media, companies, etc.
- Key messages:
  - What is the aim of the project?
  - Why cycle tourism is important for your country / region?
  - What's the added value?

Put together the key messages we want to transmit

# WP2: Communication

## 2. Product communication plan

- Target: Users
- Key messages:
  - Why the EuroVelo 8 – Mediterranean Route?
  - Why is it special?
  - What does it have to offer?

Put together the key messages we want to transmit



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# MedCycleTour Kick-off

## WP3: Route survey and pilots

Adam Bodor, [a.bodor@ecf.com](mailto:a.bodor@ecf.com)

April 19<sup>th</sup> 2017, Seville

# WP3: Route survey and pilots

## 1. Route survey and Action Plan:

- Route survey
- European Certification Standard
- Action Plans



## 2. Pilots Workshop

- Planning
- Feasibility studies
- Implementation
- Evaluation



# Content

1. Objectives
2. The needs of the European cycle tourists, target groups
3. Status Report and actions by route components
4. Action Plan – structure and principles
5. Guidelines and templates to help your work



# Objectives

1. Why we need a status report?
2. Why we need a Trans-national Action Plan and national Action Plans?





# What is a (Trans) national Action Plan?

- Defines the objectives, goals
- Defines the target groups
- Defines the task and the responsibilities on:
  - Trans-national level
  - National - regional level
  - Local level (section)
- Contains estimated costs and resources



# What is NOT a (Trans) national Action Plan?

- Not a detailed action plan for the local level (not a project plan)
- Not a detailed reference for construction works or other actions on the local level.
- Not a source of information for road users (tourist, commuters etc.) – but their needs are the most important!



# Cycle tourism has changed...



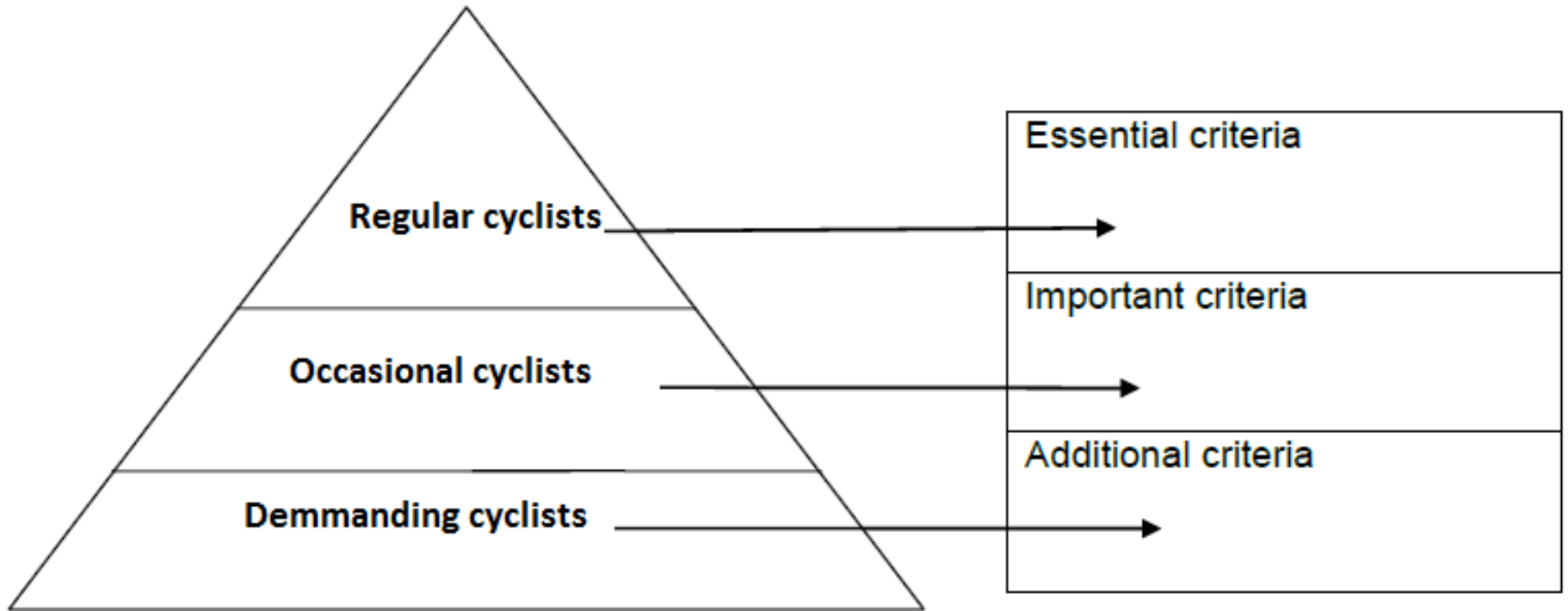


...and moved to the mainstream.





# Criteria and target groups



# Make them satisfied based on – objective criteria

- **ESSENTIAL CRITERIA** – mandatory components
- **IMPORTANT CRITERIA** – optional components
- **ADDITIONAL CRITERIA** – optional components
- **Further criteria** – optional components

# Make them satisfied based on – objective criteria

## ESSENTIAL CRITERIA :

- cover the needs of regular cyclists, who use bicycle as a main mode of daily transportation and/or frequently for leisure and tourism purposes.
- All the essential criteria must be met along the entire route

# Make them satisfied based on – objective criteria

## IMPORTANT CRITERIA:

- meet the needs of occasional cyclists with little experience and average skills and fitness levels, who use the bicycle regularly for daily transportation and/or have already made several leisure trips.



# Make them satisfied based on – objective criteria

## ADDITIONAL CRITERIA:

- cover the needs of more 'demanding' or 'inexperienced' cyclists and/or cyclists with special bikes (e.g. road cyclists, small children on trailers, tandems, hand bikers etc.).

## FURTHER CRITERIA:

- are evaluated positively or negatively.

# Criteria for all route components



# Reporting and planning by route components



# Criteria categories

## ROUTE INFRASTRUCTURE

- Continuity
- Route infrastructure components
- Surface and width
- Gradients
- Attractiveness
- Signing
- Public transport

# Criteria categories

## SERVICES

- Accommodation
- Food, drink and rest areas
- Bike repair and bike shops
- Other services
- Bookable offers



# Criteria categories

## PROMOTION, MARKETING

- Web communication
- Print communication
- Other promotion and information tools

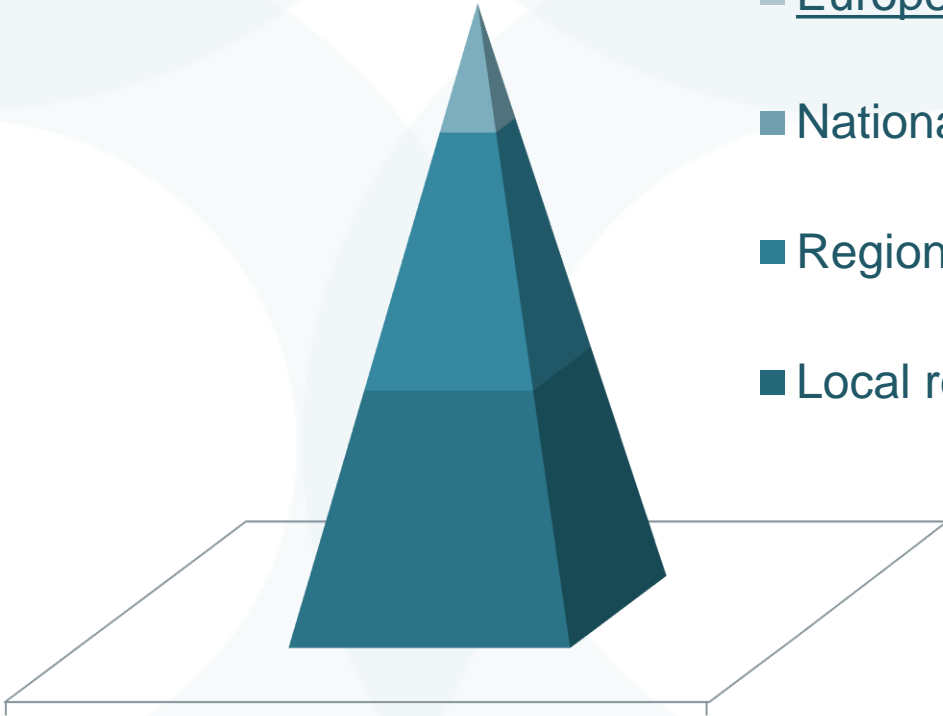
# Route infrastructure

Cycling tourists need attractive, safe and comfortable routes



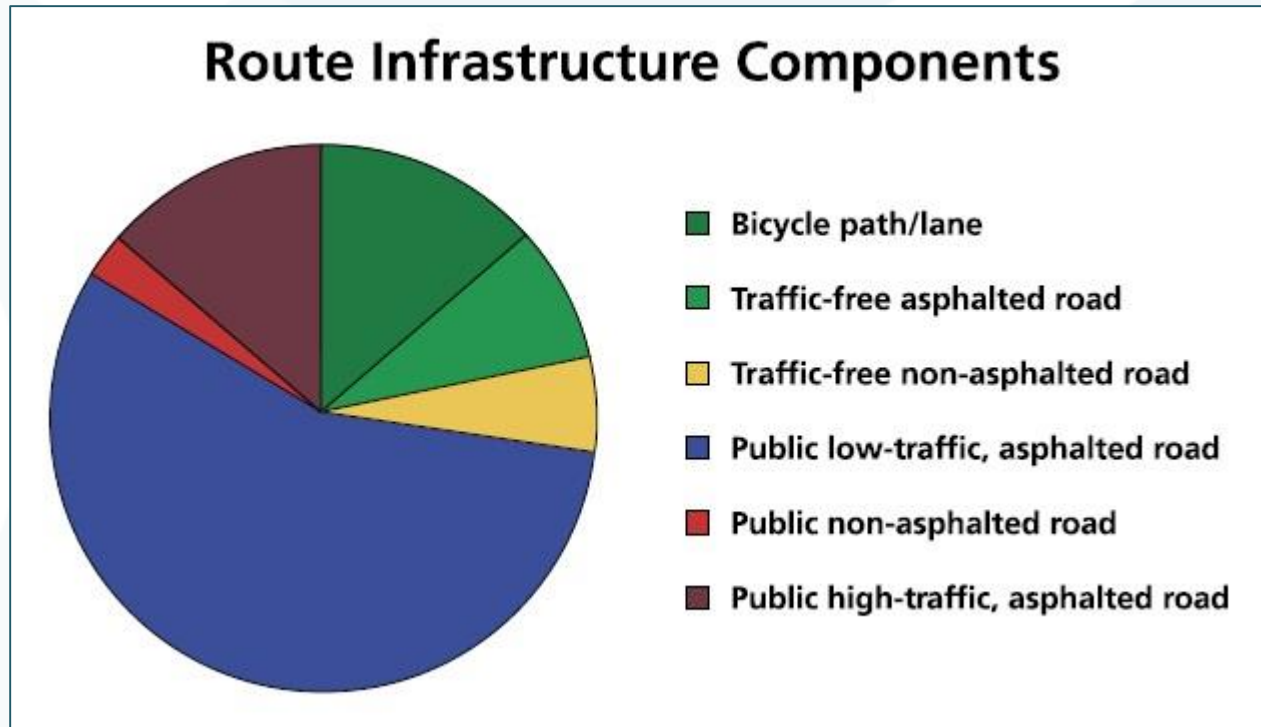
# Route infrastructure

- European routes
- National routes
- Regional routes
- Local routes



# Route infrastructure

## EuroVelo, the European cycle route Network





# Route infrastructure

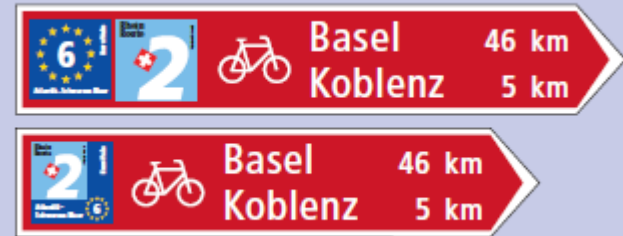
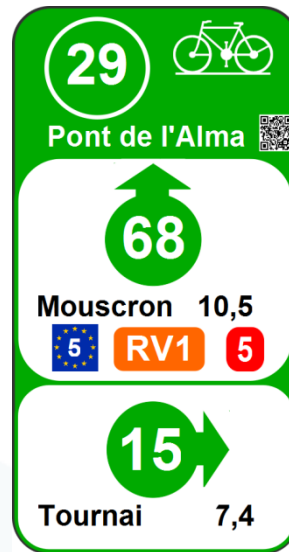
**Complete and consistent signing according the national standards**





# Route infrastructure

## Integration of EuroVelo signs



# Route infrastructure

Good public transport connections with cycle carriage



# Route infrastructure – Status Report

Status report per section:

- 10000 Km is possible on low traffic public roads or separate bicycle path
- 1000 Km is possible on stabilized dirt roads or roads with moderate traffic (temporary available)
- 100 km on routes with heavy traffic or dirt roads in bad conditions
- 100 Km EV signposting and national signs

# Routes infrastructure – Action Plan

Proposed infrastructure development actions in work packages per section:

- Short-term
  - » Definition of the final itinerary
  - » GPS Tracking of the route
  - » Signposting of the route ??? km
- Medium-term
  - » Construction of ??? km bike paths to fulfill essential criteria everywhere
  - » Repair ?? km public roads
- Long-term
  - » Construction of ??? km bike paths to fulfill



# Services





# Services

Based on the EuroVelo route development guidelines:

- **Basic accommodation** should be available at the start and end of every daily section (every 30 – 90 km) (mandatory)
- **Food and drink** (at pubs, restaurants etc) in the middle of every daily section (every 15 – 45 km) (optional)
- A range of standards available (optional)
- Attractions and information centres with cyclist friendly facilities (optional)
- Rest areas if food and drink not provided frequently enough
- Bike repair stations at intervals no greater than 150 km (mandatory)
- Helpline: to help cyclists in emergency situations (optional)
- Bike and pedelec rental stations (optional)
- Pedelec charging stations (optional)

# Services

Controlled, cycling friendly services



# Services

Based on the EuroVelo route development guidelines:

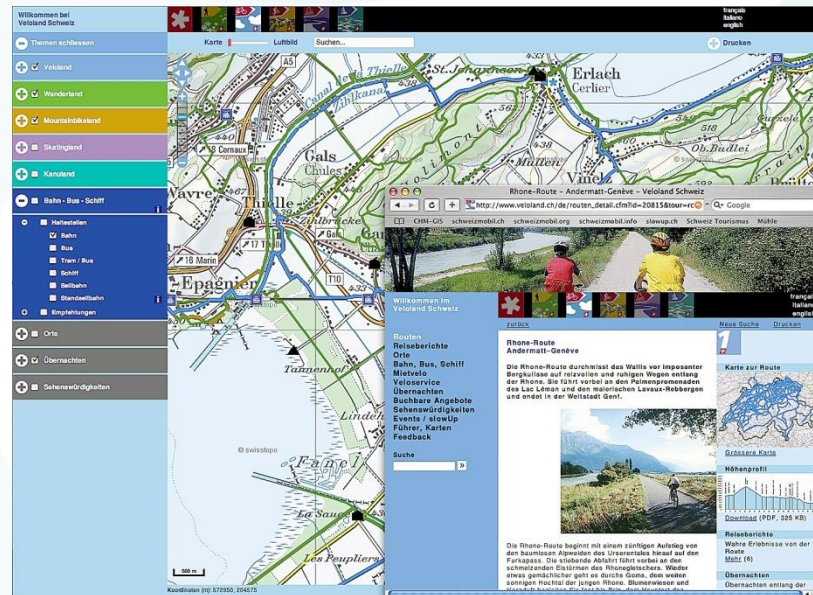
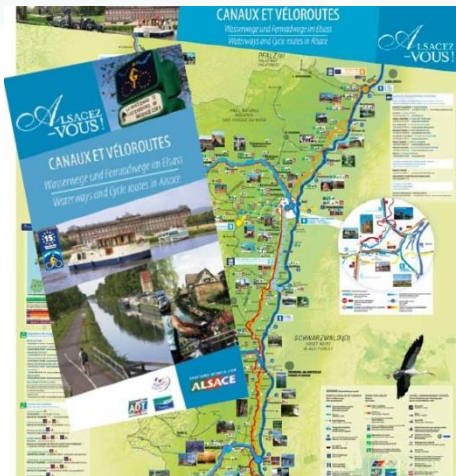
- Cyclist friendly facilities, conforming to the regulations of the relevant national schemes (for example safe bike storage, bike repair kits, one night service, laundry and drying etc) (optional)
- Label and quality criteria systems for cyclist friendly services should exist at the national or regional level (optional)

# Services – Action Plan

- Proposed service development actions in work packages per sections:
  - Short-term
    - » Definition of the missing services
    - » Investigation of the possible rural service providers (accommodation / food)
    - » Organize network, QC and sales for the local service providers to fill the gaps
  - Medium-term
    - » Cycling friendly service networks in every country
    - » Improve the quality of the services (more category)
  - Long-term
    - » Further improvement of the quality

# Marketing, promotion

Up-to-date and easily accessible information and promotional tools.





# Promotion – Status Report

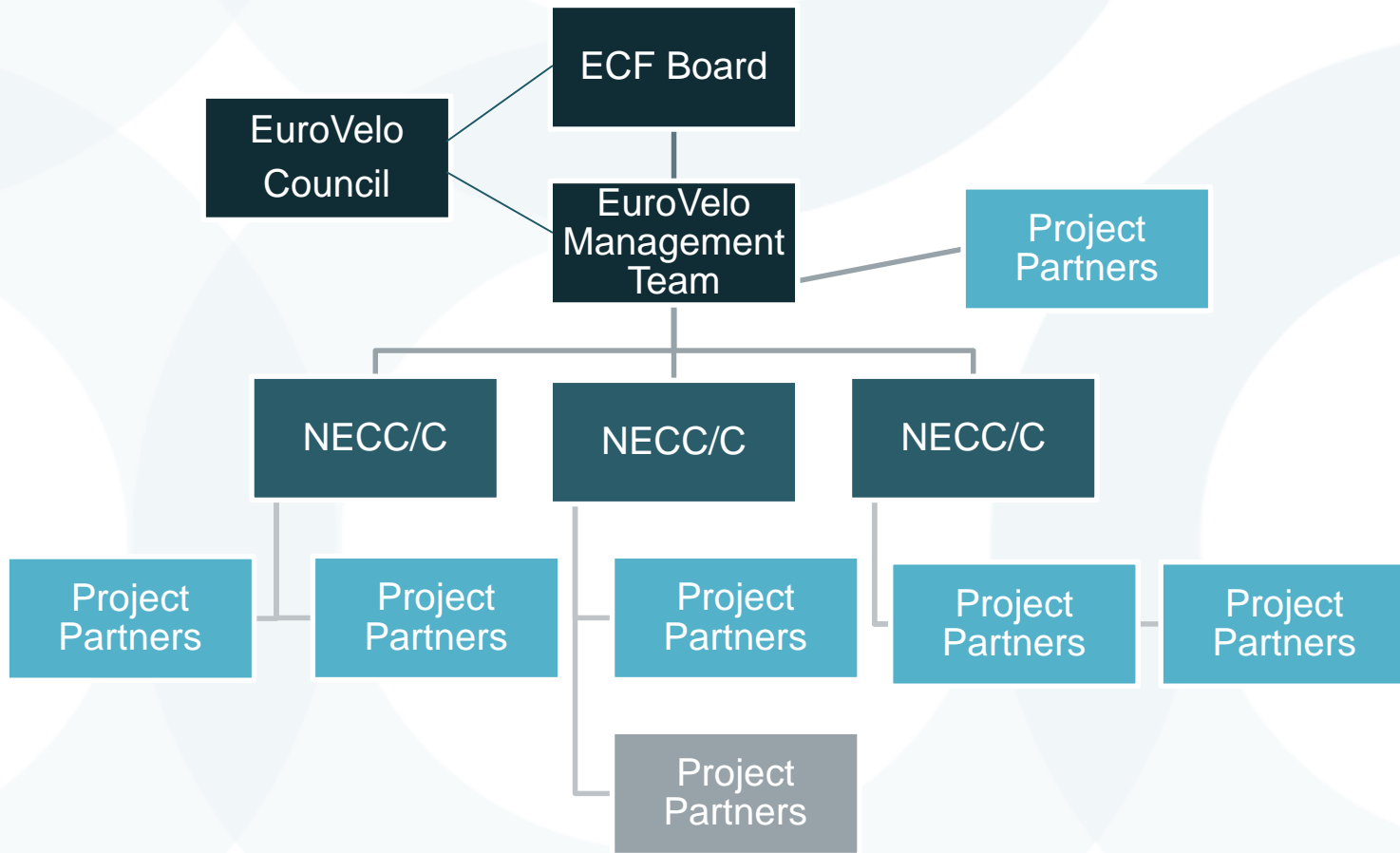
- Status report
  - Many source of information specially for cyclists, but EuroVelo 8 – Mediterranean Route is not communicated
  - In the ?% of the route cycling tourism related information is available on the internet about some region
  - Existing printed promotion tools
  - Existing promotion events

# Promotion – Actions Plan

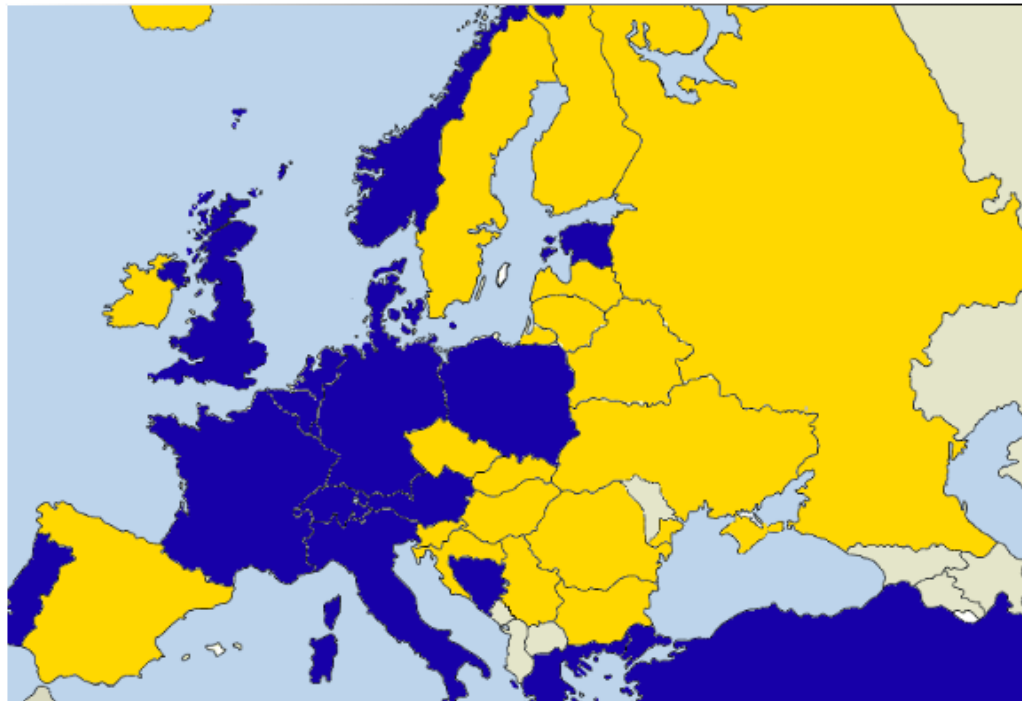
Proposed promotion development actions in work packages :


- Short-term
  - » Detailed marketing research and plan
  - » Simple webportal with link to detailed info on national level if exists;
- Medium-term
  - » Create an attractive, interactive webportal according the EV standards
  - » Create subsites on national / regional / local websites for detailed information
  - » Further improvement of the quality of the promotion
  - » Quality maps and printed promotion tools
  - » Common events
- Long-term
  - » Further improvement of the quality of the promotion


# Organisation



# Organisation



 National EuroVelo Coordination Centres and Coordinators

 On-going discussions with one or more organisation about becoming a National EuroVelo Coordination Centre or Coordinator

# Organization – Status Report

## – Status report

- EuroVelo coordinator/coordination center in every country
- No formalized cooperation between the countries
- The local governments are not aware of EuroVelo 8 – Mediterranean Route
- Lack of dedicated financial resources



# Organisation – Actions Plan

Proposed organisation development actions in work packages :

– Short-term

- Stakeholder meeting

–Medium-term:

- Create formal co-operations among stakeholders



# Standardised actions – cost estimation

How to compare and summarize actions?

- Standard actions with units:  
Construction of a segregated cycle path

How to estimate and summarize their costs?

- Unit prices: from 120.000 Euro / km up to 250.000 Euro / km.

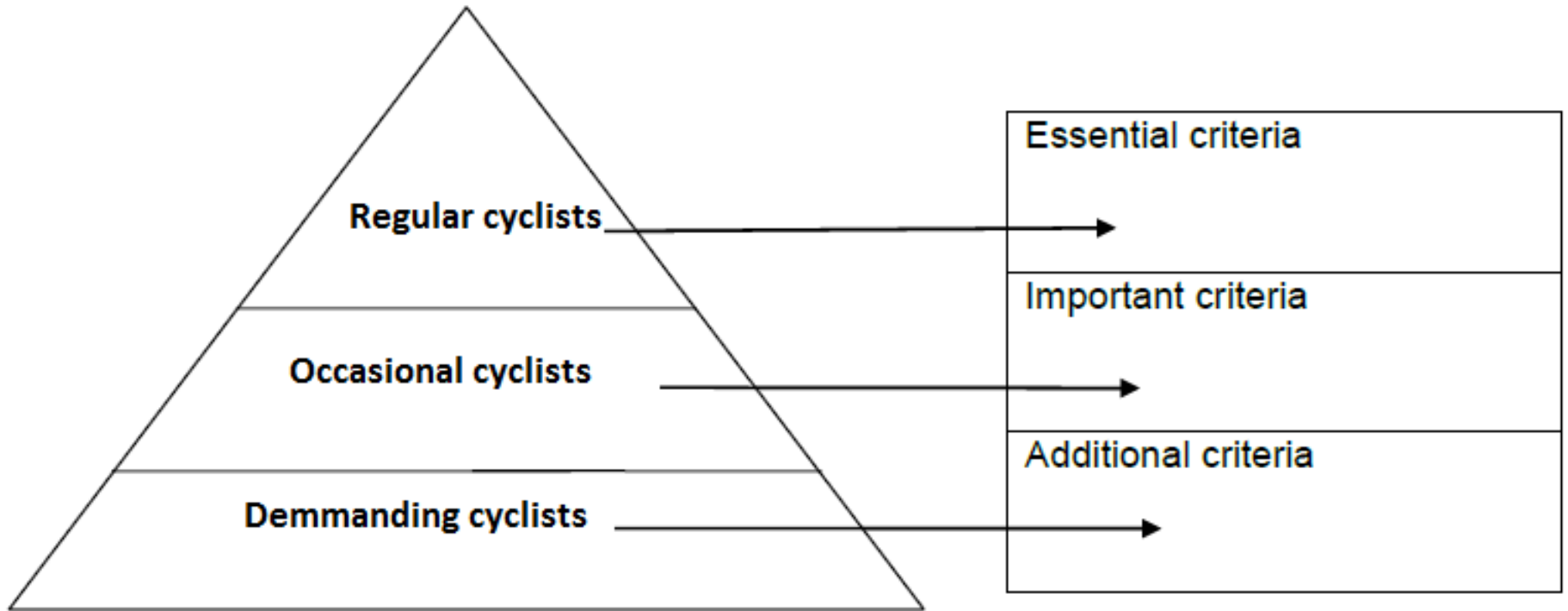


# Principles of the (Trans) national Action Plan

- The developments – products – offers have to meet with the expectations of the target groups
- Keep it ambitious, but simple and realistic
- Prioritizes



# Criteria and target groups



# What happens if one (or more) essential criteria is not fulfilled?

## Public transport contingency:

- If one (or more) of the essential criteria is not met, but the affected section can be substituted by the use of public transport, the route still can be certified if this is clearly communicated. This exceptional rule is limited to a total amount of 10% of all daily sections of the EuroVelo route under assessment.



# The structure of the Action Plans

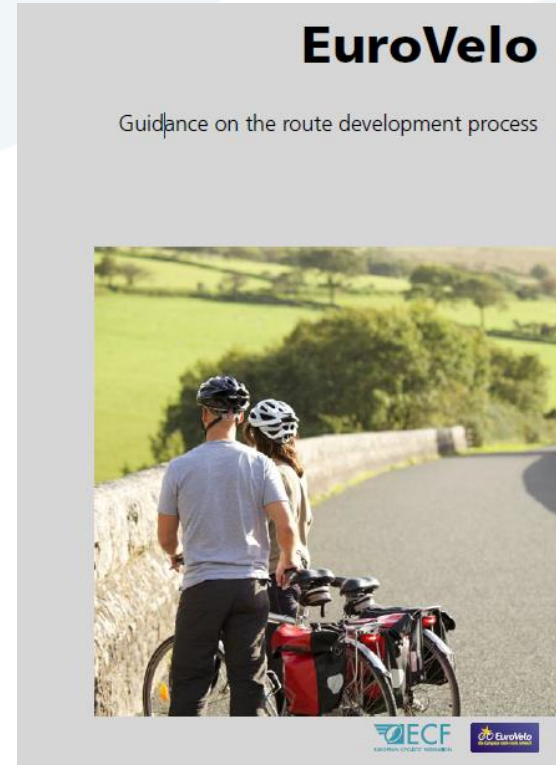
- Background
  - Mission of the project, objectives
  - Organization (international and the national partners)
  - Short methodology
- Routes – infrastructure development actions
- Services development actions
- Marketing – promotion actions
- Organization, financing development actions

# Source of information, methodology

- The proposed route from the EuroVelo 8 – Mediterranean Route and the EuroVelo National coordinators
- Field work- visiting every section of the route and documentation (pictures, notes)
- Internet search
- Maps and/or GIS applications for finding the alternative routes and documentation (Google map).
- Bilateral discussions, seminars and interviews with the local, regional, national stakeholders.

# Help for your work

- EuroVelo guidance on route development
- EuroVelo Certification manual
- Detailed manual for action planning
- Detailed certification manual
- Smart phone application for the survey
- Word template of the status report and action plan
- xls sheets for status reports and action plans



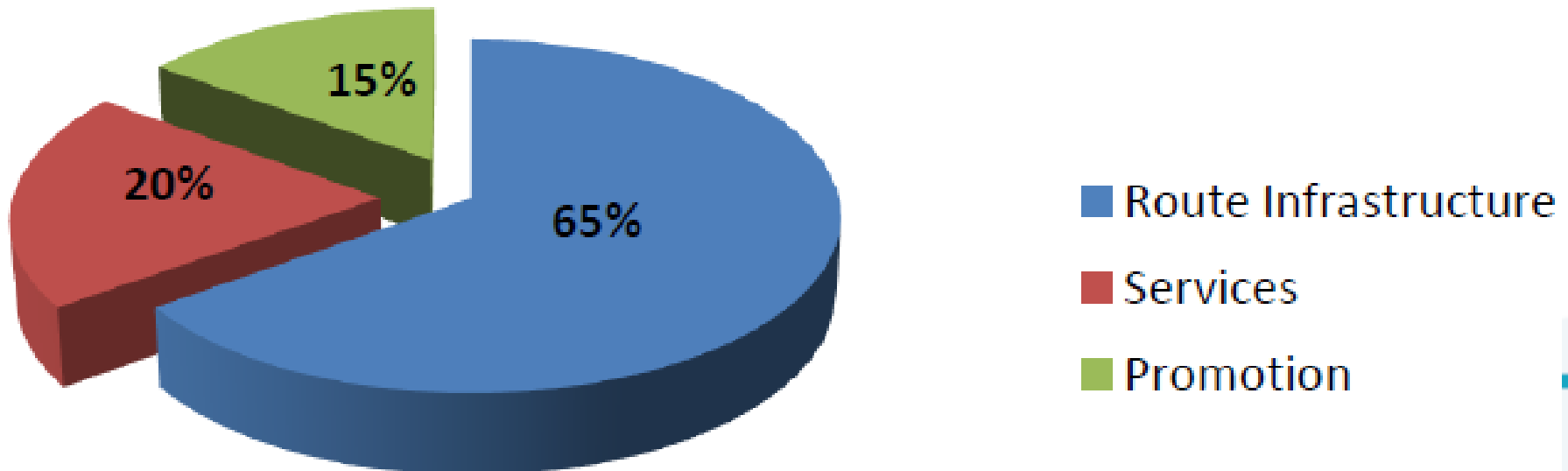
# In case of doubts regarding the itinerary...

- Define the best alternative routes (not more than 5 version)
- Chose the best alternative consulted with the stakeholders in your country (in case border crossing or major itinerary change with ECF as well)



# Evaluation of alternatives in case of doubts...

- ROUTE INFRASTRUCTURE 65%
- SERVICES 20%
- PROMOTION, MARKETING 15%





# Next steps

1. ECS Training in Seville
  - April 20<sup>th</sup> – 21<sup>st</sup> 2017
  - All partners
2. Planning of the survey (May 2017)
  - Templates
  - Bilateral meetings with ECF
3. Route survey (May – September 2017)
4. Route evaluation reports (October 2017)
5. Action plans (December 2017)
  - 6 regional
  - 3 national
  - 1 transnational



# Next steps

Section	Regions/Provinces	Status report	Action Plan
Spain	Andalusia, Murcia, C. Valenciana and Catalonia		
France	Alpes Maritimes, Var, Bouches du Rhone, Gard, Hérault, Aude, Pyrénées Orientales		
Italy	FVG, Veneto, Lombardy, Piedmont		
Slovenia			
Albania			
Croatia			
Bosnia			
Montenegro			
Greece	Epirus, Peloponnese, Western Greece, Attica		
Cyprus			

# Cycle the Mediterranean Sea!

From a vision in 2017 ...



to a reality by 2020!

# WP3: Pilots Overview

1. All partners are involved in pilot actions in Work Package 3.
2. Four type of pilots:
  - Bike and Public Transport
  - Signing
  - Cycle friendly services
  - Monitoring\*

\*Not officially considered as a pilot but as a separated investment

# WP3: Pilots Workshop



# WP3: Pilots Overview

## 3.1. Bike and public transport

Partners involved	Budget
CTO – Cyprus	15,000 Euro
FVG – Italy	47,850 Euro
Koper – Slovenia	30,000 Euro
Mantova – Italy	30,000 Euro

# WP3: Pilots Overview

## 3.2. Signing

Partners involved	Budget
CTO – Cyprus	87,500 Euro
CNTB - Croatia	30,000 Euro
Catalonia - Spain	20,000 Euro
Western Greece - Greece	10,000 Euro
Andalusia - Spain	36,000 Euro
Alpes – Maritimes - France	26,000 Euro
Mantova – Italy	30,000 Euro

# WP3: Pilots Overview

## 3.3. Cycle friendly services

Partners involved	Budget
Koper - Slovenia	10,000 Euro
Alpes – Maritimes - France	20,000 Euro
Mantova – Italy	30,000 Euro

# WP3: Pilots Overview

## 3.4. Monitoring\*

Partners involved	Budget
Koper – Slovenia	18,000 Euro
Catalonia - Spain	25,000 Euro*
FVG – Italy	30,000 Euro
Andalusia - Spain	25,000 Euro
Alpes – Maritimes - France	24,000 Euro

# WP3: Pilots Time Plan

1. Pilot planning (May - July 2017). Fill the templates!
  - Type of pilots
    - Bike and public transport
    - Cycle friendly services
    - Signposting
    - (Monitoring)\* in a later stage
2. Feasibility studies (October- September 2017). Based on the results. Pick the best idea!
3. Implementation (November 2017 – April 2018)
4. Evaluation (May 2018)



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MEDCYCLETOUR



# MedCycleTour Kick-off

## WP 4 and WP 5: Transferring and Capitalising

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April 19<sup>th</sup> 2017, Seville

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# Overview WP 4: Transferring

1. Start of the work packages: 2018
2. Main objectives:
  - Transfer knowledge and expertise to professionals
  - Convince policy makers (recommendations, action plans, etc.)
  - To inform the international professional community about the opportunities that EuroVelo 8 offers.
3. Main deliverables:
  - Charter for responsible and sustainable cycle tourism in the MED area
  - Seminars for professionals / Workshops with decision makers
  - Attending national and international events
4. Next steps:
  - Future project meetings
  - Development of methodologies

# Overview WP 5: Capitalizing

1. Start of the work packages: 2018
2. Main objectives:
  - Ensuring the sustainability of the project results once the project has ended
3. Main deliverables:
  - Capitalization plan
  - Sets of policy recommendations
  - Brochures targeting decision makers
  - Long term Management Agreement (LTMA)
  - Final Capitalization Conference
  - Impact Assessment Study
4. Next steps:
  - Future project meetings
  - Development of methodologies

Thanks for your attention!



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