



Regional Action Plan

PreservatiOn and promotion of cUltural and natural heRitage through GreenWAYS OUR WAY

DGUE REGION OF MURCIA

Murcia 2020



Index

Part I – General information	3
Part II - Summary of the project	3
Part III – Policy context	4
Part IV – Background of the project and summary of learning activities.....	6
Context and situation of greenway in the Region of Murcia.	6
Regional SWOT analysis	8
Activities developed during the interregional learning phase	9
Interregional workshops	10
Best Practices identified in Our Way project	12
Best Practice selected and reasons of the election.....	18
Study visits developed.....	14
Details of the actions envisaged	20

Part I – General information

Project: Preservation and promotion of cultural and natural heritage through GreenWAYS – OUR WAY.

Project website: www.interregeurope.eu/ourway/

Partner organisation: General Direction of European Union of the Region of Murcia.

Other partner organisations involved (if relevant):

Country: Spain.

NUTS2 region: Murcia.

Contact person: Cristina Durán Torres-Fontes.

email address: cristina.duran@carm.es

phone number: 968 36 21 54

Part II - Summary of the project

OUR WAY project aim is to contribute to the conserving, protecting, promoting and developing natural and cultural heritage in Europe using Greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved, including tools for their governance and developing specific measures for their promotion and preservation.

OUR WAY sub-objectives are the following:

- To improve coordination among the different key actors
- To develop governance systems to manage Greenways
- To identify models and good practices for the protection and maintenance of Greenways
- To identify financial instruments and funding for Greenways
- To promote Greenways and the development of a sustainable product.

Partnership is composed by six regions with different levels at developing, managing, and promoting natural and cultural heritage in and around Greenways as well as an advisory partner, the European Network of Greenways with large experience and knowledge in the project field.

The project intends to improve coordination among the different key actors; to develop governance systems to manage Greenways; to identify models and good practices for the protection and maintenance of Greenways; to identify financial instruments and funding for Greenways and to promote Greenways and product development.

The interregional cooperation is essential to identify, exchange and transfer practices among regions and, what is more important, to plan and prepare specific Action Plans to integrate lessons learned from the interregional cooperation in regional policies programmes.

OUR WAY will be the perfect tool to assist the partners' territories to strengthen their policies, to enhance their regional development situation and to contribute to the preservation and promotion of natural and cultural heritage through Greenways.

Part III – Policy context

The Action Plan aims to impact: **X** Investment for Growth and Jobs programme
 European Territorial Cooperation programme
 Other regional development policy instrument

Name of the policy instrument addressed: ERDF Regional Operational Programme Murcia – TO 6, priority 6c.

The Thematic objective addressed within the Policy Instrument selected is number “06 - Preserving and protecting the environment and promoting resource efficiency”. Within this objective there are several Investment priorities, being the following the most significant for OUR WAY project:

ID of the investment priority	6c
Title of the investment priority	Conserving, protecting, promoting, and developing natural and cultural heritage.

Specific objective corresponding to the investment priority addressed by the Action Plan and expected results:

ID of the specific objective	060c3
Title of the specific objective	OE.6.3.3. Promotion of green infrastructures that contribute to alternative transport in all types of territories and diversification towards casualty activities emissions.
Results that the Member States seek to achieve with Union support	Greenways that contribute to alternative transport.

The most important improvement for the policy instrument is to be able to support the

sustainable tourism based in the cultural and natural qualities of the regional assets around the Greenways, allowing for the maintenance of the built infrastructure after the investments made. Regarding natural and cultural resources, Greenways are an asset not enough exploited in Murcia Region. It is highly important to integrate different aspects, policies, and stakeholders, find financial solutions for sustainable development and develop touristic products that can valorise the resources around them.

This Action Plan is devised to influence the policy instrument by taking advantage of the learning process and extracting the best experiences from Our Way partner's region to transfer them and improve the efficiency in the Region of Murcia territory.

Proposed self-defined performance indicator (in relation to the policy instrument addressed): Increase 10% of number of visitors to the natural and cultural sites valorised and promoted in the Greenways.

Part of the actions envisaged in the Action Plan will be covered by the policy instrument, especially with the incorporation of the natural and cultural values and interpretive resources of the Northwest Greenway (Jubilee year 2024, connection with Natura 2000 sites of the Northwest, etc.), social media, bank of new regular and aerial photos and video of the Greenways of the Region of Murcia. The rest of actions will contribute indirectly to improve the policy instrument through increasing the protection, development and promotion of natural heritage and therefore, increase at the same time, the number of visitors thanks to the additional services offered around green ways.

[Recommended: include here endorsement letters from the stakeholders]

STAKEHOLDERS



Mayor Statement

Dr. Paulo Fernandes

"The participation of the Municipality of Fundão in OSIRIS project has been a unique experience of sharing and learning, which will greatly contribute to building a more sustainable path for our collective future.

We look at local economy valuation, job promotion and quality of life as central issues in public policy and this requires networking with the promotion of partnerships, synergies and opportunities.

Today, Fundão is known as a Land of tradition, innovation and major investments. In four years, Fundão has attracted 14 information technology companies, created more than 500 jobs and boosted an ecosystem that generated 68 startups and projects, in addition to the implementation of Intensive programs of conversion of unemployed into computer programmers, which already covered 240 people (50% without university education and a 97% employability rate). Our territory begins to assert itself in several other fields related to industry and innovation. Not bad for a rural town in the hinterland of Portugal, is even more relevant because Fundão emerged in a county in a low population density and seen as a depressed part of the country.

The strategy aims to be as integrated and coherent as possible, and at the same time we want to project our city to the world, to put Fundão on the map, but also to strengthen its connection with the local community.

This Action Plan also represents another way of doing local politics, not only thinking of infrastructures, but also of the most immaterial component, in the bet of the social and open innovation, in the open data, whether in the reconversion of careers, in the transfer of technology to the market, in support systems for companies or in the bet on knowledge and innovation.

On behalf of the Municipality of Fundão, I would like to thank all those involved in this project, by integrating the Local Action Group and all European partners, for kindness, hospitality and sharing.

On the part of the Municipality, you can count on total commitment and motivation in the implementation of the Action Plan – "Make Fundão a Better City". It will be another step on a journey that we are relying on everyone."

Paulo Fernandes
Mayor of Fundão

ENDORSEMENTS

Part IV – Background of the project and summary of learning activities

Context and situation of greenway in the Region of Murcia.

The Greenways Consortium of the Region of Murcia is the managing entity for greenways in the region, whose main objective is the promotion, improvement, maintenance and conservation of greenways. Cultural and natural heritage in the Region of Murcia Region is present in the Greenways.

In the Region of Murcia there are the following greenways managed by the Consortium:

- ✚ **Greenway of the Field of Cartagena** (runs through the municipalities of Cartagena, Alhama de Murcia, Fuente Álamo and Totana)
- ✚ **Greenway of Mazarrón**
- ✚ **Greenway El Hornillo** (Águilas)
- ✚ **Greenway Almendricos** (Lorca)
- ✚ **Greenway “Chicharra”** (it links the municipalities of Cieza, Jumilla and Yecla with the Valencian Community)
- ✚ **North-west Greenway** (Molina, Alguazas, Campos del Río, Albudeite, Mula, Bullas Cehegín y Caravaca).

The North-West Greenway of Murcia Region is the best known and developed greenway and makes use of the old railway track between Murcia capital city and the Holy capital of Caravaca de la Cruz, running along 78 Km. Caravaca de la Cruz is the Fifth Holy City of Catholic Christianity, having been granted the privilege to celebrate the jubilee year in perpetuity in 1998 by the then Pope John Paul II), along with Rome, Jerusalem, Santiago de Compostela and Camaleño. It celebrates its jubilee every seven years; the first being in 2003 and being 2024 the next jubilee year. Along the greenway there also a great number of places catalogued as cultural interest (BIC) and as historical sites. The itinerary offers 78 km of natural road, with several recovered railway stations as hostels and leisure areas where an appropriated service of lodging, catering and touristic activities is provided. In its surroundings there are as well 8 EU Protected Natural Sites located within a radius of less than 5 km included in the Natura 2000 Network:

- Sites of Community Interest (SCIs): *SCI Río Mula y Río Pliego; SCI Sierra de Ricote-La Navela; SCI Río Quípar; SCI Sierra del Gavilán.*
- Special Protection Areas (SPAs): *SPA Sierras de Ricote y la Navela; SPA Lagunas de Campotejar; SPA Sierra del Molino, Embalse del Quípar y Llanos del Cagitán.*

In 2015, the Regional government started to define the **Sustainable development strategy for greenways in the Murcia region 2014-2020**. Together with Municipalities and other key stakeholders joined “Murcia Region Greenways Association” uniting the North-West Greenway with the other 3 undeveloped Greenways of the Region, a total of 178 Km.

In parallel, the association and technicians at the Institute of Tourism of the Region of Murcia started an Analysis of the greenways situation. They defined the following requirements to be improved:

- Better coordination of the regional government with all stakeholders related (municipalities, companies, national railway company, etc). The Region of Murcia is part of the European Greenways Association, however, a specific model for coordination is not identified.
- Sustainable funding for the preservation and promotion of the natural and cultural heritage. The region is working with municipalities but with many difficulties. Association is looking for innovative solutions with companies through its CSR policies, but it is an incipient attempt.
- Relevant tourist product around Greenways, which in the Region of Murcia has still many weaknesses to be able to enter in the market and for which, the international cooperation is needed.

The challenge is to change Greenways concept from a burden into an asset, for local communities and from heritage touristic product perspective, and into a mean to protect and promote the natural and

cultural heritage present in the territory.

Regional SWOT analysis

Region of Murcia SWOT Analysis	
<p>Strengths</p> <ul style="list-style-type: none"> • Natural and cultural heritage (industrial/ mining/ monumental heritage, natural, historical-artistic heritage) • Successful experiences • High accessibility and high-value of heritage areas • Structuring of the territory through the Greenways of Murcia 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Need for improved coordination between key actors • Lack of stable maintenance and promotion funds • Design need for a cultural/natural product • Lack of relevant indicators to implement strategies (beyond the number of visitors) • Need for connection to the whole territory • Need for security and surveillance actions • Lack of long-term planning
<p>Opportunities</p> <ul style="list-style-type: none"> • New uses of railway heritage • Participatory approaches in the EU • CSR • Valorisation of natural and cultural heritage: tools/policies • EU tourist destination • Sources of income for the local and regional economy • Contribution to deseasonalization • Fixation of the population in natural surroundings 	<p>Threats</p> <ul style="list-style-type: none"> • Loss of equity potential due to abandonment • Global warming and climate change • Illegal occupation • Negative perception for the local population of the Greenway.

The following objectives have been established for the improvement of greenways in the Region of Murcia:

- ✓ Improve the coordination between all stakeholders.
- ✓ Financial sustainability. Having other sources of funding such as European projects.
- ✓ Create relevant tourism products in collaboration with the private sector and improve the economic impact of the greenways.
- ✓ Increase nature tourism in the region of Murcia.
- ✓ Create a connected greenways network.

Activities developed during the interregional learning phase

Interregional learning phase started with an analysis of partners' local situations to identify valuable experiences and best practices. These practices were then reviewed in a perspective of transfer and adaptation to draw up Regional Action Plans.

The learning process has followed a combination of the following levels of learning:

- Individual learning: three staff members from Region of Murcia have participated in project activities and increased their knowledge about conserving, protecting, promoting, and developing the natural and cultural heritage of Greenways.

- Organisational learning: Region of Murcia organized periodical internal meeting to present the project progress to their colleagues, having into consideration their feedback to design activities of the Action Plan and keep them updated and involved in the project implementation.

- Stakeholders learning: regional stakeholders were mobilised and deeply involved from the beginning with the creation of the Region of Murcia Stakeholders Working Group (SWG) in order to ensure the future implementation of the Action Plan.

The SWG has been composed by personnel of the main institutions with competences in the management of greenways at regional level as well as other organizations involved in its use and promotion:

- Murcia Region Institute of Tourism
- Greenways Consortium of the Region of Murcia
- Murcia Region General Directorate of the Natural Environment
- Murcia Region General Directorate of Local Administration
- Murcia Region General Directorate of Tourist, Competitiveness and Quality
- Murcia Region General Directorate of Agrarian Funds and Rural Development
- Murcia Region General Directorate of Budgets and European funds
- Municipality of Molina de Segura
- Local Development Agency of Bullas Municipality
- Descubriendo Moratalla Association
- Bicicletas de papel Cooperative society
- Natursport - Historical Roads Foundation
- Hostemur - Regional Federation of Entrepreneurs of the hotel and touristic sector.
- "90K Camino de la Cruz Sport" Association
- Mountaineering Federation of the Region of Murcia
- "Murcia en Bici" Association
- Faculty of Tourism of the University of Murcia
- San Antonio Murcia Catholic University

Members of the SWGs have met in 5 different meetings and participated in dissemination activities as well as in interregional thematic workshops.

Interregional Thematic Workshops

Partners of OUR WAY have participated in 3 Interregional Thematic Workshops. They are detailed below:

1st Interregional Thematic Workshop in Westport, County Mayo (Ireland), 5-6th March 2019: "Coordination among the different key actors in the field of Greenways".

Focused on governance and funding aspects of greenways, during the workshop it was presented the Irish National Greenways strategy and, in particular, the successful case of Great Western Greenway in County Mayo, at the Northern and Western Regional Assembly (NWRA), the hosting project partner. The strategy was devised through cross-departmental collaboration and contributions from all kinds of interested parties.

Specific examples of the development of Greenways were presented by representatives of various government departments at local, regional and national level. Successful experiences of two businesses located in the greenway, the Mulranny Park Hotel and Clew Bay Bike Hire, were also presented, both of which rely on the Great Western Greenway as essential infrastructure to attract customers. Both are clear examples of successful businesses associated with the greenway.

Key conclusions:

- Essential cooperation: responsibilities for the management of greenways are share among different authorities (e.g. building of infrastructure, promotion of tourist activities, equipment, investments, etc.) Thus, strong cross-departmental cooperation between authorities at local, regional and national level as well as public-private collaboration is of critical importance in order to offer a quality service.
- Promotion of natural and cultural resources along the greenways is of major importance: is vital to capture and convey the identity of the region and promote its resources, values, history and traditions. Local involvement is key for the success of the initiatives and boosting the economy of the region.
- Funding: ongoing funding is essential for the maintenance, management and promotion of the itineraries. Funding is needed for the itineraries to succeed and exert a positive impact on the conservation and promotion of natural and cultural heritage.

The seminar was valued positively by all participants, with real-life success stories which demonstrate the prospering Irish experience, exemplified by the award-winning Great Western Greenway in County Mayo.

2nd Interregional Thematic Workshop in Rzeszów (Poland), 24-25 September 2019: "Identification of financial instruments and funding for Greenways".

The workshop offered an overview of the Podkarpackie region (Poland) and the potential founding opportunities as well as a summary of Best Practices selected by Our Way partners in terms of funding.

The inclusion of greenways in the Quality of Life panel as an element of the Polish RIS3 Strategy was also exposed.

Other best practices were also presented such as the “Methodology of Central and Eastern Europe Greenways”, based on working with the local community using the bottom-up approach, the “Green Velo Eastern Cycling Trail” and its joint promotion agreement which includes a financial endowment renewed annually and the “Financing bicycle trails in Poland: Using community budgets for the creation of cycle trails in the Area of Ambitious Tourism”.

At the end, special attention was given to the EU funding for tourism and greenways opportunities regarding 2021 – 2027 period.

In addition, a field visit was programmed, where different entrepreneurial and local development initiatives were presented on the ground.

Key conclusions:

- Actions relating to tourism (and greenways) must be included in Regional Strategies and Operational Programmes in order to be subsequently financed by European funds.
- It is crucial to guarantee incomes for the operation, maintenance and development of greenways. An excellent example is the French land planning tax in France which enables the funding of itinerary planning and promotion in environmentally sensitive areas.
- Social economy is another formula for revitalising local economies and encouraging private initiatives, as shown in the Eastern Carpathians Green Velo route.
- CSR strategies in the private sector are an opportunity for public-private collaboration in relation to greenways funding, as shown in the example of the greenways in Murcia (Spain).

On the whole, the workshop facilitated a comprehensive overview on greenways funding issues.

3rd Interregional Thematic Workshop, organised by Hérault Department (France), 17th July 2020 (online): “Tourism Promotion and product development”.

Firstly, the Hérault Departmental council offered a general perspective of the framework of its tourism and cycling policy. The “Slow tourism” project of the Regional Tourism Committee of the Occitanie Pyrénées Méditerranée region was also presented jointly with the EuroVelo 6 methodology to measure the impact of cycle tourism.

The Department explained a study conducted by sections in the Green network of the Department of L'Hérault for the orientation of the tourist product. The aim was to guide the type of clientele to be targeted, the necessary improvements in infrastructure and services, as well as to guide marketing by target groups. The department has created 26 travel proposals in cooperation with the private sector, with the aim of positioning them with tour operators, and also to promote them among end users.

Other recent examples of good practices in tourism promotion and product creation such as the Greenways Heritage project (greenwaysheritage.org/), the “Trip Ideas” (www.aevv-egwa.org/trip-ideas/) or the “Greenways outdoor” tourism product (www.aevv-egwa.org/projects/greenways-outdoor/) among others, were also presented during the workshop by the European Greenways Association (EGWA).

At the end, key elements to be taken into account in the preparation and implementation of the Action Plans were ponied out by the EGWA. They are summarized as follows:

- Orientation to the tourist product and marketing is essential to reach an economic impact.
- Customer expectations are essential: the customer comes first. A functional analysis of the infrastructure of the greenway enabling to define which is the best orientation to the client.
- Efforts on measurement of the economic impact of the itineraries and well understanding of the characteristics of the users is crucial in order to be able to continue making improvements.
- Promote public-public (regional/departmental and national), public-private and private partnership.
- Promote the continuity of itineraries to generate long-distance itineraries and attract itinerant tourism, with greater economic impact.
- Promote inter-modality and encourage transfer - transport of luggage/persons to the start/end of the route
- To favour the improvement of the quality of the infrastructure; and to position the itinerary as a destination, with a well-directed marketing.

Despite of COVID-19 situation did not allow to hold the visit on site, Hérault experience was highly interesting and useful for the partners.

Best Practices identified in Our Way project

The learning process was focused on the identification of valuable best practices (BPs) and experiences. Best Practices identified and validated by OUR WAY project were the following:

Country	Name of the BP	Brief description
IRELAND	Ulster Canal Greenway	Proposed cross-border network, almost 190km in length which runs from Monaghan to Armagh.
	North West Greenway Network	Cross border collaboration project which secured €14.8 million in Interreg VA funding to develop 3 cross border Greenway.
	Great Western Greenway	42km greenway from Achill Island to Westport town that was developed by Mayo County Council and local stakeholders.
BULGARIA	100 Tourist Sites of Bulgaria	National movement established in 1966 to promote tourism among Bulgaria's best cultural, historic, and natural landmarks.
	E-bike	Improve the planning, development and coordination of cross border transport

		systems by creation of e-bike network.
	Euro – Weg E3 Atlantik – Karpaten – Stara Planina – Black Sea	High-mountain long-distance trail in Bulgaria.
POLAND	International trail of cultural and natural heritage “Green bike-Greenway eastern Carpathians”	Shaping cooperation in designate, maintain and revitalize the International Nature and Cultural Heritage Trail "Green Bike “Greenway Eastern Carpathians".
	Use of Community budgets for the creation of bicycle trails in the area of ambitious tourism.	Finding sources of financing for the development of tourist routes serving simultaneously as access roads to fields in The Area of Ambitious Tourism in Poland.
	Cooperation of the eastern Poland regions with the promotion of the eastern cycling trail Green Velo.	Joint promotion of the Easter Cycling Trail Green Velo -2000 km marked trail running through the territory of 5 regions of Eastern Poland.
HUNGARY	Baranya Greenway	Successful project implemented in 2014 by Croatian and Hungarian partners: Cross-border Green Way development – Go Green.
	Mesés Hetés/Fabulous Hatés	Mesés Hetés Greenway is a thematic additional trail of Eurovelo13 – Iron Curtain Cycle Route in Western Transdanubian region of Hungary.
SPAIN	Greenways Management Model. Consortium	The main task of the Entity is that the old disused railway lines come to life, in an environmental mood and with a regional socioeconomic revulsive.
	Sports test 90K Camino de la Cruz	Race that allows participants to acquire personal and social development values associated with sport in full nature.
	VIA COMMITMENT. Public-Private Financing	Invitation to public and private entities for collaboration with society through the Greenways.

FRANCE	Capitalization of experience gained on interregional roaming	Green Network with Regionals Natural parks of Central mountains of France. Paradigm shift through an logical land natural areas sensitive to tourism and economic logic of this route (development practices, ...), art course on the tanks of the green network (paintings, tags).
	Taxation on Sensitive Natural Spaces	Taxation on constructions and fittings -State Finance Law (local taxes) to finance studies, acquisition of land, light development, rehabilitation of natural spaces and sites and itineraries (Greenways) related to outdoor sports and maintenance of Natura 2000 sites.
	Departmental Committee of Spaces Sites and Routes	Consultation body which operates throughout the year through several working groups: technical, political. Federation of a network of about 100 partners, sustainability of 153 sites.

Once the BPs were identified, Advisory partner of OUR WAY project (European Greenways Association) carried out a **Regional benchmarking study and Recommendation paper** containing Best Practices recommendation, a joint document based on the linkage of the recommendations of good practices (export / import) with the SWOT regional analysis and the context of the policies related to greenways in the regions of the partners.

From the assessment of the Regional Benchmarking study and the potential for learning and transfer of BPs in each region, the Region of Murcia identified Ireland “Great Western Greenway” as a Best Practice to be potentially transferred to its territory.

Study visits developed

After the initial selection of the Best Practice, a series of study visits were organised to get further knowledge about the Best Practices to be potentially transferred into the Region of Murcia. Due to Covid-19 situation the study visits were held on an online format. The Region of Murcia, as project coordinator, decided to use the **alternative methodology to organise online study visits** developed

by the Interreg Project from Murcia Region entitled Scale up because the Programme considered it a good practice.

A specific document contained a detailed description and steps to implement the methodology was elaborated and distributed to Our Way project partners, which have consisted on the following phases:

1. **Compilation of additional information about Best Practices:** each hosting partner (exporter of the Best Practice) has compiled additional information about the specific Best Practice to be transferred by the visiting partner (importer of the Best Practice) and elaborated a questionnaire with specific questions needed for the practical transference to their Action Plans.
2. **Analysis of information received at regional level by Stakeholders Working Groups (SWG) and further questions for Best Practices owners:** all the additional information received from the hosting partner have been reviewed, shared with the SWGs and analysed in depth in order to check the potential transferability of the best practice in the regions.
3. **Clarifications from the hosting partner (Best Practice owner) and analysis of the answers by the SWGs:** visiting partners sent a new list of clarifications to the hosting partners in order to clarify specific issues for the transferability of the Best Practice.
4. **Organisation of an online meeting,** as a study visit for the visiting partners.
5. **Analysis and final review.**

The Region of Murcia participated in two on-line study visits: Poland and Ireland Virtual Study Visits.

Poland Virtual Study visit (24th June 2020)

Hosted by the Podkarpackie Region (Poland) and members of its Stakeholders Working Group, the meeting offered an overview of the three Polish Best Practices and their main characteristics.

1. ***Cooperation of the Eastern Poland Regions with the promotion of the Eastern Cycling Trail Green Velo.***

The Department of Promotion, Tourism and Economy Cooperation Marshal's Office of the Podkarpackie Region presented the key points about the joint promotion and cooperation between 5 regions of Eastern Poland.

Main features:

- Joint promotion of the Easter Cycling Trail Green Velo -2000 km marked trail running through the territory of 5 regions of Eastern Poland.
- Origin of the project: Operational Programme, Development of Eastern Poland 2007-2013.
- Funding sources: Priority Axis 5. Sustainable development of the tourism potential based on the natural conditions. Infrastructure component (68 mln €) and Promotional component (5.88 mln €).
- Cooperation to promote the Green Velo trough the agreement between 5 Polish regions:
 - Maintaining the continuity and coherence of the Trail's development
 - Conducting a coherent and coordinated promotion of the Trail

- Create a positive image of the brand.

Threats to cooperation were as well laid out at the end of the presentation.

2. *International trail of cultural and natural heritage "Green bike-Greenway eastern Carpathians"*

Bieszczadzka Foundation introduced the cooperation between different actors for the development of the International Nature and Cultural Heritage Trail and main elements of the Best Practice. The development of the trail concept, preparation of the project and application for funding to the Ministry of Economy was as well exposed.

Main features:

- Cooperation in designate, maintain and revitalize the International Nature and Cultural Heritage Trail "Green Bike "Greenway Eastern Carpathians".
- Origin of the project: funding from the Ministry of Economy. The entire infrastructure of the trail made by members of the Bieszczady Cyclists' Society.
- Long-term cooperation, based on partnership principles, allowing integration of the local community.
- Connection of the "Green Bicycle" Greenway Eastern Carpatians trail with the Green Velo Eastern Bicycle Trail, bicycle route running through five regions of Eastern Poland.
- Establishment of a network of mountain and electric mountain bike rentals, including for disabled people.
- Innovative system of electronic monitoring of the trail counting cyclists visiting the trail.
- Creation of a Carpathian Bicycle Trip Planning Center and a network of 10-20 Field Centers as well as training of operating personnel.

3. *Use of community budgets for the creation of bicycle trails in the Area of Ambitious Tourism.*

The concept and main goal of the *Area of Ambitious Tourism* (AAT) was presented, area of 12 communes connecting Poland with Slovakia, Hungary and the Balkans where exists a written agreement of open character between self-governments and commercial entities.

Main features:

- Funding sources for the development of tourist routes serving simultaneously as access roads to fields in The Area of Ambitious Tourism in Poland.
- Origin of the project: municipalities from the AAT group allocate funds every year for the construction and maintenance of access roads to fields.
- Costs of joint investment are made locally but in a coordinated way by each of the Communes.
- An estimated amount of 5M PLN is used to connect the roads accessible by bicycles for a complete network. Employees of communities and AAT volunteers are involved in the practice.

- Long-term activity, every year new roads/trails are built.
- Cycling along the designated road routes is the main product of AAT addressed to tourists.

The study visit ended with the presentation the revitalization of bicycle routes in the Bieszczady Mountain together with the GreenVelo Trail connector and main changes of politics instruments of the Podkarpackie Region.

Ireland Virtual Study Visit (16th July 2020)

Hosted by the Northern and Western Regional Assembly (Ireland), the study visit counted with representatives from Mayo and Donegal County Councils to present the Great Western Greenway and North West greenway respectively. Development and promotion of Greenways through its marketing channels such as the Wild Atlantic Way brand was exposed by Fáilte Ireland.

1. Great Western Greenway.

Greenway developed by Mayo County Council using funding from the council and the Department of Transport, Tourism and Sport. It passes through a number of key towns bringing over 250,000 visitors every year.

Main features:

- Funding from Mayo County Council and the Department of Transport, Tourism and Sports (€28million)
- Pioneering Walking Cycling Facility
- National Demonstration Model NCN
- Unique partnership with local landowners Business
- Holiday Attraction 250,00 Visitors per year, 200 jobs
- It comprises of cycle friendly facilities, accommodation options, scenic views and a food trail known as the gourmet greenway.
- Promotion by the Mayo County Council at national and international level: marketing and promotion strategies.
- Collaboration with Failte Ireland, National Tourism Development Authority, for promotion through its marketing channels and by using the Wild Atlantic Way brand.
- Emergence of additional tourism products and services (“Gourmet Greenway”).
- Management and coordination of the GWG through community groups.

2. North West greenway (Development of the North West Greenway Network).

Cross-border greenway routes developed by Donegal County Council in the Republic of Ireland and Derry and Strabane District Council in Northern Ireland.

Main features:

- Establishment of the Active & Sustainable Travel Forum (ASTF), partnership between Donegal County Council, Derry City & Strabane District Council, Transport NI and Sustrans NI to develop a cross border network of greenways.
- Collaboration between key stakeholders and the formation of a forum with a shared vision.
- Funding from EU through INTERREG VA funding programme (€14.8 million) and match funding to construct 46.5 km of cross-border greenways.
- Forum's Plan forms the basis of a strategic and co-ordinated strategy for the development of a network of greenways.
- Extensive external consultation process (2018-2019): creation the brand, active social media and internet presence and work in tandem with Council departments.
- Link of the GW with Areas of Special Conservation (Natura 2000 Network).

Development and promotion of Greenways through its marketing channels such as the Wild Atlantic Way brand.

Development of a branded route to achieve greater visibility for the west coast of Ireland in target overseas tourist markets. Wild Atlantic Way destination brand developed as a unifying proposition for the West Coast of Ireland.

Main features:

- Over-arching brand which individual destinations and businesses can use to leverage much greater visibility and clarity of message in the international marketplace.
- Devised as a new 'experience' and 'destination' to present the west coast of Ireland as a compelling international tourism product.
- Core visitors markets largely experience the Wild Atlantic Way through self-drive trips (95% car travel): the Way is based around a core touring route proposition (existing road infrastructure) supported by a wide range of walking.
- Multi-region, covering 9 counties and a strong depth/range of experiences.
- Dedicated consumer and trade website.
- Itinerary and trip planning a key focus for consumer and trade engagement

Best Practices selected and reasons of the selection

Title of the Best Practice selected to be transferred: Great Western Greenway (Ireland).

Promotion axe: local sports animation activities, and other dynamic events in GW

Points of interest of the BP to transfer to the Region of Murcia:

- ✓ Multiple bike-friendly facilities
- ✓ wide range of hosting options
- ✓ gastronomic trail known as the gourmet greenway.
- ✓ Significant investment in marketing and promotion strategies

- ✓ Use of the “Wild Atlantic Way” Brand Activity centre that offers facilities and activities for users of the greenway
- ✓ National Authority
- ✓ Involvement of local population

Start date: April 2010

End date: Ongoing

Brief description: 42km greenway from Achill Island to Westport town that was developed by Mayo County Council and local stakeholders using funding from the council and the Department of Transport, Tourism and Sport.

Potential for learning or transfer: demonstrates that as well as having a greenway, it is important to work with stakeholders to develop additional tourism products and services which collectively boost the appeal of the Greenway. Organisations developing greenways could learn from the model and practices used by Mayo County Council to continually promote and add value to a greenway. Inspiring example of a greenway that attracts tourists with cycle-friendly facilities, a range of accommodation options, and a food trail. An interesting aspect are the spill-over effects, in particular a number of additional tourism products that have emerged as a result of Great Western Greenway (e.g. established food trail to showcase artisan food producers). Public authorities interested to develop greenways can take as a lesson learned from this practice that it is important to develop additional tourism products and services which collectively enhance the attractiveness of the Greenway. The way the greenway was promoted can be also inspirational for other municipalities and regions.

Responsible for implementation: Mayo County Council.

Strengths	Area
a. The concrete experience of creating a successful greenway (GWG), which has involved the collaboration of stakeholders, and which has integrated the private sector that directly exploits the GREENWAYS and has developed a tourism product.	Reg./Local
b. North West Greenway project in a framework of continuous institutional collaboration.	Reg/Nat.
c. Identification of financing and financial instruments. Ulster Greenway Channel	Reg/Nat.
d. Participation in Ireland's National GREENWAYS Strategy involving all levels of government and across sectors, with specific funding for GREENWAYS.	Reg/Nat.
e. Organisation of tourism promotion - local, national and international collaboration through Failte Ireland (National Tourism Agency).	Local
f. Development of tourist products and enhancement of cultural and natural heritage, as a basis for the promotion of GREENWAYS (story telling); Capturing and transmitting what is truly distinctive about the greenway.	Local/Reg /Internat.
g. Very attractive information available on the web. Offer of services linked to the GREENWAYS (private companies)	Local/Nat.

h. It has counters, monitoring of uses and economic impact study	Local
i. Greenways gourmet initiative promoted by private sector (restaurant/producers)	Reg/Local

In addition, the **Mecsek Greenway** BP (Hungary) was also identified to transfer part of its features to the Region of Murcia since it was classified as a good example on how to create a brand, how to renew a region preserving its values but adapting to existing demands. It is a complex greenway programme providing value conservation, healthy lifestyle and sustainable use of natural, cultural and community assets. The Mecsek Greenway is a cooperation of members, villages on the western and eastern flanks of the Mecsek hill, working out a new approach for a better local tourism, using the local values, products, services, programs, traditions and gastronomy to attract visitors. The greenway members are dedicated to the development of local communities and sustainable tourism and committed to the promotion of purely natural local products and to pass over the knowledge to the next generations. The area has a long-standing tradition of rural tourism, served by qualified service providers, eco-houses, restaurants, village ‘guest-tables’, and various theme routes, such as the Pécs-Mecsek Wine Route and the Honey Route. These providers have joined forces in different civil society organisations along a wonderful natural environment belonging to the Danube-Drava National Park. Locally grown products are used in the catering service (Mecsek Ökocsali) or on ‘wild plant dinner’ programs. These organic products can also be purchased on local markets.

Details of the actions envisaged

ACTION 1. Creation, design and promotion of the slogan "Join the Greenway" through the SICTED Quality Management.

The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan):

Lessons learnt:

The Great Western Greenway runs from Westport to Achill (Ireland) and passes through a number of key towns, being an attractive product for tourists. Mayo County Council promotes the Greenway to national and international visitors and has invested in marketing and promotion strategies. As a result of the Great Western Greenway a number of projects and additional tourism products have emerged. Mulranny Park Hotel and several food producers in the Mulranny/Newport/Achill area have devised a food trail, the “Gourmet Greenway”, to showcase artisan food producers located near to and along the route of the Great Western Greenway. Through the collaboration with Fáilte Ireland, the National Tourism Development Authority, the greenway is promoted through its marketing channels and by using the Wild Atlantic Way brand. The joint promotion aims to get tourists to stop and dwell on their

journey, using local bike hire, restaurants, etc., and fostering local economy along the Wild Atlantic Way by using greenway.

The Wild Atlantic Way is Ireland's first long-distance touring route, stretching along the Atlantic coast from Donegal to West Cork, conceived to develop a route to achieve greater visibility for the west coast of Ireland in overseas tourist markets. In this way, the specific goals are:

- re-package the Atlantic seaboard as a destination to overseas and domestic visitors
- improve linkages between, and add value to, a range of attractions and activities
- improve on-road and on-trail interpretation, infrastructure and signage along and around the route
- direct visitors to less-visited areas
- build on the work completed in these areas already and assist businesses, agencies, local groups and other stakeholders along the area to work together
- reinforce the particular strengths and characteristics of all of the areas located along the west coast, while offering the visitor one compelling reason to visit

Wild Atlantic Way was devised as a new 'experience' and 'destination' by Fáilte Ireland to present the West Coast of Ireland as a compelling international tourism product of scale and singularity. It is an over-arching brand which individual destinations and businesses can trade collectively with much greater potential visibility and clarity of message in the international marketplace. This experience brand was developed with the specific objective to be a unifying proposition for the West Coast of Ireland. In this way, the local productive fabric has joined the creation of the greenway product and has been possible to involve the local population that is already producing and promoting their product.

Concerning Mecsek Greenway, one of the main pillars of the Best Practice is based on the development of a strong local community. In this regard, trainings for local people on natural and cultural values are developed along the greenway (wildlife, wildflowers, old tools, customs, how to use old preservation technics, picnics and tours, etc.). There is a special focus in local development, environmental education and the preservation and protection of local cultural and traditional values. Besides, the Mecsek Greenway has develop a market place for rural farmers and producers.

Background, transferability and activities to be implemented in the Region of Murcia:

The Spanish Integral System of Tourist Quality in Destinations (SICTED) is a project to improve the quality of tourist destinations promoted by the Secretary of State for Tourism (SET), with the support of the Spanish Federation of Municipalities and Provinces (FEMP), that works with tourist companies / services of up to 35 different trades, with the ultimate goal of improving the tourist experience and satisfaction.

The System for Spanish Tourism Quality SCTE Destinations-SICTED is a methodology that provides a comprehensive and permanent quality management system in a tourist destination with a new conception of the expected results, a focus on continuous improvement and an attitude of recovery and enhancement of resources and space.

The SCTE Destinations-SICTED is based on the integral awareness of the destination and the identification of common objectives of the agents involved.

The SCTE Destinations-SICTED pursues a homogeneous level of quality in the services offered to tourists within the same destination, so that substantial quality deficiencies are not observed between the different products (agents) that make up the offer in the destination and, with this, negative conditions of the perception and satisfaction of tourists.

Among other tools, it has 35 manuals of good practices, one for each trade. It offers the participating tourist companies / services a training plan, technical assistance visits by approved advisors, collective workshops, work groups that develop proposals for improvement for the destination and evaluations that contrast the suitability of the company / service to the quality standards. All this culminates in obtaining the distinctive Tourist Quality Commitment.

The objective is to incorporate the sixteen municipalities through which the Northwest Greenway runs into the quality system. At present only six are part of SICTED Quality System. In parallel, the creation of a slogan called "Join the Greenway" and the related promotion campaign is planned. The main goal is to add weight and identity to the destination as a unifying proposition to enhance a common shared vision in promoting the greenways, allowing fostering the involvement of the local community and raise awareness on cooperation among municipalities.

Activities to be implemented:

1. **Raising awareness campaign with the Municipalities of the Greenway and diagnosis in Municipalities belonging to SICTED System:** diagnosis in collaboration with the SICTED managers and agents of the destinations. Field work will be carried out to determine which are the local companies and establishments likely to join the SICTED and which have a direct or indirect impact on the Greenway that runs through their territory.
2. **Adhesion and implementation of the SICTED system in municipalities:** the protocol of adherence to the SICTED by the companies will be formalized and the quality system will begin to be implemented through individualized technical assistance and training actions.
3. **Creation of the slogan "Join the Greenway".**
4. **Promotion activities of the green ways at regional, national and international levels including workshops and presentations.**
5. **Participation in fairs specialized in active and nature tourism activities and specific events aimed at the final public:** events of the product Nature- Active, Fitur, actions with the Spanish Ministry of Education to implement mandatory workshops, excursions to learn about the natural and gastronomic resources of the Region of Murcia and Congress of Ecotourism.
6. **Performing of artisan markets in the Northwest Greenway:** organization of artisan markets, through artisans' associations. Participation with street stalls to sell local artisan products in the towns through which the Northwest Greenway runs.
7. **Development of intergenerational craft training workshops** to pass on the craft profession.

Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- General Directorate of European Union Affairs: Management and monitoring of the action.
- General Directorate of Tourist, Competitiveness and Quality of Regional Ministry of Tourism,

Youth and Sports: Responsible for the awareness campaign, diagnosis of Municipalities and the implementation of SYCTED Quality Management System in Municipalities of the Greenway. Direct contact with the municipalities for the improvement of services and tourist establishments.

- ITREM - Murcia Region Institute of Tourism investment: Responsible for the creation of the slogan "Join the Greenway", promotion activities at regional, national and international levels and participation in fairs specialized in active and nature tourism activities and specific events aimed at the final public.
- Municipalities of the Greenway: implementation of the Integral System of Tourist Quality in Destinations (SICTED) and raise awareness among the business sector.
- Business sector of the Municipalities of the Greenway: adhesion to the Integral System of Tourist Quality in Destinations (SICTED).
- General Directorate of Consumption and Crafts: in charge of performing artisan markets and development of intergenerational craft training workshops in the Northwest Greenway.

Timeframe

ACTION 1	2021												2022											
	J	F	M	A	M	J	JL	A	S	O	N	D	J	F	M	A	M	J	JL	A	S	O	N	D
Raising awareness campaign																								
Adhesion and implementation of the SICTED system																								
Creation of the slogan																								
Promotion activities of the green ways																								
Participation in fairs																								
Performing of artisan markets																								
Development of intergenerational craft training workshops																								

Costs

ACTION 1. Creation, design and promotion of the slogan "Join the Greenway" through the SICTED Quality Management.	COST
1. Raising awareness campaign with the Municipalities of the Greenway and diagnosis in Municipalities belonging to SICTED System	4.000 €
2. Adhesion and implementation of the SICTED system in municipalities	36.000 €
3. Creation of the slogan "Join the Greenway"	1.000 €

4. Promotion activities of the green ways at regional, national and international levels including workshops and presentations	9.000 €
5. Participation in fairs specialized in active and nature tourism activities and specific events aimed at the final public	10.000 €
6. Performing of artisan markets in the Northwest Greenway	4.000 €
7. Development of intergenerational craft training workshops	4.000 €
TOTAL	68.000 €

Funding sources:

- ITREM - Murcia Region Institute of Tourism investment: own funds.
- General Directorate of Tourist, Competitiveness and Quality of Regional Ministry of Tourism, Youth and Sports of the Region of Murcia: own funds (budget line "47505 - Implementation, Evaluation, Certification and Distinction of Tourism Quality Systems").
- General Directorate of Consumption and Crafts of the region of Murcia: own funds (budget line "44801 - craft promotion").

ACTION 2. Web-app creation to improve visibility and services offered to final beneficiaries around the Greenways in the Region of Murcia.

The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan):

Lessons learnt:

The Wild Atlantic Way (<http://www.WildAtlanticWay.com>) is the official tourism information website and is operated by Fáilte Ireland. It provides comprehensive information to inspire visit to Ireland's coastal route. It enables visitors to virtually explore the route, assists with trip planning and offer the most up to date information. In the 'Get Inspired' section visitors are invited to select things to do by theme and there is a 'Browse Stories' section for top tips, suggestions and insider knowledge from the people who know the Wild Atlantic Way best. Visitors can also add their own experience and share it with others. The tool Trip Planner help consumers to plan the perfect trip using pins to save trip ideas to an interactive map that can be edited printed or shared with friends. Transport options can be consulted also in the website.

Additionally, the *Great Western Greenway* is promoted online as well through a website (<http://www.greenway.ie/>) and trough print publications. A key point of the website is the quick and effective display that is made on the homepage of the promotion of the product related to the greenway and the resources available around the route which configures the tourism product as a whole. Specific sections dedicated to the services provided along the greenway are contemplated in the website, such us accommodation, bike rental, tours and a trail maps in which the route and its main points of interest are presented by stretches (Achill to Mulranny - 13km section; Mulranny to

Newport 18km section; Newport to Westport 11km section). The website counts also with a section dedicated to specific outdoors activities along the greenway, visitors attractions and main towns of the route.

Background, transferability and activities to be implemented in the Region of Murcia:

On the website of the Consortium of the Greenways of the Region of Murcia there is evidence of a lack of a strong message that promotes the tourism product as seen in the Good Practice of Ireland. There are sections of the web that are outdated and that require maintenance of the information beyond the limits of the Action Plan. The allocation of resources is essential for the revitalization and promotion of the product "greenways of the Region of Murcia". A strategic approach and powerful promotion, also online, is essential to achieve the effective development of the Greenways in the Region of Murcia.

Activities to be implemented:

1. **Transformation of the Consortium website into a multi-language online store web** (Spanish and English). Content syndication with the institutional tourism website (www.murciaturistica.es) and web maintenance.
2. **Direct marketing actions to promote the greenways to the final public.**
3. **Design and layout of a new multimedia digital brochure.**
4. **Social media:** Professional social media management, short videos, photos of the Greenways and maintenance.
5. **New nature and cultural content for the website:** incorporation of the natural and cultural values and interpretive resources of the Northwest Greenway (Jubilee year 2024, connection with Natura 2000 sites of the Northwest, etc.), social media, bank of new regular and aerial photos and video of the Greenways of the Region of Murcia.
6. **Incorporation of a specific section for craftworks in the greenways website:** content syndication with the craftwork of the Region of Murcia website (www.murciaartesana.carm.es). Identification of *artisan ateliers* on the Northwest greenway map.

Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role):

- Consortium of Regional Greenways: coordination, supervision and collaboration in updating content and providing expertise about services and information to be promoted.
- General Directorate of EU Affairs: monitoring of the activities.
- General Directorate of Natural Environment: Responsible for the new nature and cultural content for the website, brochure and social media and bank of new regular and aerial photos and video of the Greenways of the Region of Murcia.
- Tourism Institute of the Region of Murcia (ITREM): Responsible for the transformation of the Consortium website into a multi-language online store web, development of direct marketing actions and the design and layout of a new multimedia digital brochure.
- Municipalities: Providing interesting content about the services linked with Greenways

in their territories.

- General Directorate of Tourist, Competitiveness and Quality of Regional Ministry of Tourism, Youth and Sports: in charge of the professional social media management, short videos, photos of the Greenways and maintenance.
- General Directorate of Consumption and Crafts: responsible for the incorporation of a specific section for craftworks in the greenways.

Timeframe

ACTION 2	2021												2022											
	J	F	M	A	M	J	JL	A	S	O	N	D	J	F	M	A	M	J	JL	A	S	O	N	D
Transformation of the Consortium website into a multi-language online store web																								
Direct marketing actions																								
New multimedia digital brochure																								
Social media																								
New nature and cultural content for the website																								
Specific section for craftworks																								

Costs

ACTION 2 - Web-app creation to improve visibility and services offered to final beneficiaries around the Greenways in the Region of Murcia.	COST
1. Transformation of the Consortium website into a multi-language online store web.	15.000 €
2. Direct marketing actions to promote the greenways to the final public.	4.000 €
3. Design and layout of a new multimedia digital brochure.	1.000 €
4. Social media.	20.000 €
5. New nature and cultural content for the website.	20.000 €
6. Incorporation of a specific section for craftworks in the greenways.	2.000 €
TOTAL	62.000 €

Funding sources:

- General Directorate of Natural Environment of the Region of Murcia: 20% own funds, 80% funded by the European Regional Development Fund (ERDF 2014-2020), Action Line 58 “Priority actions in RN2000 and protected natural areas in the Region of Murcia”.
- ITREM - Murcia Region Institute of Tourism investment: own funds.
- General Directorate of Tourist, Competitiveness and Quality of Regional Ministry of Tourism, Youth and Sports of the region of Murcia: own funds.
- General Directorate of Consumption and Crafts of the Region of Murcia: own funds (budget line “44801 - craft promotion”).

Date: 30th November 2020

Signature: _____

Stamp of the organisation (if available): _____