

Danube GeoTour

Valorisation of geo-heritage for sustainable and innovative tourism development of Danube Geoparks

IMPLEMENTATION PLAN WITH RISK ASSESSMENT

Deliverable D 1.3.1

Programme: Interreg Danube Transnational Programme
PA2: Environment and culture responsible Danube region
Project Duration 01/2017 to 06/2019
www.interreg-danube.eu/danube-geotour
Project co-funded by European Union funds (ERDF, IPA)

Responsible Partner(s): Idrija Heritage Centre
Participating Partners: All
Author (s): Slavka Zupan, K&Z, Svetovanje za razvoj d.o.o.
Date: March 2017
Version: 1.0



NOTE

The following implementation plan is based on the Work Plan of the official project application and inputs prepared by the responsible partners - WP coordinators. It provides a more detailed insight and work plan for the implementation of individual activity. For each activity risk are observed and proposed critical points addressed by mitigation measures. The implementation plan is monitored through the project internal monitoring system 4PM.



MAIN INFORMATION

Project Duration **1.1.2017 – 30.6.2019** **30 months**

Project Partnership

IHC	Idrija Heritage Centre	LP
Balaton Geopark	Balaton-felvidéki National Park Directorate	ERDF PP1
Eisenwurzen Geopark	Styrian Eisenwurzen	ERDF P2
GeoPapuk	Public Institution "Nature Park Papuk"	ERDF PP3
GeoKaravanks	ARGE Geopark Karavanks	ERDF PP4
IRSNC	Institute of the Republic of Slovenia for Nature Conservation	ERDF PP5
BBTDM	Bakony & Balaton Regional Tourism Nonprofit Ltd.	ERDF PP6
Bohemian	Bohemian Paradise Geopark non-profit organization	ERDF PP7
UNIB	University of Bucharest	ERDF PP8
UNIPO	University of Presov	ERDF PP9
DNP	Public Enterprise National Park Djerdap	IPA PP1
Rokua	Humanpolis ltd / Rokua Geopark	ASP1
Naturtejo Geopark	Naturtejo – Tourism Company	ASP2
GGN/EGN	Global Geoparks Network	ASP3



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Mont hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
WP 1 PROJECT MANAGEMENT								
1.	Kicking off and regular project coordination and steering							
1.1	Kick-off meeting in Idrija	D 1.1.1 Kick-off event (agenda, presentations)	IHC	1st January 2017	13th March 2017	2,5	LOW RISK: absence of partner representatives	Coordinated timing of kick-off; well prepared and intensive programme; instruct
		Partners meetings (agenda, list of participants)		1st January 2017	14th - 15th 2017 (morning) March	2,5		
		Field trip		1st January 2017	15th March (afternoon)	2,5		
1.2	1st, 2nd, 3rd Intermediate review partner meetings	D 1.1.2 1st intermediate review partner meeting in Austria	Eisenwurzen/ GeoKaravanks	1st June 2017	29th – 30th August 2017	3	LOW RISK: absence of partner representatives due to summer holiday; lower motivation; partners legging behind in reporting and disbursement	Co-ordinated timing as during summer season; maximize content management; instruct partners legging behind
1.3		D 1.2.3 2nd intermediate review partner meeting in Romania/Serbia	UNIB/ DNP	1st November 2017	End of January/ beginning of February 2018	3		
1.4		D 1.1.4 3rd intermediate review partner meeting Czech/Slovakia	Bohemian geopark/ UNIPO	1st June 2018	End of August 2018	3	MEDIUM RISK: under spending, underperforming observed by PP.	Critical point for improvements of the project performance: Potential deviations from plan, outputs



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Month hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
								deliverables and budget to be addressed; Eventual reallocations and addendum to be proposed
1.5	Final partner meeting in Hungary	D 1.1.5 Final partner meeting in Hungary	Balaton geopark/ UNIPO	1st November 2018	Beginning of February 2019	3	MEDIUM RISK: delays and low quality	Critical point: demand deliverable and outputs to be delivered in advance
2.	Project content, administrative and financial management							
2.1	Setting the most effective on-line communication tool (collaboration platform)	4PM application	IHC	1st January	15th February 2017	1,5	LOW RISK: difficulties in usage among certain partners	Critical point: training of all PP necessary during kick-off
2.2	Internal on-line project management and filing system	4PM application	IHC	1st January	15th February 2017	1,5	MEDIUM RISK: PP not using the tool in full and as required	Critical point: as JS monitoring system is not in place LP shall demand obligatory usage of the 4PM tool; on-line support to be provided
2.3	Regular and timely progress reporting and obtaining first level certificates from project partners	D 1.2.1 Project progress report 1	all PP	1st January 2017	15th July 2017	6,5	HIGH RISK: PP undermining the scope of work; PP delaying with reporting; Programme monitoring system not in place; Mistakes due to lack of experience with EMS	Critical point: put pressure on partners to use 4PM for financial and activity reporting in order to monitor overall performance and first results; regular communication with PP; check less skilled partners; partners to



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Mont hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
								forecasts spending's for 1st report
		Obtaining 1st level certificate 1 from PPs	all PP		15th September 2017	2	HIGH RISK: FLC in partner countries in delay; poor quality of reports - FLC reject expenses; 100% correctness of the report	Critical point: PP shall attend country workshops, PP shall liaison with FLC, demand transparent and appropriate reporting; LP to steer the progress of partner reporting
		D 1.2.2 Project progress report 2	all PP	1st July 2017	15th January 2018	6,5	HIGH RISK: Delays in reporting and reimbursement of funds; cash-flow problems	Critical point: PP shall improve quality of reporting; LP prepares Mid-term report on time and in high quality; communication with JS; partners to secure funding for pre-financing
		Obtaining 1st level certificate 2 from PPs	all PP		15th March 2018	2	MEDIUM RISK: FLC delays	Critical point: PP shall improve quality of reporting; LP prepares Mid-term report on time and in high quality; communication with JS; partners to secure funding for pre-financing
		D 1.2.3 Project progress report 3	all PP	1st January 2018	15th July 2018	6,5	HIGH RISK: Delays in reporting and reimbursement of funds; cash-flow problems	Critical point: PP shall improve quality of reporting; LP prepares Mid-term report on time and in high quality; communication with JS; partners to secure funding for pre-financing
		Obtaining 1st level certificate 3 from PPs	all PP		15th September 2018	2	MEDIUM RISK: FLC delays	Critical point: adjust
		D 1.2.4 Project progress	all PP	1st July	15th January	6,5	HIGH RISK:	



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Mont hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
		report 4		2018	2019		Underperformance	between partners; demand justifications and accelerate implementation at PP level; propose reallocations
		Obtaining 1st level certificate 4 from PPs	all PP		15th March 2019	2	MEDIUM RISK: FLC delays	
		D 1.2.5 Final project report	all PP	1st January 2019	15th July 2019	6,5	HIGH RISK: Delays in reporting and reimbursement of funds; cash-flow problems	
		Obtaining 1st level certificate final report from PPs	all PP		15th September 2019	2	MEDIUM RISK: FLC delays, JS observations and comments	
3.	On-going evaluation, risk management & quality management assurance							
3.1	Project implementation plan including risk assessment and guidance on standards for common deliverables	D 1.3.1 Implementation plan	IHC	1st February 2017	14th March	1,5	LOW RISK: overlapping with 4PM	Focus on risks and critical points of planning
		D 1.3.1 Guidance on standards for common deliverables	IHC	1st February 2017	14th March	1,5	LOW RISK: underestimation of quality standards among WP coordinators	On time delivery; notification on the quality assurance during the Kick-off
3.2	Fact sheets for outputs	For Output 3.1 Strategy on management of innovative geoproducts	IHC	1st January 2017	Period 3 (30th June 2018)	18	MEDIUM RISK: delays in submission of output reports; little time to correct and improve output reports	Remind WP coordinators on deadlines ; submission of draft output reports for review well in advance
		For Output 4.1 Guideline for development of innovative geoproducts	IHC	15 March 2017	Period 2 (31st December 2017)	9,5		
		For Output 4.2 A gamification tool to support geoproduct creation	IHC	15th March 2017	Period 3 (30th June 2018)	15, 5		
		For Output 4.3 Pilot geoCulture and	IHC	1st January 2018	Period 4 (31st December	12		



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
		geoOutdoor products tested (8x)			2018)			
		For Output 5.1 New competences in geoheritage interpretation (8x)	IHC	15th March 2017	Period 2 (31st December 2017)	9,5		
		For Output 5.2 Pilot innovative Interpretation methods tested (8x)	IHC	1st January 2019	Period 5 (30th June 2019)	6		
		For Output 6.1 Danube GeoTour Itinerary	IHC	1st January 2019	Period 5 (30th June 2019)	6		
3.3	Mid-term evaluation report with recommendations for adjustment of implementation plan or modifications project	D 1.3.2 Mid-term evaluation report	IHC	1st March 2018	Period 3 (30th June 2018)	3	LOW RISK: low interest and participation level among partners and stakeholders	Select efficient methods: short interviews with PP during SCOM meeting, simple on-line survey to stakeholders, cross-checks
3.4	Final evaluation report	D 1.3.3 Final evaluation report	IHC	1st March 2019	Period 5 (30th June 2019)	3	LOW RISK: Absence of follow-up project/ permanent networking	
WP 2 COMMUNICATION ACTIVITIES								
1.	Development a Communication Plan							
1.1	Communication Plan	D 2.1.1 Communication Plan incl. initial project presentation tools	Eisenwurzen Geopark	Jan-17	Feb-17	2	LOW RISK: Delivery on time, acceptance and understanding among partners	Application of existing programme guidelines only. Clear explanation of information and
1.2	Poster		Eisenwurzen Geopark	Jan-17	Mar-17	3		



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
1.3	Initial Information tools		Eisenwurzen Geopark	Jan-17	Jun-17	6		communication rules to all partners at kick –off
1.4	Project information on existing partner websites		All PP	Jan-17	Jun-17	6	MEDIUM RISK: regular maintenance and updating of the website	Communication office to regularly update and remind PP to share information
1.5	Translation of standardized project presentation tools		All PP	Jan-17	Jun-17	6	LOW RISK: quality of translations in local languages	Engage professional translators
2.	Local communication and public relations							
2.1	Local publicity actions (press conferences, media communication, adverts, promo events, ...)	D 2.2.1 Local publicity actions (press conferences, media communication, adverts, promo events,..)	All PP	Jan-17	Jun-17	6	LOW RISK: absence of nation-wide approach and impact	PP are encourage to liaison with national specialized media for individual coverage and To participate actively in national dissemination events within the project topic
2.2		D 2.2.2 Same as above	All PP	Jan-18	Jun-18	6		
2.3		D2.2.3 Same as above	All PP	Jan-19	Jun-19	6		
3.	International and transnational communication and dissemination							
3.1	Danube GeoTour social media tool established, managed and updated during the whole project duration		Eisenwurzen Geopark	Mar-17	Jun-19	27	MEDIUM RISK: regular updating and interesting contest of social media; assurance of trans nationality of the media	Communication office to edit and regularly update and remind PP to share information and provide topics



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
3.2	Presentation of Danube GeoTour project at selected specialized conferences or events (during the whole project duration)		Eisenwurzen Geopark	Mar-17	Jun-19	27	LOW RISK: selection of events to assure greatest dissemination impact;	Co-ordination of participation between PP at each SCOM meeting
3.3	Publication of articles on Danube GeoTour model in international or Eu media (during the whole project duration)		Eisenwurzen Geopark	Mar-17	Jun-19	27	LOW RISK: timely preparation	WP co-coordinator to detect potential topic and authors within the project partnership in an early stage
4.	Public events: Kick-off and final event							
4.1	Kick-off public event		Idrija, Eisenwurzen Geopark	Jan-17	Jun-17	6	LOW RISK: distant location from Slovenia capital attract less audience	Strong emphasize on press -conference and media coverage
4.2	Final public event		All PP	Jan-19	Jun-19	6	HIGH RISK: availability of resources to organize final event in all geoparks;	Critical point: the concept of the final event to be devised early enough to assure coordination and planning among PP
3.	GEOPARK (WITH)OUT LIMITS							
	Output 3.1 Strategy on management tourism pressures in Geopark (Period 3)							
3.1	Comparative assessment of tourism pressures on geo-heritage in Geoparks							
3.1.1	Overview of present and emerging tourist activities, outdoor sports and	List of relevant (selected) tourism activities in geoparks (working paper)	IRSNC	01/2017	05/2017	4	LOW RISK: availability and access to information at geoparks level	Most data available as tourism is one of key activities of the partner geoparks. If not,



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Mont hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	commercial initiatives that are present in geoparks; selection of activities that are important for the study							additional resources to be engaged. Same method to be applied to assure comparison
3.1.2	Comparative assessment of individual tourism pressures	Evaluation of pressure caused by (selected) tourism activities (working paper)	IRSNC; UNIPO provides support	03/2017	06/2017	3	MEDIUM RISK: different, subjective perspectives of geoparks	Thematic WP workshop needed to agree common approach and understanding
3.1.3	Comparative analyses of existing regulations governing tourism and recreational activities in geoparks	Comparison of regulations governing (selected) tourism activities (working paper)	IRSNC	03/2017	08/2017	5	LOW RISK: partners familiar with the regulatory framework in their country	Most parks are governed by the state, region or local authority therefore the legal framework shall be understood and adopted. If not, additional resources of individual PP to be engaged for the task.
3.1.4	Study of correlations between the level of regulation and scope of pressure	correlations between the level of regulation and scope of pressure (working paper)	IRSNC; UNIPO provides support in	03/2017	12/2017	9	LOW RISK: sufficient information and accurate analysis and country data provided to draw conclusions	Consultations among WP coordinators and additional interviews with individual geoparks if deviations occur. If needed, additional WP thematic workshop to be organised as part of SCOM 2 meeting.
3.1.5	An overview of the scope of tourism pressures and	A comparison of pressure and regulations for	IRSNC partners review	06/2017	06/2018	12	LOW RISK: all partners provide inputs	Draft report discussed shared among PP to address gaps.



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	negative impacts in geoparks	(selected) tourism activities in geoparks (issue paper) D 3.1.1 Issue paper: Comparative assessment of tourism pressures on geo-heritage of the Danube region Geoparks						
2.	ACTIVITY 3.2 A common strategy on the management of tourism pressures in Geoparks							
3.2.1	Brainstorming of the main common challenges, potential mitigation measures and possible solutions	A list of common challenges and possible solutions in geoparks (working paper)	IRNSC UNIPO	09/2017	12/2017	3	LOW RISK: coordination of approaches to pressures (more or less strict measures)	Critical point: different models and practices for the same challenge might be proposed and observed
3.2.2	Collection of experience and best practices in solving problems caused by increasing tourism pressures in geoparks	A list of experiences and best practices within the partnership (working paper)	IRNSC	09/2017	12/2017	3	LOW RISK: response rate, selection of relevant best practices	WP Coordinator to make a pre-assessment of long list of best practice ideas
3.2.3	Study of the newest research and applicable solutions implemented outside of the partnership	A list of applicable examples and solutions form outside the partnership (working paper)	IRNSC	09/2017	12/2017	3	LOW RISK: access to information, response rate of third partners	Use of Geopark Global net; support of Associated partners; collect less but relevant cases
3.2.4	Preparation of Common strategy	A strategy (report) D 3.2.1 Strategy	IRNSC (with the help of	10/2017	06/2018	9	MEDIUM RISK: ability to draw specific geo-parks solutions	Consultations among WP coordinators and



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	for sustainable management of tourism pressures in Geoparks	Document: Common strategy for sustainable management of tourism pressures in Geoparks	UNIPO)				for sustainable management of tourism pressures in the	additional 1 interviews with individual geoparks. If needed, additional WP thematic workshop to be organised as part of SCOM 3 meeting.
3.	ACTIVITY 3.3 An introduction of localized recommendations							
3.3.1	Preparation of a list of recommendations for specific target groups (SMEs/investors, residents and visitors) to be applied in geoparks using comprehensive language	Long list of recommendations for each target group (working paper)	IRNSC in cooperation with the WP2	01/2018	06/2018	5	LOW RISK: diverse selection of recommendations to meet the needs of different target groups of participating geoparks	If needed, additional WP thematic workshop to be organised as part of SCOM3 meeting.
3.3.2	Preparation of localized lists of recommendations (for residents, visitors and investors) on behaviour and sustainable use of geo-diversity in each geopark; translation	D 3.3.1 Recommendations for residents, visitors and investors on behaviour and sustainable use of geo-diversity in each participating geoparks (report)	Partners with geoparks select and adjust data, area	02/2018	06/2018	4	MEDIUM RISK: dissemination of localised recommendations to geoparks audience / visitors	WP coordinator to propose dissemination challenges and monitor the implementation



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
WP 4	GEO PRODUCTS WITH CHARACTER Output 4.1 Guideline for development of innovative geoproducts (period 2), Output 3.2 A gamification tool to support geoproduct creation (period 3) Output 4.3 Pilot geoCuture and geo Outdoor products tested (period 4, 8 pcs)							
4.1	Activity 4.1 - Preparing a practical guideline for innovative geoproduct development including best practices.							
4.1.1	Identify existing geoproducts in each partner geopark	Practical guideline for innovative geoproducts including best practices Database of existing geoproducts	UNIB & each geopark for its territory;	1/1/17	6/1/17	6	LOW RISK: same understanding 'what's is a geoproduct	Critical point: at the kick-off discussion and definition to be clarified
4.1.2	Screening and presentation of best practices and trends in geoproducts and geoservices development in EGN	List / Database/ and short description of different geoproducts in EGN	UNIB, UNIPRO, GK, BHG, IHC	5/1/17	1/1/18	7	LOW RISK: selection of most relevant best practices	WP coordinator selects most relevant cases out of a long list; relevance and applicability of cases against scope
4.1.3	Identify geologic assets / subjects of great interest for tourists / education and their interpretation or use in partner geoparks and EGN; e.g. Geologic Time, volcanoes, Earth materials, dinosaurs (other fossils and fossilization), erosion (karst , canyons), landscape	Good practices of different approaches (installations, museums, geotrails, Virtual Reality or Augmented Reality, fairs, exhibitions, guided tours, educational materials)	G4GP	7/1/17	1/1/18	7	LOW RISK: addressing and sharing top and diverse solutions from different geo-topics	Engage geopark global network, existing databases provided and university resources



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	and its interpretation, natural hazards and climate change, tangible and intangible heritage related to local geodiversity and culture (local products, handicrafts, geofood, legends, festivals, etc)							
4.1.4	Define unique geoproducts that could be developed / enhanced in each partner geopark	Meeting of G4GP or a workshop during a common meeting / The meeting/workshop needed	Each geopark for its territory and to be integrated into a common product and strategy;	2/1/18	6/1/18	5	MEDIUM RISK: sufficient time is dedicated to appropriate selection and structure of geoproducts to be developed and offered in order to be different and gain attention	Critical point for the success of the whole project. Adjustments of geoproducts between partners to avoid duplication. Workshop of WP partners highly recommended.
4.1.5	Identify the content and how to approach innovative geoproduct development in the Geopark territory	Deliverable 4.1.1 Practical guideline for innovative geoproducts including best practices	G4GP	2/1/18	6/1/18	5	LOW RISK: same approach assured	WP coordinator to propose same methodology for geoproduct structure
4.2	Activity 4.2 Developing a common gamification tool for geoproduct creation							
4.2.1	Define the gamification product, the target groups and	Gamification approach and structure	Special WG with specialists in different areas of	7/1/17	12/1/17	6	HIGH RISK: proposed the most efficient application of the tool for product development	WP Coordinator to consult the existing practices



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	implementation methods		expertise (software, education, communication, tourism, geopark management, training)					
4.2.2	Define product design and which geological and cultural heritage elements of Danube region to be used	Gamification design and ITC support	Partnership with a specialised company?	1/1/18	3/1/18	3	MEDIUM RISK: increased costs of gamification - limited budget	Smart decision on the most effective approach: usage of different partner resources.
4.2.3	Develop a strategy to engage communities in creating and developing new geoproducts to be integrated into the project strategy developed (WP3)	Community Engagement Strategy as part of the WP3	UNIB with inputs from all the partner Geoparks, so the strategy can be adapted to each local economic-cultural-social context	1/1/18	3/1/18	3	MEDIUM RISK: stakeholders and citizens willing to use gamification tool	Simplicity of the tool, promotion among the local partners
4.2.4	Organize a meeting to test the product and adjust it	Adjustments	UNIB, University of Presov, Geoparks Karavanks, Bohemian Geopark and LP IHC	2/1/18	3/1/18	2	LOW RISK: participation of key partners	On-line collaboration



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Month hs	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
4.2.5	Release and monitor the gamification tool	D 4.2.1 Gamification tool to support geoproduct creation	UNIB:, co-developing UNIPO, GeoKaravanks, Bohemian Geopark , IHC	4/1/18	6/1/18	3	MEDIUM RISK: tool verified, ready of use	On-line support provided by the software team
4.3	Activity 4.3 Joint training for Geopark Managers on the innovative and participative development of geoproducts							
4.3.1	Identify the target groups, their needs and competencies to be developed in concordance with Danube GeoTour project	Training of geopark managers on innovative geo-product development Course design and training needs D 4.3.1 Training of geopark managers on innovative geo-product development	UNIB, GeoKaravanks, UNIPO, each geopark for its territory	7/1/17	12/1/17	6	LOW RISK: realistic understanding of needs of target groups and trends	Practical training, consider the different level of tourism skills among the participating Geoparks;
4.3.2	Develop training packages	Training packages for on-line and face to face courses	G4GP	7/1/17	12/1/17	6		
4.3.3	Organise on-line training sessions	Training session for minimum 32 persons	UNIB, Karawanke, UNIPO, each geopark for its territory	1/1/18	4/1/18	4		
4.3.4	Organise face to face training courses for selected participants	3 days training session for minimum 16 participants	UNIB, Karawanke, UNIPO, each geopark for its territory	5/1/18	6/1/18	2		
4.4	Activity 4.4 Demonstration of innovative geoproduct development as part of Danube GeoTour							



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
4.4.1	Design 8 product concepts and stories	8 unique products identified	G4GP, each geopark for its territory	1/1/18	12/1/18	12	LOW RISK: geoproducts are designed according to the set concept	WP Coordinator to monitor, steer and support
4.4.2	Simulate the development of 8 different innovative geoproducts within the overall concept of geoCulture & geoOutdoor	Plans for the development of 8 products	G4GP, each geopark for its territory	9/1/18	12/1/18	12	MEDIUM RISK: ability of individual partners to put ideas into reality; lack of time for full scale	Critical point: timely start up with activities, exchange of experiences among partners, engage external support
4.4.3	Create and test 8 unique geoproducts	8 products implemented D 4.4.1 Evaluation report on pilot geoproducts with lessons learnt	G4GP, each geopark for its territory	1/1/19	6/1/19	6		
WP 5 GEOINTERPRETATION								
Output 5.1: New competences in geo heritage interpretation								
Output 5.2: Pilot innovative geo interpretation methods tested								
5.1	ACTIVITY 5.1: Screening of best practices and new trends applicable for GeoInterpretation							
5.1.1	Search for appropriate sources in the international context and get in contact with identified matching practices	Documentation of best practice examples in the international context and defined network with responsible institutions of these matching practices (1. part of common report); screening of existing info- visitor centres and geointerpretation points	GeoKaravanks + GeoPapuk, Eisenwurzen, IRSNC	1/1/17	6/30/17	6	LOW RISK: selection of most relevant best practices	WP coordinator selects most relevant cases out of a long list;



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
		and geoguides in all areas of participating Danube-Geoparks; questionnaire prepared by responsible partners for each Danube Geopark;						
5.1.2	Find out eventual solutions for the selected geological interpretation challenges that are typical for Geoparks of the Danube region	on the base of defined typical challenges for each Geopark, in connection with the results of 5.1.1 defined practical solutions for geointerpretation (2. part of report); correlation of existing sources in Danube Geoparks, typical challenges in Danube Geoparks and results of best practice research for Geointerpretation; best practice examples for geointerpration trainings;	GeoKaravanks + GeoPapuk, Eisenwurzen, IRSNC	1/1/17	6/30/17	6	LOW RISK: selection of the most appropriate solutions	Relevance and applicability of cases against scope
5.1.3	A practical documented presentation/report that will be presented, shared and discussed with partners during	final common report of activity 5.1 as basic document for activity 5.2 (1 report) including all specific challenges of each Danube Geopark; preparing of useable	GeoKaravanks + GeoPapuk, Eisenwurzen, IRSNC	7/1/17	12/1/17	5	LOW RISK:: relevance and practicability of the report	Sharing and consulting solutions with partners



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	training activity 5.2	solution for web information and QR-codes D 5.1 Best practices and new trends applicable for GeoInterpretation (report) in online and QR code form						
5.3	ACTIVITY 5.2: Implementation of GeoInterpretation training							
5.2.1	Training familiarizing with newest developments, methods and best practice - learning from other	Joint geointerpretation training material developed and training implemented Review and document the existing guiding methods for visitors and training methods for guides. Questioner prepared by responsible partners for each Danube Geopark; To select best practices and make recommendations for the guiding and training guides.	GeoKaravanks + GeoPapuk, Eisenwurzen + Rokua, Naturtejo, + all PP	7/17	12/17	5	LOW RISK: interesting presentation to inspire	Professional trainers to be selected
5.2.2	Training for exchange of different personal experiences and practices in the	1 workshop - participation of each Danube Geopark with approximately 2 persons from each		8-9/18	8-9/17	2	LOW RISK: assure full participation of relevant participants from all parks (guides, rangers...)	Coordination of timing well in advance



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	interpretation of the selected top 8 interpretation challenges - in the form of workshop - learning from each other	Danube Geopark						
5.2.3	Training - modes of communicating complex geological facts in easy to understand language	Common solutions concerning topic 3 through email correspondation and skype conferences; 8 workshops in each Danube Geopark, organization and implementation trough 2 trainees of each geopark; D5.2.1. Joint geointerpretation training material developed and training implemented		7/17	12/17	5		
5.3	ACTIVITY 5.3: Pilot actions: Demonstration of innovative methods and technologies of GeoInterpretation							
5.3.1	Implementation of a pilot interpretation action Karavanks	Evaluation report on pilot actions with lessons learnt definition of useful locations for implementing new geointerpretation tools; spreading of useful	Geopark Karavanks	7/1/19	6/1/19	23	MEDIUM RISK: assurance of testing of different interpretation techniques and transferability of experiences among partners	Critical point: WP coordinator collects plans, steer and observe performance; organises mid-term review and exchange of the methods applied



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
		presentation of geo-time application for different target groups of Geopark Karvanks through technical equipment as touchscreens, and tablets using						
5.3.2	IHC Visitor Centre	Piloting 1 interpretation action (Visitor Centre/tectonics), including investment	IHC					
5.3.3	Balaton visitor centre	Piloting 1 interpretation action (Visitor Centre with outdoor sites and interpretation trails/volcanology), including investment	Balaton Geopark					
5.3.4	Eisenwurzen Village interpretation points	Piloting 1 interpretation action (Village interpretation points/water)	Eisenwurzen Geopark:					
5.3.5	Papuk geological site Zvecevo	Piloting 1 interpretation action (In-situ interpretation of geological site Zvecevo/metamorphic rocks), including investment	GeoPapuk					



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
5.3.6	DNP	Piloting 1 interpretation action (/geomorphology)	DNP					
5.3.7	Bohemian Geopark Digital interpretation tool	Documenting and conducting an evaluation of pilot actions from the perspective of sustainable tourism	Bohemian Geopark					
5.3.8	UNIB interpretation tool	Piloting 1 interpretation action (Interpretation tool/dialogue Earth & Man)	UNIB					
5.3.9	Reporting piloting actions	Report - Documenting and conducting an evaluation of pilot actions from the perspective of geoHeritage preservation and awareness raising	IRSNC	7/1/19	6/1/19	23	LOW RISK: On-going regular monitoring of content aspects	A systematic approach to content monitoring to be developed
5.3.10	Evaluation of pilot actions from the perspective of sustainable tourism	D5.3.1 Evaluation report on pilot actions with lessons learnt	UNIPO -	7/1/19	6/1/19		LOW RISK: Feedback, consideration and dissemination of results	Discussing results of evaluation t last SCOM meeting
WP 6	GEO PARTNERSHIP & MARKETING Output 6.1: Danube GeoTour Itinerary							
6.1	ACTIVITY 6.1 Developing a product itinerary	D 6.1.1 Danube GeoTour Product and Marketing Concept	Balaton Geopark	01/01/2018	30/06/2018	6		



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	and a marketing plan	(document) (1)						
6.1.1	Contribution of geoproducts, content design and information for common itineraries connecting several or all participating Geoparks geographically or by theme (eg. volcanism/outdoor activities)	6.1.1.1 input for itineraries 6.1.1.2 concept of itineraries 6.1.1.3 meeting of WGroup6 to finalise itineraries (discuss the timing of this meeting at kick-off meeting. It should be connected to a larger meeting.)	Balaton Geopark	6.1.1.1 01/01/2018 6.1.1.2 22/01/2018 6.1.1.3 end of 02/2018 (depending on the date of a common meeting)	6.1.1.1 01/19/2018 6.1.1.2 22/02/2018 6.1.1.3. beg. of 03/2018 (depending on the date of a common meeting)	6	LOW RISK: if previous phases are done appropriately, this activity should not be a problem; nevertheless assurance of minimum quality standards for the product introduced on the 'market' is necessary	WP coordinator assess the quality of products which are to be included in the itinerary
6.1.2	Preparation of Marketing Plan (based on products) with external specialists: positioning, branding, communication concept with key messages and tools, plan for the start-up campaign)	6.1.2.1 main concept of Marketing Plan 6.1.2.2 discussion of main concept 6.1.2.3 Marketing Plan	BBTDM	6.1.2.1 15/03/2018 6.1.2.2 16/04/2018 6.1.2.3 1/05/2018	6.1.2.1 15/04/2018 6.1.2.2 30/04/2018 6.1.2.3 30/06/2018	6	LOW RISK: trends on regional tourism market to be observed and considered	Professionals engaged for the task
6.1.3	Providing expert assistance and advice in product and marketing conceptualisation		BBTDM				LOW RISK: partners willing to adjust to the advices of experts	Motivation for improvements; competition among geoparks destination



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
6.2	ACTIVITY 6.2 Developing promotional tools and materials	D 6.2.1 Digital map of Danube GeoTour itineraries (1) D 6.2.2 Image Brochure of the Danube GeoTour product D 6.2.3 Short image video of the Danube GeoTour product (1) D 6.2.4 info stands to be set up in visitor centres (11)		01/07/2018	30/06/2019	12		
6.2.1	Coordination of the preparation of promotional tools and materials	6.2.1.1 input info for digital map for the itineraries 6.2.1.2 preparation of the interactive digital map, structure, functions, usage, design 6.2.1.3 discussion of map before finalising (meeting) 6.2.1.4 finalising the structure etc. of the map, uploading inputs, guidance/training for usage and testing it on Geopark websites	Balaton Geopark BBTDM + partner	6.2.1.1 01/07/2018 6.2.1.2 01/09/2018 6.2.1.3 01/11/2018 6.2.1.4 01/12/2018	6.2.1.1 31/08/2018 6.2.1.2 31/10/2018 6.2.1.3 30/11/2018 6.2.1.4 31/12/2018		LOW RISK: costs	The quality and cope of digital map to adjust to the existing budget.
6.2.2	Expertise and advice to BBTDM and Balaton Geopark (digitalization and unification of presentations of all promo materials to be displayed)	6.2.2.1 Defined physical parameters, structure, style of text and design for the image brochure (8x6.000=48.000 samples, all in English) 6.2.2.2 Inputs: high quality photos and same-style texts in	Balaton Geopark BBTDM	6.2.2.1 01/07/2018 6.2.2.2 01/08/2018 6.2.2.3 01/10/2018	6.2.2.1 01/08/2018 6.2.2.2 01/10/2018 6.2.2.3 01/06/2019 this is almost end of project, but the brochure should participate in the campaign (from 1/01/2019)		MEDIUM RISK: timely collection of content inputs from geoparks	Brochure shall not depend too much on data and details - but more on the image and quality of visual presentation. Detailed information on the web.



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
		English 6.2.2.3 Editing, printing, distributing brochures						
6.2.3	Contributing input information and photos; producing a set of high quality photos for common promotion; filming of the territories: by one service provider; integrating all promo materials and digital map on their Geopark websites	6.2.3.1 Defined parameters of the film (length, common theme) 6.2.3.2 Inputs for filming locations, seasonal timing and ideas 6.2.3.3 Discussion of storyboard and production plan 6.2.3.4 Filming the territories and post production, image film in English with local language subtitles (eg. 8-9 minutes long and a shorter version, 1,5 minutes long)	Balaton Geopark BBTDM + partner	Suggestion: 6.2.3.1 kick-off meeting 15/03/2017 6.2.3.2 01/04/2017 6.2.3.3 16/06/2017 6.2.3.4 01/09/2017 2017 Filming should start in Autumn 2017 to have it finished by December 2018 for the campaign to be started in January 2019.	6.2.3.1 31/03/2017 6.2.3.2 15/06/2017 6.2.3.3 31/08/2017 6.2.3.4 15/12/2018		MEDIUM RISK: dependency on weather and large region; delays possible	Earlier start of activities proposes to better adjust to weather conditions.
6.2.4	Info stands	6.2.1.1 Defined parameters of stands 6.2.1.2 Ordering and distributing stands	Balaton Geopark BBTDM + partners	6.2.1.1 01/07/2018 6.2.1.2 16/10/2018	6.2.1.1 15/10/2018 6.2.1.2 01/01/2019		LOW RISK: practicability	
6.3	ACTIVITY 6.3 Implementing an initial promotion campaign	D 6.3.1 Danube GeoTour promotional campaign (1)		1/01/2019	30/06/2019	6		
6.3.1	Coordination of the promotional	Innovative and cost-effective promotional	Balaton Geopark	1/01/2019	1/06/2019		MEDIUM RISK: effectiveness of the campaign	Innovative approaches and appropriate mix of



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	campaign in collaboration with external experts and individual Geoparks	marketing campaign based on digital media including gamification (defined in the marketing plan)	BBTDM					communication channels used. Full adjustment to the target groups defined in marketing plan.
6.3.2	Expert assistance and advice to BBTDM and Balaton Geopark (digital campaign, blogging, gamification (gamification tool developed in WP4), monitoring and evaluation of the campaign)	6.3.1.1 A digital campaign using social media used in WP2, blogging and gamification tool developed in WP4 6.3.1.2 Geopark visits of specialized journalists 6.3.1.3 Joint presentation of Danube GeoTour on ITB (March 2019)	Balaton Geopark BBTDM + partners	6.3.1.3 Registration deadline for ITB: 31/01/2019	6.3.1.3 ITB: 03/2019			
6.3.3	Active participation and support in the digital and offline campaigns, organizing the visits of specialized journalists to participate at common promotional presentations (eg. at ITB March 2019)	6.3.1.4 Final events on EGN Week 6.3.1.5 Results of monitoring and evaluation of promotional campaign	Balaton Geopark BBTDM + partners	6.3.1.4 1/01/2019	6.3.1.4 May/June 2019			
6.3.4.	Providing channels for internalization of the Danube		Balaton Geopark BBTDM	1/01/2019	30/06/2019	6	MEDIUM RISK: national tourism boards and EGN willing to participate and	



No	Activity / sub- task	Deliverable	Responsible	Starting date	End date	Months	RISK ASSESSMENT	PROPOSED MITIGATION MEASURES
	GeoTour product, presenting Danube GeoTour at the GGN/EGN stand at ITB in Berlin						share space	ready; announce as a top new product for the region
6.3.5.	Observing, advising and providing opinions in evaluation of results		Balaton Geopark BBTDM	1/01/2019	30/06/2019	6	LOW RISK: low feedback from the target groups	Professionals engaged, on-going activity; success indicator defined in marketing plan

