

Project title:

Localiti: Local Itineraries

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Main partners for the project are destination organisations and local tourism actors. Additionally, partnerships with magazines, NGOs and universities are planned to promote climate-friendly activities in the pilot regions.

Activities 🚀

What are the three main activities needed to create/realize your project?

- Finalisation of the web-based interface
- Integration of content in the pilot regions
- Communication of activities by partners

Ressources 📚

Which three skills and resources are central to the implementation of your idea?

- Content of climate-friendly offers provided by the local partners and the community
- Programming skills to implement the map-based interface on the web
- Partnership with destinations and influencers

Project 📦

How do you explain your project to a stranger in 1 minute?

With our project, we will provide an easy-to-use local alternative to GoogleMaps allowing to locate climate-friendly offers and combine them to visitor circuits (itineraries) in three pilot regions in Switzerland. We collaborate with pilot destinations across Switzerland that have a high density of culturally interesting sites (Val Verzasca, the Entremont Valley in Valais, and Lavaux)

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

Travellers will be able to give input and provide us with information on sites and activities directly through an interface in the platform. Additionally, we will work with social media.

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Communication will be mainly online, through social media and the platforms of our partners, complemented by specific formats in magazines and other publications.

Target Groups 👥

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

The main target group is culturally sensitive travellers who are searching for climate-friendly tourism offers off the beaten track in Switzerland.

Budget 💰

What costs do you expect to incur to realize your idea?
What are the costs?

Finalisation of the web-based interface: 15'000 CHF
Production and integration of the content in the interface: 25'000 CHF
Communication activities and launching of activities: 10'000 CHF
Evaluation and monitoring: 5'000 CHF

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

The platforms allow us to propose climate-friendly tourism offers and itineraries directly to travellers through our platforms without direct intermediaries, such as GoogleMaps. The impact can be directly measured by the number of clicks and the number of visits.

The impact of the project can be easily scaled by working with additional destinations and actors throughout Switzerland.