

PILOT NAME AND NUMBER		TITLE OF THE ACTION		ACTION #	
Inclusion <i>Are you including vulnerable groups and minorities within your Partners?</i> <i>Will vulnerable or marginalized groups of your community <u>benefit</u> from this action?</i> <i>Is the action addressing <u>people with disabilities</u>?</i> <i>Are your communication strategies inclusive to different age groups?</i> <i>How can you include vulnerable groups in the next Activities of development and implementation?</i> <i>Will any vulnerable or marginalized group be the recipient of any of the revenue streams of the action?</i> <i>Will any cost affect a vulnerable or marginalized group?</i> <i>Will the positive impacts of the action fall on vulnerable and marginalized groups?</i>	Partners <i>Who would you involve to get your action started and completed?</i> <i>Who could supply resources (money, materials, staff other resources) that you need?</i> <i>Which resources are you acquiring from these partners?</i> Example of Partners/Stakeholders Public Private Mixed Civic Independent Experts United nation Association NGO Local Community Vulnerable Groups	Activities <i>What are the key steps to move ahead with your action?</i> <i>What Activities does your proposition/offer require?</i> Example of possible activities to be implemented Development of cultural routes – detail the steps Networking with local hotel/B&B Development of Platform/networks Data acquisition workflow (what? From who? How? When?) Product/ Service development Marketing/Promotion Training & Education Organization of conference and workshop Co-creation with end-users/ visitor Others	Propositions/ offer <i>How will you make your visitors'/beneficiaries life happier?</i> <i>What will you deliver with the action?</i> <i>Which one of your visitors'/local community/vulnerable groups /tourists' problems are you helping to solve?</i> <i>Which visitor/local community/vulnerable group/tourists' needs are you satisfying?</i> Examples Accessibility/ Convenience/Usability Providing sustainable solutions, services, or products Maximising tourism potential/ Enhancing visitor experience Promoting cultural diversity/ Sustainable rural food production Localised services/ Social inclusion/Newness/ Performance/ Risk Reduction/ Customization Ensure the proper conservation of cultural heritage resources Others	Resources <i>What are the resources you need to get this action started and completed?</i> <i>What Resources do your Propositions/offer require?</i> Example of resources Physical Intellectual (brand patents, copyrights) Data Human Financial Built space Distribution channels Visitor relationships Heritage Resources (Dark heritage, Underwater heritage Etc...see heritage resource list by UNIBO)	ICT integration and data needed <i>What ICT service can be useful for this action?</i> <i>What kind of ICT service can make the action more sustainable?</i> <i>Which stakeholders could contribute to the integration of such ICT service?</i> <i>What resources are needed to develop such ICT service?</i> <i>Which are already in place?</i> <i>Where could additional resources be found?</i> <i>What kind of data will the ICT developer need?</i> Example from ICT service list by UNIBO: Evaluation and recommendation Entertainments and destination information Experiential information Up-to-date information Smart technologies Mobility sharing
	Beneficiaries <i>Who are your targets audience? What are your beneficiaries? Describe your target audience and/ or your beneficiaries in a couple of words.</i> <i>Who will benefit from your action?</i> <i>Who are your most important visitors/users/beneficiaries?</i> Examples Customers End users Visitors Partners Stakeholders Local Community Civic Society Vulnerable Groups Others	Cost Structure <i>How much are you planning to spend on the action development and marketing (for a certain period)?</i> <i>What are the most important costs you foresee?</i> <i>Which Resources are the most expensive?</i> <i>Which Activities are the most expensive?</i>	Channels of communication <i>How are you going to reach your visitors'/beneficiaries?</i> <i>Through which Channels do your visitors'/beneficiaries want to be reached?</i> <i>How are you reaching them now?</i> <i>Which channels are most inclusive?</i> <i>How are you integrating them with visitors'/beneficiaries' routines?</i> Channel phases <ol style="list-style-type: none">1. Awareness: how do you raise awareness about your proposition?2. (If relevant) Evaluation: how do you help visitors /beneficiaries evaluate your organization's value proposition?3. (If relevant) Purchase: how do you allow visitors to buy specific products and services?4. (If relevant) How do you deliver the Proposition to visitors?5. (If relevant) After sales: how do you supply post-purchase visitors support?	Revenue Streams <i>For what value are the tourists/visitors/users really willing to pay?</i> <i>For what do they currently pay? How much are they currently paying?</i> <i>How are they currently paying?</i> <i>How would they prefer to pay?</i> <i>How much does each Revenue Stream contribute to overall revenues?</i> <i>This box might be irrelevant if the action does not imply selling of a product or a service</i>	Social Innovation <i>What social innovation is the action producing?</i> Examples of social innovations <i>Involving citizens in the creation/delivery/implementation of the CT Action</i> <i>Create new relationships between local communities</i> <i>Meeting a specific social need (I.e. inclusion of vulnerable groups in the creation, implementation, delivery of the action)</i> <i>Supply a new services or model for local community's needs</i> <i>Form a new collaboration between individuals of the local communities</i>

Sustainability of the Action

How can your action be sustained in the long term?
Where to look for funding/opportunities to make it sustainable through the time?
What conditions will make this action sustainable in the long run?

Economic impact on the territory

What economic value can this action bring to the territory? Think about both positive and negative impacts

Example of positive impacts
New permanent jobs
New Seasonal Jobs
Revenues
GDP (Gross domestic product) of the area
Boost development of other industries or enterprises
Investments
Grants
Application for fundings

Example of negative impacts
Land & residential prices
Prices of commodity
Changes in the access to commodity among inhabitants

Environmental Impact on the territory

What Environmental impact can this action have on the territory? Think about both positive and negative impact

Example of positive impacts
Perception of protection of animals and plants
Increasing environmental awareness
Recycling activities

Example of negative impacts
Fuel consumption for managing site
Carbon emission from wastewater generation in places
Poored Air quality
Noise and acustic pollution
Increased traffic

Social impact on the territory

What Social impact can this action have on the territory? Think about both positive and negative impact

Example of positive impacts
Retaining young people
Quality of life
Inclusion of different generations
Integration of vulnerable or marginalized groups

Example of negative impacts
Tourism irritation
Number of second homes
Perception of change in community dynamics due to tourism
Vandalism
Residents who experience a change in safety
Complaints due to narcotics /alcohol consumption
Perception of overcrowdin

Cultural Impact on the territory

What Cultural impact can this action have on the territory? Think about both positive and negative impact

Example of positive impacts
Better cultural services and opportunities (focus on vulnerable groups)
Identity building and awareness (focus on vulnerable groups)

Example of negative impacts
Residents satisfaction with the impacts of tourism on the destination's identity (focus on vulnerable groups)
Population that experience a change in the sense to community due to tourism (focus on vulnerable groups)