



## How to obtain the QNeST Brand

BECOME A QNeST QUALITY MEMBER IN 4 STEPS:

**1**

### 1st STEP

Compile the self-assessment questionnaire and if the score is at least 55/100, pass on to the next step



**2**

### 2nd STEP

Compile the questionnaire for your target group. If the score is at least 60/100 you provisionally receive the QNeST brand



**3**

### 3rd STEP

Evaluation and verification of the application



**4**

### 4th STEP

QNeST brand assignment

## 1st STEP

### Self-Assessment questionnaire

Self-assessment questionnaires contain questions divided into the four thematic areas (drivers) identified by the project.

For each thematic area (Cultural Heritage and Traditions, Mediterranean Diet, Accessibility and Well-being, Environmental sustainability) the maximum score is 25 points, making a maximum total of 100 points.

You may do the self-assessment online on the platform [www.qnest.eu](http://www.qnest.eu) or by invitation and direct submission to QNeST project partner experts.

In case of difficulties your QNeST project partner experts will support you.

The first step is accomplished if the minimum score of 55 points is achieved. A project partner expert will contact you for the next step.

## 2nd STEP

### Target group questionnaire

A project partner expert will send you a specific questionnaire for your sector. You may compile the questionnaire online or directly, supported by a project partner expert. The Target Group Questionnaire includes specific questions on a range of parameters related to the QNeST drivers.

### QNeST project has developed 5 Target Group Questionnaires:

- Form 3.1 Culture and traditional sector
- Form 3.2 Food and Wine Producer
- Form 3.3 Food and Wine Tourist Services
- Form 3.4 Tourist Accommodation & Well-Being
- Form 3.5 Public Bodies & Destinations

### Next Target Groups:

- Handicraft operators
- Tour guides and slow tourism associations
- Event organizers
- ...



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## Target Group Form 3.1



### Culture and Traditions Sector

Main Target Group: Museums, Cultural Site Operators, Travel Operators

Structure of the questionnaire:

SECTIONS	MAX SCORE
Conservation and safeguard	9
Services and products for users	13
Accessibility of tangible and intangible assets	24
Consultation with major stakeholders and networking with other players	9
Environmental Protection and Energy efficiency	20
Communication activities	6
Participation and involvement	3
Transport	10

## 3rd STEP

### Evaluation and verification of the application

The maximum score is 100 points per questionnaire. The minimum score to be reached is 60. If this is achieved, then you obtain the QNeST brand and become a Quality Member.

The score is assigned on the basis of your self-declared answers.

Potential checks may be carried out by project partner experts based on analysis of supporting documents and field visits.

For applicants reaching the minimum score (60 points), or a score that is close to the minimum, advice may be provided to help the candidate improve the range of tourist goods and services on offer.

## 4th STEP

### QNeST brand assignment

If the evaluation is successful, you will obtain the brand as a quality member of the QNeST Network

The Brand is assigned for two years.

You will receive a QNeST Brand Pack (the project kit). You will be informed of and involved in the initiatives of the QNeST Network addressed to quality stakeholders. You should be available for checks to be performed every two years to ensure that the requirements continue to be met.



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## Target Group Form 3.2



### Food and Wine Producers

*Main Target Group:* Wine Producers, Wineries, Olive Oil Producers, Meat Producers, Cheese Producers, Tourist farms, etc.

Structure of the questionnaire:

SECTIONS	MAX SCORE
Promotion of the territory	19
Accessibility	18
Participation and involvement	6
Processing methods that recall tradition	9
Identification of quality parameters	7
Energy saving and environmental protection	30
Transport	11



## 3rd STEP

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## Focus Target Group Form 3.3



### Tourist services involving Food and Wine

*Main Target Group:* Restaurants, Hotel Offering food, Stores, Tourist farms, Food Associations, Wineries etc.

Structure of the questionnaire:

SECTIONS	MAX SCORE
Promotion of the territory	23
Accessibility	22
Participation and involvement	9
Processing methods that recall tradition	9
Identification of quality parameters	3
Energy-saving and environmental protection	27
Transport	7

## 3rd STEP

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## Target Group Form 3.4



### Tourist Accommodation and Well-being Sector

Main Target Group: spa hotels, spas, B&Bs, accessibility services, spa services etc.

Structure of the questionnaire:

SECTIONS	MAX SCORE
Safeguard and Protection	20
Services for Users	10
Information	5
Accessibility	15
Energy saving and environmental protection	20
Communication Activities	5
Transport	10
Participation and involvement	10
Consultation with major stakeholders and networking with other players	5

## 3rd STEP

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## Target Group Form 3.5



### Public Bodies and Destinations

Main Target Group: Natural Parks and Reserves Local Authorities etc.

Structure of the questionnaire:

SECTIONS	MAX SCORE
Services	10
Visitor Accessibility	10
Consultation with major stakeholders and networking with other players	5
Energy saving and environmental protection	51
Communication Activities	4
Participation and involvement	3
Sustainable Transport / Soft Mobility	17

## 3rd STEP

### Evaluation and verification of the application

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