

Project Outline



Project Group 2 + 13

Title: European Trails day

Presenting Organization:
staori.gr - workers' coop for sustainable tourism on Crete

Problem statement:

- Rural abandonment and for the ageing rural population
- Potential of trails as platforms for structured sport events with a clear European dimension is missing
- Existing European hiking initiatives. These mainly target walking communities

Main Goals and target group(s):

- Promote and raise awareness of healthy lifestyle for all through inclusive sport activities on diverse trail infrastructures.
- Strengthen inclusion and participation of people with fewer opportunities, including rural communities and persons with disabilities.
- Build capacity of local organisations and volunteers to organise sustainable, inclusive sport events annually.

Description of project approach (how do you plan to achieve the goals):

The project aspires to establish the celebration of a European Trails day. As part of distributed local festivals (following a common narrative), inclusive physical activities and traditional games will be organised around regional trails. Local communities will co-shape the game scenaria with their stories and volunteering teams will be trained to initiate the celebration on a yearly basis. European-wide promotion activities will ensure the publication of the yearly celebrations, whereas local info-events will take place in related exhibitions and nearby urban centers.

Expected output/products:

- European Trails Day declaration
- Coordinated trail events
- Trained volunteer teams
- Toolkit for inclusive trail-based events
- Coordinated comm. campaign

Targeted funding sources:

- Erasmus+ [Non-for-profit European sports events \(Type I or Type II\)](#)



[Erasmus+ guide](#) (p. 358)

Target region/countries:

- Rural areas with some proximity to holiday destinations
- (with low alteration potential)*

Potential partners:

- European Trails
- Paths of Greece
- Staori ecotours

Maturity level:

Project Idea

Why do you think a funding application for this project idea will be successful: