

# GreenRoutes Dinaric

INT-VI-ADR-2023-0047

## Description of Action & Interim Narrative Report

Reporting Period: Month 1 – Month 18 | January 2024 – June 2025

Lead Partner: GoodPlace Institute, Ljubljana, Slovenia

Submitted: 15 July 2025

*This report was produced purely for sample purposes, to illustrate the EU funding report writing practise. Where organisations with the same or similar names exist in real life, the author has no personal contact or working relationship to any of these. Therefore, names and funding amounts appearing in this report should be considered purely fictional, as an example.*

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## Project Overview

<b>Grant Agreement ref.</b>	INT-VI-ADR-2023-0047
<b>Programme</b>	Interreg VI — Transnational (Adriatic-Ionian / Central Europe corridor)
<b>Duration</b>	36 months   Month 1: January 2024 — Month 36: December 2026
<b>Total budget</b>	€850,000   EU contribution: €637,500 (75%)
<b>Lead Partner</b>	GoodPlace Institute, Ljubljana, Slovenia
<b>Partners</b>	Zelena Mreža NGO, Croatia · Turizam Dinarik DMO, Bosnia-Herzegovina · Sentiero Sostenibile srl, Italy

## 1. Overall Objective

GreenRoutes Dinaric aims to establish a transnational framework for certified sustainable tourism routes across the Dinaric Alps, connecting local SMEs, nature guides and accommodation providers through shared sustainability standards, joint capacity building and a replicable digital knowledge base.

The project addresses a documented fragmentation in the regional sustainable tourism offer: individual national initiatives exist but operate in isolation, with no shared standards, no cross-border visitor itineraries and significant duplication of effort among the partner organisations.

## 2. Specific Objectives

- SO1 — Map the existing sustainable tourism offer, certification landscape and knowledge gaps across the four partner territories.
- SO2 — Develop a shared, transnational set of minimum sustainability standards applicable to SMEs and independent guides operating along Dinaric routes.
- SO3 — Build the capacity of at least 60 SMEs and 20 independent guides through targeted training and peer exchange.
- SO4 — Design, pilot and document at least 3 transnational green routes, tested with real visitor groups and evaluated against agreed sustainability criteria.
- SO5 — Establish a digital knowledge base capturing project methodology, route documentation and replication guidance, available in four languages (EN, SL, HR, IT).

## 3. Work Packages

## WP1 — Project Management & Coordination

<b>Lead</b>	GoodPlace Institute
<b>Duration</b>	Months 1–36 (continuous)
<b>Budget</b>	€95,000

### Activities

- A1.1 — Establishment of project governance structure (Steering Committee, working groups)
- A1.2 — Partnership Agreement finalisation and signing
- A1.3 — Internal communication and file-sharing infrastructure setup
- A1.4 — Kick-off meeting (Month 2, Ljubljana)
- A1.5 — Steering Committee meetings (every 6 months)
- A1.6 — Internal progress reporting and quality assurance
- A1.7 — Financial monitoring and reporting to Managing Authority

### Deliverables

Ref.	Title	Due
D1.1	Partnership Agreement	Month 2
D1.2	Project Management Manual including reporting templates	Month 3
D1.3	Interim Financial Report	Month 18
D1.4	Final Financial Report	Month 36

### Milestones

Ref.	Description	Due
M1.1	Kick-off meeting held	Month 2
M1.2	Steering Committee meeting 1	Month 6
M1.3	Steering Committee meeting 2	Month 12
M1.4	Mid-term review completed	Month 18

## WP2 — Mapping & Baseline Assessment

<b>Lead</b>	Zelena Mreža NGO, Croatia
<b>Duration</b>	Months 1–8
<b>Budget</b>	€120,000

### Activities

- A2.1 — Desk research: review of existing national certification schemes, route initiatives and SME support programmes in all four countries

- A2.2 — Stakeholder interviews: minimum 15 per partner territory (SMEs, guides, DMOs, certification bodies)
- A2.3 — Field visits to candidate route areas (minimum 2 per territory)
- A2.4 — Cross-partner analysis workshop to synthesise findings (Month 6, Zagreb)
- A2.5 — Baseline Report production and validation by Steering Committee

### Deliverables

Ref.	Title	Due
D2.1	National Baseline Reports, one per territory	Month 7
D2.2	Transnational Comparative Analysis Report	Month 8

### Milestones

Ref.	Description	Due
M2.1	Stakeholder interviews completed across all territories	Month 5
M2.2	Cross-partner analysis workshop held	Month 6
M2.3	Baseline Assessment validated by Steering Committee	Month 8

## WP3 — Standards Development & SME Training

<b>Lead</b>	GoodPlace Institute
<b>Duration</b>	Months 7–22
<b>Budget</b>	€210,000

### Activities

- A3.1 — Standards framework development, drawing on WP2 findings and existing national schemes (GSTC, Slovenia Green, Travelife)
- A3.2 — Stakeholder consultation on draft standards (online and in-person)
- A3.3 — Finalisation and translation of standards framework (EN, SL, HR, IT)
- A3.4 — Training curriculum development
- A3.5 — Delivery of training workshops: minimum 2 per territory, minimum 15 SME participants per workshop
- A3.6 — Peer exchange visits between SMEs across partner territories (minimum 2)

### Deliverables

Ref.	Title	Due
D3.1	GreenRoutes Dinaric Sustainability Standards Framework	Month 14
D3.2	Training Curriculum and Materials package	Month 15
D3.3	Training Delivery Report, including participant data and evaluation results	Month 22

## Milestones

Ref.	Description	Due
M3.1	Standards framework draft completed and circulated for consultation	Month 12
M3.2	Standards framework finalised and translated	Month 14
M3.3	All training workshops delivered	Month 21
M3.4	Minimum 60 SMEs and 20 guides trained	Month 22

## WP4 — Pilot Routes & Field Testing

<b>Lead</b>	Turizam Dinarik DMO, Bosnia-Herzegovina
<b>Duration</b>	Months 16–30
<b>Budget</b>	€250,000

## Activities

- A4.1 — Route design workshops with local SMEs, guides and communities (per territory)
- A4.2 — Infrastructure and accessibility assessment for each candidate route
- A4.3 — Pilot visitor group testing (minimum 2 groups per route, mixed nationalities)
- A4.4 — Sustainability impact evaluation of each piloted route
- A4.5 — Documentation of routes for inclusion in the WP5 digital knowledge base

## Deliverables

Ref.	Title	Due
D4.1	Route Design Dossiers, one per route	Month 24
D4.2	Pilot Testing Report including sustainability evaluation results	Month 29
D4.3	Final Route Documentation Package, formatted for digital publication	Month 30

## Milestones

Ref.	Description	Due
M4.1	Route design workshops completed for all 3 routes	Month 20
M4.2	All pilot visitor groups completed	Month 28
M4.3	Sustainability evaluations completed and validated	Month 29

## WP5 — Communication, Dissemination & Legacy

<b>Lead</b>	Sentiero Sostenibile srl, Italy
<b>Duration</b>	Months 1–36 (continuous)
<b>Budget</b>	€175,000

### Activities

- A5.1 — Project visual identity and communication materials
- A5.2 — Project website and social media presence (multilingual: EN, SL, HR, IT)
- A5.3 — Stakeholder newsletter (quarterly)
- A5.4 — Press and media outreach in partner countries
- A5.5 — Final dissemination conference (Month 34, Sarajevo)
- A5.6 — Digital knowledge base development and population
- A5.7 — Replication and legacy guide production

### Deliverables

Ref.	Title	Due
D5.1	Communication Plan	Month 3
D5.2	Project website live	Month 4
D5.3	Digital Knowledge Base, populated and publicly accessible	Month 32
D5.4	Replication Guide	Month 34
D5.5	Final Dissemination Conference Report	Month 35

### Milestones

Ref.	Description	Due
M5.1	Communication Plan approved by Steering Committee	Month 3
M5.2	Website live and social media channels active	Month 4
M5.3	Quarterly newsletters issued on schedule	Months 3, 6, 9, 12, 15, 18
M5.4	Final conference held	Month 34

## 4. Target Groups & Expected Results

### Direct target groups

- Tourism SMEs and independent guides in the Dinaric Alps region
- Destination management organisations
- National and regional tourism authorities

### Indirect beneficiaries

- Tourists travelling the piloted routes
- Local communities in route areas
- Future projects seeking to replicate the model

### Expected results at project end

- 1 validated transnational sustainability standards framework
- 60+ SMEs and 20+ guides trained and certified
- 3 documented and piloted transnational green routes
- 1 multilingual digital knowledge base
- 1 replication guide enabling uptake beyond the partnership

## 5. Risks & Mitigation

Risk	Likelihood	Impact	Mitigation
Partner capacity constraints delay WP2 fieldwork	Medium	High	Early kick-off, shared workplan, monthly check-ins
Political/administrative barriers to cross-border route design	Medium	Medium	DMO partner has existing relationships with border authorities
SME recruitment for training below target	Low	Medium	NGO partner has established SME networks in all territories
Language barriers slow document production	Low	High	Lead partner coordinates multilingual review; professional translation budget allocated

## Report Header

Grant Agreement ref.	INT-VI-ADR-2023-0047
Reporting period	Month 1 – Month 18 (January 2024 – June 2025)
Report prepared by	GoodPlace Institute, Ljubljana (Lead Partner)
Date of submission	15 July 2025

## Section 1 — Executive Summary

*This section is read first and sometimes only. It covers the headlines: What went well, what was delayed, and the overall health of the project. Deviations are named here and handled in detail in Section 5.*

The first eighteen months of GreenRoutes Dinaric have established a solid operational foundation and delivered the project's baseline knowledge work ahead of schedule. The partnership is functioning well, governance structures are in place, and the transnational comparative analysis that underpins the remainder of the project has been completed and validated.

The project's primary achievement in this period is the completion of WP2 (Mapping & Baseline Assessment), which concluded one month ahead of schedule. The four National Baseline Reports and the Transnational Comparative Analysis Report have been delivered, validated by the Steering Committee and are informing the standards development work now underway in WP3.

WP3 (Standards Development & SME Training) is progressing as planned. The GreenRoutes Dinaric Sustainability Standards Framework is in development, drawing on WP2 findings and consultation with over 90 stakeholders across partner territories. A first draft was circulated to the Steering Committee at Month 12 as planned, with finalisation and translation scheduled for Month 14.

One deviation is reported in this period: the kick-off meeting originally planned for Month 2 was held in Month 3 due to administrative delays in finalising the Partnership Agreement with the Bosnian-Herzegovinian partner, Turizam Dinarik DMO. This delay had no material impact on subsequent activities and all downstream milestones remain on schedule.

WP5 communication activities are running continuously and on schedule. The project website went live in Month 4, six stakeholder newsletters have been issued, and social media channels are active across all partner territories.

**Overall project status: ON TRACK. No budget deviations to report at this stage. The partnership anticipates full delivery of all outputs and results within the agreed timeframe.**

## Section 2 — Progress per Work Package

*The core of the report. For each WP: what was planned, what happened, what was delivered, any problems and how they were handled. Specific dates, numbers and locations are essential.*

### WP1 — Project Management & Coordination

#### Activities carried out

The project governance structure was established in Month 1, with the Steering Committee constituted and meeting procedures agreed. The Partnership Agreement was finalised and signed by all four partners in Month 3, one month later than planned (see deviation note in Executive Summary and Section 5). The Project Management Manual, including internal reporting templates and financial procedures, was completed and distributed to all partners in Month 3.

The kick-off meeting was held in Ljubljana on 14 March 2024 (Month 3), attended by representatives of all four partner organisations. The meeting confirmed the joint workplan, clarified responsibilities per WP, and established the internal communication infrastructure using a shared project workspace.

Three Steering Committee meetings have been held to date: Month 6 (online, June 2024), Month 12 (in-person, Zagreb, December 2024) and Month 18 (online, June 2025). Minutes of all meetings are available in the project document repository.

Financial monitoring is conducted on a quarterly basis by the Lead Partner in coordination with partner financial contacts. No significant variances from the approved budget are reported at this stage.

#### Deliverables completed this period

Deliverable	Due	Status	Notes
D1.1 Partnership Agreement	M2	Completed M3	One month delay — see deviation note
D1.2 Project Management Manual	M3	Completed M3	On time
D1.3 Interim Financial Report	M18	Completed M18	Submitted in parallel

#### Milestones reached

Milestone	Due	Status
M1.1 Kick-off meeting held	M2	Reached M3
M1.2 Steering Committee meeting 1	M6	Reached M6
M1.3 Steering Committee meeting 2	M12	Reached M12
M1.4 Mid-term review completed	M18	Reached M18

## WP2 — Mapping & Baseline Assessment

### Activities carried out

WP2 was led by Zelena Mreža NGO (Croatia) and ran from Month 1 to Month 7, completing one month ahead of the scheduled Month 8 close.

Desk research was conducted across all four partner territories between Months 1 and 3, reviewing 47 existing documents including national certification schemes (Slovenia Green, Travelife Croatia, national tourism strategies), route initiatives, and SME support programmes. A shared annotated bibliography was produced and made available to all partners.

Stakeholder interviews were conducted between Months 2 and 5. A total of 68 interviews were completed across the four territories — exceeding the target of 60 (minimum 15 per territory). Interviewees included tourism SME owners, independent nature guides, DMO representatives, national park administrators and certification body staff. Interviews were conducted in Slovenian, Croatian, Bosnian and Italian, with summaries translated into English for cross-partner analysis.

Field visits were conducted to candidate route areas in Months 4 and 5: two visits per territory (eight in total), covering the Julian Alps corridor (Slovenia), Velebit and Plitvice approaches (Croatia), the Sutjeska and Neretva valley areas (Bosnia-Herzegovina) and the Friulian Dolomites (Italy).

The cross-partner analysis workshop was held in Zagreb on 5–6 June 2024 (Month 6), attended by lead researchers from all four partner organisations. The workshop synthesised interview and field visit findings, identified common patterns and divergences across territories, and agreed the structure and key findings of the Transnational Comparative Analysis Report.

### Key findings of WP2 (summarised from D2.2)

- No transnational route currently connects sustainable tourism assets across more than two of the four partner territories.
- Certification landscape is fragmented: Slovenia has the most developed national scheme (Slovenia Green); Croatia has partial Travelife uptake among larger operators; Bosnia-Herzegovina has no formal national scheme; Italy's Friulian operators mostly rely on international certifications (Green Globe, GSTC).
- SME capacity for sustainability documentation and reporting is consistently identified as the primary gap across all territories, regardless of certification status.
- 34 of 68 interviewed stakeholders expressed explicit interest in participating in transnational training or peer exchange activities.

### Deliverables completed this period

Deliverable	Due	Status	Notes
D2.1 National Baseline Reports (x4)	M7	Completed M7	On time
D2.2 Transnational Comparative Analysis Report	M8	Completed M7	One month ahead of schedule

### Milestones reached

Milestone	Due	Status
M2.1 Stakeholder interviews completed	M5	Reached M5
M2.2 Cross-partner analysis workshop held	M6	Reached M6
M2.3 Baseline Assessment validated by Steering Committee	M8	Reached M7 — ahead of schedule

## WP3 — Standards Development & SME Training

### Activities carried out

WP3 is led by GoodPlace Institute and commenced in Month 7 in line with the approved workplan.

Standards framework development (A3.1) began in Month 7, building directly on the WP2 findings. The development process involved a systematic review of existing frameworks including the GSTC Criteria for Tour Operators, Slovenia Green standards, Travelife for Tour Operators, and the Interreg Adriatic-Ionian Programme's own sustainability guidelines. A working group comprising sustainability experts from all four partner organisations convened three times between Months 8 and 11 (online October 2024; in-person Ljubljana November 2024; online January 2025) to develop and refine the draft framework.

Stakeholder consultation on the draft standards (A3.2) was launched in Month 12. An online consultation was open for six weeks (December 2024 – January 2025), receiving 43 responses from SMEs, guides, DMO staff and certification body representatives across the four territories. Two in-person consultation sessions were held: Ljubljana (January 2025) and Split (February 2025), with a combined attendance of 38 stakeholders. Consultation findings have been incorporated into a revised draft currently under internal review.

Training curriculum development (A3.4) commenced in Month 13, running in parallel with the final stages of standards development. The curriculum is being developed in modular format to allow adaptation to different SME typologies (accommodation providers, guiding services, food and beverage operators) and different national contexts.

### Status at Month 18

The Standards Framework first draft was completed and circulated to the Steering Committee in Month 12 as planned. Following consultation, a revised draft incorporating stakeholder feedback is currently under internal review and on track for finalisation and translation (D3.1) in Month 14. Training workshop delivery (A3.5) is scheduled to begin in Month 16. Current confirmed registrations stand at 41 SMEs and 14 guides, against targets of 60 SMEs and 20 guides by Month 22. The partnership is confident these targets will be met given confirmed interest from the WP2 interview pool.

### Deliverables in progress

Deliverable	Due	Status	Notes
D3.1 Standards Framework	M14	In progress	On track for M14 delivery
D3.2 Training Curriculum	M15	In progress	On track for M15 delivery

### Milestones reached

Milestone	Due	Status
M3.1 Standards draft circulated for consultation	M12	Reached M12
M3.2 Standards finalised and translated	M14	On track

## WP4 — Pilot Routes & Field Testing

### Activities carried out

WP4 is led by Turizam Dinarik DMO and is scheduled to run from Month 16 to Month 30. At the time of this report (Month 18) the work package has commenced with preparatory activities.

Route design workshops (A4.1) have been initiated in the Bosnian-Herzegovinian and Slovenian territories in Months 17 and 18 respectively, bringing together local SMEs, guides and community representatives to identify route assets, constraints and priorities. Croatian and Italian workshops are scheduled for Months 19 and 20. Infrastructure and accessibility assessments (A4.2) are running in parallel.

No deliverables or milestones fall due within this reporting period for WP4.

## WP5 — Communication, Dissemination & Legacy

### Activities carried out

WP5 is led by Sentiero Sostenibile srl (Italy) and has been running continuously since Month 1.

The project visual identity and communication materials (A5.1) were developed in Months 1–3 and approved by the Steering Committee in Month 3 alongside the Communication Plan (D5.1).

The project website (A5.2) went live in Month 4 at [www.greenroutesdinaric.eu](http://www.greenroutesdinaric.eu), in four languages (EN, SL, HR, IT). As of Month 18, the site has recorded 4,847 unique visitors and 11,203 page views. Social media channels (Instagram, Facebook, LinkedIn) are active in all four partner territories, with a combined following of 1,340 accounts.

Six stakeholder newsletters (A5.3) have been issued on schedule at Months 3, 6, 9, 12, 15 and 18, distributed to a mailing list of 312 subscribers. Open rates have averaged 41%, substantially above the sector average of approximately 25%.

Press and media outreach (A5.4) has resulted in 14 published articles or mentions across partner country media, including features in Delo (Slovenia), Jutarnji list (Croatia) and a mention in the Green Destinations newsletter (international).

### Deliverables completed this period

Deliverable	Due	Status	Notes
D5.1 Communication Plan	M3	Completed M3	On time
D5.2 Project website live	M4	Completed M4	On time

### Milestones reached

Milestone	Due	Status
M5.1 Communication Plan approved	M3	Reached M3
M5.2 Website and social media active	M4	Reached M4
M5.3 Quarterly newsletters on schedule	M3– M18	All 6 issued on time

## Section 3 — Deliverables & Milestones Summary

*A consolidated overview table for the project officer to scan at a glance. Always included, even when the detail is covered in Section 2.*

#	Deliverable / Milestone	Due	Status
D1.1	Partnership Agreement	M2	Completed M3 — minor delay, no impact
D1.2	Project Management Manual	M3	Completed M3
D1.3	Interim Financial Report	M18	Completed M18
M1.1	Kick-off meeting held	M2	Reached M3
M1.2	SC meeting 1	M6	Reached M6
M1.3	SC meeting 2	M12	Reached M12
M1.4	Mid-term review completed	M18	Reached M18
D2.1	National Baseline Reports	M7	Completed M7
D2.2	Transnational Comparative Analysis	M8	Completed M7 — ahead of schedule
M2.1	Interviews completed	M5	Reached M5
M2.2	Cross-partner workshop held	M6	Reached M6
M2.3	Baseline validated	M8	Reached M7
D3.1	Standards Framework	M14	In progress — on track
D3.2	Training Curriculum	M15	In progress — on track
M3.1	Standards draft circulated	M12	Reached M12
D5.1	Communication Plan	M3	Completed M3
D5.2	Website live	M4	Completed M4
M5.1	Communication Plan approved	M3	Reached M3
M5.2	Website and social media active	M4	Reached M4
M5.3	Newsletters issued on schedule	M3– M18	All 6 on time

## Section 4 — Impact & Dissemination

*Here the focus shifts from outputs to outcomes — what difference the project is already making, even at the halfway point. Specificity and evidence are essential.*

While the project's primary results will be achieved in the second half of the project period, early indicators of impact are encouraging.

The WP2 baseline assessment has already had a concrete effect beyond the project itself: the finding that SME capacity for sustainability documentation is the primary gap across all territories has been shared with the Slovenian Tourist Board and the Croatian Ministry of Tourism, and has been cited in a regional tourism network discussion paper published in April 2025. This demonstrates that project knowledge is entering relevant policy discussions ahead of formal project close.

Stakeholder engagement has exceeded expectations. The 68 interviews conducted in WP2 and the 81 consultation respondents in WP3 represent a substantially broader reach than the minimum targets set in the DoA, and the quality of engagement — particularly the 34 stakeholders who expressed explicit interest in training participation — suggests strong uptake for WP3 and WP4 activities in the second project half.

The communication channels established in WP5 have reached an audience beyond the immediate partnership, with newsletter open rates of 41% indicating genuine interest in the project among its subscriber base.

## Section 5 — Issues, Risks & Deviations

*Problems should never be hidden. A project officer expects some friction — a report with no issues at all reads as unrealistic. What matters is that problems were identified early and addressed proportionately.*

### **Deviation 1 — D1.1 Partnership Agreement / M1.1 Kick-off meeting (WP1)**

The Partnership Agreement was signed in Month 3 rather than Month 2 due to an internal authorisation requirement at Turizam Dinarik DMO. The kick-off meeting was rescheduled to Month 3 accordingly. No cascading delays resulted and the project management structures are now fully operational.

### **Risk update — SME recruitment for training (WP3)**

The DoA identified SME recruitment below target as a low-likelihood, medium-impact risk. Current confirmed registrations (41 SMEs, 14 guides against targets of 60 and 20) mean the partnership must recruit an additional 19 SMEs and 6 guides before training delivery closes at Month 22. Given that training workshops begin at Month 16 and the WP2 interview pool identified 34 explicitly interested stakeholders, the partnership assesses this risk as manageable. Zelena Mreža NGO and Turizam Dinarik DMO have activated their existing SME network contacts to accelerate recruitment in the Croatian and Bosnian-Herzegovinian territories, where confirmed numbers are currently lowest.

No other deviations or significant risks to report at this stage.

## Section 6 — Work Plan for Months 19–36

*Brief and forward-looking. This section demonstrates that the project has a clear plan for the second half and refers back to the DoA. No new ideas are introduced here.*

The second half of GreenRoutes Dinaric will focus on delivery of the project's most visible outputs: the training programme, the three piloted transnational routes and the digital knowledge base.

### **WP3 — Standards Development & SME Training**

- Training workshops to be delivered across all four territories between Months 16 and 21.
- Peer exchange visits between SMEs planned for Months 20 and 21.
- Training Delivery Report (D3.3) due Month 22.

### **WP4 — Pilot Routes & Field Testing**

- Route design workshops to be completed in Croatian and Italian territories (Months 19–20).
- Infrastructure assessments to be finalised by Month 21.
- Pilot visitor group testing across all three routes between Months 22 and 28.
- Sustainability evaluations and final route documentation to be completed by Month 30.

### **WP5 — Communication, Dissemination & Legacy**

- Continued newsletter and social media activity throughout.
- Digital Knowledge Base development and population to begin in Month 25, drawing on WP3 and WP4 outputs.
- Replication Guide production in Months 32–34.
- Final dissemination conference in Sarajevo, Month 34.

### **WP1 — Project Management & Coordination**

- Steering Committee meetings at Months 24, 30 and 36.
- Final Financial Report preparation from Month 33.
- Project closure activities from Month 34.

*End of Interim Narrative Report*