

THE PROJECTS

2016-2019 EMbleMatIc Project

This project brought together 9 mountains territories from 6 countries to test and create a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

With the help of an academic partner, they co-defined a list of 30 sustainable attributes for the creation of an eco-itinerary.

Since the resulting 9 eco-itineraries routes are complying with these attributes they successfully contribute to:

- Extend the seasonality
- Rebalance geographically visitors flows
- Reduce environmental impact whilst generating economical return to low-density areas.

A collection of 9 videos, tourism guide and maps were produced to ensure a common promotion of eco-journey packages. A transfer guide in 6 languages was produced to summarise the process followed.



2021-2022 EMbleMatIc PLUS Project

EMbleMatIc PLUS is the follow-up transferring project to maximise the impact of what accomplished & worked to new territories. It involves 3 givers' partners from the previous EMbleMatIc project, 4 new receivers' partners and 7 associated partners.

The transferring strategy applied unfolded in three phases to work together on adapting the steps described within the initial "transfer guide" into a "transfer process" applied by each receiver and adjusted according to its own context or transferability potential.

PHASE 1: Receivers made their own experience by visiting givers eco-itineraries before working for three months with a coaching team on developing their own eco-itinerary proposal whilst complying with the set of 30 attributes from the previously applied TOR for the creation of eco-itineraries.

PHASE 2: Receivers welcomed an assessing team (3 givers & 1 assessor) for an on-site assessment visit: it consisted of two days on-site cross-analysis & peer review on the base of a programme of visits representative of the future eco-itinerary proposal. It resulted on the publication for each receiver of a "Receiver's transferability diagnostic relying on transfer guide".

PHASE 3: Receivers used the insights and personalised recommendations from the diagnosis, to elaborate and write an individualised "local implementation action plan for the future creation of their eco-itinerary" beyond the duration of this current project. This should ultimately provide each receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

2020-2022 Youth4EmblematicMountains

This Erasmus plus project aims to make the youth become drivers of the change towards the conservation of the territory and its environment.

2022-2023 EMbleMatIc 2 Project

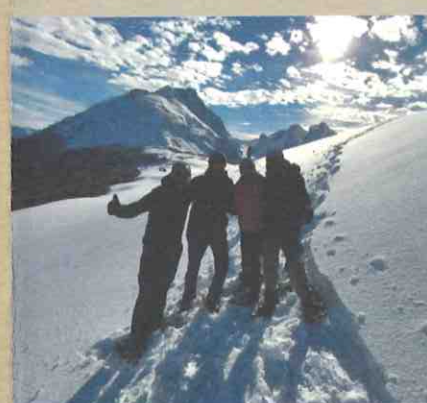
This Leader project gives the role of "laboratory" to the Mediterranean mountainous areas to test the Emblematic approach to rural Mediterranean areas.

EMBLEMATIC PLUS: FOUR RECEIVERS PROPOSAL FOR THEIR FUTURE ECO - ITINERARIES

KOMOVI - MN, "Secrets of Komovi"

"Secrets of Komovi" Eco-itinerary is created to boost imagination but also connect visitors with wild beauty of Komovi area, including proud local people, numerous myths and legends that talk about rich cultural heritage, present and test local cuisine.

It consists of several components including visit to local archaeological site in Doclea, historical places such as Mojkovac and pure nature around Komovi



2016 - 2019 Emblematic

9 Partners

Canigó - FR	Gran Sasso - IT
Olympus - GR	Sainte Victoire - FR
Pedraforca - SP	Idi (Psiloritis) - GR
	Serra de Tramuntana - SP
	Etna - IT
	Çika - AL

2021 - 2022 Emblematic PLUS

3 Givers	4 Receivers	4 Associated Receivers
Canigó - FR	Stromboli - IT	Pico del Torreón - SP
Olympus - GR	Kozjak - CRO	Monte Grappa - IT
Pedraforca - SP	Komovi - MN	Kapela Hill - SL
	Monti Lessini - IT	Vidova Gora - CR



STROMBOLI - IT, "The Fire routes"

The future eco-itinerary will include three itineraries that will give tourists a complete overview of the whole island. The brown route is a tour of the villages including historic places, aeolian architecture, local handicraft and food and wine tasting.

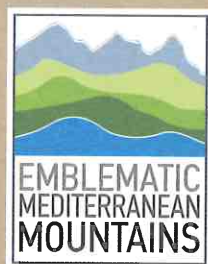
The green route starts from the village of S. Vincenzo, walking through typical Mediterranean bush reaching up to 290mt where you can admire the Sciara del Fuoco, the persistent Strombolian activity and the sunset.

The blue route starts reaching Ginostra by boat. The itinerary is shaped along a circular route that offers visitors a great variety of landscapes involving geological, anthropological, natural and historical aspects of the area, reaching a panoramic point overlooking the Sciara del Fuoco and the active craters of the volcano.

KOZJAK - CRO, "Kozjak horizontal and verticals"

Kozjak has a famous route The Cradle of Croatian Dynasty which consist of spots which has historical value and tells a story about Croatian History. That route extends horizontally through Kozjak slopes, and it is long about 17km, and it is not beginner friendly. Plan is to develop vertical lines which connects most attractive spots on existing horizontal route on Kozjak slopes with most attractive spots on seaside (mainly 7 castles in 7 Kaštela). That vertical route will be beginner friendly and suitable for wider groups. It is planned to include Emblematic attributes especially in promoting of the visits to small producers during the eco-journey and emphasizing importance of responsible behaviours on mountain.

The EMM network is a constellation of Med territories
Over the years, it has become a community
to work on common challenges
by tackling them through thematic projects



In 2013 representatives of Mediterranean mountains came together to explore the best ways of sharing, exploring and preserving their exceptional patrimonial values in a sustainable and open approach.
Being 4 initial members, the Network has grown across successive projects.

SHARED IDENTITY

Members use the term "EMBLEMATIC" to qualify the quality of experience associated to their territories and they characterized it with 10 commonly shared criteria:

1. Proud local people
2. Institutional recognition
3. Reputation
4. Legends and myths
5. Power of inspiration
6. Picturesque landscape
7. Particular ecosystem
8. Mediterranean cultural identity
9. Sustainability and anthropogenic environment
10. Historic places

COMMON VALUES

Members co-produced the network charter detailing their commitment to the following values :

- To apply a global sustainable approach
- To preserve cultural and natural heritage and the experience associated to it
- To be an open mountain, gathering value through people, both visitors and locals
- To cooperate to transnational and interterritorial projects

Canigó, FR



Olympus, GR



Pieriki Anaptixiaki S.A. - O.L.A.
Development Agency, Greece

Pedraforca, ES



Agència de Desenvolupament del Berguedà
Development Agency of Berguedà, Spain

Komovi, MNE



Tourist Organization of Podgorica, Montenegro

Lessinia, IT



Local Action Group Baldo-Lessinia, Italy

Stromboli, IT



LAG Tyrrhenian Aeolian, Italy

Kozjak, CRO



Public Institution RERA SD for coordination and development of Split Dalmatian County, Croatia

EMBLEMATIC MEDITERRANEAN MOUNTAINS NETWORK CONSISTS OF:

Thirteen mountains:

- Etna, Italy, 3.350 m.
- Olympus, Greece, 2.918 m.
- Gran Sasso, Italy, 2.912 m.
- Canigó, France, 2.780 m.
- Pedraforca, Spain, 2.506 m.
- Komovi, Montenegro, 2.487 m.
- Idi (Psiloritis), Greece, 2.456 m.
- Cika, Albania, 2.044 m.
- Monti Lessini, Italy, 1.976 m.
- Serra de Tramuntana, Spain, 1.445 m.
- Sainte Victoire, France, 1.011 m.
- Stromboli, Italy, 924 m.
- Kozjak, Croatia, 779 m.

and one scientific collaborator:

CETT, School of Tourism, Hospitality & Gastronomy
(Universitat de Barcelona, Spain)

CONTACT US

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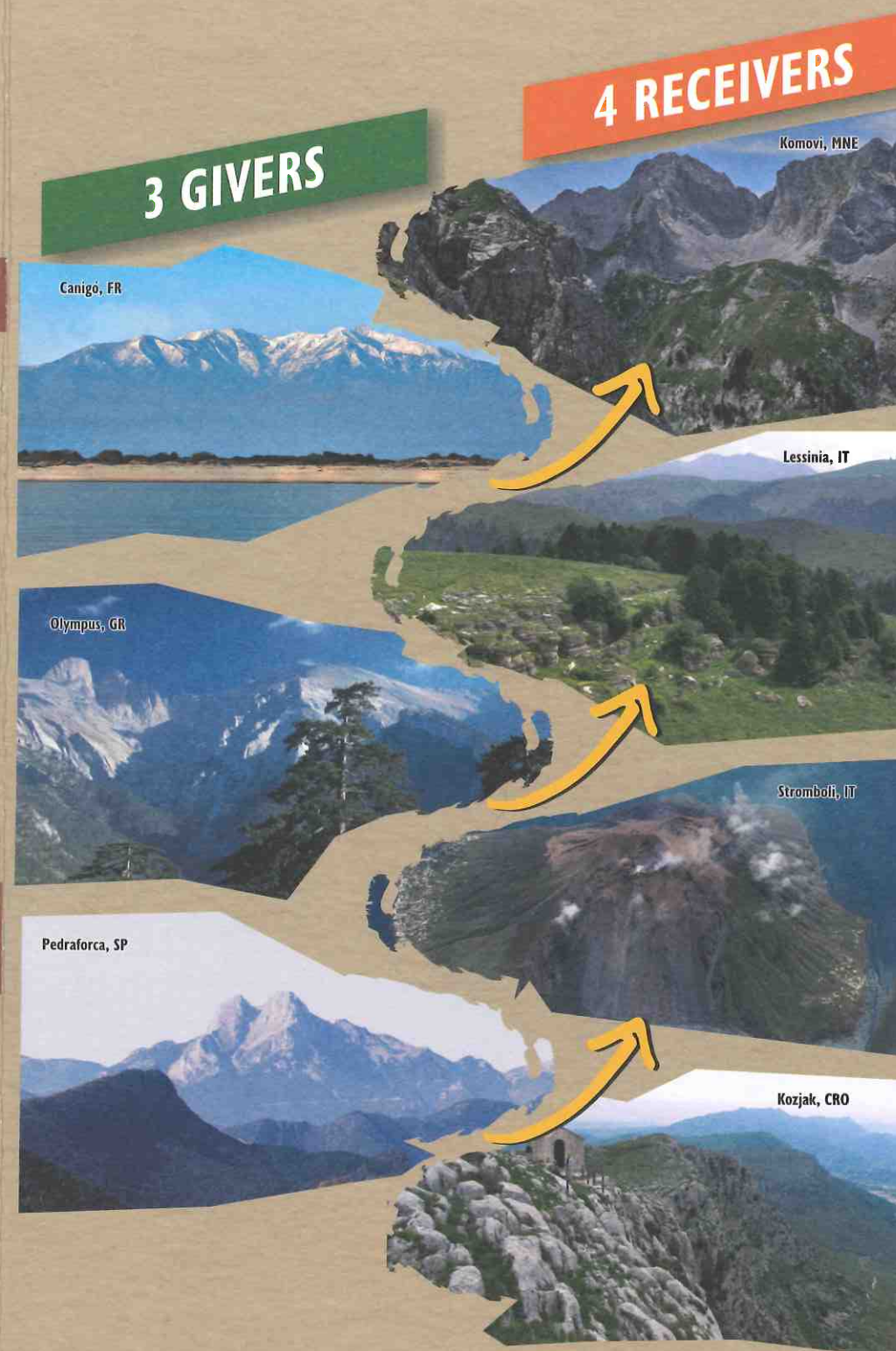
EMbleMatiC PLUS

Project co-financed by the European
Regional Development Fund



EMbleMatiC PLUS

Transferring project for
Emblematic Mediterranean Mountains
as Coastal destinations of excellence



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