



CITY COUNCIL OF TERNI
Terni, Umbria, Italy



DRAFT PROJECT

PROGRAM
<p>PROGRAM “COSME” KEY ACTION 2: COS-WP2014-3-15.03 Diversifying the EU Tourism Offer and Products - Sustainable Transnational Tourism Products 2014</p> <p><u>DEADLINE for submission of proposals: 7th OCTOBER 2014 – 5 p.m. (Bruxelles time)</u></p>

PROJECT TITLE
<p>“WATER-SPORTS AND WELLNESS-ACTIVITIES WAYS” Acronym: W.W.W. Creation of a sustainable and transnational tourism product linked to water-based sports in rural and mountain areas and to resulting well-being derived from open-air activities.</p>

PARTNERSHIP
<p><u>Note: Minimum n° 5 partners representing at least 4 different countries</u></p> <p><u>Eligible partners:</u></p> <ul style="list-style-type: none">- Small and Medium-sized Enterprises related to the theme of the project (accommodation, travel agencies and tour operators, associations of tour operators and travel agencies, transport companies, in particular related to sustainable mobility, etc.);- Associations (sports and non-sports) related to the theme of the project;- Local, Regional or National Public Bodies;- Associations or networks of local or regional Public Bodies (at least one member must be Region, Province or Municipality);- Chambers of Commerce, Associations of Category (industry, handicraft, trade);- No-Profit/Non-Governmental Organizations and Foundations related to the theme of the project.

DURATION OF THE PROJECT
<p><u>18 months</u> (From May 1st 2015 to October 31st 2016)</p>

BUDGET INFORMATION
<p>Total cost of the project (eligible costs): <u>€ 300.000,00</u> EU GRANT (75% of total Eligible Budget): € 225.000,00 CO-FUNDING RATE from each partner (25% of total Eligible Budget): € 75.000,00</p>

DESCRIPTION OF THE IDEA OF THE PROJECT

The project involves the creation of a sustainable and transnational tourism (respectful of environmental, socio-cultural and economic principles) that creates a profit and that brings near European population to an alternative form of tourism. The product generated will be a tourist itinerary between different European localities linked by water-based sports.

“W.W.W.” is a tourist product in rural and mountain areas in Europe characterized by rivers, waterways and lakes where outdoor sports and open-air activities are possible (for example: rafting, canyoning, hydrospeed, ford of river walking or riding, fishing, thematic visits, etc.).

“W.W.W.” will be a real and virtual itinerary: real because it concretely involves European partners in research and identification of natural sites suitable in the project and in the practical realization of the tourism product through packages with accommodation and activities thanks to a precise mapping of the route that will be promote; virtual because the project will include the use of ICTs (Information and Communications Technologies), the creation of a specific QR code and the implementation of advanced technology systems.

During the months of the project, events will be organized to promote the product “W.W.W.”, to spread the specific objectives of the project and to disclose the stages of the itinerary.

Among the most important aspects of the project certainly also awareness campaigns for people from all over Europe on the importance of outdoor activities, on their positive impact for physical and mental well-being on people (concept of Life Quality) and on respect of natural environment.

“W.W.W.” will be an economic product with impact lasting in future for the economies across Europe creating a sustainable and transnational tourism (sustainable from environmental, economic and socio-cultural point of view) and a durable network among the economies of partner countries.

The tourist product at the base of this project will aim to offer diversification among the various target groups and to distribute the flow of tourists between the different seasons in partner countries.

“W.W.W.” was born like a extension of “European – Outdoor Network Activities” (E-One), an European project submitted on June 2014 in the Erasmus + program and focused on outdoor sports and open-air activities.

OBJECTIVES

Strategic objectives:

- ⤴ Making a tourist product with lasting and sustainable impact, aimed to improve local economies and to respect natural and socio-cultural environments;
- ⤴ Create a specific tourist product, a physical and virtual itinerary, aimed to diversification of tourist offer;
- ⤴ Support and strengthen the SMEs partners in the project or closely related to it making them protagonists;
- ⤴ Create, support and strengthen collaboration between private companies and Public Bodies like a winning strategy in the promotion of tourism in an area;
- ⤴ Create a network between European local realities heterogeneous but united by practice of water-based sports and make this a transnational tourist product;
- ⤴ Raise awareness European people, in particular youth, on the importance of respect of natural environment and stimulate European population at the practice of outdoor activities as a leading cause of physical and mental well-being.

TARGET

The target that will be involved: youth, students, families, athletes, trainers, sports associations, operators in the field of sport, wellness and natural environment, people with disabilities.

STRUCTURE OF THE PROJECT – ACTIVITIES (WP)

Work Program 1: Coordination and management of the project.

- 1.1 Kick-off meeting;
- 1.2. Intermediate conferences;
- 1.3 Monitoring activities;
- 1.4 Intermediate and final report of activities;

- 1.5 Final meeting;
- 1.6 Meeting “follow-up”.

WP2: Creation and activation of a network to promote, to value and to safeguard European naturalist sites, to promote outdoor sports and open-air activities related to rural and mountain areas crossed by rivers or streams or covered by lakes.

- 2.1. Creation of a web site and a managerial software, with specific interactive features, multi-language and with complex structure with the aim to support the creation of a virtual network;
- 2.2. Implementation of mobile technologies and of a specific QR code;
- 2.3. Signature of the Program Agreement for the establishment of the Network;
- 2.4. Collaboration in the creation of the tourist product by sharing competences, ideas, values.

WP3: Study, research and identification of European naturalist sites (in partner countries and not only) related to the aims of the project.

- 3.1. Survey/Research carried out by the associations directly involved in the project. This survey/research will be preparatory for the cartographic study and for the creation of an accurate map of the itinerary “W.W.W.”;
- 3.2 Study, multi-sectorial analysis involving researchers, experts and professionals;
- 3.3 Identification of relationships and level indicators;
- 3.4 identification of critical issues in the practice of activities examined;
- 3.5 Document of the dissemination of results.

WP4: Creation of specific transnational tourist products.

- 4.1 Tourist packages and offers in involved areas with the aim to increase tourist flows, important source for local economies;
- 4.2 Creation of a partnership between private companies and public bodies and between SMEs involved in the project to create a real and efficient network with the aim of satisfy tourist requests (transportations, accommodations, informative material, full-formed and expert staff, etc.).

WP5: Promotion of the product/itinerary and communication and dissemination related to the Project (cross action).

- 5.1. Website;
- 5.2. Printed promotional material (brochures, folders, fliers, posters, etc.);
- 5.3. Newsletter;
- 5.4. Promotion by media, social media and web 2.0;
- 5.5. Creation of multimedia tools (photos, posters, videos, etc.);
- 5.6. Programming of local, regional, national initiatives, of info-days and training-days;
- 5.7. Organization of seminars and conferences to spread values of Quality Life, of respect of natural environment and of the importance of direct contact with nature for physical and mental well-being.

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