

## Output Factsheet

**Output title:**

**Output 4.2. Transnational INSiGHTS workshops <3<sup>rd</sup> Study Visit, as a part of the 2<sup>nd</sup> bilateral workshop>**

**Summary of the output (max. 2500 characters)**

The 3<sup>rd</sup> transnational knowledge exchange event was the 2<sup>nd</sup> bilateral workshop, containing a 3<sup>rd</sup> Study Visit.

The event took place in the municipalities of Litija and Šmartno pri Litiji, Slovenia between 5-6 September 2017. The organiser and the host partner was DCHS, the participants were the representatives of LAG Central Istria (the “pair” partner of DCHS), CEEweb (mentor of DCHS and LAG Central Istria) and local stakeholders from Slovenia. The workshop was connected to the 2<sup>nd</sup> thematic pillar – Coordinated product development linked to greenways.

The aim of the Study Visit was to visit the host partner’s pilot area in order to learn about the existing good practices, mainly focusing on the thematic pillar 2. All locations visited during the study visit were chosen thoughtfully with focus on being cases of a sustainable tourism offer and with a large potential to grow in the future.

The partners met at the rural villa “Good Fairy” in the village of Šumnik. After the light lunch they visited the Charcoal Land in Dole pri Litiji. At the Brinovec homestead, where a 200-year tradition of charcoaling has been preserved, Miroslav Brinovec presented this living tradition and the ways they organise group visits, guided tours around the sights of the Charcoal Land and also learning programmes for school groups. After this partners visited the village of Velika Preska. In the Exterior Arrangement Centre partners were introduced to the authentic examples of outdoor space experience in the presentations of outdoor designs, exhibits of Slovenian tree species, photographs of implementations and the presentation of materials. Partners finished the day with a dinner at the Juvan Inn, where they prepared homemade specialties made of local products.

On Wednesday the partners met at the Litija municipally headquarters for a meeting of the representatives of Litija and Šmartno pri Litiji. The meeting continued with the Sustainable Tourism Product Development Workshop lead by Michael Meyer from CEEweb. Michael held a presentation about tourism products and specificities, components of a sustainable tourism product, assessing local product potential and product monitoring.

The visit of the mighty Bogenšperk Castle in the proximity of Šmartno pri Litiji was the next stop on the agenda. Partners took a guided tour and set around the table for a short workshop with a brainstorming for the future possibilities for common projects related to the topic of Valvasor.

Visit of village Slivna was the last stop of the event. The Geoss Adventure Park is a place of unique experience amidst the treetops.

At the end of the meeting the partners were asked to help the DCHS with the SWOT analysis.

Contribution to the project and Programme objectives (max. 1500 characters)

The overall objective of the project, fully in line with the Programme Specific Objective (Foster sustainable use of natural and cultural heritage and resources), is to foster sustainable utilisation of natural and cultural heritage of the involved areas in the Danube region in order to preserve and upgrade the intact local resources providing an outstanding potential to make these areas attractive destinations for healthy and slow tourism, thus serve as foundation for a flourishing responsible green tourism sector.

The 3 specific objectives of INSiGHTS are:

- Establishing integrated sustainable tourism management schemes;
- Promoting coordinated and smart tourism products linked to greenways;
- Stimulating eco-conscious and healthy lifestyle through green tourism.

During this workshop participants visited existing tourism destinations in the piloting area of DCHS, learned about product development, participated in the brainstorming related to smart tourism product development linked to greenways, and made a SWOT analysis for the host partner's region. Based on the knowledge gained during this event the host partner will be able to elaborate the visions and strategies for their region, at the same time the visiting partner got an overall impression about the region, saw good practices mainly related to the 2<sup>nd</sup> specific objective of INSiGHTS, which can be inspiring for them for product development in their region.

The summary of the 2<sup>nd</sup> bilateral workshop was presented in the 2<sup>nd</sup> multilateral workshop (held in Motovun, Croatia on 17-20 October, with a participation of the whole partnership), so all partners of the INSiGHTS could get an inspiration.

Based on the knowledge gained on the workshops the main project outputs (e.g.: Integrated Sustainable Tourism Strategies, Model on slow, green & healthy tourism development and Pilot actions) will be elaborated in order to reach the objectives of INSiGHTS.

Transnational impact (max. 1500 characters)

A workshop as a learning method both indoors and outdoors ensures that PPs from different countries can interact with each other in an innovative way. The Geoss Adventure Park and Bogenšperk castle are examples of the thematic pillar 2, Coordinated tourism supply concentrated on the green roads as the major topic. The concept of the bilateral visit ensures that participants can share their own experience from their countries, thus helping inspiring the other PPs professionally.

The visiting partner from Croatia and Hungary were/was able to meet stakeholders from the host partner's region, so they could exchange expertise, good practices and creative ideas. Thanks to the professional presentation held by Michael Meyer, an expert of tourism from Germany, participants could learn interesting methods of product development.

The summary of the workshop will be published on the project website, thus it can inspire experts, tourism developers and other kind of stakeholders not only in the Danube region, but also in the other parts of Europe.

The knowledge and the experience of this workshop, will also be transferred to local level staff members of PPs and to their stakeholders, thus ensuring institutional and stakeholder learning in several countries of Europe.

The knowledge gained thanks to this workshop and the upcoming strategies and models based on this knowledge, (like the Strategies and the Comprehensive Model) can be implemented by other countries and regions in Europe.

**Contribution to EUSDR actions and/or targets (max. 1500 characters)**

For building synergies, capitalise on other similar projects and initiatives and disseminate the results beyond the partnership, PPs participate in at least 4 external thematic external events incl. conferences, workshops or seminars organised by the EUSDR bodies and by other relevant networks and projects. They will present this brand new method (Workshop, including Study Visit) and the main project outputs (Integrated Sustainable Tourism Strategies, Model on slow, green & healthy tourism development) that are based on the knowledge gained through the workshops, including this bilateral Study Visit.

The final output, the Transnational Policy recommendations (Output 4.3.) will be elaborated based on the knowledge gained in workshops for national level decision-makers all across the Danube region for meeting the standards and targets set by the EU and particularly the EUSDR policy frameworks. It will also include a review of the EU and national level funding schemes and concrete suggestions for exploiting these sources, as well as an outlook on future capitalisation on the project results in the frame of the PA3 of EUSDR.

**Performed testing, if applicable (max. 1000 characters)**

Not relevant

**Integration and use of the output by the target group (max. 2000 characters)**

The representatives of partners and various Slovenian stakeholders at the Study Visit took part in the international knowledge exchange and learning activity. The workshop offered direct benefit for staff members of the PPs (Individual learning). The visiting partner had a chance to visit some interesting tourism destinations that can inspire them to do product development in their region. The DCHS (host partner) and tourism providers got a direct feedback from experienced tourism actors from other environments (countries), especially from the mentoring partner and their partners from Central Istria. Moreover, the host partner also got professional help with their SWOT analysis and product development, which is very useful for their tourism development. Participants also learned new methods about product development.

The host partner also had an opportunity to meet local people and stakeholders. These newly built international relationships can be useful for their future work.

The knowledge gained during the workshop can be shared with other staff members of the PPs and of the stakeholder organisations by reporting back to their departments and by briefing decision-makers (institutional learning). RSG members of Piloting Partners' regions will be also informed about the main findings of the workshop because of the media coverage of the event (press releases, information on institutional websites, media presence etc.) and via regional RSG workshops organised by the Piloting Partners.

#### **Geographical coverage and transferability (max. 1500 characters)**

The event took place in the municipalities of Litija and Šmartno pri Litiji, Slovenia. Participants were stakeholders from Slovenia and project partners from Croatia and Hungary. After the bilateral workshop the 2<sup>nd</sup> multilateral workshop was organised in Motovun, Croatia on 17-20 October 2017, a summary was presented about this bilateral workshop, so indirectly all project partners were involved in the event. The discussion among participants will have a positive impact not only on their home countries, but also on other European countries, because of the transferability of the knowledge gained at this event.

The knowledge gained thanks to this workshop and the upcoming strategies based on the knowledge (e.g. outputs like the Guidelines (Output and the Comprehensive Model) can also be implemented by other countries and regions in Europe.

The summary of the workshop will be published on project website, thus other regions/ projects will be able to implement and remake this smart methodology, and possibly not just in the field of tourism.

#### **Durability (max. 1500 characters)**

All workshops, including this one in Slovenia are durable, because will be of direct benefit for the PPs' participating staff members (individual learning). The knowledge gained will be shared with other staff members of the PP organisations by reporting back to their departments and by briefing decision-makers (institutional learning). RSG members of Piloting Partners will be also informed about the main findings at RSG WS. The information of this workshop will be available on the project website free of charge, the method and the context of this workshop can be used by other organisations and other projects.

The smart solutions within the Comprehensive Model (Output 4.1) that is based on the knowledge gained during the workshops will be fed into the regional strategies (Outputs 3.3)

customized to specific territorial contexts, to be integrated into strategic development documents of the PP regions (in Act. 3.2). 8 PPs will implement a set of interrelated tools and methods within their pilot action in WP5, whilst some of them will feed follow up projects to be financed from mainstream ERDF funds or other (national/ regional/ local/ own) resources.

**Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)**

Not relevant

**Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)**

The output cannot be directly integrated in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework, but there are some ways for its indirect integration.

Some of stakeholders participating in this workshop are related to local decision-makers of Slovenia. They can implement the ideas and knowledge gained during this workshop into their new strategies and frameworks.

As a part of the workshop visiting partners were asked to help the host partner in creation of the SWOT analysis for the host partner's region. The visiting partner's opinions and views will be used in the final Vision document and Strategy of the host partner that hopefully will be approved by the relevant national institutions.

The Comprehensive Model (Output 4.1) that is one of the main outputs of the INSiGHTS project will be co-created via a set of innovative exchange sessions, including this workshop related to the 2<sup>nd</sup> thematic pillar of the project (coordinated tourism supply development linked to greenways; promotion of healthy & eco-conscious lifestyle). The Comprehensive model will be tested and cross-checked by pairs of partners through pilot actions centred around the key thematic issues. Finally, for maximising the policy impact of the project, Transnational Policy Recommendations (Output 4.3) will be put on the table of decision-makers. It will include a review of the EU and national level funding schemes and concrete suggestions for exploiting these sources.