



OURWAY PROJECT



ACTION PLAN

PreservatiOn and promotion of cUltural
and natural heRitage through GreenWAYS

Part I –General Information

Project: OURWAY

Partner organization: Departmental Council of Hérault

Other organizations involved partners (if applicable): Departmental Tourism Agency, Local Territorial organisations (inter-communities)

Country: France

NUTS2 region: Occitanie region

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Part II - Background Policy

The Action Plan aims to impact: Investment for Growth and Jobs program
 European Territorial Cooperation program
 Other regional development policy instrument

Name of the policy instrument addressed : _

- 1 - FEDER with 2 PO concerned : Occitanie and Massif Central
- 2 - Departmental Policy of Spaces , Sites and Routes 2015 - 2020
- 3- Departmental Tourism Plan

Policy instrument n ° 1 :

a) Operational Program (OP) ERDF Occitanie Region (ex-Languedoc-Roussillon 2014-2020)

The 2014-2020 ERDF OP with its axe 4, thematic objective 06 aims to "Preserve and enhance the territory and resources for the benefit of the sustainable growth ". The investment priority of this axe is : ~~to~~ Preserve and protect the environment and encourage the rational use of resources by conserving, protecting, promoting and developing the natural and cultural heritage".

The specific objective pursued is to develop tourism around natural and cultural sites by promoting the preservation, enhancement and development of regional cultural sites as tourist and leisure products.

The expected results of the chosen policy instrument are: to support the activities of labelling for qualification, to categorise the sites and to support the actions which are aiming to promote and develop natural and cultural sites in order to contribute to structuration of products and leisure in Languedoc-Roussillon (Occitanie) region. The content of the OP refers to studies and prospectives of frequentation of the sites and their accessibility to tourists. The touristic economy represents 15% of the Regional GDP and 7% of employment; thereby the improvement of this policy instrument is of the crucial importance.

By participating in the Ourway project, the Department of Hérault aimed to tackle the topic of systematic and integrated management plan for natural and cultural Greenways' sites, as defined in the OP. Furthermore, in order to tackle the lack of promotion and attractive offer, innovative marketing practices are being put in place. As a part of the Ourway project a functional analysis was put in place, which treated the definition of product groups on the Green Network. The general objective aimed to identify, describe and enhance itineraries of both short and medium duration, for the different profiles of practitioners. The study offers constituted products: legible and popular tourist attractions, which will generate the visits and benefits for the actors of the Green Network. As requested by the Regional OP, this study proposes the structuration of products, supported by the maps and photographs to illustrate the solutions. This work will be most valuable for the upcoming project of qualification and organisation of Green Network, planned for the summer 2021.

Concerning the part of the Regional Operational Program concerning the frequency studies and in line with Ourway project, in December 2020, the four frequency counters (self-financing, plus the Interregional Operational Programme POI Massive Central) were installed strategically on the Green Network to provide the valuable utilisation information. In the past year, with COVID 19 crisis the utilisation of Green Network has significantly increased due to the restriction of local users' movement beyond their region and country borders. Thereby, rethinking the usage and preservation of the sites and benefiting from the results of the Ourway project is more pertinent than ever.

During the Ourway project, and as a part of OP advancement, the Department of Hérault and its partner Hérault Tourism have worked with a Regional Tourism Committee of Occitanie on the analysis on the touristic year 2019 concerning the tourist frequentation, habits, transport, seasonality, target groups on the Green Network. During those exchanges, the future perspectives have been established: to develop a wide range of offers to meet the needs of new users and inhabitants, to better distribute the tourist flows by connecting the coast with the countryside, to extend the touristic season till autumn, even winter, to promote the possibilities and means of using the Green Network, and beyond, to structure the regional network of soft mobility etc. This strategy involves and coordinates both public and private partners. -
~~Clearly, the Greenways are not sufficiently recognized in these mechanisms to contribute to this political instrument.~~

During regular consultations (meetings, emails, phone calls) with the Region Occitanie, tThe position of the Departmental Council of Hérault on this topic and its participation in OURWAY project allowed, as part of the development of the future OP 2021- 2027, to provide arguments to influence this instrument policy in order to benefit the Green Network.-

b) Interregional Operational Programme (POI) Massif Central 2014-2020

Almost 30% of the territory of the Department of Hérault is part of the "Massif Central" mountain area which extends in the centre of France over 4 regions and 22 departments. The Department of Hérault is part of the governance bodies of the POI Massif Central through a participation in the Co-founders committee, with representation of all the Departments. As such, Hérault is consulted for the development of the future POI 2021-2027.

The POI ERDF 2014-2020 Massif Central in the axis 1 is aimed to «Preserve and enhance the natural resource potential of Massif Central " , with a specific objective to devote to increase the economic benefits of the outdoor tourism in the Massif Central.

As the part of the Ourway project, tThe Department of Hérault participated from 2018 to 2020 at the implementation process of the " Great Crossing of the Massif Central " (GTMC) that spans nearly 1,400 km between Morvan and its arrival in Hérault to the shores of the Mediterranean, as well as the enhancement of the Green Network~~Voie Verte~~ Passa Païs which stretches over 80 km between Mazamet (Department of Tarn) and Bédarieux in- Hérault. -

In the framework of the Ourway project the study was conducted, which enableed the Departmental Direction of Sports to work on requalification and valorisation of the Green Network. This work was based on the methodology of the implementation of the above mentioned GTMC :

Phase 1 / Functional analysis of the route and definition of product sections

Phase 2 / Creation of vacation ideas by product sections

Phase 3 / Marketing process.

The Greenways are already recognized as a lever of development, preservation and enhancement of natural and cultural heritage in the POI Massif Central. Moreover, the participation of the Department of Hérault in the OURWAY project should enabled to strengthen, or even amplify this dynamic.

The Department of Hérault will be mobilized in the consultation launched by the managing authority, responsible for the development of a future axe «Massif Central «in the PO of the Auvergne Rhône Alpes, during the upcoming consultative meetings.

Policy instrument n ° 2 :

Departmental Policy of Spaces , Sites and Routes 2015 - 2020

The Law 2000-627 of July 6, 2000 entrusted the departments with **the competence for the controlled development of outdoor sports** on their territory. In order to enable the departments to implement this competence, the legislator has proposed a tool, the Departmental Plan of Sites and Routes (PDESI) and a method, the Departmental Commission of Sites and Routes (CDESI).

This marks the recognition by the State level of sports in nature as **an important and respected social and economic factor**.

It encourages the Departmental Councils to develop outdoor sports while respecting property rights and environmental protection. Reconciliation with other uses of natural spaces is at the heart of the CDESI-PDESI approach.

In December 2008, the Departmental Assembly of Hérault set up the Commission for Spaces, Sites and Routes (CDESI) made up of elected officials, representatives of sport activities, the State, and environmental protection associations, along with outdoor sports professionals.

It has also set the main objectives of PDESI Hérault :

- **Allow as many people as possible access to spaces, sites and routes**
- **Support ~~stain~~ the practice sites in the interest and respect of all**
- **Facilitate the consultation with the actors of the territory and the users of the space**
- **Support the development of the sites with a regards to sustainable development**

On the basis of these objectives, a first departmental plan of spaces, sites and routes (PDESI) was proposed by the CDESI, and then adopted by the Departmental Assembly on November 23, 2009.

Outdoor sports and leisure topics are one of the priority axes of the departmental sports policy, with the main objective of **«highlighting all the places, equipment and events which allow the development through sport and leisure for all ages ...»**.

The OURWAY project supported the action 3.1 of the PDESI orientation plan, which aims to align institutional communication with regional tourism operators: The work undertaken by the department and its partners within the CDESI has made possible to build a rich and diversified outdoor offer. This qualified and sustainable offer must be considered as a major asset for the tourist and economic development of our territory and must be promoted. The promotion actions proposed are above all centred on digital and editorial communication: as inspired by the exchange of Best Practices Promotion and product development with P2 Great Western Greenway, Ireland. Their ambition, in connection with the Tourism and Leisure plan, is to help define a global strategy that will target priority audiences, emblematic or potential emerging disciplines as well as exemplary territories.

This communication could also take into account the diversification of the offer, based on the geographic potential of the various destinations in Hérault. Thus some destinations could position themselves as rope sports and trail running, others as water activities, or hiking and mountain biking destinations, etc.

The OURWAY project particularly inspired action 3.2 of the PDESI orientation plan The main objective is to support initiatives which structure the offer of outdoor sports, and more particularly the promotion of major itineraries with stages: Indeed, roaming appears both as a factor of attractiveness and frequentation of the territories, in particular beyond the summer season. It is also a driving force for the local economy and "awakens imagination" in terms of communication and image. The first phase is the study of the territory conducted with the Ourway project, which was vital to structure the territory offer and promote itineraries for different types of public. The second implementation phase will be put in place in the second half of 2021, as listed further in Action Plan.-

Hérault offers a network of itineraries which mainly passes by the upper townships. Three major emblematic itineraries are: the Chemin d'Arles (GR 653), the Green Network and the Grande Traversée Massif Central by mountain bike. These hiking infrastructures exist; they are marked, for the most part maintained and accessible to everyone and propose different hiking practices. For the future, the aim is to support the structuring of these routes by making aware the managers, accommodation providers and outdoor professionals of the need to offer related services and facilitators for itinerant hikers: storage room / changing rooms, equipment for the bicycle repair, luggage transport services... The exchanges within the Ourway project partner P2 Great Western Greenway concerning the annex services for users have been useful on the topic.

This objective is also a part of the emergence and development of "Grands Sites de France" or other remarkable sites in terms of heritage, landscapes, local productions and economies and the environment. Outdoor activities represent a systematic component of territorial strategies in these spaces and landscapes. It is important to participate in the consultation and animation of these new territorial dynamics, in order to provide a clear, harmonized offer between the sites.

Policy instrument n° 3 :

Departmental Tourism Plan - 2018 - 2021

Outdoor sports and recreation are widely practiced by Hérault residents, but the image of Hérault as a "nature recreation" destination must be reinforced with a better visibility. Based on this observation, the tourism and leisure plan has identified outdoor activities as one of its main areas of development. With more than 1,300 direct jobs linked to recreational sports, with overnight stays linked to competitions and sports tourism, it is thus becoming a developing tourist destination. On the other hand, the climate of the Hérault lends itself for an extension of the touristic season which makes it possible to consolidate the economy and jobs linked to sporting leisure activities.

The OURWAY project is particularly integrated into action 23 of the Departmental Development Plan for Tourism and Leisure 2018 - 2021, relating to the development of major itineraries in Hérault.

Two priorities :

- the link with other themes (wine tourism , Major Sites, Heritage / Culture, etc.), roaming being a good way to network the territory and combine activities ,
- cycle roaming given the cycle tourism potential in France and Europe : cycling represents 4.5 billion direct economic benefits in France with more and more regular users (soft mobility, sports or leisure).

Departmental action (s) / intervention methods

Meshing/interconnecting the territory from major routes and from entry gates (stations, airports, ports)

- Register and involve the department in major national and European cycling schemes (membership of the V80, V8, V84 route committees),
- Ensure continuity of cycle routes and increase the number of cycle path kilometres : complete the routes , including mountain biking (GT Hérault, GT Massis Central) as a priority, complete the network of cycle tourism loops (20 realised to date, with over 300 km, 24 to come with over approximately 400 km), develop the Canal du Midi (55 km to be provided between towing and " rider "),
- Consolidate the main hiking routes, including the Compostela via Arles variant .

Promote services associated with active modes: transport, inter-modality and "car-free-free" offer, signage, luggage carrying, ~~wi~~Wi-Fi, bicycle rental, inflation station, terminals for recharging repair batteries, etc.

- Support professionals towards the cycling welcome label and other qualification procedures for hiking accommodation (stage accommodation, etc.),
- Supporting project leaders who are offering new ad hoc services, including accommodation and marketing tools dedicated to Large Roaming.

Concerning the facilities and equipment, the Ourway partner territory in Ireland called the Great Western Greenway used funding to put in place the cycle friendly facilities, a range of accommodation options, scenic views etc. Exchanges with our partners were helpful in structuring the demand on our territory.

Promote inter-site links for roaming Grande sites :

- Promote cycling access to the major sites of the Hérault,
- Develop innovative thematic circuits, combining practices : wine tourism circuits , cycling / river water sports (see different themes of the tourism scheme),
- Develop inter-modality -> create an "inter-modality" working group in parallel with the route committees to deal with departmental (bicycle transport) and / or local problems in consultation with the agglomerations.

In the context of the Ourway project the Department of Herault could benefit from the experience and exchange of the good practices with Ourway partner 5 - Baranya Greenway. Our partners have designated the information boards, maps and direction arrows which have been placed out to help visitors' orientation. A website with an interactive map presents the tourist attractions and service providers, along with the bilingual brochures have been created. They created the databases of natural, cultural, ecotourism values, and conducted the study on product development potential of the Greenway (which was done by the Department of Herault in the KIPK study financed by the project) and the qualification system of ecotourism service providers, which provided an essential starting point for development. These actions are conducted on our territory by the associated body to CD34, called Herault Tourism. The interactive maps for different types of public are proposed, with various offers (hiking and relaxation, hiking and culture, hiking and vine tasting, etc...)

Secondly, our partner territory the Great Western Greenway developed an attractive product for tourists as it comprises of cycle friendly facilities, a range of accommodation options, scenic views and a food trail known as the gourmet greenway. Related to this experience, our associated partner Herault Tourisme planned to develop additional services in 2021 on the Green Network, concerning gourmand promenades to discover the tastes and territory and benefit to local economy, also the transport of persons and luggage and other annex services.

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Part III - Details of the actions envisaged

ACTION 1 - CONTRIBUTE TO THE DEVELOPMENT OF NEW POLICY INSTRUMENTS

A / At the regional level :

A1 -Participate in the development of the next OP FEDER Occitanie 2021-2027 :

The Occitanie Region is the managing authority in charge of ERDF OPs, and in 2020 it initiated discussions with a perspective to draw up the next ERDF OP 2021-2027.

It is within this framework that the Departmental Council of Hérault is positioned to contribute to the development of actions, which will be favourable to the progress of its territory. Its attractiveness depends on the structuring of a sustainable tourist offer in which the Greenways are a major tool.

As such, the Team Europe within the Departmental Council has proposed an action to mobilize operational ~~directions~~ ~~directions~~ to participat~~ing~~ in and influenc~~ing~~ the future ERDF 2021-2027 policy instrument.

The following action is envisaged :

- Information note to the General Director of Services
- Concept Note by the GDS to the Operational Directions
- Appointment of referents by Directions
- Development of monitoring tools and inventory of expectations / needs
- Organization of meetings / meetings between the Service Europe and the Directions
- Summary of the exchanges in which the OURWAY experience made it possible to argue the consideration of specific policies in favour of greenways (tourism links, outdoor activities, etc.)
- Sending of contributions to the Occitanie Region
- Participation in the drafting of the PO
- Reporting to the GDS and Operational Directions
- Calendar : October 2020 - September 2021
- Cost : 5.000 € (self-financing)

At the present moment, the new Regional PO is not approved in its final version. However the last draft has identified the relevant actions. Project sheets for the future Operational Program Occitanie FEDER, FSE + 2021-2027 propose to: Develop solutions for soft mobility (bicycles and electric bicycles, other modes of light transport including electric ...) including specific infrastructure and equipment and /or integrated into exchange hub projects. The proposed objective of modal shift from the car to the bicycle or to other active soft mobility is to reduce greenhouse gas emissions, but also to develop the use of the bicycle on a daily basis (ex. home / work trips or home / studies) and the use of the bicycle in tourist and leisure activities.

Thereby the ERDF supports the development of infrastructure and quality non-motorised links (cycle paths, greenways, footbridges, engineering structures, uneven passages) on the clean and secure sites with their equipment.

A- 2 Participate in the development of a “ Massif Central ” axe within the PO FEDER Auvergne Rhône Alpes :

Following the feedback inherent in the approach undertaken for the OP FEDER Occitanie, the Service Europe proposes to implement the following action :

- Participate in various webinars and consultation meetings
- Participate in thematic meetings on roaming (Greenways)
- Contribute to the development of the Massif Central Convention (CIMAC) that binds the State, the regions and departments
- Participate in technical and political endorsement bodies (Massif Committee)
- Develop tools for monitoring and identifying expectations / needs
- Contribute to the development of the Calls for Projects (in this context, the action of the departments has made possible to include carrying luggage services eligible to ERDF as part of the development of major itineraries and Greenways)
- Calendar : May 2020 to May 2021
- Cost : 3,000 € (self-financing)

B / at departmental level :

B 1 - Departmental development plan for Tourism and Leisure 2021 – 2025

The Departmental Council of Hérault is working on a new departmental plan for Tourism and Leisure.

- 1st half 2021 : study course on " the definition contours of sustainable and responsible tourism " conducted by Hérault Tourism : Fruitful land values in ecology, environment, the concept of landscapes, Grande sites, the structuring of natural poles, coastal poles, preservation of coastlines, major itineraries, inter-modalities , enhancement of heritage.

- 2nd semester 2021 : Drafting of a new Departmental Plan based on operationally and drafting of a more operational action plan.

In this context; the departmental services will be careful to ensure that the tourist, economic, heritage and natural issues around greenways are taken into account. These issues are all the more important as they are also part of the national, regional and departmental policies around cycling.

Cost : 10,000 € (Self-financing)

B2 - Departmental orientation plan for outdoor sports - 2021 – 2026

The Hérault Departmental Council is working on a new departmental plan linked to the development of outdoor sports.

This new strategic document must be produced in the course of 2021, to be presented for validation by the Departmental Commission for Spaces, Sites and Routes (CDESI) in December 2021. Production of the new document with political orientations and actions will be an opportunity to integrate the Ourway project results.

- 1st semester 2021: Review and outlook work on outdoor sports, based on a questionnaire sent to all CDESI partners (territories, sports committees, environmental associations, State services, outdoor sports professionals...).

The synthesis of these questions will be presented and debated in reflection workshops with all the partners.

- 2nd semester 2021: This work will complement **by** the drafting of the new orientation plan for outdoor sports, which will be drawn up in connection with the Departmental plan for the development of Tourism and Leisure 2021 - 2025, and the Department's Cycling Plan.

Three working meetings between the different stakeholders are envisaged.

The main orientations envisaged :

- 1 - Structuring and development of " responsible " tourism for outdoor sports and leisure activities
 - For outdoor sports and leisure activities: development of local practices, particularly in the post- Covid period – tackle the challenge to bring inhabitants to the departmental sites.
 - For recreational activities: structuring a qualified offer (cf. PPN)
 - Strengthen the visibility of major itineraries at the departmental level: territorial governance supported by the CD34 / Hérault Tourisme, " umbrella brands " Green Network.
 - Develop an "integrated" approach for outdoor sports sites and routes, drawing on the heritage, historical, cultural and biodiversity potential located nearby.
- 2 - Nature sports and leisure integrated into natural environments and uses
 - Strengthen the offer of ESI in nearby natural spaces and without important biodiversity problems
 - Reaffirm the role of the PDESI on consultation and conflicts of use, exchanges
 - Evaluation for better regulation → analysis tools cf. Outdoorvision
 - Awareness and communication
 - Articulation on the logics of travel and inter-modality (cf. Cycling plan and OGS initiatives)

Cost : 5,000 € (Self-financing)

ACTION 2 - Discovering the Hérault roaming

The French legislation framework has confined the competence of outdoor sports to the Departments, and the Department of Hérault delegated the management of this task to its Direction of Sports. This is due to the fact that this competence demands the concertation between sport actors, environment and the stakeholders of the territory, which Direction of Sports organises regularly.

In this context the Direction of Sport, as part of its missions on the development of outdoor sports, and in consistency with the departmental sports policy, proposed to work on requalification and upgrading of the departmental greenways. On October 17, 2016, the Departmental Assembly of Hérault deliberated on the Departmental Sports and Leisure Schema, the policy strategy which gives an important place to the development of outdoor sports, and in particular to the major Hérault routes.

This document provides the political and technical orientation for the department of Hérault itineraries during the period 2016 – 2021. This context allowed the department of Hérault to apply and participate as an Ourway partner, taking into account their synergies. One of the most important orientations of this schema was taking into account qualification and revalorisation of Greenways. Thereby, the Ourway project greatly contributed the activities of the Departmental schema for sports and leisure and will benefit from the practices of the European partners. The Departmental Schema is a fundamental document that determinates the Departmental Greenway policy therefore, the activities proposed in this action plan are supporting and structuring it, while at the same time impacting the Regional Operational programme.

The development of departmental these routes is also an important axe of the second departmental strategic document: latest Departmental Tourism and Leisure development plan (2018-2021), in which nature leisure activities are re-qualified as “adventure tourism”, and an action dedicated to strengthening the environment. The soft roaming offer is clearly identified. The action was done in parallel to the Ourway project as actions have been complementary.

Roaming is seems to be an important factor in attracting and frequenting the territories, especially beyond the summer season. It is also a motor of the local economy and “awakens the imagination” in terms of communication and image. The Hérault offers a network of routes that mainly cross the upper cantons, and in which the municipalities and the federal community have invested heavily in recent years.

Three major emblematic routes are thus present with the Chemin d'Arles (GR 653), the Green Network and the Grand Massif Central Traversée en VTT. These hiking infrastructures are signposted and for the most part maintained and accessible to all for different hiking practices.

The Departmental Committees working on the topic of Greenways had an objective to further extend the kilometres of the greenways in Hérault. After the experiences in the Ourway project and exchange of practices with European partners the focus has rather switched on marketing and sustainable promotion. The idea is to put forward the usage of greenways for the sport in open air and recreation, while at the same time protecting the environment from massive/invasive tourism and forestalling the conflict of usage in the field. Thereby, the good practices of the European partners will inspire and advance Hérault's action 2 in the effort to develop the marketing approach, the visibility, the signalisation and labelling, the responsible use and last but not the least, the cultural action.

One of the interesting topics for the Department of Hérault is territory networking. In this context it was interesting to exchange with the Ourway Partner 3 : The Marshals of five regions of Eastern Poland which have signed an agreement (updated annually) to support and finance promotional activities of the Green Cycling route. The topic of working with local territories, both public and private with an aim of networking the territory is of big importance.

The Green Network (or Grande Traversée de l'Hérault): departmental roaming

The roaming one of the Green Network, a multi-practice hiking route, is part of a dual policy: preservation of sensitive natural spaces and that of the controlled development of outdoor sports. The Green Network is made up of a multi-activity roaming crossing the Hérault department from east to west, and the Passa Pais greenway.

The Green Network was set up at the end of the 1980s, with the aim of connecting the departmental territories acquired within the framework of the TDENS. The aim was, creating connections between

the areas to offer to the Hérault citizens a framework of leisure and natural spaces - “green lungs” - in a context where urbanization is particularly strong in the Hérault.

Insofar, as the departmental domains are located in areas plagued by the phenomenon of rural abandonment, the Green Network also aimed to bring the Héraultais through these areas and thus bring new economic opportunities to farmers. The aim was to populate the rural areas of the north of the department by bringing the Héraultais but also tourists to create a new economic and social dynamic in these territories.

From the start, the Green Network route was designed to allow access to all hiking practices.

On foot, by mountain bike or on horseback, it offers hikers 550 kilometres of marked and secure trails, over 23 route-stages of approximately 15 to 30 kilometres.

It connects the Hérault territory from east to west, dividing into two branches in the municipality of Dio and Valquières :

- The north road Villetelle / La Salvetat sur Agout - 348 km)

- The south road Villetelle / Notre-Dame-du-Cros (Aude) - 409 km

It is also labelled “Grande Traversée VTT de l'Hérault” (GT34) by the French Cycling Federation.

By discovering good practices during the interregional learning process, in particular the promotion of a 247 km long distance route Baranya greenway presented by County Hadju-Bihar, as well as the promotion of Great Western Greenway in Ireland presented by NWRA, have been the guidance for planning the action 2 of the Action Plan, the promotion of the Discovering the Hérault roaming. The CD34 will implement the promotion of the Green Network, inspired directly by the experience of these best practices learnt in OurWay [project](#), in line with its missions on the development of outdoor sports, and the orientations of its tourism policy.

Thus, the general objective aims to identify, describe and promote itinerant stays, of short and medium duration, likely to constitute legible and attractive tourist products, generating frequentation and benefits for the economic actors of the territories crossed by the Green Network. These products / overnights must integrate and enhance the cultural, natural and historical heritage throughout the itinerary.

The structuring of this great itinerancy into different product sections will make it possible to locally identify qualified service providers, to promote local productions, to create synergies between the different types of tourism (leisure stays, heritage discoveries, outdoor sports activities, nature, etc. ...).

To this date, a small part of the Green Network (greenway of the Passa País) has networked the various actors in favour of local development, under the coordination of the Haut-Languedoc National Park.

Finally, the creation of a new visual identity for this route will contribute to the development of this type of “adventure” tourism, and will make it possible to capitalize on the values of the different territories crossed while developing links between villages and inter-municipal authorities.

1. Relevance to the project

The action was inspired on the basis of good practice identified and presented in the project OUR WAY:

- The Greenway Baranya (County Hadju-Bihar)

As part of the project, the 247 km long distance route of the greenway was designated; information panels, maps and direction arrows were placed to help visitors find their way around. A website promotes the project and continuously provides news and results on the greenway. The interactive map shows tourist attractions and service providers along the 247 km route.

Young artists were invited to familiarize themselves and experience the use of natural materials (straw) as a means of artistic expression in the art camps. The summer camps offered fun activities, games, outings that teach nature and the principles of environmentally [friendly way](#) of life for Hungarian and Croatian children.

The Department of Hérault will try to resume this action on promotion (umbrella brand) and signage.

- Great West Greenway (Ireland)

Promotion and development of products on the Greenway of the Great West. Establishment of a "Voie verte gastronomie" label and development of services around the Green Lane with regular communication activities for marketing and development. Terrestrial monitoring tools with the land owners are implemented (in particular for the links between the route and the points of interest). We will try to resume this action concerning promotion, communication and marketing dimension for the development of the itinerary.

2. Nature of the action

- a) Marketing approach: with the help of a service provider specializing in tourism marketing and management of itinerant users.
Based on the study on the requalification and segmentation into product sections of the Green Network route (Kipik study, financed by the ourway project), it will be a question of defining a new communication strategy on the basis of a targeted umbrella on the Green Network.
- b) Creation of a visual identity for the new umbrella / hat brand which will apply to all products based on the Green Network route. The exchanges concerning the common brand and identity, and the creation of the new study for the labialisation process will start at the end of June 2021. This practice is inspired by - Ourway project partner 5 - Baranya greenway, which designated the information boards, maps and direction arrows placed to help visitors' orientation.
- c) Development of several itinerant tourist stays-, according to the various clienteles identified, taking into account, - the dissemination and promotion aspects . As a part of the Ourway project a functional analysis was put in place, which treated the definition of product groups on the Green network. The general objective aimed to identify, describe and enhance itineraries of both short and medium duration, for the different profanes of public. The study offers constituted products: legible and popular tourist attractions, which generate both visits and benefits for the actors of the Green Network.
- d) Deployment of communication on the itineraries of the Department of Hérault on the Hérault Tourisme website, with several functionalities :
 - Site and pages accessible in mobile format Smartphones
 - Dissemination in "white label" free information on roaming on other internet sites, both local and regional (tourism offices, Occitan Tourism of the Regional Committee, sites sports itineraries)
 - Download of tracks in digital format such as gps
 - Creation of direct route road books with integration of POIs (points of interest) relating to services such as accommodation or catering, and especially heritage and cultural. Inspiration and experiences are taken from -t-he OurWay partner Great Western Greenway developed by Mayo County Council. They developed an attractive product for tourists as it comprises of cycle friendly facilities, a range of accommodation options, scenic views and a food trail known as the gourmet greenway.-
- e) Installation of directional signalisation relating to Green Network roaming in order to secure and inform users of the services and points of interest in the immediate vicinity of the route.
- f) Implementation of the cultural action Cit'Art along some portions course: creation of cultural works «street art» in rural and forest on tanks forest defences against fire. The cultural events which will developed have been inspired by our partner the County of Hadju-Bihar, which organised the cultural events for artistic expression in the art camps. —
- g) Labelling of the departmental "Green Network" as the "European D'Artagnan Route": tourist and cultural promotion integrating projects for young people, social and solidarity tourism, and promotion of equestrian heritage and contemporary arts. Regarding its European dimension, this project is in line with programs for young people (School of Young European Musketeers

developed with Canopée - EJME / Erasmus +) to awaken to European citizenship. Further it aligns with the Ourway project in regards learning about institutional cooperation between communities concerning the economic, tourist, cultural aspects of the project common to the six countries which it crosses. The ambition was to obtain a "European Cultural Route" label from the Council of Europe. The candidature has been deposited and accepted in May 2021.- The Ministry of Culture wishes to integrate the European Routes in the next State Region Planning Contract, negotiations are currently on-going.——

3. Partners involved

- ✓ Departmental Tourism Agency
- ✓ Regional Tourism Committee
- ✓ Public and inter-communal : tourist offices and actor s local heritage and cultural
- ✓ Haut-Languedoc Regional Nature Park
- ✓ Pays du Haut-Languedoc and Vineyards
- ✓ Sports federations
- ✓ Nature sports professionals : Occigène association
- ✓ Hosts, restaurateurs
- ✓ Equipment rental companies (bicycles, etc.)
- ✓ Personal luggage transport services

4. Calendar

Second semester 202 1 - 1st semester 202 2

5 Costs (SELF-FINANCING)

- ✓ Marketing study : € 25,000
- ✓ Integration of itinerant pages in the internal Hérault Tourisme site with new functionalities : under management
- ✓ Directional signage : € 10,000
- ✓ Cit'Art project : € 35,000

6 Sources of funding

- ✓ Departmental Council of Hérault
- ✓ Departmental Tourism Agency (Hérault Tourisme)
- ✓ Cost of personnel for phase 2

7 Monitoring and expected impacts of the action

Within the framework of the CDESI, the Departmental Council of Hérault will follow the realization of the various actions, and will try to measure the economic impacts and the collaborative links between the various partners.

It is proposed to follow the indicators below to measure the impact of the actions :

1	Number of partners associated with the actions	15
2	Number of workshops organized to coordinate and steer actions	6
3	Number of product sections / stays created	4
4	Number of Cit'Art tanks	5
5	For signalisation , number of signage equipment installed	20
6	Roaming section developed on the Hérault Tourisme Tourism website	1
7	Number of websites " white label "	4
8	counting visits on website	4
9	Creation of a Green Network attendance observatory	1

An evaluation report will be drawn up integrating the implementation of actions and their results.

The actions here-listed are planned to be auto financed by the Department of Herault, which has a dedicated budget. The Departments in France have the competence and the legal obligation to preserve the quality of sites, landscapes, natural habitats... As such, the department is responsible for developing and implementing a policy of protection, management and public opening of sensitive natural areas, Green Network included.

In order to implement this policy department may establish, by resolution of its Council, the departmental tax on sensitive natural areas. This tax is paid by the beneficiary of any authorization to build or renovate on our territory. Those funds will be used to support the action plan.

Secondly, in the context of the next EU program (2021-27) the new Regional Operational Programme will be analysed in order to identify the financing opportunities for the Green Network in the Heraut Department. The efforts will be put in place to apply for the ERDF projects and support the next generation of political orientations of the departmental Schema of Sport which will be identified from the September 2021. Beyond the ERDF projects of investment, the Department will look in opportunities for the future territorial cooperation (Interreg, ERASMUS etc.)

Date : 0204/063 /2021

Signature : _____

Organization stamp (if available): _____