Deliverable 4.2

Transferability tool kit and plan

Index

1. Introduction

The objective of D4.2 is to set up a transferability plan and a tool kit for other nautical routes projects and initiatives to use the results and know-how of the project for other coastal regions (and for us and our partners for future developments).

2. Transferability tool kits and plans from other routes

2.1. The findings or D4.1 Sustainability mechanisms

Our deliverable D4.1 presented our study about the sustainability mechanisms including the ones from other routes: Curioseaty, L'Aqua, Surfing Europe, other routes from previous calls, Other routes from the call "Nautical Routes for Europe" (EASME/EMFF/2016/1.2.1.12), and the Cultural Routes analysis from UWTO.

We will not present here all details but focus on the main findings (all details are available in D4.1):

- **It is a pity that no information is available for a lot of projects/initiatives about the lessons learnt and about what they have tried for sustainability.**
- **We must put in place a transferability kit that should remain on line for at least 5 years after the end of the project, and if possible for at least 10 years, in order to allow all European efforts on nautical routes to benefit from our experience and from our conclusions.**
- **In all cases it would be good to keep track of the information, even if the sustainability can be also achieved in some cases with a different name and/or framework than initially planned.**
- **It is very good to find a great final document about lessons learnt**
- **The fact that two of the other routes of the same call than us are about sailing (MELTEMI and MAGNA), can give the idea of joining forces at some point.**

2.2. Transferability took kits from other projects

Within the scope of the projects studied in D4.1, there was not any transferability tool kit per se. Thus we have explored to find transferability tool kits, in order to get inspiration and to understand how to best design such a tool.

We have found the following interesting examples:

- Big Foot Transferability Tool Kit:

The Big Foot European project, funded through the lifelong learning programme, was set out to tackle marginalization of the rural mountain areas and their ageing population - by focusing on the valorization and maintenance of the elderly population, traditional knowledge and specific local culture.

They produced a transferability tool kit:
http://www.bigfoot-project.eu/transferability-tool-kit.html

The aim of their toolkit was to provide a detailed description of modalities and approaches for using the Intergenerational Community Service Approach as a tool for sustainable development and to inspire application of the same approach in other communities, based on the experience of the Big Foot Project partners.
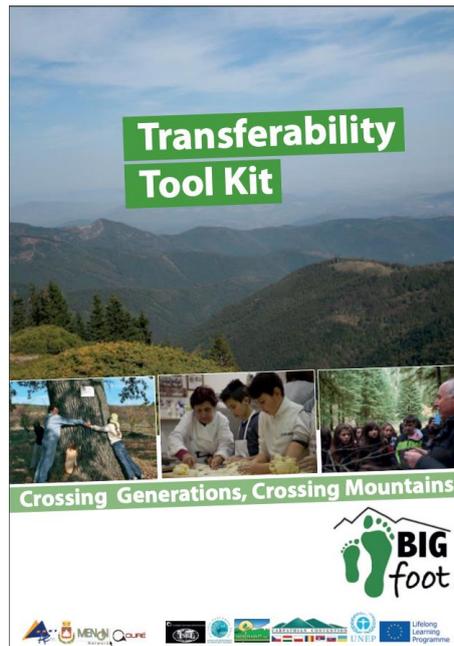
We think that **the format is really a good idea: it is not a usual deliverable standardized format but a nice visual document as a brochure**. The document is very detailed about the work done and how it was done. We think that we could target a shorter document but focused on the main actions, results and lessons learnt.

- WoodFootPrint Transferability Tool Kit:

Wood FootPrint, under the banner of URBACT, aimed to respond to the challenge to reactivate the economies of participant cities, whose main economic activity is the furniture industry and have suffered as a consequence of the economic crisis and the impact of globalisation. They targeted to offer different tools and policies to strengthen the furniture sector, but at the same time offer economic diversification by sharing successful methods in sustainable sectors.

They produced a transferability tool kit:

https://urbact.eu/sites/default/files/media/wood_footprint_transferability_toolkit.pdf

The aim of their toolkit was to be a useful tool for cities in all Europe and it was designed for stakeholders actively involved in networks who could play an active role towards the objectives

We noted that they used photos also to show the tasks which have been done and that it can explain more and give ideas.

We think that **it can be nice to use such photos on our toolkit** but avoiding overloading the document with photos. We were inspired also by the table that they put at the end about **clear step-by-step advices** which was " Five steps to overcome these barriers".

2.3.   Other sources about knowledge transfer

We have searched for other sources of information about transferability and knowledge transfer in order to enhance the way we will transfer our results and know-how to other coastal regions who want to build a nautical route, and we have found the following:

- "Knowledge transfer **creates sustainable Blue Growth**" as explained by the H2020 project COLUMBUS " Monitoring, Managing and Transferring Marine and Maritime Knowledge for Sustainable Blue Growth".

- There are two types of knowledge that are considered when conducting knowledge transfer: the **explicit knowledge** (with already existing manuals and procedures) and the **tacit knowledge** (more intuitive and derived from experience). Source: Knowledge Transfer Strategy and Plan, Weisman Consulting LLC.

- "The transfer of organizational knowledge, such as best practices, can be hard to achieve (Argote & Ingram, 2000) because it is **difficult to connect the right person with the source of knowledge** he or she requires." (Wiewiora, A., Chen, L., & Trigunarsyah, B. (2010). Inter- and intra-project knowledge transfer—analysis of knowledge transfer techniques. Paper presented at PMI® Research Conference: Defining the Future of

Project Management, Washington, DC. Newtown Square, PA: Project Management Institute.)

3. Objectives of our transferability tool kit and plan

Taking into account the description of the action of the project and the results of our study of other routes tool kits we have defined the following objectives:

- **Sustainable**: the tool kit itself should be available for at least 5 years and if possible as long as possible.
- **Concise and easily understandable**: in order to facilitate the transfer of information, the document must be short and easily readable.
- **Focused on the objective**: the purpose and focus of the document is to allow other coastal regions to put in place other nautical routes.
- **With lessons learnt**: the tool kit should keep room for the lessons learnt during the project as a full part of the transfer of information.
- **Linked to other resources**: the document itself must be concise as we previously explained, but it should give links to other resources to know more.
- **Link and share with other sail nautical routes**: the tool kit will be shared and links will be established.

4. Defining the plan for transferability

4.1. Two documents: deliverable D4.2 and the CSR toolkit

This current **deliverable D4.2** is the main outcome of the project regarding the transferability tool kit and plan. It includes all aspects related to this topic. But both the format of a deliverable and the first sections related to the definition of the document and purposes, are not corresponding to our objectives of "Concise and easily understandable" and "focused on the objective". Thus we will release another document that will be the **CSR toolkit**. It will be a visual document as a brochure that will be the one that we will share to the public, and that will be based on our objectives presented above.

4.2. Website hosting

In order to fulfill our objective "Sustainable", we will have the following hosting on websites:

- We are putting in place a website dedicated to the project and results whose address is already booked at "**CargoSailRoute.eu**" that will be available before the end of 2019. A tab will be dedicated to the transferability tool kit and plan, including the CSR Toolkit document. This will be the main place to find all information related to the transferability, and we will keep the site web alive for at least five years after the end

of the project. But in order to reinforce the sustainability of the document and to make it easier to find, we will add the two following actions.

- We will add a **direct link from our website** towt.eu to the CargoSailRoute.eu website (this will participate to ensure sustainability and also visibility), and we will ask the partners of the CSR project to do the same. We will also propose to all to also include the tool kit on their own website to duplicate the information and to increase the availability and sustainability.

- We will propose to our project officer of **EMFF to make the transferability tool kit available** on any website of EMFF and to feel free to distribute it to any other project.

4.3. Sections of the CSR toolkit

In order to meet with our objectives, the sections of the toolkit will be:

0	Cover page illustrated like a brochure with the title CSR Toolkit and also an easily understandable sentence: "How to develop a touristic thematic route linking coastal regions"
1	Summary explaining the purpose of the document, the content and the main findings: this summary should be concise and direct.
2	Highlights of the main findings of the document: this part should be highly visible and easily readable and understandable.
3	Context of CSR: just a short presentation of the project and the EMFF call, in less than one page to be concise
4	Main actions carried out: not to detail all actions but to show the path taken and the main type of tasks.
5	Lessons learnt and advices: from all aspects of the project and with a post facto analysis about what we have done and what we do differently.
6	Links to resources: this section will provide links to resources both internal and external to the project that could help others to build nautical routes.
7	Link to the two other sail nautical routes: this section will present shortly the two other nautical routes from the call, MELTEMI and MAGNA, with links to them.
8	Conclusion: short and concise conclusion of the document itself and of our experience of having built a touristic nautical route.

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Annex – Cargo Sail Route Brochure