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The Project

*ThreeT seeks to improve the performance of 8 policy instruments to protect and enhance natural and cultural heritage by setting up **thematic trails** or improving existing ones, making them **accessible** to all through **green** modes of transport and readily available information.*

*Expected **impacts** on partner territories are:*

- *New trails established*
- *Existing trails strengthened*
- *Improved economic conditions and increased employment opportunities*
- *Enlarged participative cohesions among institutions and local stakeholders*
- *New proposed modes of protecting and enhancing natural and historic-cultural assets*

Action Plans now completed and presented in the Final Conferences

During the period from December 2020 to May 2021 the partners completed the preparation of their individual Action Plan, through a series of stakeholder tables and other local meetings where the details of the various actions were presented, discussed and agreed. The Finnish partner hosted an online Plenary Final Conference on 6 May attended by over 100 participants, including the Managing Director of INTERREG EUROPE Programme. The Conference concluded a quite extensive trail which started with a Round Table at the Interreg Europe Conference at Malta in March 2017, meandered afterwards around 8 attractive regions which generously granted a basket of experiences and opportunities. They were all reflected in the 8 Action Plans completed by the partners this Spring. The Conference was an opportunity to know more about those endeavours and future programs from those very players. Similar Conferences took place in each region in May.

What next?

Phase 2 which will last until November of next year is the opportunity for the Action Plans to take off.

The partners will jointly monitor the progress and exchange information and suggestions on how to ensure an effective, long-lasting implementation of the various initiatives. They did stem from the Good Practice exchange at the core of the project first phase just completed now. More news to follow, then. Stay tuned!

Information & Contacts

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Phase 1 main Output indicators:

8 territorial Context Analyses accomplished
45 Good Practices documented
22 Good Practices tutored
8 Study Visits carried out
8 Stakeholder Tables set up
113 participants with increased competence
8 Action Plans validated

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The **Tyrrhenian Bike Trail (TC)** is recognised by the two partners (Livorno province and Tuscany region) with their stakeholders as the established leading theme for Tuscan Action Plan. The trail which will cross Tuscany from Liguria region and end up in Lazio region and Rome is meant as an opportunity for slow mobility and triggered local development. The Action Plan draws experiences, to be tailored to the local conditions and needs, from a number of Good Practices (Silence, Tourist Passport, various thematic trails) made available by other partner regions.



The **5 Actions planned for the Tuscan territory** concern the following:

1. Itinerary connecting historic rural villages, grouped in an archipelago or constellation model
2. Itinerary linking thermal and wellness resorts, including the theme of Silence
3. Itinerary linked to eno-gastronomy
4. Supporting the Tyrrhenian Bike Trail:
 - 4.A Intermodal connection of the "cycle feeder routes" with the Tyrrhenian Cycle Route
 - 4.B Transversal involvement of services and other support points to the Tyrrhenian Cycle Route
5. Implementation of a digital hub at provincial level

It is expected that the contribution of key stakeholders - through the implementation of the **24 activities** included in the 5 actions of the Plan - can act as a strong multiplying lever of opportunities and resources for the sharing of benefits and territorial cohesion by local communities).

The Action Plan, for a total estimated value of € 1.940.880, will be implemented indicatively over a five-year period starting in June 2021 and will include also an additional Pilot Action on the theme of Silence (June 2021-August 2022) recently funded by the same Interreg Europe Programme



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Regional structure of wellbeing:

Actions for defining the structural elements of wellbeing and for enhancing the sustainable use of natural and cultural heritage for tourism and recreation in Central Finland

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KESKI-SUOMEN LIITTO
REGIONAL COUNCIL OF CENTRAL FINLAND

ACTIONS:

1. **REGIONAL STRUCTURE OF WELLBEING IN REGIONAL LAND USE PLAN 2020-22**
 - Structural elements of wellbeing
 - EuroVelo 11 initial alignment
2. **REGIONAL COORDINATION SYSTEM MODEL: OUR CENTRAL FINLAND 2021-22**
 - Coordination model for trail management ecosystem
 - Co-operation ecosystem model for public-private use of wellbeing infrastructure
3. **HIMOS RECREATION AND TOURISM CENTER OPERATIONAL ACTIONS 2021-22**
 - A strategy, a route plan, a guidance plan
 - Trail network formally established
 - Trail management model
 - Strengthened competitiveness and skills of companies
4. **JÄMSÄ PATH OF SENSES 2021-22**
 - Adapting GP Anaga trail of senses
5. **HIKING & BIKING TRAIL IN JYVÄSKYLÄ REGION 2020-22**
 - Recreational and tourism trail, connecting trails

Improved Regional Policy Instruments:

Regional Strategy of Central Finland
 Regional Land Use Plan
 Regional Tourism Strategy

Main stakeholders / implementors:

Regional Council of Central Finland
 JAMK University of Applied Sciences
 LIKES Research Centre for Physical Activity and Health
 City of Jämsä, City of Jyväskylä
 Visit Jyväskylä Region
 Meijän polku – Our path, The Knowledge Center of Wellbeing KEHO
 Central Finland ELY-Center
 Central Finland Regional Museum
 HUMAK University of applied sciences
 Metsähallitus, Parks&Wildlife Finland
 Regional Board of Culture Environment



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Malta Action Plan

The Maltese Action Plan is focused on the three main actions outlined below. The first action targeted Priority Axis 5 of Operational Programme I (2014-2020) and secured funds for the restoration of historical coastal defence fortifications. The second action provides context to the first action by formulating a digital Pilot National Trail and is aimed at influencing the upcoming Operational Programme to secure funds for the implementation of the Trail. The last action seeks to safeguard National Trails through a legal context and offers continuity beyond the project's lifetime.



The Red Tower following the Restoration Process

Action 1: Restoration Intervention:

"The Planning Authority will follow the ongoing restoration works being carried out by Malta Tourism Authority at the Red Tower in Mellieha ensuring this is brought to a successful conclusion". This restoration is co-funded through ERDF PA5. 0101 "The Northern Coastal Watch Project".

Action 2 – Preparatory work for the potential formulation of a Pilot National Trail:

"The Planning Authority will co-operate with the Malta Tourism Authority and other potential Stakeholders in preparing for the potential upgrading of the existing Malta Goes Rural Mellieha Trail, which includes also the Red Tower and other cultural/natural assets along the Northern Watch as a pilot national trail".

Action 3 – Exploration and possible initialisation of the Policy formulation process for National Trails through a legal context:

"The Planning Authority, in collaboration with other relevant entities, will actively participate in the creation of a Policy for National Trails".

The following Stakeholders will be involved in the implementation of the Action Plan, which will be monitored by the Planning Authority;

Malta Tourism Authority, Ministry for Tourism, *Din l-Art Helwa*, Funds and Programmes Division, Planning and Priorities Coordination Division, Ministry for the Environment, Climate Change and Planning, Transport Malta, Ministry for Transport, Infrastructure and Capital Projects, *il-Majjistral* Nature and History Park, The Cliffs Interpretation Centre, the Bicycle Advocacy Group, Nature Trust, Bird Life, the Malta Regional Development and Dialogue Foundation, Rolling Geeks and MC Adventure.



Proposed Pilot Trail Linking Mellieha to the Majjistral Park

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Active tourism development in landscape parks Action Plan for Kujawsko-Pomorskie Region (Poland)

The implementation of actions listed in the document aims at improving the opportunities for active and nature tourism in 10 landscape parks of the Kujawsko-Pomorskie Region. Assumptions of the Action Plan were included in regional strategic documents while the financing of the activities is expected to be obtained from EU funds under the Regional Operational Program of Kujawsko-Pomorskie Voivodship 2021-2027.

The total cost of these implementations is estimated to around EUR 18 million.

The Action Plan assumes the implementation of 2 actions:



Fot. R. Modrzewski, Bory Tucholskie Landscape Park

Action 2 The construction of cycling routes with the necessary infrastructure in five separate locations. The trails are planned as loops which can be completed in one day, dedicated to various groups of cyclists (family tourism, MTB, road cycling, recreation). The course of the routes is based on selected attractions related to cultural heritage and natural wealth. In addition, the implementation assumes the promotion of "silent areas" as a new tourist attraction.

Players/stakeholders involved:

- 1) Marshal's Office of the Kujawsko-Pomorskie Voivodeship (Project leader);
- 2) Directorates of landscape parks in the Kujawsko-Pomorskie Voivodeship;
- 3) Other partners: local governments (commune and county administration) and State Forest Administration units



Velo Gopło, a bicycle route around the northern part of Gopło Lake in Nadgoplański Millennium Landscape Park



Park

The "Eight" Brodnica loop - two bicycle trails in the area of the Brodnica Landscape Park

Park

Action 1 The implementation of systemic character, consisting in development and implementation of comprehensive solutions for active and nature tourism, covers the area of all landscape parks in the region. The implementation relates, in particular, to the introduction of standards for marking tourist trails, functioning of information points, joint promotional activities or the construction of selected elements of small infrastructure.

Timeframe:

2021-2022 preparatory activities as part of several complementary projects which will be continued in the years 2023-2025 as a joint, large promotional and educational project implemented in the region.

Information & Contacts

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PP7 Romania's Action Plan

The Action Plan of Brasov County supports and creates the fundament for development of sustainable tourism, being a strategic approach towards resilient and sustainable development of tourism in Brasov County.

Brasov County responsible for socio-economic development of the region is therefore in charge of several other fields of activity within the whole region, not only tourism development and promotion. Therefore, the Action Plan connects and links regional stakeholders from different sectors, existing projects and initiatives and creates the framework to develop Brasov County together with the local population towards a sustainable direction.

An integrated approach is fundamental to combine mobility, accessibility, sustainability and marketing within the development of Sustainable Tourism in Brasov County. It is of high importance to connect all fields of activity, involve regional stakeholders from tourism, nature protection, agriculture, research and mobility and take up and build on existing local initiatives and projects.

Through this Action Plan the aim is to improve existing strategies, to develop concrete actions to be implemented towards sustainable and nature friendly tourism.



Action 1 - Public policies for the improvement and development of sustainable tourism in Braşov County on the following development directions:

- 1) Development and connection of bicycle trails in Braşov County
- 2) Development and connection of hiking trails in Braşov County - E8 - Carpatian High
- 3) Mountain Ultra Trail & Persani Mts. UltraTrail Volcano
- 4) The Network of Local Gastronomic Points in Braşov County
- 5) Operationalization of the Fortifications Route in Braşov County
- 6) Integrated development of sustainable tourism along the Olt River

Action 2 - Interreg Europe Pilot Action – Silent areas as tourism attraction in Braşov County

There is an urgent need to trigger sustainable tourism development and good governance of destinations and their products by creating permanent working groups, finalizing policy papers and handbooks, setting up a geoportal for sustainable tourism for public use, evaluating investment needs and creating financial instruments for sustainable tourism projects. Brasov County Council is the responsible body for the implementation of such actions with the support of local stakeholders gathered in thematic and/or geographic working groups: *Brasov Transylvania University, Network of Tourist Information Centers, Vama Buzăului Local Gastro Association, Veterinary Sanitary and Food Safety Directorate (DSVSA), local producers / farmers, local actors in rural tourism and ecotourism sector, Minorities Association, Fortified Churches and Fortresses Administrators, Bran Castle, Mountain Ecology Center, Ecotourism Association Romania, Olt River Administration, National Agency for Protected Natural Areas Brasov, Mountain Areas Agency By, Romanian Railways Brasov Office, Brasov County Directorate of Statistics, Brasov Forest Guard, Brasov Prefecture, Agency for Sustainable Development of Brasov County, Brasov Metropolitan Agency, Local Action Groups, etc.*



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***Vas County Action Plan
for strengthening Vas County's existing trail
network, developing existing competences and
advertising a sense of ownership and "forwarding"
among the trail service providers.***

This is to be achieved by 3 key actions focusing on the **COORDINATION**, the **EXPANSION** and the **DEVELOPMENT** of the network, through the development of a countywide Thematic Trail Brand, the publication of a Manual for the establishment of successfully and sustainably operated thematic trails, and several direct interventions establishing new trails, increasing their service qualities and integrating them in the joint ownership of the county's green tourism future.



Study Visit Hungary, May 2019

ACTION 1 – COORDINATION: Establishing the Vas County Trails / values brand

The action consists of 2 parallel series of activities: On the one hand, the Vas County Trails concept goes through its strategic phases of establishment: detailed process planning, pitch formulation, stakeholder engagement round one, host brand refocus (optional), design of operation, visibility and quality development strategies, fundraising. The other activity focuses on the preparation of a comprehensive Thematic Trail Development Manual, serve as a guideline for local and regional actors, detailing relevant concepts, pointing out important considerations, offering sample protocols, "do's and don'ts", and actionable tips for the establishment of enhancement of successful and sustainable thematic trails. This deliverable is to feed directly into the branding process as well, but also into the Territorial and Settlement Development Operational Programme Plus call scheme – hence the separation from the overall process flow.

ACTION 2 – EXPANSION: Network of smaller or less visible archaeological/industrial attractions and secondary side-themes to provide value added to other trails and gain own „treasure-hunt” niche

Two project-level activities are involved in this action: One is a Territorial and Settlement Development Operational Programme-financed project running between 2018-2020 "Roaming along County Values": focus of this project has been the development of a concept trail between 2 major tourism hubs, Szombathely, the county seat, and Kőszeg, by turning the settlements in between into smaller attraction hubs by themselves. The other activity is an INTERREG AT-HU SO2.1 cross-border project titled ArcheON: the project works on expanding the range and visibility of locations on both sides of the AT-HU border, executing archaeological digs at significant.

ACTION 3 – ENHANCEMENT: Service and attraction development of existing regional trails, focusing on local heritage and identity

The activities of this action are linked to 2 cross-border projects initiated partly because of the ThreeT inspiration: Guide2Visit-INTERREG SI-HU aiming at the development of a unified, visible destination and visitor flow system in the border region; VELOREGIO INTERREG AT-HU focusing on the utilisation of the cross-border potential – diverse landscape varying between mountains and plains with a range of natural and cultural riches –, natural and cultural heritage combined with cycling tourism increasing overnight stay.

SUCCESS FACTORS

- Stakeholder Group Team with more than 30 active members
- Knowledge transfer in regional/national/international level thanks to Study Visits & Tutoring Sessions
- Vas County Action Plan jointly discussed and approved by the Stakeholder Group members in March 2021
- Vas County Action Plan endorsed by the Ministry of Finance, Managing Authority for Regional Development Operational Programmes in April 2021
- Online Final Local Conference with 56 participants



Study Visit Hungary, May 2019

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New Alliances between Industrial Culture and Economy The Action Plan for Mittelhessen (DE)

The Region of Mittelhessen is no historical Region, but it's a Region with History and Natural Resources. It has no World Heritage, but a Living Industry!

The Goal of our Action Plan is to cultivate this Living Industrial Culture as a unifying and identity-giving thematic link between regional Economy and Culture, Science and Tourism.

We have three Actions for the three remaining semesters of the ThreeT Project:

1) EXPANDING the ALLIANCE

We want to strengthen the Network of Industrial Culture, want to expand and optimize the structures and the procedures. We want to find out how we can best work together to continuously develop industrial culture in the region Mittelhessen.

2) SPREADING the IDEA

We want to do Content Marketing for the Industrial Culture together to make the objects more visible. The aim is to increase the frequency of visitors to the individual sites of industrial culture and thus for the entire region. The Days of Industrial Culture will be held in July 2021 and videos on objects and with contemporary witnesses will be produced.

3) SUPPORTING the ANCHORS

We want to develop the Information Centres as f.i. VULKANEUM and FORTUNA Visitor Mine together. Places of industrial culture and their surroundings are to be supported in developing further into information centres for industrial culture in Mittelhessen. The aim is to receive more attention and thus also to focus more on the offers, sights and companies in their neighbourhood or on the creative and cultural industries.



BY CREATING INFORMATION OFFERS, A SUITABLE NETWORK STRUCTURE AND APPEALING MARKETING FOR COMPANIES FROM THE AREAS OF SUSTAINABLE TOURISM, CREATIVE INDUSTRIES, START-UPS AND PLACES OF INDUSTRIAL CULTURE AS WELL AS FOR EXISTING COMPANIES, NEW ALLIANCES ARE TO BE PROMOTED AND THE TOPIC OF INDUSTRIAL CULTURE IN MITTELHESSEN SHALL BECOME EVEN MORE VISIBLE.

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Tenerife Action Plan

This action plan consists of two actions which main objective is improving Tenerife's public transport service while also promoting active tourism activities. Both lines of action will help boost the use of public transport to travel to different trails and beaches present around the island as a preferable and more sustainable alternative to private vehicles, reducing traffic, emissions and helping with the conservation and reducing impact in natural protected areas.



Action 1: consists of the **implementation of buses prepared to transport surfboards** to operate in the Anaga area (Taganana and Almáiga). In addition to this upgrade in the line, another way in which the transport service has been improved is in terms of accessibility, as these buses are the first in the area prepared for the transport of wheelchairs and reduced mobility users.

Action 2: consists of improving the access and availability of information regarding the network of trails already existing on the island through the **implementation of an electronic tourist passport within TITSA's app and website**. In this way, will we take advantage and enhance the characteristics of the island while expanding the range of tourism-oriented activities on offer, making Tenerife a more attractive destination.

The implementation of this Action Plan will be carried out under the responsibility and supervision of **TITSA S.A.** (Interurban Transports of Tenerife), who will also receive the support and advice of entities such as Cabildo de Tenerife, the Santa Cruz de Tenerife City Council, the University of La Laguna, SINPROMI (Insular Society for the Promotion of People with Disability) and active tourism companies such as GuiaNatura EcoTurismo, among others.

We expect both of our actions to be fully operational by the end of summer 2022, although that may be prolonged in time as a result of some of the actions ending up spreading to other parts of the island.



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