



Programme cofinanced  
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Regional  
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# SHIFT

PROJECT COMMUNICATION TOOLS

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2nd Steering Committee,  
RHODES  
20-21.11.2009



SHIFT



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RHODES, 20-21.11.2009

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**ALL MATERIAL MUST INCLUDE  
THE FOLLOWING:**

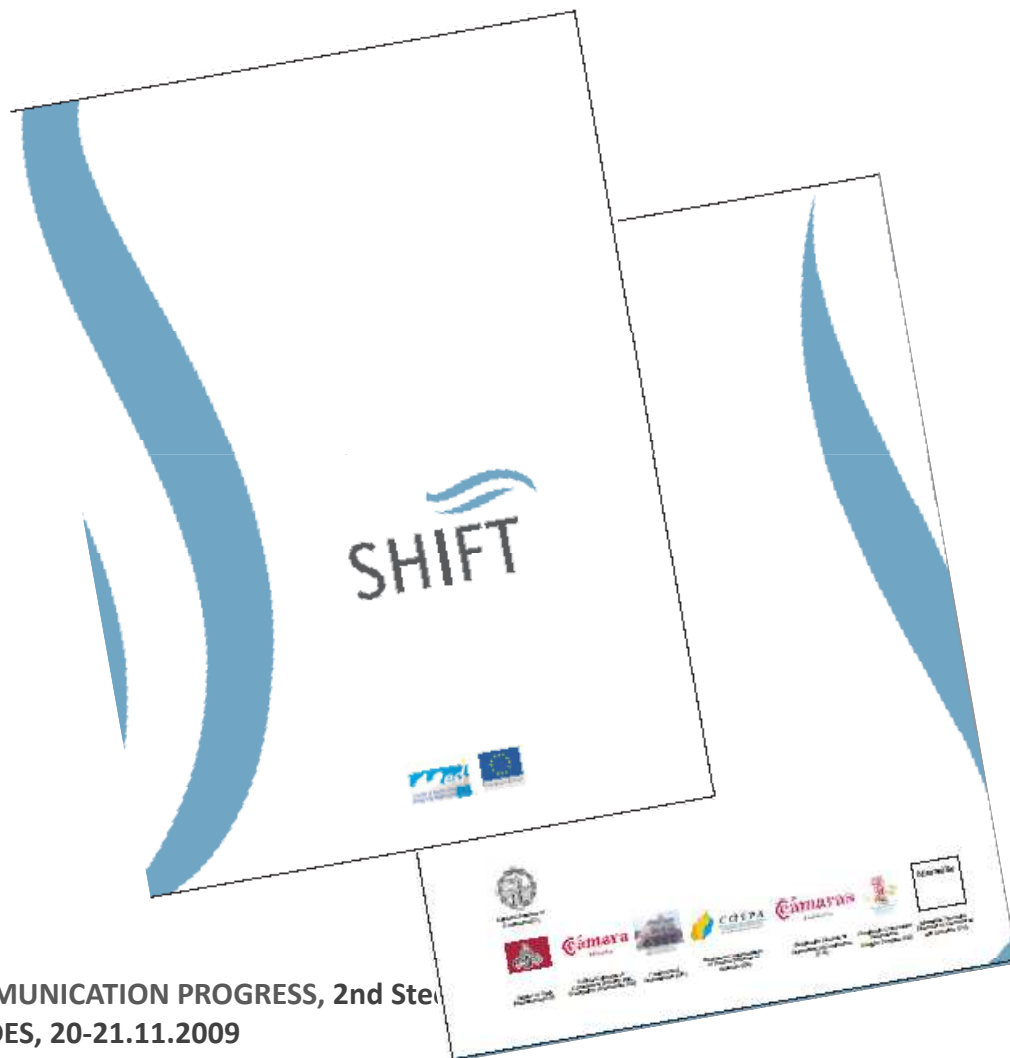


Programme cofinancé par le Fonds Européen de  
Développement Régional  
Programme cofinanced by the European Regional  
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## SHIFT FOLDER

Size: A4

Minimum weight: 250gr/m<sup>2</sup>

Design: FCVRE

Printing: Decentralized by partners

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**European Union**

- Total budget: 1,298,276 €
- Duration: 30 Months
- Starting date: 01/04/2009
- Ending date: 30/09/2011
- Partners:

**Naples Chamber of Commerce (IT) - Lead Partner**

**Region of East Macedonia (GR)**

**Official Chamber of Commerce, Industry and Navigation of Valencia (ES)**

**Prefecture of Dodecanese (GR)**

**COEPA - Business Confederation of The Province of Alicante (ES)**

**Andalusian Council of Chambers of Commerce (ES)**

**Fundación Comunidad Valenciana - Región Europea (ES)**

**Marseille Provence Chamber of Commerce and Industry (FR)**

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**SHIFT**

**Sustainable Tourism In Fragile Territories**

Coastal over-development, a lack of integrated planning and intensive, seasonal tourism are factors severely stressing the Mediterranean areas. Decades of a continued tourist pressure over a fragile and frail environment has jeopardized its future. If no new measures are carried out to preserve such areas, its economic, natural, cultural and social heritage is threaten.

Therefore, European regions from four Mediterranean countries are working together to avoid these uncertainties. Shift project, part-financed by the European Commission Interreg Med programme, will develop new strategies aiming at fostering sustainable development in the Mediterranean basin.

The common objective is to redistribute tourism pressure over an extended season and toward different market segments drawn from local cultural and natural diversity. At the same time, the idea is developing sustainable tourist sites and promoting a high quality, specialized tourist offer.

Project partners are following a "total quality" approach, embracing ethical, strategic and commercial criteria that constitute the key to the competitive quality of tourist destinations. The initiative is led by the Naples Chamber of Commerce.

The real impact of Shift will be:

- A strengthening of institutional-stakeholder governance of the system through commonly-defined balanced actions
- The establishment of a system for identifying stakeholder concerted actions
- Benefits for the economy leading to improved employment, an extended season and a stronger positioning of natural tourism supply
- Conservation and valorisation of natural resources as a driver for balanced economic growth
- Experimentation of a cooperative tourism strategy and identification of a total quality management system for fragile coastal and island areas
- An improvement in the quality and governance of the tourist supply in fragile areas through a stakeholder-driven strategy
- Providing tested transferable models for sustainable tourism strategies to be mainstreamed into Regional Programmes

**Contacts**

<p><b>Lead Partner:</b></p> <p>Naples Chamber of Commerce Via S. Aspiro, 2 - 80133 Naples (Italy) Tel: +39 081 246512 Fax: +39 081 5634839 mail: direzione@comtur.it</p>	<p><b>Communication and Dissemination:</b></p> <p>Fundación Comunidad Valenciana-Región Europea Rue de la Loi 227, 1000 Brussels (Belgium) Tel: +32 (0)228 24162 Fax: +32 (0)228 24161 mail: gmartinie@delcomval.be web: www.shiftinfo.be</p>
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## SHIFT FACT SHEET

Size: A4

Minimum weight: 80gr/m<sup>2</sup>

FCVRE design - Languages: EN / ES

Partners will translate contents to their own languages for local printing and distribution

Periodicity: every 6 months according to the project progress

Distribution: direct and electronic

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## SHIFT NEWSLETTER

Size: A4 (A3 folded)

4 pages

Minimum weight: 80gr/m<sup>2</sup>

FCVRE design - Languages: EN / ES

Partners will translate contents to their own languages for local printing and distribution

Periodicity: every 6 months according to the project progress

Distribution: direct and electronic

¿Partner editorial?

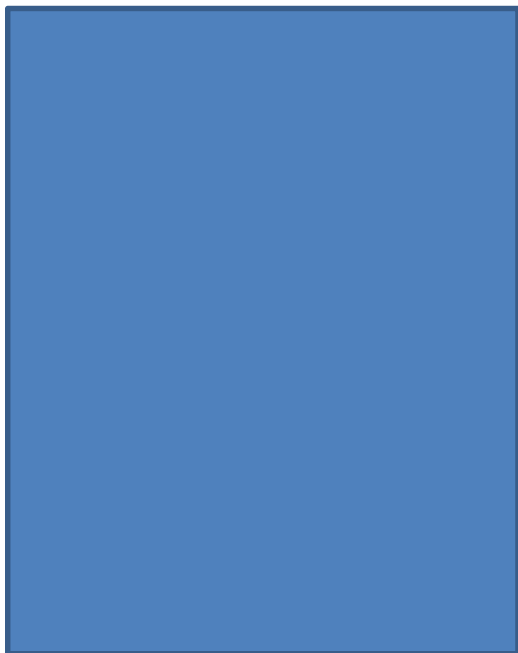
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## SHIFT LEAFLET

Size: A4 (folded)

Minimum weight: ?? gr/m<sup>2</sup>

???????? design - Languages: EN / ES

Partners will translate contents to their own languages for local printing and distribution

Distribution: direct and electronic

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## SHIFT wiki article

Media: electronic

Contents: text / images / ¿multimedia?

FCVRE design – update from LP info

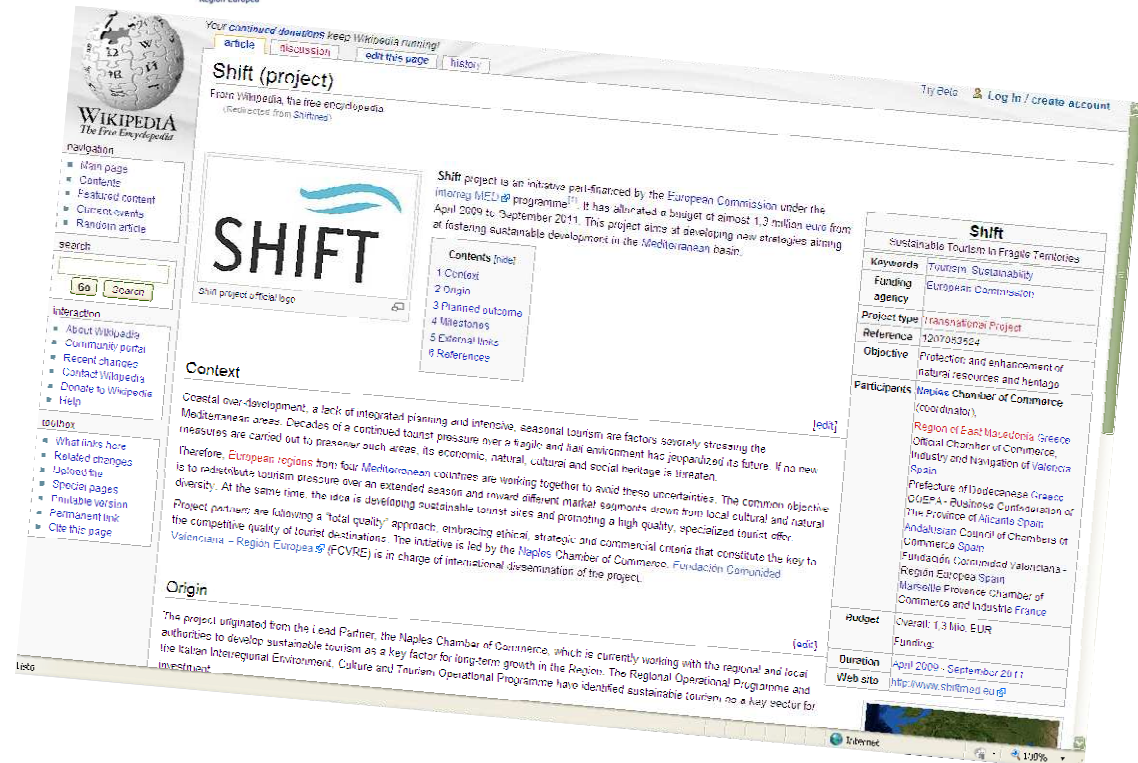
Languages: EN

Partners may translate and upload contents  
to other language versions of Wikipedia

Periodicity: every 6 months according to the  
project progress

Distribution: direct and electronic

¿Partner editorial?



[wikipedia EN: shiftmed](#)



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## SHIFT website

First draft

Domain:

Domain:

**[www.shiftmed.eu](http://www.shiftmed.eu)**

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The screenshot shows the SHIFT website interface. At the top left is the 'SHIFT' logo. To its right is a navigation menu with links: Home, The Project, News, Events, Documents, Stakeholders Area, and Contact. Below the logo is a 'Welcome, guest' message with a 'Sign in' link and a search box. The main content area features a grid of news items, each with a small image and a text snippet. A 'More news:' section is visible below the grid. To the right, there is a 'Latest documents:' section listing several PDF and Word files. The browser's address bar at the bottom shows 'Internet' and a 100% zoom level.



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# SHIFT

THANK YOU

[www.shiftmed.eu](http://www.shiftmed.eu)

[info@shiftmed.eu](mailto:info@shiftmed.eu)

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