

GREENWAYS, A MUST TO SUSTAINABLE TOURISM

# OUR WAY: Guiding partners

 **OUR WAY**  
Interreg Europe

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EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES



# Learning process

Guiding partners during all the process in the phase 1, leading to the preparation of the Actions Plans



- ✓ Best practices
- ✓ Regional Analysis
- ✓ Benchmarking
- ✓ Recommendation paper (BPs import /export)



PreservatiOn and promotion of  
cUltural and natural heRitage  
through GreenWAYS  
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Regional benchmarking and Recommendation paper  
*Regional references and recommendation of Good Practices*

The contents of this document include:

- ✓ **Good Practice Recommendations**, with potential overlaps between partners (import-export), i.e. with potential links between those partners who have a good practice and those who might be interested in transferring this good practice to their territory.  
*This Recommendation Document will be analysed in depth by the project partners, together with their regional and local actors, and will be the basis for organising study visits in the coming semesters.*
- ✓ **Benchmarking regional**. The aim is to provide a comparative regional analysis (SWOT analysis) on the situation of greenway policies in the partner regions.



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An INTERREG Europe project



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**Tourism in Regional Strategic Documents:  
Smart Specialisation Strategy & Regional Operational Programs  
2014-2020 / 2012-2027**

- What are the priorities in the new financial period 2021-2027? Possible actions to finance tourism, greenways and other non-motorized routes.
- Why is the 'Smart specialisation strategy' (RIS-3) so important for obtaining European funds?
- RIS3 Recommendations for Ourway Project partners (common for greenways managers and stakeholders).

These are some of the questions addressed in the [Note about Tourism in Regional Strategic Documents: Smart Specialisation](#)



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# Learning process

Supporting the partners in their definition of the 6 Action Plans.

Participation offer in benchmark greenway events.

Project participation and involvement in third parties events.

Specific reports at the request of partners (namely how tourism is considered in regional strategic documents and examples of good practices).



# Learning process



## Advancing in the Actions Plans of OurWay ...

The action plans will serve to improve the territories represented, with concrete actions to make their cultural and natural resources more visible, attractive and accessible to more domestic and international tourists. In these plans there will be a greater or

It's only fair to share...   

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The pandemic forced a reduction in face-to-face study visits, yet partners have made an effort and managed to submit action plans.

Online visits, although very important, do not allow this direct knowledge, and experience greenways.

Direct experience makes it easier for partners to realise the benefits of greenways.



# Learning process

## TOP 3

- ✓ Achieved a significant **knowledge** and increase of the interest in the use of the “**greenways**”.
- ✓ Enhanced **cooperation** with stakeholders. Improvements in **governance** thanks to the systematic meetings with stakeholders, including **public-private and public-public** (e.g wider cooperation between Dep. Of transport, economy, tourism).
- ✓ **All Actions Plans approved.** They are linked to the partners’ competences, capacity for action, interest, and ambition.

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# Phase 2: Supporting the implementation of the Action Plans.



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- Useful recommendations and additional good practices.
- Study visits, (agenda recommendations, presentations).
- EU funding sources for tourism update.





# Results

## Very positive overall



- The APs will help to attract new domestic and international visitors interested in green and sustainable tourism.
- Will benefit the local population and economy.
- The impact will, of course, depend on the characteristics of the plans, and on the actual execution of the plans drawn up.





# Next steps Moving forward



Interest in carrying out new territorial cooperation projects to move forward and to improve the gaps detected:

- Better services.
- Greater local involvement.
- Encourage entrepreneurship.
- Maintenance.
- ...



















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THANK YOU!



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