CONCEPT OF THE IMPACT MEASUREMENT SYSTEM

- Tailored to long-distance cycling routes -

Deliverable D.2.3.1

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1. EXECUTIVE SUMMARY

The document outlines the Impact Measurement System (IMS) concept tailored for long-distance cycling routes, specifically within the ICTr-CE project. This system aims to systematically assess, monitor, and mitigate the impacts of cycling tourism, ensuring sustainable development in host destinations.

The IMS framework has been developed through rigorous research and partners' engagement, beginning with a draft research paper (Annex I) in October 2023 and evolving through feedback and refinements up to June 2024. The system is built around stakeholder engagement, impact assessment, visitor management, infrastructure planning, regulatory compliance, monitoring and evaluation, adaptive management, collaboration, and public awareness. These components ensure that environmental, socio-cultural, and economic impacts are addressed comprehensively.

This IMS is based on Act 2.2 of the ICTr-CE project, distinguishing itself by focusing on product-level impacts rather than the traditional destination-level approach. This innovation allows for a more granular analysis and targeted mitigation strategies, which are critical for maintaining high standards in sustainable tourism. The IMS places a strong emphasis on the three core impacts: environmental, social, and economic, ensuring a balanced and holistic approach to sustainability.

Booking centres in pilot areas are tasked with implementing the IMS, focusing on data collection, stakeholder coordination, system maintenance, reporting, continuous improvement, marketing, and compliance. Detailed criteria cover environmental, social, economic, and cultural sustainability aspects. Indicators for guided tours and individual tourists assess booking centre services, travel logistics, accommodation choices, food and beverage sourcing, on-site transportation, activities, and the role of tour operators and guides. The IMS includes a structured scoring approach, with mandatory and voluntary indicators, to evaluate and incentivise high sustainability standards in cycling tourism.

2. INTRODUCTION

The rising popularity of cycling tourism along extensive routes has thrust the potential impact on destinations into the spotlight. Acknowledging the necessity for a proactive and sustainable strategy, the IMS emerges as a pivotal concept. Crafted to systematically assess, monitor, and alleviate the diverse impacts of cycling tourism, the IMS stands as a comprehensive framework. This technical document presents the IMS concept, and its elements, delving into its foundations and crucial components providing indispensable guidance for its implementation into the ICTr-CE project.

Works on the IMS began with the development of a draft research paper in October 2023, which provided an overview of existing IMS systems and laid the groundwork for our approach (Annex I). Building upon this foundation, an introduction paper on the IMS was shared with all partners on November 22, 2023. This paper outlined the fundamental principles of the IMS and current impacts of cycling tourism, initiating valuable feedback from our partners.

By December 14, 2023, a Background Paper on the IMS and the draft IMS Concept were disseminated among partners, marking a significant milestone in this collaborative process.

In early 2024, we distributed a Google Forms survey to partners to gather specific feedback on the IMS draft concept. Despite a modest initial response rate, the insights gathered were invaluable. The survey responses, compiled and shared in February 2024, provided further clarity and direction for refining the IMS.

As our understanding of the IMS evolved, we progressed to outlining Sustainability Criteria and Indicators in April 2024. Discussions during the SCOM meeting in May 2024 allowed us to refine these criteria and indicators further, ensuring they were robust and comprehensive.

By June 2024, a detailed spreadsheet compiling the criteria and indicators was circulated among partners for their feedback. This collaborative effort resulted in a revised version that incorporated input from multiple stakeholders. Minor adjustments were made based on feedback received by the end of June 2024, finalising this revision process.

This report encapsulates the culmination of our efforts, presenting a comprehensive IMS framework that is informed by rigorous research, partners engagement, and iterative refinement, establishing a robust foundation for its implementation within the ICTr-CE project.

3. DEFINITION OF AN IMPACT MEASUREMENT SYSTEM

3.1. Impact Measurement Overview and its Needs

Impact measurement involves evaluating and reporting the effects of an organisation or project on society and the environment. These effects, which can be positive or negative, are assessed in economic, environmental, and social terms to understand outcomes and the extent of impact (Goel & Wert, 2023).

Impact measurement is crucial for advancing sustainable development goals, particularly those outlined in the United Nations' Sustainable Development Goals (SDGs). Organisations align with the 17 SDG categories, setting company-specific objectives. For instance, initiatives under the "climate protection" goal aim at reducing CO_2 emissions and achieving "carbon neutrality" (Goel & Wert, 2023).

3.2. Theory of an Impact Measurement System

An IMS designed for cycling tourism along long-distance routes serves as a comprehensive framework to assess, monitor, and mitigate the diverse impacts of cycling tourism on the environment, local communities, and cultural heritage. The objective is to ensure sustainable growth that benefits both visitors and host destinations.

3.2.1 Components of the IMS:

a) Stakeholder engagement: Identify and engage with key stakeholders such as local communities, government bodies, businesses, cyclists, and environmental organisations. Collaboratively establish goals, expectations, and guidelines for sustainable cycling tourism development.

b) Impact assessment: Conduct a thorough assessment of potential impacts, covering environmental, socio-cultural, and economic aspects. Identify both positive and negative impacts to gauge the overall effect on destination sustainability.

c) Key impact areas:

- Environmental impact: Assess impacts on ecosystems, wildlife, and natural resources. Implement measures like waste management and wildlife protection.

- Socio-cultural impact: Evaluate effects on local communities, cultural heritage, and traditional lifestyles. Develop strategies to respect local cultures and minimise disruptions.

- Economic impact: Analyse the economic implications of cycling tourism, including aspects such as tax revenue, local business growth, and potential challenges like tax leakage and the concentration of business profits. Develop strategies to ensure that the economic benefits are equitably distributed among local communities, supporting sustainable economic development.

d) Visitor management: Implement measures to manage visitor numbers and prevent overcrowding and negative impacts on natural and cultural sites. Promote responsible cycling behaviour and cultural sensitivity among tourists through educational campaigns.

e) Infrastructure and facility planning: Design cycling routes and associated infrastructure with minimal environmental impact. Provide sustainable facilities such as rest areas and waste disposal options.

f) Regulatory framework: Establish and enforce regulations specific to cycling tourism along long-distance routes. Ensure compliance with environmental and cultural protection laws.

g) Monitoring and evaluation: Implement a robust monitoring system to assess ongoing impacts regularly. Utilise stakeholder feedback and data on visitor numbers, environmental indicators, and socio-economic factors for informed decision-making.

h) Adaptive management: Be prepared to adapt the IMS based on evolving needs and circumstances. Foster continuous improvement through stakeholder dialogue and integrating new research findings.

i) Collaboration and partnerships: Foster collaboration among stakeholders including local governments, NGOs, businesses, and cyclists. Encourage partnerships for funding, expertise, and resource sharing.

j) Community benefits: Ensure equitable distribution of benefits among local communities, including economic opportunities and cultural exchange.

k) Public awareness: Conduct public awareness campaigns to educate communities and tourists on sustainable and responsible cycling tourism. Highlight individual roles in minimising environmental impact and preserving local cultures.

l) Biodiversity Conservation: Integrate biodiversity conservation measures into the IMS to protect and enhance natural diversity. Collaborate with conservation organisations to prioritise areas of ecological significance.

This comprehensive IMS framework enables destinations to promote sustainable cycling tourism while safeguarding natural and cultural values along long-distance cycling routes.

4. CONCEPT OF THE IMPACT MEASUREMENT SYSTEM FOR THE ICTr-CE PROJECT

4.1. Responsible Body

For the ICTr-CE project the partners decided that the **booking centres** in the pilot areas should be responsible for the implementation and maintenance of the IMS.

The booking centres will target on first place guided long-distance cycling group tours (later called: **guided tours**), promoted to tour operators. On second place, the booking centres are going to promote self-guided long-distance cycling tours to individual tourists (later called: **self-guided tourist**).

In targeting the entire potential long-distance cycling market, the booking centres play a crucial role in implementing the IMS presented below. This system assesses the economic, social, and environmental impacts of the tours.

The responsibilities of the booking centre may vary from pilot region to pilot region, and could include:

1. Data Collection and Management:

   - Reservation data: Collect detailed data on bookings, including number of participants, demographics, tour dates, and durations;

   - Customer feedback: Gather post-tour feedback through surveys and reviews to assess satisfaction and areas for improvement;

   - Tour performance metrics: Track metrics such as tour completion rates, incidences during tours, and participant engagement levels (e.g., active participation in activities, interaction with guides, and feedback provided).

2. Stakeholder Coordination:

   - Tour guides: Coordinate with guides to collect qualitative data on tour experiences and environmental observations;

   - Local communities: Engage with local businesses and communities to understand the economic impact and gather feedback on tourism activities;

   - Environmental agencies: Collaborate with environmental organisations to monitor the ecological impact of cycling tours.

3. System Implementation and Maintenance:

   - Technology integration: Implement and maintain an impact measurement software system that integrates with booking and feedback platforms;

   - Data security: Ensure the security and privacy of collected data, complying with relevant data protection regulations.

4. Reporting and Analysis:

   - Impact Reports: Generate periodic reports summarising economic, social, and environmental impacts based on collected data;

   - Visitor Impact Reports: Generate a preliminary report for each visitor, providing personalised insights into the expected economic, social, and environmental effects of their planned activities. This report will help visitors understand the potential impacts of their choices before their tour. Following the tour, provide a detailed summary report that reflects their actual impacts based on the feedback and data collected during their stay;

- Trend Analysis: Analyse trends over time to identify patterns and areas for improvement in tour operations and sustainability practices.

5. Continuous Improvement:

- Feedback loops: Use feedback from participants, guides, and local stakeholders to continually refine and improve the tours and measurement system;

- Training and development: Provide training for staff on data collection methods and the importance of impact measurement.

6. Marketing and Communication:

- Transparency: Communicate the impacts of the tours to customers and stakeholders, highlighting positive contributions and steps taken to mitigate negative impacts;

- Promotional materials: Develop marketing materials that emphasise the sustainability and community benefits of the tours.

7. Compliance and Standards:

- Regulatory compliance: Ensure all aspects of the IMS comply with local, national, and international tourism regulations and sustainability standards;

- Certification programs: Participate in certification programs that validate the sustainability and impact measurement efforts of the tours.

By fulfilling these responsibilities, the booking centre ensures that the IMS is effective in evaluating and enhancing the guided long-distance cycling tours' contribution to sustainable tourism.

4.2. Sustainability Criteria for the Impact Measurement System

When assessing the sustainability of long-distance tourism cycling packages, it's essential to consider a comprehensive range of criteria that encompass environmental, social, economic, and cultural aspects. In a later stage of the project these criteria will be communicated to tour operators and customers in combination with the global indicators referred to below. Here's a detailed breakdown:

Environmental Sustainability

- Route selection: Choose cycling routes that minimise environmental impact, such as those avoiding ecologically sensitive areas or promoting conservation efforts.

- Transportation: Evaluate transportation options for participants to and from the starting point of the cycling tour. Opt for low-emission vehicles or promote public transportation whenever possible.

- Accommodation: Select eco-friendly accommodations that prioritise energy efficiency, waste reduction, and water conservation practices. Look for certifications like Ecolabel.

- Waste management: Ensure proper waste management practices throughout the tour, including recycling, composting, and minimising single-use plastics.

- Carbon offsetting: Consider offsetting the carbon footprint of the tour through initiatives like reforestation projects or investing in renewable energy.

Social Sustainability

- Cultural sensitivity: Respect local cultures, traditions, and heritage along the cycling route. Engage with local communities in a respectful and culturally sensitive manner.

- Community engagement: Support local economies by patronising small businesses, staying in locally owned accommodations, and promoting community-based tourism initiatives.

- Fair labour practices: Partner with tour operators and accommodations that uphold fair labour practices and provide equitable wages and working conditions for their employees.

- Inclusivity: Ensure accessibility and inclusivity for all participants, regardless of age, ability, gender, or ethnicity.

- Cultural exchange: Encourage cultural exchange opportunities between participants and local communities, fostering mutual understanding and appreciation.

Economic Sustainability

- Local sourcing: Prioritise local suppliers for food, equipment rentals, and other tour-related services to support the local economy and prevent/minimise profit/tax leakage out from the product region.

- Revenue distribution: Ensure equitable distribution of tour revenues among local stakeholders, including communities, guides, and businesses involved on the tour.

- Tourism planning: Collaborate with local authorities and stakeholders to develop sustainable tourism plans that balance economic benefits with environmental and social considerations.

- Long-term viability: Design cycling packages with a long-term perspective, ensuring that tourism activities contribute to the economic well-being of local communities without compromising their cultural or environmental integrity. This includes efforts to reduce carbon emissions from transportation, which is integral to sustaining the environmental and economic health of the region.

Safety and Quality

- Route safety: Prioritise participant safety by selecting cycling routes with appropriate infrastructure, traffic conditions, and availability of emergency services.

- Guide training: Ensure tour guides are well-trained in first aid, navigation, and local regulations to provide a safe and enjoyable experience for participants.

- Equipment quality: Provide high-quality and well-maintained bicycles and safety equipment to participants, ensuring safety, reliability and comfort throughout the tour.

4.3. Indicators

Following the detailed breakdown of criteria for assessing the sustainability of long-distance tourism cycling packages, the focus now shifts to the indicators pivotal in evaluating the overall impact of these packages. These indicators are organised into clusters, encompassing key aspects such as booking centre services, travel logistics, accommodation choices, dining options, on-site transportation, activities, and the role of tour operators and guides. Each cluster contains specific indicators, offering essential insights into the sustainability performance of cycling tours. Information on the indicators for guided tours (product-level), including sources for obtaining these indicators, is presented in Annex II. Regarding the information on the indicators for self-guided tours, this is provided in Annex III, including sources for obtaining these indicators, and whether it is provided by the booking centre or obtained through client self-reporting.

4.3.1 Guided tours

1 Booking Centre Services

- 1.1 Proof of relevant certification:

  The booking centre holds relevant certifications such as ISO, EMAS, or other internationally recognised standards for quality and environmental management.

- 1.2 Certified by recognised sustainability standards:

  The booking centre and/or tour operator selling the package is certified by recognised standards, that meet high sustainability criteria.

2 Travel to Destination (and return)

- 2.1 Voluntary international carbon offsetting:

  Tour participants purchased international carbon offsetting services to mitigate the carbon footprint of their travel to and from the starting point of the cycling tour. This offsetting will be based on the footprint calculator selected and integrated into the booking system as outlined in ACT 2.2, ensuring a streamlined and accurate assessment of the carbon impact associated with travel.

- 2.2 Local compensation mechanisms:

  Tour Participants voluntarily considered local compensation mechanisms facilitated by the booking centre to mitigate the carbon footprint of the travel to and from the starting point of the cycling tour. These mechanisms will be supported by the footprint calculator selected and integrated into the booking system as outlined in ACT 2.2, ensuring accurate calculation and effective mitigation of the local environmental impact.

- 2.3 Low-emission transport:

  Tour participants utilise public transport or low-emission vehicles for travel to and from the starting/ending point of the cycling tour.

3 Accommodation

- 3.1 Certified sustainable accommodations:

  The tour includes, as much as possible, and based on availability, accommodations that are certified or labelled for sustainability, focusing on e.g. energy efficiency, waste reduction, and water conservation.

- 3.2 Locally owned and operated accommodations:

  The tour package includes service providers, such as accommodations, that are locally owned and operated.

- 3.3 Fair Labour practices in accommodations:

  Accommodations included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.

- 3.4 Inclusivity in accommodations:

  Accommodations selected demonstrate a commitment to inclusivity, providing accessibility features for participants of diverse ages, abilities, genders, and ethnicities. This includes integrating

wheelchair-accessible facilities, gender-neutral accommodations, and culturally sensitive programming.

4 Food and Beverages

- **4.1 Plastic-free accommodations:**

  Selected accommodations provide plastic-free bottles, crockery, and cutlery.

- **4.2 Diverse dietary options:**

  Meals at the accommodations offer options including vegetarian, vegan, non-vegetarian, combo choices, gluten-free, and lactose-free diets.

- **4.3 Local food sourcing:**

  The tour package incorporates food from local producers to support local economies and reduce carbon emissions.

5 Transportation On-Site and Related Services

- **5.1 Safety of bicycles:**

  The tour includes bicycles that are regularly maintained and inspected for safety.

- **5.2 Reusable bottles:**

  The tour operator provides reusable bottles or encourages participants to use their own to minimise single-use plastics.

- **5.3 Eco-friendly on-site transportation:**

  If the tour operator offers personal or luggage transportation options other than public transit then only by battery electric vehicles (BEV) to minimise environmental impact.

6 Activities

- **6.1 Cultural exchange activities:**

  The tour itinerary includes cultural exchange activities hosted by local communities, facilitating interactions between tour participants and local residents.

- **6.2 Heritage preservation initiatives:**

  The tour includes activities that support heritage preservation along the cycling route.

- **6.3 Economic contribution to local communities:**

  The cycling package includes initiatives that contribute directly to the economic well-being of local communities.

- **6.4 Promotion of local cultural heritage:**

  The cycling package incorporates measures to preserve and promote local cultural heritage, traditions, and practices.

- **6.5 Consideration of traffic conditions:**

  The tour considers traffic conditions along selected routes, prioritising quieter roads or dedicated cycling paths to enhance safety.

- 6.6 Availability of emergency services:

The tour packages ensure access to emergency services along the routes, including medical assistance and support in case of accidents or emergencies.

7 Tour Operator / Tour Guide

- 7.1 Local staffing:

The tour predominantly employs staff and contractors from local communities.

- 7.2 Fair labour practices for tour operators:

Tour operators included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.

- 7.3 Cultural orientation by guides:

Tour guides provide cultural orientation sessions to participants, emphasising respect for local cultures, traditions, heritage, and specific Iron Curtain-related sights and stories.

- 7.4 Fair compensation for guides:

Guides are fairly compensated relative to the tour revenue.

- 7.5 First aid certification for guides:

The tour package includes guides certified in first aid, capable of responding to medical emergencies.

- 7.6 Local knowledge of guides:

Guides are either locals or possess knowledge about local regulations and customs, enhancing the authenticity and safety of the tour experience. The tour includes bicycles that are regularly maintained and inspected for safety.

4.3.2 Self-guided tourist

1 Booking Centre Services

- 1.1 Proof of relevant certification:

The booking centre holds relevant certifications such as ISO, EMAS, or other internationally recognised standards for quality and environmental management.

- 1.2 Certified by recognised sustainability standards:

The booking centre and/or tour operator selling the package is certified by recognised standards, that meet high sustainability criteria.

2 Accommodation

- 2.1 Certified sustainable accommodations:

The tour includes, as much as possible, and based on availability, accommodations that are certified or labelled for sustainability, focusing on energy efficiency, waste reduction, and water conservation.

- 2.2 Locally owned and operated accommodations:

The tour package includes service providers, such as accommodations, that are locally owned and operated.

- 2.3 Fair labour practices in accommodations:

  Accommodations included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.

- 2.4 Inclusivity in accommodations:

  Accommodations selected demonstrate a commitment to inclusivity, providing accessibility features for participants of diverse ages, abilities, genders, and ethnicities. This includes integrating wheelchair-accessible facilities, gender-neutral accommodations, and culturally sensitive programming.

- 2.5 Percentage of certified tourism enterprises:

  Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility.

3 Food and Beverages

- 3.1 Plastic-free accommodations:

  Selected accommodations provide plastic-free bottles, crockery, and cutlery to reduce reliance on single-use plastics.

- 3.2 Diverse dietary options:

  Meals at the accommodations offer options including vegetarian, vegan, non-vegetarian, combo choices, gluten-free, and lactose-free diets.

- 3.3 Local food sourcing:

  The tour package incorporates food from local suppliers to support local economies and reduce carbon emissions.

- 3.4 Local production sourcing:

  Percentage of locally produced food, drinks, goods, and services sourced by the destination's tourism enterprises (to be further specified in order to be measurable).

- 3.5 Voluntary certification for F&B:

  Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsibility.

4 Transportation On-Site and Related Services

- 4.1 Mobility card for public transport:

  The destination offers a mobility card for visitors to use public transport, which is included in the booking centre's package.

- 4.2 Low-impact transportation:

  Percentage of visitors using low-impact transportation (electric public transport, cycle route, pedestrian areas etc.).

- 4.3 Use of public transport:

  Utilisation rate of public transport by tourists.

- 4.4 Indicator of local transportation usage among tourists:

Indicator of local transportation usage among tourists.

5 Soft Activities

- 5.1 Guest card for attractions:

  The destination offers a guest card providing free or reduced-cost access to museums and attractions, included in the booking centre's package.

- 5.2 Percentage of areas locally/ecologically managed:

  Percentage of areas locally/ecologically managed, to maintain natural and cultural sites, including built heritage and rural and urban scenic views and its identity.

- 5.3 Quality of management plans, visitor regulations and monitoring:

  Existence and quality of management plans, visitor regulations and monitoring.

6 Sport Activities

- 6.1 Existence and quality of management plans, visitor regulations and monitoring:

  Existence and quality of management plans, visitor regulations and monitoring.

- 6.2 Percentage of projects/initiatives where tourism impact is evaluated:

  Percentage of projects/initiatives where tourism impact is evaluated.

- 6.3 Area of degraded vegetation attributable to tourist use:

  Area of degraded vegetation attributable to tourist use (e.g. alpine meadows, % of surface area of key ecosystems disturbed).

4.4. Scoring of Indicators

A structured approach to evaluating the sustainability of guided tours and self-guided tourist experiences along long-distance cycling routes is proposed, aiming to incentivise adherence to high sustainability standards while allowing flexibility through voluntary measures.

Mandatory and voluntary scoring criteria are proposed across various clusters of indicators, ensuring a comprehensive evaluation of the environmental, social, and economic impacts associated with tourism activities.

Scoring is presented separately, with indicators for guided tours being mostly mandatory, apart from booking centre services due to their demanding nature, while self-guided tourist indicators are proposed to be voluntary for the moment. This scoring system is integral to the ICTr Good Impact Programme, which is part of a broader initiative to innovate the social sustainability pillar in tourism. The programme encompasses the eight ICTr countries and uses the measured impacts caused by tourists as a metric for allocation mechanisms. It will offer tourists the chance to offset the impacts they cause by choosing from various Good Impact funds, defined with the involvement of NGOs active within the pilot areas and along the entire ICTr. Valorisation funds will be collected through a combination of voluntary compensation schemes and a compulsory share of booking fees.

The IMS system and the subsequent Good Impact Programme are designed to be transferable and applicable to other EuroVelo routes as well, allowing the benefits of this innovative approach to be expanded beyond the initial ICTr countries. This scalability ensures that the sustainability practices developed here can

be adapted and adopted across other long-distance cycling routes in Europe, contributing to broader environmental, social, and economic sustainability goals.

It has to be noted that the below scoring of indicators represents an example, a suggestion by the authors. At the end of the project, the value and scoring of each indicator is up to the decision of the booking centre and/or destination management organisation. The same goes for the identification of a specific indicator as mandatory or voluntary. However, it should be underlined that the more indicators are mandatory the better the IMS performs.

4.4.1 Basis for scoring assignments

The scoring system within this document is designed to assess and encourage the adoption of high sustainability standards across various aspects of guided tours and self-guided tourist activities. The points assigned to each indicator, whether mandatory or voluntary, were set based on the following considerations:

1. Indicators were evaluated based on their direct impact on environmental, social, and economic sustainability. Higher scores were assigned to criteria that have a significant, measurable impact on sustainability goals, such as reducing carbon emissions, supporting local economies, or preserving cultural and/or natural heritage.

2. The feasibility of implementing each criterion was considered, especially for mandatory indicators. Criteria that require significant resources, specialised knowledge, or infrastructure were sometimes designated as voluntary, allowing flexibility while still encouraging best practices. For example, the demanding nature of booking centre services warranted a mix of mandatory and voluntary scoring.

3. The voluntary indicators provide an opportunity to earn additional points by exceeding the minimum sustainability requirements. This incentivizes tour operators, booking centres, and individual tourists to adopt practices that contribute positively to the overall sustainability of the tourism experience, even if they are not mandatory.

4. The system is designed to be scalable and applicable across different regions and contexts, including other EuroVelo routes. The scoring reflects this by providing a balanced approach that can be adjusted according to local needs and the capacity of the operators.

4.4.2 Guided tours

1 Booking Centre Services

Indicator	Mandatory Score	Voluntary Score	Explanation
1.1 Proof of relevant certification	5		
1.2 Certified by recognised sustainability standards		15	Each 7.5, if both 15.

2 Travel to Destination (and Back)

Indicator	Mandatory Score	Voluntary Score	Explanation
2.1 Voluntary international carbon offsetting	5		
2.2 Certified by recognised sustainability standards	15		
2.3 Low-emission transport	10		

3 Accommodation

Indicator	Mandatory Score	Voluntary Score	Explanation
3.1 Certified sustainable accommodations	20		Max. score 20, for each certified accommodation 5
3.2 Locally owned and operated accommodations	5		
3.3. Fair Labour practices in accommodations		5	
3.4 Inclusivity in accommodations		5	

4 Food and Beverages

Indicator	Mandatory Score	Voluntary Score	Explanation
4.1 Plastic-free accommodations	2		
4.2 Diverse dietary options	3		
4.3 Local food sourcing	10		

5 Transportation on site and related services

Indicator	Mandatory Score	Voluntary Score	Explanation
5.1 Safety of bicycles	2		
5.2 Reusable bottles	3		
5.3 Eco-friendly on-site transportation	10		

6 Activities

Indicator	Mandatory Score	Voluntary Score	Explanation
6.1 Cultural exchange activities	5		
6.2 Heritage preservation initiatives	5		
6.3 Economic contribution to local communities	5		
6.4 Promotion of local cultural heritage	5		
6.5 Consideration of traffic conditions	5		
6.6 Availability of emergency services	5		

7 Tour Operator / Tour Guide

Indicator	Mandatory Score	Voluntary Score	Explanation
7.1 Local staffing	10		
7.2 Fair labour practices for tour operators	5		
7.3 Cultural orientation by guides	5		
7.4 Fair compensation for guides	5		
7.5 First aid certification for guides	5		
7.6 Local knowledge of guides	5		

The total score for all mandatory indicators combined is 155. The highest achievable score for a guided tour that meets all the sustainability criteria is 180, including the voluntary score.

4.4.3 Self-guided tourist

For data gathering of individual tourist behaviour and consumption patterns, there are for all clusters except for booking centre services alternatives mentioned in the scoring table. This is because of data gathering is either from destination level or a post-tour clients' self-survey (Annex IV) and does not require the services of the booking centre. If any of the two alternatives go positive in terms of data gathering, scoring points will be collected and the compensation fee is reduced. As an incentive for clients to fill in the survey the booking centre can promote a so-called "cash-back system" where the client pays for example 50€ upfront when

booking the tour and gets reimbursed as soon as the survey has been returned. If the scoring is lower than expected then the booking centre can keep a certain amount, which goes into the Good Impact Programme.

1 Booking Centre Services

Indicator	Mandatory Score	Voluntary Score	Explanation
1.1 Proof of relevant certification		5	
1.2 Certified by recognised sustainability standards		15	

2 Accommodation

Indicator	Mandatory Score	Voluntary Score	Explanation
2.1 Certified sustainable accommodations		20	Max. score 20, for each certified accommodation 5
2.2 Locally owned and operated accommodations		5	
2.3. Fair Labour practices in accommodations		5	
2.4 Inclusivity in accommodations		5	
2.5 Percentage of certified tourism enterprises		10	Or Client's self-reporting

3 Food and Beverages

Indicator	Mandatory Score	Voluntary Score	Explanation
3.1 Plastic-free accommodations		2	
3.2 Diverse dietary options		3	
3.3 Local food sourcing		10	
3.4 Local production sourcing		10	Or Client's self-reporting
3.5 Voluntary certification for F&B		10	Or Client's self-reporting

4 Transportation on site and related services

Indicator	Mandatory Score	Voluntary Score	Explanation
4.1 Mobility card for public transport		20	Or Client's self-reporting
4.2 Low-impact transportation		10	Or Client's self-reporting
4.3 Use of public transport		10	Or Client's self-reporting
4.4 Indicator of local transportation usage among tourists		10	Or Client's self-reporting

5 Soft activities

Indicator	Mandatory Score	Voluntary Score	Explanation
5.1 Guest card for attractions		10	Or Client's self-reporting
5.2 Percentage of areas locally/ecologically managed		10	
5.3 Existence and quality of management plans, visitor regulations and monitoring		10	

6 Sport activities

Indicator	Mandatory Score	Voluntary Score	Explanation
6.1 Existence and quality of management plans, visitor regulations and monitoring			Equals 5.3 Or Client's self-reporting
6.2 Percentage of projects/initiatives where tourism impact is evaluated		10	Or Client's self-reporting
6.3 Area of degraded vegetation attributable to tourist use		10	Or Client's self-reporting

4.5. Monitoring and Evaluation

4.5.1 Guided tours

To effectively monitor and evaluate long-distance cycling tours organised by tour operators, the booking centre needs to implement a robust set of procedures aligned with the predefined IMS indicators. Here's a detailed description of the proposed procedure:

1. Establishing Monitoring and Evaluation Framework

    a) Develop data collection tools:

       • Surveys and questionnaires: for participants, local businesses, and communities;

       • Observation checklists: For guides and staff to record environmental and social observations during tours.

2. Data Collection Procedures

    a) Pre-tour data collection:

       • Participant profiles: collect demographic data and expectations from participants during the booking process, if not collected by the tour operator;

       • Baseline assessments: conduct environmental and economic baseline assessments of tour routes and local communities using the current IMS indicators.

    b) During tour monitoring:

       • Guided tours monitoring: agree with tour operators that guides should use observation checklists to document conditions and incidents;

       • On-tour surveys: tour operators should distribute surveys to participants to gather real-time feedback on their experience.

    c) Post-tour data collection:

       • Customer feedback: send post-tour surveys to assess overall satisfaction and gather suggestions for improvement;

       • Local impact assessments: collect feedback from local businesses and communities to evaluate economic and social impacts.

3. Data Analysis and Reporting

    a) Data compilation:

       • Aggregate data: Collect data from various sources into a central database. In line with the AF (D2.3.1), this database will be developed using advanced technologies, exploring the potential of AI and blockchain for enhanced data storage and management;

       • Data cleaning: Ensure accuracy and consistency by validating and cleaning the data;

       • Data cleaning: Ensure accuracy and consistency by validating and cleaning the data.

    b) Impact analysis:

       • Evaluate if the current set of indicators in the IMS presents sufficient data for analysing the identified impacts.

    c) Reporting:

- Regular reports: Generate monthly or quarterly reports detailing findings and trends in economic, social, and environmental impacts;
- Annual impact reports: Provide comprehensive annual reports summarising overall impact and comparing it against previous years.

4. Feedback and Improvement

a) Internal review:

- Team meetings: Regularly review monitoring data with staff and tour operators to identify issues and areas for improvement;
- Performance metrics: Evaluate tour performance based on predefined indicators and set benchmarks for success.

b) Stakeholder feedback:

- Participant feedback: Use feedback to improve tour quality and address any concerns;
- Local stakeholder Engagement: Discuss findings with local businesses and communities to ensure that the tours are beneficial and to identify areas for collaborative improvement.

c) Continuous improvement:

- Adaptation of tours: Modify tour itineraries and practices based on feedback and impact analysis to enhance positive outcomes and mitigate negative effects;
- Update procedures: Revise monitoring and evaluation procedures based on lessons learned and evolving best practices.

5. Compliance and Standards

a) Regulatory compliance:

- Ensure adherence to local and international tourism regulations and environmental standards.

b) Certification and best practices:

- Pursue certifications from relevant sustainability and tourism organisations to validate impact measurement efforts and align with best practices.

The booking centre ensures by following the proposed monitoring and evaluation procedure, that the long-distance cycling tours are managed effectively, their impacts are accurately measured, and continuous improvements are made to enhance their overall contribution to sustainable tourism.

4.5.2 Self-guided tourist

The booking centre's Monitoring and Evaluation (M&E) procedure for long-distance cycling tour packages targeting self-guided tourists involves systematically tracking and assessing predefined impact indicators. Here is a concise overview of the procedure:

1. Pre-Tour Data Collection

- Client demographics: Collect demographic information (age, gender, nationality) during the booking process;

- Incident reporting: Document any incidents or issues faced by clients, including health, safety, and logistical problems.

2. <u>During-Tour Monitoring</u>

- Tour engagement: Track participation rates, daily activity logs, and engagement levels through client interactions;

- Incident reporting: Document any incidents or issues faced by clients, including health, safety, and logistical problems.

3. <u>Post-Tour Evaluation</u>

- Customer satisfaction surveys: Conduct post-tour surveys to gather feedback on overall satisfaction, tour quality, guide performance, and logistics.

4. <u>Data Analysis and Reporting</u>

- Impact indicators Analysis: Analyse collected data against predefined indicators described in chapter 4.3.2;

- Trend identification: Identify trends and patterns over time to assess the tour's performance and impact.

5. <u>Continuous Improvement</u>

- Feedback incorporation: Use client feedback and data analysis to make informed decisions on improving tour packages and operations;

- Periodic review: Regularly review and update the M&E procedure and impact indicators to ensure relevance and effectiveness.

4.6. Communication with Clients

4.6.1 Guided tours

The booking centre communicates the outstanding value of a sustainable long-distance cycling tour package to tour operators through a multifaceted approach that highlights the benefits and unique selling points. The below components present a toolbox for communication with tour operators:

1. <u>Comprehensive Information Packets</u>

- Detailed brochures: Provide brochures and digital booklets that detail the tour package, emphasising sustainability aspects such as eco-friendly accommodations, reduced carbon footprint, and support for local communities;

- Impact reports: Share impact reports that showcase the positive economic, social, and environmental impacts of past tours, demonstrating tangible benefits and successful outcomes.

2. <u>Personalised Presentations and Meetings</u>

- One-on-one meetings: Arrange personalised meetings or virtual presentations with tour operators to discuss the benefits and unique features of the sustainable tour packages;

- Case studies: Present case studies and success stories from previous tours to illustrate the value and effectiveness of the sustainability initiatives.

3. Marketing Materials

- Promotional videos: Create and distribute engaging promotional videos that highlight the scenic routes, cultural experiences, and sustainable practices incorporated into the tours;

- Infographics and Fact Sheets: Use visually appealing infographics and fact sheets to convey key points about the sustainability measures and their positive impacts.

4. Digital Communication Channels

- Email campaigns: Launch targeted email campaigns to tour operators, featuring testimonials from past clients and tour guides, and updates on sustainability initiatives;

- Social media engagement: Utilise social media platforms to share stories, images, and updates about the tours, emphasising the sustainability aspect.

5. Collaborative Partnerships

- Webinars and workshops: Host webinars and workshops on sustainable tourism practices, inviting tour operators to participate and learn more about the benefits of the cycling tours;

- Joint marketing efforts: Collaborate with tour operators on joint marketing efforts that promote the sustainable aspects of the tours, leveraging each other's audiences and networks.

6. Accreditations and Certifications

- Highlight certifications: Promote any eco-certifications or sustainability awards the tour packages have received, providing third-party validation of the sustainable practices;

- Sustainability seals: Use sustainability seals and badges in marketing materials and communications to quickly convey the eco-friendly nature of the tours.

7. Client Testimonials and Reviews

- Showcase testimonials: Share testimonials and reviews from clients who have experienced the tours, particularly focusing on their appreciation of the sustainable practices and the unique experiences offered;

- Video testimonials: Utilise video testimonials from satisfied clients and local community members to provide authentic and relatable endorsements.

8. Economic and Social Impact

- Economic benefits: Highlight how the tours contribute to the local economy by supporting local businesses, artisans, and service providers;

- Community support: Emphasise initiatives that benefit local communities, such as contributions to community projects or partnerships with local organisations.

4.6.2 Self-guided tourist

The communication methods of a sustainable tour package to self-guided tourists differs significantly from the communication with tour operators on guided tours. Therefore, the booking centre communicates the outstanding value of a sustainable long-distance cycling tour package to individual clients/tourists through the following methods:

1. Website and Online Presence

   - Informative web pages: Detailed descriptions of the sustainability practices, eco-friendly routes, and community benefits of the tours;

   - Visual content: Engaging photos and videos showcasing the natural beauty and cultural experiences of the tour, emphasising minimal environmental impact.

2. Marketing Materials

   - Brochures and flyers: Printed and digital materials highlighting the unique sustainable aspects of the tour, such as support for local businesses and low-carbon footprint travel;

   - Email campaigns: Personalised emails to potential clients outlining the benefits of sustainable tourism and the specific eco-friendly features of the tour.

3. Social Media Engagement

   - Social media posts: Regular updates on platforms like Instagram, Facebook, and Twitter featuring stories, testimonials, and behind-the-scenes looks at sustainability initiatives;

   - Influencer Collaborations: Partnerships with eco-conscious influencers who can share their experiences and endorse the tours to a broader audience.

4. Customer Testimonials and Reviews

   - Success stories: Sharing positive testimonials and reviews from previous clients who valued the sustainability and unique experiences of the tour;

   - Case studies: In-depth stories of how the tours positively impacted local communities and environments.

5. Pre-Tour Communication

   - Information packets: Sending comprehensive information packets to clients upon booking, detailing the sustainable practices and what to expect;

   - Personalised consultations: Offering one-on-one consultations to address any questions and emphasise the sustainable value of the tour.

6. On-Tour Experience

   - Guided explanations: (Virtual) tour guides of the booking centre provide insights into the sustainable practices during the tour, explaining the significance of each eco-friendly action;

   - Engagement activities: Involving clients in sustainable activities like local community visits, eco-friendly workshops, and conservation projects.

7. Post-Tour Follow-Up

   - Sustainability reports: Providing clients with a summary report highlighting the environmental and social impacts of their tour participation;

   - Thank you notes: Sending personalised thank-you notes, reinforcing the positive impact their choice had on sustainability efforts.

5. FUTURE PERSPECTIVES OF THE IMS: DESTINATION LEVEL INDICATORS

As we look ahead to the future development of the IMS, our goal was always to enhance its scope by incorporating more destination-level indicators, particularly making these indicators mandatory. Currently, the IMS primarily focuses on product-level (guided tours) indicators, with a limited set of voluntary destination-level indicators aiming to assess the impact of self-guided tourists.

The decision to prioritise product-level indicators stemmed from the application form of the ICTr-CE project, where it was emphasised that the IMS should focus on product-level and management by the booking centres. This approach was chosen to ensure the system is manageable and effective in the short term, leveraging readily available data from tour operators rather than requiring extensive data collection at the destination level from Destination Management Organizations.

However, we believe that the ideal evolution of the IMS would involve a more integrated approach, where destination-level indicators play also a significant role in assessing the overall sustainability of tourism activities. This integration would provide a more holistic view of the environmental, social, and economic impacts of tourism, capturing the broader effects on the destinations themselves.

In this context, we have developed an Annex V that outlines several destination-level indicators which could be incorporated into the IMS in the future. These indicators would provide a more comprehensive assessment of the impacts of individual tourists and could include metrics such as local biodiversity impact, community well-being, and resource consumption. By integrating these indicators, the IMS would not only evaluate the sustainability of guided tours but also measure the broader impacts of tourism on destinations.

6. CONCLUSION

The development and implementation of the IMS for the ICTr-CE project represents a significant advancement in promoting sustainable cycling tourism. Through comprehensive assessment and stakeholder collaboration, the IMS ensures that the benefits of cycling tourism are maximised while minimising its negative impacts. The system's detailed criteria and indicators provide a robust framework for ongoing evaluation and improvement. By involving booking centres and emphasising continuous feedback and adaptation, the IMS fosters a culture of sustainability and responsibility among tourists and local communities alike. This approach not only supports the sustainable growth of cycling tourism along the ICTr-CE, but also contributes to the broader goals of sustainable development and cultural preservation in the regions where it passes.

Looking forward, the next phase of the project will focus on piloting the IMS. The pilot activity (D2.4.1), developed by Westpannon and OETE, will detail the process of these pilot actions, which are crucial for testing and validating the IMS. This phase will also include promotion activities (D2.4.2), aimed at raising awareness and encouraging the adoption of this innovative system. The insights gained from the pilot will inform the final version of the IMS, ensuring it is a transferable and scalable solution (O2.1) that can be applied to other cycling routes, including the EuroVelo Network, thereby contributing to sustainable tourism across broader contexts.

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ANNEX I - ASSESSING IMPACT MEASUREMENT SYSTEMS | Desk Research (Background Paper for Deliverable D.2.3.1.)

TABLE OF CONTENTS

1. INTRODUCTION

1.1. About Impact Measurement

Impact measurement is the process of evaluating and reporting the effects of an organisation or project on society and the environment. These effects can be positive or negative and are measured in economic, environmental, and social terms. This process helps identify outcomes and assess the extent of impact (Goel & Wert, 2023).

1.2. Necessity of Impact Measurement

Impact measurement is essential for pursuing sustainable development goals, particularly those out-lined by the United Nations' Sustainable Development Goals (SDGs). Organizations can align with the 17 SDG categories and create their own company-specific objectives. As an example, under the "measures for climate protection" goal, many companies are striving to reduce CO_2 emissions and achieve "carbon neutrality" (Goel & Werth, 2023).

2. REFERENCES OF EXISTING SYSTEMS

2.1. Theory of Change

The measurement of impacts is grounded in the Theory of Change (ToC) and the Logic Model, historically used for social impacts but now also applicable to environmental impacts. TOC is a method for planning, evaluating, and communicating programs aimed at addressing complex sustainability issues. It outlines how a program intends to create desired social or environmental changes and how its components interact to achieve this change. ToC is a process-based model that identifies and measures impact. The Input-Output-Outcome-Impact (IOOI) logic is often employed by impact organisations and investors to pinpoint measurable indicators. The theory starts with defining the ultimate goal and then works backward to establish intermediate goals (Goel & Werth, 2023).

A ToC is a framework that outlines how a company expects to create impact over time. It not only maps out how an intervention or program will function but also explains why it will work. This theory tells the story of how change will be generated, for whom, and over what duration. It comprises several key elements:

m) Inputs: the resources you'll contribute, such as solar lanterns;

n) Outputs: what your inputs will produce, such as hours of light;

o) Outcomes: an effect your work has on the people or issues you serve, such as better school outcomes for kids who have longer hours to study because of light;

p) Impact: the long-term or indirect effects of your outcomes, such as increased GDP for the country because of better educated children and more hours of productivity for households;

q) Assumptions: your assumptions come between the 4 key components above, and are the things that will have to happen in order for your ToC to be achieved. For example, in order for you to have the impact described above, you assume customers are willing to purchase your solar lanterns. Mapping out these assumptions will help you see the kinds of things you should be measuring — such as the price customers are willing to pay for solar lanterns. These insights can help you know you're on track towards achieving your longer-term impact.(Goel & Werth, 2023).
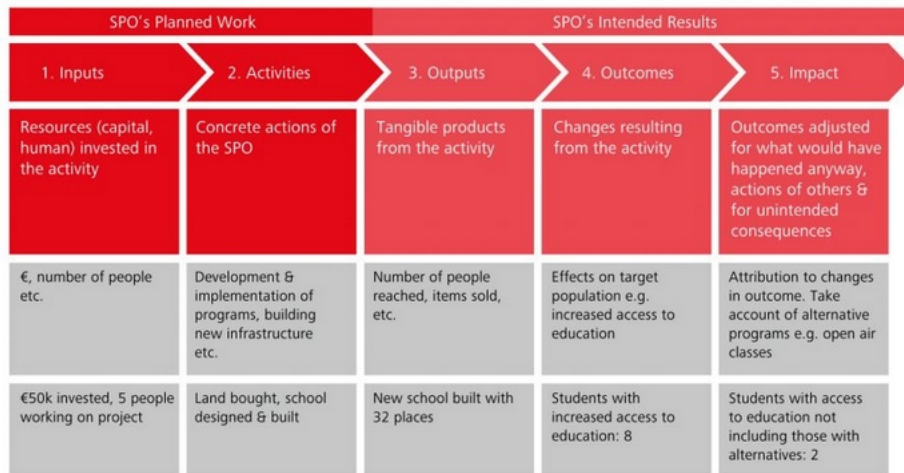
Figure 1: The Impact Value Chain

2.2. B Corp Certification

B Corp Certification is a recognition granted to companies, often referred to as "B Corps," that satisfy stringent criteria related to "confirmed performance, responsibility, and openness across various aspects, ranging from employee benefits and philanthropic contributions to supply chain methods and raw materials."

According to B Lab, B Corps:

1. Cultivate confidence with consumers, communities, and suppliers.

2. Attract and retain a talented workforce.

3. Attract investors who align with their mission.

4. Emphasise ongoing enhancement.

2.3. Double Bottom Line

The concept of the double bottom line involves measuring both profit and the impact generated by the sale of products or services. The first line represents profit, while the second line emphasises an impact indicator, such as reducing CO_2 emissions or food waste. In contrast, the triple bottom line incorporates social sustainability goals in addition to economic and environmental sustainability goals, aligning with the Profit, People, and Planet approach (Goel & Werth, 2023).

2.4. Collective Impact

Collective impact is an intentional approach to solving complex problems by working together and sharing information. In the context of Acumen, it involves understanding and contributing to the broader marketplace or sector being targeted for impact, going beyond individual efforts. To drive collective impact effectively, it's essential to answer two key questions: What are others in the sector doing, and how can your actions or learnings benefit others in the ecosystem?

One effective way to understand the larger system in which you operate is to adopt a systems practice approach, which can help you map out complex environments to gain clarity and identify specific points where you can drive real change.

Research indicates that successful collective impact initiatives generally encompass five conditions that, when combined, establish genuine alignment and result in significant outcomes: a common agenda, shared measurement systems, mutually reinforcing activities, consistent communication, and support from backbone organisations.

- Common Agenda: Participants must share a vision for change, with a common understanding of the problem and agreed upon actions.

- Shared Measurement Systems: Developing a common system to measure and report success is crucial.

- Mutually Reinforcing Activities: Collaboration involves diverse stakeholders undertaking activities that complement each other.

- Continuous Communication: Building trust among participants requires regular meetings over several years.

- Backbone Support Organizations: Successful collective impact initiatives require a dedicated organisation with specific skills to coordinate and support the effort (Kania & Kramer, 2011).

2.5. Customer Discover

Customer discovery is a crucial process for testing your assumptions about what customers need and want. It involves seeking input from potential customers while you're still developing your idea to validate key assumptions. By conducting customer discovery, you ensure that you're delivering the expected value and gain invaluable insights to make adjustments before investing resources in an unsuccessful solution. To start, ask questions like who your customers are, how to understand their true needs, and what would happen if you directly engaged with them or showed them your product (Austin, 2021).

2.6. Customer Effort Score

Customer Effort Score (CES) is a valuable metric for gauging customer service satisfaction, based on the idea that companies foster customer loyalty by reducing customer effort. An example question might be, "On a scale of 1-7, how much do you agree with this statement: 'This product made it easy to solve my challenge?'" The aim is to achieve an average score of around 5, as this indicates that customers find it 'easy enough' to continue doing business with you. The goal is to consistently move customers towards an 'easy' experience. Acumen, for instance, uses CES questions like, "Overall, this product has made it easy for me to handle or resolve my issue," with various response options.

CES is calculated by averaging scores, where…

1. strongly disagree = 1,

2. disagree = 2,

3. somewhat disagree = 3,

4. neutral = 4,

5. somewhat agree = 5,

6. agree = 6,

7. and strongly agree = 7 (Clark & Bryan, 2013).

2.7. Customer Journey

Your customer journey encompasses every point of contact your customer has with your product, service, and company. When developing your impact measurement framework, it's important to identify all the touchpoints where you are already engaging with customers or collecting data. This could include moments like filling out an intake form, making a purchase, or engaging in a post-sale conversation. Consider integrating some of your concise survey questions into these existing touchpoints.

When creating your survey, it's a good practice to mirror the customer journey by structuring the questions in a sequence that follows the order of their interactions. Instead of immediately inquiring about their overall experience or suggestions for improvement, start at the outset of the customer journey:

A) How did you first learn about our services?

B) How would you rate your overall experience?

C) Have you noticed any changes in your quality of life as a result of using XYZ?

D) Do you have any recommendations for enhancing XYZ? (Unicum-Media, 2021)

2.8. Data Collection & Customer Insights

The new source of competitive advantage lies in customer centricity, which means deeply understanding customer needs and fulfilling them better than anyone else, according to an article in the Harvard Business Review. To achieve this, data is essential, but having large amounts of data alone isn't valuable. What distinguishes successful organisations is their ability to turn data into insights about customer motivations and translate those insights into strategy.

One customer-centric approach to start with is conducting a lean data customer survey, as outlined in the section below. This survey can provide crucial insights about your value proposition, impact, customer satisfaction, and competition. After gathering data, analyse it to understand what your customers are saying and how your product or service affects their lives. Develop a timeline for integrating data collection into the customer journey, making it easy and pleasant for customers, and follow up as needed.

Ultimately, decide how to incorporate impact data into organisational decision making and share it with relevant stakeholders. This process is more effective when you've set clear survey goals and maintained a lean approach. Remember that data's value depends on how you use it (Bhandari, 2020).

2.9. Impact Measurement Framework

An impact framework, also known as a social impact measurement framework, is a systematic approach that guides how an organisation collects, measures, assesses, and reports its data and impact performance. Choosing the appropriate tools and frameworks is essential for impact measurement and informs the data collection process. For instance, Acumen follows an impact measurement approach that includes:

- Defining impact across dimensions;
- Using lean data to gather information directly from customers;
- Creating a ToC;

- Adopting systems mapping to design impact investing strategies (Neely, Kennerley, & Adams, 2007).

2.10. Impact Model

An impact model is essentially your theory about the positive social impact that individuals experience because of your product or service. To create this theory, you need to define the focus, depth, and breadth of your impact:

- Focus: Determine the characteristics and demographics of your customers. Who are you serving?

- Depth: Specify the changes occurring in your customers' lives due to your product or service. How significant are these changes, and how long do they last?

- Breadth: Evaluate the total number of lives being positively affected by your product or service.

2.11. IRIS +

IRIS (Impact Reporting and Investment Standards) is a standardised set of metrics used to measure and describe the social, environmental, and financial performance of organisations and businesses that receive impact investment capital. IRIS+ is an extension of this system, providing standardised metrics for key themes like energy access and financial inclusion. Companies use IRIS+ to identify, measure, and manage their social and environmental impact, reporting it to investors in a consistent way. These metrics align with widely used reporting standards like the Global Reporting Initiative (GRI) Standards, among others.

Effective impact investments require impact measurement and management (IMM), which involves assessing both the positive and negative effects of investment approaches on people and the planet. IMM is an iterative process that involves:

a) Setting goals;

b) Defining strategies;

c) Selecting metrics;

d) Measuring and tracking data;

e) Reporting results (Global Impact Investing Network, 2023).

2.12. Lean Data

Lean Data is an approach to collecting data and measuring impact that empowers social innovators to stay lean, flexible, and responsive in decision making. It leverages low cost technologies like cell phones to apply lean experimentation principles to social impact data collection. Lean Data is guided by three core principles: prioritising customers, using cost-effective technology for efficient data collection, and emphasising data-driven decision-making.

To get started with Lean Data, follow three key steps:

- Define your social impact thesis or impact model;

- Identify the data necessary to validate or invalidate your social impact thesis;

- Establish an efficient data gathering process that respects customers and informs business decisions (Dichter, Adams, & Ebrahim, 2016).

2.13. Lean Data Survey

A lean data survey is designed to efficiently gather high-quality customer insights and relevant metrics in a better, faster, and more cost-effective manner compared to traditional data collection methods. It helps avoid the problem of overwhelming respondents with unnecessary questions.

To create a lean data survey, follow these three steps:

- Customer Profile: Begin by confirming the profile of your product or service's customers, considering factors like age, gender, location, and income;

- Customer Experience: Understand how customers experience your offering by asking about the outcomes it generates, whether positive or negative, and how important these changes are to them;

- Adhere to the "Rules of Thumb":

  ◦ Drive towards decisions: Ensure your questions are relevant and actionable, focusing on what information you need and why;

  ◦ Focus on your end user: Define your target customer and consider their prior survey experiences to make the process enjoyable;

  ◦ Make it rigorous: Gather reliable data by eliminating biases, avoiding leading or overly broad questions (Impact Terms Platform, 2023).

2.14. Logical Model

A logic model and a ToC serve similar purposes in planning and evaluating programs. Both outline the resources, activities, and outcomes of a program. However, they differ in their focus. A logic model primarily depicts what is expected to occur, emphasising program operations, while a ToC delves deeper into the why and how of change, considering program context, assumptions, and external factors (Pointk.org, 2017).

In Figure 2, the text highlights the key aspects of how ToC and program logic models can support different stages of program development, from design to evaluation. ToC models are most beneficial during the program's initial design phase, while program logic models become more valuable as plans and evaluations require greater detail in later stages. These models create a continuous feedback loop throughout a program's life cycle, offering significant value to programs and overall organisational effectiveness. They can serve various purposes at different stages of a program's life cycle, influencing program planning by providing informed choices about the most effective actions (program, project, or change effort) to take.
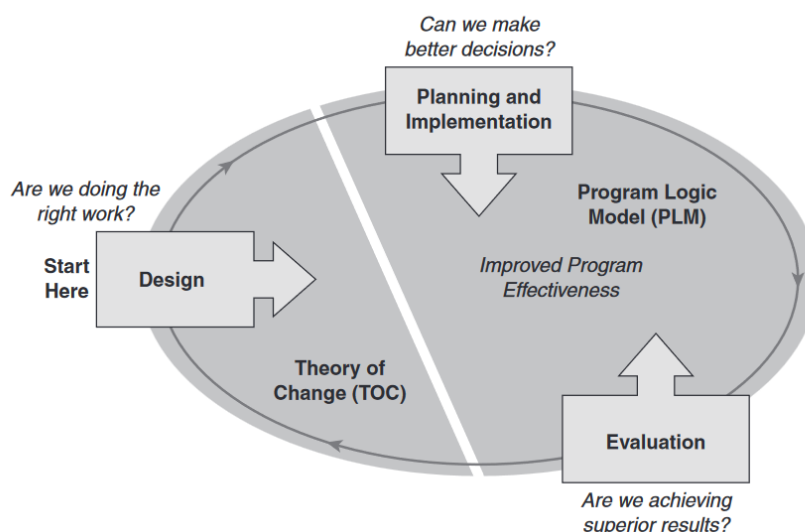
Figure 2: Effectiveness and Logic Models

Logic models are visual representations of the pathways from actions to outcomes, serving as valuable tools for evaluating, refining thinking, fostering shared understanding, documenting plans, and explaining what works under specific conditions. They differ from ToC models, which provide a simplified "do and get" explanation. Program logic models offer a more detailed and implementable map when combined with work plans. This distinction highlights the role of models as both tools and processes. Logic models are particularly useful for evidence-based learning, improvement, and enhancing effectiveness (SAGE Publications, 2023).

2.15. Net Promoter Score

The Net Promoter Score (NPS) is a customer experience measurement tool developed by Bain and Company. It assesses customer satisfaction and helps predict business growth through quantitative surveys. NPS is based on a brief two-minute survey and gauges customer loyalty by determining their willingness to recommend a company to others. Unlike other benchmarks like customer satisfaction rates, NPS captures a person's overall attitude toward a brand rather than specific interactions or purchases, making it highly relevant to the customer experience. It serves as a global reference standard, allowing companies to evaluate their performance in comparison to competitors. An example NPS question is, "On a scale of 1-10, how likely are you to recommend this product or service to someone else?".

A) Based on their ratings, customers are then classified into 3 categories:

B) Detractors: gave a score of 6 or less. They're not really thrilled by your offering and likely won't purchase again.

C) Neutrals: gave a score of 7 or 8. They're somewhat satisfied but could easily switch to a competitor's offering if given the opportunity.

D) Promoters: gave a score of 9 or 10. They love your offering and are repeat buyers, enthusiastic about your company. They'll recommend you to other potential buyers.

Your NPS is determined by subtracting the percentage of customers who are detractors from the percentage who are promoters. What you get is a score between -100 and 100, which is your NPS score. You should

aim for an NPS score above 50%, taking the insights you gather from customers to improve their experience with your offering (Salesforce, 2023).

2.16. Qualitative and Quantitative Data

When creating a lean data survey, it's crucial to include a mix of questions that gather both qualitative and quantitative data. This combination helps you gain insights into how customers perceive your offering and why they feel that way.

Qualitative questions are open-ended and allow customers to provide detailed explanations for using your product or service, along with their motivations and reasons. Examples of qualitative questions include asking about the…

- Desired outcomes;
- The degree of change experienced;
- The importance of that change;and
- Any other improvements in their lives.

Quantitative questions, on the other hand, provide objective data and benchmarks to assess customer sentiment about your product or service. These questions can help you compare your offering to others. Examples of quantitative questions include…

- Rating the likelihood of recommending your product;
- Agreeing with specific statements about your offering; and
- Inquiring about challenges and issue resolution (Streefkerk, 2019).

2.17. SDG Action Manager

The SDG Manager was developed by B Lab and the United Nations Global Compact to help businesses self-assess their actions towards achieving the UN's 17 Sustainable Development Goals (SDGs). It's a unique impact measurement tool available to any business looking for ways to track and support the SDGs.

Here are some ways the SDG Action Manager can help your business:

- Identify which SDGs are most relevant to your work;
- Learn about the impact your business model is having and share key insights;
- Define goals and track progress with benchmarks to compare to other businesses;
- Create one company dashboard to collaborate with your team members (United Nations, 2023).

Figure 3: SGD's

2.18. Social Return on Investment

Social Return on Investment (SROI) is a framework designed to measure and account for a broader concept of value beyond just financial terms. While financial value is commonly measured and accounted for, it often overlooks many important aspects of value creation and destruction in society. SROI seeks to address this by considering social, environmental, and economic costs and benefits.

SROI measures change in ways that are relevant to the people or organisations involved and tells the story of how change is being created. It incorporates social, environmental, and economic outcomes and uses monetary values to represent them, resulting in a ratio of benefits to costs. For example, an SROI ratio of 3:1 means that an investment of £1 delivers £3 of social value.

SROI is not just about money; it's a comprehensive analysis that includes case studies and a variety of qualitative, quantitative, and financial information to base decisions on. SROI can take different forms, covering the social value generated by an entire organisation or focusing on specific aspects of its work. It can be conducted retrospectively (evaluative) or predictively (forecast). SROI provides a more holistic perspective on value creation and helps improve decision making (Nicholls et al., 2012).

3. ADAPTING EXISTING SYSTEMS TO THE ICTr-CE PROJECT

In the following, various systems from Chapter 2 are taken up and applied to the ICTr-CE project where appropriate.

3.1. Theory of Change

The ToC is typically used to analyse social impacts and can recently be applied to environmental impacts. This makes it a potential basis for the ICTr-CE project. TOC is a process-based model that identifies and measures impacts. To do this, it is important to clearly define the ultimate goal of the project and then work backwards. The key elements of the model include inputs, outputs, outcomes, impacts, and assumptions. These elements should be project specific and are used to analyse how the ICTr-CE project will work and why it will be successful.

3.2. Collective Impact

Collective impact focuses on constructive collaboration and information sharing, especially in a broad market environment. It involves sharing best practices from other industries and recommends a systems-based approach as the most effective way forward. Successful collective impact typically requires five conditions: a shared agenda, common measurement systems, complementary activities, consistent communication, and support from sponsoring organisations. This approach does not necessarily serve as a stand-alone measurement system, but rather provides approaches for a system-oriented process within a project.

3.3. Customer Effort Score

The CES is a metric for assessing customer satisfaction in customer service, based on the assumption that companies strengthen customer loyalty by minimising customer effort. In the context of the ICTr-CE project, this score could be used to assess the current status of an ongoing project. However, since systems are sought to measure influencing factors in the planning phase, the CES can only be applied to the project to a limited extent.

3.4. Customer Journey

The Customer Journey includes all the interactions a customer has with a product, a service and the company. It is important to identify these interactions. In the project context, a survey could be conducted during the use of the bike path. The survey should focus on the sequence of interactions and start with the customer journey. This survey would be conducted after the project is complete.

3.5. Data Collections & Customer Insights

Successful companies are characterised by their ability to turn data into insights regarding customer motivations and to integrate these insights into their strategies. Surveys can provide valuable information about the value proposition, impact, customer satisfaction and competitive landscape. Decisions must then be made on how to integrate the insights into the organisational decision-making process and share them with relevant stakeholders. This system is similar to the CES and is used only for data collection in the current project.

3.6. Impact Model

An impact model is essentially your theory about the positive social impact people experience from your product or service. To create this theory, you need to define characteristics and customer demographics. It also needs to outline the changes that customers will experience as a result of your product or service.

Finally, an evaluation of the total number of people who will be positively impacted by the product or service must be conducted.

3.7. IRIS +

IRIS+ is an extension of the IRIS system, which provides standardised metrics for topics such as energy access and financial inclusion. Companies use IRIS+ to identify, measure, and manage social and environmental impacts, and these metrics comply with established reporting standards such as the Global Reporting Initiative (GRI) standards and others.

Effective impact investments require Impact Measurement and Management (IMM), which involves assessing both the positive and negative human impacts of investments. IMM is an iterative process that includes setting goals, defining strategies, selecting metrics, measuring and tracking data, and reporting results.

3.8. Net Promoter Score

The Net Promoter Score (NPS) is a customer satisfaction measurement tool developed by Bain and Company. It is based on a short survey and assesses customer loyalty by determining how willing customers are to recommend the company to others. The NPS serves as a global reference standard to evaluate a company's performance against its competitors. An example of an NPS question is, "How likely are you to recommend our company to others?" The NPS score is calculated by subtracting the percentage of negative responses from the percentage of positive responses. This results in a value between -100 and 100. An NPS value of over 50% is targeted, and the findings from the surveys are used to improve the customer experience. Since the NPS is about collecting data to determine customer satisfaction, this system for measuring influencing factors of the project falls out.

3.9. SDG Action Manager

The SDG Manager was developed by B Lab and the United Nations Global Compact to help companies self-assess their actions toward achieving the United Nations' 17 SDGs. This impact measurement tool is available to any company interested in tracking and supporting the SDGs.

For the ICTr-CE project, using the SDG Manager involves defining your own SDGs, identifying relevant sustainability goals and indicators, setting targets, and tracking progress using benchmarks against other companies. A company dashboard can be created to visualise and manage this information.

3.10. Social Return on Investment

SROI is a concept that aims to measure and consider value in a broader context than just financial value. While financial value is often measured, SROI considers important social, environmental and economic impacts on society. SROI uses qualitative, quantitative and financial information to perform a comprehensive analysis and support decision-making processes. It can focus on an organisation as a whole or specific aspects of its work and can be conducted retrospectively or predictively. SROI provides a more holistic perspective on value creation and helps improve decision-making.

4. CONCLUSION

The selected measurement systems in Chapter 3 have different backgrounds for data collection. For example, data collection & customer insights, the impact model, the net promoter score, and the customer journey are used to collect data on customer satisfaction. Various characteristics and demographic data are created in order to optimise customer loyalty.

The Collective Impact and the CES do not describe stand-alone measurement systems. These systems are used to generate approaches for system-oriented processes during the project. The latter systems are therefore only suitable to a limited extent for measuring influencing factors before the start of the project.

Other approaches follow ToC. Due to its use for analysing social impacts and environmental impacts, this measurement system is a possible basis for the ICTr-CE project. Likewise, IRIS+ provides measurement systems to identify, measure, and manage social and environmental impacts, and thus, like TOC, provides a solid basis for measuring the project's impact factors.

The SROI is the most applicable of all the systems mentioned in the ICTr-CE project. It is a concept used in business and social entrepreneurship to measure the social impact of an investment or project. SROI is a way to quantitatively represent how much social benefit or social impact a particular investment or activity generates relative to the resources expended.

The following key components of SROI may be useful to the project:

- Social Impact: this refers to the positive or negative changes that are generated in the community or society at large by a particular project or investment. These impacts can be diverse and range from education and health to the environment.

- Investments: This is the financial resources that are spent on the project or activity. This can include money, time, in-kind contributions, or other resources.

- Monetary valuation: a key component of SROI is to express social impact in monetary terms. This means that the changes brought about by the project are quantified in financial terms to establish comparability.

- SROI calculation: The SROI calculation involves dividing the monetary value of the social impact by the total investment. This results in a ratio that indicates how much social benefit is generated per money invested. The result is often expressed as an "SROI ratio."

An SROI ratio of 1:1 would mean that for every unit of resources invested, one unit of social benefit is generated. An SROI ratio above 1:1 indicates that the project or investment generates positive social benefits. A ratio below 1:1 indicates that the social benefits are less than the resources invested, indicating inefficient use of resources.

SROI is useful for evaluating the effectiveness of social investments and helping investors, foundations, governments, and non-profit organisations make informed decisions about how best to use their resources to address social problems and maximise social benefits.

Finally, the "SDG Manager" is analysed and adapted as a possible system. SDG Manager is a term that can be used in different contexts, but usually refers to software, tools, or platforms developed to help companies or organisations track and implement the United Nations SDGs.

For the ICTr-CE project, an SDG Manager can provide the following functions:

- Goal tracking: Enables organisations to track and document their efforts towards the SDGs.

- Reporting: helps create reports and measurements related to the SDGs that can be shared with stakeholders, investors, and the public.

- Benchmarking: compares a company's performance on the SDGs with other companies or industries.

- Resource allocation: assists in allocating resources and investments to improve implementation of the SDGs.

- Data management: Enables the collection and management of data needed to monitor progress against the SDGs.

These types of tools and platforms are particularly relevant for companies that are committed to sustainability goals and social responsibility and want to ensure that their business practices and activities are aligned with the SDGs. An SDG Manager can make the implementation, monitoring and reporting on these goals more efficient. Thus, this approach is suitable for the upcoming project and should definitely be included in the planning.

In summary, there are many different measurement systems for different business objectives. Many deal with customer analysis and satisfaction. Since the ICTr-CE project is about measurement systems, which should determine the environmental, social and societal impact factors, only a few systems come into question for use. The SROI is the most suitable for the mentioned indicators. The SDG's should be used as a basis for each sustainable project.

ANNEX II - PRODUCT-LEVEL INDICATORS

Title	Type	Where to get it from
1 Booking centre services	1.1 Proof of relevant certification such as ISO, EMAS, etc	Booking centre
	1.2 Certified by recognised sustainability standards (booking centre and/or tour operator selling the package)	Booking centre
2 Travel to destination (and back)	2.1 The tour participant voluntarily purchased international carbon offsetting services to mitigate the carbon footprint of the travel to and from the starting point of the cycling tour.	Client data
	2.2 The tour participant voluntarily considered local compensation mechanisms facilitated by the booking centre to mitigate the carbon footprint of the travel to and from the starting point of the cycling tour.	Client data
	2.3 The tour participants utilise public transport or modes of transportation emphasising low-emission vehicles for travel to and from the starting point of the cycling tour.	Client data
3 Accommodation	3.1 The tour includes, as much as possible and based on availability, accommodations that are certified or labelled for sustainability, encompassing energy efficiency, waste reduction, and water conservation strategies	Accommodation provider documentation
	3.3 The tour package comprises service providers, such as accommodations, that are locally owned and operated	Accommodation provider documentation
	3.4 Accommodations included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.	Accommodation provider documentation
	3.5 Accommodations selected for the tour demonstrate commitment to	Accommodation provider documentation

	inclusivity by providing accessibility features and facilities for participants of diverse ages, abilities, genders, and ethnicities. This includes integrating wheelchair-accessible facilities, gender-neutral accommodations, and culturally sensitive programming.	
4 Food and beverages	4.1 The selected accommodations for the tour provide plastic-free bottles, crockery, and cutlery to reduce reliance on single-use plastics.	Accommodation provider documentation
	4.2 Meals at the accommodation provide options including vegetarian, vegan, non-vegetarian, combo choices, gluten-free, and lactose-free diets to accommodate diverse dietary preferences.	Tour operator or accommodation provider records.
	4.3 The tour package incorporates local food from local suppliers.	Tour operator or accommodation provider records.
5 Transportation on site and related services	5. 1The tour includes bicycles that are regularly maintained and inspected for safety.	Maintenance logs or bicycle inspection records.
	5. 2 Tour operator provides reusable bottles or encourages the use of client-provided bottles to minimise reliance on single-use plastics.	Tour operator
	5. 3The tour operator provides eco-friendly transportation options and offers luggage transport services using their own vehicles, ensuring minimal environmental impact during on-site transportation activities.	Tour operator
6 Activities	6. 1The tour itinerary includes cultural exchange activities and experiences hosted by local communities that facilitate interactions between tour participants and local residents.	Tour itinerary or activity descriptions.
	6.2 The tour includes experiences that actively support heritage preservation initiatives along the cycling route.	Tour itinerary or activity descriptions.
	6. 3 The cycling package includes initiatives that directly contribute to the economic well-being of local communities.	Revenue allocation reports or community development agreements.
	6.4 The cycling package incorporates measures to preserve and promote	Documentation of cultural preservation initiatives

	local cultural heritage, traditions, and practices.	or promotional materials.
	6.5 The tour considers traffic conditions along selected routes, prioritising quieter roads or dedicated cycling paths.	Route planning documentation.
	6.6 The package ensures the availability of emergency services along the routes, including access to medical assistance and support in case of accidents or emergencies.	Route planning documentation.
7 Tour operator/tour guide	7.1 Tour staffing predominantly comprises employees and contractors from local communities	Tour operator records.
	7.2 Tour operators included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.	Tour operator or accommodation provider certification documentation.
	7.3 Tour guides provide cultural orientation sessions to participants, emphasising respect for local cultures, traditions, heritage and Iron Curtain-related sights and stories along the cycling route.	Tour guide training documentation or cultural orientation materials.
	7.4 The existing guides along the tour are fair compensated relative to tour revenue	Tour operator financial records or guide compensation agreements.
	7.5 The tour package includes guides who are certified in first aid, and demonstrate their ability to respond effectively to medical emergencies during the tour.	Passed first aid training documentation.
	7.6 The guides included along the tour are locals, or are knowledgeable about local regulations and customs.	Guide training documentation.

ANNEX III - INDIVIDUAL-TOUR INDICATORS

Title	Offers by the booking centre	Client's self reporting	Type	Where to get it from
1 Booking centre services	Promoting the booking centre's sustainability	not relevant	1.1 Proof of relevant certification such as ISO, EMAS, etc	Booking centre
		not relevant	1.2 Certified by recognised sustainability standards (booking centre and/or tour operator selling the package)	Booking centre
2 Accommodation	Any type of accommodation, e.g. hotel, B&B, camp ground…	not relevant	2.1 The tour includes accommodations that are certified or labelled for sustainability, encompassing energy efficiency, waste reduction, and water conservation strategies.	Accommodation provider documentation
		not relevant	2.2 The tour package comprises service providers (such as accommodations, activities, transportation, restaurants) that are locally owned and operated	Accommodation provider documentation
		not relevant	2.3 Accommodations included in the tour have been certified, recognised or demonstrate adherence to fair labour practices.	Accommodation provider documentation
		not relevant	2.4 Accommodations selected for the tour demonstrate commitment to inclusivity by providing accessibility features and accommodations for participants of diverse ages, abilities, genders (including LGBTQ), ethnicities, and backgrounds. This includes integrating wheelchair-accessible facilities, gender-neutral accommodations, and culturally sensitive programming.	Accommodation provider documentation or accessibility certifications.
	Not relevant	Yes	2.5 Percentage of tourism enterprises/establishments in	Client's self reporting

			the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	
3. Food and beverages	The booking centre takes care that all F&B related to accommodation is sustainable	Not relevant	3.1 The tour includes accommodations that are certified or labelled for sustainability, encompassing energy efficiency, waste reduction, and water conservation strategies.	Accommodation provider documentation
		Not relevant	3.2 Meals at the accommodation provide options including vegetarian, vegan, non-vegetarian, and combo choices to accommodate diverse dietary preferences.	Accommodation provider documentation
		Not relevant	3.3 The tour package incorporates tour-related services sourced from local food suppliers.on-vegetarian, combo.	Accommodation provider documentation
	Not relevant	Yes	3.4 Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises (to be further specified in order to be measurable).	Client's self reporting
	Not relevant	Yes	3.5 Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility.	Client's self reporting
4. Transportation on site and related services	The booking centre includes the visitor card into the offer	Yes/No	4.1 The destination offers a mobility card for visitors to use public transport, which is included in the booking centre's package.	Booking centre/Client's self reporting
	Not relevant	Yes	4.2 Percentage of visitors using low-impact transportation (electric public transport, cycle route, pedestrian areas etc.)	Client's self reporting

	Not relevant	Yes	4.3 Utilisation rate of public transport by tourist	Client's self reporting
	Not relevant	Yes	4.4 Indicator of local transportation usage among tourists	Client's self reporting
5. Soft activities	The booking centre includes the guest card into the offer	Yes/No	5.1 The destination offers a guest card providing free or reduced-cost access to museums and attractions, included in the booking centre's package.	Booking centre/Client's self reporting
	None	None	5.2 Percentage of areas locally/ecologically managed, to maintain natural and cultural sites, including built heritage and rural and urban scenic views and its identity.	Environmental reports, conservation organisations
	None	None	5.3 Existence and quality of management plans, visitor regulations and monitoring.	Local government documents, tourism management plans, visitor surveys
6. Sport activities	Not relevant	Yes	6.1 Existence and quality of management plans, visitor regulations and monitoring.	Client's self reporting
	Not relevant	Yes	6.2 Percentage of projects/initiatives where tourism impact is evaluated.	Client's self reporting
	Not relevant	Yes	6.3 Area of degraded vegetation attributable to tourist use (e.g. alpine meadows, % of surface area of key ecosystems disturbed).	Client's self reporting

ANNEX IV – INDIVIDUAL CLIENTS' SELF ASSESSMENT TOOL

A well-designed customer survey for a long-distance cycling tour package should cover various aspects of the tour experience, which go beyond the selected indicators in the IMS. Here are the proposed key components:

1. Personal Information
   - Demographics: Age, gender, nationality;
   - Fitness level: Self-assessed fitness level.

2. Pre-Tour Experience
   - Booking process: Ease of booking, clarity of information provided;
   - Pre-tour communication: Effectiveness of pre-tour communication and information (e.g., emails, informational packets).

3. Tour Logistics
   - Transportation: Satisfaction with transportation arrangements to and from the tour starting point;
   - Accommodation: Quality, comfort, and sustainability practices of accommodations;
   - Meals: Quality, variety, and authenticity of meals purchased during the tour.

4. Tour Experience
   - Route: enjoyment and challenge level of the cycling routes;
   - Scenery: satisfaction with the natural and cultural sights encountered.

5. Sustainability Practices (to be adjusted according to individual indicators)
   - Environmental impact: Awareness and effectiveness of eco-friendly practices during the tour;
   - Local community Engagement: Opportunities to engage with and support local communities.

6. Overall Satisfaction
   - Overall experience: General satisfaction with the tour experience
   - Value for money: Perception of the tour's value for the cost

7. Improvements and Recommendations
   - Areas for improvement: Suggestions for improving any aspect of the tour
   - Future tours: Interest in participating in future tours or recommending to others

8. Open-Ended Questions
   - Memorable moments: Description of the most memorable part of the tour;
   - Additional comments: Any additional comments or feedback.

9. Follow-Up
   - Permission for contact: Willingness to be contacted for follow-up or future promotions;
   - Testimonial permission: Consent to use feedback or testimonials in marketing materials.

Here are the tentative questions serving as alternative for the destination level indicators in the scoring table:

Reference to	Question	Answer	Scoring
2.5	In how many eco-certified accommodations did you stay overnight?	None 1/2/3/4/5	0 Each 2
3.4	Did you buy local food and drinks	None Randomly/frequently/ always	0 2/6/10
3.5	Did you experience/purchase locally certified products	None Seldom/frequently/always	0 2/6/10
4.1	Did you purchase and use a mobility card for moving around in the destination	No Yes	0 20
4.2-4.4	Did you use public transport/eco-friendly transport in the destination	No Yes	0 20
5.1	Did you purchase/receive and use a guest card for visiting attractions in the destination	No Yes	0 10
6.1-6.3	How sustainable would you rate your sports activities, besides biking, in the destination?	Did not do any sports Good/medium/not so good	5 10/5/0

ANNEX V – DESTINATION-LEVEL INDICATORS

Type (cluster)	Indicator	Source	Where to get it from	Type of data
Social and Cultural	Existence and quality of management plans, visitor regulations and monitoring	GSTC criteria&indicators destinations	Local government documents, tourism management plans, visitor surveys	Quantitative
Social and Cultural	Percentage of areas locally/ecologically managed, to maintain natural and cultural sites, including built heritage and rural and urban scenic views and its identity	GSTC +ETIS Toolkit 2016	Environmental reports, conservation organisations	Quantitative
Social and Cultural	Degree of community participation in tourism development (e.g. workshops)	UNWTO 2004 Guidebook	Community meeting records, participation surveys	Quantitative
Social and Cultural	Percentage of potential local establishments involved	UNWTO 2004 Guidebook	Local business surveys, stakeholder engagement records	Quantitative
Social and Cultural	Percentage of local residents concerned about loss of culture, community structure and values (questionnaire)	UNWTO 2004 Guidebook	Resident surveys, cultural impact assessments	Quantitative
Economic	Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises (to be further specified in order to be measurable)	ETIS toolkit March 2016 (amended by authors)	Local suppliers, tourism businesses, industry associations	Quantitative

Ecologic	Percentage of visitors using low-impact transportation (electric public transport, cycle route, pedestrian areas etc.)	GSTC criteria&indicators destinations	Transport usage surveys, eco-friendly transport initiatives	Quantitative
Ecologic	Utilisation rate of public transport by tourist	GSTC criteria&indicators destinations	Transport usage surveys, ticketing data	Quantitative
Ecologic	Percentage of tourist infrastructure (hotels, other), located in vulnerable zones	UNWTO 2004 Guidebook	Vulnerability assessments, disaster risk maps	Quantitative
Ecologic	Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	ETIS toolkit March 2016	Environmental conservation reports, sustainability initiatives	Quantitative
Ecologic	Percentage of conservation projects where tourism financial contribution is a component, compared to the overall investment	UNWTO 2004 Guidebook	Conservation funding reports, project financing records	Quantitative
Ecologic	Area of degraded vegetation attributable to tourist use (e.g. alpine meadows, % of surface area of key ecosystems disturbed)	UNWTO 2004 Guidebook	Ecological impact assessments, vegetation monitoring data	Quantitative
Social and Cultural	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	UNWTO 2004 Guidebook	Certification bodies, industry associations, local government reports	Quantitative
Economic	Revenue from the tourism industry in a destination	ETIS toolkit March 2016	Economic reports, tourism statistics	Quantitative

Economic	Direct tourism employment as percentage of total employment in the destination	ETIS toolkit March 2016	Economic reports, tourism statistics	Quantitative
Ecologic	Percentage of tourism enterprises taking actions to reduce energy consumption (renewable energy)	ETIS toolkit March 2016 (amended by authors)	Energy efficiency reports, sustainability initiatives	Quantitative
Ecologic	Percentage of projects/initiatives where tourism impact is evaluated	UNWTO 2004 Guidebook	Impact assessment reports, project evaluations	Quantitative
Ecologic	Indicator of local transportation usage among tourists	GSTC criteria&indicators destinations	Transport usage surveys, GPS tracking data	Quantitative

Note: Rows highlighted in colour indicate those that were considered for destination-level indicators (Self-guided tourist).