

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

## 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 oportunities (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)