

Interreg 
ADRION **ADRIATIC-IONIAN**
European Regional Development Fund - Instrument for Pre-Accession II Fund

CREATURES



DT1.1.1

**METHODOLOGY FOR THE SELECTION AND
DESCRIPTION OF GOOD PRACTICES**

Authors	AUEB-RC
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Contents

1	Introduction	3
2	Good Practices in CREATURES.....	3
2.1	Definition of Good Practice.....	3
2.2	Focus of Good Practices in CREATURES	3
3	Selection of Good Practices	4
	Appendix: Good Practice description template	6



1 Introduction

This report presents the overall approach for the identification, selection and systematic description of Good Practices of CCI in cultural heritage preservation and valorisation and sustainable tourism promotion. According to the project Application Form (p. 44), “each PP/Country, supported by its LSs, will identify local/regional GPs on CCI-related experiences, particularly focusing on virtuous CC business (including SMEs/start-ups, when possible) actively involved in conserving-valorising cultural heritage and/or promoting sustainable tourism. As the sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, a suitable balance between these three dimensions will be ensured by PPs, in line with their different and specific local/regional contexts.”

This report begins with a definition of a “Good Practice” (GP), sourced from other interregional cooperation programs (as Interreg ADRION does not provide its own definition of a Good Practice). Next, we limit the focus of the GPs to be collected, based on the boundaries of CREATURES. Finally, we identify a set of selection criteria that have to be fulfilled in order for a case to be considered as a GP.

A template for the systematic description of GPs is included in the Appendix.

2 Good Practices in CREATURES

2.1 Definition of Good Practice

Although Interreg ADRION does not provide a definition of what constitutes a **Good Practice**, definitions from other programs exist. Interreg Europe defines a Good Practice as “a good practice is an initiative carried out under one of the programme's topics. It can be for example a **methodology, project, process or technique** which has some **evidence of success** in reaching its objectives. There are already tangible and measurable results of the initiative. Moreover, a good practice has the potential to be transferred to other geographic areas.”¹

In addition to the above definition, Good Practices are usually connected to some **policy intervention**, i.e., a change in the local / regional policy that is a result of the transfer, adaptation and implementation of a Good Practice (or elements thereof) by a project partner in a different geographical, socio-political, economic and cultural setting. Policy interventions are achieved through the introduction of new or the change in existing **policy instruments**. A policy instrument is “any policy, strategy, or law developed by public authorities and applied on the ground in order to improve a specific territorial situation”¹, “however, an instrument can also sometimes refer to a legislative framework with no specific funding.”²

2.2 Focus of Good Practices in CREATURES

In the context of Interreg ADRION, the dimension of the policy impact of the Good Practices is not that pronounced. In CREATURES, the Good Practices should focus more on the **collection of local/regional innovative and sustainable CCI-related experiences**, “particularly focusing on virtuous CC business (including SMEs/start-ups, when possible) actively involved in conserving-valorising cultural heritage and/or

¹<https://www.interregeurope.eu/help/faqs/36/#faq-question-171>

²<https://www.interregeurope.eu/help/glossary/#index-P>



promoting sustainable tourism.”³ Therefore, the focus of the Good Practices to be collected within the framework of CREATURES should be on providing partners with inspiring examples of innovative and sustainable examples of conservation and promotion of cultural heritage and sustainable tourism through the use of CCI.

In addition, as the sustainability concept constitutes a central pillar in CREATURES (sustainable tourism, sustainable Good Practices), the CREATURES Good Practices should promote sustainability. Thus, partners should identify the sustainability dimensions that the Good Practices affect. The **sustainability concept** employed in CREATURES comprises the following dimensions:

- **Environmental sustainability**, i.e., Good Practices employing sustainable environmental practices that at least minimise environmental impact and, if possible, benefit the natural environment as much as possible,
- **Socio-cultural sustainability**, i.e., Good Practices that employ fair and efficient business practices towards labour and the community in which they are implemented and preserve and promote its cultural heritage, beliefs, values, traditions and practices.
- **Economic sustainability**, i.e., Good Practices that produce a profit for the organisations that own and implement them but also a broader economic value or benefit enjoyed by the community or society that hosts them.

3 Selection of Good Practices

Based on the above definition of Good Practices and the description of their focus in CREATURES, as per the CREATURES Application Form, a set of criteria for their selection have been developed. The selection criteria are meant to function as guidelines to partners for screening among potential multiple candidate Good Practices they may identify.

Selection criterion	Necessity of fulfilment	Description
Relation to CCI	Mandatory	The Good Practice should have a clear CCI focus and should be implemented by: <ul style="list-style-type: none"> - CCI businesses, where possible SMEs and start-ups and/or - Collaborations between tourism / cultural heritage organisations and CCI businesses
Focus on cultural heritage and sustainable tourism	Mandatory	The Good Practice should focus on a) preservation and/or valorisation of cultural heritage, b) promotion of sustainable tourism
Contribution to sustainability	Mandatory	The Good Practice should have a clear and identifiable impact on at least one of the three sustainability dimensions (economic, environmental, socio-cultural)
Evidence of success	Mandatory	The Good Practice should provide factual evidence that demonstrates its success or failure (e.g. measurable outputs / results, either qualitatively or quantitatively)

³CREATURES Application Form, p. 44.



Selection criterion	Necessity of fulfilment	Description
Transferability and adaptability	Mandatory	The Good Practice should have the potential to be transferred and adapted to a different geographic area.
Policy impact	Optional	The Good Practice could be linked to a policy intervention (e.g. a policy instrument), for example as an output of this intervention (e.g., a GP that was developed as a result of a particular policy instrument) or capitalising on a policy intervention (e.g., a GP that was inspired by a policy instrument).

Table 3-1: Good Practice selection criteria

The selection criteria constitute elements of the Good Practice description. This means that partners will be required to describe how each Good Practice fulfils these criteria in the Good Practice description template attached to this report.



Appendix: Good Practice description template



Good Practice description template

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Template for describing Good Practices on CCI in cultural heritage preservation and valorisation and sustainable tourism promotion

1. General Information																															
1.1. Title of the GP																															
1.2. Type of intervention	<i>Tick where applicable:</i> <input type="checkbox"/> <i>Preservation of cultural heritage</i> <input type="checkbox"/> <i>Valorisation of cultural heritage</i> <input type="checkbox"/> <i>Promotion of sustainable tourism</i>																														
1.3. Description of GP objective(s)	<i>Please provide a brief description of the GP objective(s)</i>																														
1.4. Main organisation(s) involved	<i>Insert the name of the main organisation(s) (e.g., businesses, authorities, other institutions) involved in the development and implementation of the GP</i>																														
1.5 Role(s) of main organisations	<i>Insert the role for each of the main organisations identified in the previous question</i>																														
1.6. Types of main organisation(s)	<i>For each of the main organisations you identified in the questions above, please tick the appropriate type.</i>																														
	<table border="1"> <thead> <tr> <th><i>Main organisations</i></th> <th><i>Business entity</i></th> <th><i>Regional authority</i></th> <th><i>Business association</i></th> <th><i>Non-profit organisation</i></th> <th><i>Other (please specify)</i></th> </tr> </thead> <tbody> <tr> <td><i>Org. 1 name</i></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><i>Org. 2 name</i></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><i>Org. 3 name</i></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><i>Org. 4 name</i></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	<i>Main organisations</i>	<i>Business entity</i>	<i>Regional authority</i>	<i>Business association</i>	<i>Non-profit organisation</i>	<i>Other (please specify)</i>	<i>Org. 1 name</i>						<i>Org. 2 name</i>						<i>Org. 3 name</i>						<i>Org. 4 name</i>					
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<i>Org. 4 name</i>																															
<i>Please add lines to the above table as required</i>																															
1.6a. Types of business entities involved in the GP	<i>If in the previous question you identified at least one "Business Entity", for each "Business Entity" you identified please specify its type (tick where applicable, multiple answers allowed):</i>																														
	<table border="1"> <thead> <tr> <th><i>Business entities</i></th> <th><i>SME</i></th> <th><i>Start-up</i></th> <th><i>Social Enterprise</i></th> <th><i>Other (please specify)</i></th> </tr> </thead> <tbody> <tr> <td><i>Business entity 1 name</i></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><i>Business entity 2 name</i></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	<i>Business entities</i>	<i>SME</i>	<i>Start-up</i>	<i>Social Enterprise</i>	<i>Other (please specify)</i>	<i>Business entity 1 name</i>					<i>Business entity 2 name</i>																			
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<i>Please add lines to the above table as required</i>																															
1.7. Location of the GP	<i>Country</i>																														



	<i>NUTS 1</i>	
	<i>NUTS 2</i>	
	<i>NUTS 3</i>	
1.8. Contact point	<i>Name and contact details (email, telephone) of a person from the main institution</i>	

2. Detailed Description of GP	
2.1. Consideration as a GP	<i>Please reply to the following question:</i> <ul style="list-style-type: none"> - <i>Why do you consider this practice as a Good Practice?</i>
2.2. Description of challenge / problem addressed by this GP	<i>Please reply to the following question:</i> <ul style="list-style-type: none"> - <i>What is the condition (challenge, problem, opportunity) that led to the development and implementation of this GP?</i>
2.3. Detailed information on the GP implementation	<i>Please reply to the following questions:</i> <ul style="list-style-type: none"> - <i>How was the GP implemented (i.e., what actions it involved, in what order they were implemented, a timeline of implementation)?</i> - <i>How did it reach its objectives and address the challenge for which it was intended?</i>
2.4. Main stakeholders involved in the GP and their roles	<i>Please reply to the following questions:</i> <ul style="list-style-type: none"> - <i>Who are the main stakeholders involved in the GP development and implementation?</i> - <i>Why are they considered as stakeholders?</i> - <i>What is their role of each stakeholder?</i>
2.5. Main beneficiaries from the GP	<i>Please reply to the following questions:</i> <ul style="list-style-type: none"> - <i>Who are the main beneficiaries from the implementation of the GP?</i> - <i>Why are they considered as main beneficiaries?</i>
2.6. Financial resources needed for the GP	<i>Please specify the amount of funding / financial resources required to set up and to run the GP.</i>
2.7. Human resources needed for the GP	<i>Please specify:</i> <ul style="list-style-type: none"> - <i>The number and type(s) of human resources required to set up and to run the GP. "Number" refers to the number of persons involved in setting up and implementing the GP and "type" refers to their occupation within the GP (e.g., 2 software programmers, 1 financial manager).</i> - <i>The duration of the occupation of each person in the GP (e.g., 2 software programmers between June 2020 – January 2021. 1 financial manager for the entire duration of the GP).</i> - <i>The type of contracting of each person employed in the GP (e.g., 2 software programmers: subcontracted, 1 financial manager: permanent staff of organisation X involved in the GP)</i>



2. Detailed Description of GP	
2.8. Other types of resources needed	<i>Please specify if other types of resources were required to set up and to run the GP, for example physical/technological (such as equipment, facilities, software), intellectual (such as patents, IP copyrights). If yes, please specify what resources were used in the GP.</i>
2.9. Timescale of GP (start / end date)	<i>Please provide:</i> <ul style="list-style-type: none"> - <i>Month/year of start of the GP</i> - <i>Month/year of end of the GP (if applicable)</i>
2.10. Further information	<i>Provide a link (if available) to further information on the GP.</i>

3. Results and Impact	
3.1. Evidence of success (results achieved)	<i>Please reply to the following questions:</i> <ul style="list-style-type: none"> - <i>Why is this GP considered successful?</i> - <i>Please provide factual evidence that demonstrates its success, e.g., measurable outputs / results (either quantitatively or qualitatively).</i> - <i>How long after the implementation of the GP did the abovementioned results / benefits begin to manifest?</i>
3.2. Impact of GP on sustainability	<i>What is the impact of the GP on the three dimensions of sustainability? Please select which sustainability dimension(s) the GP affects (tick where applicable) and describe the impact on each dimension (what is the impact, how it is measured). In doing so, please provide factual evidence that demonstrate the impact on each dimension:</i> <input type="checkbox"/> <i>Economic sustainability:</i> _____ _____ _____ <input type="checkbox"/> <i>Environmental sustainability:</i> _____ _____ _____ <input type="checkbox"/> <i>Socio-cultural sustainability:</i> _____ _____ _____
3.3. Impact of GP on main beneficiaries	<i>Please describe the impact (e.g. main benefits, other positive effects) of the GP on the main beneficiaries that you identified in Question 2.4</i>



4. Factors Affecting the Implementation and Transferability of the GP	
4.1 Enablers of GP implementation	<i>Please mention any factors (institutional, technological, financial etc.) that enabled / facilitated the implementation of this GP</i>
4.2. Barriers / difficulties of GP implementation and lessons learned	<i>Please describe any factors (institutional, technological, financial etc.) that hampered the implementation of this GP, how they were overcome and what you learned from</i>
4.3. Potential risks in GP implementation and mitigation actions	<i>Please mention any risks that have appeared or may appear in the future with regards to the implementation of this GP (including risks of not achieving the desired objective(s) and sustainability impacts) and how these risks have been / can be addressed.</i>
4.4. Conditions / factors affecting transferability of the GP	<i>Please explain why you consider this GP (or some aspects of it) as potentially interesting for other partners/regions. In doing so, please report the conditions / factors that can facilitate or hamper the GP transfer (e.g., key success factors or key failure factors for the GP transfer). Information on transfer(s) of the GP that have already taken place can also be provided (if possible, specify the country, the region – NUTS2 – and organisation to which the GP was transferred)</i>

5. Link of the GP with Regional Policy (optional)	
5.1. GP as a result of regional policy	<i>Has the GP come about as a result of a specific regional policy (e.g. a policy measure or instrument introduced by the region in the specific sector of the GP)? If yes, please describe the regional policy and how it affected the development of the GP.</i>
5.2. GP as an influence on regional policy	<i>Has the GP produced an impact on the regional policy (e.g. a change in the regional policy as a result of the development and implementation of the GP)? If yes, please describe how the GP affected regional policy and in what aspect(s).</i>

