



QNeST Brand

The Logo

The QNeST project is based on characteristics shared by all of its partner territories. The Pilot Areas have a variety of features but also common elements, such as the sea and the inland areas of the Adriatic-Ionian Macro-Region.

The QNeST brand logo of the network and project territories is designed to highlight its shared values. The QNeST brand logo highlights five main features: Personality, Flexibility, Clarity, Originality and Memorability. They ensure that the observer immediately sees, understands and stores the meaning and value of the QNeST brand

THREE MAIN ELEMENTS CHARACTERIZE THE BRAND IMAGE:



- 1 The name "QNeST", which stands for Quality Network on Sustainable Tourism.
- 2 The "ship's wheel" surrounding the "Q" of "quality".
- 3 The images of 4 sub-brands, referred to the 4 drivers (Mediterranean Diet, Accessibility and Social well-being, Sustainable Environment and Cultural & Traditional Heritage).

Specifically, the "ship's wheel" symbolises the sea, shared by all network and project territories, and also the "guide" for a network of quality stakeholders in the sustainable tourism sector.

The "ship's wheel" is a symbol of transnational connections between peoples and territories, joined in an imaginary Adriatic-Ionian "nest" and sharing common values based on:

- Mediterranean Diet
- Accessibility and Social Well-Being
- Environmental sustainability
- Cultural & Traditional Heritage.



QNeST Brand Network Opportunities

- Social marketing
- Business development
- Transnational networking
- B2B and fair participation
- Access to online co-design labs
- Workshops for co-design of local and transnational initiatives for sustainable tourism
- Higher visibility through QNeST innovative tools (online and field based)
- Inclusion in QNeST sustainable tourism initiatives



QNeST Drivers

An “olive branch and its fruits” represent the “Mediterranean diet” driver.

The Mediterranean Diet is a common feature in all the project territories of the Adriatic-Ionian Macro-Region.

The Mediterranean Diet is understood as referring to both the use of raw materials and derived natural products and the adoption of a healthy lifestyle.



QNeST is attentive to the cultural value of food in each territory, including red wine and olive oil.

QNeST aims to promote virtuous experiences and best practices and to involve stakeholders with quality features connected with the “Mediterranean Diet” driver.

MEDITERRANEAN DIET

QNeST's selection processes for brand assignment focus on stakeholders showing values, virtuous practices and quality features on the basis of the following parameters:



adoption of ecological/organic production processes



use of local ingredients



availability of organic food



creativity in the use of ingredient



promotion of slow food and slow tourism



creative recipes and creative presentation of food



respect for traditional production and processing procedures



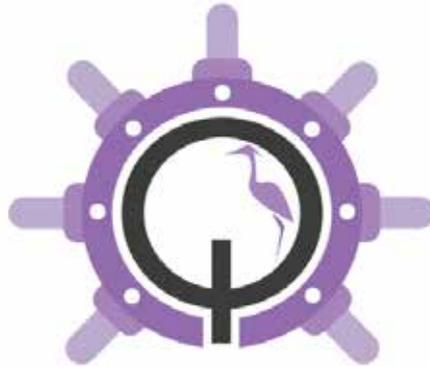
respect of recognized quality standards and possession of quality certification



QNeST Drivers

A “heron” symbolizes the “Environmental sustainability” driver. The environment is considered in terms of its ecological value.

The environment is intended as a common good, to be preserved and respected, which improves social well-being. The better the state of the environment, the higher the possibility of using it correctly and sustainably.



Specifically, QNeST intends to focus attention on virtuous measures to protect and promote environmental sustainability among small companies and operators as well as by natural areas and parks.

QNeST aims to promote virtuous experiences and best practices and to involve stakeholders with quality features connected with the “Environmental sustainability” driver

SUSTAINABLE ENVIRONMENT

QNeST's selection processes for brand assignment focus on stakeholders showing values, virtuous practices and quality features on the basis of the following parameters:



Attention to social and environmental responsibility



Soft mobility



Nature conservation and preservation of biological diversity



Possession of recognized standards and quality certification



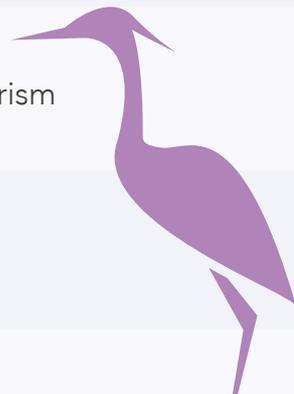
Waste and water management



Promotion of slow tourism



Attention to energy consumption and climate change





QNeST Drivers

A “temple” represents the “Cultural & Traditional Heritage” driver.

Cultural heritage is understood as material and immaterial heritage that derives from the past.

Cultural heritage is understood as a tool without which one cannot imagine one’s future



The need to preserve, rediscover and keep heritage alive is the inspiration for offering experiential quality tourism respecting local traditions.

QNeST aims to promote virtuous experiences and best practices and to involve stakeholders with quality features connected with the driver “Cultural and Tradition Heritage”.

CULTURAL AND TRADITIONAL HERITAGE

QNeST’s selection processes for brand assignment focus on stakeholders showing values, virtuous practices and quality features on the basis of the following parameters:



preservation of the authenticity of cultural heritage



highlighting the Mediterranean dimension



attention to local identity and traditional heritage



ability to connect past & present



launch of initiatives involving local communities



support for social cohesion (no exclusion of minorities)



adoption of a bottom-up approach to the development of the products and services on offer revealing



promoting cultural values and providing emotional experiences



QNeST Drivers

An “open hand” represents the “Accessibility and Social well-being” driver.

Accessibility and social well-being characterize places that are accessible in terms of information and logistics, considering various categories of disabled people and their needs. They are signs of hospitality towards a variety of visitors, attentive to their well-being and that of local communities.



Accessibility and social well-being are universal values and represent indicators of responsible tourism open to disadvantaged people, based on an inclusive approach that is able to generate common well-being.

QNeST aims to promote virtuous experiences and best practices and to involve stakeholders with quality features connected with the “Accessibility and Social Well-Being” driver.

ACCESSIBILITY AND SOCIAL WELL-BEING

QNeST's selection processes for brand assignment focus on stakeholders showing values, virtuous practices and quality features on the basis of the following parameters:



Accessible infrastructure



Highlighting the health prevention properties of the driver in tourism products



A full range of tourist products and services



Presence of dedicated medical treatments (diet, sport, wellness, nature, etc.)



Trained staff



Attention to social and environmental responsibility



Reliable and clear information



Participation and involvement of local communities and networks



EUROPEAN UNION

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