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METODOLOGY

CYRCLE MODEL



CYRCLE MODEL

This model aims to apply the principles of circular economy specifically in the artisanal sector, to enhance local assets giving them an added value that positions them as a tourist attraction in the communities with the direct action and commitment of young people.

The model aims at implementing creative initiatives that look at the establishment of handicraft circuits to promote responsible tourism offers through the designing and developing of the CYRCLE COMMUNITY BRAND.



CYRCLE MODEL PHASES

1. IDENTIFICATION OF COMMUNITY LOCAL ASSETS => COMMUNITY REPORT (DYAGNOSIS)

The identification of community local assets consists of collecting and analysis of data to identify resources/assets, problems challenges and the disposition of local people, in order to establish goals that meet the specific needs of the community.

2. VALORIZATION OF LOCAL ASSETS => CYRCLE TOURISTIC ITINERARIES

The strategy of valorization of the CYRCLE COMMUNITIES consists of the creation of itineraries that have the objective of offering a responsible tourism alternative, to valorize and promote the cultural, natural and human heritage, creating employment opportunities and entrepreneurship initiatives that promote the development of the local economy.

3. PROMOTION OF LOCAL ASSETS =>CYRCLE COMMUNITY BRAND

The promotion strategy consists of the creation of the "Circle Community" brand with the objective of positioning the selected communities as responsible tourist attractions, characterized by the valorization of their human, natural and cultural capital.

1.IDENTIFICATION OF COMMUNITY LOCAL ASSETS => COMMUNITY REPORT (DYAGNOSIS)

Phases of the identification of community local assets

- 1.Community overview
- 2.Identification of community local assets
- 3.Swot-w analysis (strength, weakness, opportunity, threat and wishes)
- 4.Identification of local assets to be valorized
- 5.Overview resources actors and stakeholders needed to the local assets valorization
- 6.Final report



1. COMMUNITY OVERVIEW

During this phase, the community is selected and a first approach is made, documentary information on the context is collected and the first reconnaissance visits are carried out.

2. IDENTIFICATION OF COMUNITY LOCAL ASSETS

In this phase, the different local assets identified through documentary information and the first approaches to the community are listed and described. These include both those assets that are currently valued and those with potential value.

3. ANALYSIS OF LOCAL ASSETS (Strength, Weakness, Opportunity, Threat and Wishes)

In this phase, a detailed analysis of the community is carried out, using the SWOT-W model as a study tool. During this stage, the Strengths, Weaknesses, Opportunities, Threats and Wishes will be researched about the main community sectors, providing information regarding the assets identified during the previous phases.

4. IDENTIFICATION OF LOCAL ASSETS TO BE VALORIZED

In this phase, the assets that will be valued were selected, according to the context information prepared in the preceding phases and the SOWT-W analysis.

5. OVERVIEW RESOURCES, ACTORS AND STAKEHOLDERS NEEDED TO THE LOCAL ASSETS' VALORIZATION

In this phase, the resources and actors needed to the phase of valorization of the selected assets are identified. In this stage, the results of the research carried out in the preceding phases are analyzed.

6. FINAL REPORT

In this phase all information previously provided are delivered in the final report template.



2. VALORIZATION OF LOCAL ASSETS => CYRCLE TOURISTIC ITINERARIES

The valorization phase of community assets consists of 2 main activities:

- a) Final selection of community assets to valorization.
- b) Development of CYRCLE VALORIZATION STRATEGY = CYRCLE ITINERARIES.

a) Final selection of community assets

After having carried out the overview of the community, the FODA-W analysis, the assets that will be subject to valorization and that will be included in the tourist itinerary must be selected. It is necessary that the selected assets are in line with the concept of Cyrcline community.

b) DEVELOPMENT OF CYRCLE VALORIZATION STRATEGY = CYRCLE ITINERARIES

1. This activity consists of the design of the Circle itinerary, which must be based on the results obtained in the phase of identification of community assets (FODA-W) and comply with the following characteristics:

- To be based on «circularity»
- To be «responsible»
- To be focused on the empowerment of cultural, natural and human heritage
- To link cultural, human and natural community assets to develop a new local economy
- To be based on balanced environmental, social cultural approach
- To be youth-led
- To involve direct participation of the community's members and visitors

The CYRCLE itinerary is a tool for the valorization of the selected communities which aims to offer a Responsible Tourism experience that fosters respect for local people, their culture and the environment in a circular way



The final itinerary must include in the description the following elements:

- Actors
- Places
- Resources (economic and human)
- Mapping
- Facilities and tools (existing and to be developed)
- Activities

THE REPORT

The final report of CYRCLE itineraries must be presented following elements:

A) Overview of the itinerary and the designed strategy in the CYRCLE Community.

B) Descriptive rationale of the strategy explaining how the designed itinerary connects with main topics of the project (Circular economy, Responsible Tourism, Handicraft sector/cultural heritage and Youth participation).

C) Explication the additional value for the community, the impact in social and economic terms, and how the itinerary will improve the consciousness and knowledge of being a “CYRCLE Community”

3. PROMOTION => CYRCLE COMMUNITY BRAND

The CYRCLE promotion aims at designing and developing the local CYRCLE COMMUNITY BRAND. The brand has to include:

- CYRCLE Community Logo
- Local CYRCLE Community Landing Page
- Creation and sharing on the CYRCLE Platform
- Network and sponsorship campaign
- Touristic Offer through sector operators
- Social Media Marketing Strategy
- CYRCLE Contamination Lab

