

Monitoring and Evaluation Manual and Tools

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0.1 ▾	6 set 2022	PPC_C00 ▾	First draft of the document
0.2 ▾	7 set 2022	PPC_C00 ▾	Indicators, Means of Verification and Impact Evaluation
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REBOOT MED in a nutshell

REBOOT MED - Recovering, Experiencing and Boosting eco-tourism in the WestMed area - is a 24-months flagship project aiming to encourage public-private partnership co-defining Blue Economy Action Plans for the Recovery of the tourism sector, and to incubate, accelerate and test new eco/blue economy tourism packages in 10 pilot areas in 6 WestMed countries: Mauritania, Tunisia, Morocco, Spain, Italy and France.

REBOOT MED is implemented through 3 result-oriented pillars:

- 1) capacity building and awareness raising on the competitiveness and sustainability of the coastal and maritime tourism ecosystem are implemented through local clusters and a series of exchanges organised in collaboration with the WestMed Initiative;
- 2) promoting asset-based development approach and leveraging on local assets to create sustainable growth and a healthier environment are implemented to support and stimulate tourism SMEs, coastal communities and potential pioneers (women, NEETs, startappers) to play as actors of change in re-imagining and re-building coastal and maritime tourism. Their disruptive role will be supported by REBOOT MED through targeted go-to-market services and testing activities;
- 3) to close the loop, lessons learnt will be shared and capitalised at local and WestMed level.

The cross-cutting objective of REBOOT MED is to support the implementation of the WestMed common roadmap for the development of a sustainable blue economy in the sub-basin to generate growth, create jobs and provide a better living environment for Med populations and tourism ecosystems.

REBOOT MED will start on September, 1st 2022 and will terminate on August, 31st 2024.

Objectives

REBOOT MED aims to:

- A. involve stakeholders at local and WestMed level ensuring their full engagement in a durable partnership/network focusing on eco-tourism. This will be done through the creation of one stakeholders engagement plan which will serve as guidelines for the creation of 10 Local Multi-Stakeholders Clusters and 10 co-creation lab sessions.
- B. actively promote new and durable public/private partnership co-creating Blue Economy Action Plans in the WestMed. Indeed 10 Blue Economy Action Plans for the Recovery of the tourism sector are expected to be defined within the local cluster.
- C. increase awareness and knowledge of public and private stakeholders, citizens, coastal communities and SMEs on the importance of strengthening the competitiveness and sustainability of the coastal and maritime tourism ecosystem in the Western Mediterranean. This will be made possible through the organisation of 10 co-design labs at local level.
- D. concretely support starting up and go-to-market of new ideas/projects in 10 pilot areas in 6 WestMed countries as well as jobs creation in the eco-tourism niche tourism market. A specific call for ecotourism packages ideas/projects/proposals will be promoted and launched.
- E. co-design and test new eco/blue economy tourism packages as well as common environmental assessing and measure tools at WestMed level. 10 eco/blue economy tourism packages will be created and tested. One Ecological baselines for sustainable tourism at WestMed level will be created .
- F. provide highly reusable recommendations to support WestMed public authorities in diversifying maritime and coastal tourism products with a green, digital and circular economy approach. To that end, 8 local lessons learnt meetings will be organised in 6 WestMed countries, 1 WestMed lessons learnt meeting will be organised in Tunisia and 6 policy recommendation documents will be developed in the 6 WestMed countries covered by the project. 1 policy recommendation document will be developed and disseminated at WestMed level.

Expected impact

REBOOT MED intends to contribute to the following expected impacts:

- A. Durable partnerships/networks focusing on sustainable tourism involving EU and non-EU Western Mediterranean countries, and potentially including other EU Mediterranean Member States: By involving 14 beneficiaries and associated partners from 4 EU and 3 non-EU countries, REBOOT MED intends to contribute to the implementation of a sustainable partnership between these different partners within the project but also with the associates and partners of the projects and initiatives that will be capitalised throughout the project. Moreover, public and private networks such as CPMR and ASCAME will allow the project to extend its scope to other actors from the North and South of the Mediterranean.
- B. New and applicable policy pathways and recommendations or action plans to support public authorities (national and regional) and services: In the framework of REBOOT MED, 10 Blue Economy Action Plans for the Recovery of the tourism sector will be created as well as 6 policy recommendation documents developed in 6 WestMed countries (1 per Country) and 1 policy recommendation document developed at WestMed level.
- C. Resumption of tourism services in coastal and insular territories incorporating new, innovative services for the whole value chain and for destinations: This will take place thanks to an internal call for ideas which will allow the most motivated to be supported in the creation of a new ecotourism product involving different sectors (e.g. fishing, catering, hotels, transport etc.).
- D. Reshaped and strengthened management practises, in line with EU policy priorities including a green, digital and circular economy approach: The Blue Economy Action Plans for the Recovery for recovery will take into account both territorial and European priorities. To do so, trainings will take place and public-private clusters will allow to define realistic and applicable action plans on the short-medium term to activate the revival of the sector in the territories in an intelligent, green and innovative way
- E. New public/private partnerships, start-ups, investments and job creation: The creation of multi-level clusters of actors will allow, among other things, to exchange and invest intelligently in ideas that are ready to be developed and supported by the project. An investment will be made in the creation of packages that should be marketable at the end of the project. Through the creation of new ecotourism packages, especially for the low season, the project will aim to create new jobs or improve the sustainability of existing ones.
- F. New eco-tourism packages promoting cross border and interregional cooperation, with replication potential across the Mediterranean: Ecotourism packages will be created in cooperation between the territories concerned. The territories will be strongly

encouraged to promote their territory through various and varied offers in order to propose complementary packages that will benefit each destination.

- G. Increased tourist activities that involve local enterprises and coastal communities: The ecotourism packages to be created will involve local and coastal enterprises and suppliers.
- H. Increased digitalisation of the maritime and coastal tourism sector in the Western Mediterranean: the digitalisation of the maritime and coastal tourism sector in the Western Mediterranean will be accelerated, in particular through the organisation of living labs allowing the sharing of good practises at local, national and WestMED level.
- I. Increased awareness of the Western Mediterranean as a sustainable, high quality and safe destination: will be accelerated, in particular through the organisation of living labs allowing the sharing of good practises at local, national and WestMED level but also and mainly through the marketing of new smart ecotourism packages.
- J. Diversification of, and less seasonally dependent, maritime and coastal tourism products offered in the Western Mediterranean with a green, digital and circular economy approach: The creation of the smart ecotourism packages that will be developed within the project will be based on past tools/methodologies taking into consideration green, digital and circular economy approaches. These and the Blue Economy Action Plans for the Recovery of the tourism sector will take into account the transnational integrated strategy of the WINTER MED project for year-round sustainable tourism, offering solutions to fight the seasonality of the sector. Finally, the packages, which are essentially respectful of the environment, the population and in favour of the conservation of the territories, will be thought out as a priority for off-season tourism.

Working Packages and activities

REBOOT MED is structured in 5 WPs and 19 activities as the following:

WP1	Project management and coordination
	T1.1: Daily Management, Project Management Board (PMB) and Strategic Steering Board (SSB) meetings
	T1.2: Administrative, financial and technical management and reporting
	T1.3: Monitoring and Evaluation
WP2	Stakeholders engagement and capacity building
	T2.1: Stakeholders engagement planning
	T2.2: Local Multi-stakeholders Clusters and co-creation lab sessions at local level
	T2.3: Living labs and exchanges at National level
	T2.4: Living labs and exchanges at WestMed level
T2.5: Definition of Blue Economy Action Plans for the Recovery of the tourism sector at local level	
WP3	Starting-up, go-to-market services and testing of eco/blue economy tourism packages
	T3.1: Selection, starting-up and go-to-market services
	T3.2: Co-design of eco/blue economy tourism packages
	T3.3: Testing of eco/blue economy tourism packages
WP4	Lesson learnt and policy recommendation at local and WestMed level
	T4.1: Organisation of local and WestMed lessons learnt meetings
	T4.2: Development of policy recommendation at local and WestMed level
WP5	Dissemination and communication
	T5.1: Development of the Communication and Dissemination Plan
	T5.2: Implementation of the Communication and Dissemination Plan
	T5.3: Regional exchanges and networking activities
	T5.4: Organisation of 1 WestMed Final Conference

Milestones

REBOOT MED will produce 7 milestones as the following:

Milestone	Due Month	Due Date
MS1_Grant Agreement	M1	30 set 2022
MS2_Final Technical and Financial Report	M24	31 ago 2024
MS3_Report of the Living labs and exchanges organised at National/local and WestMed	M11	31 lug 2023
MS4_Report on starting-up and go-to-market services provided	M13	30 set 2023
MS5_Policy recommendation documents approved at the local and WestMed Level	M24	31 ago 2024
MS6.1_Regional Workshop n. 1	M2	31 ott 2022
MS6.2_Regional Workshop n. 2	M11	31 lug 2023
MS6.3_Regional Workshop n. 3	M18	29 feb 2024
MS7_1 Report of the WestMed Final Conference	M24	31 ago 2024

Deliverables

REBOOT MED will produce 10 deliverables as the following:

WP	Deliverable ID	Deliverable Number	Deliverable Name	Description	Lead Beneficiary	Due Date
WP1	D1.1	D1	Monitoring and Evaluation Manual and Tools	Monitoring and Evaluation Manual and Tools	PPC_C00 ▾	31 ott 2022
WP2	D2.1	D2	Blue Economy Action Plans for the Recovery of the tourism sector	8 Blue Economy Action Plans for the Recovery of the tourism sector at the local level will be developed in ENG and local languages and used as a framework for the next steps of the project	FAR_BEN4 ▾	31 ago 2023
WP3	D3.1	D3	Ecological baselines for sustainable tourism at WestMed level	To assess the ecological footprint of the eco/blue economy tourism packages created and to be tested by the project, one ecological baseline will be created (based on that created by the DestiMED project)	PRISM_BEN1 ▾	30 nov 2023
WP3	D3.2	D4	Final evaluation report of the testing phase/simulation (included the ecological footprint)	The testing phase/simulation of the 10 eco/blue economy tourism packages is reported	PRISM_BEN1 ▾	30 giu 2024
WP4	D4.1	D5	Policy recommendations at local level	1 policy recommendation per country will be developed in EN and local language	CPMR_BEN2 ▾	31 lug 2024

WP4	D4.2	D6	Policy recommendation at WestMed level	1 policy recommendation at the WestMed level will be developed in EN and translated into local languages	CPMR_BEN2 ▾	31 ago 2024
WP5	D5.1	D7	Communication and Dissemination Plan	1 Communication and Dissemination Plan will be developed in EN	PPC_C00 ▾	31 ott 2022
WP5	D5.2	D8	Project factsheet	1 project factsheet will be developed in EN and local languages	PPC_C00 ▾	30 nov 2022
WP5	D5.3	D9	Project website	1 Project website will be developed and maintained in EN and local languages	PPC_C00 ▾	31 dic 2022
WP5	D5.4	D10	Policy brief	1 Policy brief will be developed in EN and updated by the end of the project	PPC_C00 ▾	28 feb 2023

Partnership

The REBOOT MED project is based on a strategic, pertinent and experienced partnership mobilising 9 Beneficiaries and 5 Associated Partners from 7 WestMed countries with proven knowledge of and experience to deal with the attractiveness, competitiveness and sustainability of the coastal and maritime tourism ecosystem in the Western Mediterranean:

Petra Patrimonia Corsica ([PPC_C00](#)), Corse, France) is a cooperative specialised in sustainable tourism, blue economy, sustainable development and social innovation. PPC has important experience in EU-funded projects (both as coordinator and partner). PPC will play the role of project coordinator and will be responsible for the WP1 “Management and coordination” and WP5 “Dissemination and communication”.

PRISM ([PRISM_BEN1](#)), Sicily, Italy) is a social enterprise that has a wealth of experience in the implementation of EU-funded projects with high social and economic impact as well as delivering innovative tools and methodologies related to entrepreneurship, community development, the empowerment of vulnerable groups as well as non-formal education. PRISM will be responsible for the WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism packages”.

The Conference of Peripheral Maritime Regions of Europe - CPMR ([CPMR_BEN2](#)), France) is a non-profit organisation that brings together more than 150 maritime Regions from 24 EU Member States and beyond. The CPMR and its Intermediterranean Commission plays a strategic institutional role in the field of maritime and cohesion policy, as well as with issues linked with Global Agendas and the recovery from the pandemic situation. CPMR will be responsible for the WP4 “Lesson learnt and policy recommendation at local and WestMed level”. The CPMR has been chosen as partner and coordinator of this activity because of its experience in communicating and capitalising on the results of EU territorial cooperation projects on sustainable tourism (particularly important experience on Interreg MED (Capitalisation coordinator of DestiMED PLUS), ENI CBC MEC etc) but also because of its relation besides its own network with other key EU and MED organisations working on the subject (e.g. EU institutions, WestMED, UfM, MED COOP Alliance etc) and therefore its capacity to write policy recommendations in relation to the current context and initiatives, thus increasing the chances of the latter having a macro impact.

The Association of the Mediterranean Chambers of Commerce and Industry - ASCAME ([ASCAME_BEN3](#)), Spain) is a non-profit international organisation that regroups more than 300 Chambers of Commerce and Industry and other private entities from 23 countries of both shores of the Mediterranean. It plays an important role in the consolidation of a Mediterranean society based on equal opportunities and the participation of women, young and minorities in the economic development of the region as well as the creation of sustainable wealth and jobs in the tourism sector.

FAR Maremma ([FAR_BEN4](#)), Tuscany, Italy) is a highly experienced non-profit making organisation playing as Local Action Group (LAG) and Fisheries Local Action Group (FLAG) and being responsible for the elaboration of the CLLD strategies in the southern coastal area of the

Tuscany Region. Among their 66 associates, 26 are public bodies and 40 private and no-profit bodies (Associations of entrepreneurs, private firms, banks, etc). FAR Maremma will be responsible for the WP2 “Stakeholders engagement and capacity building”.

Fondazione WWF Mediterranean ([WWF_BEN5](#) , Italy) is the Med-umbrella organisation of the WWF. The whole activities to be developed within REBOOT MED will be carried out by their branch office WWF Mediterranean North Africa based in Tunisia. WWF Mediterranean North Africa is a non-profit organisation that coordinates the activities of WWF Mediterranean in the North African region supporting responsible and ecotourism activities, green and blue sustainable initiatives as well as promoting environmental education and awareness-raising. WWF is currently working within the MEDUSA project (co-funded by the ENI CBC MED programme) to develop and promote Mediterranean Sustainable Adventure Tourism.

The Agency for Tourism of the Balearic Islands - AETIB ([AETIB_BEN6](#) , Balears, Spain) is a public company that belongs to the Regional Ministry of Tourism and Sports of the Government of the Balearic Islands. Its mission is to research, analyse, organise and promote as sustainable destinations the brands of Mallorca, Menorca, Ibiza, Formentera and Palma de Mallorca.

The Chamber of Commerce, Industry and Services of Tangiers-Tétouan-Al Hoceima ([CCISTTA_BEN7](#) , Morocco) is one of the 12 Moroccan Chamber of Commerce and it is located in the leading expert and highly tourism potential region of Tangiers-Tétouan-Al Hoceima.

The Diawling National Park ([DNP_BEN8](#) , Mauritania) is a little-known park located in the very south west Mauritania, around the Senegal River delta, a sister to the adjacent and well-known Djoudj National Bird Sanctuary in Senegal.

Sicilian Region - Department of Extra-Regional Affairs (AP1, Italy) is the regional public authority of the first largest island in the Mediterranean, representing about 5 million citizens and 391 municipalities.

The International Union for Conservation of Nature - IUCN (AP2, Belgium) is a membership Union composed of more than 1400 member organisations (both government and CSOs) active in more than 160 countries. In the Mediterranean region, IUCN works to develop innovative ecosystem approaches and solutions in the blue economy and marine biodiversity sectors, also enhancing socio-ecological resilience in the coastal, maritime and fisheries' communities.

The Provincial Tourism Council of Tetouan (AP3, Morocco) is an association representing 150+ tourist operators working in the department of Tetouan (travel agencies, tourist guides, hotels, restaurants, tourist transport companies, etc) as well as public authorities with competence relating to coastal and maritime tourism sector activities. The Provincial Tourism Council of Tetouan plays as one of the main strategic partners to design and implement sustainable tourism strategies at departmental level.

The Corsican Tourism Agency - ATC (AP4, Corse, France) is a public organisation that works to promote and develop the attractiveness, competitiveness and sustainability of the coastal and maritime tourism ecosystem in Corsica. ATC is currently involved in several EU-funded projects, such as WINTER MED and TOURISMED PLUS.



The Malta Tourism Authority - MTA (AP5, Malta) is a public organisation working to achieve a healthy, sustainable and equitable tourism sector for the Maltese Islands. MTA is currently involved in the SMARTMED strategic project (Interreg MED).

The monitoring and evaluation manual and tools

Monitoring and evaluation is an important part of the REBOOT MED project because it is useful to determine how successful the project was.

This manual and its tools aims to monitor and evaluate the impacts of the project, from the direct outputs within the involved countries and regions, through the wider reach of the project to networks all around the WestMed area, to the most overarching implications of policy on the development and recovery of the blue economy and the eco-tourism sector.

The aim of the monitoring and evaluation manual is to ensure that all partners understand the data and information that are required and to ensure that once collected they offer an insight as useful as possible into the results of the REBOOT MED work.

Once approved by the partnership, this Monitoring and Evaluation Manual and its Tools will be used in daily and overall project management control by all project partners as well as by WP coordinators responsible for preparing and producing deliverables.

Procedures description

Two types of procedures are foreseen to be implemented within the REBOOT MED project, namely 1) Monitoring of project activities and process evaluation and 2) Impact Evaluation.

In the following sections, the whole procedure is fully analysed.

Monitoring of project implementation

Within REBOOT MED, all the activities, deliverables and milestones will be monitored and the rationale behind the achievement of the project results will be deepened in order to help current stakeholders and future parties interested in similar areas to REBOOT MED understanding what sort of methods are likely to achieve the best results for a given action.

Monitoring and evaluation the “processes” provides an understanding of how and why project results have (or not) been attained and address project activities (namely who, what, when, and how many of project activities).

To set up a good indicator system at project level, the indicators should be SMART, which means:

- a) Specific: is it clear what exactly will be measured, in what geographical area measurements will be made, what units will be used etc.?
- b) Measurable: will the project be able to collect accurate information to measure progress towards the targets set? The information required for measurements should be quite easy to collect. It is important to be aware that different regions and Countries collect data in different ways, thus all partners should be able to monitor and report on the indicators selected

- c) Achievable: closely linked to identifying what changes are anticipated as a result of the project work and whether the results planned are realistic
- d) Relevant: will the indicators measure all of the project's key activities?
- e) Time-framed: stating when something should happen

Indicators

The indicator targets set by REBOOT MED in the Application Form define its level of ambition, help to monitor progress throughout implementation and allow saying at the end of the project whether the objectives have been achieved.

The definition of the REBOOT MED project indicator system is very important to highlight what exactly needs to be achieved by the project since the beginning. As well as everything else in the Application Form, all project partners, under the coordination of the Coordinator, have identified a narrow and tightly-defined set of indicators, as summarized in the following table.

ID Indicator	WP	Description	Target	Means of Verification
Indicator 1 ▾	WP1: Project man... ▾	Percentage of deliverables delivered on time or not later than 3 months after the due date	95%	MoV_1 ▾
Indicator 2.1 ▾	WP5: Disseminati... ▾	Number of people reached in the WestMed countries through online communication and dissemination activities	100.000 online	MoV_2.1 ▾
Indicator 2.2 ▾	WP5: Disseminati... ▾	Number of people reached in the WestMed countries through offline communication and dissemination activities	10.000 offline	MoV_2.2 ▾
Indicator 3 ▾	WP2: Stakeholde... ▾	Number of Local Multi-stakeholders Clusters set up	10	MoV_3 ▾
Indicator 4 ▾	WP2: Stakeholde... ▾	Number of stakeholders participating in the living labs and exchanges at national and WestMed level	140	MoV_4 ▾
Indicator 5 ▾	WP2: Stakeholde... ▾	Number of WestMed countries where a Blue Economy Action Plans for the Recovery of the tourism sector is defined through the project	6	MoV_5 ▾
Indicator 6 ▾	WP3: Starting-up... ▾	Number of WestMed countries covered by starting-up and go-to-market services provided by the project	6	MoV_6 ▾
Indicator 7 ▾	WP3: Starting-up... ▾	Number of eco/blue economy tourism packages created and tested at WestMed level	10	MoV_7 ▾
Indicator 8 ▾	WP4: Lesson lear... ▾	Number of instruments available to enhance the recovery of coastal and maritime tourism in the Western Mediterranean	7	MoV_8 ▾



Consortium management and decision-making procedures

Consortium management and decision-making procedures were planned during the project preparation.

The project's decision-making process of REBOOT MED is assured through a Project Management Board (PMB) and a Strategic Steering Board (SSB). Decisions are taken by consensus.

The PMB is in charge of the general project coordination and it is composed of people identified by each partner, such as a) Project Managers (PM); b) Project Financial Managers (FM) and c) Communication Managers (COM). Associated partners are invited as listeners.

The composition of the Project Management Board is the following:

Institution	Project Manager (PM)	Financial Manager (FM)	Communication Manager (CM)
PPC_C00	Mr Tommaso SCAVONE	Mr Fabien SCANAVINO	Mrs Mathilde MURATI
PRISM_BEN1	Mr Alessandro MELILLO	Ms Anita GALASSO	
CPMR_BEN2	Ms Flora LEROY	Ms Sylvia LANGLAIS	Ms Maria TERSMETTE
ASCAME_BEN3	Ms Diana TRUYOL	Ms Estela DELGADO	
FAR_BEN4	Mr Andrea BROGIONI		Ms Romina BICOCCHI
WWF_BEN5	Ms Mouna ABAAB		
AETIB_BEN6	Ms Marga PICORNELL		
CCISTTA_BEN7	Mr Said CHAFIK	Mariam AL FASSI	Nassar FAKIH LANJRI
DNP_BEN8	Mr Daf Ould Sehla Ould DAF		

During the whole project lifespan, the Project Management Board will meet both in presence and online. In presence 5 meetings are foreseen, namely 1) Corsica (October 2022); 2) Mauritania (April 2023); 3) Morocco (July 2023); 4) The Balearic Islands (March 2024); 5) Tunisia (August 2024). Online meetings will be organised on a quarterly basis.

The Strategic Steering Board is in charge of providing validation at the strategic level of the project results.

The composition of the Strategic Steering Board is the following:

Institution	Name and Surname
	Mr Matteo BOCCI (Coordinator of the Strategic Steering Board)
CNR-INM	Mr Massimo CACCIA

Alghero Foundation	Mr Andrea Federico DELOGU
The International Committee for the Development of Peoples (CISP)	Mr Gianluca FALCITELLI
The International Committee for the Development of Peoples (CISP)	Deborah REZZOAGLI
Association Méditerranéenne de Pescatourisme	Mr Antoine DUVAL
Costa Nostrum	Mr Vassilis ZISSIMOPOULOS
Agence du Tourisme de Corse	Mr Jean-Louis MORETTI
Conseil Provincial du Tourisme de Tetouan	Mr Monsef TOUB
The International Union for Conservation of Nature (IUCN)	Mr Arnau TEIXIDOR
The International Union for Conservation of Nature (IUCN)	Mrs Carla DANELUTTI
Malta Tourism Agency	Mrs Daniela AZZOPARDI
Malta Tourism Agency	Mrs Mariah LOMAX
Sicily Region	Mr Maurizio CIMINO
Sicily Region	Mrs Loredana GUARINO
Sicily Region	Mr Salvatore MURATORE
Sicily Region	Mr Vito MODICA
Sicily Region	Mr Massimo FONTANA
Sicily Region	Mr Salvatore COMITO
Sicily Region	Mr Giuseppe SPITALERI
National Research Council of Italy (CNR)	Mr Massimo CACCIA
Cooperativa Itinera	Mrs Laura GIULIANO
Cooperativa Itinera	Mrs Silvia POPONCINI
Cooperativa Dafne	Mrs Veronica LITTARDI
Italian Chamber of Commerce for France in Marseille	Mr Roberto COMMITTERI
ANCI Toscana	Mrs Sonia PALLAI
Adriatic Ionian Euroregion	Mr Andrea DI GIROLAMO
Cooperativa Culture	Mrs Paola AUTORE
Cooperativa Culture	Mrs Giovanna BARNI
Associazione Italiana Turismo Responsabile	Mr Maurizio DAVOLIO
International Centre for Black Sea Studies (ICBSS)	Mrs Chantzi GEORGIA

During the whole project lifespan, the Strategic Steering Board will meet 3 times: 1) Corsica (October 2022); 2) Morocco (July 2023); 3) Tunisia (August 2024).



The complexity of the REBOOT MED project both in terms of partnership (9 Beneficiaries and 5 Associated Partners from 4 EU and 3 non-EU countries), duration (24 months) than of ambitious results and impacts to be produced in 6 WestMed countries will be overcome through a solid project management approach, resources and tools already used in other EU-funded projects and based on OpenPM2, the project management methodology designed by the European Commission.

By others, an intensive use of ICT tools will facilitate a sound management of the project, also if the sanitary pandemic will limit physical meetings and joint working opportunities (e.g.: Drive for sharing docs; Google Meet/Skype/Zoom for daily updating between partners; etc).

Monitoring of the project deliverables

The complexity of challenges and goals set by REBOOT MED leads to a limited set of project deliverables (10 in total), as summarized in the following table:

WP	Deliverable ID	Deliverable Number	Deliverable Name	Lead Beneficiary	Due Date
WP1	D1.1	D1	Monitoring and Evaluation Manual and Tools	PPC_C00 ▾	31 ott 2022
WP2	D2.1	D2	Blue Economy Action Plans for the Recovery of the tourism sector	FAR_BEN4 ▾	31 ago 2023
WP3	D3.1	D3	Ecological baselines for sustainable tourism at WestMed level	PRISM_BEN1 ▾	30 nov 2023
WP3	D3.2	D4	Final evaluation report of the testing phase/simulation (included the ecological footprint)	PRISM_BEN1 ▾	30 giu 2024
WP4	D4.1	D5	Policy recommendations at local level	CPMR_BEN2 ▾	31 lug 2024
WP4	D4.2	D6	Policy recommendation at WestMed level	CPMR_BEN2 ▾	31 ago 2024
WP5	D5.1	D7	Communication and Dissemination Plan	PPC_C00 ▾	31 ott 2022
WP5	D5.2	D8	Project factsheet	PPC_C00 ▾	30 nov 2022
WP5	D5.3	D9	Project website	PPC_C00 ▾	31 dic 2022
WP5	D5.4	D10	Policy brief	PPC_C00 ▾	28 feb 2023

All deliverables produced within the REBOOT MED project are expected to satisfy the following quality criteria:

- a. to respond qualitatively to objectives set in the Application Form;
- b. to be delivered within the time frame set in the Work Packages description;

- c. to be approved by the relevant management structure as defined in this Monitoring and Evaluation Manual and Tools
- d. to satisfy the communication and dissemination requirements of the programme

Means of Verification n. 1 (MoV_1)

In order to monitor the **Indicator 1**, namely the “percentage of deliverables delivered on time or not later than 3 months after the due date”, a specific and easy-to-use excel-based tool has been developed. It is available [here](#).

PPC_C00 is responsible for updating the tool.

The target to be achieved is at least 95% of deliverables delivered on time or not later than 3 months after the due date.

REBOOT MED												
Deliverables												
Work Package No	Deliverable Related No	Deliverable No	Deliverable Name	Description	Lead Beneficiary	Type	Dissemination Level	Due Date	New Due Date (if delay)	Delivery Date	Advancement %	Status
WP1	D1.1	D1	Monitoring and Evaluation Manual and Tools	Monitoring and Evaluation Manual and Tools	PPC	R	PU	31/10/2022			100	Pending
WP2	D2.1	D2	Blue Economy Action Plans for the Recovery of the tourism sector	8 Blue Economy Action Plans for the Recovery of the tourism sector at the local level will be developed in ENG and local languages and used as a framework for the next steps of the project	FAR	R	PU	31/08/2023			0	Pending
WP3	D3.1	D3	Ecological baselines for sustainable tourism at WestMed level	To assess the ecological footprint of the eco/blue economy tourism packages created and to be tested by the project, one ecological baseline will be created (based on that created by the DestIMED project)	PRISM	R	PU	30/11/2023			0	Pending
WP3	D3.2	D4	Final evaluation report of the testing phase/simulation (included the ecological footprint)	The testing phase/simulation of the 10 eco/blue economy tourism packages is reported	PRISM	R	PU	30/06/2024			0	Pending
WP4	D4.1	D5	Policy recommendations at local level	1 policy recommendation per country will be developed in EN and local language	CRPM	R	PU	31/07/2024			0	Pending
WP4	D4.2	D6	Policy recommendation at WestMed level	1 policy recommendation at the WestMed level will be developed in EN and translated into local languages	CRPM	R	PU	31/08/2024			0	Pending
WP5	D5.1	D7	Communication and Dissemination Plan	1 Communication and Dissemination Plan will be developed in EN	PPC	R	PU	31/10/2022			0	Pending
WP5	D5.2	D8	Project factsheet	1 project factsheet will be developed in EN and local languages	PPC	R	PU	30/11/2022			0	Pending
WP5	D5.3	D9	Project website	1 Project website will be developed and maintained in EN and local languages	PPC	DEC	PU	31/12/2022			0	Pending
WP5	D5.4	D10	Policy brief	1 Policy brief will be developed in EN and updated by the end of the project	PPC	R	PU	28/2/2023			0	Pending



Excel-based tool to monitor the **Indicator 1** of the REBOOT MED project

Means of Verification n. 2.1 (MoV_2.1) , Means of Verification n. 2.2 (MoV_2.2) and Means of Verification n. 4 (MoV_4)


In order to monitor the **Indicator 2.1** , namely the “number of people reached in the WestMed countries through online communication activities”, the **Indicator 2.2** and the **Indicator 4** , namely the “number of stakeholders participating in the living labs and exchanges at national and WestMed level” a specific and easy-to-use excel-based tool has been developed. It is available [here](#).

Under the coordination of **PPC_C00** partners are required to fill in the table with dates and info.

It has been developed starting from the data and information required by the Continuous Reporting Process of the EMFAF Programme.

Targets to be achieved are 100.000 people reached online, 10.000 reached offline and 140 stakeholders participating in the living labs and exchanges at national and WestMed level.

REBOOT MED							
Dissemination Activities							
Dissemination activity ID	Dissemination activity name	Country	What? Description	Type of dissemination activity	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Number of people reached	Status of the dissemination activity
DA_1							
DA_2							
DA_3							
DA_4							
DA_5							
DA_6							
DA_7							
DA_8							
DA_9							
DA_10							
DA_11							
DA_12							
DA_13							
DA_14							
DA_15							



Excel-based tool to monitor the **Indicator 2.1** , the **Indicator 2.2** and the **Indicator 4** of the REBOOT MED project


Means of Verification n. 3 (MoV_3)

In order to monitor the **Indicator 3**, namely the “number of Local Multi-stakeholders Clusters set up”, a specific and easy-to-use excel-based tool has been developed.

Under the coordination of **FAR_BEN4**, partners are required to fill in a dedicated list of stakeholders involved in their Local Multi-stakeholders Cluster. The tool is available [here](#).


The target to be achieved is 10.

REBOOT MED				
Partner	Country	Pilot Area	Date of setting up of the Local Multi-stakeholders Clusters	Number of stakeholders involved
PPC_COO	Corsica, France	Coastal area of Bonifacio		0
PPC_COO	Corsica, France	Valinco Valley		0
PRISM_BEN1	Sicily, Italy	Coastal area of Palermo		0
FAR_BEN4	Tuscany, Italy	Coastal area of Grosseto		0
WWF_BEN5	Tunisia	Coastal area of Tabarka		0
WWF_BEN5	Tunisia	Coastal area of El Haouaria		0
AETIB_BEN6	Balearic Islands, Spain	S'Albufera Natural Park		0
CCISTTA_BEN7	Morocco	Coastal area of Tétouan-Oued Laou		0
CCISTTA_BEN7	Morocco	National Park of Al Hoceima		0
DNP_BEN8	Mauritania	Diawling National Park		0


Co-funded by the European Union

Excel-based tool to monitor the **Indicator 3** of the REBOOT MED project

REBOOT MED						
Local Multi-stakeholders Cluster			Corsica, France			
Partner		PPC_COO				
Pilot Area	Name	Surname	Institution	Legal Entity	Email	Phone number


Co-funded by the European Union

Excel-based tool to monitor the **Indicator 3** of the REBOOT MED project

Means of Verification n. 5 (MoV_5)

In order to monitor the **Indicator 5**, namely the “number of WestMed countries where a Blue Economy Action Plans for the Recovery of the tourism sector is defined through the project” a specific and easy-to-use excel-based tool has been developed. It is available [here](#)

FAR_BEN4 is responsible for updating the tool.

The target to be achieved is 6 countries, namely Mauritania, Morocco, Tunisia, France, Italy, Spain.

REBOOT MED				
Partner	Country	Pilot areas	Date of finalisation of the Blue Economy Action Plans for the Recovery of the tourism sector	Where to find the Blue Economy Action Plans for the Recovery of the tourism sector
PPC_C00	Corsica, France	Valinco Valley		[1]
PPC_C00	Corsica, France	Coastal area of Bonifacio		[2]
PRISM_BEN1	Sicily, Italy	Coastal area of Palermo		[3]
FAR_BEN4	Tuscany, Italy	Coastal area of Grosseto		[4]
WWF_BEN5	Tunisia	Coastal area of El Haouaria		[5]
WWF_BEN5	Tunisia	Coastal area of Tabarka		[6]
AETIB_BEN6	Balearic Islands, Spain	S'Albufera Natural Park		[7]
CCISTIA_BEN7	Morocco	Coastal area of Tétouan-Oued Laou		[8]
CCISTIA_BEN7	Morocco	National Park of Al Hoceima		[9]
DNP_BEN8	Mauritania	Dawling National Park		[10]



Excel-based tool to monitor the **Indicator 5** of the REBOOT MED project

Means of Verification n. 6 (MoV_6) and n. 7 (MoV_7)


In order to monitor the **Indicator 6** , namely the “number of WestMed countries covered by starting-up and go-to-market services provided by the project” and the **Indicator 7** , namely the “number of eco/blue economy tourism packages created and tested at WestMed level, a specific and easy-to-use excel-based tool has been developed. It is available [here](#).

PRISM_BEN1 is responsible for updating the tool.

Targets to be achieved are:


- 6 countries, namely Mauritania, Morocco, Tunisia, France, Italy, Spain and
- 10 eco/blue economy tourism packages created and tested

REBOOT MED				
Partner	Country	Pilot areas	Starting date of the starting-up and go-to-market services	End date of the starting-up and go-to-market services
PPC_COO	Corsica, France	Valinco Valley		
PPC_COO	Corsica, France	Coastal area of Bonifacio		
PRISM_BEN1	Sicily, Italy	Coastal area of Palermo		
FAR_BEN4	Tuscany, Italy	Coastal area of Grosseto		
WWF_BEN5	Tunisia	Coastal area of Tabarka		
WWF_BEN5	Tunisia	Coastal area of El Haoouaria		
AETIB_BEN6	Balearic Islands, Spain	S'Albufera Natural Park		
CCISTTA_BEN7	Morocco	Coastal area of Tétouan-Oued Laou		
CCISTTA_BEN7	Morocco	National Park of Al Hocelma		
DNP_BEN8	Mauritania	Diawling National Park		



Excel-based tool to monitor the **Indicator 6** of the REBOOT MED project

REBOOT MED				
Partner	Country	Pilot areas	Number of eco/blue economy tourism packages created and tested	Itinerary of the Eco/blue economy tourism packages created and tested
PPC_COO	Corsica, France	Valinco Valley		
PPC_COO	Corsica, France	Coastal area of Bonifacio		
PRISM_BEN1	Sicily, Italy	Coastal area of Palermo		
FAR_BEN4	Tuscany, Italy	Coastal area of Grosseto		
WWF_BEN5	Tunisia	Coastal area of Tabarka		
WWF_BEN5	Tunisia	Coastal area of El Haoouaria		
AETIB_BEN6	Balearic Islands, Spain	S'Albufera Natural Park		
CCISTTA_BEN7	Morocco	Coastal area of Tétouan-Oued Laou		
CCISTTA_BEN7	Morocco	National Park of Al Hocelma		
DNP_BEN8	Mauritania	Diawling National Park		



Excel-based tool to monitor the **Indicator 7** of the REBOOT MED project

Means of Verification n. 8 (MoV_8)

In order to monitor the **Indicator 8**, namely the “number of instruments available to enhance the recovery of coastal and maritime tourism in the Western Mediterranean” an easy-to-use excel-based tool has been developed. It is available [here](#).

CPMR_BEN2 is responsible for updating the tool.

The target to be achieved is 7, namely: 1 Policy recommendations for Mauritania; 1 Policy recommendations for Morocco; 1 Policy recommendations for Tunisia; 1 Policy recommendations for Corsica, France; 1 Policy recommendations for Tuscany and Sicily, Italy; 1 Policy recommendations for the Balearic Islands, Spain; 1 Policy recommendations at the WestMed level.

REBOOT MED			
Responsible partner	Country	Date of finalisation of the Policy recommendations	Google Drive link of the Policy recommendations
CPMR_BEN2	Corsica, France		
CPMR_BEN2	Sicily and Tuscany, Italy		
CPMR_BEN2	Tunisia		
CPMR_BEN2	Balearic Islands, Spain		
CPMR_BEN2	Morocco		
CPMR_BEN2	Mauritania		
CPMR_BEN2	West Med level		



Excel-based tool to monitor the **Indicator 8** of the REBOOT MED project

Impact Evaluation

Impact evaluation refers to understanding and measuring the work done by REBOOT MED to produce changes at the local, national, European and WestMed level. This evaluation allows the comparison of the REBOOT MED results with the ambition of the project prior to the project start.

The expected impacts are direct and immediate advantages resulting from the REBOOT MED's activities and from the production of the deliverables and milestones.

The Impact evaluation of the REBOOT MED project is based on the six well-known set of evaluation criteria defined by the OECD as follows:

- a) Relevance (= is the project doing the right thing?): The extent to which the objectives of an intervention are consistent with recipients' requirements, country needs, global priorities and partners' policies. Relevance means the extent to which a development intervention was suited to the priorities and policies of the target group, recipient and donor.
- b) Coherence (= how well does the project fit?): it is about the compatibility of the intervention with other interventions in a country, sector or institution.
- c) Effectiveness (= is the project achieving its objectives?): The extent to which the intervention's objectives were achieved, or are expected to be achieved, taking into account their relative importance.
- d) Efficiency (= how well are resources being used?): The extent to which the intervention delivers, or is likely to deliver, results in an economic and timely way.
- e) Impact (= what difference does the project make?): the extent to which the intervention has generated, or is expected to generate, significant positive or negative, intended or primary and secondary long-term effects produced by the intervention, whether directly or indirectly, intended or unintended.
- f) Sustainability (= will the benefits last?): The extent to which the net benefits of the intervention continue or are likely to continue beyond its termination.

REBOOT MED will use a combination of both quantitative and qualitative methods.

The project's expected impacts are measured by target value, which defines the level of achievement to be reached, as summarized in the following table. As means of verification REBOOT MED will use those already used to monitor the project implementation combined with partners observations and interviews.

Expected impact ID and Title	Description from the Application Form	Target value	Means of Verification
<p>Expected Impact 1 ▾</p> <p>Durable partnerships and networks on sustainable tourism</p>	<p>By involving 14 beneficiaries and associated partners from 4 EU and 3 non-EU countries, REBOOT MED intends to contribute to the implementation of a sustainable partnership between these different partners within the project but also with the associates and partners of the projects and initiatives that will be capitalised throughout the project. Moreover, public and private networks such as CPMR and ASCAME will allow the project to extend its scope to other actors from the North and South of the Mediterranean.</p>	<p>24 public and private entities engaged within the project lifespan (14 partners and 10 other entities)</p>	<p>MoV_4 ▾</p> <p>Partners observation ▾</p> <p>Interviews ▾</p>
<p>Expected Impact 2 ▾</p> <p>New and applicable policy pathways and recommendations or action plans to support public authorities (national and regional) and services</p>	<p>In the framework of REBOOT MED, 10 Blue Economy Action Plans for the Recovery of the tourism sector will be created as well as 6 policy recommendation documents developed in 6 WestMed countries (1 per Country) and 1 policy recommendation document developed at WestMed level.</p>	<p>10 Blue Economy Action Plans for the Recovery of the tourism sector and 7 Policy recommendations</p>	<p>MoV_5 ▾</p> <p>Partners observation ▾</p> <p>Interviews ▾</p>
<p>Expected Impact 3 ▾</p> <p>Resumption of tourism services in coastal and insular territories incorporating new, innovative</p>	<p>This will take place thanks to a call for ideas/projects/proposals which will allow the most motivated to be supported in the creation of a new ecotourism product involving different sectors (e.g. fishing, catering, hotels, transport etc.).</p>	<p>10 eligible ideas/projects/proposals selected in 6 WestMed countries</p>	<p>Partners observation ▾</p> <p>Interviews ▾</p>

services for the whole value chain and for destinations			
Expected Impact 4 ▾ Reshaped and strengthened management practises, in line with EU policy priorities including a green, digital and circular economy approach	The Blue Economy Action Plans for the Recovery for recovery will take into account both territorial and European priorities. To do so, trainings will take place and public-private clusters will allow to define realistic and applicable action plans on the short-medium term to activate the revival of the sector in the territories in an intelligent, green and innovative way	140 participants	MoV_4 ▾ Partners observation ▾ Interviews ▾
Expected Impact 5 ▾ New public/private partnerships, start-ups, investments and job creation	The creation of multi-level clusters of actors will allow, among other things, to exchange and invest intelligently in ideas that are ready to be developed and supported by the project. An investment will be made in the creation of packages that should be marketable at the end of the project. Through the creation of new ecotourism packages, especially for the low season, the project will aim to create new jobs or improve the sustainability of existing ones.		MoV_6 ▾ MoV_7 ▾ Partners observation ▾ Interviews ▾
Expected Impact 6 ▾ New eco-tourism packages promoting cross border and interregional cooperation, with replication potential across the Mediterranean	Ecotourism packages will be created in cooperation between the territories concerned. The territories will be strongly encouraged to promote their territory through various and varied offers in order to propose complementary packages that will benefit each destination.		MoV_6 ▾ MoV_7 ▾ Partners observation ▾ Interviews ▾
Expected Impact 7 ▾ 	The ecotourism packages to be created will involve local and coastal enterprises and suppliers.		MoV_7 ▾ Partners observation ▾

<p>Increased tourist activities that involve local enterprises and coastal communities</p>			<p>Interviews ▾</p>
<p>Expected Impact 8 ▾ Increased digitalisation of the maritime and coastal tourism sector in the Western Mediterranean:</p>	<p>The digitalisation of the maritime and coastal tourism sector in the Western Mediterranean will be accelerated, in particular through the organisation of living labs allowing the sharing of good practises at local, national and WestMED level.</p>		<p>MoV_4 ▾ MoV_5 ▾ Partners observation ▾ Interviews ▾</p>
<p>Expected Impact 9 ▾ Increased awareness of the Western Mediterranean as a sustainable, high quality and safe destination</p>	<p>This will be accelerated, in particular through the organisation of living labs allowing the sharing of good practises at local, national and WestMED level but also and mainly through the marketing of new smart ecotourism packages.</p>		<p>MoV_4 ▾ MoV_5 ▾ Partners observation ▾ Interviews ▾</p>
<p>Expected Impact 10 ▾ Diversification of, and less seasonally dependent, maritime and coastal tourism products offered in the Western Mediterranean with a green, digital and circular economy approach</p>	<p>The creation of the smart ecotourism packages that will be developed within the project will be based on past tools/methodologies taking into consideration green, digital and circular economy approaches. These and the Blue Economy Action Plans for the Recovery of the tourism sector will take into account the transnational integrated strategy of the WINTER MED project for year-round sustainable tourism, offering solutions to fight the seasonality of the sector. Finally, the packages, which are essentially respectful of the environment, the population and in favour of the conservation of the territories, will be thought out as a priority for off-season tourism.</p>		<p>MoV_5 ▾ Partners observation ▾ Interviews ▾</p>

Continuous reporting and Periodic reporting

The REBOOT MED project will use a two-pillar reporting methodology to report its advancement to the Managing Authority. Both of them are clearly set up into the Grant Agreement.

The first pillar is set up by Art. 21.1 of the Grant Agreement. Partners are requested to continuously report on the progress of the REBOOT MED project using the Portal Continuous Reporting tool.

PPC_C00 is responsible for continuously report on the progress of the REBOOT MED as well as to submit the project deliverables on the Portal.

FAR_BEN4, PRISM_BEN1 and CPMR_BEN2 as WPs coordinators are responsible for updating the tools, as described in this Monitoring and Evaluation Manual.

ASCAME_BEN3, WWF_BEN5, AETIB_BEN6, CCISTTA_BEN7 and DNP_BEN8 must continuously provide inputs and data to each WP coordinator.

To facilitate this activity, a project GANTT has been developed and it is available [here](#)

The second pillar is set up by Art. 21.2 of the Grant Agreement. Partners are requested to report on the progress of the REBOOT MED two times during the project lifespan:

- Report n. 1 covering the implementation period from 1st of September 2022 to 31st of August 2023
- Report n. 2 covering the implementation period from 1st of September 2023 to 31st of August 2024

PRISM_BEN1, CPMR_BEN2, ASCAME_BEN3, FAR_BEN4, WWF_BEN5, AETIB_BEN6, CCISTTA_BEN7 and DNP_BEN8 are requested to provide inputs, data and documents 30 days after the end of each period, namely:

- for the Report n. 1, an internal deadline is set up for 30th of September 2023
- for the Report n. 2, an internal deadline is set up for 30th of October 2024

PPC_C00 is overall responsible for meeting deadline set up into the Grant Agreement:

- Report n. 1 covering the implementation period from 1st of September 2022 to 31st of August 2023 will be sent to the Managing Authority by 30th of October 2023
- Report n. 2 covering the implementation period from 1st of September 2023 to 31st of August 2024 will be sent to the Managing Authority by 30th of November 2024.