





## Project fiche

<b>TITLE OF THE PROJECT</b>	<b>Title and acronym</b> <i>PERSEVAL – PERcorsi SENSORIALI per la VALorizzazione delle risorse Locali.</i>
<b>Funding programme</b>	<b>Indicate the selected funding programme and scheme</b> <i>Interreg Central Europe</i> <i>or</i> <i>Interreg Alpine Space</i>
<b>Summary of the project</b>	<b>Short overview of the project (max 500 characters)</b> <i>The project starts from the shared assumption that areas considered are poorly equipped and not very attractive for tourists, although they have interesting natural, environmental and cultural resources available. Through the project, specific sensorial paths will be created along water courses, which are present in the different areas of the project implementation, with the purpose of stimulating their attractiveness. Joint and transnational collaboration will foster the exchange of experiences and good practices, thus valorising existing resources in a sustainable way and, at the same time, developing more inclusive and consciousness tourism strategies.</i>
<b>Partners</b>	<b>Potential partners or typology of partners and explain why the selected partners are the best suited to participate in this project and the rationale behind the choice of countries involved in the project</b> <ul style="list-style-type: none"> <li>• Municipality of Vedelago (IT)</li> <li>• Municipality of Azzano Decimo (IT)</li> <li>• Austrian partner TBC</li> </ul> <i>Possible environmental associations to be included in addition and completion of the team.</i>
<b>Challenges</b>	<b>Challenges to be tackled by the project (max 500 characters)</b> <i>Challenges of the project are mainly connected to the “sustainable” valorisation environmental and cultural resources of a specific territory. In this purpose, the project will try to promote a series of initiatives aimed at stimulating a behavioural change by rediscovering the essential link between man and nature and the need to respect these two worlds. For this reason, it will also be possible to help citizens understand the importance of these resources.</i>
<b>Objectives</b>	<b>General and specific objectives of the project</b> <i>The general objective is to enhance the cultural and environmental resources present in the areas where the project will be implemented, through the creation of sensorial paths that will enhance tourist attractiveness as well as promote a more inclusive accessibility. The specific objective is to "Improve capacities for the sustainable use of cultural heritage and resource" (INTERREG CENTRAL EUROPE), through transnational collaboration and the sharing of activities and experiences.</i>

	<p>The specific objective is to "Sustainably valorise Alpine Space cultural and natural heritage" (ALPINE SPACE), by promoting activities related to soft mobility or training and educational paths capable of grasping the peculiarities of the territory.</p>
<p><b>Contribution to programme's objectives</b></p> 	<p><b>Describe the project contribution to the achievement of the programme's objectives</b></p> <p>The project is in line with the specific objective "natural heritage" of the Interreg Central Europe programme (priority III - Culture and Environment), as the creation of sensorial paths and equipped areas will stimulate the valorisation of the natural and cultural resources of each territory.</p> <p>Furthermore, through the promotion of soft mobility and healthy lifestyle, a sort of cultural "story" will be developed in order to enhance the importance of the environment, water and local tradition.</p> <p>At the same time, the project can be considered functional to the achievement of the specific objectives of Axis III of the Alpine Space Program (Liveable Alpine Space) since the creation of sensorial paths and equipped areas will stimulate the valorisation of the natural and cultural resources and the attractiveness of each territory.</p> <p>Through the promotion of the so-named soft mobility and a healthy lifestyle, the creation of sensorial paths will contribute to the implementation of strategies and models for an innovative management of landscape, environmental and cultural resources.</p>
<p><b>European dimension of the project / European added value</b></p> 	<p><b>Explain why is transnational / cross-border cooperation needed and why only a transnational project can face the identified needs (max 500 characters)</b></p> <p>Cross-border cooperation is an essential element of the project as far as the exchange of knowledge and experience will help partners involved in the project implementation.</p> <p>Moreover, guidelines and common intervention methodologies will be created in order to facilitate the reproducibility of the initiatives in other contexts.</p> <p>Finally, pilot activities have the purpose of enhancing different sites but with a common approach, thus allowing both the development of good practices and greater flexibility for those who want to implement further similar initiatives.</p>
<p><b>Contribution to other policies</b></p>	<p><b>Project contribution and complementarity to European, national and regional policies / programmes / initiatives / strategies (max 500 characters)</b></p> <p>The project will contribute through its activities to the strategy of the Alpine macro-region (EUSALP), in particular to objective 3, since it will promote the enhancement of environmental and cultural resources and tourist attractiveness of these areas which are representing a considerable territorial treasure.</p> <p>Furthermore, the project is in line with the European strategy for the Adriatic-Ionian region (EUSAIR), in particular with pillar 4, since the creation of sensorial paths will allow a more consistent tourist attractiveness which need to be managed in a sustainable and</p>

	<p>responsible way by promoting innovative and low environmental impact activities.</p>
<p><b>Synergy and complementarity</b></p> 	<p><b>Does the project capitalise the results of past projects or is complementary to other ongoing (preferably European) projects? (max 500 characters)</b></p> <p>The project is in synergy and complementarity with some of the activities proposed by the following projects:</p> <ul style="list-style-type: none"> <li>• NAT.SENS - Naturalmente, A spasso con i sensi (Interreg V-A Francia- Italia): the creation of sensorial paths will help to develop specific sensorial paths</li> <li>• GATE - Granting Accessible Tourism for Everyone (Interreg V-A Italia- Austria – ongoing): guidelines on tourism promotion can support the setting up of areas and infrastructures in order to allow greater accessibility and attractiveness of the territory.</li> </ul>
<p><b>Description of the project and organisation in WPs</b></p> 	<p><b>Description of the project and organisation of the activities in work packages (max 2000 characters)</b></p> <p><b>WPM</b> will be responsible for defining, regulating and monitoring the entire project, through day-to-day management, helping to coordinate the activities of the various partners.</p> <p><b>WPC</b> will deal with communicating and disseminating the project results and addressing them to the most appropriate target groups.</p> <p><b>WPT.1</b> will include the analysis and mapping of the territory thus identifying potentially exploitable paths. In addition, the activity will include the identification of appropriate best practices in order to identify macro-themes to be considered as the baseline for future experiences.</p> <p><b>WPT.2</b> aims at declining the single initiatives of the sensorial paths. Therefore, the objective is to define the methods of structuring them (according to the different needs of each territory), as well as providing the definition of guidelines dedicated to their description and subsequent evolution.</p> <p><b>WPT.3</b> will implement pilot activities: creation of ad-hoc sensorial paths responding to local needs and with purposes dedicated to specific initiatives (e.g. soft mobility / training paths / school paths / dedicated nature trails). At the end of the activity, further best practices will be available for subsequent applications in other contexts.</p>
<p><b>Output and result indicators</b></p>	<p><b>What is the way of measuring an objective to be met, a resource committed, an effect obtained? (max 500 characters)</b></p> <p>The main project outputs include in particular</p> <ul style="list-style-type: none"> <li>• Regional reports on existing best practices</li> <li>• Guideline about the valorisation of the territory in terms of tourism</li> <li>• Guideline on each sensorial path</li> <li>• Reports on the results of the pilot activities and related guidelines</li> </ul> <p>Consequently, main expected results include:</p> <ul style="list-style-type: none"> <li>• Greater knowledge of experiences implemented in other territories</li> </ul>

	<ul style="list-style-type: none"> <li>• Greater knowledge and attractiveness of the territories involved in the initiatives</li> <li>• Creation of sensorial paths</li> <li>• Possibility of exporting the initiatives to other contexts</li> </ul>																													
<b>Durability / sustainability</b>	<p><b>How will the project outputs be further used once the project has been finalised? How will the project continue after its end? (max 500 characters)</b></p> <p>Project results have been identified in order to allow their use and reproduction in other regions. Pilot activities, dedicated to the realization of local sensorial paths (specific for each territorial need), will outline experiences that can be reproduced and transferred in similar contexts also thanks to guidelines' definition.</p>																													
<b>Innovative character</b>	<p><b>Explain why the project is innovative (max 500 characters)</b></p> <p>The project has innovative peculiarities: the creation of dedicated sensorial paths will allow the enhancement of natural and cultural resources of the single territory, addressing specifically the initiatives to specific end-users and not necessarily to a large public. In this way, the initiatives promoted by the pilots will aim at considering the peculiarities of the single territories as niche elements thanks to the efforts implemented.</p>																													
<b>Target groups</b>	<p><b>Who will use and or benefit from the outputs?</b></p> <p>First the communities and local authorities, tourists, schools, local and environmental associations, tour operators..</p>																													
<b>Budget</b>	<p><b>Describe the rationale and relevance of the budget in relation to the envisaged activities (max 500 characters)</b></p> <p>The project is proposed to last approximately 36 months. The project budget will be divided according to the following general proposals: Possible budget partition per WPs:</p> <table border="1" data-bbox="778 1344 1209 1568"> <thead> <tr> <th></th> <th>Up to</th> </tr> </thead> <tbody> <tr> <td><b>WPM</b></td> <td>10-20 %</td> </tr> <tr> <td><b>WPC</b></td> <td>5-10 %</td> </tr> <tr> <td><b>WPT.1</b></td> <td>20 %</td> </tr> <tr> <td><b>WPT.2</b></td> <td>20 %</td> </tr> <tr> <td><b>WPT.3</b></td> <td>30 %</td> </tr> </tbody> </table> <p>Possible budget partition per cost categories:</p> <table border="1" data-bbox="577 1639 1412 2000"> <thead> <tr> <th></th> <th>Up to</th> <th>Comments</th> </tr> </thead> <tbody> <tr> <td><b>Staff</b></td> <td>20 - 50 %</td> <td rowspan="2">Depending on the type of partner (e.g. universities generally have a higher incidence of staff costs than other categories of partners)</td> </tr> <tr> <td><b>External experts</b></td> <td>20 - 50 %</td> </tr> <tr> <td><b>Travel costs</b></td> <td>2-3 %</td> <td>Depending on the specific Programme and the reference area.</td> </tr> <tr> <td><b>Equipment</b></td> <td>5 %</td> <td>Tend to be limited considering the problems related to the logic of thematic equipment and depreciation</td> </tr> <tr> <td><b>Works</b></td> <td>20-40 %</td> <td>Very variable according to the types of activities to be carried out..</td> </tr> </tbody> </table>		Up to	<b>WPM</b>	10-20 %	<b>WPC</b>	5-10 %	<b>WPT.1</b>	20 %	<b>WPT.2</b>	20 %	<b>WPT.3</b>	30 %		Up to	Comments	<b>Staff</b>	20 - 50 %	Depending on the type of partner (e.g. universities generally have a higher incidence of staff costs than other categories of partners)	<b>External experts</b>	20 - 50 %	<b>Travel costs</b>	2-3 %	Depending on the specific Programme and the reference area.	<b>Equipment</b>	5 %	Tend to be limited considering the problems related to the logic of thematic equipment and depreciation	<b>Works</b>	20-40 %	Very variable according to the types of activities to be carried out..
	Up to																													
<b>WPM</b>	10-20 %																													
<b>WPC</b>	5-10 %																													
<b>WPT.1</b>	20 %																													
<b>WPT.2</b>	20 %																													
<b>WPT.3</b>	30 %																													
	Up to	Comments																												
<b>Staff</b>	20 - 50 %	Depending on the type of partner (e.g. universities generally have a higher incidence of staff costs than other categories of partners)																												
<b>External experts</b>	20 - 50 %																													
<b>Travel costs</b>	2-3 %	Depending on the specific Programme and the reference area.																												
<b>Equipment</b>	5 %	Tend to be limited considering the problems related to the logic of thematic equipment and depreciation																												
<b>Works</b>	20-40 %	Very variable according to the types of activities to be carried out..																												

<i>Possible budget partition per implementation year:</i>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Optimum</b>	25 %	40 %	35 %
<b>Probable</b>	20 %	30 %	50%

