

# GreenRoutes Dinaric

INT-VI-ADR-2023-0047

## Final Narrative Report

Full Project Period: Month 1 – Month 36 | January 2024 – December 2026

Lead Partner: GoodPlace Institute, Ljubljana, Slovenia

Date of submission: 31 January 2027

*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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## Report Header

Grant Agreement ref.	INT-VI-ADR-2023-0047
Full project period	Month 1 – Month 36 (January 2024 – December 2026)
Report prepared by	GoodPlace Institute, Ljubljana (Lead Partner)
Date of submission	31 January 2027
Total EU contribution	€637,500 (75% of €850,000 total budget)

## Section 1 — Executive Summary

*The final report executive summary is more substantial than the interim version. It must be able to stand alone as a record of the whole project to summarise: What was intended, what was delivered, what changed along the way, and what the project leaves behind.*

GreenRoutes Dinaric has successfully delivered on its core objectives over 36 months of implementation. The project has produced a validated transnational sustainability standards framework, trained 67 SMEs and 23 independent guides across four countries, piloted and documented three transnational green routes through the Dinaric Alps, and established a publicly accessible multilingual digital knowledge base. All major deliverables have been completed. One minor budget reallocation was approved by the Managing Authority in Month 24, with no impact on project scope or results.

The partnership of four organisations — GoodPlace Institute (Slovenia), Zelena Mreža NGO (Croatia), Turizam Dinarik DMO (Bosnia-Herzegovina) and Sentiero Sostenibile srl (Italy) — has functioned effectively throughout the project period. Cross-border collaboration proved both the primary challenge and the primary achievement of the project: the Dinaric region has no established tradition of transnational tourism cooperation, and the relationships built through GreenRoutes Dinaric represent durable infrastructure for future initiatives.

The project's most significant unexpected outcome was its influence on national policy: the Slovenia Green certification programme has formally incorporated GreenRoutes Dinaric standards as a reference framework, and the Croatian Ministry of Tourism cited the project's baseline findings in its 2026 national tourism sustainability strategy. These policy uptakes were not anticipated in the original DoA and represent impact beyond the project's own targets.

Two deviations are reported for the full project period: the one-month delay in Partnership Agreement signing reported at Month 18, and a four-week delay in the delivery of Pilot Testing Report D4.2 due to adverse weather conditions during the final pilot route testing in Month 27. Both deviations were managed without impact on final project results.

**Overall project status: COMPLETED. All deliverables submitted. All targets met or exceeded.**

## Section 2 — Results Against Specific Objectives

*In the final report, this section replaces the WP-by-WP progress narrative from the interim report version. The report writer now is telling the story of what was achieved overall, measured against the specific objectives set out in the DoA. Evidence and numbers are essential in this part.*

### SO1 — Mapping & Baseline

The baseline assessment of the sustainable tourism landscape across all four partner territories was completed in Month 7, one month ahead of schedule. Four National Baseline Reports and a Transnational Comparative Analysis Report were produced and validated by the Steering Committee. The analysis documented 47 existing policy and certification documents, drew on 68 stakeholder interviews and 8 field visits, and identified SME documentation capacity as the primary gap across all territories. These findings directly shaped the design of the standards framework and training programme delivered in subsequent work packages.

### SO2 — Sustainability Standards Framework

The GreenRoutes Dinaric Sustainability Standards Framework was finalised and translated into four languages (EN, SL, HR, IT) in Month 14 as planned. The framework draws on GSTC Criteria for Tour Operators, Slovenia Green standards and Travelife for Tour Operators, and introduces 34 minimum standards applicable to SMEs and independent guides operating along Dinaric routes. The framework was developed through three working group sessions and a six-week public consultation receiving 81 responses.

Post-project, the framework has been formally adopted as a reference standard by the Slovenia Green certification programme, extending its reach beyond the original four partner territories.

### SO3 — Capacity Building

The training programme was delivered across all four territories between Months 16 and 21, comprising 9 workshops (minimum 2 per territory) and 2 transnational peer exchange visits. Against a target of 60 SMEs and 20 independent guides, the project trained 67 SMEs and 23 guides — exceeding both targets. Participant evaluation results recorded an average satisfaction score of 4.3 out of 5, and 78% of participants reported increased confidence in sustainability documentation and reporting at 3-month follow-up.

### SO4 — Pilot Routes

Three transnational green routes were designed, tested and documented: the Julian-Friulian Arc (Slovenia-Italy), the Velebit-Sutjeska Corridor (Croatia-Bosnia-Herzegovina) and the Dinaric Ridge Route (all four territories). Each route was tested with a minimum of two pilot visitor groups of mixed nationality between Months 22 and 28. Sustainability evaluations confirmed all three routes meet GreenRoutes Dinaric standards. Full Route Documentation Packages were delivered in Month 30 and have been published on the project website and digital knowledge base.

## SO5 — Digital Knowledge Base

The Digital Knowledge Base at [www.greenroutesdinaric.eu/knowledge](http://www.greenroutesdinaric.eu/knowledge) went live in Month 32, populated with the project's standards framework, training materials, route documentation, and a replication guide for organisations seeking to develop similar transnational route networks. The knowledge base is available in four languages and has recorded 2,340 unique visitors in its first two months of operation. The Replication Guide (D5.4) was distributed to 14 national and regional tourism organisations across Europe at the final conference in Sarajevo.

## Section 3 — Final Deliverables & Milestones

*The complete consolidated table for the full project period. Every deliverable and milestone, with final status. This is the definitive record.*

#	Deliverable / Milestone	Due	Final Status
D1.1	Partnership Agreement	M2	Completed M3 — minor delay
D1.2	Project Management Manual	M3	Completed M3
D1.3	Interim Financial Report	M18	Completed M18
D1.4	Final Financial Report	M36	Completed M36
M1.1	Kick-off meeting held	M2	Reached M3
M1.2–1.4	Steering Committee meetings (x6 total)	M6–M36	All held on schedule
M1.4	Mid-term review completed	M18	Reached M18
D2.1	National Baseline Reports (x4)	M7	Completed M7
D2.2	Transnational Comparative Analysis	M8	Completed M7 — ahead of schedule
M2.1	Stakeholder interviews completed	M5	Reached M5
M2.2	Cross-partner analysis workshop	M6	Reached M6
M2.3	Baseline validated	M8	Reached M7
D3.1	Sustainability Standards Framework	M14	Completed M14
D3.2	Training Curriculum and Materials	M15	Completed M15
D3.3	Training Delivery Report	M22	Completed M22
M3.3	All training workshops delivered	M21	Reached M21
M3.4	60 SMEs + 20 guides trained	M22	Exceeded: 67 SMEs + 23 guides
D4.1	Route Design Dossiers (x3)	M24	Completed M24
D4.2	Pilot Testing Report	M29	Completed M30 — 4-week delay
D4.3	Final Route Documentation Package	M30	Completed M30
M4.1	Route design workshops completed	M20	Reached M20
M4.2	All pilot visitor groups completed	M28	Reached M28

#	Deliverable / Milestone	Due	Final Status
M4.3	Sustainability evaluations validated	M29	Reached M30
D5.1	Communication Plan	M3	Completed M3
D5.2	Project website live	M4	Completed M4
D5.3	Digital Knowledge Base live	M32	Completed M32
D5.4	Replication Guide	M34	Completed M34
D5.5	Final Conference Report	M35	Completed M35
M5.3	Quarterly newsletters on schedule	M3– M36	All 12 issued on time
M5.4	Final conference held	M34	Reached M34

## Section 4 — Summary of Results & Impact

*This is the section that will be read most carefully by the Managing Authority and any future evaluators. Important to lead with the afore mentioned, clearly separated outcomes and impact of the project, not just the project outputs. Use of the outputs-outcomes-impacts distinction is therefore made deliberately.*

### Outputs

The project delivered all planned outputs within the agreed timeframe and budget. Key outputs include:

<b>Standards framework</b>	<b>1 validated</b>	<i>Available in 4 languages; adopted by Slovenia Green post-project</i>
<b>SMEs trained</b>	<b>67</b>	<i>Target was 60; 112% of target</i>
<b>Guides trained</b>	<b>23</b>	<i>Target was 20; 115% of target</i>
<b>Routes designed &amp; piloted</b>	<b>3</b>	<i>Julian-Friulian Arc; Velebit-Sutjeska Corridor; Dinaric Ridge Route</i>
<b>Digital knowledge base</b>	<b>1 live</b>	<i>2,340 unique visitors in first 2 months</i>
<b>Replication guide</b>	<b>1 published</b>	<i>Distributed to 14 national/regional tourism organisations</i>

<b>Stakeholders reached</b>	<b>81 consulted</b>	<i>68 interviewed; 312 newsletter subscribers; 14 media mentions</i>
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## Outcomes

Beyond the direct outputs, the project generated measurable changes in the behaviour and capacity of target groups:

- 78% of trained SMEs and guides reported increased confidence in sustainability documentation and reporting at 3-month follow-up.
- 34 trained SMEs have initiated or advanced certification processes using the GreenRoutes Dinaric standards framework.
- All three pilot routes are now being actively marketed by partner DMOs as transnational products, with bookings recorded for the 2027 season.
- The partnership itself has been formalised into a continuing network (Dinaric Green Tourism Network) that will sustain collaboration beyond the project period.

## Impact

Two indicators of broader impact beyond the immediate project scope are notable:

- Slovenia Green has formally incorporated GreenRoutes Dinaric standards as a reference framework, extending the project's influence to the full national certification ecosystem.
- The Croatian Ministry of Tourism cited the project's baseline findings in its 2026 national tourism sustainability strategy, demonstrating uptake at national policy level.

These policy-level impacts were not anticipated in the original DoA. They reflect the credibility of the project's evidence base and the strength of the partnership's existing networks in the regional tourism sector.

## Section 5 — Deviations & Lessons Learned

*The final report deviation section covers the full project period. Where deviations occurred, the report explains what happened, what was done about it, and – very important - what the project learned in the process. Lessons learned are increasingly required by funders and are genuinely useful for future projects.*

### Deviation 1 — Partnership Agreement delay (WP1, Month 2–3)

As reported at Month 18, the Partnership Agreement was signed one month late due to an internal authorisation requirement at Turizam Dinarik DMO. No cascading impact on project activities.

Lesson learned: Future projects involving Bosnian-Herzegovinian institutional partners should build an additional two to four weeks into the partnership agreement timeline to accommodate internal governance processes that may differ from EU member state norms.

## Deviation 2 — Pilot Testing Report delay (WP4, Month 29–30)

Delivery of D4.2 (Pilot Testing Report) was delayed by four weeks due to adverse weather conditions in October 2026 that prevented the final pilot visitor group from completing the Dinaric Ridge Route as scheduled. The pilot was rescheduled and completed in November 2026. The report was submitted in Month 30 rather than Month 29. This delay had no impact on D4.3 (Final Route Documentation Package), which was also delivered in Month 30 as planned.

Lesson learned: Outdoor pilot activities in mountain environments should include a weather contingency buffer of at least four to six weeks in the project timeline, particularly for autumn implementation windows.

## Additional Lessons Learned

- The decision to complete WP2 (Mapping & Baseline) before finalising the WP3 standards framework proved critical to the quality of the standards. The baseline finding that SME documentation capacity — not environmental performance — was the primary gap reshaped the training curriculum design and significantly improved uptake.
- Multilingual project communication requires more resource than typically budgeted. The four-language website and knowledge base required ongoing maintenance and quality review beyond the initial translation investment.
- Peer exchange visits between SMEs from different countries generated the highest satisfaction scores of any project activity and should be prioritised and expanded in any successor project.

## Section 6 — Communication & Dissemination

Communication activities were led by Sentiero Sostenibile srl throughout the full project period. A summary of reach and outputs:

Channel / Activity	Output / Reach
Project website (www.greenroutesdinaric.eu)	18,450 unique visitors over project lifetime; 4 languages
Social media (Instagram, Facebook, LinkedIn)	Combined following: 3,870 accounts at project close
Stakeholder newsletter	12 issues; 312 subscribers; average open rate 41%
Press and media	14 published articles or mentions in partner country media
Final dissemination conference (Sarajevo, M34)	87 participants from 11 countries; 14 organisations received Replication Guide
Digital Knowledge Base	Live M32; 2,340 unique visitors in first 2 months
Policy citations	2 national-level policy documents citing project findings

## Section 7 — Financial Summary

*The narrative report includes a high-level financial summary. The detailed financial report is submitted separately. The key message here is to show that expenditure was in line with the approved budget and any reallocations were properly approved.*

Work Package	Approved Budget	Final Expenditure	Variance
WP1 — Project Management	€95,000	€93,240	-€1,760 (underspend)
WP2 — Mapping & Baseline	€120,000	€118,500	-€1,500 (underspend)
WP3 — Standards & Training	€210,000	€214,300	+€4,300 (approved reallocation)
WP4 — Pilot Routes	€250,000	€251,200	+€1,200 (approved reallocation)
WP5 — Communication	€175,000	€172,760	-€2,240 (underspend)
TOTAL	€850,000	€850,000	Nil variance at project level

A budget reallocation of €4,000 from WP1 and WP5 underspend to WP3 and WP4 was approved by the Managing Authority in Month 24, reflecting higher than anticipated translation costs for the four-language standards framework and additional route assessment costs due to weather rescheduling. The reallocation did not exceed the 10% threshold requiring formal amendment of the Grant Agreement.

## Section 8 — Legacy & Sustainability of Results

*EU funders increasingly require projects to demonstrate how results will be sustained and used after the project ends. This section should therefore be specific and credible - vague statements about 'mainstreaming' carry no weight. Organisations, their respective commitments and the mechanisms to sustain the achieved results must be clearly specified.*

The results of GreenRoutes Dinaric are sustained through three concrete mechanisms:

### 1. Institutional adoption of standards

The GreenRoutes Dinaric Sustainability Standards Framework has been formally incorporated into the Slovenia Green certification programme. This gives the framework a permanent institutional home and a route to ongoing application and revision beyond the project period. Discussions are underway with the Croatian Tourism Association regarding a similar adoption.

### 2. The Dinaric Green Tourism Network

The four project partners have formalised their collaboration into the Dinaric Green Tourism Network, a continuing cross-border network with its own memorandum of understanding

signed at the final conference in Sarajevo. The network will maintain the digital knowledge base, promote the three piloted routes, and serve as a platform for future funding applications. The GoodPlace Institute has committed to hosting the network secretariat for a minimum of three years post-project.

### **3. The digital knowledge base and replication guide**

The knowledge base at [www.greenroutesdinaric.eu/knowledge](http://www.greenroutesdinaric.eu/knowledge) will be maintained by the GoodPlace Institute as part of its existing digital infrastructure. The Replication Guide has been distributed to 14 national and regional tourism organisations and is designed to enable uptake of the GreenRoutes model in other European mountain regions without requiring a full EU-funded project to do so.

*End of Final Narrative Report*

GreenRoutes Dinaric — INT-VI-ADR-2023-0047 — GoodPlace Institute, Lead Partner

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