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D1.6 – Monitoring Plan

DIGITOUR - Boosting the tourism sector in Europe through digital tools and innovation

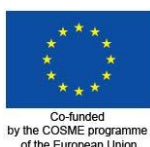
Action number: 101038133

COORDINATOR:

VENETIAN CLUSTER

RESPONSIBLE OF THE DELIVERABLE:

VENETIAN CLUSTER

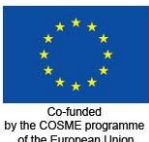


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Project deliverable

Project number	101038133	Project title	DIGITOUR
Programme	COSME	Thematic priority	Tourism SMEs and Digitalisation
Start of the project	10 th november 2021	Duration	26 months
Deliverable title	Monitoring Plan		
Contractual delivery date	09/02/2022	Actual delivery date	11/04/2022
Dissemination level	Public Restricted to other programme participants (including the Commission) Restricted to a group defined by the consortium (including the Commission) X Confidential, only for members of the consortium (including the Commission)		
Responsible of the deliverable, contributors	Venetian Cluster		
Abstract of the deliverable	As one of the project monitoring tools developed and prepared by the Project Management Team of the DIGITOUR project, the Monitoring Plan (D1.6) provides partner monitoring template/ matrixes and a monitoring scoreboard with performance indicators per each activity, as a framework for monitoring and evaluating the progress throughout the project duration; it will consist of a reference to measure the impact of the project.		
Revision history			
<i>Version</i>	<i>Date</i>	<i>Description</i>	<i>Author (organisation)</i>
V1	11/04/2022	Monitoring Plan (D1.6)	Venetian Cluster



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1 Introduction

In the framework of the monitoring actions and tools, the **Monitoring Plan (D1.6)** is a relevant tool applied within the DIGITOUR working team, providing **partner monitoring template/ matrixes and a monitoring scoreboard with performance indicators** per each activity, to monitor and assess the progress throughout the project duration. This document (9 pages) thus provides a general overview of the Monitoring Plan and its objectives (section 2), of its scope, use and impact (section 3) and the detailed Monitoring Plan scheme (section 4).

2 Deliverable summary

2.1 Deliverable abstract

The **Monitoring Plan (D1.6)**, one of the main monitoring tools developed and prepared by the Project Management Team of the DIGITOUR project, provides partner monitoring template/ matrixes and a monitoring scoreboard with performance indicators per each activity, as a framework for monitoring and evaluating the progress throughout the project duration. Moreover, it will consist of a reference to measure the impact of the project. The Plan has been structured to implement the regular check of the main planned activities, monitoring the actions and outputs realized with respect to the planned ones, actual implementation timing, and goals achieved.

2.2 Deliverable objectives

The general aim of the Monitoring Plan is to control the conformity between planned and realized activities. In particular, the DIGITOUR Monitoring Plan aims at:

- Ensuring process transparency, sharing the main project activities, deliverables, and targets;
- Measuring the outcomes of the project and the main variables, and preventing delays and risk;
- Enabling a continuous verification of the project work in progress and the achievement of expected interim and final results;
- Supporting the operative and strategic management of the DIGITOUR project, controlling and evaluating the project quality and making potential changes, adjustments and improvements, whether necessary.

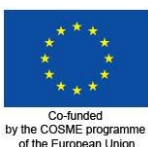
3 Scope, use and impacts of the deliverable

3.1 Scope of the deliverable

The DIGITOUR coordinator and the whole consortium will have full access to the Monitoring Plan in order to monitor and check the project progress, comparing the actual achievements to the targeted values, the work plan and the budget composition and distribution.

The Monitoring Plan (Annex 1) of the DIGITOUR project will be concretely used to assess potential impacts and effects at internal and external level. Thus, the document will:

- Ensure the accurate detection and interpretation of the impacts and effects, to be measured through the appropriate indicators listed in the Monitoring Plan, reflecting the performance indicators per each activity;
- Assess the process adopted through the activity monitoring;
- Ensure all partners understand the data, information and deadlines required for evaluation in the framework of the DIGITOUR project.



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Thus, the whole project will be correctly informed and aware of the state of the project. The main activities to be monitored correspond to the five Work Packages of the project:

1. Project Management
2. Mapping of digital solutions and training opportunities for the tourism ecosystem
3. Support to SMEs
4. Impact monitoring and sustainability
5. Communication and dissemination.

The Monitoring Plan (*Annex 1*) defines, describes and codifies each activity, its durations and performance indicators, stressing the targeted values and the achieved results. Moreover, listed by activity, it also provides a comprehensive list of the deliverables in chronological order, underling their type, status (In progress; Ready for submission; Under validation; Approved/Rejected) and showing if each deliverable has been submitted or not.

Finally, the progress of the DIGITOUR project will depend on the achievement of the targeted results and on the compliance with the performance indicators per each activity.

3.2 Use of the deliverable

The Monitoring Plan of the DIGITOUR project shall be used by the whole consortium as internal management tool to monitor the project progress. Thus, key stages and indicative considerations shall include:

- Defining the intended outcomes;
- Reaching the aims of the Plan;
- Checking the deadlines set for each deliverable and properly organizing the related work;
- Referring to the activity coordinator and responsible for each deliverable.

This Plan (*Annex 1*) will be adapted and updated throughout the project implementation, according to the DIGITOUR progress, following the main deadlines for the deliverable preparation and submission, and respecting the performance indicators for each activity and task.

3.3 Impacts of the deliverable

The main direct beneficiaries of this Plan will be the DIGITOUR beneficiaries. Indeed, this tool will support them in monitoring the project progress and avoiding delays and inefficiencies. The whole consortium will benefit from this tool, as it will serve to properly implement the project activities. Indirectly, this Plan will also positively impact on SMEs and digital technology providers, since a proper, accurate and precise implementation of the project will ensure them to concretely and fully benefit from the project.

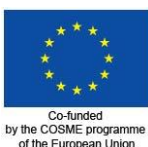
4 Preparation and development of the deliverable

4.1 Preparation stages and deliverable development

The main steps of the development and preparation of the Monitoring Plan are listed below:

- Identification of the project goals, deliverables and activities;
- Identification of performance indicators to be monitored throughout the project implementation;
- Definition of the timeline, roles and responsibilities;
- Providing consistency with the reporting requirements;
- Sharing the Monitoring Plan with the whole consortium in order to adapt it and improve its quality, whether necessary and relevant.

Contents and annexes



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D1.6 - Monitoring Plan

Project acronym: DIGITOUR (101038133)
Responsible partner: Venetian Cluster



p r o j e c t	Activities	Leader	Description				Code	Duration	Project management - Performance indicators		
m a n a g e m e n t	1. Project Management	VHC	Activity 1 will ensure technical and administrative management, monitoring and coordination of the activities and careful implementation of the administrative and financial procedures in line with the Grant Agreement and the requirements of the EASME.				A	M1-M26	Performance Indicators % of deviation from original project: This indicator measures the percentage of deviation of final activities delivered compared to project document. % of deliverables compared to project document: The indicator is purely quantitative and measures the number of deliverables submitted by the end of the project compared to the project document. % of funds spent compared to project budget: The indicator is quantitative and measures the percentage of funds spent and reported through the final financial report compared to the project approved budget.	Target value Less than 20% 100% 90%	Achieved (RED = less than targeted; GREEN = achieved target)
	1.1 Start-up and approach sharing activities	VHC	DIGITOUR will start implementation with start-up activities aimed to provide management guidelines and tools to ensure smooth management of the project and to officially launch the project.				A1	M1-M26			
	1.2 Project management and coordination and internal communication	VHC	Day to day project management will be undertaken according to the project implementation handbook. The overall responsibility for coordinating implementation of activities will be of the Management Team (VHC), which will communicate and coordinate with partners' Responsible Project Managers (RPMs) and WP Leaders throughout project lifetime, as necessary.				A2	M1-M26			
	1.3 Monitoring & Evaluation	VHC	This monitoring & evaluation activity in WP1 is aimed to check and control the implementation of activities and the level of achievement of the project objectives vis-à-vis work plan and budget.				A3	M1-M26			
	1.4 Reporting and financial management	VHC	This set of activities is based on the requirements of the Grant Agreement, as reflected in the project implementation handbook and work plan. It includes: one technical progress report (M9); one periodic technical and financial report (M18); one final report (M26)				A4	M1-M26			
	Deliverables										
		Deliverable	Leader	Type	Deadline	Status (In progress; Ready for submission; Under validation; Approved/Rejected)	Submitted	NOTES			
		D1.1 Project implementation handbook & work plan	VHC	Report	09/01/2022						
		D1.2 Internal collaborative online platform	VHC	Other	09/01/2022						
		D1.3 Risk register	VHC	Report	09/01/2022						
	D1.11 Consortium Agreement	VHC	Report	09/01/2022							
	D1.4 Report of project Kick-off meeting	VHC	Report	09/02/2022							
	D1.6 Monitoring Plan, partner monitoring template/ matrixes and a monitoring scoreboard with verifiable indicators	VHC	Report	09/02/2022							
	D1.10 Technical Progress Report covering the first third of the project	VHC	Report	09/09/2022							
	D1.7 Monitoring reports by partners (3)	VHC	Report	09/10/2023							
	D1.8 Progress self-evaluations (3)	VHC	Report	09/11/2023							
	D1.5 MoM and Report of SC meetings (3)	VHC	Report	09/12/2023							
	D1.9 Final self-evaluation report	VHC	Report	09/01/2024							
D i g i t a l s o l u t i o n s / t r a i	2. Mapping of digital solutions and training opportunities for the tourism ecosystem	Cluster IDia	Activity 2 will pave the way to the activities of Activity 3 through preparatory actions to facilitate the implementation of the voucher scheme and building cross-sectorial and (trans-) national partnerships.				B	M1-M26	Performance Indicators Number of tourism SME covered by the UNUR assessment: At least 5 companies from each country representing each of the focused sectors (I5510, I5520, I5530, N79 should be interviewed. It sums to at least 20 SME per country * 8 countries) Number of training courses and tools mapped: Number of training courses and training tools available at the EU level mapped as a result of activity 2.4. Number of entities from the digital ecosystem that apply to the Call for Expression of Interest: Number of players from the digital ecosystem (including SMEs and other public and private entities) that apply to the project Call for Expression of Interest and register their profile in the project B2B platform.	Target value 160 50 100	Achieved (RED = less than targeted; GREEN = achieved target)
	2.1 Analysis of the regional contexts/ destinations	VERITAS	It is aimed to improve understanding of the regional tourism contexts that will be directly involved in the project, as a representative sample of EU tourism destinations.				B1	M2-M3			
	2.2 Collection of data on User Needs and Requirements (UNUR) of SMEs and definition of UNUR	BizGarden	User Needs and Requirements (UNUR) will be collected in each country, based on a common methodology provided by P3 – BIZGARDEN, who has already tested this approach in former projects.				B2	M2-M4			
	2.3 Mapping of digital solutions and technology providers, experts, best practices	Cluster IDia	The consortium will map existing digital solutions and technologies of interest for the tourism ecosystem.				B3	M4-M5			
	2.4 Mapping of training courses and training tools at the EU level	AU	The goal of the activity will be to find and map existing training opportunities for tourism-related SMEs.				B4	M4-M5			
	2.5 Call for Expression of Interest for suppliers of digital tools, technologies, training, and advisory support	Cluster IDia	Building on the previous mapping tasks, the consortium will launch a Call for Expression of Interest (D.2.5.1) directed towards European players from the digital ecosystem to identify those companies and entities that are interested in applying their solutions to the tourism ecosystem				B5	M5-M6			
	Deliverables										
		Deliverable	Leader	Type	Deadline	Status (In progress; Ready for submission; Under validation; Approved/Rejected)	Submitted	NOTES			
		D2.2 Final UNUR questionnaire	BizGarden	Report	09/01/2022						
		D2.1 Overall strategic recommendations related to digitalisation of the tourism sector	VERITAS	Report	09/02/2022						
	D2.3 SMEs questionnaires	BizGarden	Report	09/02/2022							

n i g	D2.4Final UNUR document	BizGarden	Report	09/03/2022						
	D2.5Catalogue of digital solutions of the tourism ecosystem	IDIA	Report	09/04/2022						
	D2.6Report on training opportunities	AU	Report	09/04/2022						
	D2.7Call for Expression of Interest	IDIA	Report	09/04/2022						
	D2.8List of digital sector companies/ entities registered on the project B2B platform	IDIA	Report	09/05/2022						

	Activities	Leader	Description				Code	Duration	Support to SMEs - Performance indicators			
		3. Support to SMEs	VHC	Activity 3 represents the core of the project, and its activities are pivoted around the financial support scheme provided to tourism sector SMEs, through which DIGITOUR specific objectives will be achieved.				C	M1-M26	Performance indicators		Target value
S u p p o r t t o S M E s	3.1 Set up and management of project B2B platform	VHC	To foster collaboration and networking opportunities among enterprises, a suitable online B2B platform will be selected, set up and managed during the project by WP Leader VHC with the support of VERITAS and ITALCAM.				C1	M3-M5	Number of SMEs or entities that uploaded their profile in the project B2B platform:	350		
	3.2 Mobilizing SMEs: inspiration and information events	VHC	Two inspiration and information events targeting SMEs will be organized by each partner in respective countries, before the Call for Proposals is published and launched				C2	M2-M4				
	3.3 Fine tuning of Call for Proposals methodology and definition of criteria	VHC	To fine tune the methodology of the Call for Proposals				C3	M6-M14				
	3.4 Launch of the Call for Proposals	VHC	Following approval by the EASME on the Call for Proposals announcement and details, the project Call for Proposals will be launched				C4	M8-M14	Number of tourism SMEs reached by the project:	250		
	3.5 Evaluation of proposals and selection of SMEs	VHC	The evaluation of SME proposals will follow the criteria and guidelines defined through Activity 3.1 and laid down in the Full Call Details.				C5	M10-M14	Number of events targeting SMEs at national and transnational level organised by the project partnership:	30		
	3.6 Administrative and financial management of the approved projects	VHC	Following the selection of awarded SMEs, project partners will manage the approved projects from the administrative and financial point of view				C6	M10-M22	Number of countries involved in the project and supported by the organised activities:	At least 12		
	3.7 Tutoring and mentoring support for SMEs during application and implementation stage	ADI N-A	Besides the administrative and financial management of the projects, DIGITOUR will provide a coaching, mentoring and tutoring system, shared and applied by all consortium partners, tending to tourism SMEs.				C7	M6-M22				
	Deliverables											
		Deliverable	Leader	Type	Deadline	Status (In progress, Ready for submission; Under validation;	Submitted	NOTES	Number of crosssectoral partnerships established between tourism SMEs as a result of the project	At least 19		
	D3.1 B2B Platform	VHC	Websites, patents filing, etc.	09/01/2022								
	D3.4 Draft of the final Call Announcement, full Call details	VHC	Report	09/03/2022								
D3.5 Call page	VHC	Websites, patents filing, etc.	09/04/2022									
D3.3 Reports on Inspiration and Information events including participant lists (2)	VERITAS	Report	09/05/2022									
D3.6 Final Call Documents in English and national languages	VHC	Report	09/05/2022									
D3.7 List of Evaluation Committee Members	VHC	Report	09/05/2022									
D3.10 Protocol for tutoring and mentoring support	ADI N-A	Report	09/05/2022									
D3.9 Signed Agreements with SMEs	VHC	Report	09/02/2023									
D3.8 Call Evaluation Process Reports (2)	VHC	Report	09/05/2023									
D3.2 B2B Report	VHC	Report	09/11/2023									
D3.11 Overall report on the tutoring and mentoring support	ADI N-A	Report	09/11/2023									
	D3.11 Overall report on the tutoring and mentoring support	ADI N-A	Report	09/11/2023				Number of crossborder partnerships established between tourism SMEs as a result of the project	At least 5			

	Activities	Leader	Description				Code	Duration	Impact & sustainability - Performance indicators			
		4. Impact monitoring and sustainability	BizGarden	Activity 4 is aimed to monitor project impacts as a result of WP3 activities, but also to pave the way to the sustainability of SMEs activities beyond project lifetime.				D	M1-M26	Performance indicators		Target value
I m p a c t & S u s t a i n a b i l i t y	4.1 Initial assessment of SME digital readiness	BizGarden	Preliminary digital readiness assessment. To ensure that companies that have been finally awarded do reflect in their projects the level of digital readiness achieved.				D1	M8-M10	Number of Digital readiness assessments (DRA): DRA provided to awarded companies under voucher scheme 2 and DRA provided to awarded companies under voucher scheme 1	At least 138 (voucher 2)	100 (voucher 1)	
	4.2 Monitoring & final evaluation: impact on SMEs and recommendations for SMEs	BizGarden	WP Leader will provide guidance to partners in the consortium in the process of monitoring the implementation of projects and in following and controlling the ongoing results				D2	M11-M24				
	4.3 Networking and building of Private-Public partnerships at regional and transnational level	AU	To underpin the importance of networks and partnerships of stakeholders in the travel industry and beyond.				D3	M15-M25	Number of projects assessed through a final evaluation of impacts: Monitoring & final evaluation of projects under Voucher scheme 2	At least 38		
	Deliverables											
	Deliverable	Leader	Type	Deadline	Status (In progress, Ready for submission; Under validation; Approved/Rejected)	Submitted	NOTES	Number of local/ regional networks reached by the project: Number of networks at the local and regional level reached by the partnership	10			
D4.1 Information report on Digital readiness assessment within DIGITOUR project and summarised results	BizGarden	Report	09/02/2023									
D4.2 Digital publication "On the road to the digital future – inspirational handbook for SME's in tourism	BizGarden	Report	09/11/2023									
D4.3 Report on networking activities and the establishment of PPPs	AU	Report	09/11/2023				Number of European/ international networks reached by the project: Number of networks at the European and international level reached by the partnership	5				
								Number of public private partnerships achieved as a result of the project: Number of collaborative projects / activities started by tourism SMEs and public actors with an interest in the	8			

Y	D4.4 Report the improvement in the uptake of digitalisation, innovative solutions	BizGarden	Report	10/12/2023								
C o m m u n i c a t i o n & D i s s e m i n a t i o n	Activities	Leader	Description				Code	Duration	Communication & Dissemination - Performance indicators			
	5. Communication and Dissemination	VERITAS	This activity coordinates the communication and dissemination of the project.				E	M1-M26	Performance indicators		Target value	Achieved (RED = less than targeted; GREEN = achieved target)
	5.1 Communication management framework	VERITAS	Providing the coordination framework, the overall management of communication will be provided by WP Leader, who will appoint a Communication Manager (CM), define the Strategy and Guidelines.				E 1	M1-M2	Number of participants attending the projectorganised public events		500	
	5.2 Public events	VERITAS	In order to promote the project, two public events will be organized under this task. WP Leader will also support partners in the promotion and dissemination of information and inspiration events targeting SMEs.				E 2	M2-M26	Number of articles about the project published in the press: Total number of articles about the project published in national and international specialised media as a result of project communication and dissemination efforts: 2 articles in each participating countries and 4 articles in specialised international media.		20	
	5.3 Promotional Activities	VERITAS	Project promotional materials will be designed and developed by WP Leader based on the project visual identity and printed by all partners as needed				E 3	M3-M26	Number of website visitors: Average monthly number of visitors to the B2B project website.		200	
	5.4 Digital activities	VERITAS	Project digital activities will be managed by WP Leader, based on inputs provided by partners.				E 4	M3-M26	Number of followers on social media channels and activities: Number of new followers on social media channels per month.		20	
	Deliverables											
	Deliverable	Leader	Type	Deadline	Status (In progress; Ready for submission; Under validation; Approved/Rejected)	Submitted	NOTES	Number of attended conferences: Number of conferences and events attended by consortium members to disseminate project results		10		
	D5.1 Communication Plan and Dissemination Strategy	VERITAS	Report	09/01/2022								
	D5.2 Communication Guidelines	VERITAS	Report	09/01/2022								
D5.5 Post-event Report, including media coverage report of launch press conference and event	LFD	Report	09/02/2022									
D5.7 Promotional Materials	VERITAS	Report	09/02/2022									
D5.3 MoM of Communication meetings (3)	VERITAS	Report	10/12/2023									
D5.6 Post-event Report, including media coverage report of final project event	VERITAS	Report	10/12/2023									
D5.11 Report on Social Media management	VERITAS	Report	10/12/2023									
D5.4 Final Communication and Dissemination Report	VERITAS	Report	09/01/2024									
D5.8 Press releases (30)	VERITAS	Report	09/01/2024									
D5.9 Articles submitted to national and international media (20)	VERITAS	Report	09/01/2024									
D5.10 Project newsletters (4)	VERITAS	Other	09/01/2024									