Evaluation Report D8.4

WP 8- Developing a high quality project

CONTROL SHEET

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Abstract	This evaluation report summarizes the findings from the quality management and evaluation during the 30 months EuBike project. The report, drafted by the WP leader together with the partners contribution describes the approach to quality assurance in respect to the carried out activities, and based on all the tools adopted during the project and set up by the plan, such as the internal state of play reports and the participants feedbacks. It includes interpretation of results and recommendations regarding the training concept proposed and the training implementation.
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1. EuBike Project Introduction

EuBike project **(www.EuBike.bike / Facebook Community EuBike Project https://www.facebook.com/EuBikeProject?fref=ts and Facebook Group EuBike - Cyclotourism in Europe)** stems in the framework of the following key points at European level consisting in:

► **The non formal and informal knowledge skills and competences** are currently not **visible and not recognised** enough especially not as qualification for employment (ref. 2012, UNESCO GUIDELINES for the RVA of the Outcomes of non-formal and informal learning), which also prevents useful developments such as in the field of cyclotourism. Cyclotourism projects do not address **informal competences** and are more focussed on the end-tourism product instead of the capacity building of the actors.

► **Cyclotourism market has a great potential impact in terms of employability and local sustainable development**, as evident from research, projects and publications (e.g. EuroVelo 2012). This provides advantages both for expertise of cyclotourism associations if it is properly recognised and tourism providers who are trained to take advantage of tacit knowledge and expertise built on passion and interest.

► **Lack of systematic and homogeneous approach** in cyclotourism initiatives, which are uncoordinated and non continuous preventing from capitalisation and from progress by building on the existing results (EuroVelo 2012). Moreover, there aren't initiatives aimed at building cycletourism products based on sharing ideas and competences of the demand (cycletorists and cycletourism associations) and of the demand side (tourism providers).

EuBike takes an original holistic approach in order to improve the previous key point:

a) offering a sustainable model to reinforce the contribution of lifelong learning especially **the recognition and use of informal competences** for developing and advancing cyclotourism in the involved territories as a pilot for Europe, contributing to the soustainable development of the destination and enlarging access to lifelong learning (integrating ICT with travel experiences);
b) supporting the **development of innovative ICT-based content**, services, pedagogies and practice for lifelong learning (through the development of ICT tools);
c) **to integrate skills of tourism providers and the informal competences of cyclotourist** associations for development of cyclotourism products.

The EuBike model, to reach EuBike goals, is **based on ICT tools (marketing and educational** with a **training programme** and set of **resources)**, which provide an inclusive learning environment and enable communication, integration and recognition of competences, co-creation of products, marketing, reviewing and further dissemination. The model consist of the following components:

- The eDucational Box: a digital learning framework targeted towards specific competences useful for cyclotourism development and addressed to tourism providers and cycling associations;
- The eMarketing Social Platform: an open integrate web-based platform that combines the benefits of the co-developed cyclotourism products directory, local search engine, customer relationship management and content management system, which serves the purpose of promotion of the developed products;
- The eMarketing Social App: an open mobile user-generated content application enabling cyclists to find, review, rate and share the information and their opinions about the developed cyclotourism products.

The long-term objectives consisted mainly in:

A. **Equipping Tourism providers** with competences, **to create products appealing to a growing community**, to increase their success in the market;
B. **Recognising he informal competences of cycling associations** and using them with potential to become employment qualifications;
C. **Developing a new approach to tourism.** To promote a *community approach to tourism planning* as an attempt to formulate a bottom-up form of planning, emphasising development in the community rather than of the community. New high quality cyclotourism products, adapted and appreciated by

the emerging cyclotourist community, will be co-produced through knowledge integration of tourism providers and cycling associations. This makes the EuBike approach a variable geometry one, allowing being adapted to different countries contexts and attitudes

The main EuBike short term objective were to investigate how innovative and necessary was enhancing the use of the **ICT Tool,** testing it in four EU countries, summarised as the following **specific objectives**:

1. To map existing models of cyclotourism development in the EU territories involved focussing on the use of competences among the main stakeholder groups;
2. To develop a new participatory approach for the integration of competences and co-production of cycling tourism products based on the direct interaction of tourism providers (destination management organisations and hospitality and tourism businesses) and cyclotourism associations via the eDucation Box;
3. To enhance and foster new marketing practices foreseeing the active participation of cyclotourists (end-users) through the eMarketing Social App;
4. To validate the approach in a real-life leisure contexts in four European countries (IT, DE, AT, CH), through a two-steps piloting: co-production of cycling tourism products and testing and reviewing by the cyclotourist;
5. To promote the knowledge produced among all interested stakeholders and to favour the multiplication of the approach.

In this framework, **EuBike**, **aimed** to be a **model of good practices** starting with four testing areas, in Italy, Austria, Germany and Switzerland, transferring it to other EU countries, involving the following main **targets,** turning them in active players of this innovative process:
a) cycletourists
b) Association of Cycletourists
c) tourism providers/suppliers and Community and stakeholders (including Training Providers, civil society associations, tourism providers, trainers): as long term beneficiaries.

The project goals were achieved through the partners individual competences (in the Educational and Training sector, in Tourism and Communication& ICT field) and cultural diversity which is one of the key elements of the EuBike **teamwork.**
However, EuBike in *the long term* created a **Community of Practice**, by introducing models of good practices, applying and testing them, in all Europe and afterwards providing for their transferability to adaptability by other European regions. The practices of EuBike project, supported multigenerational and multipurpose contributions to developing learning interventions in the Life Long Learning framework focused on the knowledge transfer & competences acquisition (including ICT) as well as on the tourism field.

2. EuBike Project approach

EuBike was organized in 8 Work Packages, WPs (including specific targeted activities). The first four developed the core of the Theoretical and Piloting Framework of EuBike:
1 – Knowing the context, knowing the actors; 2 – Digital tool kits for cyclotourism development ; 3 – EuBike Learning contents development; 4 – Piloting and Validation.
Four were transversal WPs and concerned respectively:
5 – Network-based sustainability and exploitation; 6 – Dissemination and knowledge sharing; 7– Managing the project and the partnership; 8 – Developing a high quality project.

Theoretical and Piloting Development (WP1-WP2-WP3-WP4)

Scientific Development of the Project was organized by the partnership in the first 4 main phases.
1) WP1-The Context and actors analysis phase, including the participatory consultations, already concluded had mainly the following **objectives**:
− **To involve the local community**: A series of online surveys, semi structured interview and a serious of focus groups were used in the initial stage to set up the scene and to gain a better understanding of the domain. Securing active participation of the community, cyclists associations and training providers, in the development process entailed organizing the circulation of information, facilitating access to training and finding suitable methods of "animation", while at the same time ensuring transparent decision-making procedures. This process built up confidence of local communities and players especially of those not accustomed to express their needs, expectations or plans.
− **To draw out ideas and generate initiatives**: Fostering meetings and dialogue between people, convergence between sectors, the exchange of knowledge and complementarily between skills among the target groups mainly regarding the development of the training course and the app and platform.
− **To delegate decision-making powers**: Adopting the bottom-up approach meant delegating decision-making powers from other levels of governance to the local level in view of the tourism promotion of the destination.

The **focus groups and the dissemination activities and materials** were the main tools used by EuBike staff in order to lead the community members to participate and share the EuBike vision, to the extent that they will then be able to use it as tool for addressing their own needs. This first part has informed the development of the model, namely: the pedagogical design of the Cycle Tourism eEducational Box and the design of the European eMarketing Social Platform and App.

2) WP2 -The pedagogical design of the Cycle Tourism eEducational Box: this analysis was meant to provide all the elements needed to ensure a focused **training programme**, that described the key competences and skills, the learning goals for each module. It developed a **set of resources/training material**, as support to the trainers. The content comprised innovative learning topics combining complementary information for tourism providers and cycling associations to facilitate co-development of high quality cycling products.

3) WP3 The design of the European eMarketing Social Platform and App. The development of the training framework was aligned to the development **of a users-centered eDucational Box, eMarketing Platform and APP, representing the main core of the Piloting.**

4) WP4 -Piloting and Validation. On the basis of requirements of the EuBike learning model (eDucational Box and eMarketing Social Platform), were realized from September 2015 and January 2016 (with the finalization of the report). The products were reviewed by the independent cyclists through "Educational and demonstration events" using the eMarketing Social App. Each testing was completed by a promotional event (final event) in the respective partner country.
In order to determining its goals and strategies **Guidelines for Piloting were delivered** aiming to be an appropriate working and documentation tool for partners, to evaluate and validate the EuBike approach.

5-6) WP5-Network-based sustainability and exploitation (WP5) - Dissemination and knowledge sharing (WP6)

In order to efficiently manage dissemination, valorization exploitation and mainstreaming activities the **dissemination and development plan** was built around the involvement of local stakeholders, key actors and target groups strategy, through diversity of dissemination and exploitation channels, using the potential of partners' specific networks, experience, and most suitable channels. The main steps consisted in:
- The development of a **Project Graphic Identity**, starting with the Logo;
- The identification of the Target Audience and consequently of the main stakeholders;
- The individualisation of the selected dissemination channels and appropriate tools to disseminate and exploitate the project activities and results, in order to guarantee its sustainability.

Key target groups (already reached through the activities of participatory consultations) were connected through the **project website, Facebook page** and the **EuBike ICT tools** to allow communication and sharing of materials. In fact, the activities foreseen both at the research and implementation level implied a direct involvement of target users and stakeholders' representatives.

7) Managing the project and the partnership (WP7)
The tools aimed at guaranteeing:
- Time Management: respect of deadlines defined in the Action Plan; project work-plan rescheduling and actions plans updating.
- Partnership' Management: a clear assignment of roles and activities aimed at decision-making in autonomy of each partner but aimed at synergic and common results, based on the specific competences of each partner.
- Cost Management: respect of own budget rules and shared communication with the project coordinator.
- Communication Management: emails, Skype conferences and tools facilitating the smooth communication management such as Dropbox.
- Risk Management: the capacity to prevent actions and possible risks by a constant communication and sharing of best practices and information among the consortium members.

8) Developing a high quality project (WP8)
It consisted in developing a deep and complex system of monitoring and evaluation of the Quality by establishing two different levels of Monitoring: at the Project level (internal) and at the Piloting level (external).

At the Project Level:

the quality Management was assessed through the Monitoring and Quality Plan (supported also by the External evaluator). This level of project monitoring focused on:
– A monitoring and evaluation of the entire project and of its management (including the meetings, SWOT analysis, internal questionnaire);
– Respect of its objectives, results, products, methodology, and responsiveness to the planned expenditure; – Clarity of roles, tasks, deadlines and objectives;
– Monitoring of the degree of integration of the partnership and the functioning of the work tools at a distance;
–Monitoring the degree of involvement of the project's beneficiaries and stakeholders and the efficiency of planned initiatives.

At Piloting Level
developed in conjunction with the Training Programme WP3 and Piloting WP4, the quality of the project was assessed according to the beneficiaries' needs and the results, which the partnership considers fundamental to check (mainly the demand and supply side evaluation of ICT tools), the degree of involvement of project's

beneficiaries and stakeholders and the efficiency of planned initiatives as well as the impact on the tourism industry and on the local community and the activities replicability.

More information regarding the Evaluation are addressed in detail in the following sections.

3. PARTNERSHIP

EuBike partnership is characterized by 6 partners covering 5 countries (Italy, Germany, Austria, Switzerland, England), and by complementarily of competences, required for implementing the proposed activities and contribute to the identification and spread of innovative good practice between regions, promoting cycletourism exchange of knowledge and experience taking into account not only different social and economic realities, but also very different mind-sets in EU populations. The partnership is composed of:

S8 (Italy) planned and implemented creative activities applied to training at different levels: vocational, informal, addressing adults, youngsters and children. It participated in several projects funded by the EU, thus being able to carry out an effective and efficient project financial and administrative management.

The University of Bournemouth (UK), was involved in research Elaboration creating the Instructional design, pedagogical approach and learning strategy that will populate the EuBike ICT tools. Besides, it was responsible, together with the University of Krems, for developing the competence framework of the cycletourism innovators, with a specific focus on the recognition of the competences of cycling associations by integrating it with technologies and innovative methods and initiatives.

University of Krems,(Austria) cooperated with the University of Bournemouth in the identification of the competence framework (knowledge, skills and attitudes) needed for developing cycletourism, and of instruments and procedures for the recognition of hidden skills of the cyclists associations, of recommendations for the development of the ICT tools and environment. IMC know-how and experience in sustainable tourism is integrated into "Piloting and validation", by delivering the two-steps training in the selected territories. In addition, IMC was in charge of piloting in Austria.

Seed association (Switzerland) is a not for profit association, active in the field of technologies and education. It works in particular with other not for projects organisations and aims at improving the integration of digital technologies in their core activities, in order to boost their potential and effectiveness. Seed lead the ICT tools and environment development, aiming at developing three main artifacts: an e-learning multi-language platform (eDucational Box), an online marketing environment (eMarketing Social Platform) and its App version for promoting cyclotourism destinations.

The following partners, ensured the integration of project results in initiatives in the society in the project's partner countries and in specific tourism field also beyond the project lifetime.

Ecological Tourism in Europe, (Germany)
The organization Ökologischer Tourismus in Europa (Ö.T.E.) e.V. (Ecological Tourism in Europe, ETE), founded in 1991 in Bonn, Germany, supported the development of sustainable tourism in both, Germany and Europe. It lead Networking activities, in close cooperation with Zoï Environment Network and the other partners for developing the Exploitation Strategy, the Transferability Manual and the Project Manifesto, and ensured that project outcomes were widely spread among European target organizations and networks. The vast experience of ETE experts in providing training on sustainable tourism supported the University of Bournemouth to produce the training content

Zoi Environment Network, (Switzerland) is an international non-profit organization, with a clear mission: reveal, explain and communicate connections between the environment and society. Zoï is specialized in analyzing ("know") and communicating ("tell") frictions between the environment and society, and eventually contributing to resolve them ("act"). Zoï designes creative information products for decision-making and provided assistance to local, regional and national authorities, corporations and individuals who are ready to find solutions to these complex environmental challenges. While the geographic focus of Zoï Environment Network is on Europe's margins and its neighbours (the Balkans, Eastern Europe, Central Asia, the Caucasus and the Mediterranean), it linked regional and local issues to the global environmental agenda. Besides, Zoi was in charge of the project piloting in Switzerland.

The associated partners supported the identification of needs and also facilitated the analysis and piloting and validation of the model.

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4. Evaluation report objective and approach

This evaluation report summarizes the findings from the quality management and evaluation during the 30 months EuBike project.

The report, drafted by the WP leader together with the partners contribution describes the approach to quality assurance in respect to the carried out activities, and based on all the tools adopted during the project and set up by the plan, such as the internal state of play reports and the participants feedbacks.

It includes interpretation of results and recommendations regarding the training concept proposed and the training implementation.

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The main objective of WP8 leader was to collect sufficient information and data to be able to evaluate this project according to basic scientific standards as well as to needs and requirements of the project partners and target users.

A holistic evaluation concept was designed and agreed following the QUALITY PLAN D.8.1 Guidelines and tools, in order to evaluate the project from the PROJECT LEVEL and PILOTING point of view (from the stakeholders and users), then integrated with the external evaluator suggestions.

ThePILOTING point of view has been defined in the Guidelines for piloting D8.2 integrated with the D4.1 Piloting Guidelines and Reporting-Evaluation tools, defined by the WP4 Leader.

The evaluation focused on following areas:

- **AT PROJECT LEVEL**
  Process Evaluation (Project Meetings, Project Phases, Time Management, Crisis Management, Degree of Satisfaction of Partners)
  Deliverable level (European cyclotourism benchmark, Focus group scripts & quantitative analysis, Digital tool kits for cyclotourism development, eEducational Box, eMarketing Social Platform and App, Competence frame work, Instructional design document, Informal learning resources, Guidelines for piloting, Piloting Report)
- **AT PILOTING LEVEL**
  Piloting level: feedbacks received while Piloting from the target users and stakeholders in order to validate the project approach
  Dissemination and impact Evaluation (Dissemination Activities in Quantity and Quality and Valorisation activities with stakeholders): Website of the project, newsletters, posters and flyers, stakeholders events.

The method

The methods described here were mainly used for the identification and verification of evaluation indicators and the evaluation of the project's main outputs and results. The following methods were used for this project:

- − **Research or desk research**. It involved the gathering of already existing data and information from relevant primary and secondary sources; in addition relevant technical literature, research outcomes, development results from other experts, field reports, etc. are all considered.
- − **Questioning**. It represented one of the most common and at the same time one of the most important methods of evaluation and is achieved in several measuring points. Depending on the object of

evaluation, the experts involved the recourses available in time, money and staff as well as the nature of information/data requested different instruments are used for these questioning tasks. Data can be collected by verbal or written (written questionnaire) or a combination of both. By this method qualitative as well as quantitative data can collected.

- **Observation**. Particularly within the context of the transnational project meetings and the pilot/testing phases of products the observations of participating (e.g. project partners, trainers and tutors) and non-participating (e.g. uninvolved experts, stakeholders, target groups) persons can be essential for gaining data concerning the success/failure or quality of meetings or product. Observation represents an important evaluation element, as it allows the inclusion of non-verbal or sub-conscious processes in the evaluation; e.g. can a general mood within a group of learners provide conclusions about the attractiveness of a training course and their interest in the learning materials; criticism is often expressed through body language, gestures etc.

- **Consultation/technical discussion.** A particular form of questioning is represented by consultation, usually in form of a technical discussion or expert talk. This means integrating relevant technical experts (scientists, stakeholder, pedagogues, political decision makers, labour market experts etc.) with their expertise into the various levels of the project process. Their input will produce visible indicators, which are more connected with the project at an academic and/or political meta level, and therefore help to consider the products in terms of their integration into larger developmental processes as well as into social, educational and labour market policy contexts (main findings coming from the focus groups in WP5 with the stakeholders).

- **Peer group review**. The method of peer group review has enormous potential, especially for the product evaluation. It assumes that within the partnership - not only through the people specifically taking part, but also through the organisations and networks standing behind it - enormous specialised knowledge is available (from cyclist associations, individual bikers, bikers hotel associations, etc.) and that this expertise should be used to develop the individual quality assured project products. Thus all project products are recommended to be at the end of each developmental step revised by all partner organisations for their evaluation and comment; the results of the feedback are then integrated into the further development of the products. Through these continuous evaluation cycles the optimum quality standards should be attainable. The associated partners of the project could be part of this project too.

These methods presented are not the only ones used during the evaluation processes of this project, but they are the most important upon which the formally driven evaluation processes is based.

The External Reviewer in cooperation with the Project Coordination agreed on guidelines for the review of **Eubike Project Deliverables.**

It was agreed that the methodological approach of thematic deliverables assessment should include where applicable:

- originality,
- importance of the problem addressed,
- the interest to a broad range of readership,
- the quality of theoretical argument and/or practical implementation, v) quality of literature review,
- writing quality as well as
- data quality and quality of data analysis as well as recommendations for improvement.

Instruments of evaluation

The evaluation instruments used and to be used are based on generally valid quality standards in empirical social research as well as on the experience of their application during the course of previous European collaborative projects.

Some of the following instruments used:

1. documentation forms, e.g. to be able to gain comparable data from desk research and observations by non-participants and then represent it in a standardised form (desk research)

2. questionnaires (meeting questionnaires, internal questionnaires, feedbacks received from the partners on the piloting and beneficiaries questionnaires, etc)

3. checklists e.g. with the examination of the quantitative requirements for the products and deadlines. The action plan and snapshot included in the D8.3 confidential report was the tool used for this check.

4. minutes and experience reports, e.g. during the test phases with tutors/trainers and participants (monitoring report)

5. attendance registers

6. supporting material (e.g. during pilots, meetings, presentations, conferences etc.) as photos, films, videos, ppt presentations.

The specific framework of EU projects (limited time, money and human resources, the large geographical distances between the partners, etc.) appears to justify the increased use of standardised procedures and instruments.

Nevertheless the instruments should also offer space for qualitative data collection, because this can be extremely helpful for the evaluation of products as well as for obtaining concrete operational instructions.

5. PROJECT LEVEL: Process Evaluation

The implementation of an EU project is a very complex and multi-layered venture. One of the most important elements, in all of its technical and administrative, as well as social, communicative, organisational, cooperative and coordinating aspects. They are closely connected with each other and determine each other; however, it is difficult to consider each of them in isolation.

However, the scientifically based investigation of other components, e.g. the quality of the communication between the partners, the management quality of the lead organisation or the commitment and motivation during the project implementation, **is rather more concerned with defining fundamental key factors together with the partnership and in obtaining vital information about the different methods and instruments, to establish whether they are regarded positively.**

The project process is examined by two large evaluation strands, which both extend throughout the entire course of the project.

5.1 State of the art analysis

The first, the so called the Action plan -**Snap shot analysis**, **for the state of art report** helped to draw a comparison between the targets in the project proposal and other quality *guidelines* with the actual progress of the project.
Its underlying instrument represents clearly and in chronological order all individual processes, activities, results, deadlines and partners' responsibilities. The application documents from the funding programmes do not normally ask for such detailed overview plans and all relevant information is "hidden" in different places within the proposal document, e.g. a general project description, description of work packages, description of the project results, dissemination plan, QM-plan etc. It is therefore a great help for all involved in the project - primarily for the project lead organisation - if the entire course of the project with its steps is detailed and listed chronologically. Thus a management instrument for project lead organisations and partners is developed alongside the evaluation instrument.

It was defined towards the creation of the snapshot analysis is therefore the transfer of the entire project proposal with all its facets and processes into a document, **a sort of a checklist (Already used by the management and Quality Development WP leader-called Action plan- and merged)**, constructed as follows:
on the left hand side of the instrument under "nominal results" all project steps, results and products are specified in the Deliverables order, on the right hand side of the instrument there are three status columns, in which symbols and coloured shading for each step can be recorded to note whether this step has already been completed, already underway, or could not be carried out due to a particular reason;
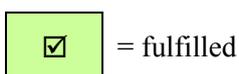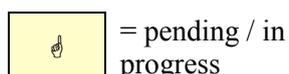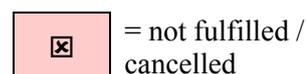
☑ = fulfilled	☝ = pending / in progress	☒ = not fulfilled / cancelled

There is an additional column to note the degree, in percentage terms, to which each individual step has been achieved. Finally there is space is available in the last column for comments or notes on the deliverable but also any other comments with a "To do list".
As a result it was evident at which technical level of development the project was at any given time, whether and which problem areas existed in terms of the fulfilment of the individual quality indicators, who was responsible for them and which other project steps and work packages could have been affected.

It was realised a snapshot at the end of 2015. It was inserted in annex (annex 1) to evaluation report delivered at 31.12.2015 D8.2, discussed and updated during the meeting in Krems, in March 2016 and drafted for the Final meeting by the coordinating organisation, and espilcted in the condidential report (first part).

This tool was very useful for project management, because it supported management as a "to do list". It was.

Now in annex 1, the example of snapshot how used by project management monitoring the activities.

> ### 5.2 Quality of the Partnership analysis

Itis dedicated to a greater extent towards social, communicative and organisational indicators as well as content and operational areas of the project management. This includes organising and undertaking the project meetings, communication processes, problem and conflict resolution strategies, partners learning about the different project activities and their participation in these, the partners' level of knowledge concerning fundamental core data and processes in the project (timescales, budget, dissemination, evaluation etc.), evaluation and control measures etc.

Transnational cooperation initiatives usually organise themselves according to similar patterns, and upon the basis of this fact indicators for the quality assurance can also be standardised across many projects. Since the interaction between the project participants is at its most intense during the project meetings, the organisation and staging of the meetings play an important role; in addition, the phases between the project meetings need to be closely monitored, as it is during these times that most of the work takes place, and it is also not optimal that there are large geographical distances between the partners.

Quality indicators

The following quality indicators were proposed in relation to the evaluation and assessment of the project meetings and of all the project phases:
- Timely planning of the project meeting
- Timely distribution of all relevant documents to ensure the successful planning and implementation of the meeting, e.g. registration form, agenda, working instructions etc.
- Support concerning the travel and accommodation arrangements provided by the project lead organisation and/or the host organisation
- Agenda covers all significant points and issues, it ensures there is sufficient time available, it involves all project partners
- Project partners can help shape the agenda
- Meeting takes place in appropriate surroundings, e.g. room size, facilities
- The meeting leads to concrete outcomes and decisions, which are the agreement (if possible) of all participants
- Timescales and deadlines are adhered to project
- The partners are aware of their roles and tasks in each of the project phases
- All contact persons and partner organisations respond to communications promptly
- The partners report regularly about their activities.

To measure the effective respect of the indicators cited, the tools used, as inserted in Eubike Quality Plan, were the following:
- **Internal Evaluation Questionnaire**, filled out only once in November 2015. It is composed of a set of questions, aimed at gathering partner's views on how the project has been proceeding, what problems they have experienced and what changes or improvements they suggest might be useful to incorporate in the project. The purposes of the questionnaire were to conduct a 'critical review' of the project in terms of project management, communications within and outside the project, and progress in terms of objectives, milestones and content. The project welcomes 'individual' as well

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as 'organisational' views. A section of this internal evaluation questionnaire is focused on **Project Barriers, Drivers, Activities, and Risks**. This section aims to discover the barriers that hamper the fulfilment of the project objectives, the drivers that stimulate the process, the activities taken by the partners to overcome the barriers and/or to make use of the drivers to reach the project purpose, and estimate the risk to reaching the objectives at the project level at different moments.

This was integrated with the:

- **SWOT Analysis,** submitted once time before the Progress Report and once before the preparation of the Final Report.
- **Monitoring Questionnaire for Project Meetings** used in order to monitor the effectiveness of management of the ongoing work, to identify strengths and weaknesses of the partnership, to plan effectively future activities, and to monitor the process of the project from the very beginning. More precisely the questionnaire was developed with the aim to monitor partnership meetings and partner's work in between meetings

5.2.1 Problems encountered and recommendations

In the first half of the project partners were relatively satisfied with their participation in the EuBike project. The findings showed that despite the managerial problems in the beginning of the project, the good commitment of all project partners has kept the project alive and on track.

They recommended:

- The project will benefit from getting greater clarity on objectives and how to achieve them within the consortium 'identity'. More time needs to be made available in the initial phase of the project to enable partners to understand the project vision, its objectives and its expected outcomes, and for a shared vision of the project goals to be consolidated.

- The Projects needs closer monitoring of the overall progress and within work packages and faster follow up to addressed issues; clearer task allocations and deadlines; collaborative involvement by all partners in management meetings and all decisions at hand.

- More effort needs to be paid to ensure that the internal communication system – e-mails, Dropbox, and website, and file sharing procedures and tools – is agreed and implemented from the beginning of the project.
- Dissemination and exploitation need to be built into the work plan from the outset. Although we have made a commitment to do this in principle, it is more difficult to achieve in practice. The preliminary dissemination and exploitation plans developed early on in projects should be routinely and systematically re-visited and re-calibrated as the project develops.

The following improvement were proposed:

- A stricter follow up and update from all partners, but at the same time avoidance of the pressure of deadlines.
- Each partners to take responsibility of each task in all the work packages s
- Improvement of team work to reach the project objective effectively and on time.
- Clear specification of what is absolutely necessary and what is preferred, but not necessary.
- Every partner to understand that with its budget has to fulfill all the objectives foreseen, as it has signed already a budget.
- Raise problems both honestly, but diplomatically.
- All needed project decisions to be made, should be clearly circulated and consulted with all partners with clear deadlines for the answers specified.
- Rotating moderation and minute taking at meetings among partners

- More efficient time management at meetings
- Multi-modal approach of partner communication needed
- Always send an e-mail before updating a file in the Dropbox
- The Lead partner has to produce specific guidelines in regards to exploitation

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6. Project evaluation: Deliverables Evaluation

EuBike has produced a number of product, a web-based repository and a set of outcomes and results, based on four main phases of the project, described below:

-Knowing the context, knowing the actors (WP1)

It presents the results of the context analysis performed in cooperation by the partners. The report consists of the results of the desk research, the empirical survey and the **focus group consultations** feedbacks received by the partners. It presents the mechanisms used to carry out the desk research and the surveys and includes the main findings and recommendations.

They have been organized in four piloting areas and they served to share objectives, with the local community and to identify cycletourist associations, the suppliers side that will implement the context analysis and learning needs assessment in the population.

- Pedagogical approach of the training included (WP3):
Competence Framework

The Competence Framework, based on the European Reference Frameworks and qualification systems, has been developed as a guiding resource, in order to determine the useful learning content for cyclists and tourism providers. The description of the European Reference Framework of competences of the tourism providers and cycletourists was based on professional and training standards, and will indicate training inputs as well as learning outcomes (explicit reference to the EQF and the ECVET), skills and competences. It is also based on the project objectives – supporting development of cycletourism and facilitating contribution of cyclists and tourism providers to this goal.
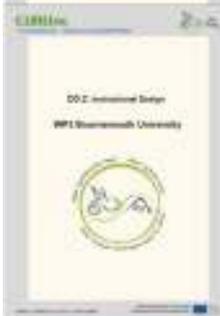
The Instructional design outlines the learning approach for the two different EuBike target groups: (i) the supply side - tourism providers and cycling communities and (ii) the demand side - the actual cyclists. At the same time, it provides a solution of linking the two groups together and enabling their communication and cooperation. It describes the proposed pedagogical approach, explains the difference among Formal, Non-formal and Informal Learning, and proposes a model for the learning products.

-Electronic Learning Resources - for cyclists and tourism providers WP2

The eBox presents a more formal learning experience for Tourism Providers - with a series of case studies and best practices. It serves to foster:
-integrated design of cyclotourism products in order to take into account cycling, cultural and tourism issues into account,
-solutions to hospitality issues related to cyclo tourism, and strategy and tactics of online promotion and user generated contents management.
This approach is aimed at equipping tourism businesses with theoretical and practical tools to understand the travellers' needs and to create, market and manage tourism products. The four

modules of the eDucational Box follow the conclusions of the Background Analysis and the Competence Framework:
1. Information & Communication Technologies 2. Networking 3. Product Management & Development 4. Promotion & Marketing

Each module is structured around several Case Studies. Each case study is structured as follows: a case rationale & problem Statement, the presentation of the case study itself, a call for action and a formative evaluation section, including a quiz and a reflective assignment.

The eMarketing/Social Platform is a multi-purpose tool: it presents the developed cycling routes and the points of interest, provides a chance for the cyclists to comment on each point of interest and on the route itself, and includes basic information (informal learning resources) useful for planning cycling trips. It consists of four themes:
1. Thinking/Alternative Experiences - inspiration and rational for sustainable slow tourism. 2. Experience Planning 3. Networking 4. Orientation

The comments sent by the cyclists are received by local tourism providers – either individual providers or local/regional tourism managers. As such, the eMarketing/Social platform provides the connection and a communication channel between the two target groups of the project.
The main objectives of this platform are:
- cycling path design for everyday life,
- reflection of the cyclotourism experience through structured reviews and
- experience sharing with other cyclotourists in order to strengthen the cyclotourism market.

The app is a mobile version of the social platform. It presents the cycling paths and points of interest, allows cyclists to download all information about the paths to be used offline and allows the users to share comments.
The content and online platforms developed by the project partners have been tested in the project pilot regions in Austria, Germany, Italy and Switzerland.

The main learning objective of the pedagogical design, both in the eDucational Box and in the eMarketing Social Platform and App, is to connect the actors of the cycletourism products' creation chain, to foster their active participation in tourism product building and to uncover and make use of informal competences of cycling associations

-Piloting and Validation (WP4)
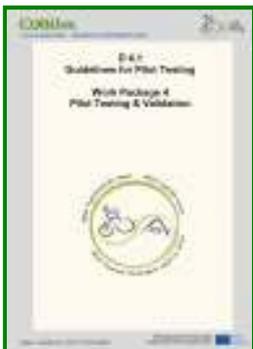
The elaborated innovative learning model (eDucational Box and eMarketing Social Platform) will be tested and completed during the piloting. Once defined the main requirements and pretested **EuBike ICT tools** was made available to more than 80 suppliers organisations and 200 cycletourists. The Piloting consists in the use of the eDucational Box and eMarketing Tools app to access the effectiveness of the training system provided in supporting the acquisition of those skills that facilitate the use and recognition of the cycletourism informal competences assisting them in transferring and supporting other knowledge first of all the supplier side.

The Piloting Guidelines D8.1 suggested institutional, organisational and sociocultural procedures to facilitate the pilot testing in each country and provided supporting tools and templates to be used for the assessment process.

6.1 Deliverables Evaluation -Monitoring Tools and Method

The development and implementation of a control mechanism referred to the overall objective of ensuring that all outputs (website, brochures, reports, etc.) fulfilled a set of conditions:
- answer to the requirements and objectives;
- technical consistency;
- respect to the agreed formats;
- clearly presents the results;
- presentation and graphic appearance.

In order to assess the accomplishment of those conditions, all outputs were subject to a quality review.

The common quality expectation of all deliverables was of course the timely delivery according to the project work plan.

Deliverables, which are documents, had a consistent and common format: common title page, the project logo, the logo of Lifelong Learning Program, of the Executive Agency (EACEA), the official disclaimer of the European Commission, the project reference number, as well as information of copy right if applicable. A common look supported the public awareness of the project since deliverables, which were disseminated, and easily attributed to the EuBike project.

The quality of deliverables was assured by providing templates and guidelines that demonstrated the expected quality aspects to the individuals working on different parts of the project.

The quality control was implemented through a peer review procedure where partners had to approve draft versions of the deliverable.
a. Partners involved in the production provided the inputs in time and in accordance to the agreed formats;
b. Responsible partner integrated the different inputs received from partners and compiled the document. Such process involves the checks for content, coherence, grammar and syntax revisions.
c. Responsible partner submitted the document and form to the Operational Coordinator and reviewer and circulate it among all partners.

In case major modifications were suggested, a consensus had to be reached between partner, coordinators and project management committee.

a. All final documents and the supporting material associate were sent by the responsible partner to the partners;
b. Coordinators perform a final check and included a quality note in the document. This document was reviewed by ## in accordance to the EuBike quality assurance plan.
c. Operational Coordinator submitted the document in paper and/or electronic formats;
d. Partners archived in the project repository (dropbox) according to the cla ssification provided in the document control sheet;
e. In case of new versions, the repository should be updated.

Quality control was performed against:
- stated objectives and requirements – it is the document in line and answering to the stated objectives and requirements;
- clearness of concepts, analysis and results – is the document clear in terms of the explanation of methodologies, procedures, analysis, results and conclusions;
- language proficiency – English style, clarity of reading, and ensuring an appropriate translation;
- Presentation and graphical appearance.

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A document was considered

A	Accepted and validated
B	Accepted but suggested modifications should be included
C	Rejected and a new version must be produced

All documents had a registry (document control sheet) with the name and version (e.g. Deliverable8_1.doc, version 1.1); this information should be visible on the cover or on the end .

Document	Quality plan (Deliverable n° 8.1 of WP8)	
Version		
Submitted by		
Revised by		Date:
Validated by		Date:
Dissemination level	Restricted	

Moreover, as specified in the section 4, the deliverables have been evaluated also taking into account a methodological approach of **thematic deliverables** assessment:
- −   originality,
- −   importance of the problem addressed,
- −   the interest to a broad range of readership,
- −   the quality of theoretical argument and/or practical implementation, v) quality of literature review,
- −   writing quality as well as
- −   data quality and quality of data analysis as well as recommendations for improvement

7. Piloting Evaluation

The following process model was proposed in the **Guidelines for Pilotings D8.2, together with the D4.1 Guidelines for Piloting developed by the WP4 – Piloting And Validation Leader** (**www.eubike.bike/assets/guidelines-for-pilot-testing_d4.1_en.pdf**) as a planning mechanism for implementing the EuBike Model by potential **facilitators**, perceived as a dynamic where people may enter it at different points depending on their current level of project activity. It is also flexible and versatile guide that can be used as seen fit by the user and also transfered to other project, upon the aims of the Project.

Laying the foundations
- Establish Partnerships
- Create project Brief
- Early paperwork

Project Planning and Research
- Consider Logistics
- Plan Budget
- Plan Monitoring and Evaluation

↓

Project Implementation
- Run the project
- Monitor and record
- Mid Project Review

Celebrate Close and Review
- Celebrate the success
- Present project outcomes
- Publicise success
- Reflect on lesson learnts

This is the essential reflection stage of the project cycle: testing ideas and approaches and gaining learning and insight in made a project effective, and indicated what needed to be altered and what needed to be done differently in future.

The partners used the ACTION PLAN (a copy is in the technical annex), in order to lay the foundation and plan the activities as specified in the Guidelines for Piloting D8.2.

Once defined and while experimenting the partners were asked to report all the activities as specified in **the Piloting Guidelines,** developed by the WP4 leader, **www.eubike.bike/assets/guidelines-for-pilot-testing_d4.1_en.pdf, as well as using the specified tools (a copy is in the technical annex):**

Pilot Testing Workshop Report supply side (WP4)
Pilot Testing Tour Report demand side (WP4)
Evaluation of the Social & Sharing Platform andMobile App
Evaluation of the eDucational Platform, Social & Sharing Platform (Supply side)

The The main findings are reported in the The piloting Report 4.2
http://www.eubike.bike/assets/d4.2piloting-report_final.pdf
provided the project with a lasting record, of what happened, why it happened and the impact of the project.

It was based on the collection of data or evidence and all participants were included in the evaluation as the project had an impact on everyone involved.

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7.1 Piloting Evaluation: Summary

During the piloting phase, all four pilot regions (Umbria in Italy, Thaya valley in Austria, Teutoburger Wald in Germany, Canton of Geneva in Switzerland) organised several cycling tours and workshops in order to test the model, targeting
1)   Local tourism providers, who became interested in the project or have been contacted based on the results of the context analysis and participatory consultations, including:
-       Destination management organisations
-       Public administrations
-       Hospitality and tourism entrepreneurs, as well as cafes and restauraunts
2)   Association specialised in cycletourism / Cycletourists

The aim of the cycling tours, organised for both, cycling experts and tourists, **was to test the usability of the developed mobile app during a real cycling tour, as well as to present carefully selected informational materials (on the eMarketing Social Platform)**, which could help cyclists organise and plan their own trips. Furthermore, the organised tours aimed at collecting cyclists' opinions about the respective bike paths. Their comments on different elements of the path (such as tourism services, signposting, surface of the path, etc.) could be sent to the local stakeholders via the app, in order to help them enhance their tourism offer.
Workshops were organised for the local tourism providers, in order to present to them the developed e-learning model and the proposed learning materials on the eDucational platform. During the workshops the local tourism suppliers also learned about the possibility to present their cycle tourism products or points of interest on the eMarketing Social Platform

A total of 304 person were reached in the four pilot regions (approximately 180 were from the demand side (cyclists) and 124 were from the supply side (these numbers cannot be unique, since some participants were not only cyclists, but also local stakeholders), overreaching the target set for a total of 280 in all 4 partners countries.

In detail:

Germany: one piloting tour and two workshops, 32 participants in total

Austria: three piloting cycling tours and three workshops; 79 participants in total

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Italy: three piloting tours and three workshops, total 60

Switzerland: four piloting tours and one workshop, 39 participants in total

The main outcomes from the pilot-testing phase are the received feedback and the experiences, which were made with the digital tools. During and after the end of the piloting phase it was possible to see how the digital tools are working in real-life situations and in the different countries and regions. Furthermore, the different opinions, received from cycling experts, tourists and Tourism Management students allowed the partners to observe how different target groups react to the digital tools. All recommendations were used to make the digital tools more user-friendly and useful for the pilot regions. The feedback on the learning materials showed the need to improve the structure of the modules and to adapt and improve the translations.

Furthermore, **each pilot region had the chance to develop and improve its tourism** offer by creating an itinerary and integrating different points of interests in it. All tourism providers, who took part in the workshops, had a chance to promote their offers in the eMarketing Social Platform, as well as to adapt their products to the cyclists' needs. The process of designing the itineraries by the pilot regions included as many local stakeholders as possible in order to foster to development of the local networks. The comments, which the pilot regions received during the cycling tours, were forwarded to the local stakeholders, in order to support improvements of the current and future products.

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8. Dissemination and exploitation

During this first project period, the project partner responsible for the dissemination drafted the communication plan, giving guidelines in order to promote the project through specific tools, meetings, basic communication identifying their dissemination framework and collecting all the deliverables and initiatives to be undertaken in order to promote and valorise the project. Well target and appropriate communication tools allow promoting the project at different levels and making it known by a larger public have been developed

Communication activities remained crucial throughout the project disseminating the project and its activities and achievements, developments and challenges met. The communication goals of Eubike have targeted audience on various levels: the program level of the Lifelong Learning Program, the project level and the level of the local stakeholders implementing the pilot cases, and the international wider stakeholder level.

In order to make easy for the targets to identify the project and its contents and being sure that the main actors involved in the short and long term in the project would have recognized the project objective and also the European programme that made the project possible, a deep attention has been given to the individuation of the **project layout and the Graphic Identity** of the project which includes every deliverable and tools that the partnership uses (the PPT, the headed paper, websites, deliverable cover, etc) during the project duration.

And, since the beginning, the project developed its **graphic identity** as priority. It first identified a **logo** which refers to which has been chosen as the main graphic identification tool of the project.

In general, the Dissemination & Exploitation tools the project developed made reference mainly to two different areas:

- - A traditional one: through the involvement of mass media, publication of flyers and brochures about the project program.
- A more innovative one: not based on the general concept of informing stakeholder and the general public on the project activities and on its results but in building the "groundwork" for the transferability and replicability of the results to other geographical and sectorial contexts through digital tools ad hoc

It's then according with the concept of *Valorisation* that, the project develops its strategy: aiming at enhancing or optimizing project outcomes. And it is for that reason that the main objective of the project is the validation of theEuBike approach and to transfer high quality project path where experimentation results, beneficiaries analysis, trainers and stakeholders feedbacks are set in Reports, questionnaires and guidelines guarantee their transferability and sustainability and at the same time the development of appropriate channels where to find high level inputs and where to make aware professionals of the tourism and training sector of the experimentation and its results.

In this framework, the partnership intended to be the first **Community of Practice, supported by the use of the edigital tools of the project**:
- Where its members shared their professionalism but also their interest in gaining knowledge in the field of project management;
- Where managing the project is much more than producing the expected outcomes, it is indeed Lifelong Learning itself and acquaintance with the strategic competences of all the partners taking part at it;
- Providing a sense of identity to the project and a sense of belonging to the partnership, thus increasing commitment and motivation. This process supported also the enhancement of the EU identity and cohesion and influenced the decision making process in relation to regional and national strategies as regard Lifelong Learning and their effective implementation based on the Tourism sector.

- Contributing to the identification and spread of this good practice between regions, creating something that is stronger than the sum of its parts in order to promote the recognition of the informal competences coming from the cycling tourists in a range of tourism policy areas.
- integrating the outcomes of EuBike into their programmes and activities at national level.

Transferability opportunities of the Community of Practice

The eDucational Plattform, the eMarketing and Social Platform and the respective Mobile Application form the core of tools produced by the EuBike project to be used by tourism providers and cyclists. All tools have been tested, as described in Work Package 4 (below), and improved based on the comments received from local stakeholders and experts.

EuBike partners have worked towards the highest applicability of these tools in terms of their contents and technical usability. While doing so, the partners have identified a number of potentials for transferability. Foremost the tools are transferable within the tourism sector at destination level:

• within the cycling communities (e-bikers, cross-country bikers, speed bikers, etc.);
• in other communities within the same environment of nature-based tourism (horse-riders, hikers, etc.); but also
• outside of this environment at the destination level and beyond (motor bikers, automobile users, train users, ship users) when it comes to travelling between and within destinations and using or depending on different kind of tourism goods and services.

In addition, there is potential to use EuBike project results beyond the tourism sector. For instance, many approaches and tools already exist to provide city populations with information on the best way to commute from home to work, comparing in real time the costs and time between car, public transport or bicycle (if applicable). The tools developed within EuBike could be integrated into these services and provide an added value by offering more information along the travel route.

Another idea, which came up during the project, is to combine these tools with the topic of health in order to increase awareness among the people living in cities or rural areas on sustainable travel, sustainable holidays and healthier food. In this field many initiatives already exist, which are currently not using such electronic tools, and could adapt and use the outcomes of the EuBike project, providing potential for additional added value.

8.1 Monitoring tools

The monitoring tool developed consisted mainly in:

✓ **Dissemination Strategy (additional) and Dvelopment Plan**: taking into account innovativeness, bottom up, multiplier effect It summarized activities tools and communication channels and it identifies the way to maximize project impact, to ensure results are appropriately recognised demonstrated and implemented on a wide scale.
✓ **Dissemination Sheets:** monitoring tool of the dissemination activities implemented by each partner, in order to valorize them and making sure they are equally developed by the partners.
✓ **Dissemination report (additional deliverable) – Intermediate and final** (mid term delivered at the progress report). The final report presented the results of the dissemination sheets filled during the whole 30 months year by each partner, describing the effort of each one to reach the target audience and showing the dissemination materials produced in each partner countries.

In general, the Dissemination & Exploitation tools the project developed have been distributed via various means: electronic and printed media, publication of flyers and other materials, as well as various gadgets, distributed during the project events.

The tools and the activities developed consisted in:

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8.2 Media

ONLINE TOOLS

The project website: (http://www.eubike.bike) Visually appealing, including information about the project in various languages (EN, IT, DE, FR), continusouly updated throughout the project, linking to other electronic dissemination tools: Facecbook group and page, slideshare, providing access to the educational and sharing tools created by the project (the Sharing Platform and eDucational Box.), and on the Piloting information, as well as to all of its publications and graphics. It reached in total: 7,384 unique visitors. It aimed to be:

- **User-friendly** – ensuring that the website is easily workable and accessible to the target groups and improving how easily visitors move through the website, thus increasing the amount of visitors who stay on the site,
- **Readable** - the font style and size suitable for the target group/s of the website,
- **Attractive** – using the same colours of the project logo and adding pictures of the people on the landing page to get users attention and attract them to study the pages further

Additional deliverables:

✓ **The Facebook group and page**: developed even if not foreseen, in order to compliment the website and platforms, to foster a wider disseminationof the project, to encourage conversations, greater contributions from broader set of stakeholders, and to promote the project. EuBike partners also wanted to position the porject in the social networks (Page: www.facebook.com/pages/Eubike Project, Group: www.facebook.com/groups/337484523043155/members/)

✓ Setting up the **Slideshare (**http://www.slideshare.net/EuBike/) allowed sharing the project presentations with the international community, as well as the local participants.

Facebook page had 292 likes; and group – 107 members, and Slideshare – 420 views.

✓ **The e-marketing and eDucational platforms**:

Representing the main tools to allow EuBike to be not only a project but a joint community for cyclists and tourism providers –bringing these groups together in order to support the development of cyclotourism. EuBike partners initiated cooperation among cyclists, cyclotourism associations and tourism providers in Austria, Germany, Italy and Switzerland on developing and testing the cyclotourism products: cycling routes and an online platform, which presents these routes containing information and tips for tourism providers and cyclists. It consisted of 2 main parts:

The eDucational Box contains information and tips for tourism providers on how to enhance their competitiveness and develop attractive tourist offers for cyclists. It was accessed by 300 Suppliers side among tourism providers and cyclist association in IT: 29.89%, AT: 13.36%, DE: 8.78%, CH: 14.59%, FR: 5.52% to acquire competence, skills and attitudes. In order to guarantee its full use and transferability: it has been developed with WordPress, an open source Content Management System, mainly for the following reasons:
• WordPress allows a strong, but also easy, content management panel;
• Using WordPress is a further step in promoting accessibility and actual reuse of contents after the project's end;
• WordPress allows a good level of code security thanks to the constant platform's updates;
• WordPress allows an excellent visibility on Google, thanks to native API implementation.

In addition to this WordPress installation, the partners created a graphic template, which allowed to present the information in an effective way. All information is, in fact, indexed on two different levels: by case study and by keywords, in order to allow a crosscutting information search. This graphic template also presents responsive code, allowing good visibility on all the different devices (PCs, tablets and smartphones).

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The eMarketing and Social Platform and the **APP**
A social repository targeted to key stakeholders (to upload their cycling paths) and to users (can review and share experiences). It was access by 620 users, divided as follows for the piloting regions:
IT 35%, AT 17%, DE 12%, UK 3%, FR 2%, CH: 19.93%. In order to guarantee its full use and transferability:
It has been developed with WordPress, an open source Content Management System – as in the case with the the eDucational Platform. It has been chosen for the same reasons presented above. Moreover, the partners used the plugin BuddyPress to allow web2.0 functions, and a home-made developed plugin to manage the stories and the portability of stories, paths and points of interests. This plugin produces an XML formated file with all relevant data, easy to be imported by another digital instrument.
Furthermore, the platform presents a dynamic map, which allows visitors to locate the closest paths.
Each registered user can send comments and stories. Moderators receive them via e-mail and can make them visible on the platform.

Moreover, in order to improve the use and the access by the potential users, this platform has been complemented with the Additional Guidelines to allow its sustainability:
1. A public one (EN, IT) in order to facilitate the users to access and exploit in best way their experience on the Sharing Platfom, thus to guarantee a better transferability.

2.A confidential one (EN):
with instruction to self- insert the contents. This is targeted to the destination managers interested to continue to update the platform with their information after the end of the project, allowing its sustainability.
It will be translated in FR and supported by the P7 if demand from the locals will arise

Events were one of the most effective tools to enhance dissemination and exploitation activities in order to increase awareness on the project results and to develop networking action in order to ensure the sustainability of the project:

✓ The main kinds of **events** organized by the partnership could be divided in the following typology:

Focus groups (envisaged by the WP1) in Austria, Germany, Italy, and Switzerland. Different partners involved in the experimentation activities focused on three areas, have organized meetings. At these occasions, the project presentation was a crucial starting point, by using printed flyers, posters and adapted project presentation addressed to the stakeholders from local, regional and national level. These events allowed also the necessary identification of, the main focus of the projects, and make them more familiar with the project's objectives and future activities where their involvement was essential.
Internal meetings, contacts via internal mailing lists, phone, fax, emailing in each partner country, established also the mapping phase (WP1). The partnership worked establishing relationships, informing them on the activities and results of the project and so arousing expectation and interest on the methodology.
In Austria,7 people were involved in a focus group in October 2014 in Raabs an der Thaya;in Switzerland 21 people were involved in a first focus group-split in 2 meetings - in October 2014, the second took place in January 2015 during the Café des voyageurs – an event periodically organized by PRO VELO Geneva, and a number of meetings were held with individual stakeholders and during consecutive Café des voyageurs, final focus group combined with the first piloting cycling trip to test the developed cycling route on 05/06/2015).
In Germany, 20 people participated in a focus group in October 2014 at the Teutoburger Wald Tourismus, Bielefeld and in Italy 25 people participated in three focus groups from August -October 2014 in Perugia.

✓ **Networking events** –Each meeting has been foreseen presentation and feedback gathering on the results of the project and thematic discussions on the following main themes: methodological and organizational innovation, assessment. **Networking actions** – this activity aimed at develop synergies with other projects and stakeholders focused on the active aging and tourism promotion through the digital storytelling. Please find below information on the dates of some of the event carried out by the partnership (for further information please refer to the dissemination Report and the partners dissemination sheets).

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✓ **Participation to Dissemination events and meetings and organisation of events** – this activity aimed to provide information and increase awareness on the results of the project in order to diffuse and publicise products and outputs.

✓ **Final networking event in Wien:**

The Final Conference was named "On Cycling, Sharing and Creating" and took place in Vienna, Austria on 22 June 2016, organized by the Zoï Environment Network, and combined with the Austrian networking event, organized by IMC FH Krems, The location was decided in Vienna, in agreement with all partners, in order to cooperate with IMC FH Krems and combine it with the Austrian networking event, as well as due to strong support from the Austrian Radlobby (Cycling Lobby), and possibility of co-organizers.

The conference involved project partners, as well as co-organizing organizations: Regional Center for Expertise in ESD of the University of Economics, Rad Lobby, and ArtHikers, who organized presentation by an artist working on bike culture. International, national and local organizations and initiatives participated and presented, as well as service providers. In addition, officials and stakeholders from the Austrian Pilot region joined the event.

54 participants in total took part in the conference. At least 5 more interested individuals could not attend, and requested follow-up updates from the conference

ADVERTISEMENT MATERIAL

✓ **Visual identity and logo, presentations and documentations template**: in all partner languages.

✓ **Information and promotion material**, such as a flyers describing the main objectives, tools and expected results of EuBike project in EN, IT, DE, FR, as well as gadgets produced by individual partners to be distributed at various project events. (nearly 600 printed)

PARTNER DISSEMINATION

The partners, thanks to their daily network and relations (even with local and regional public authorities), have already collected a significant amount of "commitment" both at local and regional/national level and in this way, the project is making clear efforts in directly involving on project activities many players starting from the initial Mapping phase which has been implemented as an Analysis of the training needs and context.

✓ **Development of the stakeholders database whose detail have been provided in the 4.2 section**
Which allowed the definition of the main stakeholders and the definition of the concept of "Transferability"

✓ **Periodical press releases linked (specified in the dissemination report)** press releases - organised by individual partners (in Italy at the kick off meeting, for the beginning of the Piloting and for the dissemination reaching more than 3000 each, as well as in Austria for the Final Networking event published by one of the major national newspaper in Austria, published also in the Tematic Bike paper with more than 50000 people.

✓ **Presentation in the local TV o Radio (EuBike** project was broadcasted at the TV regional newspaper at the kick off)

✓ **Series of news on partner website**

PROJECT PUBLICATIONS

✓ Newsletters in EN (newsletters 1 and 4 available in French and German, respectively)
✓ Project publications: Handbook and Transferability Manual

PUBLICATION OF SCIENTIFIC PAPER

EuBike Paper "COOPERATIVE DEVELOPMENT OF CYCLE TOURISM IN EUROPE – EUBIKE PROJECT AS AN EXAMPLE FOR THE CARPATHIAN REGION OF ROMANIA", submitted and accepted to the conference on rural tourism in Romania, which took place in May 2016. Paper included into the conference proceedings, and included into the conference proceedings

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9. TECHNICAL ANNEXES

EUBIKE – WORKPLAN- SNAPSHOT (EXEMPLIFICATION)

Results/ Outputs	Dissem level	Languages[2]	Pages/ Volume/ Duration	Medium	Partner/s in charge[3]	WP Length	Delivery date	Status[4]	Comments
D1.1 European cyclotourism benchmark & **D1.2 Focus group scripts & quantitative analysis**	PU	EN	As appropriate (77 pages)	Electronic format	P2, after the withdrawal P1 mainly and other partners revised	M1-M17 (January2014-May 2015)	21/08/2015	☑	• A desk research on the available cyclo tourism model trough a benchmark of the existing cyclotourism models across Europe and of those informal competences of key stakeholders that can promote cyclotourism development & • 4 focus groups (1per testing country) to understand assess the cyclotourism models derived from the desk research and to better define the needed competences. • D1.1 combined in one document with D1.2 • Conclusions added to the report and passed to WP3 leader on 15/05/2015
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									•
									•

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Legend:
PU: public, CO: Restricted
Status

☑	= fulfilled	☝	= pending / in progress	☒	= not fulfilled / cancelled

% Indicates the approximate degree of realisation in % at the measuring date

30

Monitoring tool Piloting /Action Plan (WP4)

EuBike - Action Plan for the Pilot Phase WP4
(to be submitted December 2015, March 2016, June 2016)

Expected results

A. **Tourism providers** equipped with competences, **to create products appealing to a growing community**, which would increase their success in the market;
B. **Informal competences of cycling associations** recognised and using them with potential to become employment qualifications;
C. **New approach to tourism developed** New high quality cyclotourism products, adapted and appreciated by the emerging cyclotourist community, co-produced through knowledge integration of tourism providers and cycling associations.
D. **Tourism providers and cycling associations equipped thourgh and using the Educational platform**
E. Cycling associations, Tourism prviders and cycletourism collaborating using the emarketing platform

Planned Activities (Ref The pIloting Guidelines 4.1):

- First Cycling tour
- Workshop Testing the e-Educational Platform & Sharing Platform (for Supply side)
- Workshop Testing the e-Educational Platform & Sharing Platform (for the demand side)
- Demonstration event
- Final event

Objectively Verifiable Indicators

1. Number of tourism providers and cycling associations participating to the first event
2. Number of tourism providers and cycling associations logged in and actually using the eDucational Box for the duration of the training
3. Number of assignment/problems given to the facilitators
4. Number of the feedback questionnaires (supply/demand side) filled in
5. Number of post comments/stories on the e-marketing platform
6. Number of the Web support space for piloting the model (facebook)
7. Number of cycletourist participating to the final event
8. Number of final event organised
9. Number of the path reviewed
10. Number of point of interest added by participants to the emarketing platform
11. 70% of positive answers on the feedback tools (supply and demand side)
12. Number of new areas interested in being online on the e-marketing platform (in addition to the piloting areas)
13. Capacity of the project to put together and solve the problems with path
14. Different typology of stakeholders involved at local level

Progresses: Description of the activities realized at month _____

Piloting Activities: - First Cycling tour Workshop Testing the e-Ducational Platform and the Social & Sharing Platform (for Supply side) - & Workshop for the demand side - Demonstration event - Final event	Dates	Expected participants	Reached Target (use the indicators above)	Required Supporting Documents Please specify for each output and indicator the sources and means of verification (for example: emails sent to, file sent xxxx, annex sent xxx, website page updated, post on, etc.) – when possible
Main Results reached Please, indicate here the most important results you have reach in terms of target participation, involvement, activities implemented, unexpected results etc.: everything you consider important to stress.				
Problems occurred Reason for modification for the planned activity (please elaborate on the problems - including delay, cancellation, postponement				
Sustainability concepts Please indicate here the factors taken into account which can guarantee the sustainability of the project: Any contacts, meeting, suggestions, received while piloting that provides information on how to replicate the				

project and make it sustainable	

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Pilot Testing Workshop Report supply side (WP4)

The partners in charge of the pilot sites have to report to the WP leader after the pilot testing phase in order to monitor any challenges as well as share feedback. This template is meant to provide a unified format for data collection.

Name of pilot region: _____

Name of the local partner: _____

Venue of the workshop: _____

Date of the workshop: _____

Participants:

#	Surname	First Name	Company	E-Mail Address
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Section 1

Section 1 of this document focusses on the organized pilot testing workshop.

Description of the workshop:

[Please provide information on the workshop: venue, duration, provided learning materials, topics, methodology etc.]

Observations and results during the workshop:
[Please provide information on the workshop: participants motivation, active participation, feedback and questions]

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<u>*Section 2*</u>
Section 2 focusses on the evaluation of the digital tools.

Analysis of the digital tools usage:
[Please summarize the experiences with the eDucational Box gained during testing.]
[Please summarize the experiences with the eMarketing Platform gained during testing.]

Pilot Testing Tour Report demand side (WP4)

Work Package 4

The partners in charge of the pilot regions have to report to the WP leader after the pilot testing phase in order to monitor any challenges as well as share feedback. This template is meant to provide a unified format for data collection.

Name of Pilot Region:_____

Name of the Local Partner:_____

Route Description:_____

Date of tour:_____

Participants:

#	Surname	First Name	Company	E-Mail Address
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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Section 1

Section 1 of this document focusses on the pilot region and the organized pilot testing tour.

Description of the tour:
[Please provide information on the tour: preparatory workshop/meeting, duration, itinerary, provided services, sights, infrastructure, road conditions, signposting etc.]

Observations during the tour:
[Please indicate positive aspects of the testing tour as well as aspects in need of improvement.]
Recommendation for the next testing tour (if applicable):
[Please provide us with recommendation for the next pilot tour]

Section 2

Section 2 focusses on the evaluation of the digital tools.

Analysis of the digital tools usage:

Lifelong Learning Programme

[Please summarize experiences with the eMarketing Platform you and the participants gained during testing.]

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[Please summarize experiences with the Mobile App you and the participants gained during the workshop]

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Lifelong
Learning
Programme

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Evaluation of the Social & Sharing Platform and Mobile App

Social & Sharing Platform					
System and navigation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel comfortable using the Social & Sharing Platform.	o	o	o	o	o
I always know where I am on the platform.	o	o	o	o	o
The Social & Sharing Platform is free from technical problems (e.g. link errors, programming errors etc.).	o	o	o	o	o
The navigation of the platform (e.g. menus, icons etc.) is clear.	o	o	o	o	o
The platform has all expected functions and capabilities.	o	o	o	o	o
The map is intuitive and user friendly.	o	o	o	o	o
I can easily find places and products on the platform.	o	o	o	o	o
Other Comments: (max. 250 characters)					

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Visual Design	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Fonts (style, colour) are easy to read in both on-screen and in printed versions.	o	o	o	o	o
Pictures and maps are of satisfactory quality and size.	o	o	o	o	o
Other Comments: (max. 250 characters)					

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Learning and support	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Through the Social & Sharing Platform I can find needed information.	o	o	o	o	o
I was able to learn from others through the platform.	o	o	o	o	o
Other Comments: (max. 250 characters)					

Mobile App					
System and navigation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel comfortable using the Mobile App.	o	o	o	o	o
I always know where I am on the Mobile App.	o	o	o	o	o
The Mobile App is free from technical problems (e.g. link errors, programming errors etc.).	o	o	o	o	o
The navigation (e.g. menus, icons etc.) of the Mobile App is clear.	o	o	o	o	o
The Mobile App has all expected functions and capabilities.	o	o	o	o	o
It is easy to post comments.	o	o	o	o	o
The content editor is intuitive and easy to use.	o	o	o	o	o
The map is intuitive and user friendly.	o	o	o	o	o
I can easily find places and paths in the app.	o	o	o	o	o
Other Comments: (max. 250 characters)					

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Visual Design	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Fonts (style, colour) are easy to read.	o	o	o	o	o
The map is of satisfactory quality and size.	o	o	o	o	o
Other Comments:(max. 250 characters)					

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Evaluation of the eDucational Platform, Social & Sharing Platform (Supply

eDucational Platform					
System and navigation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel comfortable using the e-Ducational Platform.	o	o	o	o	o
I always know where I am in the modules.	o	o	o	o	o
The e-Ducational Platform is free from technical problems (e.g. link errors, programming errors etc.).	o	o	o	o	o
The navigation of the e-Ducational Platform (e.g. menus, icons etc) is clear.	o	o	o	o	o
The e-Ducational Platform has all expected functions and capabilities. (If there are any functions missing, please indicate this in the comments)	o	o	o	o	o
Other Comments: (max. 250 characters)					

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Visual Design	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Fonts (style, colour) are easy to read in both on-screen and in printed versions.	o	o	o	o	o
Pictures and videos are of satisfactory quality and size.	o	o	o	o	o
There is enough contrast between text, pictures and background.	o	o	o	o	o

Other Comments: (max. 250 characters)

Learning and support	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The modules offer enough additional resources which support learning.	o	o	o	o	o
I liked the activities and case studies used in the modules.	o	o	o	o	o
Through the virtual discussion space I can find potential partners for the co-creation of products.	o	o	o	o	o
Learning through the eDucational Platform is not too time-consuming.	o	o	o	o	o

Other Comments: (max. 250 characters)

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Content	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I can understand the vocabulary and terminology used in the e-Ducational Platform.	o	o	o	o	o
Abstract concepts are illustrated with concrete, specific examples.	o	o	o	o	o
Pictures are useful for supporting the text.	o	o	o	o	o
I learned new things from the information in the modules.	o	o	o	o	o
The modules stimulated me to do further research.	o	o	o	o	o
The modules supported me throughout the learning process.	o	o	o	o	o
Other Comments:(max. 250 characters)					

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Social & Sharing Platform					
System and navigation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel comfortable using the Social & Sharing Platform.	o	o	o	o	o
I always know where I am on the platform.	o	o	o	o	o
The platform is free from technical problems (e.g. link errors, programming errors etc.).	o	o	o	o	o
The navigation of the platform (e.g. menus, icons etc.) is clear.	o	o	o	o	o
The Social & Sharing Platform has all expected functions and capabilities.	o	o	o	o	o
The map is intuitive and user friendly.	o	o	o	o	o
I can easily find places and products on the platform.	o	o	o	o	o
Other Comments: (max. 250 characters)					

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Visual Design	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Fonts (style, colour) are easy to read in both on-screen and in printed versions.	o	o	o	o	o
I am satisfied with the presentation of my products/services.	o	o	o	o	o
Pictures and maps are of satisfactory quality and size.	o	o	o	o	o
Other Comments:(max. 250 characters)					

Learning and support	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Through the Social & Sharing Platform I can find useful information about other services, but also potential partners for the co-creation of products.	o	o	o	o	o
I was able to learn from others through the platform.	o	o	o	o	o
Other Comments:(max. 250 characters)					