

TEXTOUR

Social Innovation and **TE**chnologies for sustainable growth through participative cultural **TOUR**ism

WP7 Deliverable D7.5

TE_xTOUR communication kit



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1 Technical description

About the project

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- ARBEITSGEMEINSCHAFT DEUTSCHE FACHWERKSTADTE
EV **ADF**
- VAROSKUTATAS (METROPOLITAN RESEARCH INSTITUTE)
KFT **MRI**
- NETZ·MEDIEN UND GESELLSCHAFT EV **NETZ**
- ISTRAZIVACKI CENTAR ZA PROSTOR **CSR**
- GAIA-HERITAGE **GAIA**
- **CULTURE AND TOURISM DEPARTMENT OF RIVNE
REGIONAL STATE ADMINISTRATION**
- COA PARQUE· FUNDACAO PARA A SALVAGUARDA E
VALORIZACAO DO VALE DE COA **COA PARQUE**
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Version	Date	Authors	Description
1	27 July 2021	Charlotte Michi	First Draft
2	26 August 2021	Charlotte Michi	Final version (after revision of FSMLR)

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2 Executive summary

This paper describes the communication materials delivered during the first seven months of the project, which have been bundled into the “TExTOUR Communication kit”.

The first chapter introduces the current document and explains how it fits within the other deliverables produced as part of WP7 – Communication and Dissemination to date. Chapter 4 presents in detail the materials included in the kit. It provides background information as to their rationale and the modality of distribution envisaged. The project partners who have contributed to the development of these materials and their role are specified too.

3 Introduction

The current document illustrates the communication kit, which has been developed in the first seven project months. All the items included in the kit have been announced in *D7.1 Communication and Dissemination Plan 1st version* (M4, public), which has defined the communication formats used in the project.

The resources in the kit will be used until the end of TExTOUR and no re-drafts are foreseen. Should additional materials become necessary, their content and modalities of distribution will be illustrated in the second release D7.2 (Communication and Dissemination Plan_2nd version) planned for M26.

The current deliverable is issued after D7.4 TExTOUR website and social media (M2), which presents the TExTOUR website, the project brandbook and the social media strategy.

3.1 Aims of the document

The essential TExTOUR communication materials are part of a package produced to date, which is referred to as "TExTOUR Communication Kit".

It consists of:

- A press release;
- A Power Point presentation;
- A presentation video;
- A leaflet;
- A roll-up;
- Social media card templates.

All of them respect the project's visual identity and provide concise yet exhaustive information on the key aspects of the project: main objectives, benefits brought to the stakeholders, areas of action and - with the exception of the video - a brief consortium presentation.

The following paragraphs outline the reasoning behind their creation, their scope and a brief explanation of how they will be distributed in the TExTOUR community.

3.2 Responsibilities in the Consortium

WP7 leader ICONS has been accountable for the delivery of project communication materials, web and social media channels. Details of the project website, social media channels and all graphic elements including the logo have been provided in D6.1 "TExTOUR website and social media" submitted in February 2021 (M2).

After the creation of the dissemination channels ICONS has looked after the development of the communication materials described in this deliverable across all the stages of their implementation, from content drafting through to graphic development.

The general approach recommended by ICONS as partner responsible of Communication and Dissemination has been validated by the project coordinator FSMLR, who has also provided feedback on the first draft of the materials developed by ICONS.

Local partners, have been asked to localise communication materials and translate them in the project local languages (Estonian, Italian, Greek, Polish, Russian, Spanish, German, Ukranian, Arabic, Serbo-Croatian).

4 The communication kit

The project communication kit comes with a set of materials that will support the project dissemination and communication.

4.1 Press release

The press release has been written by ICONS, in cooperation with FSMLR, soon after the project’s kick off meeting. The aim of this product is to announce the launch of the project and explain to the media in what TExTOUR consists.

The press release has been distributed by ICONS to information multipliers and has published on the project’s [website](#). It has also been sent to all the partners that have been invited to adapt it according to their needs and spread it through their professional networks.

Task	Accountability	Contributors
Texts	ICONS drafted the text. FSMRL contributed to the content.	FSMLR signed off the text.
Translations	Partners translated and adapted the press release.	
Distribution	ICONS distributed the press release to information multipliers and thematic platforms. The press release has been published in the news section of the project website.	All the partners have been invited to distribute the press release through their networks.

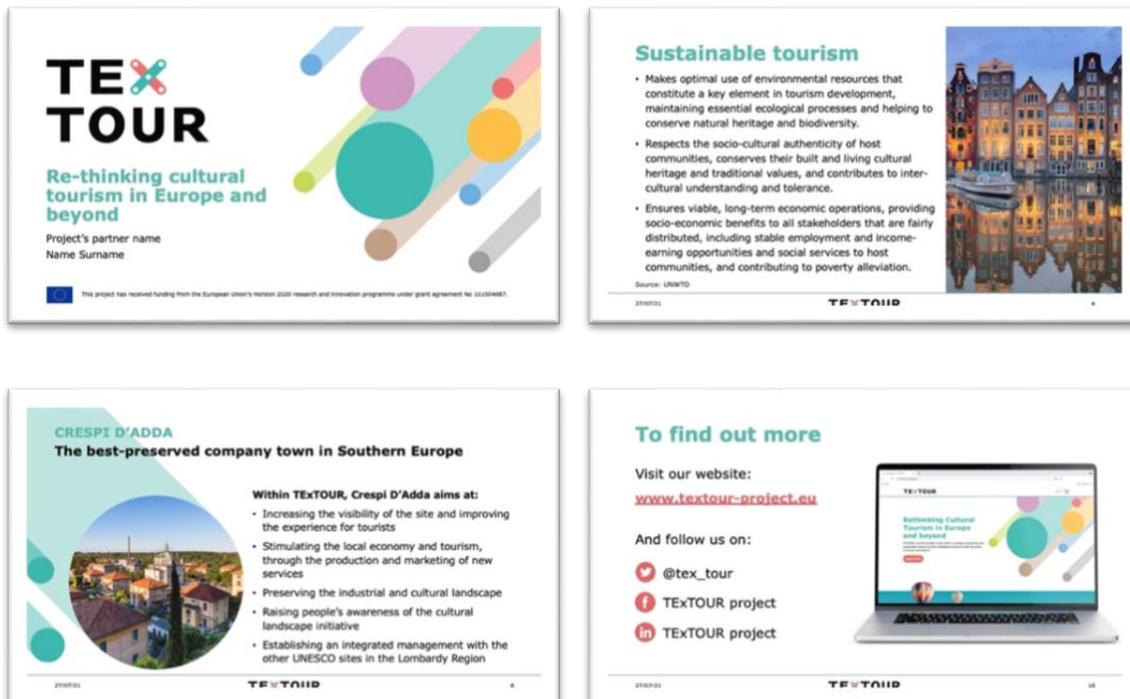
4.2 Power point presentation

The project communication kit also comprises a Power Point presentation, which will come handy when partners will be asked to give a presentation of the project.

Likewise, focus group, workshop and cultural tourism lab organisers will have the possibility to use it to introduce the project to the participants.

The presentation is very agile and streamlined, which will hopefully encourage partners to use it. After a brief introduction of the project and the sustainable tourism at large, it deeps into the eight pilots that are part of TExTOUR. It is completed by the presentation of the expected impacts, the consortium composition and a slide with project contact details.

Figure 1 - Slides from the Power Point presentation



Task	Accountability	Contributors
Texts	ICONS drafted the text.	FSMLR signed off the text.
Layout	ICONS developed the graphic layout.	
Translations	REGIONAL PARTNERS partners will translate and adapt contents of the presentation for local activities.	
Distribution	ICONS has uploaded the .ppt presentation on the project's share point. ICONS will upload the .pdf presentation on the project website.	

4.3 Presentation video

The [TExTOUR video](#) is a touchpoint between the project and its public. It provides a glimpse into the project at an early stage, when most operational activities are still to be implemented. It is meant to raise awareness and get viewers engaged into our initiative.

Therefore, the information relayed is essential and needs to be complemented by details available on the other communication channels, like the website and social media.

The video is targeted to the broad public of the players Cultural Tourism sector; therefore, the tone of voice is informal and the language is clear and straightforward. To make it relevant to a laymen audience, a very practical angle has been taken, by

starting off from explaining the concept of sustainable tourism, to terminate with a call to action.

The video clip is broadly articulated into the following sections:

1. Introduction of the sustainable tourism concept and presentation of examples of different types of heritage;
2. Presentation of TExTOUR project, its aim and stakeholders involved.
3. The digital platform that will be developed within the project and the expected results.
4. Call to action.
5. Project contact details.

The video lasts 1:25 minutes. This duration will keep the audience interested and get them to watch it through to the end. A relatively short length will also increase our chances to present it at external events, which, since they have gone virtual, are more and more interested in broadcasting short video materials.

4.3.1 Video production

The video is based on a technique of graphic animation mixed with collage, which draws attention to the richness and diversity of the sites involved in the project, while a subtle soundtrack keeps the rhythm and makes the clip enjoyable to watch. The voiceover is in English and subtitles are available in the project local languages: Estonian, Italian, Greek, Polish, Russian, Spanish, German, Ukrainian, Arabic, Serbo-Croatian.

To ensure consistency with the project image and allow viewers to immediately associate it to TExTOUR production, the video matches the project's visual identity (D7.4 TExTOUR website and social media).

The production process has been articulated into the following subsequent stages

Step	Activity	Description
1	Concept	Concept identification, collection of references and definition of the look and feel to set the visual and narrative style.
2	Scriptwriting	Texts drafting.
3	Storyboard	A set of drawings displaying the main moment or scenes and showing how words and images go together.
4	Production	All the elements (typographic animations, music and graphic elements) are assembled based on the final script and storyboard; the speaker's voice is added.
5	Post-production	Graphic interventions and slight visual corrections along with the editing of the scenes; subtitles are added.

Figure 2 - Project video screenshots



4.3.2 Video distribution

The distribution of the video has started from its release in M6 (June 2021) and will continue through to the end of the project.

The video has been uploaded on the [TExTOUR YouTube channel](#), which will host the videos that will be produce during the project. Its presence on YouTube will increase exposure and likelihood to be found through search engines. It will also make it easier for information providers outside our project to embed our video on their online channels and social media posts.

- **Online** - The video has been **embedded on the TExTOUR website homepage**, where it will be accessible for all visitors. The video has also been shared on the TExTOUR’s **social media channels, Twitter, Facebook and LinkedIn**, while the project partners are encouraged to share it to their business network.
- **Offline** - We also envision the video clip will be extensively used offline, at **events and workshops attended or organised by project representatives**.

Task	Accountability	Contributors
Pre-and-post production	ICONS has been in charge of all pre-and post-production stages of the project.	FSMLR signed off the video script and storyboard.
Translations	Local partners translated the script in local language.	ICONS uploaded the subtitles in local language.
Distribution	ICONS is in charge of distributing the video through the project online and social media channels.	ALL partners are encouraged to share the video via their online networks and when participating to events.

4.4 Leaflet

The leaflet is meant to raise awareness of the project, its objectives and main areas of activity.

It will be used to support the dissemination and will be distributed at the events attended by the consortium members. Local versions in Estonian, Italian, Greek,

Polish, Russian, Spanish, German, Ukrainian, Arabic, Serbo-Croatian will be produced to raise awareness and facilitate communication and exchange with local stakeholders.

Figure 3 - TExTOUR leaflet



Like all the other dissemination materials, the leaflet is compliant with the project's visual identity and provides concise yet exhaustive information on the key aspects of the project: main objectives, benefits brought to the stakeholder community, the presentation of the pilots as well as the list of partners and contact details.

The leaflet is based on a trifold layout consisting of six pages. In closed format it measures 148 mm x 210 mm.

Travel restrictions due to the Covid-19 pandemic have considerably reduced the number of physical events taking place during the first project year. To date, there is still uncertainty as to when things will go back to normal; events attended in the first part of the project are likely to be predominantly virtual ones. Hence, we need

to ensure that **our leaflet is particularly effective and catchy when visualised online.**

Digital copies are being made available to the project team. When restrictions associated to the pandemic will be lifted and physical events will re-start, the necessary number of copies will be printed and dispatched by ICONS to the consortium partners.

Task	Accountability	Contributors
Texts	ICONS drafted the text of the leaflet and finalised it based on input from FSMLR.	FSMLR provided their input to the content of the leaflet and has signed it off.
Layout	ICONS developed the graphic layout.	
Translations	Local desks will translate the flyer into local languages of the pilots.	
Distribution	ICONS has shared the file to the consortium and will publish it on TExTOUR’s website.	ALL partners are encouraged to share the flyer with their contacts.
Prints	ICONS will print the copies of the leaflet (the exact number will be set in accordance to the number of physical events the project might realistically attend).	Local desks are responsible for printing local versions of the flyer.

4.5 Roll up

The TExTOUR roll up is an eye-catching poster which has the aim to attract the stakeholders who will see it to discover more

Figure 4 - TExTOUR roll up



about the project. It therefore includes the project logo, the payoff, the link to the project’s website and social media channels, the composition of the consortium. It has been designed to be in double-language (some of the pilots use two languages to communicate with their stakeholders).

It will come in the standard roll-up size (200x80cm). It will be displayed at the TExTOUR workshops, focus groups and at the physical events attended by project representatives.

The editable file of the roll up has been shared with the local partners, to allow them to translate texts into local languages and – where possible – localise contents.

Task	Accountability	Contributors
Texts and layout	ICONS drafted the text of the roll up and developed the graphic layout.	
Translations	Local desks will translate the roll up into local languages of the pilots.	

<p>Prints</p>	<p>ICONS will print one copy of the roll up, if necessary.</p>	<p>Local desks are responsible for printing local versions of the roll up.</p>
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Figure 5 - TExTOUR roll up displayed during an event at the Narva pilot

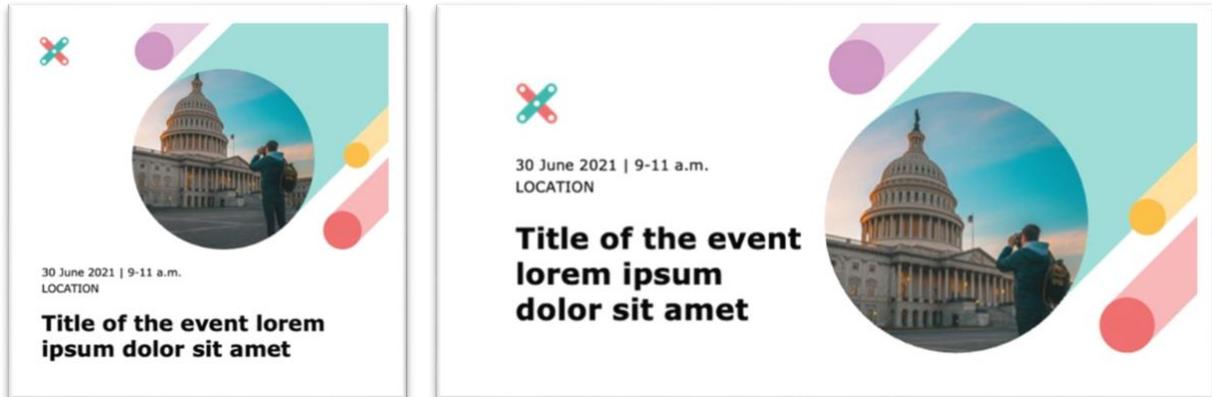


4.6 Social media card templates

To support the pilots in the promotion of their events on social media, ICONS has designed social media cards templates that can be customised by the organisers with the details of their event.

The templates come in two different formats: a rectangular version for Twitter and a square one for LinkedIn, Instagram and Facebook.

Figure 6 - Social media event card templates



5 Annex I – Leaflet



TE~~X~~TOUR

**Rethinking Cultural Tourism
in Europe and beyond**



Bringing together local identities to form one inclusive and modern European identity

TExTOUR is a European funded project which co-designs pioneering and sustainable cultural tourism strategies and policies.

The goal is to improve deprived areas in Europe and beyond. To do this, it sets up Cultural Tourism Labs at eight pilots.

A wide range of stakeholders are involved in the labs, including policy makers, local communities, the tourism private sector, civil society groups, universities, research institutions and intergovernmental organizations.



Main objectives

- Identify the challenges linked to the promotion of cultural heritage
- Demonstrate that cooperation between regions and countries can encourage cultural tourism and socio-economic growth
- Make the generated knowledge available on a platform to support policy makers and practitioners in assessing cultural tourism strategies and services
- Foster local capacity building in the pilots and their local communities

Areas **TextOUR will:**



Policy impacts

- propose new policies and strategies on cultural tourism by assessing current trends and identifying best practices



Economic impacts

- assess costs and foster new policy approaches and sustainable business models with public-private-people partnerships. The project will also advise on how to better use European Structural Funds



Social impacts

- help preserve Europe's cultural identity, including minority cultures



Research impacts

- produce actionable data to assess synergies for implementing cultural tourism policies and operations

Eight diverse and complementary areas rich in heritage

The cultural tourism strategies will be designed and tested in eight pilots with different geographical features – inland and coastal, rural and urban, remote and cross-border – and with a variety of cultural and natural heritage types on their territory.





1 CRESPI D'ADDA

The best-preserved company town in Southern Europe



2 NARVA

A post-industrial district on the border between Estonia and Russia



3 UMGEBINDELAND

Home to half-timbered houses



4 VIA REGIA

A symbol for European unification



5 TREBINJE

Embracing the potential of Balkan diversity



6 TARNOWSKIE GÓRY

Historic silver and lead post-mining facilities



7 VALE DO CÔA – SIEGA VERDE

The most remarkable open-air ensemble of Palaeolithic art in Europe



8 ANFEH - FIKARDOU

Two heritage jewels placed between sea and sky

Want to know more about our sustainable cultural strategies? Get in touch!

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Visit our website textour-project.eu
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“Sustainable tourism is economically viable but does not destroy the resources on which the future tourism will depend, notably the physical environment and the social fabric of the host community.”

SWARBROOKE, 1999




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6 Annex II – Roll up



7 Annex III – Power Point presentation

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Re-thinking cultural
tourism in Europe and
beyond

Project's partner name
Name Surname



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.

TE~~X~~TOUR: Re-thinking cultural tourism in Europe and beyond

Objectives: co-designs pioneering and sustainable cultural tourism strategies to improve deprived areas in Europe and beyond

Start date: 1 January 2021

Duration: 36 months

Funding: European Union's Horizon 2020 research and innovation programme

Partners: 17 partners from 13 countries



Our goal?
To integrate cultural heritage, tourism activities and local communities - sustainably.

The result?
A greener environment, a healthier economy and happier people.

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Sustainable tourism

- Makes optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values, and contributes to inter-cultural understanding and tolerance.
- Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Source: UNWTO



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Pilots

Eight diverse and complementary "cultural tourism" areas will allow us to test a wide range of scenarios:

- INLAND
- COASTAL
- REMOTE

- RURAL
- URBAN

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CRESPI D'ADDA

The best-preserved company town in Southern Europe

Within TExTOUR, Crespi D'Adda aims at:

- Increasing the visibility of the site and improving the experience for tourists
- Stimulating the local economy and tourism, through the production and marketing of new services
- Preserving the industrial and cultural landscape
- Raising people's awareness of the cultural landscape initiative
- Establishing an integrated management with the other UNESCO sites in the Lombardy Region

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NARVA

A post-industrial district on the border between Estonia and Russia



Within TExTOUR, Narva aims at:

- Understanding the heritage value and potential through stakeholder engagement activities
- Organising living-lab events that combine film, augmented reality and design
- Promoting cultural tourism through better use of (or new) Kreenholm’s infrastructure and socio-cultural capacities
- Positioning and enrolling of Narva Kreenholm complex and Narva city as an important post-industrial heritage and cultural tourism node in trans-regional and international platforms

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UMGEBINDELAND

Home to half-timbered houses



Within TExTOUR, Umgebindeland aims at:

- Stimulating the local economy and tourism through the production and marketing of regional high-quality products (local textile industries)
- Giving inclusive economic perspectives for minorities Preserving the “Umgebindehäuser” and the natural and cultural landscape Raising people’s awareness on the potential of the cultural landscape
- Establishing an effective tri-national management system

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VIA REGIA

A symbol for European unification



Within TExTOUR, VIA REGIA aims at:

- Upgrading poor public infrastructure
- Enhancing and creating new tourism services
- Training tourism professionals in the area

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TREBINJE

Embracing the potential of Balkan diversity



Within TExTOUR, TREBINJE aims at:

- Redirecting tourist flows, boosting cultural tourism in Trebinje while decongesting overloaded areas within a critical carrying capacity condition
- Raising awareness on the common and universal values of cultural heritage and on the multiple roles they may play
- Training local inhabitants and stakeholders through workshops or local events
- Collecting useful data to help local stakeholders, and cultural and tourism managers in the decision-making processes

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TARNOWSKIE GÓRY

Historic silver and lead post-mining facilities



Within TExTOUR, TARNOWSKIE GÓRY aims at:

- Sharing experience with other similar sites
- Conducting scientific research on the environmental impact of post-industrial cultural tourism
- Developing a model for managing cultural routes
- Integrating components of cultural routes with local development policy and strengthening of the involvement of entrepreneurs
- Improving fund-raising mechanisms for revitalization, maintenance and promotion of facilities
- Creating innovative tools to manage and promote cooperation in the field of culture tourism

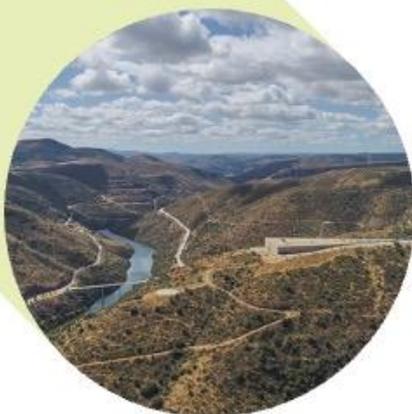
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VALE DO COA – SIEGA VERDE

The most remarkable open-air ensemble of Palaeolithic art in Europe



WithinTExTOUR, Vale do Coa – Siega Verde aim at:

- Sharing experience with other Pilot sites
- Developing a common cultural tourism strategy between the two sites based on what they have in common and what differentiates them, thus promoting tourist flow between the two sites
- Developing communication strategies with local populations and stakeholders, raising awareness of the importance of Paleolithic rock art , for the conservation of this millenary heritage and show the economic potential of cultural tourism for these regions
- Improving of knowledge supported by new archaeological data and 3D recording of rock art
- Promoting a transfer of the scientific knowledge and develop cultural management strategy that involve local communities
- Integrating Cultural and Natural Heritage of the region

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ANFEH – FIKARDOU

Two heritage jewels placed between the sea and the sky



Within TExTOUR, Anfeh and Fikardou aim at:

- Exchanging ideas and experiences about management procedures and conservation of the built and landscape heritage and their adaptive reuse
- Reinforcing local typical products at a high- quality level and contributing to their marketing
- Cooperating in cultural tourism and cultural heritage diplomacy
- Inserting more the tourism activity in the local economies through longer stays and willingness to return
- Increasing the visibility of the sites and experiences for inbound visitors and tourists
- Preserving the cultural landscape and bringing awareness for the cultural heritage of the sites and the cultural landscape initiative

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Expected impacts



Policy

We propose new policies and strategies on cultural tourism by assessing current trends and identifying best practices.



Economic

We assess costs and foster new policy approaches and sustainable business models with public-private-people partnerships. We also advise on how to better use European Structural Funds.



Social

We will help preserve Europe's cultural identity, including minority cultures.



Research

We will produce actionable data to assess synergies for implementing cultural tourism policies and operations.

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The TExTOUR consortium



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To find out more

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Thank you



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