

MEDCYCLETour project

Project evaluation report – Methodology

<u>Responsible partner:</u> European Cyclists’ Federation (PP1)	<u>External expert:</u> Westpannon Nonprofit Ltd.
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1. Introduction of the project

The MEDiterranean CYcle route for sustainable coastal TOURism (acronym: MEDCYCLETOUR) is covering 8 countries and one long-distance cycle route called EuroVelo 8 (which connects the whole Mediterranean from Cyprus to Cádiz) by this project.

The overall objective of the project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean. The main outputs will be

- action plans and policy recommendations (to generate investments in the route conditions);
- pilot actions (to test the proposed developments);
- and updated information and promotion related to EuroVelo 8 (to attract visitors).

In this way, the project will benefit national, regional and local authorities, service providers and, ultimately, cycle tourists. Taking a transnational approach will enable common challenges (e.g. lack of route infrastructure, missing cycling friendly services, weak branding and promotion) to be tackled together and best practices to be shared, thereby avoiding duplication and increasing the effectiveness and positive social, economic and environmental impacts.

The main results (outputs) of the project:

1. Ten transnational, national and regional action plans for the development of EuroVelo 8 - Mediterranean Route: **10 action plans** including 1 transnational, 6 regional, 3 national action plans covering the EV8 Mediterranean route. Each plan will be a 24-48 pages long document available to download and printed in 500 copies in color.
2. **One evaluation report** covering the 14 route component pilots: 1 report with 80 pages each in English as a downloadable electronic version and available for self-printing.
3. **Charter for sustainable and responsible cycle tourism in the MED area:** A Charter - printed and digital version will be available online - A2 and A4 format (10 and 1000 copies). The background document will also be available online and in printed version (1,000 copies).

The project is connecting to the **3.1 Specific objective of the Interreg Mediterranean Programme:**

- To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area.

The project is supported by the Interreg Mediterranean Programme, the total budget of the project is 2 578 131,89 EUR.

The partnership of the MEDCYCLETOUT project:

Nr. of the project partner	Name of the project Partner	Country	Status of partner
Lead Partner	Regional Government of Andalusia	Spain	Active
Project partner 1	European Cyclists' Federation	Belgium	Active
Project partner 2	Cyprus Tourism Organisation	Cyprus	Active
Project partner 3	Conseil départemental des Alpes-Maritimes	France	Active
Project partner 4	Autonomous Region Friuli Venezia Giulia	Italy	Active
Project partner 5	Regional development centre Koper	Slovenia	Active
Project partner 6	Croatian National Tourist Board	Croatia	Active
Project partner 7	Directorate General for Tourism of the Generalitat of Catalonia	Spain	Active
Project partner 8	REGION OF WESTERN GREECE	Greece	Active
Project partner 9	Veneto region	Italy	Associate
Project partner 10	Cluster for Eco-Social Innovation and Development CEDRA	Croatia	Active
Project partner 11	Girona Greenway Consortium	Spain	Associate
Project partner 12	Italian National Tourist Board	Italy	Associate

Project partner 13	Province of Ferrara	Italy	Associate
Project partner 14	Emilia-Romagna Region	Italy	Associate
Project partner 15	CITY COUNCIL OF MANTOVA	Italy	Associate
Project partner 16	PROVINCIAL GOVERNMENT OF MALAGA	Spain	Associate
Project partner 17	Regione Liguria	Italy	Associate
Project partner 18	CONSORTIUM OLTREPO' MANTOVANO	Italy	Active

To achieve the main goals of the project, the partners agreed on following work plan, deliverables and deadlines:

WP1: Project management

Activities	Deliverables
1.1. Setting up the project	-
1.2. Organisation of project meetings	1.2.1.: Project meetings: 6 PM organised by/held in LP Andalusia, PP3 Alpes-Maritimes, PP4 Trieste, PP6 Slovenia, PP8 Croatia and PP2 Cyprus attended by min. 1 representative per partner (min. 11 participants per PM). 6 sets of minutes/notes, participants list.
1.3. Project and financial management	1.3.1. Interim progress reports: 5 Approved interim technical and financial reports in the template provided by the JTS with all necessary annexes, supporting documents.
	1.3.2. Final financial and technical report: 1 Approved final technical and financial report in the template provided by the JTS with all necessary annexes, supporting documents.
1.4. Design of a project methodology	-
1.5. Carry out project evaluation reports	1.5.1. Project evaluation reports: project evaluation reports each 8 – 12 pages, available online and in 20 copies in (self) printed version.

WP2: Project communication

Activities	Deliverables
2.1. Communication planning and coordination	2.1.1. Project communication plan: The joint project communication plan will be a 24-32 page document printed in 100 copies as well as being available online on the project's website. The content of the joint project communication plan should be approved by the partners.

	<p>2.1.2. Product communication plan: The joint product communication plan will be a 24-32 page document printed in 100 copies as well as being available online on the project's website. The content of the joint product communication plan should be approved by the partners.</p> <p>2.1.3. Corporate design manual: The joint corporate design manual will be a 16-24 page document printed in 1,000 copies as well as being made available online version on the project's website. The content of the joint corporate design manual plan should be approved by the partners.</p>
2.2. Development of a project website and route information platform, including an online participation tool	-
2.3. Development of smart phone applications	2.3.1. Promotional apps for portable devices: 1 common general smart phone app for the whole Mediterranean route providing updated, basic information available to download. 4 regional apps based on the common app will provide more information.
2.6. Design, print and distribution of promotional and project brochures	2.6.1. Promotional brochures: 9 x 1,000 promotional brochures (summary 9,000 brochures). Each brochure will be at least 24 (A4) pages or equivalent (using different page sizes) printed in colour
2.4. Press work and social media campaign	2.4.1. Press releases: The text of 50 press releases; the media distribution lists; and the media clippings (i.e. published articles, media appearances) will be summarized and stored in one common folder.
	2.4.2. Social media posts: The text of 100 social media posts and a report about the number of followers / visitors (people reached) will be summarized and stored in one common folder.
2.5. Organisation of promotional events	2.5.1. Promotional events: 4 promotional events with at least 200 participants each (summary at least 800 participants). Each event will be well documented with pictures
2.7. Organisation of study tours	2.7.1. Study tours: 8 study tours with 7 participants each, with summary 56 participants. All travel costs, including at least one overnight stay per participant, will be covered by the relevant project partner.
2.8. National/regional cycling tourism web development	2.8.1. National/Regional EuroVelo web/sub-sites: 9 new EuroVelo 8 - Mediterranean Route website/sub-sites will be online and provide detailed information for cycle tourists. The web development will be delivered by subcontractors and form part of the regional or national (cycling) tourism websites.
2.9. Organisation of input seminars	-
2.10. Set up an online database for the exchange of good practices	2.10.1. Online database to exchange good practices: One online database provided by external provider (contracted by ECF) which contains at least 18 cycling tourism good practices in a standardized format with pictures and facts and figures (provided by all partners except PP2 and PP10).

WP3: Testing

Activities	Deliverables
3.1. Task Survey and evaluation of the Mediterranean Route	3.1.1. Route evaluation report: 10 evaluation reports including 1 transnational, 6 regional, 3 national evaluation reports covering the EV8 Mediterranean route. Each report will be a 16-24 pages long document available to download as a self-printed version and printed in 100 copies.
3.2. Action Planning of the Mediterranean route	3.2.1. Action plan for the development of the Mediterranean route: 10 action plans including 1 transnational, 6 regional, 3 national action plans covering the EV8 Mediterranean route. Each plan will be a 24-48 pages long document available to download and printed in 500 copies in color.
	3.2.2. National, regional workshops to support action planning: Each partner will organize 4-5 workshops (except PP1 and PP8) providing room, catering, agenda, participants list, and minutes (to verify the meetings) with at least 20 participants at each workshop.
3.3. Planning and coordinating the pilots along the Mediterranean route	3.3.1. Short plan to prepare the pilot actions: 14 short plans 4 – 8 pages each in English, stored in a common binder together with notes of the internal meeting.
3.4. Bike and public transport pilots along the Mediterranean route	3.4.1. Mantova Province bike and bus pilot activity documentation: The documentation delivered by PP18 will include a 20-50 page long feasibility study, pictures of bike racks installed in operation on provincial busses, and a 10 page final report
	3.4.2. Koper Region bike and bus pilot activity documentation: The documentation delivered by PP5 will include a 20-50 page long feasibility study, pictures of bike racks installed in operation on intercity busses, and a 10 page final report.
	3.4.3. Cyprus bike and bus pilot activity documentation: The documentation delivered by PP2 will include a 20-50 page long feasibility study, pictures of bike racks installed in operation on intercity buses, and a 10 pages final report.
	3.4.4. Friuli Venezia Giulia Region bike and train pilot activity documentation: The documentation delivered by PP4 will include a 20-50 page long feasibility study, pictures of bike racks installed in operation on trains, and a 10 pages final report.
3.5. Signing pilots along the Mediterranean route	3.5.1. Documentation of EV8 signalization in Andalusia: The documentation delivered by the LP will include: 1 signalization plan, the pictures of the installed signs for 150 km of the EV8 route between Cádiz – San Roque.
	3.5.2. Documentation of EV8 signalization in Catalonia: The documentation delivered by PP7 will include: 1 signalization plan, the pictures of the installed signs for 100 km of the EV8 route in Catalonia.
	3.5.3. Documentation of EV8 signalization in Western Greece: The documentation delivered by PP8 will include: 1 signalization plan, the pictures of

	the installed signs for 50 km of the EV8 route in Western Greece.
	3.5.4. Documentation of EV8 signalization in Cyprus: The documentation delivered by PP2 will include: 1 signalization plan, the pictures of the installed signs for 175 km of the EV8 route in Cyprus.
	3.5.5. Documentation of EV8 signalization in Mantova: The documentation delivered by PP18 will include: 1 signalization plan, the pictures of the installed signs for 100 km of the EV8 route in Mantova.
	3.5.6. Documentation of EV8 signalization in Croatia: The documentation delivered by PP6 will include: 1 signalization plan, the pictures of the installed signs for 100 km of the EV8 route in Croatia.
	3.5.7. Documentation of EV8 information boards in Alpes-Maritimes: The documentation delivered by PP3 will include the plans and pictures of 8-10 information boards installed at key points of the route with detailed information (maps, attractions etc.)
3.6. Cycling friendly service pilots along the Mediterranean Route	3.6.1. Documentation of cycling friendly service pilot in Alpes Maritime: The documentation delivered by PP3 will include: lists of the potential, selected and the final 25 trained and qualified cycling friendly service providers, the agenda and presentations of the trainings, and the appointment of the long-term management
	3.6.2. Documentation of cycling friendly service pilot in Koper: The documentation delivered by PP5 will include: lists of the potential, selected and the final 40 trained and qualified cycling friendly service providers, the agenda and presentations of the trainings, and the appointment of the long-term management.
	3.6.3. Documentation of cycling friendly service pilot in Mantova: The documentation delivered by PP18 will include: lists of the potential, selected and the final 40 trained and qualified cycling friendly service providers, the agenda and presentations of the trainings, and the appointment of the long-term management.
3.7. Evaluating the route component pilots	3.7.1. Report on the evaluation of the route component pilots: 1 report with 80 pages each in English as a downloadable electronic version and available for self-printing.
3.8. Planning and coordinating usage monitoring of the Mediterranean Route	3.8.1. Online database to store EV8 usage monitoring information: The online database will be delivered by a subcontractor hired by PP1 ECF. The database will have interfaces to receive information from national and regional sources automatically and will be connected to the project website.
3.9. Usage monitoring pilots	-
Output 3.1 Transnational, national and regional action plans for the development of EuroVelo 8 - Mediterranean Route	10 action plans including 1 transnational, 6 regional, 3 national action plans covering the EV8 Mediterranean route. Each plan will be a 24-48 pages long document available to download and printed in 500 copies in color.

WP4: Transferring

Activities	Deliverables
4.1. Design and distribution of a charter for sustainable and responsible cycle tourism in the MED area	4.1.1. Charter for sustainable and responsible cycle tourism in the MED area: A Charter - printed and digital version will be available online - A2 and A4 format (10 and 1000 copies). The background document will also be available online and in printed version (1,000 copies).
4.2. Organisation of knowledge transfer seminars for professionals	4.2.1. Knowledge transfer seminars: 20 knowledge transfer seminars (2 per partner) with at least 15 participants each (300 participants in total). Agenda, presentations, photos and list of participants will be available after the meeting.
4.3. Participation/contribution at national and international events	4.3.1. International and national events: Deliverable Description: The project partners will attend 22 international events (at least 2 per partner). The agenda (official programme), presentations and pictures will be available after the events take place
4.4. Organisation of workshops with decision makers	4.4.1. Regional, national and transnational workshops: Each partner will organize at least 3 workshops with decision makers (summary 33 workshops). Each workshop will have 10-15 participants. The pictures, agenda, minutes and list of participants will be available after the meetings are held.
Output 4.1. Charter for sustainable and responsible cycle tourism in the MED area	A Charter - printed and digital version will be available online - A2 and A4 format (10 and 1000 copies). The background document will also be available online and in printed version (1,000 copies).

WP5: Capitalizing

Activities	Deliverables
5.1. Capitalization planning	5.1.1. Capitalization plan: The capitalization plan will be a 24-40 page internal document (available online for self-printing) delivered by PP5 Koper Regional Development Center
5.2. Improving policies in favour of cycle tourism	5.2.1. Sets of policy recommendations: Each partner (except ECF) will develop a set of policy recommendations 12-48 pages each (available online for self-printing).
	5.2.2. Brochures targeting decision makers: 16-24 page brochure in local languages available online and 10x200=2,000 copies printed per partner (except ECF).
5.3. Setting up a long-term management system	5.3.1. Long term management agreement: A 10 page agreement with annexes signed by all partners to formalize the LTMS tasks and responsibilities.
5.4. Organization of a final capitalization conference	5.4.1. Final capitalization conference: The final conference will be a 2-day event held in Andalusia organized by the LP with at least 100 participants. All project partners (at least 1 person per partner) should attend the event.

<p>5.5. Impact assessment</p>	<p>5.5.1. Impact assessment study: 32–48 page impact assessment study in English printed in 100 copies and available online for self-printing. 1 page summary in all national languages (available online for self-printing).</p>
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2. The main goals of the project evaluation reports

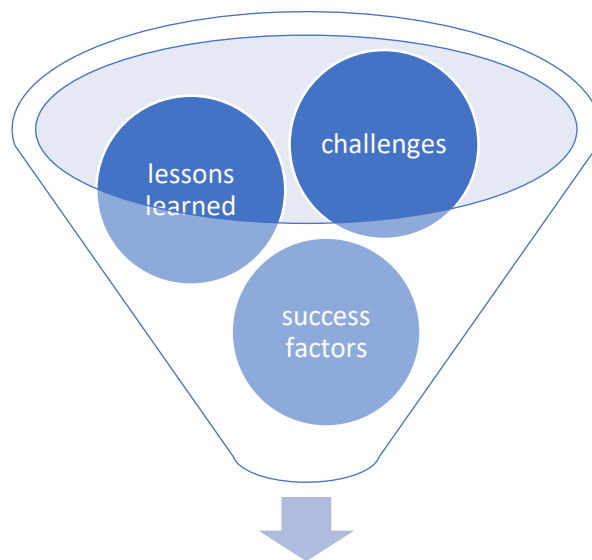
What is the main goal?

The main goal of this document is to support the partnership during project implementation in a more sustainable and efficient way. The project evaluation report will simplify the monitoring system of the project, which means it will support the implementation of the MEDCYCLETOUT project in a more focused and result oriented way.

How to achieve our goals? Who will use it and for what?

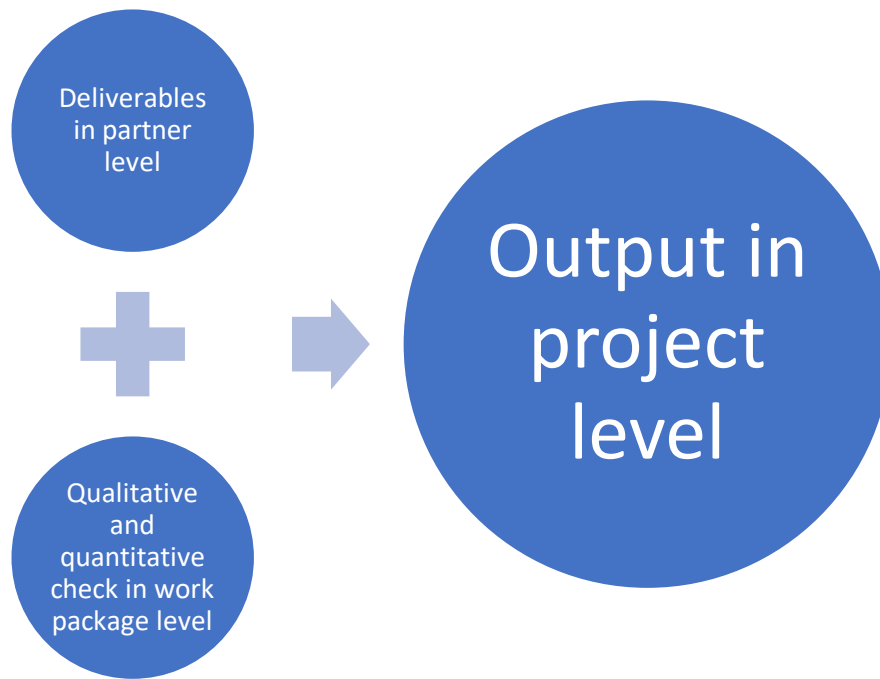
To achieve these goals, the Lead Partner of the MEDCYCLETOUT project needs a “user friendly” tool, which is able to monitor the progress of this initiative. A tool, which helps to identify the bottlenecks of the project, and a platform where the partners can find solutions.

The tool is capable of monitoring the main outputs and deliverables, evaluating the qualitative and quantitative results of the project. This document helps to understand the status of the project in work package/activity level for users, and receive relevant and important feedback by partners regarding the challenges, success stories and lessons learned, impacts during the implementation of the project’s activities.



Results = Outputs (qualitative, quantitative)

The project evaluation report is also suitable for the evaluation of the developed project documents (guidance, templates, outputs and deliverables), and it helps to understand the context of the project in the Mediterranean Programme and in the horizontal level of the EU directives.



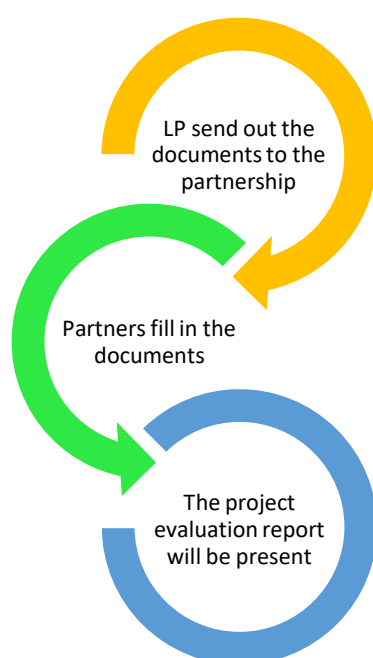
This document will be useful for the Lead Partner and the responsible work package leaders (activity leader) during their works, because it helps to coordinate the project activities by using the results of the documents. These results can simplify the mechanism of the decision making during the project steering meetings, moderated by the Lead Partner of the project. The agenda of the partner meeting can be adjusted according to the results of the project evaluation report: to focus on the challenges, problems, solutions and lessons learned during the implementation of the project. The tool will only be functioning if the partners fill in the document responsibly.

3. Methodology

The main goal of this chapter is to introduce the process of the project evaluation for the partners of the MEDCYCLETOUR project. What are the needed documents to be filled in, what are the requirements of these documents etc.

About the workflow

The project evaluation reports will be published overall four times. Before the prepared reports, the partners of the project will receive two documents. Filling in the “questionnaire” is compulsory for each partner in a detailed way to collect all the needed information. After the collection of both documents, the external expert will summarize the received feedbacks, and will prepare the evaluation report for the Lead Partner.



The main results, recommendations (if any) and key findings of the project evaluation report will be shown during the next partner or steering committee meeting. If necessary, the lead partner can initiate internal discussions between the partners (just in case).

Tasks / Activity	Deadline
Methodology and 1 st evaluation report	15.10.2018
2 nd evaluation report	15.04.2019
3 rd evaluation report	15.08.2019
Final evaluation report	15.12.2019

The results of the project evaluation report will support the whole partnership to implement the project and fulfil the outputs of the project in a good quality according to the timeframe. The document will be sent out 4 weeks before the deadline of the evaluation report, and the project partners have 2 weeks to fill in the excel sheet. It is important to write accurately and clearly so that the reports by the partners can easily be understood and are not misleading.

In case there are any changes during the implementation of the project, which has a direct or indirect impact on the outputs and deliverables regarding the MEDCYCLETOUT project, the lead partner should modify the content of the 2 documents (detailed information below), which will be sent out to the partners appr. 3 weeks before the finalized project evaluation report. The external expert who is responsible for the project evaluation report will be notified by the lead partner.

Needed documents to be filled in by the project partners

To achieve these goals mentioned above, and to achieve a usable and valuable partner evaluation report, two documents were prepared together with the project evaluation report methodology:

- Annex 1: The Project evaluation form (to be filled in by all partners);
- Annex 2: the self-evaluation form of the project outputs (to be filled in by the responsible partner for each output).

Both documents are compulsory to be filled in by the responsible partners. These documents are the most important basis of the evaluation report.

Project evaluation form:

This document contains all the information on work package and activity level in a quantitative manner: all the outputs and deliverables will be presented in this document. The partners can report which activities were already accomplished and which are in progress. All activities are assigned with deadlines according to the application form. It is not only a quantitative measurement, the document will collect valuable information about the qualitative background of the implementation: lessons learned, challenges, success factors, impacts, stakeholder involvement etc. It is also a good platform to ask for help from other partners or experts, and it will be a feedback for the lead partner about the status of the project activities.

	A	B	C	D	E	F	G
	#	Activity/deliverables	Responsible partner	End Date	Status (finished, work in progress, later)	Comments regarding the implementation of the activities (lessons learned, challenges, success factors, impacts, stakeholder involvement etc.)	Is the implementation of the respective activity/deliverable in line with the originally foreseen project objectives/results? 1 - 5: from low contribution to complete satisfaction
1							
	Act 3.4.	Bike and public transport pilots along the Mediterranean route	PP2, PP4, PP5, PP18	05/2018			
21							
	D 3.4.3	Cyprus bike and bus pilot activity documentation Feasibility study (20-50 page), pictures, Final report (10 page)	PP2	12/2017			
22							
	Act 3.5	Signing pilots along the Mediterranean route		05/2018			

Each partner can find the related worksheet below by partner number and abbreviation of its organization, which includes only those activities (and deliverables in some cases) where the partner is affected. The first two columns contain the number and the name of activities/deliverables (for example Act 3.4 or D 3.4.3), in the next two columns the responsible partner and its end date are shown according to the application form.

The following five columns have to be filled in by the partners. First of them (column E) is about the status of the related activity (finished, in progress, later), two others required to give values on a scale from 1 to 5 (column G and H), where 1 is the lowest satisfaction grade, 5 is the highest. In case of the remaining two questions (column F and I) more specified answers are needed: one of them asks for feedbacks and experience about the implementation of the named activities/deliverables (for example what kind of problems, difficulties, challenges have you faced during the implementation; what kind of impacts observed; which were the main success factors; how the stakeholder involvement works etc.), while the other one gives opportunity to name those work packages, activities, fields of work where you would require more support (from the lead partner and the work package leaders or the other partners). In this case please do not forget to mention the type of the needed support.

One sheet belongs to each respective partner in the excel file. The partners are obliged to update the documents according to the deadlines of the project evaluation reports (4 times).

Self- evaluation form of the project outputs:

The self-evaluation form of the project outputs (project results) will be used as an assessment of the MEDCYCLETour project. It means it will be filled in only by the responsible partners of each outputs.

It is important because the quality of the production and the reporting of outputs will be closely checked and supervised especially for those that are meant to be computed as indicators. The quality standards will be checked according to documents and deliverables supplied during the reporting procedure. If the deliverable is not sufficient, the quality of the outputs will be discussed between the project lead and the JS as part of the progress report and payment claim procedure. This means it is a common importance to develop as good quality outputs as possible to avoid decommitment by the JS and to achieve the required number of outputs.

This document is an essential part of project implementation and addresses all project partners and their respective inputs, deliverables and outputs. The evaluation of the project outputs is crucial, without quality validation of the outputs, expenditure cannot be reimbursed.

	<div>Output title:</div> <div><div>+</div><div><div>Summary of the output (max. 2000 characters)</div><div>Please provide specific details of the implemented output (more than in the AF), e.g. any details about its scope, the process of output elaboration, etc.</div></div></div> <div><div>Contribution to the project objectives (max. 1500 characters)</div><div>Please make a reference to chapter 2.1 and of the AF, and describe the connection and contribution of the output to MEDCycleTour's objectives</div></div> <div><div>Impacts (on transnational/national/regional level, direct/indirect, max. 1500 characters)</div><div>Please describe broader impacts that can expected after the delivery of the output.</div></div>	
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4. The Project evaluation report

The project evaluation report will have the same structure for each report. The report will be around 8-12 pages, and will contain all important results and comments which are based on the feedback of the partners. The planned structure of the evaluation document:

- short summary from the previous partner meeting

The project evaluation report will contain the short summary of the last steering meeting and the main findings from the previous partner meetings. The meeting minutes, the application form and the partner reports will be the main source of this chapter.

- Results of the self-assessment sheet (annex 1)

This chapter will present the actual status of the project implementation: which partner activities are delayed, which are in line with the application form? This chapter will contain comments on the activities by the partners, and will contain helpful information to the partners.

- Results of the self-evaluation form of the project outputs (annex 2)

This chapter will include a short description regarding the finalized and reported project outputs. This will support the lead partner during the project progress report, and will help to avoid questions and comments from the JS related to the developed outputs.

- Key findings, recommendations

The project evaluation report will be finished with a bunch of suggestions, recommendations and useful tips regarding the actual project implementation activities. What should the partners do to achieve more effective results? What should they do to avoid problems? What should we do to enhance the stakeholder involvement during the expert workshops? Etc.

The lead partner of the MEDCYCLETOUT project will validate each partner evaluation report. After the validation, the lead partner has the rights to distribute the documents to the work package leader and the project partners during the partner meetings / steering committee meetings or via e-mail. Through the given communication channel, the partners can update or can comment the status of the project implementation or the evaluation of the MEDCYCLETOUT project.