



Executive Agency, Education, Audiovisual and Culture



## **PESTO – Promotion and Networking of EU Projects on Sustainable Tourism**

Final Report

Public Part

## Project information

Project acronym: PESTO  
Project title: Promotion and Networking of EU Projects on Sustainable Tourism  
Project number: 538953-LLP-1-2013-1-AT-LEONARDO-LAM  
Sub-programme or KA: Leonardo da Vinci – Accompanying Measures  
Project website: <http://pesto-project.eu>

Reporting period: From 01/11/2013  
To 31/01/2015  
Report version: 1  
Date of preparation: 20 March 2015

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This project has been funded with support from the European Commission.

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# Executive Summary

## Promotion and networking in the midst of sustainable tourism

Tourism is one of the largest economic sectors in Europe and has become a global business with an unmanageable number of target groups, stakeholders and key actors, representing different interests, perspectives, demands and needs. In this setting, tourism is linked to many risks and it takes a lot of know-how, experience and competence to perform successfully in the different markets. It is not enough to just seeing the economic potential of tourism as having unlimited growth but much more, its destructive dimension and the limited resources must also be considered. These problems have been evident for a very long time and therefore the concept of “sustainable tourism” was developed, which generally speaking tries to interfere as little as possible with environment and local culture whilst improving local development and employment at the same time.

Nowadays, sustainable tourism plays a key role in each major development policy. The importance of sustainable tourism developments is also reflected in many EU projects in different funding programmes such as the Lifelong Learning Programme, that have the concept as main topic in their activities. So far there have been no attempts to link those initiatives with each other, developing formal/informal networks between the project partnerships, allowing them to learn from each other and providing them with special opportunities and platforms for promoting their projects and activities to target groups, stakeholders and the general public. PESTO seeks to improve this situation.

### PESTO aims at:

- Raising general public awareness of the issue of sustainable tourism developments in Europe, including the presentation of general EU policies, opportunities, risks, chances and benefits in this context as well as the introduction of Vocational Education and Training (VET) providers and educational counsellors specialised in this field
- Attracting citizens from all over Europe to the concepts, opportunities, benefits and possibilities of sustainable tourism
- Promoting European policy and funding opportunities for lifelong learning and VET, especially in connection with sustainable tourism developments
- Supporting EU projects dealing with sustainable tourism in their activities to disseminate their project ideas and in building up reliable networks for stakeholders and target groups
- Providing several platforms where all relevant target groups and stakeholders (e.g. VET providers, policy makers from local to EU level, representatives of tourism enterprises, environmentalist associations and NGOs, unions, chambers of commerce, representatives of EU funding bodies etc.) can meet, discuss and push forward the issue of sustainable tourism in Europe for its economic and ecological development.

### Outcomes

- Collection of 20 good practice projects from different funding programmes dealing with sustainable tourism developments
- A two-day conference in Graz (Austria) in October 2014, during which concepts, perspectives, interests and demands can be presented and discussed as well as good practice projects and initiatives are displayed at the project fair that accompanies the event.
- Release of special edition of the European magazine “Focus Europe” on the topic of sustainable tourism developments
- PESTO Video Clip

All products are available at <http://pesto-project.eu>!

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# 1. Project Objectives

One of the main aims of PESTO was to highlight how much EC policy and EU programmes already have achieved in funding projects in the field of sustainable tourism, however we also wanted to inspire to possible future improvements and show the variety of topics and organisations involved in the field.

The **main target groups and beneficiaries** of the project were:

- Europe' citizens as main stakeholders interested in tourism in general and in sustainable tourism in particular
- VET providers focusing on sustainable tourism in their training offers
- Enterprises and businesses operating in the sustainable tourism sector
- Social partners representing the interests of employers (chambers of commerce/industry) and employees (unions)
- Public bodies and authorities (mostly at local and regional levels) interested in regional development based on sustainable tourism
- Representatives of EU programmes and initiatives supporting projects financially dealing with *sustainable tourism* (formally, non-formally or informally)

PESTO project aimed to achieve the following **key objectives**:

- To create a specific dissemination concept by which citizens from all over Europe can be reached
- To develop specific instruments and products of dissemination and information flow (such as a website, flyers, posters, a dissemination conference, a thematic magazine, a promotion clip etc.) to ensure best-possible dissemination results.
- To gather all relevant target groups and stakeholders at a two day conference in Graz/AT during which concepts, perspectives, interests and demands as well as examples of best practice in sustainable tourism can be presented and discussed.
- To implement thematic workshops during this conference in which specific key areas and challenges of sustainable tourism can be analysed and discussed.
- To accompany the conference with a project fair at which good practice EU projects dealing with sustainable tourism can be presented to the public; these projects will be carefully selected and invited beforehand and will represent different EU funds, most of all the LdV action but also other sub-programmes of the LLP and other relevant funds.
- To publish a special edition of the dissemination magazine "Focus Europe" in which EU policies, relevant keynotes as well as best practice examples of EU projects dealing with sustainable tourism will be presented.
- Last, but not least, to interlink relevant target groups and stakeholders within informal networks and working groups (through the website, Web 2.0. based communication means and the conference) which will work on this issue long after the funded period of the project has ended.

## 2. Project Approach

### Management level:

The project management followed a main overall project plan which listed in chronological order all project activities on management issues, product development, dissemination and evaluation. This project plan served to provide a clear overview for all partners and at the same time steer the project processes as well as control and monitor them.

3 transnational project meetings were held during the project's lifetime.

A communication approach was agreed in the beginning of the project between the project partners but also related to reach stakeholders, target groups and further bodies involved. Emails, Skype and telephone have been used as main means of communication additionally supported by the PESTO page on facebook.

A special instrument for communication and information to the public was the project website where all project developments, events, products and outcomes were published and will be online at least until 2017.

### Product level:

On product level, the work started with an intensive survey and evaluation work; from different sources and data bases (e.g. ADAM, EVE, EST, recommendations from different NAs and EACEA) projects dealing with sustainable tourism were collected and evaluated. The most promising of them according to different criteria were selected as good practice examples.

Organisation and implementation of a two days dissemination conference (including keynotes, thematic workshops and a project fair) with approx. 120 participants; E.N.T.E.R. has already implemented similar thematic conferences and is also extremely experienced in organising and managing huge conference of transnational dimension. Therefore it was taken for granted that experience and know-how needed for the organisation and implementation processes were already acquired appropriately.

In order to keep all product developments well on track the project was set up from the beginning with different work packages defining clear aims, milestones and deliverables. Also the responsibilities of each project partner were included and the related allocation in the budget was explained.

### Evaluation level:

A snapshot analysis was developed in the project beginning that was updated every 3 months in agreement with both project partners to assure that the project is on track according to qualitative and quantitative indicators of the proposal. Necessary modifications and their appropriate actions were discussed during transnational project meetings and if necessary in a further step also with the EACEA and the external evaluator.

After the project's half time a progress report (product and financial level) was elaborated by the partners and the external evaluator. This report was just for internal use because of the 1 year project duration however it supported the project's evaluation and preparation of final report.

Additionally, an external evaluator was subcontracted by the promoter who was continuously monitoring the project and stated his observations and evaluation outcomes in two reports.

### **Dissemination level:**

Basically, the whole project can be understood as one big dissemination and exploitation strategy: its main aims were to raise awareness and to improve the situation concerning actors in the field of sustainable tourism (from EU policy to EU project implementation) by spreading information throughout Europe, by promoting relevant EU projects to this topic and by gathering target groups, experts and stakeholders in a conference and workshops.

In order to fulfil these aims successfully it was necessary to reach the general public as well as all specific target groups and stakeholders involved. Therefore, the following methods, instruments and activities have been used:

- Involvement of all target groups and stakeholder right from the beginning in the project activities and developments.
- PESTO conference as main dissemination event to provide a platform for experts, target groups and stakeholders to discuss and contribute pro-actively to the topic of sustainable tourism and its challenges.
- Publication of a special edition of Focus Europe (E.N.T.E.R.'s dissemination magazine) on the topic of PESTO.
- Dissemination video clip to introduce PESTO project, its aims, objectives, results and outcomes.
- Production of flyers.
- Establishing a project website and facebook page.
- Elaboration of regular newsletters, save-the-date cards, invitations, dissemination emails...
- The general dissemination instruments (flyers, website, newsletters) were produced in DE, EN, FR and TR.
- Dissemination through E.N.T.E.R. network (+800 members from 36 countries) with all its services.
- Individual dissemination channels of all project partners.

All material is available for download at: <http://pesto-project.eu>

Further information and related topics at: <http://facebook.com/Pestoproject>

### 3. Project Outcomes & Results

All project outcomes foreseen for the project period have been developed according to the work plan and are as follows:

✓ **Collection of 20 good practice projects**

The process of selecting good practice projects was done in three steps:

1. Project screening
2. Project pool
3. 20 Good practice projects

As part of an intensive research, PESTO screened EU projects from different funding programmes dealing with sustainable tourism and collected them in a project pool. The main focus was given to the Lifelong Learning Programme as PESTO is also funded within this action. Further funding programmes that were taken into consideration in the screening process were Europe for Citizens, Culture, INTERREG, Baltic Sea Region, ERDF, Leader, South East Programme, DG Enterprise and Industry.

Some of the databases that have been screened:

- ADAM ([www.adam-europe.eu](http://www.adam-europe.eu))
- EVE ([http://ec.europa.eu/dgs/education\\_culture/eve/all\\_about\\_eve\\_en.htm](http://ec.europa.eu/dgs/education_culture/eve/all_about_eve_en.htm))
- European Shared Treasure (<http://www.europeansharedtreasure.eu>)
- E.N.T.E.R. project database ([www.enter-network.eu](http://www.enter-network.eu))

Get active – nominate a project:

In a further step all national agencies for the LdV Programme were contacted by email and invited to nominate one project from their country into the project pool. The possibility of nominating projects in the project pool was furthermore disseminated through PESTO Facebook page, website and directly by the project partners. With this option people could actively take part in the process.

The project pool finally included approx. 200 projects dealing with sustainable tourism in a broader sense and following specific requirements. Subsequently, an international team of experts selected 20 of the most promising projects according to defined criteria for special promotion activities.

The selection process was organised by each partner and by including the feedback of external experts. After the selection process the 20 good practice projects identified were contacted and invited to participate in the further project activities in form of a promotion package through PESTO:

- Presentation of project products at the PESTO conference in Graz 2-3 October 2014
- Presentation of project, products, activities in the European Magazine Focus Europe that was published as special edition on the topic sustainable tourism in October 2014

- Presentation of project in the PESTO video clip
- Presentation of project at PESTO website ([www.pesto-project.eu](http://www.pesto-project.eu)) and Facebook page ([www.facebook.com/Pestoproject](http://www.facebook.com/Pestoproject))
- Promotion of project in all project dissemination activities of the project partners

The following documents were produced related to this outcome:

- PESTO nomination sheet
- PESTO criteria catalogue
- PESTO sustainability criteria
- PESTO project pool

✓ **2 days PESTO Conference from 2-3 October 2014 in Graz, AT with project fair**

The PESTO Conference on “Trends and developments in Sustainable Tourism” took place at 2-3 October 2014 at Hotel Europa in Graz, AT.

The event provided an ideal platform for target groups and stakeholders to discuss not only the important topics regarding sustainable tourism, but also to gain information about 20 selected good practice projects promoting different aspects.

The project selection results showed the dominance of specific thematic areas that were also used to thematically cluster the good practice projects, as well as to structure the conference.

- 1) Sustainable tourism and labour market challenges: qualifications and training
- 2) ICT based communication and web2.0 in/for sustainable tourism
- 3) Sustainable tourism and regional development

During both days a project exhibition was held where all selected projects were represented with a stand to display their products and developments. During coffee and lunch breaks this area was used for active exchange and networking. Otherwise, the first day was devoted to keynote inputs and thematic workshops. The keynotes were related to the same main topics (see above) as those of the workshops. All good practice projects were assigned to their thematically related workshop and had the opportunity to either present their activities in a formal presentation or during the workshop discussions with all participants.

The second day started with another key note that offered the participants additional aspects, challenges and perspectives for discussion that have not been covered before. Overall, however, the main activity of the day was reserved for interactive open space activities by organising small networking and discussion sessions dealing with key questions resulting from the workshop activities of the previous day.

The PESTO Conference was organised by E.N.T.E.R. in cooperation with all project partners and Steiermark Tourismus as local and regional cooperation partner supporting the promotion of the event.

The following documents were produced related to this outcome:

- Save the date
- Conference invitation
- Conference programme
- Conference package (incl. PESTO box with project cards of selected projects, general material on speakers, workshop activities, exhibitors at project fair, participants' information, room-map and further useful information)
- Conference summary
- Divers presentations
- Press release

✓ **Special edition on Focus Europe Magazine on sustainable tourism**

E.N.T.E.R.'s European magazine "Focus Europe: Spotlighting European developments and projects" aims to enlarge the platform of media for EU project teams to publish articles and information with regard to their EU funded projects. The magazine also includes different thematic articles and additionally promotes conferences, courses, seminars and other events. The magazine was published in form of a special edition on PESTO and in the framework of sustainable tourism.

Thereby, the magazine includes full conference documentation and PESTO project presentation, articles by conference key note speakers and workshop leaders, presentations of all 20 selected good practice projects, thematic related events and further related articles on projects, initiatives and general information.

The magazine had a print run of 1000 copies and was sent to all LLP National Agencies in Europe, selected Committees of European Parliament, and further stakeholders.

The following documents were produced related to this outcome:

- Info pack for authors

✓ **PESTO video clip**

The PESTO promotional clip was produced in EN with subtitles in DE and FR. The clip has a duration of approx. 20min and contains among other the following information:

- the PESTO project, its main objectives, aims and outcomes
- the Graz conference, its content, participants, results and outcomes
- selection of the 20 best practice projects presented at the Graz conference

- the LLP and its relevance in Europe's educational development, with a special focus on Leonardo da Vinci and the tourism sector
- ✓ **Production of additional dissemination instruments and promotion material**

Development of project logo and general layout

Development of templates for word documents and ppt presentations

Project website: <http://pesto-project.eu>

Facebook page: <https://www.facebook.com/Pestoproject>

Project leaflet

Project newsletters I-III

Conference package (Save the date, Invitation, Programme, Summary, PESTO box)

All outcomes and dissemination material follow the project's corporate identity as well as the graphic identity requests by the European Commission.

- ✓ **Additional side effects of the general project activities can be identified such as:**
  - Raising general public awareness about the issue of sustainable tourism and its trends and challenges in Europe
  - Interlinking relevant target groups and stakeholders in informal networks and working groups (through the website, facebook page and events)
  - Highlighting the variety of topics related and connected with sustainable tourism
  - Pointing out the importance and support of EU funding programmes

***All public results are available for download on the project website at <http://www.pesto-project.eu/be-up-to-date/> and the video is available for streaming at <http://www.pesto-project.eu/pesto-video/>***

## 4. Partnerships

The small partnership of 4 partners representing 4 countries was chosen according to the experience of each partner in the project's topic and activities. On the one hand, part of E.N.T.E.R.'s daily business is bringing together different EU funded projects and their products, to provide a platform for actively exchange and the promotion of activities and outcomes. On the other the partners were selected according to their specific expertise relevant for PESTO project: University of Greifswald ensuring that from an academic and scientific point of view the most up to date sustainability tourism concepts were promoted by PESTO; Chamber of Commerce Istanbul ensuring the economic relevance and tourism industry potential of the selected projects; Coleg Llandrillo Cymru having an eye on the pedagogic concepts and quality as well as on the relevance of projects for Europe's VET policy. Furthermore, all partners have various opportunities for successful dissemination and at the same time bringing a broad geographical scope in the project. The partners are also experienced in organising events and issuing publications.

The cooperation between the partners was very good and efficient. Both partners were involved in all activities in the same way therefore; the communication was a very important aspect. The main part of cooperation was taking place during phone calls and via emails. The project meetings that were seen as crucial factors for successful project implementation were used to discuss all aspects and formulate concrete action plans until the next meeting. The meetings provided the opportunity to report on previous working phases, to plan the next steps, to allocate tasks and to share updates on ongoing and planned dissemination activities in the individual countries. Besides the meeting itself time for social activities was scheduled in order to strengthen the personal relation between the partners. It has been shown that this procedure also positively influenced the working atmosphere.

The project partnership was:

**AT - E.N.T.E.R.**

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## 5. Plans for the Future

The additional outcomes of PESTO project such as know-how transfer, information flow, and experience exchange have most potential for future plans and further strategic development work. After interlinking relevant target groups and stakeholders in informal networks and working groups, first online through website and Facebook page and in the next step face-to-face at the conference, future cooperation between the organisations can be expected at the European level in form of new project ideas but also related to specific activities in the thematic field at bilateral basis. In order to support this development the following activities will be set from the side of PESTO project:

- The project's website will be online and maintained at least until 2018 and therefore all contacts, selected projects and all products (flyers, presentations, Focus Europe magazine, video clip) will be accessible for at least 3 years after the project has ended.
- The project will stay registered at the E.N.T.E.R. data base and it will also be pro-actively disseminated after its lifetime; the number of E.N.T.E.R members increases continuously and it can be expected that 600-700 organisations and public bodies from all over Europe will be informed about this project also in the future.
- The Facebook page will be maintained further on and serve as platform of information and exchange for target groups and stakeholders.

Additionally it can be said that the entire format of the project has been shown as very useful and successful and it is therefore planned to keep the structure and set up for further activities to provide networking and thematic platforms to EU funded projects, to organisations and interested parties. Specific concepts that will be used also in the future after the project is finished:

- 2-days conference with key note speakers opening the discussion from a more general level, then going in details in workshops and other interactive session, the entire event will be accompanied by a project/product/organisation exhibition
- Further issues of thematic special editions of the FOCUS EUROPE Magazine
- Good practice projects criteria catalogue and research process can be easily adapted for other topics and can be used in other contexts also by third parties

***Updates on future activities will be published on the project website as well as on [www.enter-network.eu](http://www.enter-network.eu) and on the PESTO and E.N.T.E.R. Facebook page***

## 6. Contribution to EU policies

PESTO addressed different objectives and priorities related to EU policies.

### – Transversal policy

The **dissemination and exploitation of results** is one of the areas covered within the transversal policy of LLP and other EU-wide initiatives. The project's core contents and activities aim to support the dissemination and exploitation of EU project results and therefore contribute perfectly to this policy. All products and activities focus on the topic sustainable tourism itself and are developed in order to target different funding programmes. Furthermore, the project actions are also addressed to organisations working in the field of EU projects or dealing with European policies. The topics and developments of PESTO can be used by all of them. The project was submitted under the action of Leonardo da Vinci Accompanied Measures that also has a thematic transversal characteristic. Similar or same issues are developed in different EU programmes but just from a different perspective or for a different target group. The exchange of ideas and approaches from different sides (sectors, target groups, programmes) will be of benefit for everyone involved.

### – LLP objectives

The project and all its outcomes aim to support the exchange and promotion of EU project results and the exchange of successful methods and instruments. Conference and workshops provided the opportunity to establish contacts and to exchange experiences. Good practices of projects have been identified and awarded and available tools such as databases run by the EC will be promoted. Thereby, the **best use of innovate results**, approaches and products was encouraged.

The **promotion of exploitation of project results** is one of the priorities and also considered as vital factor for sustainable use project outcomes. Therefore, important stakeholders and potential end-users were involved from the beginning of the project. They were identified in each partner country and at the European level and have been continuously enlarged during the project period. They were invited to follow the project process and to actively take part in project activities such as the selection process of good practice projects. Especially in the **end of the funding period for the programmes of Lifelong Learning, Europe for Citizens, Culture etc.** in 2013 it is of crucial importance to establish tools and instruments to keep the results of projects implemented during this funding programme alive and use their potential to also have an influence and impact in the following funding programme. This can only be successful if the basis for exploitation is built by project partnerships through effective and target oriented dissemination activities at the long term perspective.

By selecting and promoting 20 best practice project examples from different programmes and Member States, PESTO gave a representative overview of the state of the art concerning this issue in Europe. By disseminating these projects by various means and instruments and especially by presenting them all together during a 2 days conference in Graz, a platform for **exchange of innovative products and good practices** between different programmes and countries throughout Europe has been provided.

By visualising the quality, attractiveness and accessibility of modern VET offers in the field of tourism within the EU and introducing different approaches made in EU-funded projects PESTO contributed improvements in **quality and innovation in vocational education and training systems**, institutions and practices. All of the 20 selected best practice projects are/were working on the improvement in quality and/or innovation at different levels of Europe's VET programmes and offers. By promoting these projects, their content quality and innovation potential has also been promoted. The project interacted with other projects, target groups or experts, and together they set new standards and benchmarks which again will build the basis for further improvements and developments in Europe's VET sector.

Our preparatory research shows sustainable tourism projects being implemented by many different stakeholders: VET providers, public authorities, tourism service providers, environment-protection NGOs, chambers/unions, higher education providers etc. They all brought a different focus however VET seems always to play a key role. By interlinking and promoting all these projects and gathering the best of them at a conference, **cooperation between institutions or organisations providing learning opportunities, enterprises, social partners and other relevant bodies throughout Europe** and also with the rest of the world can be improved.

With all outcomes and activities the project contributes to an improvement of **quality, attractiveness and accessibility of lifelong learning opportunities**.

