

# Deliverable 2.3: Update on the common strategies

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This document summarizes the work done for the update on the common strategies initially set by WP2 for: (i) pilgrims profiling, (ii) pilot actions gathering, and (iii) monitoring Key Performance Indicators and Complementary Performance Indicators. We reflect about the updates introduced during the second year of the project and how they will be faced from now till the end.





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## 1. Introduction

The numerous pilgrimage routes that cover the European continent entail an untapped potential to offer slow travel experiences with which to promote the development of rural areas that many people travel through, but very few take time to explore. The rurAllure Horizon 2020 project is investigating ways in which the points of cultural and historical interest in the vicinity of the routes could be connected and put on the map for pilgrims, tourists and locals. Most often, this requires investing in new hospitality services, as well as in the restoration and promotion of specific assets.

Nowadays, it is difficult to make a pilgrimage without becoming a tourist along the way (López, 2012). In practice, pilgrimage and tourism (religious or cultural) share the same space, whose added value is a wealth of resources (material and immaterial) that nourishes its variety, a space that fulfills different functions, since it simultaneously defines a sacred area, a pilgrimage route and a premium cultural tourism route (Lois and López, 2012).

The rural areas in which the four pilots are framed usually face significant social, economic, demographic and environmental challenges such as depopulation, lack of financial resources and innovations, peripheral position, lack of employment opportunities and high-quality services, etc. Therefore, in this context, well-developed and well-managed cultural and natural heritage assets could contribute to avoiding depopulation and stimulating the local economy and creativity (Makuc, 2015; Bambi et al, 2019) through the implementation of slow tourism strategies and taking advantage of its strategic location in comparison with large pilgrimage routes.

The objective of this deliverable is to examine and reflect about the pilots' common strategies and monitoring performance. It provides a basic description and summarizes our experience during 2022 with planning, coordination and executing project, with a special focus on pilot implementations. This document consolidates the global understanding of the reality of the pilgrimage routes involved in the pilots while it also intends to provide some basic information and practical guidelines on pilots common strategies, monitoring and assessment in order to enhance understanding on project development and results.

Therefore, a tentative action plan for the last year of the project is explained throughout the following pages. It is based on the update of the guidelines previously included in Deliverable 2.1 and it is also linked to the tasks, recommendations and conclusions reported in Deliverable 2.2 from the pilots gathering till month 24. It also provides common points for subsequent actions in WP4, WP5, WP6 and WP7. The purpose is, therefore, to document the continuous advance in the coordination and implementation of common strategies, as well as to constitute a reference for the actions to be proposed and carried out in the four project pilots.

Based on these considerations, WP2 presents in this document the synthesis of the update on the common strategies through the following sections:

- After this introduction, the second section presents a general reflection on the coordination strategy for pilots. A critical analysis of actions and problems as well as a proposal for project coordination into the future is presented here. Moreover, we include a step-by-step guide that aims to give guidance on the steps to follow for the development of the different actions experienced in each pilot.
- Section 3 focuses on an update on the common strategy for pilgrims profiling by the continuation of empirical work through the pilgrims profile and something else. Thus, it is explained how WP2 suggests initiating a second part of the empirical work once the results of the surveys carried out to the pilgrims have been analyzed, with the aim



of demonstrating the importance of the pilgrimage routes that are part of the rurAllure project and which, integrated into a strategy of slow tourism, can constitute a mechanism that allows the revitalization of the rural environment. To develop this study, the methodology used will be participatory and will be based on in-depth interviews and discussion groups in order to obtain testimonies that can characterize the impact of these trails in rural territories. The results of this exploratory research will later be published in a scientific journal.

- In Section 4 we document the update on the common strategy to gather pilot actions during the second year of the rurAllure project. The update was made to walk towards a catalogue of action types to reach valuable conclusions and recommendations that may be exchanged within and outside rurAllure context. This update on the common strategy to gather pilot actions was thought to also support, we hope, the identification of best/good practices in content creation, promotion and tourism that in the third year of rurAllure project will allow us to obtain a part of the needed information to develop a “Manual of transfer of good practices” [D2.4] and a “White book of recommendations” [D2.5].
- In Section 5, efforts focus on updating the common strategy to monitor the KPIs: methods and harmonization are presented. Tracking KPIs during rurAllure project lifecycle can help understand where we are succeeding and where we are not. Without them, it is difficult to check the progress toward our goals. One of the main challenges faced by pilots is achieving a maximum level of standardization while allowing for some process variation. Overwhelming our pilots with data will not make the project succeed but providing and collecting the right data at the right time, ensures the project stay on track. While UDC team cannot provide yet a definitive set of key performance metrics for project management, we can highlight some significant ideas that are helpful to track.
- Next, Section 6 briefly present an update in the common strategies for the network of institutions that will be finally established during 2023, aiming to outlast the project and become an impactful achievement for the future years.
- Finally, Section 7 summarizes the conclusions of this deliverable and describes the importance of the results achieved for the upcoming WP2 tasks and deliverables.

## **2. General reflection on the coordination strategy**

The workplan of rurAllure, as presented in D2.1 (“Common strategies for pilots”), was designed to ensure alignment of strategies from the beginning and to provide continuous evaluation and exchange of best practices later on, without preventing each pilot to develop in an autonomous way, according to the needs and opportunities of each region. The work done in 2021 led to the identification of the goals indicated in Figure 1 for the rurAllure IT platform, for the pilots and for the network of institutions that will preserve the legacy of the project in the future:

- By the end of 2021, the pilots had been launched, at least completing a first analysis of the initial context and planning some actions for 2022. A beta version of the IT platform was available and the network was starting to form through the gathering of tens of expressions of interest and agreements of various organizations to join as associated partners.

- During 2022, a wide spectrum of actions have been implemented and evaluated with the aid of pilgrims, vendors and stakeholders, most of the times involved by the aforementioned associated partners. During the year, the IT platform was improved and loaded with content thanks to the work done in the pilots. Likewise, the number of regional and international collaborations increased, leading to fruitful debate about the nature of the network of institutions.
- During 2023 –and following the gathering, exchange and analysis of results at the end of 2022–, the pilots will be able to open up to new topics and/or cover new segments and territories, trying to reach out to increasing numbers of pilgrims, vendors and stakeholders. The IT platform is mature enough to open up to new parties, and the network of institutions will be established, given proper online presence and fed with the first initiatives for collaboration after the end of the project in December 2023.

Overall, the workplan of Figure 1 (already included in D2.1 at M12) remains unchanged after the second year of the project. The same goes for the overall strategy represented in Figure 2, which aimed to move from abstract to concrete in a smooth manner and revolved around two key objectives:

- Identifying better practices through the analysis of experiences and international tourism initiatives implemented in the pilots.
- Supporting the sharing of best/good practices between the EU countries, with a forward-looking perspective from the outset.

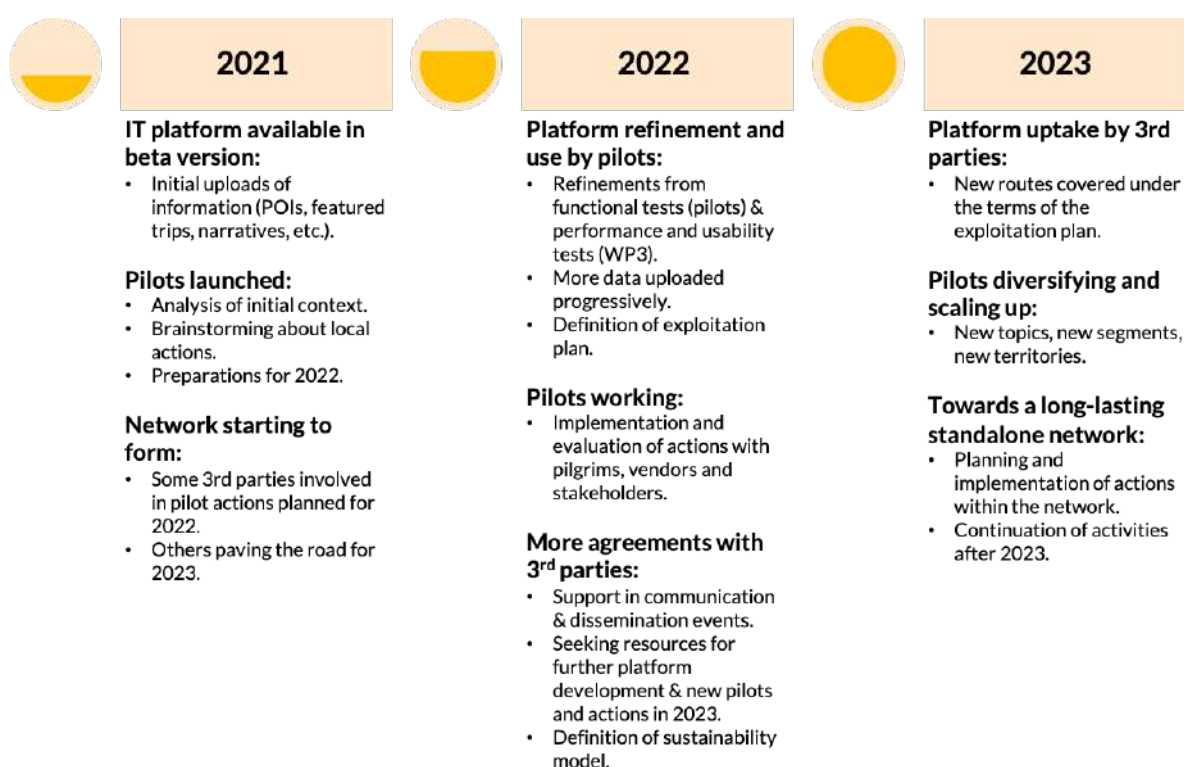


Figure 1. Key stages and expectations of the rurAllure workplan.

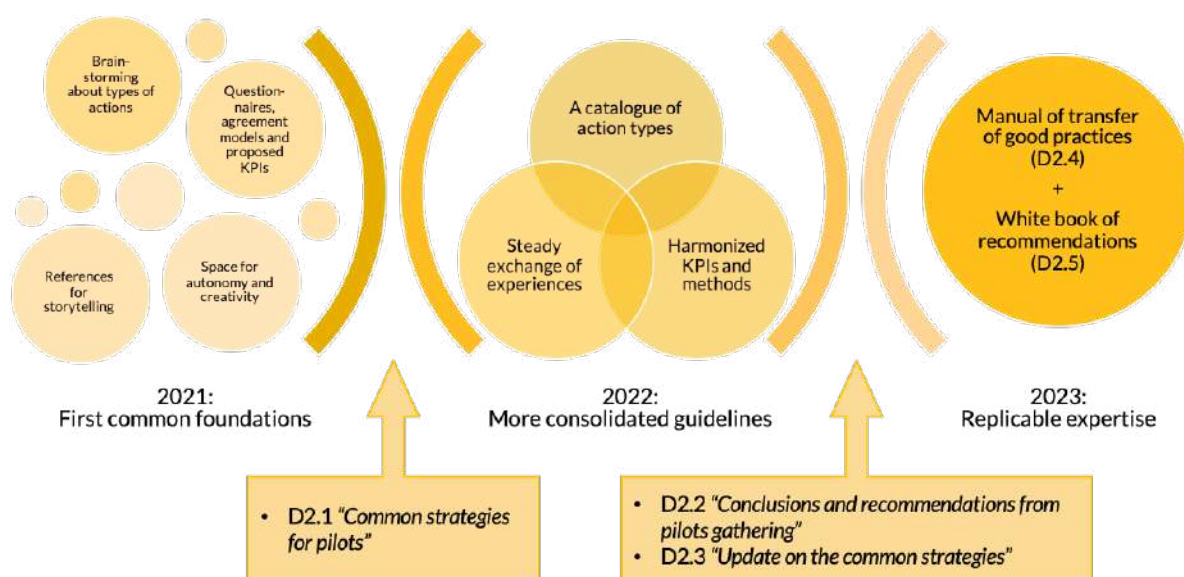


Figure 2. The pilot coordination strategy: from abstract to concrete.

- During the first year, the pilots were given **space for autonomy and creativity**, so that the partners working in WP4, WP5, WP6 and WP7 could brainstorm about possible actions considering local perspectives only. They would be given help from WP2 to identify their key target audiences by means of questionnaires, to reach out to supporting stakeholders, to think about how to deliver narratives for the pilgrims to interpret the territory, and how to measure their results by means of a preliminary set of KPIs.
- During the second year, we have consolidated the exchange of experiences and reached a harmonized set of KPIs. Furthermore, the spectrum of pilot activities will progressively give way to a **catalogue of action types**, categorizing previous and future actions along a number of different axes, as will be explained subsequently.
- In the third year, the **accumulated expertise** will be replicated in new territories, focusing on new topics, targeting new audiences, etc. The findings resulting from the pilots will lead to the publication of Deliverable 2.4 (*Manual of transfer of good practices*), aiming to ease the implementation of successful initiatives all along the pilgrimage routes involved with the pilots and elsewhere. In parallel, Deliverable 2.5 (*White book of recommendations*) will be published, containing long-term visions for joint policymaking in relation to pilgrimage.

This document compiles the work developed by WP2 in order to update the common strategies that, already introduced during 2021 have evolved and improved in 2022. This deliverable is directly related and built on the section entitled "Description of the consolidated guidelines of the coordination strategy" included in D2.2 ("Conclusions and recommendations from pilots gathering"). It briefly described the steps taken by WP2 in the second year of the project to consolidate the coordination strategy, promote the exchange of experiences between pilot projects and move towards more harmonized methods of documentation and assessment of the results achieved.





Nevertheless, the coordination strategy is an evolving document based on the suggestions received from the pilots and also on the analysis of the results achieved in each phase of its implementation. In this sense, WP2 starts from the fact that the “General reflection on the coordination strategy for pilots” is, in fact, an invitation for all pilots (WP4, WP5, WP6 and WP7) to send us their suggestions from M24 so that they can be incorporated into future versions making this document a living change agent.

After the second year of the project, the objective of WP2 will be to build a systematic methodological tool that, in a collective and participatory way, guides the definition, implementation and evaluation of the results of the actions carried out by the pilots in order to elaborate the manual for the transfer of good practices at the crossroads between pilgrimage, tourism, culture and rural development.

In 2022, the update of the coordination strategy has made it possible to move towards the development of a sort of guide whose purpose will be to give guidance on how to approach actions for the promotion of cultural heritage sites in rural environments of European pilgrimage routes. At the same time, it will collect a series of recommendations for the replicability of the selected actions in other contexts. In short, from the update of the coordination strategy, the objective is to achieve a consolidation of the method applied so that the set of actions carried out within the rurAllure project can be **designed, implemented and evaluated in a systematized and substantiated way** and, from these, other future ones in different contexts.

Based on these considerations, WP2 has advanced in the coordination strategy entering a new phase that focuses on an adequate monitoring of the actions of the pilots. This will allow the identification of potential problems in the execution as well as possible deviations to, where needed, make the changes that are considered appropriate for the correct operation, but also identify the possibilities for its replicability. In short, from the update of the coordination strategy, the objective is to achieve a consolidation of the method applied so that the set of actions carried out within the rurAllure project can be designed, implemented and assessed in a systematized and substantiated way and, from these, other future ones in different contexts.

In order to be able to carry out a rigorous analysis and draw conclusions that allow evidence-based decision-making for the third year, next we present a first draft of the **monitoring and evaluation system** of the information on the pilots’ actions based on previously defined criteria. In this system, we will involve pilots through different questions, for example:

- To what extent has the action contributed to solving a problem, need or challenge?
- Is it foreseeable that the generalization of the action in the same terms provided in the study, contributes to solving the problem, need or challenge in a similar context?
- Is it convenient to modify/improve any specific element of the design of the action analyzed to ensure the effectiveness and efficiency of its generalization?

Thus, a tool has been designed (Table 1) that is considered convenient for each of the pilots (WP4, WP5, WP6 and WP7) to complete once M24 reports are finished. This tool will allow to ensure that all ideas and points of view are collected from both their own actions and the actions carried out by the other pilots. WP2 will accompany this process (between M25 and M27) and analyze the results obtained.

This coordination strategy is also expected to help facilitate communication and the exchange of experience and knowledge among the people working at rurAllure. The results of the matrix will



serve to answer the questions initially posed and will be the essential basis of the final results report that allows the appropriate decisions to be taken.

Table 1. Proposed monitoring an evaluation system for pilots' actions.

RATE FROM 1 TO 10 EACH ACTION AND GIVE REASONS FOR YOUR ANSWER											
ISSUE TO MONITOR AND EVALUATE	SCORE										REASONS
<b>The relevance of the action</b>	1	2	3	4	5	6	7	8	9	10	<i>Whether the action largely solves the problem, need, or challenge to be addressed</i>
<b>The overall design of the action</b>	1	2	3	4	5	6	7	8	9	10	<i>In general, it is considered a good design but some aspects should be improved such as...</i>
<b>The adequacy of the target population or profile</b>	1	2	3	4	5	6	7	8	9	10	<i>If the choice is the most appropriate</i>
<b>The adequacy of the context and the season</b>	1	2	3	4	5	6	7	8	9	10	<i>If the choice is the most appropriate</i>
<b>The stakeholders involved</b>	1	2	3	4	5	6	7	8	9	10	<i>If the choice is the most appropriate</i>
<b>Material and human resources</b>	1	2	3	4	5	6	7	8	9	10	<i>In general, it is considered convenient but some aspects should be improved such as...</i>
<b>The effectiveness of the results</b>	1	2	3	4	5	6	7	8	9	10	<i>Yes, in general, most of the objectives set have been achieved.</i>

### 3. Update on the common strategy for pilgrims profiling

WP2 has focused efforts during the first two years of the project on describing and analyzing the results of the surveys carried out on pilgrims. The justification is related to the fact that a detailed and in-depth knowledge of their profile and motivations is necessary to develop an offer system consistent with their expectations. For that reason, we consider it appropriate to collect such information so that the participants involved in the management, promotion and marketing of these products and tourist destinations ensure they are effectively activating audiences and providing them with the experiences and activities that are really looking for.

In the second year of the project, we did not introduce changes in the way we started the common strategy for pilgrims profiling that was presented in D2.1, Section 4 (Profiling pilgrims and trip

motivations). The reason is that, first, we already achieved a set of significant insights and results for en-route pilgrims and pilgrims-to-be as it can be read at D.2.1. The main weakness of that first insights and results is that they were coming from only two of the four pilots in the first year, as the other two ones needed more time to face that task, or they just needed to wait to the real time of pilgrimage seasons in their areas to spread the questionnaires and reach a wider audience after the halt that pilgrimage, in general, suffered after the COVID-19 pandemic, with consequences that remain on 2021 (the first year of rurAllure project). The results of the information gathered from pilgrims profiling during the second year are analyzed and presented in D2.2. Figure 3 shows a visual summary of the work carried out in relation to the profiling of pilgrims.

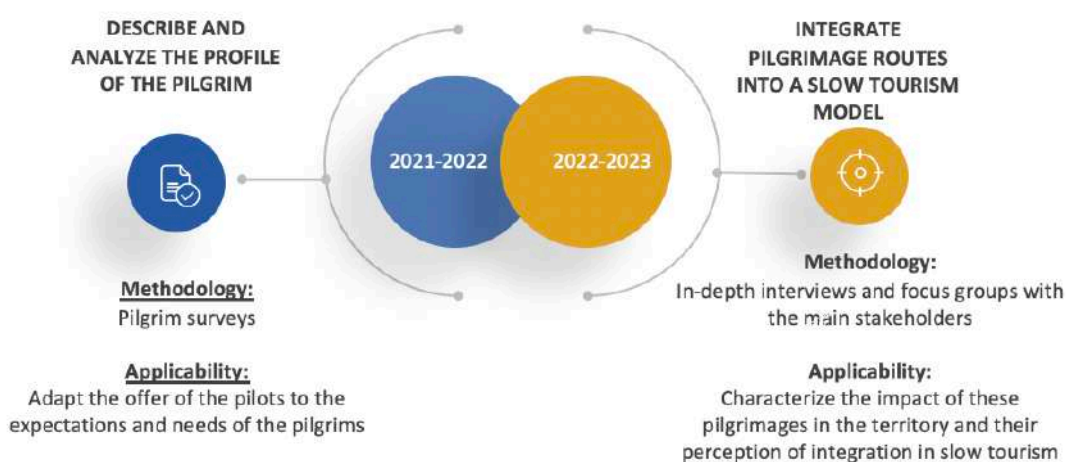


Figure 3. Update on the common strategy for pilgrims profiling.

From now on, WP2 intends to start a second part of the empirical work with the aim of demonstrating the importance of the pilgrimage routes within the rurAllure project and how these pilgrimage route, if they are integrated into a **slow tourism** strategy, can constitute a mechanism for the revitalization of the rural environment. In order to carry out this study, the methodology used will be participatory and it will be based on in-depth interviews and discussion groups in order to obtain testimonies that can characterize the impact of these pilgrimage ways in rural territories.

For that purpose, a list of key participants belonging to different stakeholders will be selected in each of the four project pilots: entrepreneurs, local action groups, local tourism associations, representatives of cultural institutions, residents, pilgrims, and political representatives. They will share views and collect useful contributions for the future.

With this qualitative empirical work, it is intended to evaluate the perception on different topics:

- Plans and projects of territorial and tourist development.
- The importance of cooperation networks.
- The identification of the main opportunities of the territory.
- The identification of the main critical aspects.

The need to know these participants' point of view comes from the fact that the opportunity to experience these rural regions with more leisurely times does not only depend on the subjective sensitivity of pilgrims and tourists, but also on the characteristics of the system of local supply.



The different meanings with which tourism activated by pilgrimage routes is defined refer to the different definitions attributed to each tourist practice, but also to the different ways in which it is possible to interpret the experience of the Camino (Moscarelli, 2021b). Today, these routes can represent an example of tourism sometimes defined as “religious” (Pardellas, 2005) or “spiritual” (López, Lois & Castro, 2017), sometimes as “cultural” (Fistola & La Rocca, 2018) and sometimes as “slow” (Lois & López, 2021; Moscarelli, 2021a). In this case, they are considered a case of slow tourism that develops along a long line, that is, crossing different territories and through which it is possible to travel for more days.

In addition, today’s pilgrims, mainly those travelling on foot, tend to be interested in philosophy, ways of life and sustainability-oriented modes of travel, which brings a “slow quality” to tourism. This fact implies making real and meaningful connections with people, places, culture, food, heritage, or environment (Caffyn, 2009).

Enjoying the process of the trip itself, being interested in local authenticity and commitment and reducing ecological, social and cultural impacts are some of these qualities and this style of tourism shapes the type of services provided by the surrounding communities (Moscarelli, 2021b). In this sense, the peculiarity of slow tourism should also be considered in the attitude of those people who go on pilgrimage to go deeper into perception of places and live an authentic experience (Dickinson, Lumsdon & Robbins, 2011). This is called an “experiential tourism” through which the tourist / pilgrim wants to live an emotional experience whose personal fulfillment is based on the enjoyment of one or more of the following components: culture, landscape, oenology-gastronomy, encounter, reception, or relationship with local communities (Bambi et al, 2019).

Based on these considerations, various proposals for new forms of tourism have emerged in recent years that try to favor this experiential and creative dimension of travel through, for example, the slowness and adoption of slower paces during holidays (Mateos, 2013).

There is no universally adopted definition of slow tourism (Serdane, Maccarrone-Eaglen & Sharifi, 2020) despite academic interest in the phenomenon. Lumsdon & McGrath (2011) define slow travel as a holistic approach to tourism in which the experience, trip, destination and return are integral. The emphasis is on the travel experience as a whole, referring to how time was spent at the destination (Gökçe & Duygu, 2018).

The emphasis that slow tourism and experiential tourism in general are placing on the importance of maintaining an ethically responsible and fair attitude, careful with the environment, culture and local identity signs is especially favorable to the experimentation of new human, intercultural and lifestyle relationships (Mateos, 2013).

In the literature, the slow movement is framed within the theories of degrowth that have consequently given birth to considerations on the soft and green economy, slow consumption, slow territories (Lancerini, 2005) and more recently slow tourism or slow travel (Dickinson et al., 2011; Lumsdon and McGrath, 2011; Blanco, 2011).

Degrowth prioritizes the quality and well-being of people over the merely quantitative aspects of irrational growth, questioning the effectiveness and validity of conventional economic systems based on an intensive use of territorial resources. Thus, slow tourism arises from the need to change traditional trips where tourists used to visit as many destinations as possible in the shortest time. Faced with this, a greater importance in the quality and slowness of the tourist experience has been noticed in the different tourist markets –rural, cultural, urban, natural,



coastal since the late nineties (Mateos, 2013). It provides opportunities for a more sustainable and green local tourism (Shang, Qiao & Chen, 2020).

On the other hand, the component of authenticity perceived by tourists in the destination and in the experiences lived is also fundamental. The slow travel philosophy connects very well with new tourism consumers, increasingly demanding and eager to live authentic and differential experiences (Mateos, 2013). The interaction between hosts and locals and immersion in the local context are fundamental to the experience of slow tourism (Scott, Leyes & Boksberger (2009).

In any case, it should be noted that slow tourism is not a type of tourism, but rather a way in which tourists approach their trips (Serdane, Maccarrone-Eaglen & Sharifi, 2020) and, therefore, it is necessary to point out four dimensions: environmental, experiential, economic and ethical.

From the point of view of the destination, slow tourism is based on **“tourism quality”** rather than **“tourist quantity”** (Gökçe & Duygu, 2018). The slow tourist prioritizes the qualitative aspects of the tourist experience rather than to the quantitative ones and wishes to spend more time in contact with a locality or a micro-destination by selecting, in addition, those activities that allow him to get in touch with the local lifestyle and with the culture of the residents (Mateos, 2013).

This approach can also provide much-needed solutions to economic and social decline in rural areas due to aging and declining population and can be an alternative development strategy in contrast to recent cases of **overtourism** (Moscarelli, Lopez & Lois 2020). In this way, the importance of putting slowness and quality over quantity at the center of territorial development strategies and disseminating slower paces of life and consumption can be understood, thus favoring a sustainable tourism system (Hall, 2010).

In short, the tourism which is activated in a line of gradual discovery of the territory (as in the case of pilgrimage routes), is not only an opportunity for economic growth, but also determines a different growth, such as the idea of a virtuous supply chain with which to involve both the territories directly crossed and also those around (Moscarelli, 2021b),

In any case, it is necessary to bear in mind that these experiences, certainly complex, must be planned by focusing on the culture of the destination visited following a locally comprehensive route, looking for relevant elements, selecting attractions, assembling interpretative techniques and presenting, managing, positioning and renewing the product (Gândara, 2009, Mateos, 2013).

### Refined strategic focus

All in all, the analysis has led the rurAllure partners to agree on the following **strategic focus** for the project, substantiating the more general strategic lines stated in the Grant Agreement:

- Develop and promote experiences with:
  - the pilgrimage routes as a backbone,
  - a regional scope,
  - time allowance and well-curated plans to explore and interpret the territories surrounding the paths,
  - not necessarily lasting for weeks.
- Foster dialogue between themes: heritage, nature, thermalism, food and wine, carnival, railway history, etc.



- Targeting a different profile of tourist-pilgrim, with no detriment to the religious or spiritual aims.
- Ensuring territorial balance and more widespread impact.

#### 4. Update on the common strategy to gather and harmonize data on pilots' actions: A catalogue of action types

This update on the common strategy to gather and harmonize data on pilots' actions aims to progressively walk towards a catalogue of action types, categorizing previous, ongoing, and future rurAllure actions along a number of different axes. This will allow us to guarantee an efficient coordination and management of project pilots' actions gathering in order to reach valuable conclusions and recommendations that may be exchanged not only among the selected pilgrimages routes, but rather at the pan-European level.

This process will also support the identification of best/good practices in content creation, promotion and tourism that in the third year of rurAllure project will allow us to obtain a part of the needed information to develop a "Manual of transfer of good practices" [D2.4] and a "White book of recommendations" [D2.5]. The later will identify and propose specific recommendations and guidelines regarding how the best/good practices can be implemented by other project routes in and beyond rurAllure. Therefore, an agreed and thorough way to gather and document actions developed by the four pilots is needed. Next, we present the work done in that regard during the second year.

##### First version of a catalogue structure

A first version of a catalogue of action types was presented to pilot leaders on April 2022 as an initial proposal to be tested for two months (May-June 2022) with the inclusion of the actions already gathered in their M12 deliverables. The first version of the catalogue was created in an excel file with two tabs: one with the instructions and the second with the template to be filled in with certain information from each action (Annex I). In the template, in the first row, we provided an action run by WP4 as an example of how to fill in each column.

The general structure of the catalogue of action types was organized around the answer of six general questions for each action, as follows:

- What? → IDENTIFICATION
- Where? → SPACE
- Who and When? → COORDINATION
- What for? → PURPOSE
- How? → STRATEGY
- What results? → OUTCOMES

To start with the **Identification** of the action itself, it is approached in the first three columns of the catalogue through collecting information about the **Action Name**, the **Action Group** (Previously-Existing integrated or Newly-created) and an **Action Short Description** (up to 250 words) that, on the whole, allow us to answer the question of **What** is going to be documented (Table 2).



Table 2. Identification: First three columns (A, B, and C) of the catalogue of action types.

A	B	C...
<b>WHAT? → IDENTIFICATION</b>		
ACTION NAME	ACTION GROUP	ACTION SHORT DESCRIPTION (UP TO 250 WORDS)
<p>Ámeto Mítico: Itinerant Poetry Residences along the Way of Saint James</p>	<p>Previously-existing integrated</p>	<p>The action <i>Ámeto Mítico: Itinerant Poetry Residences...</i> aims to update the legacy of Galician-Portuguese poetry characterized by the influence of Provençal lyric poetry and others, such as the Sufi poetry, that ended up in the Galician lands through the pilgrimage ways to Santiago de Compostela. We wanted to re-activate that legacy and accompany poets who are interested in the pilgrimage experience as well as to disseminate the Saint James Way as a mythical space for the creation of new poetry. Based on the last book written by the renowned Galician poet Uxío Novoneyra, titled “Arrodeos e Desvíos do Camiño de Santiago”, we proposed the second edition of an itinerant residence devoted to write poetry while experiencing the ancient pilgrimage route in Galicia territory. Six young poets respond to the open call for participations. This action was also developed to bring poetry closer to young people through active participation and workshops that took place in six Galicia high schools nearby the pilgrimage routes with the presence of the selected writers.</p>
<p><i>To be filled in</i></p>	<p><i>To choose between:</i> <i>Previously-existing integrated or newly-created</i></p>	<p><i>To be filled in</i></p>

The second group of columns in the catalogue are focused on the **Space** where the action took place through gathering information related to the **Pilgrimage route**, **Pilgrimage segment**, **Location/s**, **Population density**, **Distance from the official route**, **Facilitated transport**, and **Geographical scope**. So our second question to approach each action is **Where?** (Table 3).

In case of the column devoted to the Pilgrimage route, when the user of the catalogue click on a cell, a list of the four rurAllure pilgrimage routes is displayed (Csíksomlyó, Rome, Santiago de Compostela, Trondheim) to select one of them. Likewise, in the column devoted to the Pilgrimage Segment, the user should choose between one of the options displayed (Hungarian segment - Kőszeg -Gyöngyös, Slovak segment - Šahy -Trstená, Transylvanian segment - Târgu Mureş - Şumuleu Ciuc (Ghimeş Făget), Gudbrandsdalsleden – Western path via Gjøvik, Via Francigena, Via Romea Strata, Via Romea Germanica, French Way, Winter Way, Silver Way, Portuguese Way, König Way, Primitive Way, Muros-Noia Way). If the action is end-to-end, it is indicated to select the last option “Does not apply”. If the action was developed in more than one pilgrimage segment, but not in the whole route, it is indicated to select the last blank space and directly write in the cell the pilgrimage segments names.



Table 3. Space: Columns D to J of the catalogue of action types.

...D	E	F	G	H	I	J...
WHERE? → SPACE						
PILGRIMAGE ROUTE	PILGRIMAGE SEGMENT	LOCATION/S	POPULATION DENSITY	DISTANCE FROM THE OFFICIAL ROUTES	FACILITATED TRANSPORT	GEOGRAPHICAL SCOPE
Santiago de Compostela	Winter Way; French Way	Becerreá, Lugo, Parada do Courel, Pedrafita do Cebreiro, Seoane do Courel, Lugo (Spain)	5,12 in/km <sup>2</sup>	≈ 40 km	Yes	Supranational
	<p>To choose between:</p> <p><i>Hungarian segment - Kőszeg - Gyöngyös</i></p> <p><i>Slovak segment - Šahy - Trstená</i></p> <p><i>Transylvanian segment - Târgu Mureş - Şumuleu Ciuc (Ghimeş Făget)</i></p>					To choose between:
To choose between: Csíksomlyó	Gudbrandsdalsleden - Western path via Gjøvik				To choose between:	Local
Rome	Via Francigena	To be filled in	To be filled in	To be filled in	Yes	Supramunicipal
Santiago de Compostela	Via Romea Strata				No	Provincial
	Via Romea Germanica				Does not apply	Regional
Trondheim	French Way					National
	Winter Way					Supranational
	Silver Way					Undefined
	Portuguese Way					
	Künig Way					
	Primitive Way					
	Muros-Noia Way					
	Does not apply					

Next, the catalogue is prepared to gather information related to **Who** coordinated and supervised the action from rurAllure team (**Action management**) and the **Participant stakeholders** that were involved in the experience (Table 4). Likewise, the section devoted to the coordination also collects information about **When** the action took place by indicating the **Date (From... to)**. In the case of a complete action, both starting date and end date of the action is asked to be included in the form: "From 01/01/2021 to 22/02/2021", and if we are gathering an ongoing action, we ask to provide just the starting day "01/02/2022 to present".





Table 4. Coordination: Columns K to M of the catalogue of action types.

...K	L	M...
<b>WHO? AND WHEN? → COORDINATION</b>		
<b>ACTION MANAGEMENT</b>	<b>PARTICIPANT STAKEHOLDERS</b>	<b>DATE (FROM... TO)</b>
WP4: Fundación Uxío Novoneyra (FUN)	CPI Pedrafita do Cebreiro, CPI Seoane do Courel, IES Becerreá, IES do Camiño (Palas de Rei), IES Lucus Augusti (Lugo); O teu Xacobeo (Xunta de Galicia)	From 16/09/2021 to 30/09/2021
<i>To be filled in</i>	<i>To be filled in</i>	<i>To be filled in</i>

Once we have identified the action and collected data about the place where it took place and who coordinated it, next columns of the catalogue are prepared to deep into the question of **What was the action created for?** (Table 5). In this case, first, it is proposed to fill in a column to indicate the type of heritage on which the action was focused. By default, in the column of **Action Heritage Focus** we included the four main heritage groups of rurAllure (Ethnography, Literature, Nature, Thermalism). If the focus of the action is not one of the previous, a blank space is offered to directly write the action heritage focus that the person who fills in the catalogue thinks is the best to be gathered. Then, there is a column for the **Action Motivations** that fostered or led to its implementation. Here, we suggest indicating motivations in direct relation with the Strengths & Opportunities or Weaknesses & Threats that were previously identified for each territory in the first deliverables. The third column of this Purpose section is devoted to the **Target Audience**. Here the user can select the main target audience of the action from a list (Traditional pilgrims, Hikers, Cyclists, Local community, Stakeholders, Pilgrimage makers, Children, Teens, Adults). If the user of the catalogue wants to include more than one answer or if he/she does not find the proper target audience in the proposed list, it is possible to select a last blank option and fill in the cell with a particular answer.

Table 5. Purpose: Columns N to P of the catalogue of action types.

...N	O	P...
<b>WHAT FOR? → PURPOSE</b>		
<b>ACTION HERITAGE FOCUS</b>	<b>ACTION MOTIVATIONS</b>	<b>TARGET AUDIENCE</b>
Literature	To encourage poetry writing around the topic of pilgrimage. To create new audiences and a deeper knowledge of the Way to Santiago	Writers; Schools; General public
<i>To choose between:</i> Ethnography Literature	<i>To be filled in</i>	<i>To choose between:</i> Traditional pilgrims Hikers



<i>Nature</i>	<i>Cyclists</i>
<i>Thermalism</i>	<i>Local community</i>
<i>Blank space</i>	<i>Stakeholders</i>
	<i>Pilgrimage makers</i>
	<i>Children</i>
	<i>Teens</i>
	<i>Adults</i>

The fifth group of columns under the title **Strategy** or **How** the action was implemented to achieve its aims includes two more columns (Table 6). One is for gathering information about the main Action Strategies that were developed to maintain the strengths, explore/exploit the opportunities, to correct the weaknesses or to adapt/adjust the threats identified in previous steps of the project for each territory. Next, we included a column for the **Action type**. Based on the pilot first deliverables we created a first type of actions classification (Researching, Profiling, Stake holding, Designing [for Activation; for Enrichment; for Entertainment; for Education; for Inclusion/Engagement; for Dissemination/Raising Awareness]) that is described in D2.2 [Section 5, “Conclusions and recommendations from first gathering of pilot actions”] and was sent to pilots along with the excel file of the catalogue. From the list, we ask to select the type the pilot team thinks better matches the action. If they think none of the action types listed matches an action, we suggest selecting the last blank option and fill in the cell with a particular answer.

Table 6. Strategy: Columns Q to R of the first version of the catalogue of action types.

...Q	R...
<b>HOW? → STRATEGY</b>	
<b>ACTION STRATEGIES</b>	<b>TYPE OF ACTION</b>
<p>To involve poets to write about the topic of pilgrimage and explore onsite the literary connections in the Way. To engage young people with literature and the way of Saint James through direct contact with authors and their work.</p>	<p>Designing for inclusion/engagement + Designing for education</p>
<p>To be filled in</p>	<p>To choose between:</p> <ul style="list-style-type: none"> <li><i>Researching</i></li> <li><i>Profiling</i></li> <li><i>Stake holding</i></li> <li><i>Designing for Activation</i></li> <li><i>Designing for Enrichment</i></li> <li><i>Designing for Entertainment</i></li> <li><i>Designing for Education</i></li> <li><i>Designing for Inclusion/Engagement</i></li> <li><i>Designing for Dissemination</i></li> </ul>



Finally, in Table 7 we present the three last columns of the catalogue of action types structure that aim to answer the questions **What results** from the implementation of a particular action, as well as a last column devoted to general **Comments** to add any other issue that pilots consider important about the action for which they did not find a proper space or any other reflection they want to annotate about this catalogue of actions proposal for its review and update in a next step. Under the question of What results, we gather both information about **Action Impacts**, to indicate the main impacts of the developed action in relation with rurAllure aims of promoting museums and heritage sites in the vicinity of the pilgrimage routes; and **Action Links**, to collect URL links to websites where the action was promoted/disseminated with images, textual information, interviews, etc., prior, during, or after the action took place.

Table 7. Outcomes: Columns S to T of the catalogue of action types, and final column for comments.

...S	T	
WHAT RESULTS? → OUTCOMES		
ACTION IMPACTS	ACTION LINKS	COMMENTS
A total of 6 poets, 120 students and 30 visitors involved. New texts from the poets to be published about the topic of pilgrimage. School materials for students and teachers in the form of a plaque.	<a href="https://www.elprogreso.es/articulo/comarcas/caminar-escribir-daman-novo-neyra/202109191436401526143.html">https://www.elprogreso.es/articulo/comarcas/caminar-escribir-daman-novo-neyra/202109191436401526143.html</a> , <a href="https://uxionovoneyra.com/es/aberta-convocatoria-ii-residencias-poeticas-ameto-mitico-no-camino-de-santiago/">https://uxionovoneyra.com/es/aberta-convocatoria-ii-residencias-poeticas-ameto-mitico-no-camino-de-santiago/</a>	
<i>To be filled in</i>	<i>To be filled in</i>	<i>To be filled in</i>

### Comments gathered from pilots to the first version

As we explained previously, this catalogue structure was proposed to be tested for two months (May-June 2022) that were finally extended until July 2022. Once the four pilots tested the gathering of actions in the proposed structure, we received comments to be considered for the next step of this process of harmonized gathering. Comments on the catalogue structure were both collected during a series of interviews that WP2 carried out in April 2022 with each pilot leader as well as from the column devoted to that comments that was specifically included in the catalogue, or directly sent by email, until July 2022. Here below, we summarize all of them:

- Most pilots agreed that a common structure will facilitate the work to gather actions, and to overcome the difficulties they experimented to face this issue in the preparation of the first deliverables when the freedom given led to some struggles on how to face this task and for what purpose.
- One pilot commented that when each one gathers the information about actions without a common structure, we have the risk of losing a little bit of the core information, but also the opportunity to be all of us on the same page, and to be later on able to come to more significant conclusions and recommendations.



- Another pilot expressed that the structure proposed for the catalogue can be useful, but we should also start by answering **what we do define as an action**, which is an interesting thing to reflect about. In this sense, this pilot wonders if an action is part of development of the pilot and/or the system, or if we can consider both actions. The pilot also wondered if part of the research could be defined as actions, and also part of the development of the platform itself.
- An important issue highlighted by one pilot during the first round of the catalogue structure testing was that the different pilots involve in rurAllure have some different profiles and perspectives, and this mainly depends on who is working on the pilots. For instance, some pilots do more research-based approaches, where they try to look at the users, how they are behaving, how we can get knowledge about them, how we can design and develop the system, how we can find historically interesting POIs, while others are more focused on outward reach through the development of various types of activities such as guided tours, cycling events, etc. Here another important reflection arises: if it is possible to have the same structure to gather information about all types of actions or if, on the contrary, it is needed a sort of **specific gathering structure in accordance with a previous identification of the main rurAllure action types** (POI documentation, pilgrims profiling, stake holding...)
- One pilot suggested that the template has a bit of a geographical biased and perhaps it is not well prepared for all action types that are being implemented by rurAllure pilots. In other words, there might be **needs for reporting that are not covered** in the format that was initially proposed.
- More than one pilot suggested that the same structure proposed for the catalogue of action types should be used for the next pilots reports as a way to simplified the process.
- In one case, it was reported that some aspects of the catalogue structure should be review as follows: some information could be simplified, for instance, the date; it was suggested that there seems to be some overlap in between the information to gather in Action Description / Action Motivations and Actions Strategies; as well as a kind of duplication of efforts if we compare the information gathered by the list of communication activities and the catalogue proposed.
- In one case, it was suggested that Action Impacts was a quite general field and might be interpreted differently by the partners, so it would be better to ask for more precise information such as number of participants in a dedicated box.
- The last comment gathered was that the Excel form may limit the process of gathering the documentation, but also the following work of reading the information. In this case it was also suggested that a word format may facilitate both stages and later edition and dissemination of the catalogue.



## Second path towards a catalogue of action types

Based on all the previous reflections, comments, and suggestions, and the results achieved in the process of filling in the catalogue with the actions already reported in M12, in July 2022 we started a second path towards the catalogue of rurAllure action types. In this second path, and as part of the pilots' coordination work of WP2, we created a specific template in word format for the harmonized collection of information regarding each main common actions in rurAllure project, along with a complete example per each of them:

- Template 1 for **Actions with pilgrims and tourists** [Annex II]
- Template 2 for **Actions with stakeholders and/or policymakers** [Annex III]
- Template 3 for **POIs documentation** [Annex IV]
- Template 4 for **Featured trips creation** [Annex V]
- Template 5 for **Narratives creation** [Annex VI]

First and second templates are intended to report on the actions implemented so far with travelers [Template 1], and stakeholders and policymakers [Template 2] in each pilot, respectively. The tables, in word format, contain a number of rows to provide different bits of information that significantly expand the ones proposed in the excel catalogue. As a consequence, when these templates were shared with pilots, along with a complete example per each of them, it was indicated that it is not mandatory to describe all actions in that way. Pilots may choose to do so only for the most remarkable ones, from which we may later infer good lessons and recommendations. However, when we select some actions to be reported and we dismiss others, we may also lose important data and lessons learned from them. As a result, at this point we decided to keep the work of reporting in the first version of the catalogue of actions according to the initial indications until M24 (all actions) along with the implementation of this second path to still be able to extract conclusions and recommendations from a general scenario.

Next, we are going to explain the structure of each template to better understand this mid-update proposed as well as its aims. In the case of Template 1, **Actions with pilgrims and tourists**, it was proposed to keep the gathering of the following data:

- Event (former Action name)
- Date
- Reference route (former Pilgrimage route + Pilgrimage segment)
- Motivation
- Topics (former Action heritage focus)
- Geographical scope
- Relation to previous actions (former Action group)
- Stakeholders' involvement
- Target audience
- Distance from the official paths
- Facilitated transport
- Media clipping (former Action links)



To the previous data, the new structure adds the following specific boxes to gather some information that was pointed out as important from the side of the pilots in the case of actions devoted to pilgrims and tourists, but it was not initially considered in the first common structure:

- **Scheduling:** to indicate if it was a one-time event, one in a series, to be promoted periodically or not, ...
- **Promotion:** to gather information about how the event was promoted and by whom.
- **Number of participants:** register and actual participants.
- **Vendors' involvement:** to specify if any vendors and how were involved in the action.
- **IT platform coverage:** number of POIs, featured trips and narratives on the rurAllure platform, related to the action.
- **Cost of participation:** whether and how much the participants had to pay.
- **Program:** description of the activities that made up the action, and their timing.
- **Itinerary:** starting point, ending point and enumeration of the key locations.
- **Trip and territory characteristics:** distance, difficulty, duration, ... plus a description of the territory and the rural environment.
- **Heritage-related narratives:** details of the narrative offered to the participants to know aspects of the heritage or the history along the itinerary.
- **Incentives to participants:** description of gifts or any other means used to encourage or reward participation.
- **Provisions for accessibility:** were there any specific thoughts in the design of the event about people affected by any type of disability?
- **Cost sharing:** how the organization costs were afforded and shared by different organizations.
- **RurAllure partners' contribution:** brief description of how the different rurAllure partners contributed to the action.
- **Contribution to KPIs:** specific contributions of the action to the project's Key Performance Indicators (KPIs) and Complementary Performance Indicators (CPIs) based on Deliverable 2.1.
- **Feedback:** any bits of feedback received from participants, stakeholders and vendors about the success or failure of the action, or about ways it could be improved.
- **Highlights and recommendations for replicability:** observations worth sharing with rurAllure partners or whichever other organizations that would be interested in implementing similar actions.

Most of the previous items aim to gather information about specific aspects or details of this first type of actions with pilgrims and tourists that are crucial for the success of an initiative, that make a difference and that are worth documenting, because, in general, are far from obvious. Moreover, the changes and additions made in the structure aim at overcoming some limitations identified in the first Excel proposal with a particular focus on collecting feedback from participants and highlight recommendations from the side of the organizers that may be very valuable for the



identification of best/good practices and the definition of a series of recommendations for replicability in and outside rurAllure.

The aim is to not only include comments from the pilots as explained above, but also to collect more precise information in a higher number of axes that would be useful for the identification of best/good practices in 2023. For instance, in all these templates there are **dedicated boxes** for collecting information about **“Highlights and recommendations for replicability”** directly provided by pilots that were not previously included in the excel catalogue, but might be key for the preparation of Deliverables 2.4 and 2.5. These highlights and recommendations will be born directly from the perspective of the people involved in the development of the actions, so we do think they might be valuable as lessons learnt and with potential for later identifying and proposing specific guidelines for exchangeability and replicability.

Besides, the fact of not having a common structure for all types of actions but a specific one for each of the main action types in rurAllure also derived from the reflections we previously explained. In accordance, it was developed a second template for **actions with stakeholders and/or policymakers**. The main difference with the previous one is the type of audience the action is devoted to. Most axes are common with the template for actions with pilgrims and tourists:

- Event
- Location
- Date
- Reference route(s)
- Motivation
- Topics
- Geographical scope
- Relation to previous actions
- Promotion
- Cost sharing
- RurAllure partners' contribution
- Contribution to KPIs
- Media clipping
- Feedback
- Highlights and recommendations for replicability

However, there are a number of axes that were removed as they were not considered applicable or without importance for the purposes of the catalogue. These are the following:

- Target audience
- Scheduling
- Number of participants
- Stakeholders' involvement



- Vendors' involvement
- IT platform coverage
- Distances from the official paths
- Facilitated transport
- Cost of participation
- Program (it was replaced by Agenda)
- Itinerary
- Trip and territory characteristics
- Incentives to participants
- Provisions for accessibility
- Cost sharing

All the previous ones gathered important data in the case of actions designed for pilgrims and tourists, but most of them were not considered relevant for the success of initiatives with stakeholders and/or policymakers. However, in this template it was added a specific row for collecting information about the **"Participants"**, that is, a list of participant stakeholders or policymakers, and **"Agreements and outcomes"** of the event that may provide important hints from the interactions with this specific target audience.

Regarding Template 3, it was created to report information about the efforts invested in researching and documenting POIs. This process of **POI documentation**, as an action itself, was expected to be also reported in the first catalogue structure, but after the first test we realized that most of the columns were not filled in by the pilots that tried to document these efforts. Therefore, it was clear the need to create a specific template for gathering the actions devoted to POI documentation with particular information to be collected and categorized. While in the case of the previous actions, the first item of the template was devoted to the identification of the action itself, in this case, it was not included. After the second pilots reports are completed, we should check if this is needed or not. The only common axes of this template with the two previous ones are the next: the list of Participating rurAllure partners involved, the Dates in which this work was carried out, the Reference Route, and the indication of the Distances from the official paths where the POIs are placed. The new axes included are:

- Motivation and strategy
- Number of POIs uploaded
- Number of activity POIs
- Selection criteria (that was taken into account to select the POIs to upload)
- Sources of information and methodology (that were used and how)
- Used the IRS service for bulk uploads
- Estimations of cost and effort
- Challenges
- Other quantitative data: number of pictures, audio clips and videos, ...





As we can see in the previous list of added axes for POI documentation gathering, some are focused on questions related to the strategy applied, to the challenges faced, or to the estimation of costs and effort of the process itself that may shed light on important issues for a successful replicability of these actions from different starting points. In fact, it may be interesting to add some specific items to challenges and comments on the efforts behind actions with pilgrims and tourists, or stakeholders and/or policymakers too, if we later figure out that this are not properly reported in the current structure of Template 1 and Template 2.

**Featured trips creation** has been another key action of rurAllure project since the very beginning. This action has also its particularities that we aim to gather and document with a fourth template. It shares with the previous one the lack of a first row devoted to indicate the name of the action, although when these templates were sent to the pilots it was suggested to replicate the templates as many times as needed, that is, to not considered the action of documenting POIs or a featured trips creation as a single one per pilot, but one that could be carried out in different ways, faced diverse challenges, and came to disparate, but complementary recommendations or highlights within the same pilot, for instance, in the case of different route segments.

It shares also with the previous template the gathering of the names of the “Participating rurAllure partners” in the action, the “Dates” when the action took place, the “Reference route” for which the featured trip creation was made, the “Number of POIs” (included in the featured trip), as well as the “Number of activity POIs”, that is the ones of the total number that relate to vendor activities, for instance, providers of accommodation, meals and drinks, etc.

Moreover, the template for featured trips creation is also prepared to collect information about the “Distances from the official paths of the POIs” included, the “Provisions for accessibility”, for instance, if there were any specific thoughts in the design of the featured trips themselves, a description related to “Opportunities and motivation” to create some specific featured trips, if there were any, and the common box dedicated to “Highlights and recommendations for replicability”. Within these common items for both POIs documentation and Featured trips creation, there is a small difference in the box dedicated to “Motivation and strategy” and “Opportunities and motivation” that was included in Template 3 and Template 4, respectively.

Based on the results of the pilots gathering using these templates, we should later analyze if “Motivation and strategy” should be both documented in the same box, as well as if “Opportunities and motivation” should be gathered together or, if on the contrary, it is better to have dedicated boxes for each issue “Motivation”, “Opportunities” and “Strategy” in both templates.

In addition to the previous common aspects, the Template 4 also aims to collect the following information for specific features of this kind of rurAllure actions:

- Type of featured trip.
- End-to-end distance and duration.
- Linked physical interventions.

Finally, we also designed a Template 5 for **Narratives creation**. This is an important contribution (action type) of rurAllure project which is directly linked to the IT platform in which we aim to provide multimedia contents to help pilgrims understand the history and the heritage of the regions they traverse, following narratives curated by registered experts. The template was created to properly document the efforts, challenges, opportunities, lessons learnt, ... behind the



creation of a narrative that are worth to register in written in order to serve as models, foster the exchange of ideas and experiences, and inform about best/good practices.

A few items of the template are common with some of the previous ones. This is the case of “Title”, “Reference group”, “Topic(s)”, “Contributing partners”, and “Target audience” that were already included in the case of the template for Actions for pilgrims and tourists. It also shares with the template for POI documentation the interest of gathering information about the contribution of rurAllure partners to the action, the estimation of costs and effort, a box devoted to collecting data about sources of information and content, another one for provisions for accessibility and also one for information about “Challenges”. In this template we also find the item devoted to “Highlights and recommendations for replicability” that is common to the five templates of this second path towards a catalogue of rurAllure action types.

What makes different this fifth template is a total of eight rows that are prepared to gather information related to:

- Linked featured trips.
- Duration (of the narrative for average user).
- Other quantitative data, such as numbers of stages and locations, numbers of pictures, audio clips and videos, ...
- Formats involved: only text, only audio, audio + pictures, ...
- People involved in the creation process: academicians, staff from tourism or culture departments of some local or regional institution, freelancers, the local community, ...
- Narrative style.
- Sequencing: successive entries or daily episodes in a logical sequence, unrelated miscellaneous bits, ...
- Means of presentation: via mobile app for individual consumption, intended for a tourist guide leading a group, meant to be printed or include as snippets posted on specific locations, ...

In the five different templates created to gather information about rurAllure actions there two final spaces for collecting “Other information” or any additional information worth including in the report, that could not be placed in any of the other sections. This way, we can later identify if there is any need of adding new dedicated boxes, but also to know some particular aspects of an action that may have an impact on its conception, implementation, and launch. Likewise, there is always a final item for “Graphic documentation” that might be pictures of an event such as, in the case of Actions for pilgrims, tourists, stakeholders and/or policymakers, or Snapshots from the IT platform were the POIs, featured trips and narratives are uploaded.

In Table 8 we summarized the type of information that is gathered per type of action (or documented axes) and we present in the same horizontal level or row the common items. First, this allow us to easily identify what information is gathered for the 5 types of actions and which one is specific of some action, as we have previously explained, as well as a whole scale of different levels of concurrence in between that two ends.

We can see only three items that are common to the five actions and are highlighted with a ●5● in the final column: “Reference route”, “Highlights and recommendations for replicability”, and “Other information”. Next group comprised items that are gathered for most actions, but not for



all, or with different names and purposes that may be related but are not exactly the same. The concurrence is up to four in the case of “Date/s” that is not gathered only in the case of Action Type 5. Here we wonder if this information would be useful also to learn about the amount of time needed for the development of this type of actions. Next we find the case of Motivation that is replicated in four cases with the exception of the actions of Narratives Creation, but with different names that expand in some cases the general specific purpose of gathering information about Motivation.

Next we find a total of five axes that were included in the three templates with slightly different names in some cases: Event/Title(s), Topic(s), Distances from the official paths, RurAllure partners’ contribution/Contributing rurAllure partners, Provisions for accessibility, and Snapshots from the IT platform. Within the level of concurrence 2, we count a total of 15 axes that are now common for two templates. Some are only clearly applicable to the actions in which they are include at present, but in some cases, it is not clear enough at this point of the strategy implemented and, after the M24 deliverables are ready, we should analyze if it might be also useful to have this information in others actions. For instance, Target audience is gathered in cases of Actions with pilgrims and tourists and Actions for Narrative creation but not for Featured trip creation; and the Challenges faced in the action are only collected for POI documentation and Narratives Creation. It is also needed to highlight that the Contribution to KPIs is included both for Actions with pilgrims and tourists, and Actions with stakeholders and/or policymakers. However, in the preliminary set of KPIs and CPIs there are indicators to which POI documentation, Featured Trip Creation, and Narratives Creation might contribute, and for that reason, we should check if it is worth to include them in the later too.

Finally, we have to make reference to the 32 axes that are included only for one action. Most of them are specific of that type of action, that is, they are not applicable to the others. This is the case of Type of featured trip, Incentives to participants, or Used the IRS service for bulk uploads?, for the cases of Featured trip creation, Actions with pilgrims and tourists, and POI documentation, respectively. Then, we can say that there is a group of items that are now specific but we have to test if there is the need to expand their presence in more than one action. This is the case of Location (only documented for Action with stakeholders and/or policymakers), Selection Criteria (only collected for POI documentation), or Trip and territory characteristics (only gathered for Actions with pilgrims and tourists. There are also a number of axes that are titled slightly different in two actions and are classified under the category of level of concurrence 1 now, but we have also to check if it is worthy to come to a higher harmonization or not based on M24 pilots’ gathering results, such as in the case of “End-to-end distance and duration” for Featured trip creation and just “Duration” in case of Narrative creation, or “Program” in case of Actions for pilgrims and tourists and “Agenda” in case of Actions for Stakeholders and/or Policymakers, to cite a few.



Table 8. Summary of documented axes included in the five templates in comparative perspective, with the identification of common axes between actions that are categorized in different degrees of concurrence from 5 (gathered for all actions) to 1 (gathered for only one action type).

ACTION TYPE 1	ACTION TYPE 2	ACTION TYPE 3	ACTION TYPE 4	ACTION TYPE 5	
WITH PILGRIMS AND TOURISTS	WITH STAKEHOLDERS AND/OR POLICYMAKERS	POI DOCUMENTATION	FEATURED TRIP CREATION	NARRATIVE CREATION	
Event	Event			Title(s)	●3●
	Location				●1●
Date	Date	Dates	Dates		●4●
Reference route	Reference route(s)	Reference route	Reference route	Reference route	●5●
Motivation	Motivation	Motivation & Strategy	Opportunity and Motivation		●4●
			Type of featured trip		●1●
			End-to-end distance and duration		●1●
Topics	Topics			Topic(s)	●3●
Geographical scope	Geographical scope				●2●
Relation to previous actions	Relation to previous actions				●2●
Target audience				Target audience	●2●
	Participants				●1●
Scheduling					●1●
Promotion	Promotion				●2●
Number of participants					●1●
Stakeholders' involvement					●1●



Vendors' involvement				•1•
IT platform coverage				•1•
Distances from the official paths		Distances from the official paths	Distances from the official paths	•3•
Facilitated transport				•1•
Cost of participation				•1•
Program				•1•
	Agenda			•1•
Itinerary				•1•
Trip and territory characteristics				•1•
Heritage-related narratives				•1•
Incentives to participants				•1•
Provisions for accessibility			Provisions for accessibility Provisions for accessibility	•3•
Cost sharing	Cost sharing			•2•
		Estimations of cost and effort	Estimations of cost and effort	•2•
		Challenges	Challenges	•2•
RurAllure partners' contribution	RurAllure partners' contribution		Contributing rurAllure partners	•3•
		Participating rurAllure partners	Participating rurAllure partners	•2•
			People involved in the creative process	•1•



Agreements and outcomes			●1●
	Number of POIs uploaded		●1●
		Number of POIs included	●1●
	Number of activity POIs	Number of activity POIs	●2●
		Linked featured trips	●1●
	Selection criteria		●1●
	Sources of information & methodologies		●1●
		Sources of information and content	●1●
	Used the IRS service for bulk uploads?		●1●
		Duration	●1●
	Other quantitative data: numbers of pictures, audio clips and videos, ...	Other quantitative data	●2●
		Formats involved	●1●
		Narrative style	●1●
		Sequencing	●1●
		Means of presentation	●1●
		Linked physical interventions	●1●



Contribution to KPIS	Contribution to KPIS				•2•
Media clipping	Media clipping				•2•
Feedback	Feedback				•2•
Highlights and recommendations for replicability	Highlights and recommendations for replicability	Highlights and recommendations for replicability	Highlights and recommendations for replicability	Highlights and recommendations for replicability	•5•
Other information	Other information	Other information	Other information	Other information	•5•
Pictures from the event	Pictures from the event				•2•
		Snapshots from the IT platform	Snapshots from the IT platform	Snapshots from the IT platform	•3•

All in all, this update on the common strategy to gather and harmonize data on pilot actions seeks to contribute to the set a common ground towards the identification of best/good practices and lessons learned that will allow us to walk towards a Manual of transfer of good practices [Deliverable 2.4] and a White book of recommendations [Deliverable 2.5] in 2023, that is, towards replicable expertise, both for future pilots but also coordination strategies.

## 5. Update on the common strategy to monitor the KPIs: methods and harmonization

To start this chapter, we must look back into Section 6 of Deliverable 2.1 (titled “Defining a framework to assess the performance and impact of the pilots”) where we presented a first strategy to monitor the performance and impact of the pilots through specific Key Performance Indicators (KPIs) and Complementary Performance Indicators (CPIs).

Next, we summarize the preparatory work (year 1) of the KPIs proposal and recommendations in a bottom-up manner. The evaluation system proposed in order to identify best practices in content creation, promotion and tourism is constituted by an exhaustive and agreed list of KPIs that has been elaborated using the analysis of international experiences and initiatives of the four pilots (Table 9). Moreover, we proposed a number of CPIs for additional insight into the pilots’ achievements and impact. Likewise, the proposal of indicators that is finally created by Consortium partner UDC (WP2) has been validated with national and international experts.

Table 9. KPIs and CPIs included in D2.1.

<b>KPI1</b>	<i>Website traffic (page visits by year).</i>
<b>KPI2</b>	<i>Social media activity (posts on the rurAllure social network accounts).</i>



<b>KPI3</b>	<i>Involvement of pilgrims and local stakeholders in pilot actions.</i>
<b>KPI3.1</b>	<i>Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions.</i>
<b>KPI3.2</b>	<i>Number of events/materials organized/created for stakeholders awareness and training.</i>
<b>KPI3.3</b>	<i>Number of pilgrims and tourists involved in pilot actions.</i>
<b>KPI4</b>	<i>Outreach to decision makers besides the pilot experiments (key stakeholders attending rurAllure events or supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc.).</i>
<b>CPI1</b>	<i>Number of POIs uploaded to the platform.</i>
<b>CPI2</b>	<i>Number of featured itineraries and narratives created for specific topics and segments.</i>
<b>CPI3</b>	<i>Number and type of newly-created actions for pilgrims.</i>
<b>CPI4</b>	<i>Number and type of previously-existing activities integrated in the pilots.</i>
<b>CPI5</b>	<i>Media impact.</i>

This methodological framework was expected to provide partners with corrective measures and continuous improvement for internal monitoring and evaluation, fitting perfectly with the complexity and scale of the pilots. Regular meetings with the leaders of each project pilot (WP4 to WP7) have been kept in mind from the beginning to make sure that we understand the needs and comments.

In addition, we should also remember that it was initially agreed to let pilots interpret the KPIs with a certain degree of freedom and provide their own estimates of the proposed indicators for later, at starting from M24, take stock and analyze their follow-up in a specific evaluation framework. In other words, we aim to leave pilots room enough for their autonomy and creativity. However, this free interpretation makes it difficult to carry out a comparative follow-up, if we do not stop at certain points to gather data in a harmonized way. This happened to summarize pilot achievements when the first rurAllure review from last March 2022 was done and the results of its application are shown in Figures 4 to 7, and Table 10.



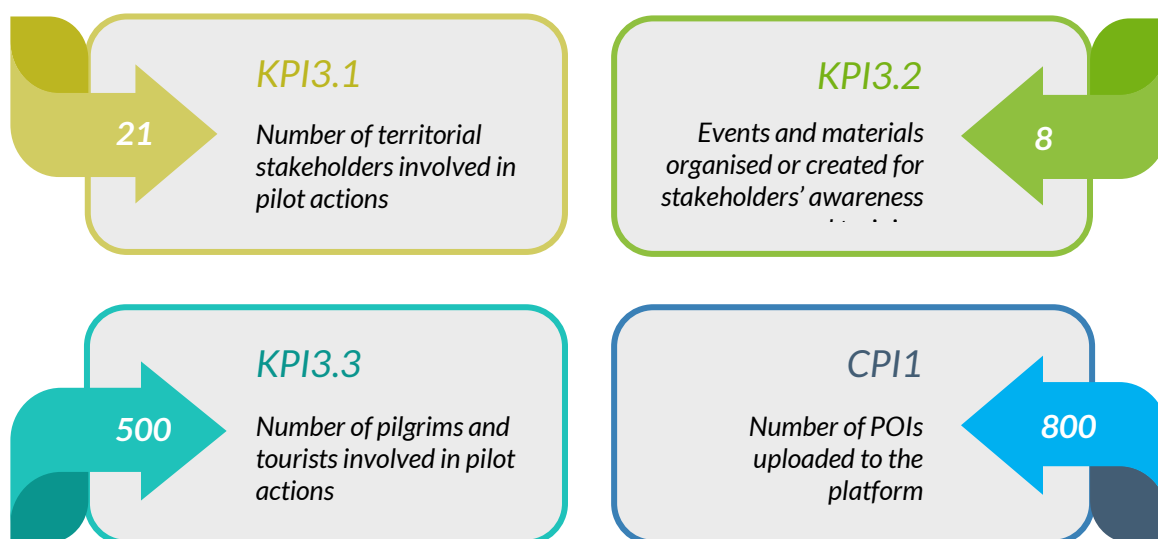


Figure 4. WP4 achieved KPIs as of March 2022.

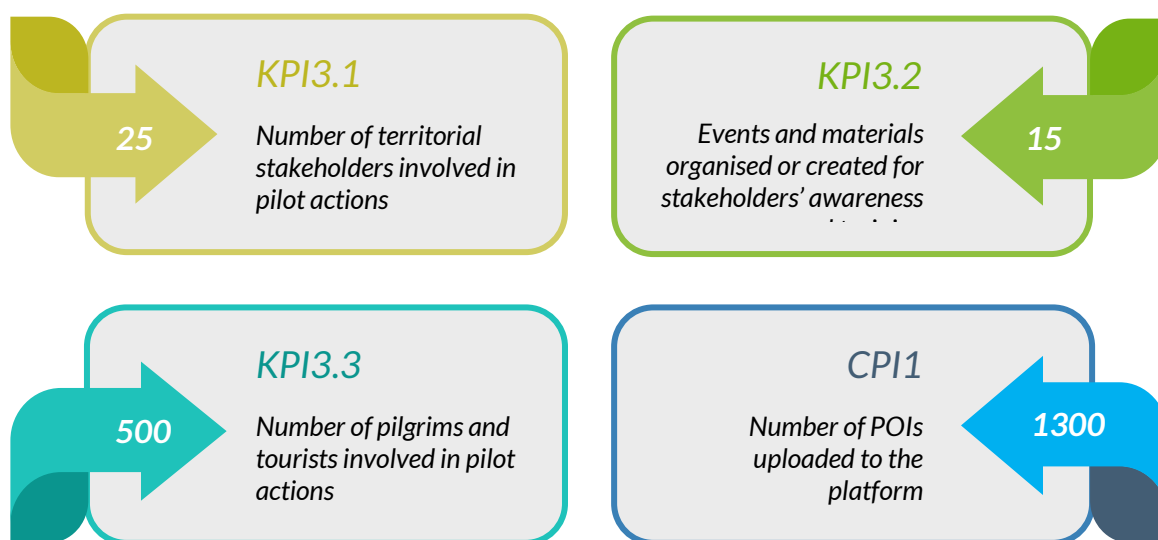


Figure 5. WP5 achieved KPIs as of March 2022.

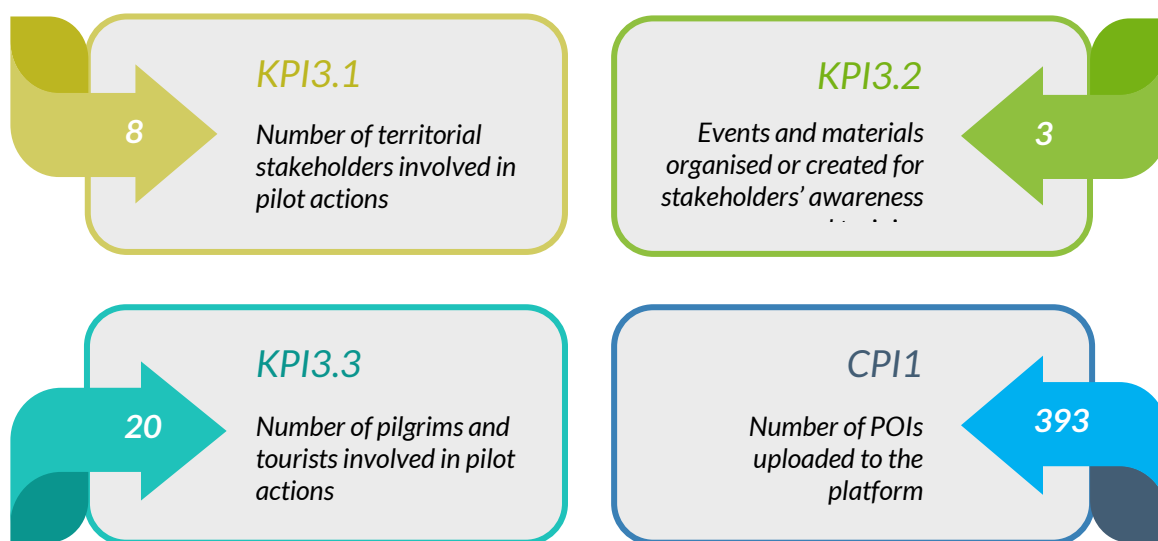


Figure 6. WP6 achieved KPIs as of March 2022.

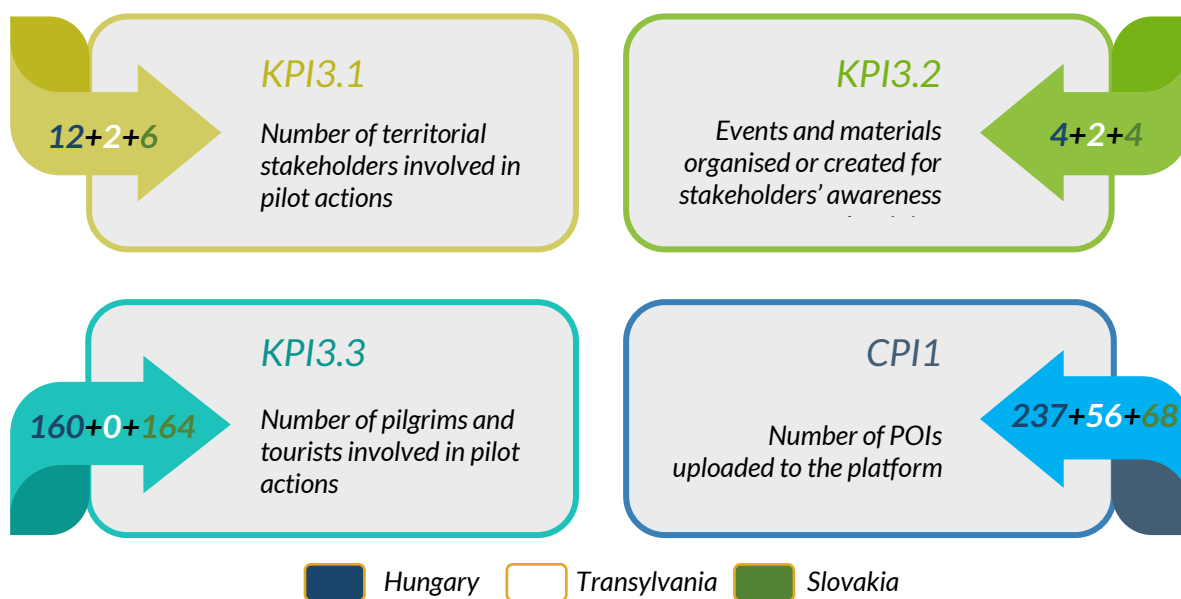


Figure 7. WP7 achieved KPIs as of March 2022.



Table 10. Informal KPIs overview as of March 2022.

<b>KPI1</b>	<b>Website traffic:</b> gaining speed after a slow start towards 30K visits by the end of 2023.
<b>KPI2</b>	<b>Social media activity:</b> already beyond the expectations for 2023, except for Instagram.
<b>KPI3</b>	Involvement of pilgrims and local stakeholders in pilot actions.
<b>KPI3.1</b>	<b>Local stakeholders involved:</b> more than the 60 indicated in the Grant Agreement.
<b>KPI3.2</b>	<b>Events/materials organized/created for stakeholders awareness and training:</b> TENS.
<b>KPI3.3</b>	<b>Pilgrims and tourists involved in pilots:</b> HUNDREDS already, FEW THOUSANDS soon.
<b>KPI4</b>	Outreach to decision makers besides the pilot experiments. <ul style="list-style-type: none"><li>• <b>Key stakeholders attending events or supporting the project's implementation:</b> already past the 20 indicated in the GA; &gt;100 expected by the end of 2023.</li><li>• <b>Contacts to adopt rurAllure solutions in new pilgrimage routes:</b> 4 indicated in the GA; more than 10 advanced conversations already.</li></ul>
<b>CPI1</b>	<b>Number of POIs uploaded to the platform:</b> THOUSANDS.
<b>CPI2</b>	<b>Number of featured itineraries and narratives created:</b> TENS.
<b>CPI3</b>	<b>Number and type of newly-created actions for pilgrims:</b> TENS.
<b>CPI4</b>	<b>Number and type of previously-existing activities integrated in the pilots:</b> TENS.
<b>CPI5</b>	<b>Media impact:</b> TENS of appearances already; HUNDREDS soon.

After that work, in the update of the common strategy to monitor the KPIs we carried out during the second year of the project, we also tried to integrate the gathering of the KPIs and CPIs inside the harmonized process to collect pilots actions that was previously presented through:

- Template 1 for **Actions with pilgrims and tourists** [Annex II]
- Template 2 for **Actions with stakeholders and/or policymakers** [Annex III]
- Template 3 for **POIs documentation** [Annex IV]
- Template 4 for **Featured trips creation** [Annex V]
- Template 5 for **Narratives creation** [Annex VI]

This way, we thought that we could overcome some difficulties that pilots experimented in relation to what they should count for each performance indicator and how. From all the five previous templates, in case of Template 1 and 2, we proposed a specific row devoted to gathering information about what is the Contribution of the reported action to KPIs, and we indicated that in this row pilots should provide information about the Specific contributions of the action to the project's Key Performance Indicators (KPIs) and Complementary Performance Indicators (CPIs) according to deliverable 2.1. This row is filled in by pilots after gathering many information about



involvement of pilgrims and local stakeholders in the action (that feeds KPI3); Key stakeholders attending rurAllure events or supporting the project's implementation (KP4), media impact (CPI5), etc. However, we should not forget that not all actions may be documented in that format so data about the others should also be gathered periodically. In addition, the Template 3 for POIs documentation also favors the collection of information that can feed the performance indicators in the case of one of its items. Such is the case of the "Number of POIs updated" that provide us with the value of CPI1. Once the second reports of pilots are delivered (M24), we will be able to evaluate if that integration of the KPIs and CPIs gathering into the documentation of actions favors or not the application of the initial framework.

The indicators will translate the project objectives into measurable terms, expressing the expected level of achievement. In any case, it should be noted that these indicators do not exactly measure the achievement of an objective, but rather measure the progress in the execution of the measures and actions foreseen in the project. In this way, its initial value is zero and it increases with the development of the actions, that is, they allow the progress of each one of the pilots to be assessed. They are generated, therefore, during the development of the activities as one more element of the same, for which reason their collection must be incorporated into the daily routines of the execution of the programs.

It is necessary to continue trying to standardize the collection of KPIs by pilots. In other words, it is necessary for everyone to cover their contributions in the manner indicated in the template to unify criteria. In the case of being zero, simply include "does not apply" but it is also necessary to mention it since the absence is as important as the presence. All in all, the WP2, through future interviews with each of the pilots, will discuss and work on the systematic way in which the information is collected, the standardization of the instruments, the procedures and the homogenization of the format in which they are collected so that they can be later purchasable. Likewise, in the future annuity, the quality elements of these indicators will be evaluated based on the data provided: their relevance, their clarity, their definition, their validity, and their reliability.

For that purpose, WP2 considers it appropriate to start from the following matrix (Table 11) of practical recommendations to outline the evaluation and monitoring of the aforementioned KPIs.

Table 11. Matrix for the evaluation of the performance indicators framework and its application.

UNIT OF MEASURE-MENT/FORM OF CALCULATION	SOURCE	UNIT RESPONSIBLE	TEMPORARY	RESULT
Standardized description of the magnitude of a certain dimension	Data collection technique (survey, registry, etc.)	Who is in charge of producing the information	Date and frequency of the measurement	
<b>INDICATOR</b>				



Next, we also include an overview of the KPIs and CPIs as for December 2022 (Table 12) and a deeper analysis in the Annex VII. Both are based on the actions that were documented by pilots in the initial drafts of their deliverables for M24, so results are partial as not all actions implemented by actions are included.

Table 12. Results achieved in KPIs and CPIs gathering as for December 2022, based on the drafts facilitated by the pilots in October 2022.

<b>KPI1</b>	<b>Website traffic:</b> >30K visits already (and speeding up after the photo contests launched from WP8)
<b>KPI2</b>	<b>Social media activity:</b> >1000 followers on Facebook, >500 on LinkedIn, >400 on Instagram, >130 on Twitter
<b>KPI3</b>	Involvement of pilgrims and local stakeholders in pilot actions.
<b>KPI3.1</b>	<b>Local stakeholders involved in pilot actions:</b> >100
<b>KPI3.2</b>	<b>Events/materials organized/created for stakeholders awareness and training:</b> TENS.
<b>KPI3.3</b>	<b>Pilgrims and tourists involved in pilots:</b> >5000
<b>KPI4</b>	Outreach to decision makers besides the pilot experiments. <ul style="list-style-type: none"><li>• <b>Key stakeholders attending events or supporting the project's implementation:</b> &gt;60; &gt;100 expected by the end of 2023.</li><li>• <b>Contacts to adopt rurAllure solutions in new pilgrimage routes:</b> 4 indicated in the Grant Agreement; more than 10 advanced conversations already.</li></ul>
<b>CPI1</b>	<b>Number of POIs uploaded to the platform:</b> 6799
<b>CPI2</b>	<b>Number of featured itineraries and narratives created:</b> 124
<b>CPI3</b>	<b>Number and type of newly-created actions for pilgrims:</b> >30
<b>CPI4</b>	<b>Number and type of previously-existing activities integrated in the pilots:</b> >30
<b>CPI5</b>	<b>Media impact:</b> >500

To end this section, we want also to gather some comments about the results obtained during our initial review of the M24 reports. It should be noted that:

- KPI4 (outreach to decision makers) has probably been a difficult indicator to estimate, so it will be necessary to better define this item or, on the contrary, redefine it.
- In general, in the case of the actions that have been carried out during this year, the differences in the degree of development of the different pilgrimage routes are clearly detected. Thus, in the cases of WP4 and WP5, newly created actions are appreciated but a large part are of continuity, which is of enormous importance to be able to continue working on actions that have previously been successful because



the recognition will be greater. In the case of WP6 they are all newly created and in WP7 almost all are newly created as well. Therefore, this clearly indicates the degree of development and the needs of work according to the moment. Undoubtedly, being able to classify these actions according to the degree of development of the pilgrimage route will facilitate the replication of best/good practices.

Due to this heterogeneity, some results of the individualized analysis carried out during this year for each of the pilots are already advanced:

- Owing to the consolidated status of the different branches of the Ways to Santiago de Compostela, the partners in WP4 have implemented actions in collaboration with various organizations that seek to develop new variants through rural territories that were not on the maps for pilgrims so far. Likewise, they are reporting advanced plans to work together with regional stakeholders in Spain and Portugal to apply to public calls in order to fund future actions fully in line with the rurAllure goals. The main recommendation in this case is to engage more deeply in the contacts with key policymakers at all levels.
- The partners working in WP5 have proposed a pertinent and clear work strategy: greater diffusion and commercialization of the route. Thus, it is necessary to highlight their participation in a large number of fairs and networking work with stakeholders. In this sense, it is recommended to expand the work in attracting suppliers of a different nature such as restaurants, tourist guides and even a local travel agency that can work as a receptive and help to revitalize the route.
- The WP6 pilgrimage route is in a very early stage of development. In this sense, the pilot strategy has been well focused on organizing meetings with different local agents to organize and define the next steps to take. However, it is recommended to invite a greater number of representatives of the tourism system and clear sellers to these meetings. In this case, if there are difficulties in finding companies that work on the pilgrimage route, it may be important to create days to encourage local people to start businesses linked to the development of the route.

Lastly, it is considered that the narratives created in these meetings seem to be original and well defined, but it is necessary to make a greater diffusion in the local media and social networks about the actions carried out and, of course, register them correctly in the report.

- Undoubtedly, the WP7 reports show the great effort and time spent by the involved partners in selecting the POIs and including this information on the IT platform. However, in the case of WP7, the need to prepare an inventory of more heterogeneous resources is detected, following the example of the other pilots. In this way, it will be possible to create more integrated narratives in the territory and attract a broader public profile, which will undoubtedly help promote the pilgrimage route.

Along the same lines, the report files should try to be completed with more information. An important issue that has not been sufficiently developed is the contact with suppliers/vendors. Therefore, it is recommended to continue working on attracting suppliers (vendors) of a different nature such as restaurants, tour



guides and even a local travel agency that can work as a receptive and help to revitalize the pilgrimage route.

- Finally, it is recommended to continue working on the dissemination of actions through local media and social networks about the actions carried out.

As a result, a Manual of transfer of good practices will be published to ease the implementation of successful initiatives all along the pilgrimage routes involved with the pilots and elsewhere in Europe. The Manual will collect information from the selected case studies included in the rurAllure study and, in addition, will include a system of indicators that will allow other institutions to assess their own situation, as well as to learn about other experiences that facilitate the replication of best/good practices. These indicators, accompanied by their corresponding methodology, will be an unprecedented contribution.

## *6. Update on the common strategy for the institutional network*

As explained in Deliverable 1.3 (“Project handbook – Mid-term update”), a task force was appointed in January 2022 to move forward in the definition of the goals, structure and procedures for the network of institutions that will bring together organizations from all over Europe with an interest in the areas of pilgrimage, cultural heritage, tourism and rural development.

Overhearing the debates within the task force, and following a thorough analysis of options followed by similar networks created in the past to work in other areas, UDC took the initiative of designing a **first proposal** that would pursue four main goals derived from the recommendations included in the Policy Brief of Deliverable 2.8:

- Setting common standards and criteria to measure the performance and impacts of pilgrimage routes, learning from the most developed ones.
- Encouraging policymakers to:
  - integrate pilgrimage more deeply in European policies;
  - develop/adopt a common governance model with shared priorities and clear responsibilities.
- Fostering capacity building opportunities on pilgrimage routes for public authorities, cultural and tourism operators at all levels.
- Taking advantage of the funds made available by the European Union Recovery Instrument for infrastructure development and management of pilgrimage routes.

The proposal was to establish a non-profit association with a lightweight structure, voluntary and open membership, membership fees, and autonomy and independence. The possibility was suggested to do so under Galician and Spanish law, inasmuch as a Galician association can legally hire workers, can develop economic activities (e.g. get funding from new projects), would be quick and easy to set up, and would not require capital contribution. The fact that the Galician legal body on pilgrimage (and potential funding schemes) is arguably the most advanced in Europe was presented as an additional advantage.

The proposed network could have the following structure:



- A General Assembly as the main decision-making body, including all members and working by democratic decision-making.
- An Executive Committee proposing to the General Assembly.
- Working Groups to drive the activities of different members at the different levels.

The positions to be appointed would be, in turn, the following:

- A President as main representative of the network.
- A Secretary-Treasurer.
- A Communications Officer.

Full members of such a network would come from both the public sector (e.g. local, regional and national authorities managing heritage sites, heritage institutions, universities and research institutes, etc.) and the private sector (cultural associations and others, heritage institutions, private businesses and freelancers, etc.). Any natural or legal persons under public or private law wishing to support the network's activities in non-material or financial ways could be sponsoring members, too.

This proposal was discussed extensively during the General Meeting of the rurAllure Consortium of September 2022 in Bratislava, where it did not attain consensus. It was argued that, given the current landscape of pilgrimage-related organizations in Europe, the creation of an additional superstructure might not serve their purposes efficiently, but rather distort the bottom-up relationships and dynamics of cooperation consolidated during the last decades.

An **alternative proposal** supported by the partners most closely involved with the development and promotion of a given pilgrimage route (namely, MUTKE, FHV and AEVF) took the shape of an International Board or a Confederation, based on a **Memorandum of Understanding** (MOU) that would be signed primarily by associations managing pilgrimage routes, though open and extendable to other organizations as well. Initial partners would be the routes involved in the rurAllure project and alike associated partners.

The ensuing debate led to the conclusion that the opportunity could be taken to work on the potential of pilgrimage routes as a subcategory of existing European cultural routes. This means sharing of thoughts regarding the real needs of each association that manages pilgrimage ways and defining together the added value that the network could bring to each reality:

- Lobbying for dedicated funds within the tourism field.
- Having greater weight at political tables.
- Increasing visibility.
- Achieving economies of scale.
- ...

The Consortium finally agreed to pursue this alternative, and therefore the task force proceeded to review MoUs of similar initiatives: NSTO, the PRISMA Västra Götaland cooperation platform, Mitomed Plus, etc. The document for rurAllure will be finalized in the first months of 2023, after going through the following steps:





1. Having online meetings among the referents of the routes.
2. Filling in a form to summarize main shared values, needs, expectations, ... starting from a survey conducted in preparation of D2.7 ("Exploitation plan") with 25 associated partners, where they all expressed their opinions about the recommendations coming from the Policy Brief.
3. Writing the content of the MoU, starting from the chosen reference models as well as the memorandum signed by the Via Francigena, the Via Romea Strata and the Via Romea Germanica in 2021.

The goal is to have the MoU initially signed by rurAllure partners and selected associated partners by the time of the last General Meeting, to be held in Trondheim in June 2023.

This overall plan does not preclude any other initiatives started by rurAllure partners within the scope of the pilot territories, such as the joint proposals in preparation between Spanish and Portuguese organizations (detailed in Deliverable 4.2), the joint efforts suggested by NTNU to Danish, Swedish and Finnish organizations involved with the St. Olav Ways (see D6.2) or the collaborations started in the context of WP7 between Hungarian and Romanian associations (see D7.2).

In addition, FUN will create in 2023 its own specialized regional association (called "Ámeto Mítico AC") to promote their own literary detours and routes development, on their targeted territory in Galicia. The statutes are under checking by legal experts and FUN is mapping the best stakeholders to be members before registering on 2023. It will be launched during the rurAllure General Meeting of March 2023.

Finally, it is worth noting that UVIGO, UDC and FUN have submitted proposals to two calls launched by the regional government of Galicia (Xunta de Galicia) related to maximizing the impact and the sustainability of the ways to Santiago de Compostela:

- One proposal is asking for funding to cover the whole Euro-region of Galicia and North of Portugal in the rurAllure IT platform, with multidisciplinary experts working along the project's recommendations to document thousands of POIs more and to create hundreds of featured trips and narratives.
- The other proposal seeks to secure staff and resources to mobilize activities within the rurAllure network of institutions in order to achieve the goals of the refined strategic focus explained at the end of Section 3: developing and promoting new experiences connected to the pilgrimage routes of Europe, fostering dialogue between themes, targeting a different profile of tourist-pilgrim, and ensuring territorial balance and more widespread impact.

In principle, these proposals have been informed positively, so the applicants are hopeful that they will be funded if Xunta de Galicia can finally manage and use the intended budget.



## 7. Conclusions and priorities for 2023

WP2 has sought to bring together all partners to design common strategies, exchange their respective findings and plan next steps. The methodological framework carried out by the UDC team has considered internal monitoring and assessment, corrective measures and continuous improvement, adjusting perfectly to the complexity and scale of the pilots.

The work has built on the fact that pilgrimage routes can be considered as a case of slow tourism that crosses different territories and through which it is possible to travel for several days. Taking this premise into account, this deliverable aims to provide a methodology for the design or recovery of historic ways suitable for slow mobility. A qualitative empirical framework has been created that aims to evaluate the perception on different topics: plans and projects of territorial and tourist development; the importance of cooperation networks, the identification of the main opportunities of the territory, the identification of the main critical aspects, etc. The need to know the point of view of these participants comes from the fact that the opportunity to experience these rural regions with more leisurely times does not depend only on the subjective sensitivity of pilgrims and tourists, but, to a large extent, also depends on the characteristics of the system of local supply.

The work conducted in the pilots in 2021 and 2022 has shown that it is difficult to come up with feasible itineraries to lure pilgrims and slow tourists into the rural territories that surround the numerous pilgrimage routes of Europe. The pilgrimage phenomenon is growing steadily, but the experiences remain homogeneous and repetitive. The predominant segmentation of the routes, as documented in many guides and followed by thousands by the book, becomes engraved in the territory due to the concentration of services along a line (actually, on specific locations thereon, which act as isolated poles of direct economic impact). Nevertheless, we have gathered substantial evidence (as documented in the 2022 reports of D4.2, D5.2, D6.2 and D7.2) that the original rurAllure idea of providing personalized trips with detours into the rural surroundings of the routes (motivated by visits to selected POIs) is feasible within limited ranges. The full potential embedded in the historical, natural and ethnographic heritage, however, can only be achieved by systematically revealing the key locations and needs that could receive public and/or private investments in order to unlock possibilities that are nowadays discarded because of accessibility, reachability and service availability concerns.

In this context, it is necessary to keep in mind that the generation of a successful tourism development model with aspirations to contribute to local development necessarily implies, as Cruz and Pulido (2012) point out, the perception and participation of stakeholders (participants or groups of participants with the capacity to influence or be influenced by the phenomenon). The participation of multiple stakeholders in planning can thus facilitate the integration and resolution of various social, cultural, environmental, economic and political problems relevant to sustainable development (Bramwell & Lane, 2000).

The update of the strategy for the gathering of the pilots was applied during the second year and reveals the aim of setting a clear path for harmonizing data and, in doing so, to set common ground towards the identification of best/good practices and lessons learned that will become replicable expertise in and outside rurAllure consortium. WP2 has also considered it appropriate to start from a matrix of practical recommendations to outline the evaluation and monitoring of KPIs. As a result, a manual of transfer of good practices will be published to ease the implementation of successful initiatives all along the pilgrimage routes involved with the pilots and elsewhere in Europe. The manual will collect information from the selected case studies included in the



rurAllure study and, in addition, will include a system of indicators that will allow other institutions to assess their own situation, as well as to learn about other experiences that facilitate the replication of best/good practices. These indicators, accompanied by their corresponding methodology, will be an unprecedented contribution.

Furthermore, the gathering and analysis of the experiences conducted in the four pilot studies will be the key to identify the specific research, innovation and training needs for policy makers for improving the cooperation of European cultural, creative and economic agents related to the rural environment.

From these observations, and faced with the final documentation of the work conducted in the pilots during 2021, the **main priorities for 2023** for the project as a whole are established as follows:

- Kickstarting the network of institutions during the spring months, giving it proper online presence through a redesign of the [www.rurallure.eu](http://www.rurallure.eu) website and feeding it with concrete actions from attain resources to keep it alive after the end of the project.
- Involve greater numbers of vendors in the pilot actions, once the IT platform has reached the necessary level of maturity, relevant contents have been uploaded and all of the functionalities have been tested in the actions implemented in 2021 and 2022.
- Finalizing the exploitation plan so as to ensure the use and sustainability of all the project outcomes after 2023: technological assets, contents uploaded to the IT platform, tangible and intangible know-how, network of contacts, etc.
- Preparing one proposal for a suitable Horizon Europe call, such as HORIZON-CL4-2023-HUMAN-01-33 (“Fostering knowledge valorisation through societal and cultural interactions”, deadline February 2024), with a new consortium led by key members of the network of institutions, seeking to capitalize the know-how gained in rurAllure to achieve value creation and transfer to economy and society by increased interactions between arts and cultural institutions, citizens and industries within the area of influence to selected rural territories.

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## Annex I: First version of the catalogue of action types

The following pages contain snapshots of the Excel version of the catalogue of action types that was provided to pilots to collect specific data from all their actions.

**Instructions for Data Gathering on Pilot Actions**  
The purpose of this template is to gather and harmonized data on pilot actions to progressively give way to a catalogue of action types. The starting point is the information each pilot already collected for their M12 deliverable (D4.1, D5.1, D6.1, D7.1). First line is completed with an example. You are expected to fill in the "Actions Catalogue" tab.

**How to fill in the template**

<b>Column A: Action Name</b>	Write the name of the action.
<b>Column B: Action Group</b>	Choose one of the two options that are displayed when you click on a cell of this columns: Previously-Existing integrated or Newly-created.
<b>Column C: Action Short Description (up to 250 words)</b>	Provide a short description of the action that do not exceed the limit of 250 words. Have in mind, that many information about the action would be displayed in the following columns.
<b>Column D: Pilgrimage Route</b>	When you click on a cell of this column a list of the four rurAllure pilgrimages routes will be displayed. Select the one where the action you are going to document was developed.
<b>Column E: Pilgrimage Segment</b>	When you click on a cell of this column a list of pilgrimage segments of the four rurAllure pilgrimages routes will be displayed. These segments are coherent with the ones each pilot included in the Territorial Coverage of March review. If the action is end-to-end, select the last option "Does not apply". If the action was developed in more than one pilgrimage segment, but not in the whole route, select the last blank space and directly write in the cell the pilgrimage segments names.
<b>Column F: Location/s</b>	Indicate the location/s where the action was developed in the form Place/s (Country). If the action does not applied to a specific location/s but to a whole route segment, you can leave this cell blank or indicate the location/s where some relevant activities within the action took place.
<b>Column G: Population density</b>	Indicate the population size of the previous location/s in inhabitants per square kilometre. In the case of several locations, just indicate an average value.
<b>Column H: Distance from the official route</b>	Indicate the location/s distance from the official pilgrimage route in kms. In the case of several locations, just indicate an average value.
<b>Column I: Facilitated transport</b>	Select from the list if the action facilitates or does not facilitate transport from the official route to the action location. Depending on the type of action, this information may not apply. In such a case, select the last option "Does not apply".
<b>Column J: Geographical Scope</b>	Select a geographical scope from the list.
<b>Column K: Action Management</b>	Indicate who coordinated and supervised the action.
<b>Column L: Participant Stakeholders</b>	Indicate the stakeholders that were involved in the action.
<b>Column M: Date (From... to)</b>	Indicate the starting date of the action and the end date in the form: From 01/01/2021 to 22/02/2021. In the case that the action is still ongoing, just indicate the starting day: 01/01/2021 to present.

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**Column N: Action Heritage Focus**

Select from the list the type of heritage on which the action is focused. By default we have included four main heritage groups of rurAllure (Ethnography, Literature, Nature, Thermalism). If the focus is not one of the previous, select the last blank space and directly write in the cell the action heritage focus you think is the best to be gathered.

**Column O: Action Motivations**

Indicate what are the main motivations to implement the action in relation, for instance, with Strengths & Opportunities or Weakness & Threats included in your

**Column P: Target Audience**

Select from the list the main target audience of the action. If you want to include more than one answer or if you do not find in the list the proper target audience, please select the last blank option and fill in the cell with your particular answer.

**Column Q: Action Strategies**

Indicate what are the main action strategies you developed to maintain the strengths, explore/exploit the opportunities, to correct the weaknesses or to adapt/adjust the threats previously identified.

**Column R: Type of action**

Based on the pilot first deliverables we have created a first type of actions classification that is described at a word file titled Actions02\_TypesProposal we sent you along with this excel file. From the list, please select the type you think better matches the action. If you think none of the types listed matches your action, please select the last blank option and fill in the cell with your particular answer.

**Column S: Action Impacts**

Indicate the main impacts of the developed action in relation with rurAllure aim of promoting museums and heritage sites in the vicinity of the pilgrimage routes.

**Column T: Action Links**

Indicate url links to websites where the action was promoted/disseminated with images, textual information, interviews,... prior/during or after the action

**Column U: Comments**

This last cell is devoted to add any other issue you consider important about the action for which you did not find a proper place before or any other reflection you want to annotate about this catalogue of actions proposal.



Action Group		Project		Activity		Phase		Start		End	
Name	Description	Type	Status	Start	End	Phase	Status	Start	End	Phase	Status
Ámesto Mítico: Itinerant Poetry Residences along the Way of Saint James	The action "Ámesto Mítico: Itinerant Poetry Residences... aims to update the legacy of Galician-Portuguese poetry characterized by the influence of Provençal lyric poetry and others, such as the Sufi poetry, that ended up in the Galician lands through the pilgrimage ways to Santiago de Compostela. We wanted to re-activate that legacy and accompany poets who are interested in the pilgrimage experience as well as to disseminate the Saint James Way as a mythical space for the creation of new poetry. Based on the last book written by the renowned Galician poet Uxío Novoneyra, titled "Arrodeos e Desvíos do Camiño de Santiago", we proposed the second edition of an itinerant residence devoted to write poetry while experiencing the ancient pilgrimage route in Galicia territory. A total of six young poets respond to the open call for participations: the Hungarian writer Agnes Marton, the Spanish National Prize of Young Poetry 2011 Laura Casielles, Pilar Astray, Luis López Alonso, Arancha Nogueira and the Irish writer Adam Wyeth. This action was also developed to bring poetry closer to young people through active participation and workshops that took place in six Galicia high schools nearby the pilgrimage routes with the presence of the selected writers.	Activity	Project	2019	2020	Phase 1	Completed	2019	2020	Phase 1	Completed

What?		
IDENTIFICATION		
Action Name	Action Group	Action Short Description (Up 250 words)
Ámesto Mítico: Itinerant Poetry Residences along the Way of Saint James	Previously-Existing integrated	The action <i>Ámesto Mítico: Itinerant Poetry Residences...</i> aims to update the legacy of Galician-Portuguese poetry characterized by the influence of Provençal lyric poetry and others, such as the Sufi poetry, that ended up in the Galician lands through the pilgrimage ways to Santiago de Compostela. We wanted to re-activate that legacy and accompany poets who are interested in the pilgrimage experience as well as to disseminate the Saint James Way as a mythical space for the creation of new poetry. Based on the last book written by the renowned Galician poet Uxío Novoneyra, titled <i>Arrodeos e Desvíos do Camiño de Santiago</i> , we proposed the second edition of an itinerant residence devoted to write poetry while experiencing the ancient pilgrimage route in Galicia territory. A total of six young poets respond to the open call for participations: the Hungarian writer Agnes Marton, the Spanish National Prize of Young Poetry 2011 Laura Casielles, Pilar Astray, Luis López Alonso, Arancha Nogueira and the Irish writer Adam Wyeth. This action was also developed to bring poetry closer to young people through active participation and workshops that took place in six Galicia high schools nearby the pilgrimage routes with the presence of the selected writers.

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WHAT IS IT?		WHERE?							HOW DOES IT WORK?				WHY?		WHAT CAN WE LEARN FROM IT?	
Area	Topic	Location	Population	Distance from official route	Facilitated transport	Geographical scope	Other	Facilitated transport	Geographical scope	Other	Why?	What can we learn from it?				
Winter Way	French Way	Becerreá, Lugo, Palas de Rei, Parada do Courel, Pedrafita do Cebreiro, Seoane do Courel, Lugo (Spain)	5,12 in/km2	= 40 km	Yes	Supranational										

Where?						
SPACE						
Pilgrimage Route	Pilgrimage Segment	Location/s	Population density	Distance from the official route	Facilitated transport	Geographical Scope
Santiago de Compostela	Winter Way; French Way	Becerreá, Lugo, Palas de Rei, Parada do Courel, Pedrafita do Cebreiro, Seoane do Courel, Lugo (Spain)	5,12 in/km2	= 40 km	Yes	Supranational

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WP4: COORDINATION							WP5: PURPOSE						
Action management	Participant Stakeholders	Date (From... to)	Action Heritage Focus	Action motivations	Target Audience								
WP4: Fundación Uxío Novoneyra (FUN)	CPI Pedrafita do Cebreiro, CPI Seoane do Courel, IES Becerreá, IES do Camiño (Palas de Rei), IES Lucus Augusti (Lugo); O teu Xacobeo (Xunta de Galicia)	From 16/09/2021 to 30/09/2021	Literature	To encourage poetry writing around the topic of pilgrimage. To create new audiences and a deeper knowledge of the Way to Santiago	Writers; Schools; General public								

Who?/When? COORDINATION			What for? PURPOSE		
Action management	Participant Stakeholders	Date (From... to)	Action Heritage Focus	Action motivations	Target Audience
WP4: Fundación Uxío Novoneyra (FUN)	CPI Pedrafita do Cebreiro, CPI Seoane do Courel, IES Becerreá, IES do Camiño (Palas de Rei), IES Lucus Augusti (Lugo); O teu Xacobeo (Xunta de Galicia)	From 16/09/2021 to 30/09/2021	Literature	To encourage poetry writing around the topic of pilgrimage. To create new audiences and a deeper knowledge of the Way to Santiago	Writers; Schools; General public



OBJETIVO		OBJETIVOS			INDICADORES			CATEGORIAS		INDICADORES		INDICADORES	
INDICADOR	UNIDAD	INDICADOR	UNIDAD	INDICADOR	UNIDAD	INDICADOR	UNIDAD	INDICADOR	UNIDAD	INDICADOR	UNIDAD	INDICADOR	UNIDAD
<p>The main objective is to create a network of young poets in the region of Uxio, Viqueira and Comarcas, through the organization of workshops and meetings, in order to promote the use of poetry as a tool for social inclusion and education. The project will be carried out in the region of Uxio, Viqueira and Comarcas, through the organization of workshops and meetings, in order to promote the use of poetry as a tool for social inclusion and education.</p>													

How?		What results?		
STRATEGY		OUTCOMES		
Action Strategies	Type of action	Action Impacts	Action links	Comments
To involve poets to write about the topic of pilgrimage and explore onsite the literary connections in the Way. To engage young people with literature and the way of Saint James through direct contact with authors and their work.	Designing for inclusion/engagement + Designing for education	A total of 6 poets, 120 students and 30 visitors involved. New texts from the poets to be published about the topic of pilgrimage. School materials for students and teachers in the form of a plaquette.	<a href="https://www.elprogreso.es/articulo/comarcas/camin-ar-escribir-da-man-novoneyra/202109191436401526143.html">https://www.elprogreso.es/articulo/comarcas/camin-ar-escribir-da-man-novoneyra/202109191436401526143.html</a> , <a href="https://uxionovoneyra.com/es/aberta-convocatoria-ii-residencias-poeticas-ameto-mitico-no-camino-de-santiago/">https://uxionovoneyra.com/es/aberta-convocatoria-ii-residencias-poeticas-ameto-mitico-no-camino-de-santiago/</a>	



## Annex II: Template for Actions with pilgrims and tourists

This annex contains the template to document and gather information about actions implemented by projects pilots with pilgrims and tourists. The example provided along with this first template is included in deliverable 4.2 for the action title "Pilgrimage along Camino Nós".

<b>EVENT</b>	Title of the action.
<b>DATE</b>	Day, month and year on which the action took place.
<b>REFERENCE ROUTE</b>	The pilgrimage route (or specific segments therein) that the action related to.
<b>MOTIVATION</b>	Explanation of why the action was designed and implemented, in relation to the project's objectives.
<b>TOPICS</b>	Type(s) of heritage that received primary or secondary attention in the action.
<b>GEOGRAPHICAL SCOPE</b>	Local, regional, national, ...
<b>RELATION TO PREVIOUS ACTIONS</b>	Whether the action relates to others done in the past, to highlight continuity whenever possible.
<b>TARGET AUDIENCE</b>	Pilgrims with a religious/spiritual motivation, tourists with different motivations; travelling on foot, by bicycle or other means; demographic aspects (age, gender, nationality, ...), etc.
<b>SCHEDULING</b>	A one-time event, one in a series, to be promoted periodically or not, ...
<b>PROMOTION</b>	How the event was promoted and by whom.
<b>NUMBER OF PARTICIPANTS</b>	Registered and actual participants.
<b>STAKEHOLDERS' INVOLVEMENT</b>	Whether and how any stakeholders participated in the design, promotion and/or implementation of the action.
<b>VENDORS' INVOLVEMENT</b>	Whether and how any vendors (i.e. providers of accommodation, food or drinks, cultural activities, entertainment, ...) were involved in the action.
<b>IT PLATFORM COVERAGE</b>	Number of POIs, featured trips and narratives on the rurAllure platform, related to the action.
<b>DISTANCES FROM THE OFFICIAL PATHS</b>	Range of distance of the locations on the itinerary to the official paths of the pilgrimage route.



<b>FACILITATED TRANSPORT</b>	<i>Whether any transportation means were offered to the participants to reach the starting/ending points or any POIs along the itinerary.</i>
<b>COST OF PARTICIPATION</b>	<i>Whether and how much the participants had to pay.</i>
<b>PROGRAM</b>	<i>Description of the activities that made up the action, and their timing.</i>
<b>ITINERARY</b>	<i>Starting point, ending point and enumeration of the key locations.</i>
<b>TRIP AND TERRITORY CHARACTERISTICS</b>	<i>Distance, difficulty, duration, ... plus a description of the territory and the rural environment.</i>
<b>HERITAGE-RELATED NARRATIVES</b>	<i>Details of the narrative offered to the participants to know aspects of the heritage or the history along the itinerary.</i>
<b>INCENTIVES TO PARTICIPANTS</b>	<i>Description of gifts or any other means used to encourage or reward participation.</i>
<b>PROVISIONS FOR ACCESSIBILITY</b>	<i>Were there any specific thoughts in the design of the event about people affected by any type of disability?</i>
<b>COST SHARING</b>	<i>How the organization costs were afforded and shared by different organizations.</i>
<b>RURALLURE PARTNERS' CONTRIBUTION</b>	<i>Brief description of how the different rurAllure partners contributed to the action.</i>
<b>CONTRIBUTION TO KPIS</b>	<i>Specific contributions of the action to the project's Key Performance Indicators (KPIs) and Complementary Performance Indicators (CPIs) (see Deliverable 2.1).</i>
<b>MEDIA CLIPPING</b>	<i>Links to / snapshots of news about the action in the media.</i>
<b>FEEDBACK</b>	<i>Any bits of feedback received from participants, stakeholders and vendors about the success or failure of the action, or about ways that it could be improved.</i>
<b>HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY</b>	<i>Observations worth sharing with rurAllure partners or whichever other organizations that would be interested in implementing similar actions.</i>

### Other information

Any additional information worth including in the report, that could not be placed in any of the preceding sections.

### Pictures from the event

A collection of pictures of the event.



## Annex III: Template for Actions with stakeholders and policymakers

This annex contains the template to document and gather information about actions implemented by projects pilots with stakeholders and/or policymakers. The example provided along with this second template is included in deliverable 4.2 for the action title “Roundtables with stakeholders from Galicia and the North of Portugal”.

<b>EVENT</b>	<i>Title of the action.</i>
<b>LOCATION</b>	<i>Place where the action took place.</i>
<b>DATE</b>	<i>Day, month and year on which the action took place.</i>
<b>REFERENCE ROUTE(S)</b>	<i>The pilgrimage route (or specific segments therein) that the action related to.</i>
<b>MOTIVATION</b>	<i>Explanation of why the action was designed and implemented, in relation to the project's objectives.</i>
<b>TOPICS</b>	<i>Type(s) of heritage that received primary or secondary attention in the action.</i>
<b>GEOGRAPHICAL SCOPE</b>	<i>Geographical scope: local, regional, national, ...</i>
<b>RELATION TO PREVIOUS ACTIONS</b>	<i>Whether the action relates to others done in the past, to highlight continuity whenever possible.</i>
<b>PARTICIPANTS</b>	<i>List of participant stakeholders or policymakers.</i>
<b>PROMOTION</b>	<i>How the event was promoted and by whom.</i>
<b>COST SHARING</b>	<i>How the organization costs were afforded and shared by different organizations.</i>
<b>RURALLURE PARTNERS' CONTRIBUTION</b>	<i>Brief description of how the different rurAllure partners contributed to the action.</i>
<b>AGENDA</b>	<i>Description of the activities that made up the action, and their timing.</i>
<b>AGREEMENTS AND OUTCOMES</b>	<i>Results from the interactions with stakeholders and policymakers.</i>
<b>CONTRIBUTION TO KPIS</b>	<i>Specific contributions of the action to the project's Key Performance Indicators (KPIs) and Complementary Performance Indicators (CPIs) (see Deliverable 2.1).</i>
<b>MEDIA CLIPPING</b>	<i>Links to / snapshots of news about the action in the media.</i>



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**FEEDBACK**

*Any bits of feedback received from participants, stakeholders and vendors about the success or failure of the action, or about ways that it could be improved.*

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**HIGHLIGHTS AND  
RECOMMENDATIONS FOR REPLICABILITY**

*Observations worth sharing with rurAllure partners or whichever other organizations that would be interested in implementing similar actions.*

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**Other information**

*Any additional information worth including in the report, that could not be placed in any of the preceding sections.*

**Pictures from the event**

A collection of pictures of the event.



## Annex IV: Template for POI documentation

This annex contains the template to collect information about the process of POI documentation that was carried out by the four rurAllure pilots. The example provided along with this third template is included at deliverable 4.2 for the action developed from 08/04/2021 to 12/07/2021 in the reference route Camiño de Santiago - Silver Way by the following rurAllure partners: Universidade de Vigo, Fundación Otero Pedrayo (Associated partner, Fundación Vicente Risco (Associated partner), Fundación Manuel Curros Enríquez (Associated partner) and Celanova City Council (Associated partner).

<b>PARTICIPATING RURALURE PARTNERS</b>	<i>rurAllure partners that participated in the POI documentation.</i>
<b>DATES</b>	<i>From Day/Month/Year to Day/Month/Year on which the action took place.</i>
<b>REFERENCE ROUTE</b>	<i>The pilgrimage route (or specific segments therein) for which the documentation effort was made.</i>
<b>MOTIVATION &amp; STRATEGY</b>	<i>Comments about the motivation or the strategy followed to decide about which points to upload, whether there was a need to differentiate from existing resources, whether some features were a priority, ...</i>
<b>NUMBER OF POIS UPLOADED</b>	<i>Total number of POIs uploaded.</i>
<b>NUMBER OF ACTIVITY POIS</b>	<i>Number of POIs (out of the total number above) that relate to vendor activities (i.e. providers of accommodation, meals and drinks, cultural activities, ...).</i>
<b>SELECTION CRITERIA</b>	<i>Criteria taken into account to select the POIs to upload (e.g. "predominantly related to natural heritage or vendor activities", "reachable on foot in less than x minutes", "anything remarkable along the way", ...).</i>
<b>DISTANCES FROM THE OFFICIAL PATHS</b>	<i>Range of distance of the POIs to the official paths of the pilgrimage route.</i>
<b>SOURCES OF INFORMATION &amp; METHODOLOGIES</b>	<i>Which sources were used and how, for digital and non-digital resources, online or offline, from shareable data or through scraping, ...</i>
<b>USED THE IRS SERVICE FOR BULK UPLOADS?</b>	<i>Whether the IRS service was used, totally or partially.</i>





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**ESTIMATIONS OF  
COST AND EF-  
FORT**

*Explanation of the estimations of cost and effort.*

---

**CHALLENGES**

*Comments on any difficulties faced in the POI documentation process.*

---

**HIGHLIGHTS AND  
RECOMMENDA-  
TIONS FOR REPLI-  
CABILITY**

*Observations worth sharing with rurAllure partners or whichever other organiza-  
tions that would be interested in implementing similar actions.*

---

**OTHER QUANTI-  
TATIVE DATA:  
NUMBERS OF  
PICTURES, AUDIO  
CLIPS AND VID-  
EOS, ...**

---

**Other information**

*Any additional information worth including in the report, that could not be placed in any of the preceding sections.*

**Snapshots from the IT platform**

A collection of snapshots from the IT platform



## Annex V: Featured trips creation

This annex contains the template to collect information about the process of Featured trips creation for the rurAllure platform that was carried out by the four project pilots. The example provided along with this fourth template is included in deliverable 4.2 for the action title “Writers along the Silver Way in Galicia”.

<b>PARTICIPATING RURALURE PARTNERS</b>	<i>rurAllure partners that participated in the featured trip creation.</i>
<b>DATES</b>	<i>From Day/Month/Year to Day/Month/Year on which the action took place.</i>
<b>REFERENCE ROUTE</b>	<i>The pilgrimage route (or specific segments therein) for which the documentation effort was made.</i>
<b>TYPE OF FEATURED TRIP</b>	<i>It is a circular route (i.e. ends where it started)? Does it take from one point on the official paths to another through a detour? Does it end in a location out of the official paths?</i>
<b>END-TO-END DISTANCE AND DURATION</b>	<i>Distance and duration of the featured trip.</i>
<b>NUMBER OF POIS INCLUDED</b>	<i>Total number of POIs included in the featured trip.</i>
<b>NUMBER OF ACTIVITY POIS</b>	<i>Number of POIs (out of the total number above) that relate to vendor activities (i.e. providers of accommodation, meals and drinks, cultural activities, ...).</i>
<b>OPPORTUNITY AND MOTIVATION</b>	<i>Explanation of the reasons (if any) to create some specific featured trips (e.g. anniversary of a relevant event, funding opportunity from local authorities, etc.)</i>
<b>DISTANCES FROM THE OFFICIAL PATHS</b>	<i>Range of distance of the POIs included in the featured trip to the official paths of the pilgrimage route.</i>
<b>LINKED PHYSICAL INTERVENTIONS</b>	<i>Comments on whether the featured trip was created in collaboration with any organizations (e.g. local institutions or action groups) that would take up any physical interventions along the itinerary (e.g. signposting, cleaning and conditioning, etc.)</i>
<b>PROVISIONS FOR ACCESSIBILITY</b>	<i>Were there any specific thoughts in the design of the featured trip about people affected by any type of disability?</i>



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**HIGHLIGHTS AND  
RECOMMENDA-  
TIONS FOR REPLI-  
CABILITY**

---

*Observations worth sharing with rurAllure partners or whichever other organizations that would be interested in designing similar trips.*

**Other information**

Any additional information worth including in the report, that could not be placed in any of the preceding sections.

**Snapshots from the IT platform**

A collection of snapshots from the IT platform.



## Annex VI: Narratives creation

This annex contains the template to collect information about the creation process of narratives for the rurAllure platform that was carried out by the four project pilots. The example provided along with this last template is included in deliverable 7.2 and it collects data from the action devoted to the creation of seven narratives: (i) Nature and mining activity, geological interests, formation of the landscape and miners' culture (Vértes region), (ii) In the footsteps of religious orders in the Gerecse mountain, (iii) The memory of the first saintly kings in the Mátra hills, (iv) Wine – the grape in the Bible (Mátra vineyards), (v) The Mátra hills in poetry and music, (vi) Filling the bottles: Glass making, crystal carving and mineral waters in the Parádk valley, and (vii) The painters of the Danube bend – the Danube bend in paintings.

<b>TITLE(S)</b>	Title(s) of the narrative(s)
<b>REFERENCE ROUTE</b>	The pilgrimage route (or specific segments therein) that the action related to.
<b>TOPIC(S)</b>	Type(s) of heritage that received primary or secondary attention in the action.
<b>CONTRIBUTING RURALURE PARTNERS</b>	rurAllure partners that participated in the narrative creation.
<b>TARGET AUDIENCE</b>	Age, motivations, nationality, ...
<b>LINKED FEATURED TRIPS</b>	Whether the narratives were created specifically for some featured trips.
<b>DURATION</b>	Total duration of the narrative (reading, listening, ...) for the average user.
<b>OTHER QUANTITATIVE DATA</b>	Numbers of stages and locations, numbers of pictures, audio clips and videos, ...
<b>FORMATS INVOLVED</b>	Only text, only audio, audio+pictures, ...
<b>PEOPLE INVOLVED IN THE CREATIVE PROCESS</b>	Academicians, staff from tourism or culture departments of some local or regional institution, freelancers, the local community, ...
<b>ESTIMATIONS OF COST AND EFFORT</b>	Explanation of the estimations of cost and effort.



<b>CHALLENGES</b>	<i>Comments on any difficulties faced in the narrative creation process.</i>
<b>SOURCES OF INFORMATION AND CONTENT</b>	<i>Scholarly literature, local community, archives, ... materials retrieved from archives or Internet sources, written/drawn/recorded/rendered ad-hoc (by whom?), generated via AI (e.g. text-to-speech systems, text-to-image, ...)</i>
<b>NARRATIVE STYLE</b>	<i>Longer or shorter bits, formal or informal language, casual information or in-depth knowledge, ...</i>
<b>SEQUENCING</b>	<i>Successive entries or daily episodes in a logical sequence, unrelated miscellaneous bits, ...</i>
<b>MEANS OF PRESENTATION</b>	<i>Via a mobile app for individual consumption, intended for a tourist guide leading a group, meant to be printed or included as snippets posted on specific locations, ...</i>
<b>PROVISIONS FOR ACCESSIBILITY</b>	<i>Were there been any specific thoughts in the design of the narratives about people affected by any type of disability? These may have to do with contents and formats (e.g. for visually-impaired people), with narrative styles (e.g. to adapt to different cognitive profiles), etc.</i>
<b>HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY</b>	<i>Any findings from experience that could be highlighted and turned to recommendations to people who would create narratives in other contexts.</i>

### Other information

Any additional information worth including in the report, that could not be placed in any of the preceding sections.

### Snapshots from the IT platform

A collection of snapshots from the IT platform.



## *Annex VII: KPI analysis*

*The screenshots attached below allow a better explanation of the work process of monitoring compliance with the KPIs carried out by the UDC coordination team. As can be seen, some Excel templates have been prepared that allow monitoring to be systematized. In addition, they allow the analysis to be as objective as possible.*



KPI/PROJECTS	Actions with pilgrims and tourists Along Via Francigena			
	Fa la Cosa Giusta	I love Francigena Thermal	Accessibility Workshop in Bagno Vignoni	Questionnaires submission to en-route pilgrims
KPI1: Website traffic (page visits by year).				
KPI2: Social media activity (posts on the rurAllure social network accounts).	10			
KPI3: Involvement of pilgrims and local stakeholders in pilot actions.				
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions.		8	2	15 directly
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training.	5	2	5	3 (translations in the languages of the Via Francigena)
KPI3.3: Number of pilgrims and tourists involved in pilot actions.		40		200
KPI4: Outreach to decision makers besides the pilot experiments (key stakeholders attending rurAllure events or supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc.).				
CPI1: Number of POIs uploaded to the platform.				
CPI2: Number of featured itineraries and narratives created for specific topics and segments.				
CPI3: Number and type of newly-created actions for pilgrims.		1	1	
CPI4: Number and type of previously-existing activities integrated in the pilots.				
CPI5: Media impact.	13		30	
Number of users overall in the pilot experiments				
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, that they wouldn't get to know otherwise				
Number key stakeholders attended rurALLURE events by M34				
Number of heritage sites involved				
Number of relevant POIs				
Number of thematic "recommended plans"				
Number of narratives				
Number of featured trip				
OBSERVATIONS				
RESULTS				
Numbers of specialized and private stakeholders engaged.	0	8	2	15 directly
Numbers of POIs uploaded to the platform.				
Numbers of activities integrated and enabled by the pilot (not happening otherwise).				
Numbers of tourists/pilgrims lured to the POIs.	0	40	0	200
Numbers of featured itineraries and narratives created for specific segments.	0	0	0	0
Territorial stakeholders engagement (public support, outcomes).				
Media impact (By level and nature).	13	0	30	0
Usage of the pilot's web portal and app.				
PARTICIPANTS	rurAllure/EAVF team: Elena Dubrino, European projects and international relations / rurAllure team leader (EAVF)	50 registered; 46 attended	12 participants including staff, visually impaired persons, and local authorities	
STAKEHOLDERS INVOLVEMENT		Municipality of San Quirico d'Orcia Municipality of Castiglione d'Orcia Municipality of San Gimignano Municipality of Gambassi Terme	The event was attended by Marco Bartoli, Vice Mayor of San Quirico d'Orcia, Virginia Pecci, Responsible for Administrative Area, and	Tourism Offices: Tourism Office Fidenza Tourism Office Monteriggioni Viterbo, info point.
VENDORS INVOLVEMENT		Albergo Posta Maruccci Terme della Via Francigena		
IT PLATFORM COVERAGE		21 POIs 1 featured trip 1 narrative	2 POIs 1 featured trip 1 narrative	
NUMBER OF QUESTIONNAIRES COLLECTED				200
HERITAGE-RELATED NARRATIVES		1	Thermal heritage (natural and cultural), including the explanation about travertines, <a href="#">free pools at the spa</a> .	
PROMOTION	rurAllure's presence at the fair was promoted via rurAllure and EAVF websites and social channels, as well as via newsletters and through the event.	Promotion of the event to the public was carried out mainly via rurAllure and EAVF social media, websites, and newsletters. On the	The event was promoted by the European Association of the Via Francigena ways (EAVF) and rurAllure websites and social	
AGREEMENTS AND OUTCOMES	Attendance at the EAVF-rurAllure stand was very successful. The quiz proved to be a useful tool not only for making the Via Francigena and its			
MEDIA CLIPPING	<a href="https://rurallure.eu/rurallure-at-a-tourism-fair-fa-la-cosa-giusta/">https://rurallure.eu/rurallure-at-a-tourism-fair-fa-la-cosa-giusta/</a> <a href="https://www.viefrancigena.org/it/la-via-francigena-ti-aspetta-alla-fiera-fa-la-cosa-giusta/">https://www.viefrancigena.org/it/la-via-francigena-ti-aspetta-alla-fiera-fa-la-cosa-giusta/</a>	rurAllure and EAVF websites and social media <a href="https://rurallure.eu/i-love-">https://rurallure.eu/i-love-</a>	rurAllure web site and social media: <a href="https://rurallure.eu/rurallure-">https://rurallure.eu/rurallure-</a>	

reach out!



KPI/PROJECTS	Actions with pilgrims and tourists Along Via Strada			Actions with pilgrims and tourists Along Via Roma Germanica	
	Pilgrimage promotion tour Via Roma Strata	Pilgrims profiling along Via Roma Strata	Pilgrims Open Horizons 2022 Tour	Questionnaires for pilgrims to be (online)	Questionnaires for en route pilgrims (online and in person)
KPI1: Website traffic (page visits by year)					
KPI2: Social media activity (posts on the rurAllure social network accounts)					
KPI3: Involvement of pilgrims and local stakeholders in pilot actions					
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses...) involved in pilot actions	6		11	4 directly (plus other associations contacted by the main 4 stakeholders)	4 directly (plus other associations contacted by the main 4 stakeholders)
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training			1	1 (the adapted version of the questionnaire)	1 (the adapted version of the questionnaire)
KPI3.3: Number of pilgrims and tourists involved in pilot actions	700	30	2000	100	
KPI4: Outreach to decision makers besides the pilot experimenters (key stakeholders attending rurAllure events of supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc.)					
CP1: Number of POIs uploaded to the platform			10		
CP2: Number of featured itineraries and narratives created for specific topics and segments					
CP3: Number and type of newly created actions for pilgrims					
CP4: Number and type of previously-existing activities integrated in the pilots					
CP5: Media impact			100 approximately between German and Italian press		
Number of users overall in the pilot experiments	Cifra inclusa in KPI3.3: 100				
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment that they wouldn't get to know otherwise	Cifra inclusa in KPI3.2: 600				
Number key stakeholders attended rurAllure events by M34	Cifra inclusa in KPI3.1: 6				
Number of heritage sites involved					
Number of relevant POIs					
Number of thematic "recommended plans"					
Number of narratives					
Number of featured trip					
OBSERVATIONS	Number of users overall in the pilot experiments: 100; Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, that they wouldn't get to know otherwise: 600; Number key stakeholders attended rurAllure events by M34: 6				
RESULTS					
Numbers of specialized and private stakeholders engaged	6	0	11	4 directly (plus other associations contacted by the main 4 stakeholders)	4 directly (plus other associations contacted by the main 4 stakeholders)
Numbers of POIs uploaded to the platform			10		
Numbers of activities integrated and enabled by the pilot (not happening otherwise)					
Numbers of tourists/pilgrims lured to the POIs	700	30	2000	100	0
Numbers of featured itineraries and narratives created for specific segments	0	0	0	0	0
Territorial stakeholders engagement (public support, outcomes)					
Media impact (by level and nature)	0	0	100	0	0
Usage of the pilot's webportal and app					
PARTICIPANTS	200				
STAKEHOLDERS INVOLVEMENT	All relevant stakeholders on the field were involved. Invitations were able to welcome pilgrims arriving at each stage. Local cultural organizations were engaged in specific territories. Accommodations had been contacted in order to host the pilgrims. A few business owners active in cultural and recreational activities were involved.	The touristic information networks were involved in disseminating the online questionnaire to the pilgrims that come in their offices.	The main organizers of the event have been the German Association of Via Roma Germanica (EAVRGC) and the German Association of Via Roma Germanica.	The European Association of VIG, The German Association of VIG, The Italian Association of VIG, University of Bologna, Center for	The European Association of VIG, The German Association of VIG, The Italian Association of VIG, University of Bologna, Center for
VENDICORS INVOLVEMENT			It was not planned at this stage but the team from University of Bologna, while walking from Ferrara to Ravenna, has taken the chance to distribute the questionnaires to several POIs that are included in the rurAllure platform have been traversed by the pilgrims throughout the entire route. In particular, the featured trip proposed in		
IT PLATFORM COVERAGE					
NUMBER OF QUESTIONNAIRES COLLECTED				100	The questionnaire is accepting responses until December 2022
HERITAGE-RELATED NARRATIVES	In the stages of the PPF covering the pilot area (stages 1D to 1E) no narratives were tested. However several POIs later included in narratives were visited and details were collected.		No narratives were tested during the event, however most of the territories traversed from Ferrara to Ravenna are included in the narratives and POIs inserted in the		
PROMOTION				The student has disseminated the questionnaire through a number of online channels, such as the Facebook community group from the Via	The student has used a QR code to distribute the questionnaire online but also in presence during the participation in the Pilgrims Open
AGREEMENTS AND OUTCOMES					
MEDIA CLIPPING	Below few links related to media coverage of the event: several content were also uploaded on social media by FHV on Via Roma Strata Facebook and Instagram page/profile FB: <a href="https://www.facebook.com/romestrata/">https://www.facebook.com/romestrata/</a> IG: <a href="https://www.instagram.com/romestrata/">https://www.instagram.com/romestrata/</a>		Some links to news about the event in the local media, social media and websites. Special Facebook group created to share the event: <a href="https://www.facebook.com/romestrata/">https://www.facebook.com/romestrata/</a>		





KPI/PROJECTS	Actions with stakeholders and policymakers Along Via Francigena					
	Site visit to thermal heritage sites in Tuscany	Round table with the Tuscan stakeholders and municipalities	Identification and communication of pilot activities AEVP	Activities UAM EVENT 1: Online Seminar "Universal Design for Learning: Reaching out to everyone"	Activities UAM EVENT 2: Meeting with management of Facoltà di Scienze della Terra of the University of Perugia and Seminar "Universal Design for Learning: making science accessible to everyone"	Activities UAM EVENT 3: Online talks and conferences about Thermal Heritage and rural tourism by Via UAM team
KPI1: Website traffic (page visits by year)						
KPI2: Social media activity (posts on the rurAllure social network accounts)	7	4	37			
KPI3: Involvement of pilgrims and local stakeholders in pilot actions						
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/hospitality companies, small businesses...) involved in pilot actions	7	5				
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training	1	1				
KPI3.3: Number of pilgrims and tourists involved in pilot actions						
KPI4: Outreach to decision makers besides the pilot experiments (key stakeholders attending rurAllure events supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc.)						
KPI5: Number of POIs uploaded to the platform						
KPI6: Number of featured itineraries and narratives created for specific topics and segments						
KPI7: Number and type of newly created actions for pilgrims						
KPI8: Number and type of previously existing activities integrated in the pilots						
KPI9: Media impact	8	11	49			
Number of users overall in the pilot experiments						
Number of pilgrims linked to engaging in cultural experiences and other services in the rural environment that they couldn't get to know otherwise						
Number key stakeholders attended rurAllure events by MS4						
Number of heritage sites involved						
Number of relevant POIs						
Number of thematic "recommended plans"						
Number of narratives						
Number of featured trips						
OBSERVATIONS						International visibility (readmission points of view, mostly in academic sector but also in other sectors: Business, thermal spas, hydrology, doctors, etc.)
RESULTS						
Numbers of specialized and private stakeholders engaged	7	5	0	0	0	0
Numbers of POIs uploaded to the platform						
Numbers of activities integrated and enabled by the pilot (not happening otherwise)						
Numbers of tourists/pilgrims linked to the POIs	0	0	0	0	0	0
Numbers of featured itineraries and narratives created for specific segments	0	0	0	0	0	0
Territorial stakeholders engagement (public support, outcomes)						
Media impact (by level and nature)	8	11	49	0	0	0
Change of the pilot's web portal and app						
ACTIVITIES	Site visits, round table, Project Assistant, MS4 team, Online Seminar, Seminars, Archaeologists		One or more members of the rurAllure AEVP team took part in the events		ca. 200	More than 500 people plus history readers
STAKEHOLDERS INVOLVEMENT						different researchers and members of universities of Perugia
VENDORS INVOLVEMENT						
PLATFORM COVERAGE						
NUMBER OF QUESTIONNAIRES COLLECTED						
HERITAGE-RELATED NARRATIVES						Thermal heritage, cultural and natural heritage, archaeology, our routes in WPS.
PRODUCTION	The visit was organized by the local authorities partner institutions, while stakeholders and local authorities were coordinated directly by the AEVP team		The participants were invited directly upon invitations via email and phone calls			In all these conferences we could interchange experiences and examples proposed in the rurAllure project, encouraging the other partners and
BUSINESSS AND OUTCOMES	Following the meetings with stakeholders, the project was presented and discussed in several public events and conferences	Additional thanks of the "Via Francigena thermal" pilot event and representatives involved were given to actively participate in the project				
MEDIA CLIPPING	https://www.turismofrancia.it/en/thermal-heritage/					



KPI/PROJECTS	Actions with stakeholders and policymakers Along Via Romea Strata			
	Meeting with TOI network and LAGs	Stakeholders network development in Euganean Area	UNESCO site's networking along the Via Romea Strata	prosper rurAllure stakeholders meeting in Euganean Hills
KPI1: Website traffic (page visits by year).				
KPI2: Social media activity (posts on the rurAllure social network accounts).				
KPI3: Involvement of pilgrims and local stakeholders in pilot actions.				
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions.	12	3		10 potential
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training.	4	5		1
KPI3.3: Number of pilgrims and tourists involved in pilot actions.				
KPI4: Outreach to decision makers besides the pilot experiments (key stakeholders attending rurAllure events or supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc.).				unknown at the moment
CPI1: Number of POIs uploaded to the platform.			35	
CPI2: Number of featured itineraries and narratives created for specific topics and segments.				
CPI3: Number and type of newly-created actions for pilgrims.				
CPI4: Number and type of previously-existing activities integrated in the pilots.				
CPI5: Media impact.				1 (one journalist present)
Number of users overall in the pilot experiments				
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, that they wouldn't get to know otherwise				
Number key stakeholders attended rurAllure events by M34				
Number of heritage sites involved			Cifra inclusa en CPI3: 35	
Number of relevant POIs				
Number of thematic "recommended plans"				
Number of narratives				
Number of featured trip				
OBSERVATIONS			Number of heritage sites involved: 35	
RESULTS				
Numbers of specialized and private stakeholders engaged.	12	3	0	10 potential
Numbers of POIs uploaded to the platform.				
Numbers of activities integrated and enabled by the pilot (not happening otherwise).				
Numbers of tourists/pilgrims lured to the POIs.	0	0	0	0
Numbers of featured itineraries and narratives created for specific segments.	0	0	35	0
Territorial stakeholders engagement (public support, outcomes).				
Media impact (by level and nature).	0	0	0	1
Usage of the pilot's web portal and app.				
PARTICIPANTS	LAG Patavino, LAG Montagna Vicentina, LAG Delta del Piave (NW) coordinates a working group between the LAGs affected by the Italian stretch of Via Romea Strata	LAG Patavino Bibione Park of Francesco Petrarca and the Euganean Hills Municipality of Marostica with its IAT and	Regional coordinator of Veneto Region for UNESCO site Lazio Region Tourism Coordination Office Promotourismo FVG	•Museum of Euganean Hills (veneto) •Gian Pietro Baro - permanent delegate of the Mayor of the Municipality of Abano Terme •Luca Callegaro - Mayor of the Municipality of
STAKEHOLDERS INVOLVEMENT				
VENDORS INVOLVEMENT				
IT PLATFORM COVERAGE				
NUMBER OF QUESTIONNAIRES COLLECTED				
HERITAGE-RELATED NARRATIVES				
PROMOTION				The participants were invited directly.
AGREEMENTS AND OUTCOMES	Due to the pandemic situation, FIV was only able to have preliminary discussion with these 2 relevant groups of stakeholders in late 2021-early 2022: the	the "Idaiacollini" Adige Project from LAG Patavino includes on average 10 events each month allowing tourists to discover the area in a one-day trip, within		• This is a first meeting, no agreement reached at this stage, but an example signed agreement was presented (comune di Borgoricco, following comune certification dossier) • At least one journalist was present, but while writing this report (2 days after), Media material still has to be collected. • A Facebook post from Comune di Galzignano
MEDIA CLIPPING				



KPI/PROJECTS	Actions with stakeholders and policymakers Along Via Romea Germanica					TOTAL
	Professor's Master of Business network's development	Fieldwork with Linguistic High School students "Civitas ViaRomana"	Fieldwork with wellness students May 2022	Events and conferences where UNESCO featured the ViaRomana project during 2022	Associated partner agreements signed	
KP1: Website traffic (page visits by year)						0
KP2: Social media activity (posts on the ViaRomana social network accounts)				5	3	66
KP3: Involvement of pilgrims and local stakeholders in pilot actions						0
KP3.1: Number of local stakeholders (museums, heritage sites, cultural/historic companies, small businesses, ...) involved in pilot actions	9	9	2			122
KP3.2: Number of events/materials organized/created for stakeholders awareness and training	9 (including videos, translation of podcasts, translation of museum panels)	9 (including videos, translation of podcasts, translation of museum panels)	4			48
KP3.3: Number of pilgrims and tourists involved in pilot actions						3070
KP4: Outreach to decision makers besides the pilot experiments (key stakeholders attending ViaRomana events supporting the project's implementation, contacts to adopt ViaRomana solutions in new pilgrimage routes, etc.)						0
CP1: Number of POIs uploaded to the platform						10
CP2: Number of featured itineraries and narratives created for specific topics and segments	4	4	4			47
CP3: Number and type of newly created actions for pilgrims						2
CP4: Number and type of previously-existing activities integrated in the pilots						0
CP5: Media impact	2	2	check with Marina	13		229
Number of users overall in the pilot experiments						
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment						
Number of key stakeholders attended viaRomana events by MS4						
Number of heritage sites involved						
Number of relevant POIs						
Number of thematic "recommended plans"						
Number of narratives						
Number of featured trip						
OBSERVATIONS						
RESULTS						
Numbers of specialized and private stakeholders engaged	9	9	2	0		122
Numbers of POIs uploaded to the platform						
Numbers of activities integrated and enabled by the pilot (not happening otherwise)						
Numbers of tourists/pilgrims lured to the POIs	0	0	0	0	0	
Numbers of featured itineraries and narratives created for specific segments	4	4	4	0	0	
Territorial stakeholders engagement (public support, outcomes)						
Media impact (by level and nature)	2	2	check with Marina	13	0	
Usage of the pilot's web portal and app						
ACTIONARIES	Students of 2nd Year Master in Tourism Enhancement and Cul. and Heritage Management from University of Bologna	Students and teachers from the Liceo Linguistico "Cesare Valignani", Rome (IN)	Professors and researchers from the Center for Advanced Studies in Tourism (CAST), University of	Students of second degree in Wellness Sport and Health Science from University of Bologna	Professors and researchers from the Center for Advanced Studies in Tourism (CAST), University of	Professors Franca Dolati and Annunziata Marzetti
STAKEHOLDERS INVOLVEMENT	Professors and researchers from the Center for	Professors and researchers from the Center for	Professors and researchers from the Center for	Professors and researchers from the Center for	Professors and researchers from the Center for	Professors and researchers from the Center for
VENDORS INVOLVEMENT						
PLATFORM COVERAGE						
NUMBER OF QUESTIONNAIRES COLLECTED						
HERITAGE RELATED NARRATIVES						
PROMOTION	The participants were invited directly	The participants were invited directly	The participants were invited directly	All the events have been promoted through the CAST UNESCO social media channels as well as the ViaRomana project website and social media channels. Moreover, the SGI Congress was widely featured	The signed of the agreements has been promoted through the ViaRomana website and social media channels	
AGREEMENTS AND OUTCOMES	4 engaging students in research activity putting their previous knowledge and creativity to the service of a small rural area. Inclusion of locally available resources in the	4 pilot work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum. Further relationships between students and the activities were covered by the ViaRomana website as well as the University of Bologna social media channels	4 pilot work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum. Further relationships between students and the activities were covered by the ViaRomana website as well as the University of Bologna social media channels	4 pilot work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum. Further relationships between students and the activities were covered by the ViaRomana website as well as the University of Bologna social media channels	4 pilot work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum. Further relationships between students and the activities were covered by the ViaRomana website as well as the University of Bologna social media channels	4 pilot work experience for students with the possibility of putting their languages and artistic skills to the service of a small rural museum. Further relationships between students and the activities were covered by the ViaRomana website as well as the University of Bologna social media channels
MEDIA CLIPPING				https://www.facebook.com/acturbo	https://www.facebook.com/acturbo	https://www.facebook.com/acturbo



KPI/PROJECTS	Clears Ways to Transilvania							TOTAL
	Activities/engagements and formats		Sessions with stakeholders and participants			Stakeholder content development and networking		
	Open day at Crasnova	Stakeholder content workshop	Stakeholder content workshop	Stakeholder content workshop	Stakeholder involvement: Phasmas and collections in the vicinity of the God-Transilvania.com	Stakeholder involvement: Regional pilgrim center Hancu	Stakeholder involvement: Inedentia Fylkekonsum (Inedentia County Municipality)	
KPI1: Website traffic (page visits by year)								0
KPI2: Social media activity (posts on the rufilure social network account)								0
KPI3: Involvement of pilgrims and local stakeholders in pilot actions								0
KPI3.1: Number of local stakeholders (business, heritage sites, cultural/touristic companies, small businesses...) involved in pilot actions								0
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training								0
KPI3.3: Number of pilgrims and tourists involved in pilot actions								0
KPI4: Outreach to decision makers besides the pilot experiments (key stakeholders attending rufilure events supporting the project's implementation, contacts to adopt rufilure solutions in new pilgrim routes, etc.)								0
CP1: Number of POIs uploaded to the platform			23-30	50-60			Possible 10 POIs	70-90
CP2: Number of featured itineraries and narratives created for specific topics and segments			D-3+2	5-6			Possible 2 recommended plans	9-13
CP3: Number and type of newly created actions for pilgrims				1				1
CP4: Number and type of previously existing activities integrated in the pilots								0
CP5: Media impact								0
Number of users overall in the pilot experiments								
Number of pilgrims hard to engage in cultural experiences and other services in the rural environment, but the results get to know otherwise								
Number key stakeholders attended rufilure events by MS4								
Number of heritage sites involved								
Number of relevant POIs			Criteria on CP1 23-30	Criteria on CP1 50-60			Criteria on CP1 Possible 10 POIs	
Number of thematic "recommended plans"			Criteria on CP2 2-3	Criteria on CP2 5-6			Criteria on CP2 Possible 2 recommended plans	
Number of narratives			Criteria on CP2 2-3					
Number of featured trips								
OBSERVATIONS	Mainly knowledge, insight and research	Number of relevant POIs and number of thematic "recommended plans" as well as number of narratives	Number of relevant POIs: 23-30 Number of thematic "recommended plans": 2-3 Number of narratives: 2	Number of relevant POIs: 50-60 Number of thematic "recommended plans": 5-6	A number of relevant POIs and thematic "recommended plans". Dissemination in the form of knowledge an awareness of the rufilure project, pilot and digital system reach local stakeholders and services	Dissemination and awareness of the rufilure project. Engagement and networking. Possible POIs and recommended plans. Dissemination and awareness of the rufilure project.	Number of relevant POIs. Possible 10 POIs. Number of thematic "recommended plans". Possible 2 recommended plans. Dissemination and awareness of the rufilure project.	
RESULTS								
Numbers of specialized and private stakeholders engaged	0	0	0	0	0	0	0	0
Numbers of activities integrated and enabled by the pilot (not happening otherwise)	0	0	0	0	0	0	0	0
Numbers of specific pilgrims linked to the POIs	0	0	0	0	0	0	0	0
Numbers of featured itineraries and narratives created for specific segments	0	0	D-3+2	5-6	0	0	Possible 2 recommended plans	
Territorial stakeholders engagement (public support, outcomes)	0	0	0	0	0	0	0	0
Media impact (by level and nature)	0	0	0	0	0	0	0	0
Usage of the pilot's web portal and app	around 20-30							
POI PROVIDERS INVOLVEMENT	NTNU regional pilgrim center Crasnova	Phasmas: Inedentia Municipality, Maramures AS, National pilgrim center, regional pilgrim center, NTNU local journalists	Phasmas: Inedentia Municipality, Maramures AS, National pilgrim center, regional pilgrim center, NTNU local journalists	Phasmas: Inedentia Municipality, Maramures AS, National pilgrim center, regional pilgrim center, NTNU local journalists	NTNU	Follow up of previous contacts and the contacts with the National pilgrim center in Hancu	Phasmas: County Phasmas center Inedentia, L. Deaconu, and NTNU	
VENDORS INVOLVEMENT	None							
PLATFORM COVERAGE	Yes							
NUMBER OF QUESTIONNAIRES COLLECTED								
HERITAGE RELATED NARRATIVES								
PRODUCTION		Project internal	Project internal	Project internal	Project internal	Project internal	Project internal	
AGREEMENTS AND OUTCOMES		The following topics where identified, they are summarized in this list, and there was agreement to explore them for content and	The following topics where identified, they are summarized in this list, and there was agreement to explore them for content and	The following topics for POIs and featured plans where identified, and they are summarized in this list.	The following list for specific institutions have been contacted with positive replies and rights cleared material for inclusion in the rufilure system	Agreement of further knowledge exchange and communication. Agreement about the involvement of the regional pilgrim center in the	Agreement about inclusion of the Phasmas location as POI and recommended plans in the rufilure system.	
RECALCULATING								

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KPI/PROJECTS	Ways to Csiksohely				
	Actions with pilgrims and tourists				
	Pilgrimage for "spring rejuvenation" on Palm Sunday from Gyalyard to Mátraverebely, Szendrő	Gyöngyöspata-Abasár - pilgrimage with MATE students	Pilgrimage in the Danube Bend to find your "inner way"	Pilgrimage by busboat on the Danube	Family Day on the Way of Mary in Transylvania
KPI1: Website traffic (page visits by year).					
KPI2: Social media activity (posts on the rUrAllure social network accounts).					
KPI3: Involvement of pilgrims and local stakeholders in pilot actions.					
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions.					
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training.					
KPI3.3: Number of pilgrims and tourists involved in pilot actions.					
KPI4: Outreach to decision makers besides the pilot experiments (by stakeholders attending rUrAllure events or supporting the project's implementation; contacts to adopt rUrAllure solutions in new pilgrimage routes, etc.)					
CP1: Number of POIs uploaded to the platform.	193	193	193	7	7
CP2: Number of featured itineraries and narratives created for specific topics and segments.	1	1	1	4	3
CP3: Number and type of newly created actions for pilgrims.	1	1	1	1	1
CP4: Number and type of previously-existing activities integrated in the pilots.					
CP5: Media impact.					
Number of users overall in the pilot experiments					
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, had they wouldn't get to know otherwise					
Number key stakeholders attended rUrAllure events by M34					
Number of heritage sites involved					
Number of relevant POIs	CFra includes en CP1: 193	CFra includes en CP1: 193	CFra includes en CP1: 193	Several	Several
Number of thematic "recommended plans"					
Number of narratives	CFra includes en CP2: 1	CFra includes en CP2: 1	CFra includes en CP2: 1	CFra includes en CP2: 3	CFra includes en CP2: 2
Number of featured trip				CFra includes en CP2: 1	CFra includes en CP2: 1
OBSERVATIONS	Several POIs have been uploaded (altogether 193, ca. 50 of these are connected to this area). This activity was developed and enabled by the pilot. A narrative was developed.	Several POIs have been uploaded (altogether 193, ca. 50 of these are connected to this area). This activity was developed and enabled by the pilot. A narrative was developed.	Several POIs have been uploaded (altogether 193, ca. 50 of these are connected to this area). This activity was developed and enabled by the pilot. A narrative was developed.	Several POIs uploaded along the route. 1 featured trip, 3 narratives prepared.	Several POIs have been uploaded. 1 featured trip and 2 narratives were made.
RESULTS					
Numbers of specialized and private stakeholders engaged.	0	0	0	0	0
Numbers of POIs uploaded to the platform.					
Numbers of activities integrated and enabled by the pilot (not happening otherwise).					
Numbers of tourists/pilgrims lured to the POIs.	0	0	0	0	0
Numbers of featured itineraries and narratives created for specific segments.	1	1	1	4	3
Territorial stakeholders engagement (public support, outcomes).					
Media impact (by level and nature).	0	0	0	0	0
Usage of the pilot's web portal and app.					
PARTICIPANTS	48	23	60	20	150
STAKEHOLDERS INVOLVEMENT	parish of Gyalyard, National shrine of Mátraverebely-Szendrő, Pilgrimagehouse	MATE, Government of Abasár	Church of the Evaluation of the Holy Cross of Engerecs (starting point), parish of Szendrő, Church of Záhony (en route), and Matyasmezse, Basilica of the Grand Lady of Szendrő	Major Endre, Mayor of Keresztény mezők (Keresztény mezők) and the initiator of the Danube Bend, in Esztergom a priest in the Basilica was organized just for the pilgrims.	Among the stakeholders and associated partners, the Municipality of Sárospatak (Vikárius) provided herbs, berries and labials; the Romanian Way of Mary Association and AGC.
VENDORS INVOLVEMENT	Dinner at the Pilgrimagehouse of Mátraverebely-Szendrő	Pilós Fogadó	Lunch for the group was provided by Kulacs Restaurant (Záhony). A Hungarian bus company provided the bus transfer at the end.	Written narratives were printed and laminated at Csögyörös. T-shirts with rUrAllure and Maria UI Logos were prepared by...	Printed materials and rUrAllure gifts were provided by Csögyörös (Mercuria Church); lunch was made by chefs of the Zetelaka BRC.
IT PLATFORM COVERAGE	<a href="https://www.rurallure.eu/pilgrimage-plans">https://www.rurallure.eu/pilgrimage-plans</a> , <a href="https://www.rurallure.eu/recommended-plans">https://www.rurallure.eu/recommended-plans</a> , <a href="https://www.rurallure.eu/pilgrimage-in-the-spirit-of-the-crusades">https://www.rurallure.eu/pilgrimage-in-the-spirit-of-the-crusades</a>		<a href="https://www.rurallure.eu/pilgrimage-plans">https://www.rurallure.eu/pilgrimage-plans</a> , <a href="https://www.rurallure.eu/recommended-plans">https://www.rurallure.eu/recommended-plans</a> , <a href="https://www.rurallure.eu/pilgrimage-in-the-spirit-of-the-crusades">https://www.rurallure.eu/pilgrimage-in-the-spirit-of-the-crusades</a>		
NUMBER OF QUESTIONNAIRES COLLECTED					
HERITAGE-RELATED NARRATIVES	<a href="https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plan-for-hungarian-ruling-saints-in-the-matrix">https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plan-for-hungarian-ruling-saints-in-the-matrix</a> (1714-12/27/1921)		Arists of the Danube Bend text: <a href="https://www.rurallure.eu/index.php/way-to-csiksohely">https://www.rurallure.eu/index.php/way-to-csiksohely</a>	1. Heritage sites between Karva and Esztergom 2. Water as a Symbol in the Bible 3. The year at border: 3 historical	Rural water, medicines and herbs Medical herbs and folk medicine
PROMOTION					
AGREEMENTS AND OUTCOMES					
MEDIA CLIPPING	<a href="https://www.facebook.com/mariaui/post/1640701918111111">https://www.facebook.com/mariaui/post/1640701918111111</a> <a href="https://www.facebook.com/mariaui/post/1640701918111111">https://www.facebook.com/mariaui/post/1640701918111111</a>	<a href="https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plans">https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plans</a>	<a href="https://www.rurallure.eu/pilgrimage-in-the-danube-bend/">https://www.rurallure.eu/pilgrimage-in-the-danube-bend/</a> <a href="https://www.rurallure.eu/index.php/way-to-csiksohely">https://www.rurallure.eu/index.php/way-to-csiksohely</a>	On1Way_Facebook_post_08_2022	<a href="https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plans">https://www.rurallure.eu/ways-to-csiksohely/view/recommended-plans</a> <a href="https://www.rurallure.eu/pilgrimage-in-the-danube-bend/">https://www.rurallure.eu/pilgrimage-in-the-danube-bend/</a> <a href="https://www.rurallure.eu/index.php/way-to-csiksohely">https://www.rurallure.eu/index.php/way-to-csiksohely</a>

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KPI/PROJECTS	Ways to Csíksomlyó	
	Actions with pilgrims and tourists Slovakia	
	Winter and Summer competitions: "Wander with heart and body"; 2 Exhibitions of photos; Video "I am Via Mariae"	Presentations for students of Tomas Bata University in Zlín (Czechia), Comenius University in Bratislava, Constantine the Philosopher University in Nitra
KPI1: Website traffic (page visits by year).		
KPI2: Social media activity (posts on the rurAllure social network accounts).		
KPI3: Involvement of pilgrims and local stakeholders in pilot actions.		
KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses,...) involved in pilot actions.		
KPI3.2: Number of events/materials organized/created for stakeholders awareness and training.		
KPI3.3: Number of pilgrims and tourists involved in pilot actions.	495 interactions	KPI3.3
KPI4: Outreach to decision makers besides the pilot experiments (key stakeholders attending rurAllure events or supporting the project's implementation, contacts to adopt rurAllure solutions in new pilgrimage routes, etc).		
CPI1: Number of POIs uploaded to the platform.		
CPI2: Number of featured itineraries and narratives created for specific topics and segments.		
CPI3: Number and type of newly-created actions for pilgrims.		
CPI4: Number and type of previously-existing activities integrated in the pilots.		
CPI5: Media impact.		
Number of users overall in the pilot experiments		
Number of pilgrims lured to engaging in cultural experiences and other services in the rural environment, that they wouldn't get to know otherwise		
Number key stakeholders attended rurALLURE events by M34		
Number of heritage sites involved		
Number of relevant POIs		
Number of thematic "recommended plans"		
Number of narratives		
Number of featured trip		
OBSERVATIONS	495 interactions	
<b>RESULTS</b>		
Numbers of specialized and private stakeholders engaged.	0	0
Numbers of POIs uploaded to the platform.		
Numbers of activities integrated and enabled by the pilot (not happening otherwise).		
Numbers of tourists/pilgrims lured to the POIs.	495 interactions	KPI3.3
Numbers of featured itineraries and narratives created for specific segments.	0	0
Territorial stakeholders engagement (public support, outcomes).		
Media impact (by level and nature).	0	0
Usage of the pilot's web portal and app.		
PARTICIPANTS	N=120 (competitions), N=320 (exhibitions), N=55 (video)	Students from universities in Bratislava, Nitra (SK), Zlín (CZ)
STAKEHOLDERS' INVOLVEMENT	YES	YES
VENDORS' INVOLVEMENT	NO	
IT PLATFORM COVERAGE	The photos were used for the presentation of POIs ViaMariae	
NUMBER OF QUESTIONNAIRES COLLECTED		
HERITAGE-RELATED NARRATIVES		
PROMOTION		
AGREEMENTS AND OUTCOMES		
MEDIA CLIPPING		



KPI/PROJECTS	Ways to Calkemly							TOTAL
	workshop presenting event of Solid Foods Authentic Community (Slovakia)	Discusses at Hungarian University of Agriculture and Life Sciences (MATE)	Stakeholder meeting in Abasco	1st Day for Transhumance Stakeholders in Romania	Study Tour and Stakeholder Meeting in Hungary, along the Way of Mary	Panel discussion and working	Colloquium ACCES Association Information Centre of Slovakia	
KPI1. Website traffic (page visits by year).								0
KPI2. Social media activity (posts on the rufarm social network accounts).								0
KPI3. Involvement of pilgrims and local stakeholders in pilot actions.	20 possible							20 possible
KPI3.1. Number of local stakeholders (businesses, heritage sites, cultural tourists), companies, small businesses... applied to pilot actions.			2 additional stakeholders signed			KPI3.1		2 additional stakeholders + 2
KPI3.2. Number of events/travelers organized/created for stakeholders awareness and training.						KPI3.2	KPI3.2	1
KPI3.3. Number of pilgrims and tourists involved in pilot actions.	20							424 participants + 20+1
KPI4. Outreach by decision makers besides the pilot experiment: key stakeholders attending our events to support the project's implementation, contacts to support our AEM activities from pilgrims' routes, etc.								0
KPI5. Number of PCs updated for the platform.								379
KPI6. Number of featured stories and materials created for specific topics and segments.								10
KPI7. Number and type of newly created actions for pilgrims.								0
KPI8. Number and type of previously existing activities integrated in the pilot.								0
KPI9. Media impact.								0
Number of users overall in the pilot experiments								
Number of pilgrims found to engage in cultural experiences and other services in the rural environment, but do not intend to participate in the activities								
Number of key stakeholders attended our ALLIANCE events by MCA								
Number of heritage sites involved								
Number of visited PCs								
Number of materials "recommended/pinned"								
Number of narrations								
Number of featured trips								
REGISTRATIONS	This event was developed and enabled by the pilot as 20 possible pilgrims were reached		2 additional stakeholders signed, some were still expected	The event was organized from the pilot as part of the institutional set work within the framework of our pilot. Thanks to this meeting we could establish cross-border partnerships who want to actively participate in the experiments.	Potential new stakeholders			
RESULTS								
Numbers of specialized and private stakeholders engaged.	0	0	2 additional stakeholders signed	0	0	KPI3.1	0	
Numbers of PCs updated for the platform.								
Numbers of activities integrated and enabled by the pilot (not supporting otherwise).								
Numbers of tourists/pilgrims based to the PCs.	20	0	0	0	0	0	0	0
Numbers of educational opportunities and materials created for specific segments.	0	0	0	0	0	0	0	0
Territorial stakeholders engagement (public support, outcomes).								
Media impact (by level and nature).	0	0	0	0	0	0	0	0
Usage of the pilot's web part of an app								
STAKEHOLDER INVOLVEMENT	workshop presenting event of Solid Foods Authentic Community (Slovakia)	Discusses at Hungarian University of Agriculture and Life Sciences (MATE)	Stakeholder meeting in Abasco	1st Day for Transhumance Stakeholders in Romania	Study Tour and Stakeholder Meeting in Hungary, along the Way of Mary	Panel discussion and working	Colloquium ACCES Association Information Centre of Slovakia	
VENDOR INVOLVEMENT								
PLATFORM COVERAGE								
NUMBER OF QUESTIONNAIRES COLLECTED								
HERITAGE-RELATED NARRATIVES								
PRODUCTION	promoted via the marketing of the local community.	through the MATE institutional programme	The potential partners for the network have been surveyed in the area. PCs have been reached and engaged via various media channels.	new promoted via mailing list of the Romanian Way of Mary Association	through the rufarm network and by direct invitation	Podobnik, shared a small institution	MCA: https://www.facebook.com/kocki-kuznicka-akce-v-otoka-2022/	
AGREEMENTS AND OUTCOMES	refugee events will be promoted on this territory.	Contract of collaboration with MATE: workshops for teens and dissemination materials will be part of the dissemination and pilot activities.	Agreement of collaboration with MATE: workshops for teens and dissemination materials will be part of the dissemination and pilot activities.	Agreements	In-charge: cooperation with rufarm in pilot stage realization	Agreement of cooperation among the engaged partners from Slovakia, Via Mariae has agreed to take part in the pilot.	Evaluation of the cooperation and set up the program	
MEDIA CLIPPING	<a href="https://www.slovakia.sk/en/press-releases/2022/04/2022-04-20-01">https://www.slovakia.sk/en/press-releases/2022/04/2022-04-20-01</a>		Official website page of the Way of Mary in Abasco website	Official website for Transhumance Stakeholders	Official website for Transhumance Stakeholders	Official website for Transhumance Stakeholders	Official website for Transhumance Stakeholders	

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