PESTO Criteria Catalogue
Indicators to select
Good practice projects

The Pesto Project Pool contains about 180 projects from various EU programmes which are – as main or part of their activities – concerned with questions of sustainable tourism development.

From this Project Pool 20 good practice projects will be chosen and invited to our PESTO Conference in Graz in October 2014. The promoters of the chosen projects have the possibility to present their project and its successful products to an interested public.

The selection of the projects is based on this Criteria Catalogue and will be result of a two-stage process:

1. Assessment of content relevance and innovation (Criteria Catalogue)

The relevance and innovative character of the projects will be assessed by the PESTO consortium who are either working in the field of education and training for sustainable tourism development or who are familiar with the tourist industries' demands.
The assessment is based on a comprehensive questionnaire on sustainability aspects. The three main dimensions of sustainable development are sub-divided into 9 sustainability objectives, which are again split into 27 separate questions.
By carefully answering these questions, the experts will decide which projects are especially relevant <u>and</u> relevant for sustainable tourism development. A shortlist of about 40 to 50 projects will be the result of this first stage check.

2. Formal Criteria (Evaluation Sheet)

Formal characteristics of the shortlisted projects will be rated on a scale from 1 to 4, based on accessible project results and project descriptions. The results of the ratings are background of the final choice.

The two questionnaires – content and formal aspects – can be found on the following pages.

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Project's committment to sustainable tourism development	Yes, main focus of the project	Yes, side aspect of the project	No	Not relvant for the project
Economic Dimension of sustainable development				
Does the project promote the strengthening of local/regional economy? This applies, if at least one of the following aspects is addressed: - Added value: Does the project create added value for the local/regional economy? - Diversification: Does the project protect or enhance the diversified structure of the local/regional economy? - Stability: Does the project contribute to a stable basis for the local/regional economy?				
Does the project promote the employment and qualification of local people? This applies, if at least one of the following aspects is addressed: - Employment: Does the project contribute to local/regional job creation and preservation? - Qualification: Does the project contribute to the professional qualification of people employed in tourism and/or related other sectors?				
Does the project promote sustainable capacity planning? This applies, if the following aspect is addressed: - Meeting market requirements: Is the project in line with market requirements, i.e. are relevant market trends taken into consideration?				

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Social/cultural dimension				
Does the project aim at the satisfaction of a majority of stakeholders impacted? This applies, if at least one of the following aspects is addressed: - Access for the disabled/elderly: Is the accessibility for disabled/elderly people taken into consideration for any infrastructure in relation to the project (e.g. buildings)? - Gender equality: Does the project contribute to gender equality? - Capacity limits: Is there a defined limit for the maximum number of visitors in relation to the social carrying capacity of the local population? - Access: Are measures undertaken to enable as many social groups as possible to benefit from the project output? - Satisfaction: Do the people affected by the project have a positive or at least no negative opinion about it?				
Do local people participate in decisions taken in the project? This question aims at local opinion and transparency: Are local people and stakeholders likely to be affected well informed and consulted?				
Does the project pay respect for local/regional culture and traditions? This applies, if at least one of the following aspects is addressed: - Culture: Does the project preserve, enhance or at least respect cultural objects? - Tradition: Does the project preserve. Enhance or at least respect local/regional traditions?				

Environmental dimension:				
Does the project promote minimising resource use? This applies, if at least one of the following aspects is addressed: - Land: Are measures undertaken to reuse existing infrastructure and/or to minimise the use of land? - Water: Are water measures undertaken to minimise the use of water? - Energy: Are measures undertaken to minimise the use of energy? - Renewable energy: Are measures undertaken to incorporate the use of renewable energy sources?				
Does the project help in reducing environmental load? This applies, if at least one of the following aspects is addressed: - Waste: Are measures undertaken to avoid or minimise waste? - Emissions: Are measures undertaken to minimise emissions? - Water pollution: Are measures undertaken to avoid water pollution?				
Does the project promote the preservation of biological diversity? This applies, if at least one of the following aspects is addressed: - Number of species: Does the project ensure that no loss of local/regional and migrating species occurs through the project activities? - Composition of species: Does the project ensure that no undesirable changes in the composition of species occur through the project activities?				
Professional expertise				
Is the project assisted by internal/external experts in the field of sustainable development?				
Number of ratings in the respective category				

Overall recommendation for the assessed project (Please insert the name/acronym)	**Recommended for shortlist**	No recommendation

PESTO Evaluation Sheet: (Name of the project to be inserted)

	Low	Rather low	Good	Very good	Comments
Content innovation How innovative is the product's content and it's contribution to sustainable tourism development?					
Practical testing/use of products To what extent the products of the project have been tested and evaluated with the addressed target group? Are the products still in use? Has the project won any awards?					
Target group relevance Has evaluation of the products shown their target group relevance?					
Geographical Coverage Is there local and institutional diversification among the project partners?					
Visibility Is the project visible in the local community? Does it raise awareness for the topic of sustainable tourism development?					
Presentability Are the project and it's products presentable?					
Accessibility of products Is access to the project results easy (i.e. in the download area)? Does the website contain information about the application?					
Product quality What is your overall impression about the project and the outcomes?					
Total points					