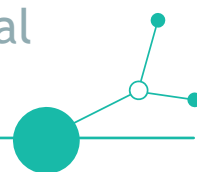


WP2 - Creating impact measurement system for climate neutral travel

D2.4.1 Design of the pilot testing of the environmental footprint calculator and impact measurement system



Version 4
02 2025





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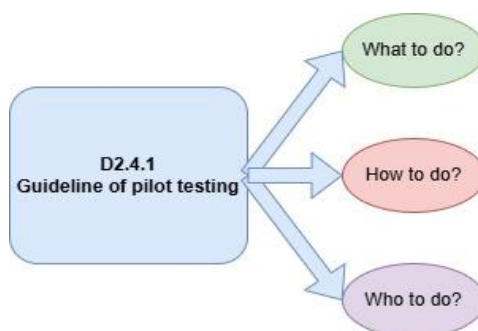
1. Aim of this document

This document is developed in the frame of Work Package 2 (Creating impact measurement system for climate neutral travel) of the Innovative participatory sustainable business model for cycling along the Iron Curtain Trail (ICTr-CE, CE0100401) project, funded by the INTERREG Central Europe programme.

This deliverable is called “D2.4.1 Design of the pilot testing of the environmental footprint calculator and impact measurement system” is strongly related to “A. 2.4 - Pilot Testing of the environmental footprint calculator and impact measurement system and presenting the innovative climate neutral travel innovative solution”.

Based on the Application Form of the project, the main aim of this deliverable is to support the partners of the project how to implement the pilot actions in the respective regions:

- what are the needed steps and what kind of tasks have to be done;
- How to implement the tasks and how to evaluate the pilot action activities in order to ensure receiving proper and adequate results;
- which partner will be responsible for which tasks.



So, basically it will be a guideline summarizing the process of the pilot action activity, in which we will test the practical applicability of both innovative tools developed within Work Package 2. Within the pilot action activity in Work Package 2, we will test the functionality and usefulness of the environmental footprint calculator and impact measurement system, involving SMEs, tourism boards, tourists and NGOs along the EuroVelo 13 - Iron Curtain Trail. This also means that Activity 2.4 and Activity 2.4.1 are contributing and it is the basis of output of Work Package 2, namely: “O2.2 - Pilot action on climate neutral ICTr travel by testing the environmental footprint calculator and cycling product impact measurement system”.

To sum up, our primary intention was to elaborate a comprehensive document which could serve as a guideline for the ICTr-CE project partners: which contains all relevant information about WP1 and WP2 pilot testing activities (tasks, steps, responsibilities, timing etc.) - in order to ensure the full clarity, transparency related to the implementation of both pilot activities.

This document was elaborated and edited by Westpannon (as responsible partner for Work Package 2), Trail Angels (responsible partner for Work Package 1), Iskriva (responsible partner for Work Package 3), Crost (responsible partner for environmental footprint calculator and pilot action in South Pilot region) and OETE (responsible partner for impact measurement system and pilot action in North Pilot region).



2. Pilot testing - the process step by step

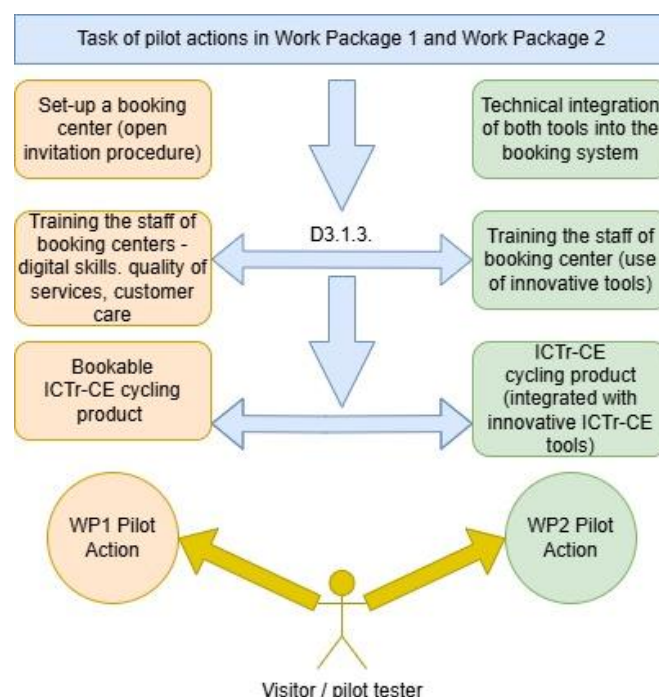
2.1. Methodological background

Based on the approved application form, D2.4.1 deliverable should serve as a guideline for partners about the implementation of the pilot action activity (O2.2) in the framework of Work Package 2. It is also clearly stated that the pilot actions will be implemented in the pilot area South (responsible partner is Crost) and North (responsible partner is OETE) in which the functionality of both tools (the environmental footprint calculator and impact measurement system) will be tested, and its usefulness will be assessed by the tourist and ICTr stakeholders. It is also described that the reliance of the input and output data will be tested together with the performance of technology as well as the storage of the data.

During the development process of the impact measurement system and the adaptation process of the environmental footprint calculator it was realized that the practical work with both tools will / have to be done by the selected booking center, who is responsible for the daily operation of the bookings/trips along the EuroVelo 13 - Iron Curtain Trail after the end of the project. As in WP1, there is also a pilot testing activity, where the partnership has to test the operation of the business model of the innovative tourism products (testing the 10-stages linear product, digital tools and booking system), we came into a conclusion that we will test WP1 and WP2 solutions together within one pilot action. This means, that the partners have to organize a joint field trip in each pilot region, whereby the participants will test the tour to evaluate both WP1 (business model) and WP2 (innovative tools) results (in pilot area South and Center, an explorer tour will be organized with invited guests). Based on the evaluation forms, the project result indicators (solutions) will be developed in the last period of the project.

According to the application form of the ICTr-CE project, in WP1, the partnership has to test the ICTr cycling product and business model in all 3 cross-border pilot areas, involving SMEs (tourism service providers) and other target groups in developing and testing the 10-stage linear product, digital tools and the booking system itself.

Based on the above-mentioned factors, here is an ideal figure about the ideal implementation process of the merged WP1 and WP2 pilot actions:





However, it is also important to mention that our primary intention is to strictly follow the application form of the project in order to satisfy the requirements of the Interreg Central Europe JS/MA and to be in line with the dedicated and allocated budget to each project partner. The application form states which pilot activities have to be implemented in which pilot region, because not all WP1 and WP2 results have to be tested in each pilot region (total 3 regions).

Pilot area	Involved Partners)	Tasks
Pilot Area North	City of Gdansk (PL)	✓ O.1.1 Pilot Action
	WZP (PL)	✓ O.2.2. Pilot Action
	OETE (DE)	X Booking center is not required
Pilot Area Center	Trail Angels (AT)	✓ O.1.1 Pilot Action
	Partnerstvi (CZ)	O.2.2. Pilot Action ¹
	Ekopolis (SK)	✓ Booking center is required (D3.1.3)
Pilot Area South	Westpannon (HU), CROST (HU)	✓ O.1.1 Pilot Action
	Iskriva (SI)	✓ O.2.2. Pilot Action
	KKZ (HR)	✓ Booking center is required (D3.1.3)

Considering all the above written elements and factors, the responsible partners for pilot action activities decided that we will implement three different pilot actions in the three pilot areas, in order to be in line with the application form by content and financial point of view.

The plan of pilot actions and this guideline are in line with the definition of the pilot action defined by the INTERREG Central Europe programme. The pilot action itself has to be developed jointly and implemented (and financed) in the frame of the concerned project (in this case ICTr-CE). It is also stated that new procedures, instruments or tools could be tested within a pilot action as an “experimentation or demonstration”. Additionally, the output indicator implies that organizations from at least two participating countries have to be involved, and the indicator should lead to the development of at least one solution of the project.

¹ O2.2 pilot action will be “partly” implemented in Pilot Area Center because the Carbon Footprint calculator and IMS will be part of the testing in O1.1 and these tools will be the part of the Explorer Tour in Center Pilot Area implemented by the selected booking centers in WP3, supervised the process by PP5 Trail Angels



2.2. General definitions, definitions of tasks, role of project partners

In this subchapter the basic tasks within the pilot action implementation will be defined in order to achieve a common understanding among the ICTr-CE partnership. Here we will give an overview what we understand under each specific tasks, what are the main elements of tasks and what we would like to achieve, when and how.

2.1.1. Desk research

The desk research is also an essential part of the pilot activity and will be an important part of the travel report document. This process is not only a status quo analysis and “classic” desk research task but also includes some empirical and on-the-spot check related activities such as interviews, meetings and talks. The scope of the desk research will focus on the whole length of the ICTr-CE pilot area (North: 12 daily stages, Center and South: 10-10 daily stages).

The desk research part of the travel report will include information about:

- 1) the ICTr-CE product, focusing mainly on route condition (signposting, quality of surface, list of potential restaurants and accommodations, Iron Curtain related heritages and other points of interest to be visited)
- 2) creation of a stakeholder map, which will serve as a basis for “feeding” the business model - our aim is to identify stakeholders who are open for a cooperation with the ICTr-CE Alliance and who would like to be active part of the business model in the future
- 3) Short overview about the actual level of digital, hospitality and cooperation-related skills of the SMEs within the pilot action region: our aim is to identify those service providers who are able (can fulfil the defined, basic ICTr-CE quality criteria, are the service providers sustainable oriented or not etc.)and will cooperate with the ICTr-CE booking centers in the designated pilot areas. Additionally, the most common / typical gaps will be also described which could be described as the main obstacles of future cooperation.
- 4) Besides the above mentioned, a short and general evaluation of the ICTr-CE products will be also included into the travel report document (talking to real guests, relevant opinion leaders, whether they would book an innovative ICTr-CE cycling product or not, what are their recommendations/suggestion about improving the product etc.)
- 5) Finally, a short summary will be described about the relevant tour operators if they are interested to become an official ICTr-CE booking center or not, and a short description about the open call procedure done in pilot areas (where relevant).

To sum up, the desk research will have a scope of the total pilot region, and each partner have to contribute to this task - each partner has to elaborate the desk research task about the region responsible for - a comprehensive desk research document will be prepared by the WP Leaders.

The desk research template can be found in the annex of this document, which will guide the partners what kind of information is required in order to fulfil the desk research task, for this purpose separate instructions are provided.

2.1.2. Field Trip

The field trip is an obligatory task in each pilot region. The aim is to have an on-the-spot quality check about the EuroVelo 13 and its general infrastructural status, quality check of available services (and meet



the service providers) and validate the results of the general desk research process. All field trips must meet four basic principles:

- 1) Have to be done with ICTr-CE stakeholder (the number of test users, type of organization are not defined)
- 2) Have to be organized in a cross-border manner (it means the organizational tasks will be shared among the respective project partners)
- 3) At least 5 daily stages (continuous 5 stages) have to be covered during the field trip
- 4) Have to fill in the evaluation tool(s) developed by WP1 and WP2 leaders.

A description about the summary of the field trip will be elaborated by the partners and will be inserted in the final document called O.1.1 and O.2.2 - in total 3 field trips will be organized and launched by the project partners.

The Field Trip template can be found in the annex of this document, which will guide the partners what kind of information is required, for this purpose separate instructions are provided.

2.1.3. Travel Report

What is the travel report? The document called “travel report” is basically the output document what needs to be elaborated by regional partners who are responsible for the pilot action implementation in each pilot area. This document will describe systematically the implementation process of the pilot actions done both in WP1 and WP2 in a structured and guided way. The work package leader Trail Angels (WP1) and Westpannon (WP2) will use this document as a basis to elaborate the comprehensive document called O1.1 and O2.2. The travel report will contain two main chapters:

- 1) the summary of the desk research process
- 2) and the description about the results of the field trip(s).

This travel report will be a project and content-oriented document, focusing on the further development of the trail and products.

The travel report documents will be published on the official website of the EuroVelo 13 - Iron Curtain Trail, on Bookyourtrail.com (which is the ICTr-CE booking landing page) and on the ICTr-CE project website, where the comprehensive output documents will be also uploaded and will be available in order to fully comply the requirements for transparency set by INTERREG CENTRAL Programme.

A detailed information about how the travel report has to be elaborated (the travel report template) will be developed by Trail Angels and Westpannon. The travel reports have to be elaborated in pilot region level (so all pilot activity partners have to be involved), therefore in total 3 travel report documents (North, Center and South) will be elaborated by partners.

2.1.4. Specialised trainings for ICTr booking centers in Center and South pilot regions

The booking centers will have an essential role in the business model and will have a crucial task regarding the development and operation in the innovative elements (environmental footprint calculator and IMS) of the ICTr-CE cycling products. But, based on the application form, only Center and South pilot region partners have to involve booking centers in the frame of the pilot action activity. What does it mean in practice?



- An open invitation has to be launched in Center and South pilot region in order to find an appropriate tour operator which own all the necessary licenses and certifications which makes them capable to be the booking center of the ICTr products in the frame of the ICTr-CE project.
- After the selection process, the Trail Angels team (PP5) will launch a “specialised training programme” with the selected tour operators in order to develop the skills and capacities (digital skills, customer care, product development, integration of ICTr-CE innovative elements into cycling products etc) of the tour operator. PP2 Crost, PP10 ECF and PP12 OETE will elaborate a short but informative training guideline in order to support the specific, topic-related content of the ICTr cycling product. This process will be systematically described in D3.1.3 deliverable but will be an important part of the output documents (O1.1 and O2.2) as well.
- In the frame of the capacity building programme, 3-3 bookable cycling products (including the innovative elements - Carbon Footprint and IMS calculator) for individual cyclists will be developed and implemented on Bookyourtrail booking system both in Center and South pilot areas. The product development process and the results will be systematically described in D1.3.1 deliverable but will be an important part of the output documents (O1.1 and O2.2) as well.

In total 2 specialized training sessions will be launched for two booking centers - one in Pilot area South and another one in Pilot Area Center.

2.1.5. Explorer tour(s) in Center and South pilot regions:

In Center and South pilot regions, a guided explorer tour will be organized in order to test the whole booking process of the ICTr-CE cycling product, coordinated by the selected booking center (supervised by our experienced partner Trail Angels). In case of project partners related to Pilot Area North, their role will be to conduct and gather feedback the results of the pilot testing for broader implementation of the business model solution.

The main target groups of the second explorer tours are: guests / cycling tourists (enthusiasts) and / or media representatives. In case of both explorer tours, four basic principles have to be respected:

- 1) The participants of the explorer tours will be invited guests, the costs have to be covered by the partners (minimum 5 participants / explorer tour)
- 2) Have to be organized in a cross-border manner (it means the organizational tasks will be shared among the respective project partners)
- 3) At least 5 daily stages have to be covered during the field trip
- 4) Have to fill in the evaluation tool(s): the participants and the booking centers - developed by WP1 and WP2 leaders.

The evaluation of the explorer tour will be almost the same as it will be regarding the field trip (see before), but the topic of it will be much more customer and tourism market oriented.

The feedback travel report will be collected by the booking centres and will be handed over to Trail Angels as part of the capacity building process - all the results will be included into the D1.3.1, D3.1.3 and output documents (O1.1 and O2.2)

Altogether 2 explorer tours will be organized in the framework of the ICTr-CE project in order to test the main results of WP1 and WP2. The explorer tours will be coordinated by the selected regional booking centers and supervised by Trail Angels, the target group of these explorer tours will be invited guests.



2.1.6. Development of bookable individual ICTr cycling products

In Center and South pilot regions, a cycling product development process will be implemented by the selected booking centers, coordinated and guided by PP5 Trail Angels - responsible partner for Work Package 1 and D3.1.3 deliverable. As a first step, in the frame of the capacity building programme (D3.1.3), Trail Angels will share and transfer all the knowledge gained in the ICTr-CE project, and together with the selected booking centers, an ICTr compatible, bookable cycling product(s) will be developed for individual cyclists in pilot area Center and South. This means, the result of the joint product development will be integrated into D1.3.1 (Integrated product development for ICTr for pilot testing in pilot areas) will be the validation report of the whole capacity building programme for selected booking centers (D3.1.3).

The main elements of an ICTr cycling product:

Inspiration	Overview, Highlights, advantages
Information	Best time to travel, requirements, equipment, stages, map
Service	Category, boarding, mobility service, booking center service, arrival, information about destination

Content of each package:

- overview, key visual
- implementation of the Footprint Calculator + IMS
- itinerary
- included services
- not included services
- pricing

The document will be reported under D1.3.1 and D3.1.3, and the results will be also included into O1.1 and O2.2. The developed ICTr cycling packages will be uploaded and will be available at the ICTr Bookyourtrail landingpage.



3. Pilot Action implementation in ICTr-CE pilot areas

3.1. Pilot Action in Pilot Area North

3.1.1. Pilot action activities defined by the Application Form - Pilot Area North

Based on the application form of the ICTr-CE project, ICTr-CE North Pilot area partners have to implement the following tasks in the framework of WP1 and WP2:

Involved partners, responsibility	Tasks to be done based on the Application Form
PP7 WZP PP8 City of Gdansk - coordinator of WP1 pilot action activities PP12 OETE - coordinator of WP2 pilot action activities	✓ O.1.1. Pilot Action – Pilot action for testing the ICTr cycling product and business model = testing the 12-stages linear product, digital tools, business model implementation possibilities
	✓ O.2.2. Pilot Action – Pilot action on climate neutral ICTr travel by testing the environmental footprint calculator and cycling product impact measurement system = the functionality of both tools (CO2 footprint calculator and IMS) will be tested and its usefulness assessed by ICTr stakeholders

3.1.2. Exact tasks of partners, timeline - Pilot Area North

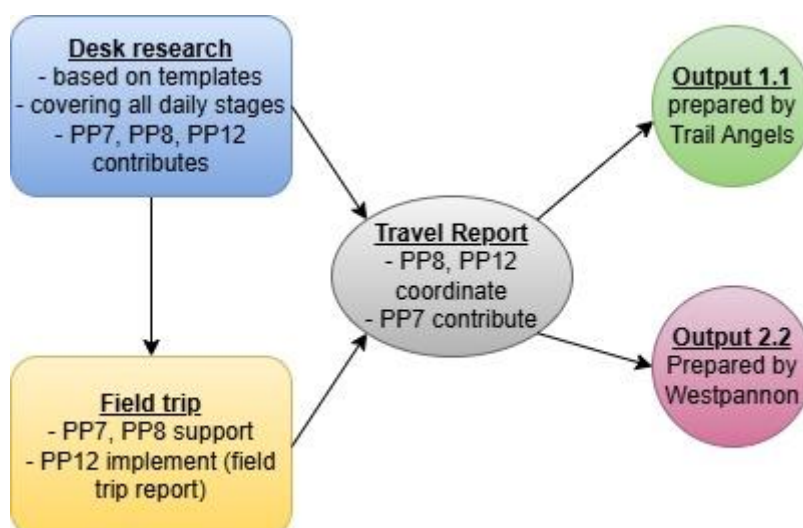
What and how to do?	Who to do? (responsibility)	When to do?
Desk Research Based on the provided templates (please see them below) in WP1 and WP2, pilot action partners have to implement the desk research activity. The desk research will cover all daily stages: total 12 daily stages. It means, each partner has to prepare the desk research about their responsible area.	PP7 WZP Coordinator of task: PP8 City of Gdansk PP12 OETE	Template: 02/2025 Desk research: 05/2025
Field Trip The field trip will be the verification process of the desk research activity. At least 5 daily stages (cross-border) have to be covered in North Pilot Area - covering Germany and Poland as well. The report has to be elaborated based on the guideline provided for the Field Trip. ✓ Step 1: organizing a self-guided tour for ICTr-CE stakeholders - involving all partners ✓ Step 2: implementation of the tour - PP12 is responsible for the field trip	PP7 WZP: active involvement in organization of the field trip PP8 City of Gdansk: active involvement in organization of the field trip Coordinator of task: PP12 OETE implementation of the field trip, preparation	Guideline: 02/2025 Field trip: 07/2025



✓ Step 3: Report about the field trip - PP12 is responsible for the elaboration of the field trip report	of the report about the field trip	
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3.1.3. Outputs to be delivered - Pilot Area North

Name of output / deliverable	Who to deliver? (responsibility)	When?
Travel Report Document, which is a jointly developed document consists of 1. Desk Research Report 2. Field Trip Report The elaboration of the Travel Report will be coordinated by PP8 (WP1) and PP12 (WP2), PP7 will be actively involved. The document will contain WP1 and WP2 relevant information as well. The Travel Report about the North Pilot Area will be sent to WP Leaders and will be inserted into O1.1 and O2.2 documents, elaborated by Trail Angels and Westpannon. The Travel Report document will be uploaded into the ICTr-CE website, the ICTr landing page and into the bookyourtrail.com	Coordinator of Travel Report document: PP7 WZP WP1: PP8 City of Gdansk WP2: PP12 OETE	Travel Report Template: 04/2025 Travel report document: 08/2025



Summary of tasks and the workflow in Pilot Area North regarding WP1 and WP2



3.2. Pilot Action in Pilot Area Center

3.2.1. Pilot action activities defined by the Application Form - Pilot Area Center

Based on the application form of the ICTr-CE project, ICTr-CE Center Pilot area partners have to implement the following tasks in the framework of WP1 and WP2:

Involved partners, responsibility	Tasks to be done based on the Application Form
PP5 Trail Angels PP6 Partnerstvi PP9 Ekopolis	✓ O.1.1. Pilot Action – Pilot action for testing the ICTr cycling product and business model = testing the 10-stages linear product, digital tools, booking system and business model
	✓ D3.1.3. – Specialised trainings for ICTr booking centers in Center Pilot Region = training the selected booking center's staff in digital skills, quality of services and customer care + the cross-border testing of the innovative ICTr cycling product with invited tourists/guests (including the testing of Carbon Footprint and IMS) + development of 3 bookable products for individual cyclists

3.2.2. Exact tasks of partners, timeline - Pilot Area Center

What and how to do?	Who to do? (responsibility)	When to do?
Desk Research Based on the provided templates (please see them below) in WP1, pilot action partners have to implement the desk research activity. The desk research will cover all daily stages: total 10 daily stages. It means, each partner has to prepare the desk research about their responsible area.	PP5 Trail Angels PP6 Partnerstvi Coordinator of desk research: PP9 Ekopolis	Template: 02/2025 Desk research: 05/2025
Field Trip The field trip will be the verification process of the desk research activity. At least 5 daily stages have to be covered in Center Pilot Area (cross-border), covering Czechia, Austria and Slovakia as well. The report has to be elaborated based on the template provided for the Field Trip. ✓ Step 1: organizing a self-guided tour for ICTr-CE stakeholders - involving all partners	PP5 Trail Angels: organizational task, supporting task, send an ICTr stakeholder Coordinator of task: PP6 Partnerstvi: organizational task, supporting task, send an ICTr stakeholder PP9 Ekopolis: organizational task,	Guideline: 02/2025 Field trip: 07/2025



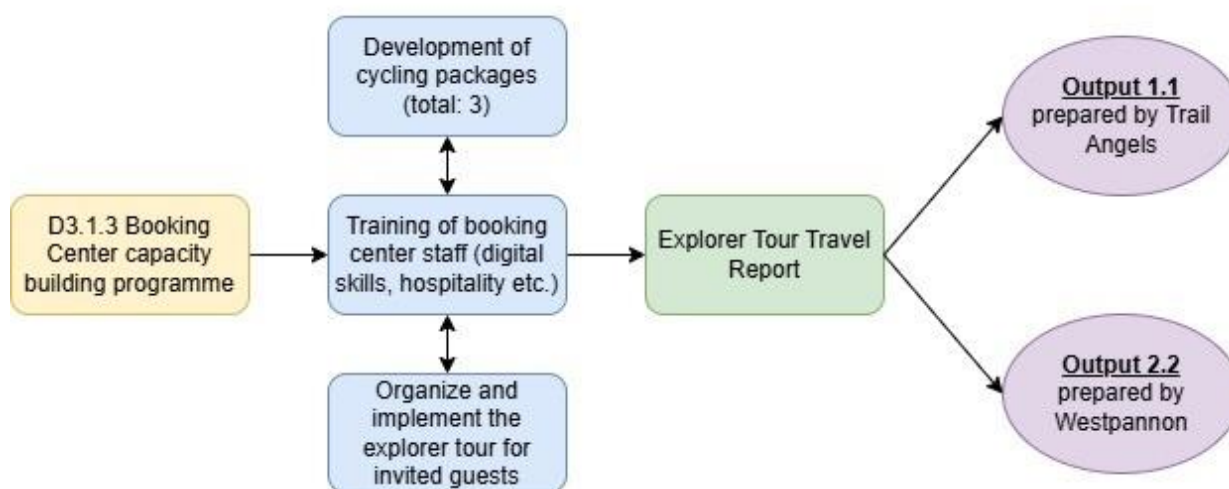
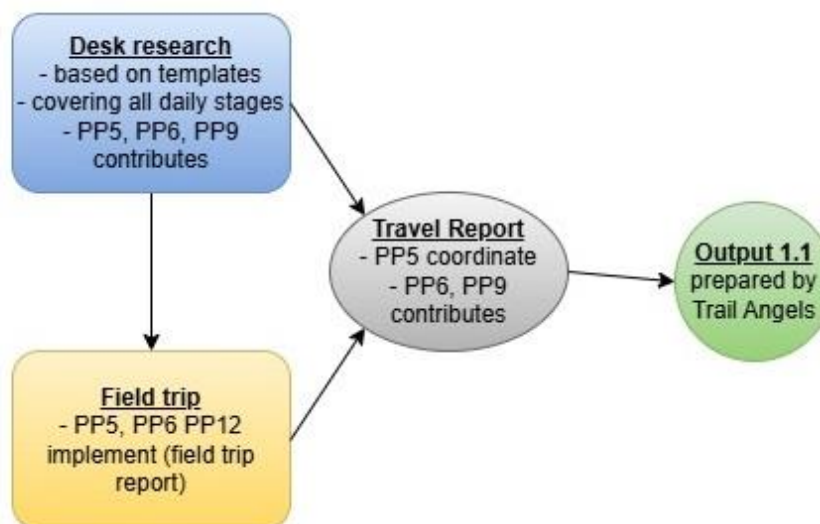
✓ Finance (share the costs of the trip) the self-guided tour for ICTr-CE stakeholders ✓ Step 2: implementation of the tour - PP5, PP6, PP9 are responsible for the field trip ✓ Step 3: Report about the field trip - Partners are responsible for the elaboration of the field trip report	supporting task, send an ICTr stakeholder	
Training for ICTr booking center staff - Training programme will be developed by Trail Angels, with the support of PP2 Crost (CO2 footprint calculator) and PP12 OETE (IMS) and ECF (Alliance) - The training will be supervised by Trail Angels, regional partners (on demand basis) will support the activity	PP5 Trail Angels coordinates the work (integrates the results into D3.1.3) PP6 Partnerstvi and PP9 Ekopolis will support	Start date: 03/2025 End date: 10/2025
Guided explorer tour with invited guests/tourists - Main target group: tourists invited by the booking center - Booking center will work on this activity (supervised by PP5 Trail Angels) - On demand support by PP6 and PP9 - Feedback travel report will be done by booking center (based on the feedback provided by the guests) - The result of the Feedback travel report will be included into O1.1 and O2.2 by PP5 Trail Angels and LP Westpannon - The explorer tour will be financed by the Center Pilot area partners (PP5, PP6, PP9)	PP5 Trail Angels: supervision of booking center, integration of results into O1.1, financial support in explorer tour LP Westpannon: integration of the results into O2.2 PP6 Partnerstvi, PP9 Ekopolis: on demand support, financial support in explorer tour	Implementation of explorer tour: 09/2025 Explorer tour travel report: 09/2025
Development of 3 bookable packages for individual cyclists - Booking center will work on this activity (supervised by PP5 Trail Angels) - On demand support by PP6 and PP9 - PP5 Trail Angels will upload the bookable packages for individual cyclists into the respective webpages	PP5 Trail Angels is coordinating the work PP6 Partnerstvi and PP9 Ekopolis: on demand support	09/2025

3.2.3. Outputs to be delivered - Pilot Area Center

Name of output / deliverable	Who to deliver? (responsibility)	When?
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Travel Report Document, which is a jointly developed document consists of 1. Desk Research Report 2. Field Trip Report The elaboration of the Travel Report will be coordinated by PP5 Trail Angels, PP6 Partnerstvi and PP9 Ekopolis will be actively involved. The document will contain WP1 relevant information. The Travel Report about Pilot Area Center will be inserted into O1.1, elaborated by Trail Angels. The Travel Report document will be uploaded into the ICTr-CE website, the ICTr landing page and into the bookyourtrail.com	Coordinator of task: PP5 Trail Angels PP6 Partnerstvi and PP9 Ekopolis will actively contribute	Travel Report Template: 04/2025 Travel report document: 08/2025
D3.1.3 Report about the specialised trainings for ICTr booking centers in Pilot Area Center Based on the developed training concept, PP5 Trail Angels will develop the general skills (digital, hospitality etc.) of the staff working for the selected booking center.	PP5 Trail Angels: coordinate the work and elaborate the report PP6 Partnerstvi and PP9 Ekopolis: on demand support	End date of the capacity building programme: 10/2025
Feedback Travel Report The feedback travel report will be carried out by PP5 Trail Angels, the selected booking center will be actively involved in this activity. There are 2 main aims of this Explorer Tour Travel Report: 1. to evaluate the work of the booking center and the ICTr cycling product by the visitors 2. To evaluate the ICTr tools by the booking center The Explorer Tour Travel Report and its results will be inserted into O1.1 and O2.2.	Main coordinator is PP5 Trail Angels PP6 Partnerstvi and PP9 Ekopolis: on demand support LP: Westpannon will use the results in O2.2	09/2025
Short report about the ICTr cycling product development (total: 3 bookable cycling products for individual cyclists) This report will be integral part of D1.3.1 document. The document will be developed together with the selected booking center and the supervisor, activity leader PP5 Trail Angels. The document will be uploaded into the ICTr-CE webpage.	Main coordinator is PP5 Trail Angels PP6 Partnerstvi and PP9 Ekopolis: on demand support	10/2025



Summary of tasks and the workflow in Pilot Area North regarding WP1 and WP2



3.3. Pilot Action in Pilot Area South

3.3.1. Pilot action activities defined by the Application Form - Pilot Area South

Based on the application form of the ICTr-CE project, ICTr-CE South Pilot area partners have to implement the following tasks in the framework of WP1 and WP2:

Involved partners, responsibility	Tasks to be done based on the Application Form
LP Westpannon PP2 Crost PP3 Iskriva PP11 KKZ	✓ O.1.1. Pilot Action – Pilot action for testing the ICTr cycling product and business model = testing the 10-stages linear product, digital tools, booking system and business model
	✓ O.2.2. Pilot Action – Pilot action on climate neutral ICTr travel by testing the environmental footprint calculator and cycling product impact measurement system = the functionality of both tools (CO2 footprint calculator and IMS) will be tested and its usefulness assessed by ICTr stakeholders
	✓ D3.1.3. – Specialised trainings for ICTr booking centers in Center Pilot Region = training the selected booking center's staff in digital skills, quality of services and customer care + the cross-border testing of the innovative ICTr cycling product with invited tourists/guests (including the testing of Carbon Footprint and IMS) + development of 3 bookable products for individual cyclists

3.3.2. Exact tasks of partners, timeline - Pilot Area South

What and how to do?	Who to do? (responsibility)	When to do?
Desk Research Based on the provided templates (please see them below) in WP1 and WP2, pilot action partners have to implement the desk research activity. The desk research will cover all daily stages: total 10 daily stages. It means, each partner has to prepare the desk research about their responsible area.	Coordinator of task: PP3 Iskriva LP Westpannon PP2 Crost PP11 KKZ	Template: 02/2025 Desk research: 05/2025
Field Trip The field trip will be the verification process of the desk research activity. At least 5 daily stages have to be covered in South Pilot Area, covering Hungary (North), Slovenia, Croatia and Hungary (South) again as well.	Coordinator of task: PP3 Iskriva organizational task, supporting task, send an ICTr stakeholder,	Guideline: 02/2025



The report has to be elaborated based on the guideline provided for the Field Trip. ✓ Step 1: organizing a self-guided tour for ICTr-CE stakeholders - involving all partners ✓ Finance (share the costs of the trip) the self-guided tour for ICTr-CE stakeholders ✓ Step 2: implementation of the tour - LP, PP2, PP3 and PP11 are responsible for the field trip ✓ Step 3: Report about the field trip - Partners are responsible for the elaboration of the field trip report	elaboration the comprehensive report about the field trip LP Westpannon: organizational task, supporting task, send an ICTr stakeholder PP2 Crost: organizational task, supporting task, send an ICTr stakeholder PP11 KKZ: organizational task, supporting task, send an ICTr stakeholder	Field trip: 07/2025
Training for ICTr booking center staff - Training programme will be developed by Trail Angels, with the support of PP2 Crost (CO2 footprint calculator) and PP12 OETE (IMS) and ECF (Alliance) - The training will be supervised by Trail Angels, regional partners (on demand basis) will support the activity	PP5 Trail Angels coordinates the work (integrates the results into D3.1.3) LP Westpannon, PP2 Crost, PP3 Iskriva and PP11 KKZ will support	Start date: 03/2025 End date: 10/2025
Guided explorer tour with invited guests/tourists - Main target group: tourists invited by the booking center - Booking center will work on this activity (supervised by PP5 Trail Angels) - On demand support by LP, PP2, PP3 and PP11 - Feedback travel report will be done by booking center (based on the feedback provided by the guests) - The result of the explorer tour travel report will be included into O1.1 and O2.2 by PP5 Trail Angels and LP Westpannon - The explorer tour will be financed by the South Pilot area partners (LP, PP2, PP3, PP11)	PP5 Trail Angels: supervision of booking center, integration of results into O1.1 LP Westpannon: integration of the results into O2.2, financial contribution to the implementation of the explorer tour PP2 Crost, PP3 Iskriva, PP11 KKZ: on demand support, financial contribution to the implementation of the explorer tour	Implementation of explorer tour: 09/2025 Explorer tour travel report: 09/2025
Development of 3 bookable packages for individual cyclists - Booking center will work on this activity (supervised by PP5 Trail Angels)	PP5 Trail Angels is coordinating the work LP Westpannon, PP2 Crost, PP3 Iskriva and	09/2025



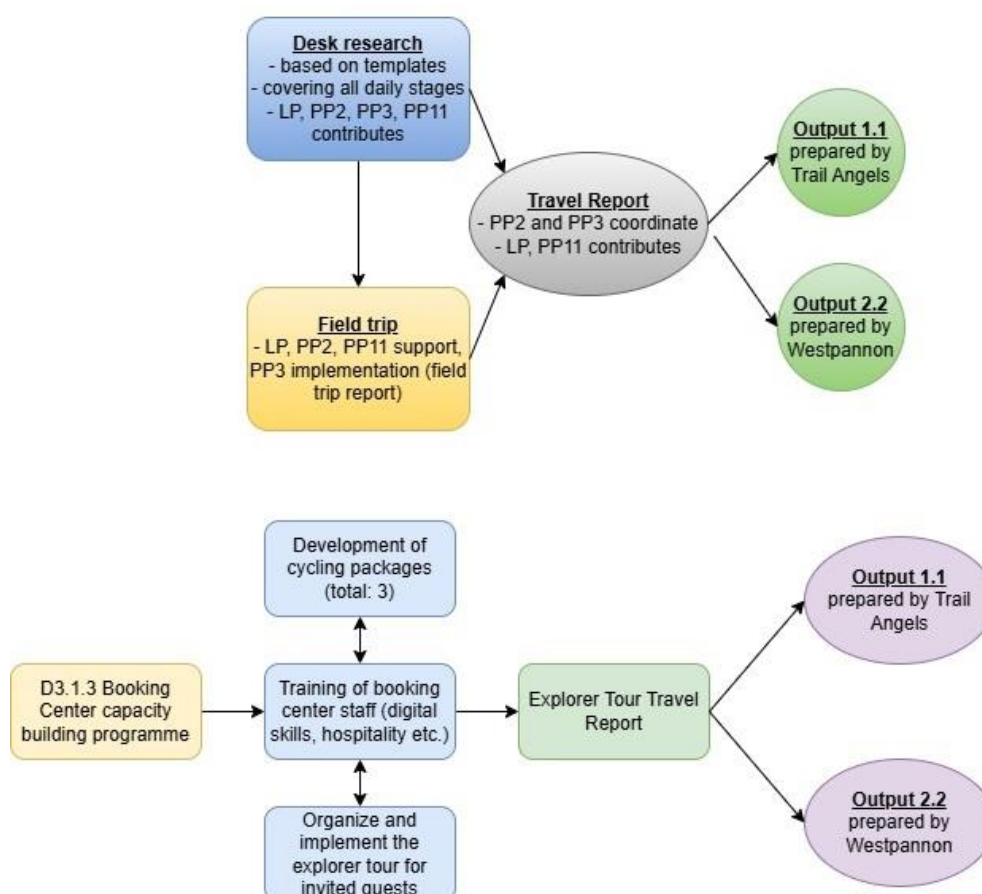
- On demand support by LP, PP2, PP3 and PP11 - PP5 Trail Angels will upload the bookable packages for individual cyclists into the respective webpages	PP11 KKZ: on demand support	
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3.3.3. Outputs to be delivered - Pilot Area South

Name of output / deliverable	Who to deliver? (responsibility)	When?
Travel Report Document, which is a jointly developed document consists of 1. Desk Research Report 2. Field Trip Report The elaboration of the Travel Report will be coordinated by PP3 Iskriva (WP1) and Crost (WP2), LP Westpannon and PP11 will be actively involved. The document will contain WP1 and WP2 relevant information as well. The Travel Report about the South Pilot Area will be sent to WP Leaders and will be inserted into O1.1 and O2.2 documents, elaborated by Trail Angels and Westpannon. The Travel Report document will be uploaded into the ICTr-CE website, the ICTr landing page and into the bookyourtrail.com	Coordinator of task: PP2 CROST LP Westpannon, PP3 Iskriva, PP11 KKZ will actively contribute	Travel report document: 08/2025
D3.1.3 - Report about the specialised trainings for ICTr booking centers in Pilot Area South Based on the developed training concept, PP5 Trail Angels will develop the general skills (digital, hospitality etc.) of the staff working for the selected booking center.	PP5 Trail Angels: coordinate the work and elaborate the report LP Westpannon, PP2 Crost, PP3 Iskriva and PP11 KKZ: on demand support	End date of the capacity building programme: 09/2025
Feedback Travel Report The Feedback travel report will be carried out by PP5 Trail Angels, the selected booking center will be actively involved in this activity. There are 2 main aims of this Explorer Tour Travel Report: 1. to evaluate the work of the booking center and the ICTr cycling product by the visitors 2. To evaluate the ICTr tools by the booking center	Main coordinator is PP5 Trail Angels LP Westpannon, PP2 Crost, PP3 Iskriva, PP11	09/2025 - tour implementation 09/2025 - report



The Feedback Travel Report and its results will be inserted into O1.1 and O2.2.	KKZ: on demand support LP Westpannon, PP5 Trail Angels: insert the results into O1.1. and O2.2.	
Short report about the ICTr cycling product development (total: 3 bookable cycling products for individual cyclists) This report will be integral part of D1.3.1 document. The document will be developed together with the selected booking center and the supervisor, activity leader PP5 Trail Angels. The document will be uploaded into the ICTr-CE webpage.	Main coordinator is PP5 Trail Angels LP Westpannon, PP2 Crost, PP3 Iskriva, PP11 KKZ: on demand support	10/2025



Summary of tasks and the workflow in Pilot Area North regarding WP1 and WP2



4. Expected timeline

D2.4.1 will be elaborated by Westpannon

PP5 Trail Angels (WP1), PP2 Crost and PP12 OETE (WP2) will be involved

Field trips (total 3) by ICTr-CE stakeholders is implemented

Elaboration of joint Travel Report (O1.1. and O2.2.), ready for implementation on Bookyourtrail and official ICTr landing page (D1.3.1)

02/2025

Launch the open call to find and select the ICTr booking center in Pilot Area Center and South

02/2025

Desk Research is finalized by regional pilot area partners

05/2025

+
Launch the D3.1.3 (capacity building programme)

06/2025

08/2025

Travel Report documents are elaborated (total: 3) and provided to PP5 Trail Angels (WP1) and LP Westpannon (WP2)

09/2025

End of Milestone 3

All reports regarding the desk research process, field trips and explorer tours are finalized

O1.1 (WP1) and O2.2 (WP2) are finalized

End of September:
Implementation on Bookyourtrail and official ICTrWebsite (D1.3.1)

10/2025



5. Evaluation tools and templates

5.1. Desk Research template

The desk research template will be elaborated by WP1 leader Trail Angels and WP2 Leader Westpannon, but all activity leaders will be involved in order to ensure that all relevant and important information will be collected by the regional partners. The functionality and quality criteria of the different information to be collected will be summarized in an own instruction sheet.

Date: 02/2025

Trail Angels: first draft, Westpannon and WP2 activity leaders will check, and then we will have the final version of it.

5.2. Field Trip template

The Field Trip template will support the partners involved in this activity how to implement and evaluate the field trip organized by pilot area partners.

This document will be elaborated by WP1 leader Trail Angels and WP2 Leader Westpannon, but all activity leaders will be involved in order to ensure that all relevant and important information will be collected by the regional partners. The functionality and quality criteria of the different information to be collected will be summarized in an own instruction sheet.

Date: 02/2025

Trail Angels: first draft, Westpannon and WP2 activity leaders will check, and then we will have the final version of it.

5.3. Travel Report template

The Travel Report template will be elaborated by Trail Angels and Westpannon together. The aim of this document is to summarize the results of the desk research and field trip activities in a structured, comprehensive and efficient manner.

Date: 04/2025

5.4. Explorer Tour customer satisfaction form

The aim of this form is to receive reliable information about the EV13 - Iron Curtain Trail flagship product (developed in the frame of ICTr-CE project) experienced by the invited guests in Pilot Area Center and South. This survey will be a market-oriented questionnaire, developed by PP5 Trail Angels.

Date: 08/2025

5.5. Booking Center evaluation form

The aim of this form is to receive reliable information about the EV13 - Iron Curtain Trail business model, innovative tools and the cycling tourism flagship product developed in the frame of ICTr-CE project in Pilot Area Center and South. The aim of this survey is to evaluate the process of product development, using of innovative tools and the capacity building programme coordinated by PP5 Trail Angels.



Date: 09/2025

5.6. FeedbackTravel Report template

This report template will give a structured overview about the results achieved with the Explorer tour satisfaction form and the booking center evaluation form. This template will be prepared by PP5 Trail Angels.

Date:09/2025