

Emblematic **M**editerranean **M**ountains

as **C**oastal destinations of excellence

(EMbleMatiC)

Project Ref: 594 | 1MED15_3.1_M12_272

Quality referential for EMM as coastal destinations of excellence

Deliverable D 5.3.1

WP5 – Transferring

**Activity A 5.3 –Drafting of a quality framework for Emblematic
med mountains as coastal destinations of excellence**

October 2019

SUMMARY

This Quality Referential forms the base for the quality approach of EMM, « coastal destinations of excellence » and the foundation for a brand that could be spread to the territories of the Mediterranean basin.

It becomes the tool designed to attract the attention of entities that might be interested in being part of the project, as an audiovisual way for communication and promotion of the quality mark of the network of entities set up within the framework of the project, to awaken or reinforce the idea of joining the network.

This tool has been inspired by the following products made within the framework of the project:

- Final report on the emblematic dimension of the Mediterranean mountains: Reference document of the Emblematic Network and its values, the methodology and results of the studies carried out in each region, and its application for the creation of eco-itineraries.
- Marketing Brief: This document is a guide for the emblematic partners to develop and market their product.
- Term of Reference of an eco-itinerary: Tool based on the 30 "attributes" or requirements that an emblematic eco-itinerary must fulfill / offer, and therefore, a tool to develop the eco-itineraries in the territory. Fulfilling these attributes is a guarantee of quality

The result is a video that captures the essence of the project in an informal and visually appealing way.

In this document you will find the spoken scenario of the Quality Referential Video.

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I. The background of the Quality Referential

The approach of the transfer process

This Quality Referential is one of the deliverables expected within the framework of the Transferring Phase (WP5) of the EMbleMATiC project. Indeed, WP5 is concerned with the transfer of experimentation results of the project, which aims to disseminate them from the project and to guide their transfer. By one side to incite other territories of Mediterranean mountains to implement emblematic eco-journeys for a more sustainable form of tourism, build up around a Mediterranean identity and on the basis of our methodological tools. By the other side, to increase the awareness among the local communities about the importance of a sustainable approach, through the promotion and diffusion of the results of the experimentation of eco-journeys and make sure that also the political decision-makers can draw on the results obtained.

In the Application Form (AF) it is said as follows:

"The Quality referential (framework) forms the base for the quality approach of EMM, "coastal destinations of excellence" and the foundation for a brand that could be spread to the territories of the Mediterranean basin".

In addition, it also says:

"This document will take the form of a protocol and represents the beginning of a new step. It will be the starting point of a "quality brand" for all the future new eco-itineraries, which could be developed by all the new members of the EMM network"

As a result, the Quality Referential is based on the two pillars, that are the quality and the brand, and on the aim of dissemination of this new tool to potential new members.

Obviously, this deliverable is one more part of the project and it arrives after many previous steps that have already been developed within their corresponding deliverables, so it can bring all this work together. In this sense, documents like the D231 Fact sheet, the D334 Study Report, the D431 Marketing Brief or the ToR (with its attributes and evidences listing) must be considered as the source of inspiration for it. The latter two are particularly important tools for the QF, namely for the following reasons:

- The **D334 Final report** on the emblematic dimension of the Mediterranean mountains, which is one of the Reference document of the Emblematic Network and its values, that contains the definition of the Criterias that define an EMbleMATiC mountain and the methodology to study them, and it also

reports the results of the studies carried out in each region, and its application for the creation of eco-itineraries.

- The **D431 Marketing brief** establishes the common framework for the *promotion of the network products, the Ecojourneys*. This framework includes the network common values, the marketing objectives and the marketing actions (target profile, positioning, the product and its quality).
- The **ToR on EMbleMatic Ecojourneys**, which consists in 30 **attributes** corresponding to 5 topics (basic features of the routes, associated services, ethics & sustainability, management & governance, and marketing) that every *Ecojourney* has to comply with. The ToR establishes the *quality level that the brand should guarantee*, and it is all reported in the **D532 Transfer Guide**, which is a detailed and exhaustive methodology on to how implement or create an eco-itinerary.
- This D532 Transfer guide is building up on the findings carefully collected and analysed within the **D451 Experimentation report**. They are presented in a format addressing the expectations and needs of potential stakeholders willing to implement an eco-itinerary. To improve its dissemination and usage, it has been translated from English into the five languages used among the partnership: French, Catalan, Greek, Italian and Albanese.

Why a Communication Tool

The EMbleMatic network was created with the intention of expanding progressively, so the Quality Framework is the tool designed to attract the attention of entities that might be interested in being part of the project.

The **Quality Referential** is foreseen as a **communication tool of our quality brand** based on the ToR attributes linked to the essence of being EMM and therefore, developing EMbleMatic *Ecojourneys* in the territory.

The **quality brand** of EMbleMatic Mediterranean Mountains is based on the common criteria and values of the network, the information given in the Marketing Brief and the given list of attributes.

This issue was approached in the marketing brief, but the consortium decided to keep the existing brand name, since at this early stage of the project a new name might bring confusion and, therefore, it might be counterproductive for the network. We used what already existed and we concentrated the efforts on how the message can be better communicated without launching new brands and/or new logos.

The second step has been to **develop a communication tool, be a video or a similar instrument** that could/may become viral (with real images or cartoons), that works as a presentation card, that explains the conditions that our ecojourneys must meet in a

visual and appealing way, so newcomers get the information while feeling attracted by the idea of joining the network.

The main Targeted audiences are organizations and companies in mountain areas, that would want to implement an Ecojourney, according to the criteria defined in the TOR and according to the methodology implemented in this project, and that could be interested in becoming part of the emblematic project or network.

Of course, any viewer of this Quality referential will be able to deepen its interest by consulting the more comprehensive written deliverables such as the D532 Transfer Guide.

II. Quality Referential video scenario

The spoken scenario for the video

The following screenplay was prepared by the partner in charge of this deliverable and approved by the full partnership as representative of the most comprehensive message to put across.

It was then transferred to the design contractor which used it as the spoken scenario for the screenplay as follows:

1. WHO WE ARE

We are the **Emblematic** Mediterranean Mountains Network. Our Network is made up of **nine** unique living mountains located around the Mediterranean Sea in five different countries: France, Greece, Italy, Spain and Albania. We have a common goal, which is to protect and promote our natural and cultural resources by positioning a new tourism offer.

2. WHAT WE HAVE

All of the **nine** mountain territories, share **common singularities** when it comes to assessing their value:

1. The sense of identification and **pride** that the **local** people feel for their mountains.
2. Universal, national or regional **recognition** which adds value to its reputation.
3. Mythological attributes and folktales
4. The **power** of the mountains to inspire creativity among artists.
5. Exceptional picturesque **landscapes**
6. Our mountains abound in **historical heritage** from their towns to their trails and emblematic personalities.

3. OUR COMMON CHALLENGE

The mountains of the network face a common challenge.

They are very **attractive** but very **fragile**. They all receive a large number of visitors who want to visit them during the short summer months. They see the mountains as a one-day excursion and then return to the coastal resorts.

4. WHAT WE CREATE: 9 ECO-ITINERARIES

Based in our *emblematic* singularities and located in the foothills of the mountain, each eco-itinerary is offering one or more routes, accessible year round by public transport, offering eco-friendly activities like hiking, bike touring, or paragliding, where visitors are free to explore, and spend a few days in the hinterland region.

The network has incorporated local producers and encouraged interaction with residents and is giving priority to locally owned accommodation.

In other words, the eco-itineraries open our hinterland territories to new visitors whilst reducing their ecological footprint and ensuring the respect of local rules and customs.

5. OUR ACHIEVEMENT: SUSTAINABLE AND RESPONSIBLE OFFER

In each mountain we are rebalancing tourist flows, extending the season and improving economic returns for the territories. Our achievement is a new model of slow tourism, favouring non-saturated spots and at the same time preserving the cultural and natural heritage of the areas.

6. WHAT WE PROMOTE: 9 ECO-JOURNEYS

We offer experiences: Nine eco-journeys at a relaxed rhythm.

In the end, it's not about reaching the summit of our mountains but about enjoying the itinerary around it. The important experience must be the journey itself"

7. AN OPEN NETWORK

Our vision for the future is to extend our know-how and our achievements to other regions that share the same criteria, by welcoming new members to the network

To create a common brand marketing strategy.

8. FOLLOW US

"For more information, keep following our progress on:"

www.emblematic.interreg-med.eu

www.emblematic-med.eu

Facebook:@EMbleMatiC.MED

Twitter:@EMbleMatiC_MED

Instagram:@emblematic_med

Youtube:EMbleMatiC

Link to access the Quality Referential video

The following Quality Refferential video was uploaded on youtube:

<https://youtu.be/McNvXRhbDgU>

It is also available for consultation on the project website:

www.emblematic.interreg-med.eu

www.emblematic-med.eu