

TEXTOUR

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

WP7 Deliverable D7.7

Report of dissemination events, workshops and
webinar



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1 Technical description

1.1 About the project

Grant Agreement number	101004687
Project acronym	TeXTOUR
Project full title	Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism
Call	SOCIOECONOMIC AND CULTURAL TRANSFORMATIONS IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION (H2020-SC6-TRANSFORMATIONS-2018-2019-2020)
Topic	TRANSFORMATIONS-04-2019-2020 Innovative approaches to urban and regional development through cultural tourism
Type of action	Innovation Action (IA)
Lead beneficiary	Fundación Santa María la Real FSMLR
Other beneficiaries	• UNINOVA-INSTITUTO DE DESENVOLVIMENTO DE NOVAS TECNOLOGIAS-ASSOCIACAO UNINOVA • TECHNOLOGIKO PANEPISTIMIO KYPROU CUT • FUNDACION CARTIF CARTIF • FONDAZIONE LINKS - LEADING INNOVATION & KNOWLEDGE FOR SOCIETY LINKS • UNIONE REGIONALE DELLE CAMERE DI COMMERCIO, INDUSTRIA, ARTIGIANATO E AGRICOLTURA DELLA LOMBARDIA UCL • NARVA LINNA ARENDUSE JA OKONOOMIKA AMET NARVA CITY • NARVA GATE OU

- INSTYTUT EKOLOGII TERENOW UPRZEMYSLOWIONYCH
IETU
- 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**
- ALMA MATER STUDIORUM • UNIVERSITA DI BOLOGNA
UNIBO
- FONDAZIONE ICONS **ICONS**

1.2 Document information

Deliverable	WP7 Deliverable D7.7
Content	Report of dissemination events, workshops and webinar
Planned delivery date	M45 - 30/09/2024 (according to Amendment)
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Author (s)	Daniel Basulto García-Risco FSMLR Lucía Delenikas Ifantidis FSMLR Ernesto López Abejón FSMLR
Contributor (s)	Charlotte Michi ICONS Nicola Vuolo ICONS Serena Cecere LINKS Elena Bussolati UCL

1.3 Document dissemination level

Type	Description	
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CL	Classified, as referred to in Commission Decision 2001/844/EC	

1.4 Document history

Version	Date	Authors	Description
1	01/08/2024	Delenikas Ifantidis, L. FSMLR	First draft
2	07/03/2025	López Abejón, E. FSMLR	Final version after review meeting

1.5 Disclaimer

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1.6 List of abbreviations and acronyms used

Acronym	Description
AB	Advisory Board
CL	Classified
CO	Confidential
CT	Cultural Tourism
C&D	Communication & Dissemination
D	Deliverable
DG RTD	Directorate-General for Research and Innovation
EC	European Commission
ESIF	European Structural and Investment Funds
EU	European Union
FSMLR	Fundación Santa María La Real
IA	Innovation Action
KER	Key Exploitable Results
LDW	Local Dissemination Workshop
M	Month
MRI	Metropolitan Research Institute
MoCam	Monitoring Campaign
NGO	No Governmental Organisation
PU	Public
R&D	Research and Dissemination
SoA	State of the Art
WP	Work Package
T	Task

2 Executive summary

The purpose of this deliverable is to provide input about the major outcomes of TExTOUR's Communication & Dissemination activities to increase the project's visibility and give others the ideas and tools to sustainably develop CT based on local cultural heritage. TExTOUR has been conceptualized and designed as a response to the needs and challenges of improving policies and practices on CT at various levels. With the intention to provide strategic guidance at European level, enabling public-private partnerships and ensuring long-term usability, the C&D activities of the project were meant to support the work performed by TExTOUR partners, expanding its impact and making it avail to as many people as possible.

In that perspective, this document will provide details of the execution of the following events:

- Special Pilot Forum in Côa
- Policy Round Table / ICCTA 2023 Conference
- TExTOUR Consolidation Workshop
- TExTOUR Final Conference
- Local Dissemination Workshops
- TExTOUR Webinar

2.1 Referenced documents

Document name	Reference number
TExTOUR – Annex 1 (part A): Description of the Action	Grant Agreement no. 101087596
Results from the Data Collection Phase	Deliverable D1.4
TExTOUR Key Performance Indicators	Deliverable D2.2
Road map for Cultural Tourism development	Deliverable D2.4
Step-by-step co-design guidelines	Deliverable D3.1
TExTOUR Smart strategies & ICT requirements, v1	Deliverable D3.3
TExTOUR Smart strategies and ICT	Deliverable D3.5
Monitoring program of the implementation plans in the CT-Labs	Deliverable D5.1

Exploitation Plan Validated	Deliverable D6.2
Business Plan Model	Deliverable D6.3
Interactive map of scalable territories	Deliverable D6.4
Policy recommendations, up-scaling and replication state	Deliverable D6.5
Communication & Dissemination Plan_1 st version	Deliverable D7.1
Communication & Dissemination Plan_2 nd version	Deliverable D7.2
Communication & Dissemination Plan_3 rd version	Deliverable D7.3
Report on C&D activities including impact analysis	Deliverable D7.8
Policy Brief deliverable 1	Deliverable D7.9
Policy Brief deliverable 2	Deliverable D7.10
Policy Recommendations version 1	Deliverable D7.11
Policy Recommendations version 2	Deliverable D7.12

3 Special Pilot Forum in Côa

Having noticed that our Partner in Portugal was not integrating in the project as expected, FSMLR considered necessary to engage them in such a way that they could understand the project, its organization and the way to work much better. And nothing more efficient than to hold a face-2-face meeting at their site. This took place on July 14th and 15th 2022 with the participation of all the Consortium.

This meeting helped not only to engage the Côa team perfectly in the project but allowed all partner to better interact with each other at a professional and personal level.

Despite of the challenges faced during the session (feeble internet connection, extreme high temperature, forest fires in the surroundings), the meeting proved a success.



4 Policy Round Table / ICCTA 2023 Conference

Under the lead of the IMPACTOUR Project and the help of the Project Officer, an effort was launched in 2022 to gather the six H2020 projects related to CT concurrently running (IMPACTOUR, SPOT, SmartCulTour, BeCulTour, INCULTUM and TExTOUR).

An initial meeting was held in July 2022 in Lisbon to develop a holistic approach towards developing common Cultural Tourism-related policies. It made sense that, as all the above-mentioned projects were focused on the same topic, there would be synergies in working together as most of them might have encountered similarities in the development of their work, thus making it more effective than doing it each on our own. During this meeting, a brainstorming session was held to identify the areas for which further policies should be developed. As a result, three areas of recommendations were defined:

Policy Recommendation Presentation 1: EU Policy and Europeanisation
Policy Recommendation Presentation 2: Research and Innovation
Policy Recommendation Presentation 3: Sustainability and Infrastructure

As a follow-up to this initial session, a subsequent meeting was held with the respective Program Officers in October 2022 in which the three areas of recommendations were presented.

Each of these lines of thought were thoroughly developed in a common document. This document is referred to in deliverable D7.11 - Policy Recommendations 1 – and has been also uploaded in TExTOUR's website in the Resources section under: <https://textour-project.eu/wp-content/uploads/2023/06/Polycymaking-recommendations-Sustainable-Cultural-Tourism.pdf>

As per agreement with the Project Officer in December 2023, it was decided that – contrary to what it is stated in the Grant Agreement – TEXTOUR would only hold one Policy Round Table. The reason being that holding another Policy Round Table for internal EU staff in such a short timeframe by only one project would not attract the same attention.

Once the common Policy Recommendations were presented, the team formed by the six projects started working on planning an international event to present the outcomes of the Policy Round Table. This resulted in the International Conference on Cultural Tourism Advances (ICCTA) held at the University of Leuven premises in Brussels. It took place on June 27th and 28th 2023.

The first of the conference was meant as a scientific congress with presentations on different aspects of CT innovation, and the second day was meant as a beyond-EU-staff dissemination event for stakeholders. Having six concurrent projects working on Cultural Tourism proved much more effective to catch the attention of European Policy Makers in presenting and exposing the recommendations on the same topic.

TEXTOUR's participation in such an event was not foreseen in the Grant Agreement and thus results in an extra effort to present innovation efforts engaged in the project.

All the information about the ICCTA Conference can be found under:

[International Conference on Cultural Tourism Advances - TExTOUR \(textour-project.eu\)](https://textour-project.eu/) / [International Conference on Cultural Tourism Advances \(kuleuven.be\)](https://kuleuven.be/)

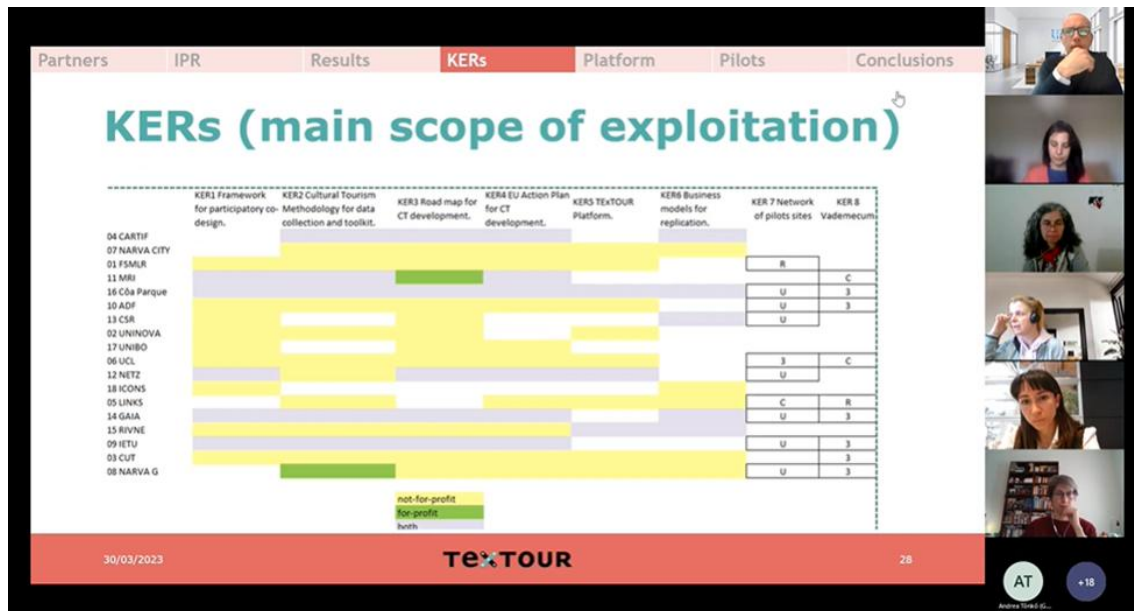
And the detailed program with the keynote speakers and round tables: [International-Conference-on-Cultural-Tourism-Advances-Final-programme-update.pdf](https://kuleuven.be/International-Conference-on-Cultural-Tourism-Advances-Final-programme-update.pdf) (kuleuven.be)



figure 1 – International Conference on Cultural Tourism Advances Event

5 Exploitation Workshop

As described in deliverable D6.5 - Policy recommendations, up-scaling and replication state – (Chapter 5), with all the exploitation knowledge gathered throughout TExTOUR’s operations, an Exploitation Workshop has been organized online in M33 to share among all partners the recommendations for exploitation.



The workshop was held on 30/03/2023, and involved 32 participants, including the project advisory board. The workshop gave the possibility to discuss and refined KERs exploitation and Pilot actions. Moreover, the Consortium discussed about IPR clinics and the platform exploitation. As already declared in D6.2 - Exploitation Plan Validated -, the execution of the exploitation workshop allowed the achievement of MS4 (Exploitation Strategy design).

During the event each KER’s Responsible partner was invited to briefly present their own KER, subsequently, a discussion was held on the roles of each partner for each KER.

Partners

IPR

Results

KERs

Platform

Pilots

Conclusions

Partners' KERs interest

KERs of interest for each partner (by type of interest*)

KER 1 Framework for participatory co-design.
 KER 2 Cultural Tourism Methodology for data collection and toolkit.
 KER 3 Road map for CT development.
 KER 4 EU Action Plan for CT development.
 KER 5 TeXTour Platform.
 KER 6 Business and governance models for replication.
 KER 7 Network of pilot sites.
 KER 8 Vademecum for tourists and residents.

LEGENDA

R Responsible partner
 C Contributor
 U User
 3 Interested third party

	KER1	KER2	KER3	KER4	KER5	KER6	KER7	KER8
01 FSMLR	C	C	R	C	3		R	
02 UNINOVA	C	C	U		R			
03 CUT	C	C	C	C	C	C	U	3
04 CARTIF		U	U	3		3		
05 LINKS	C			3	C	C	C	R
06 UCL	3	3	3	3	3		3	C
07 NARVA CITY		3	3	C	3	C		
08 NARVA G		3	3	C	3	C	U	3
09 IETU	C	R	3	C			U	3
10 ADF	C	3	3	C	3		U	3
11 MRI	C	C	3	C				C
12 METZ	3	3	C	U	U		U	-
13 CSR	C	C	C	C		C	U	-
14 GASA	U	C	U	U	U	U	U	3
15 RYNE	U	U	C	C	U	U		
16 CÔA PARQUE	C	C	C	C	C	C	U	3
17 UNIBO	R		C	R				
18 ICONS	3						R	

30/03/2023

TeXTour

AT

+22

In that occasion, for those KERs developed by more than one partner, the Consortium has identified a percentage of ownership estimated by partner's effort as shown in the table below:

Table 8 – Effort estimation by the project partners involved in the KERs development, as declared during the exploitation workshop

	KER1	KER2	KER3	KER4	KER5	KER6	KER7	KER8
01 FSMLR	5%	1%	100%				90%	
02 UNINOVA	5%	4%			90%			
03 CUT								
04 CARTIF		20%			5%			
05 LINKS						20%	10%	70%
06 UCL								20%
09 IETU	2,5 %	70%			5%			
10 ADF	2,5%							
11 MRI		5%						10%
17 UNIBO	90 %			95%				
18 ICONS				5%		80%		

Furthermore, we were able to determine the most relevant KERs emerging from the individual exploitation plans as shown below:

Table 9 – Estimation of effort for the development of the KERs by project partners involved in its development, as declared during the exploitation workshop

	KER1	KER2	KER3	KER4	KER5	KER6	KER7	KER8
01 FSMLR	X	X	X	X	X		X	
02 UNINOVA	X	X			X			
03 CUT		X		X	X	X		X
04 CARTIF		X						
05 LINKS		X		X	X	X	X	X
06 UCL	X	X	X	X	X		X	X
07 NARVA CITY				X		X		
08 NARVA G				X		X		
09 IETU		X			X		X	X
10 ADF	X	X	X	X	X		X	X
11 MRI	X	X				X		
12 NETZ			X					
13 CSR			X	X		X		
14 GAIA								
15 RIVNE	X	X	X		X			
16 CÔA PARQUE			X				X	X
17 UNIBO	X		X	X				
18 ICONS						X		

6 TExTOUR Final Conference

The TExTOUR conference was the final outreach event of the project, where the TExTOUR results were officially presented to the CT community. This project closing event can be referred to in different deliverables interchangeably as TExTOUR Final Conference or TExTOUR Final Event took place on September 11th and 12th, 2024 with the attendance of all Consortium partners. It consisted of a two-day set of activities that are explained in the following Agenda:

1. Agenda September 11th, 2024

VALLADOLID	
09:45	Meeting at Centro Cultural San Agustín Paseo de Filipinos, 7 - Valladolid
10:00 / 11:00	Institutional event
11:00 / 11:30	Coffee break
11:30 / 11:50	Pilot Forum: outcome MoCam#3
11:50 / 12:10	Methodological guide to develop an effective CT strategy (WP3)
12:10 / 12:30	ICT platform for data-driven CT recording, evaluation and decision support (WP4)
12:30 / 12:50	Creating business in disadvantaged areas where CT strategies are deployed (WP6)
12:50 / 13:10	Effective communication strategies for the promotion of CT in disadvantaged areas (WP7)
13:45 / 14:00	Preparation for PR3
14:00 / 15:30	Lunch
Consolidation Workshop	
15:30 / 16:00	Advisory Board Feedback
16:00 / 17:30	Lessons learned outcomes
17:30 / 17:45	Project Closure
20:30	Social Dinner

The September 11th session consisted in three distinctive parts:

- Institutional communication and dissemination: with the presence of local public administration members and journalists.
- WP outcomes related to the Pilots' Actions implementation
- Consolidation workshop.

During the institutional part, representatives from the Diputación de Valladolid and local journalists have been present giving full support on all the actions undertaken by the project.



The core of this day was centred in the outcomes of all WPs with direct engagement in the implementation of the Pilots' Actions. Thus, the results of the different monitoring campaigns were presented and their impact on the data collection efforts. Furthermore, the results of the exploitation and business plans were shared. And the all-encompassing effort of communicating and disseminating the work performed by all the Consortium into making TEXTOUR a success.

Taking the opportunity of the whole Consortium being together, some time was spent into organizing the coming PR3 review.

This consolidation workshop consisted in two parts: the Advisory Boards final recommendations and the overall feedback from the Consortium about the lessons learned throughout the project's four-year efforts.



2. Agenda September 12th, 2024

AGUILAR DE CAMPOO	
8:45 / 9:00	Meeting at Plaza de España – Valladolid – to depart for Aguilar de Campoo by bus
10:30 / 11:00	Arrival at Aguilar and coffee break
11:30 / 13:00	Visit to Santa María la Real Monastery / Aguilar de Campoo Those staying at la Posada can register at arrival
13:30 / 16:00	Moving to Salinas de Pisuergra Those staying at El Molino can register at arrival. Lunch
16:00 / 19:00	Visit Olleros and Villaespinoso churches
19:00 / 20:30	Cocktail at La Posada del Monasterio
20:30 / 22:30	Closing Event of the Project at the Monastery
22:30	Distribution of partners in hotels

September 12th was considered a festive day, a visit to the origins of FSMLR. After all the learnings coming from TExTOUR, we couldn't more that agree that FSMLR had been a prequel.

Bringing back to life a piece of cultural heritage, as was the Monastery of Santa Maria la Real, in a less-known, rural area; putting in practice a co-participatory process, engaging local private and public organizations, searching for creative ways of funding the restoration efforts of the monastery while teaching local unemployed people a trade, FSMLR had very loosely and empirically put in place 50 years ago the concepts and framework well-developed and structured by the TExTOUR project. FSMLR is proud to show that the project's efforts are valuable, scalable and effective.





7 TExTOUR Consolidation Workshop

As mentioned in the previous chapter, this workshop took place during the TExTOUR Final Conference (also referred to as TExTOUR Final Event), more specifically during the afternoon of September 11th, 2024. It consisted of two major aspects:

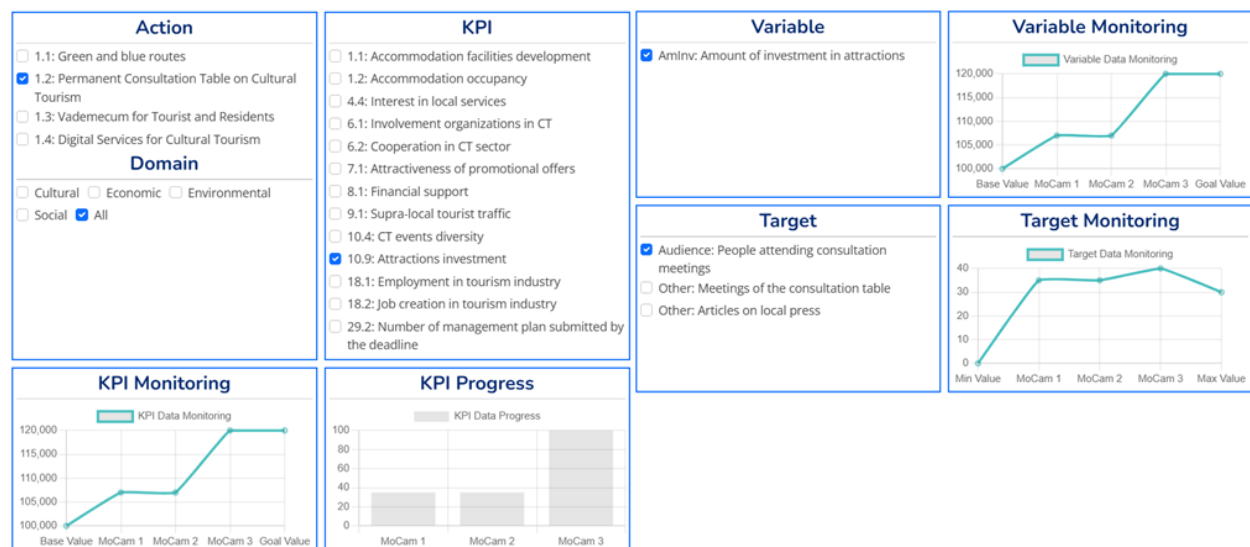
- The social impact results from the different monitoring campaigns
- The overall project final recommendations and comments from the Advisory Board
- The Lessons Learned workshop

7.1 Social Impacts measured during the monitoring campaigns

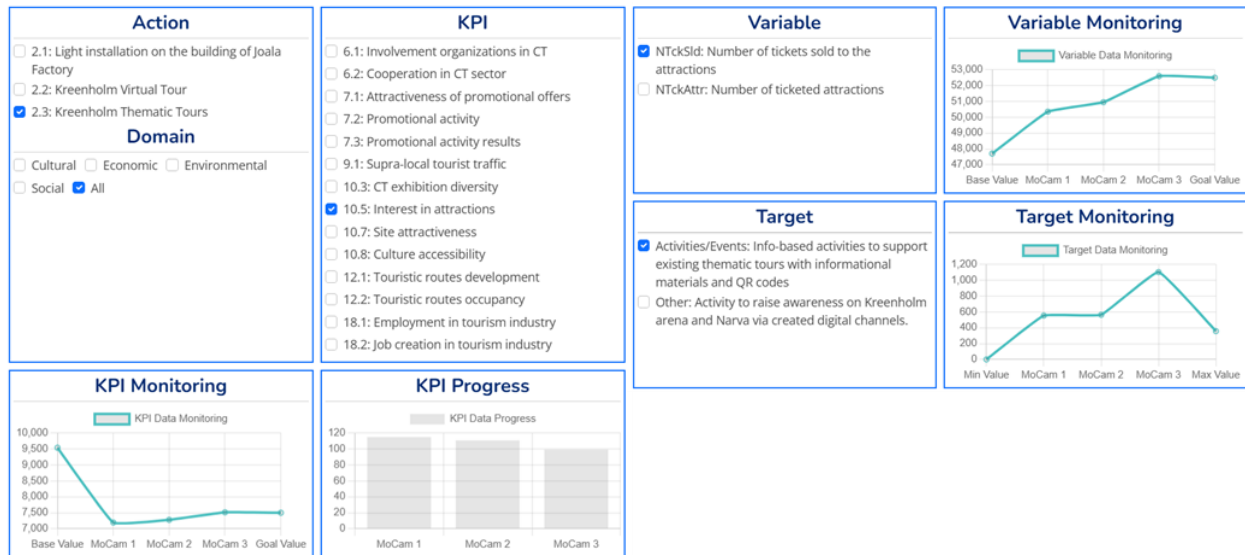
The outcomes of the different monitoring campaigns related to the KPIs measured by the Pilots out of the Actions they have implemented as part of TExTOUR

. They are detailed out more thoroughly in the TExTOUR Platform (Dashboard) but pictures of the results are share below.

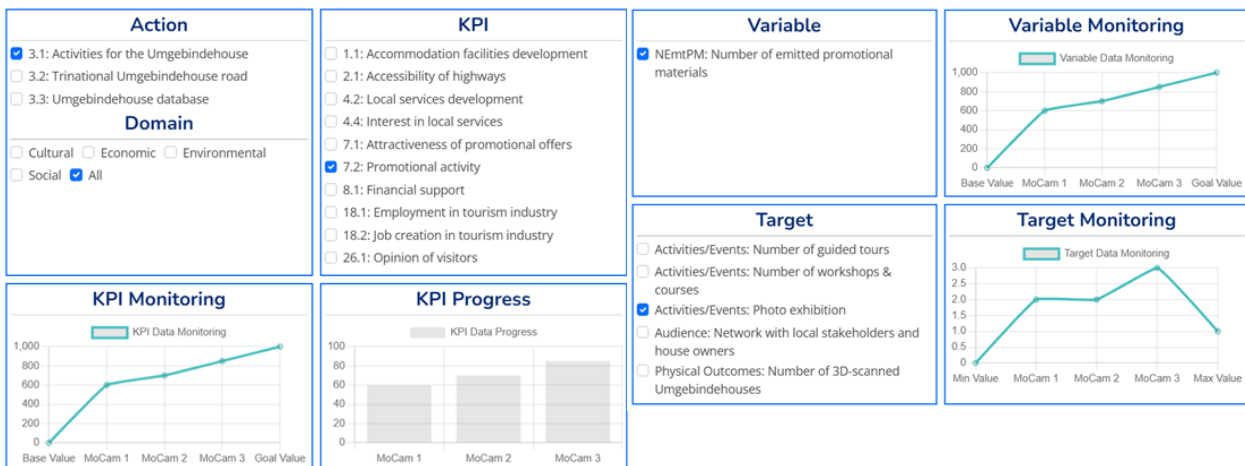
CRESPI D'ADDA



NARVA



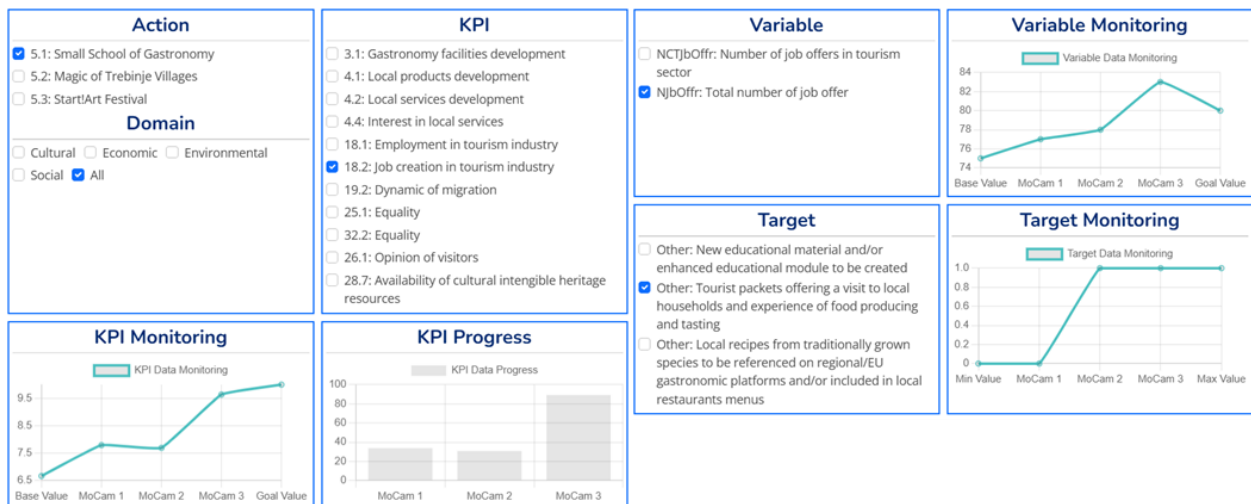
UMGEBIDENLAND



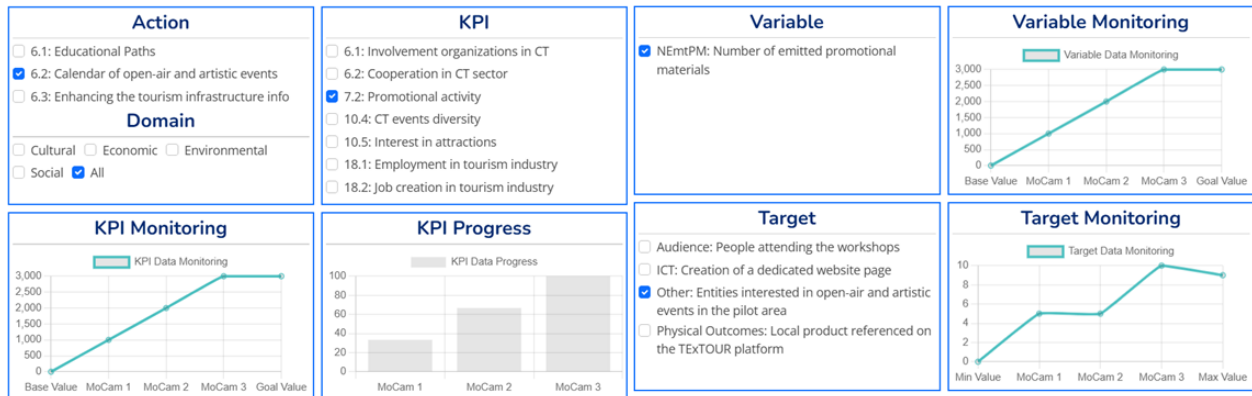
VIA REGIA



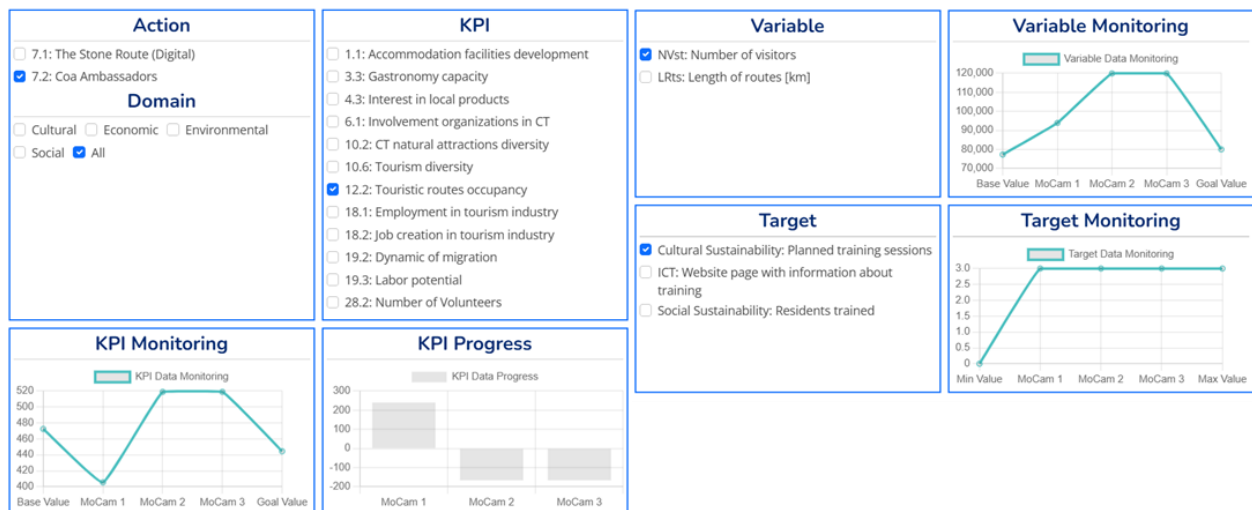
TREBINJE



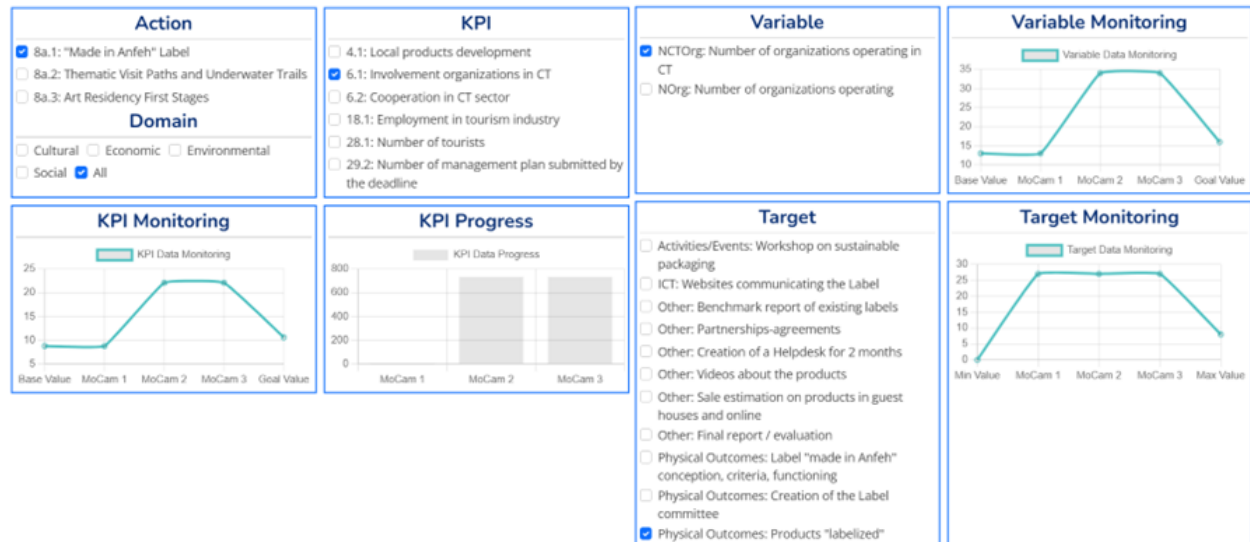
TARNOWSKIE GORY



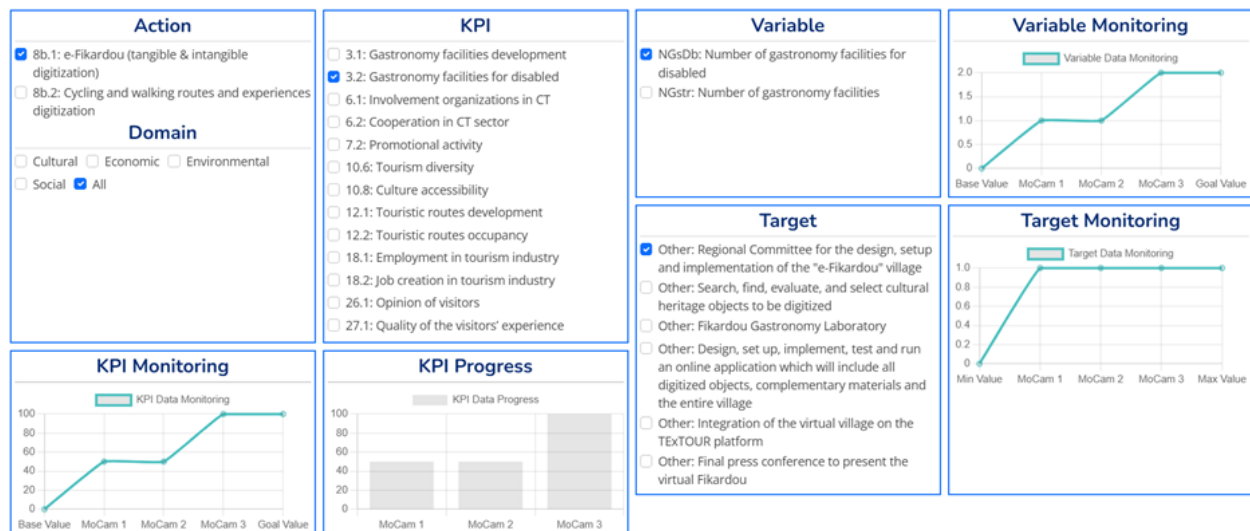
VALE DO CÔA - SIEGA VERDE



ANFEH



FIKARDOU



7.2 Advisory Board Recommendations

For the Advisory Board recommendations and comments, TeXTOUR Project Manager had facilitated in different periods of time the main deliverables of the project:

- D1.4 – Results from the Data Collection Phase
- D2.2 – TeXTOUR Key Performance Indicators

- D2.4 - Road map for Cultural Tourism development
- D3.1 – Step-by-step co-design guidelines
- D3.3 – TExTOUR Smart strategies and ICT requirements, v1
- D3.5 - TExTOUR Smart strategies and ICT requirements, v1
- D5.1 – Monitoring program of the implementation plans in the CT-Labs
- D6.3 – Business Plan Model
- D6.4 – Interactive map of scalable territories

With all these thorough materials, the Advisory Board had been providing their input during the General Assemblies (Torino, Cyprus, Umgebindeland) meetings. The members of the AB worked together into offering different aspects of how CT impacts society and offered recommendations on how to move forward.

Before the Final event, the AB got together to elaborate on the overall TExTOUR achievements to provide final guidance on how to complete the last project's deliverables.

During the Final Conference, the AB made different presentations where they provided feedback about the TExTOUR outcomes, and a full Consortium discussion took place where notes were taken by the Consortium members to improve the deliverables still to be produced.

The feedback provided was focused on how the Consortium should consider long-term from what has been achieved by TExTOUR with three different points of view:

- Economic Growth
- Social impacts
- Sustainable Cultural Tourism

Related to the economic growth point of view, according to Enrico Bertachini, the Consortium should reflect on the economic challenges posed by participating in a project which requires such difficult to be achieved short-term goals. Consortium should reflect in a deeper way on the results both collectively and comparatively.

From a social point of view, Anya Diekman suggested to include more social and environmental KPIs more in a qualitative approach (e.g., not focusing so much in the number of new jobs but more the conditions of the employment) Partners should pay attention to the impact of exponential tourism increase which could be detrimental to the local communities.

From a sustainable cultural tourism point of view, María García proposed to be aware to differentiate scaling separately tourist destinations from tourist actions deployed. She also stressed that it is important – even if difficult - to measure qualitatively KPIs. Specificities of the tourist sector should always be considered in order to be successful.



7.3 Lessons Learned

After this session, a Lessons Learned workshop took place, based on the input already received from the Consortium Partners since the beginning of 2024 in a document 07/03/2025

placed in TExTOUR's SharePoint (please see Annex I in Chapter 8). This session has been structured following the **subjects in PMI methodology**, adding some **TeXTOUR specificities**:

-Scope

- WHAT WENT WELL:** Scope is relevant
- WHAT WENT WRONG:** Vague in a moment
- WHAT COULD HAVE GONE BETTER:**
 - Each pilot could have different focuses within the main scope
 - When cross-border pilots, it is difficult to engage & motivate equally in all territories

-Timeline

- WHAT WENT WELL:** The timeline was fine

-Budget

- WHAT WENT WELL:** Budget monitoring
- **WHAT WENT WRONG:**
 - Inflation
 - War in Ukraine prevented Consortium partner to consume its budget as planned
 - Lack of private and public funds out of the project
- WHAT COULD HAVE GONE BETTER:**
 - Partners understanding their own budget early in the project
 - More budget for the Other G&S with possibility of subcontracting
- IMPROVEMENTS PROPOSED:**
 - Have earlier financial sessions separately with each partner

-People

- WHAT WENT WELL:**
 - We could recognize some potential future partners
- WHAT WENT WRONG:**
 - COVID
 - Long online meetings, people lost interest
 - Lack of local political will & support
 - War in Ukraine prevented further implementation, face-2-face presence of Consortium partners
- WHAT COULD HAVE GONE BETTER:**
 - Staff retention over a long project period
 - Networking among the partners
 - Consortium re-reading the DoA all along the project to refresh what was committed
- IMPROVEMENTS PROPOSED:**
 - Clearer structure of partner organization shared with project including backup staff
 - Be more relaxed even during the formal meetings

-Project Management

- WHAT WENT WELL:** Monthly meetings

-WHAT WENT WRONG:

- Monthly meetings were too long with no reason

-WHAT COULD HAVE GONE BETTER:

- Directions to find documents on the SharePoint. There are many spreadsheets
- Pilot forums

-IMPROVEMENTS PROPOSED:

- Include links to documents in emails
- Be more co-creative

-Methodology

-WHAT WENT WELL:

- The project proposal was well structured, but rigid in certain points
- Collaboration with stakeholders during the co-design process
- Potential building of long-term stakeholder activity & network
- Local community sense of ownership, participation & engagement
- Bottom-up approach leads to greater acceptance within the population
- Share experiences and learn new ways to attract sustainable tourism
- Involving young people wanting changes in their territory
- Increase the level of confidence to attract more business associated with tourism & consequently more jobs offers
- Increased awareness of funding sources for tourism projects
- BMC offers new ideas about economic use of heritage in relation with social, technological & environmental aspects

-WHAT WENT WRONG:

- Certain elements related to the pilot actions were not clearly defined at the beginning
- Not all participants have the necessary skills or resources to fully contribute to the design process
- Weak political engagement
- Difficult to keep up long-term involvement & participation
- Methodology is too theoretical and sometimes difficult to explain to stakeholders
- Ownership of co-designed solutions can be contentious
- In some pilots, it was difficult to involve young people
- Instable political/ geopolitical situation, difficulty to foresee future project
- Lack of agreement among key actors (authorities, NGOs, private entrepreneurs) on the vision of tourism development
- Lack of knowledge among workshop participants made it difficult to consolidate different understandings

-WHAT COULD HAVE GONE BETTER:

- More sensitivity for different cultural contexts
- Not every methodology can be applied by the book
- Language barriers when participants are from different countries

- Participation must be clearly regulated so that constant involvement can be expected

-IMPROVEMENTS PROPOSED:

- Be more flexible
- Plan a step in the process for level-setting external stakeholders

-ICT Services

-WHAT WENT WELL:

- ICT Platform easy to use
- Video tutorials easy to follow & to the point

-WHAT WENT WRONG:

- No formal error logging/resolution system in place at the beginning of development
- ICT services have limited coverage

-WHAT COULD HAVE GONE BETTER:

- Be more oriented towards a particular pilot's needs
- Documentation/manual should be updated as features are added

-IMPROVEMENTS PROPOSED:

- Provision of formal issue tracking system
- Bi-lateral meetings

-Monitoring

-WHAT WENT WELL: Continuity in monitoring -

WHAT WENT WRONG:

- Project finishing too soon to have long -term results on subject or view indirect results

-WHAT COULD HAVE GONE BETTER:

- Too long a delay between participation & the achievement of results

-Replication

-WHAT WENT WELL:

- Interaction with the other Consortium members involved in the process

-WHAT COULD HAVE GONE BETTER:

- Process should have been started much earlier

-IMPROVEMENTS PROPOSED:

- Start the replication engagement process earlier to give time to NSTs to:
 - Participate in strategies' definition
 - Implement Actions and be able to monitor them

-Periodic Reviews

-WHAT WENT WELL:

- All WP Leaders prepared the sessions very well

-WHAT WENT WRONG:

- Too many deliverables were rejected

-WHAT COULD HAVE GONE BETTER:

- Collaboration and exchange among WPs before and after the PR

-IMPROVEMENTS PROPOSED:

- Peer review of deliverables prior to submission must be performed for every deliverable

8 Local dissemination workshops

To provide further visibility and returning to the original stakeholders of the co-participatory processes, each Pilot organized a dissemination workshop. Pilots were free to establish the best format, dates and specificities to make their workshops more effective.

Nevertheless, the TExTOUR Project provided resources and informative material to support the dissemination efforts of the Pilots. This material, together with all the other resources produced throughout the duration of the project are available on TExTOUR website in the [“resources” category](#).

To help visitors finding the right material on TExTOUR website, we created a series of search filters in the resources page (see picture below).

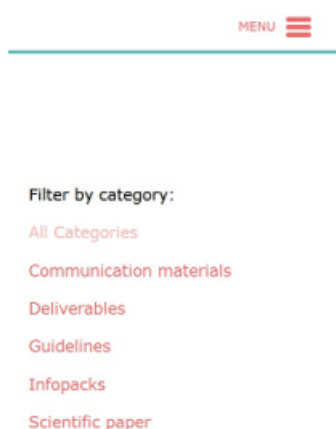


Figure 2 - TExTOUR resources filters

In particular, we provided digital copies of the project’s Infopacks both in English and translated in the pilot’s local languages as per the Pilots’ request. Moreover, a set of already created informative materials that could guide them:

- [TExTOUR Infopack: Participatory and Co-creation Process in Developing Sustainable Tourism](#)
- [TExTOUR Infopack: Narva - Road to Industrial Heritage Digital Valorisation](#)
- [TExTOUR Infopack: Road to Digital Cultural Tourism](#)
- [Infopack: Umgebindeland - Road to Border Region Cultural Tourism Development](#)

- The final TExTOUR video "[TExTOUR's journey in sustainable tourism](#)", showing the practical activities carried out by the project and the people who made all this possible. The video is available on TExTOUR YouTube channels and subtitles in the Pilot's languages have been provided so that the video can be used to support local dissemination activities.
- The Best Practices Book is available in digital and printed formats, in English, to be used by the project Pilots.
- Furthermore, the results from the different Monitoring Campaigns are available in the TExTOUR Platform to be shared during the workshops and other dissemination events.

Similarly, the scientific publications generated during the project are available in the resources section of the TExTOUR website:

- <https://textour-project.eu/wp-content/uploads/2024/10/Advances-in-Cultural-Tourism-Research.pdf>
- <https://textour-project.eu/wp-content/uploads/2024/07/ejcmp-14-12238.pdf>
- https://textour-project.eu/wp-content/uploads/2023/07/sustainability-15-047411_compressed.pdf
- <https://textour-project.eu/wp-content/uploads/2022/12/Euromed20221.pdf>

8.1 Results from the Crespi D'Adda LDW

The Crespi D'Adda Pilot team made a presentation of TExTOUR Project Activities to their stakeholders on June 28th, 2024, as part of the Permanent Table on Cultural Tourism which took place in the Workers' Village of Crespi d'Adda. The Working Table is one of the actions developed by the LINKS Foundation and Unioncamere Lombardia, following a participatory process with residents, associations, and public entities in the area. In this case, the Actions developed by TExTOUR were presented:

- Monitoring tourists through sensors
- Mapping green and blue routes with integrated signage and Braille indications
- Awareness handbook for tourists and residents

Further to the Crespi D'Adda Pilot team (LINKS and UCL), there were attendee members from the Crespi d'Adda Association, Edison, Municipality of Capriate San

Gervasio, the Bergamo Chamber of Commerce, Visit Bergamo, the Regione Lombardia, the Publionda Group srl. and from BLIMP srl. (remotely).

The high participation was the result of the work carried out over the months of the project to create a structured network among local entities. On the occasion, participants also visited the participatory museum and were able to see the recent digital content added to the tour.





Figures 3, 4 and 5 – Crespi D’Adda LDW moments

PPPs involved within Crespi D’Adda Pilot:

GPO, the enterprise assigned to create and install the signage panels of the 15 POIs, contributed with his own funds to the creation of 5 of them. Formally, the assignment covers all the signage, but the initial estimated budget covered only 10 of them.

GPO also participated to the Local Dissemination Workshop event in Crespi on the 28th of June 2024, meeting all the Permanent Table participants.

8.2 Results from the Narva LDW

Narva Pilot team organized Local Dissemination Workshop, presenting TExTOUR Project Activities and results to their stakeholders on September 19th, 2024 in the premises of Narva Art residence. The Workshop included a presentation and site visit. The following Actions developed in the framework of TExTOUR project were presented:

1. Light Installation in Joala factory
2. Kreenholm Thematic Tour with QR-codes
3. Virtual Tour at Kreenholm

During the presentation were presented content of Virtual Tour and Thematic Tour with QR-codes. After the presentation the attendee members visited Joala factory and got acquainted with Light Installation.

Totally there were 14 participants, among them Narva Museum, Narva Municipality, Narva Tourist Information Centre, Narva City Development Foundation representatives and other stakeholders.

As the follow up LDW there will be developed an article about the results of the project and disseminated to local mass media, stakeholders and partners.





PPPs involved within Narva Pilot:

Narva City Government, as a project partner, does not have a formally confirmed PPP within the TExTOUR project. However, the pilot actions were implemented in close cooperation of **Narva City Government** and the private company **Narva Gate OÜ**, reflecting a strong public-private collaboration.

This cooperation has focused on the development of the **Kreenholm area**, where both partners have worked together on cultural tourism initiatives. Looking ahead, there are concrete plans to further develop the area by:

- Establishing a **Cultural Quarter** in Kreenholm, enhancing its historical and cultural significance.
- Opening access to the **Kreenholm waterfall view** for the wider public, making it a key tourism attraction.

While not a formalized PPP, this cooperation aligns with the principles of public-private partnerships, aiming to foster sustainable cultural tourism development in Narva.

8.3 Results from the Umgebindeland LDW

The local dissemination of the TExTOUR project in the Umgebindeland took place on September 12, 2024, in Eibau together with local partners and multipliers from the region.

The overall results of the TExTOUR project, and particularly the TExTOUR best practice handbook, which recently has been published, were presented as well as the flyer and the information package on the Umgebindeland. Major and ADF president Hans Benner presented the handbook to leading local major Verena Hergenröder.

Based on this, the main regional results were summarized. This included the new trinational touristic road and the connection of the actors for the joint development of permanent offers for cultural tourism. The further initiatives under the umbrella of the working group were focused and will be financed by the application for the cross-border INTERREG program. The results of the TExTOUR project are made available to those interested in cultural tourism via the local partners websites.

Furthermore, a regular reporting on the continuation of the TExTOUR initiative takes place as part of the annual regional meeting.





PPPs involved within Umgebundeland Pilot:

There is an ongoing Public-Private Partnership under the context of Umgebundeland, currently in force in 2025, under the coverage of the Cultural Tourism Network composed of **Arbeitsgemeinschaft Deutsche Fachwerkstädte** (Umgebundestrasse), the **Zittau City Development Company** and the private

TexTour Network partners that develop activities in the field of cultural tourism. The private partners include marketing companies, architectural guides, gastronomic companies (Kleene Schenke), and the "Umgebindeland" museum, among other stakeholders. In total, there are 18 members that participate in organizing a program of transnational routes and annual workshops that are held as part of this TExTOUR Network planned program. To date, this collaboration is carried out through the commitment of the network members, but an INTERREG project called XXXX will be launched in mid-2025 with the aim of formalize this Public-Private Partnership and consolidate the tourism offering.

The **Umgebindeland TExTOUR Network** is composed by:

- Staatsministerium für Wissenschaft, Kultur und Tourismus
- Landestourismusverband Sachsen e.V.
- Tourismus Marketing Gesellschaft Sachsen mbH
- Marketing-Gesellschaft Oberlausitz-Niederschlesien mbH
- Landkreis Görlitz
- Entwicklungsgesellschaft Niederschlesische Oberlausitz mbH
- Euroregion Neisse e.V.
- Stiftung Umgebindehaus
- Oberbürgermeister Stadt Zittau
- Bürgermeister Herrnhut
- Bürgermeister Stadt Wilthen
- Bürgermeister Lipova
- Gemeinde Bogatynia
- Windmühle Seifhennersdorf Informationszentrum Umgebindehaus
- Universität Prag, Fakultät Architektur, Abt. Denkmalpflege
- Rumburk
- Giebułtów
- Seifhennersdorf

8.4 Results from the Trebinje LDW

Trebinje pilot team organized a joint event LDW + Magic of Trebinje's Villages Training. The event was held on September 04, 2024, in the Museum of Herzegovina. LDW workshop was focused on: (1) presenting the overall TExTOUR results, current and expected impacts, and presenting the co-creative methodology as a tool for further change in the CT sector; (2) presenting the concrete results of 3 pilot actions implemented "on the ground".

Magic of Trebinje's Villages Training was focused on demonstrating cultural routes on the Textour platform and using QR codes.

The event participants were local community members and stakeholders (City of Trebinje, Museum of Herzegovina, Slow Food Trebinje, Faculty for Tourism Trebinje, Fine Arts Association). Members of the Faculty of Architecture, Civil Engineering and Geodesy joined remotely.





PPPs involved within Trebinje Pilot:

The TExTOUR project has fostered a public-private partnership between **Slow Food Trebinje** (a civic organization), the **Herzegovina Museum** and the **Trebinje Tourist Organization** (public institutions). The contact and connection between these entities was formalized during the LDW on September 04, 2024, in Trebinje, and they are currently working together.

8.5 Results from the Tarnowski-Gory LDW

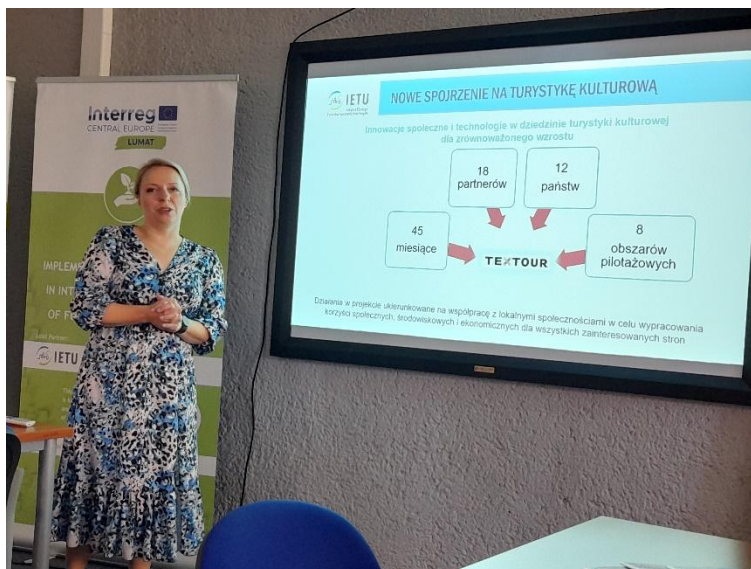
IETU made a presentation of TExTOUR Project Activities on September 26th, 2024. Between the invited guests there were representatives of the institutions engaged in project realisation, especially the Historic Silver Mine, Tarnowskie Góry Land Lovers Association and Local Tourism Organization (LOT) of the City of Gwarki in Tarnowskie Góry.

That final meeting was a summary of all the work carried out together with our Pilot team during the project realisation in Tarnowskie Góry, Bytom and Zbroslawice. The following achievements were presented:

- underground educational paths in the Historic Silver Mine that are the special educational offer based on modern extracurricular education
- map of events showing different actions
- point of interest – a special local initiative

The meeting was an occasion to show the project results and to discuss the whole process of development the cultural tourism strategy within the Textour project in Tarnowskie Góry Pilot.





PPPs involved within Tarnowski-Gory Pilot:

There were three Public-Private Partnerships fostered or proposed within the Tarnowski-Gory Pilot:

1. **Staszic Shaft** -a cultural institution of the Marshal's Office of the Silesian Voivodeship-, the **Municipality of Tarnowskie Góry** and the **Tarnogórska Land Lovers Association**. The annual contribution to the cultural institution whose objective is to protect, manage and promote the key attributes of the entry (Staszic Water Supply Station together with the Lucky Help shaft) of the Lead, Silver and Zinc Mines together with the underground water management system on the UNESCO World Heritage List is PLN 3.2 million (Marshal's Office of the

Śląskie Voivodeship - PLN 1.5 million, Tarnowskie Góry Commune - PLN 1.5 million, Tarnogórska Land Enthusiasts Association - PLN 200 thousand).

The agreement is signed for 5 years (until 2029) with the possibility of extension. The tripartite support of the project highlights the importance of nurturing local heritage. It is a site of exceptional historical significance. Thanks to the cooperation, the Staszic Shaft in Tarnowskie Góry, which is part of a UNESCO-listed site, will be given new life as an accessible space for residents and tourists, promoting knowledge of our region and its rich mining past. What is worth seeing in Staszic? The Station, located on Waterworks Street, which was once the water centre of Upper Silesia, still houses Europe's last underground steam engine. Also noteworthy are the shaft buildings, the boiler house, the workshops and the opportunity to look directly from the station into the Frederick Deep Adit. It is there, a few kilometres away, that a 650-metre-long tourist route known as the Black Trout Adit has been arranged. Undoubtedly an attraction will be the underground pipelines, underground halls for machinery with engines for compressed steam, condensers and a boiler for compressing, driving the steam pumps.

2. The **Institute for Ecology of Industrial Areas (IETU)** from Katowice is a research institute acting under the **Minister of Climate and Environment**. With its expert knowledge and experience supports local and state administration, as well as private business entities.

Additional funding was obtained thanks to TExTOUR project from this partnership for the development of a concept and implementation of educational activities in the underground of the Historic Silver Mine in Tarnowskie Góry, listed as a UNESCO World Heritage Site, the conceptual creation of cultural routes to local sites recognised as UNESCO sites by the world, the development of a calendar of cultural events.

The IETU is a partner of the Tarnogórska Land Lovers Association (SMZT). Further projects and ventures are planned, including the creation of an automated wall of so-called 'green wall' on the Engineering Elements building, a new water education centre. Water. One of the elements without which there is no life, but also there would be no entry on the UNESCO World Heritage List of the 'Lead, silver and zinc ore mines together with the underground water management system in Tarnowskie Góry'. And it is for this reason that water is the leitmotif of

the narrative in the recently commissioned Engine House of the Elements at the Historic Silver Mine. The official opening took place on 18 April 2024. The Engine Room of the Elements is an extraordinary education centre dedicated to the elements that have shaped our world for centuries. In the foreground, the fascinating history of water - that vital source of life that not only plays a key role for our everyday life but is also of extraordinary importance in a historical context - is shown. The site is a reminder of the time when water from Tarnowskie Góry became an essential resource for the developing Upper Silesian conurbation.

3. **Local Tourist Organisation of the City of Guernsey.** His tourist organisation brings together local authorities, associations and entrepreneurs in the tourism industry from Bytom, Tarnowskie Góry and Zbrośławice. The association comprises the municipalities of Bytom, Zbrośławice and Tarnowskie Góry, the Tarnogórski Powiat, the Tarnogórski Area Lovers' Association, as well as the associations Gliwice 66, Dziedzictwo, the Upper Silesian Narrow-Gauge Railway Association and the Museum in Tarnowskie Góry. The organisation was established to promote the objects on the UNESCO World Heritage List and ultimately to manage the World Heritage Site.

Tarnogórska Land Lovers Association pays an annual contribution to the organisation of PLN 10,000.

8.6 Results from the Côa-Siega Verde LDW

The Côa Parque team organised the LDW actuations in three stages:

July 23rd, 2024.

As part of its commitment to publicising the actions created under the TEXTOUR Project, the Côa Parque Foundation's team has been mobilising to involve local organisations that can help to promote and implement its actions, particularly action 2, which refers to the 'Côa Ambassadors'.

In this context, on 23 July the Côa Parque Foundation, meets with the Red Cross of Vila Nova de Foz Côa to present action 2- Ambassadors of Côa. This team is responsible for the CLDS 5G 'Breathing + Proximity "action plan, which aims to promote social inclusion.

This plan has several activities, including 'Teach what you know'. This activity is aimed at senior citizens and young people living in the same area.

As it falls within the objectives of the Côa Ambassadors, it has been proposed that the training plan be used, based on the following guidelines:

A- Tourist information techniques.

B- History of the Côa Valley and Siega Verde region- visits to the Museum and Archaeological Park.

C- Telling the stories you know.

The aim is to start this partnership as soon as the project is approved, which will allow for a wider reach in the communities, especially among young people. The focus is on empowering them with tools that will enable them to create their own professional activities, given the growing tourist interest in the region.

This initiative not only aims to enhance the cultural and natural heritage of the Côa, but also promotes the empowerment of young people, encouraging them to become protagonists in the development of their communities.



September 26th, 2024.

On 26 September, the Côa Parque Foundation attended the extraordinary meeting of the Local Social Action Council, which is part of the Vila Nova de Foz Côa Social Network.

During this meeting, the Social Development Plan was presented, in which we highlight the Tourism - Axis. In this context, we had the opportunity to publicise two important actions:

- "Stone Route".
- "Côa Ambassadors".

We also proposed our collaboration for the implementation of these initiatives, integrating them as actions of the Tourism - Axis. We believe that these actions can make a significant contribution to the region's tourism development and to enhancing the cultural heritage of the Côa and Siega Verde.

This meeting was attended by other councillors representing local organisations in the region such as Social Security, the National Republican Guard (GNR), the Cedovim Residential Structure for the Elderly (ERPI), the Foz Côa Municipality.



September 28th, 2024

On the 28th of September, a meeting was held to hand over the certificates to the Côa Ambassadors, closing a cycle of work.

Due to other commitments, we couldn't count on the participation of most of the municipalities involved, or even the ambassadors, but we did have the presence of Gabriela from Live+ (Responsible Tourism Travel Agency), who spoke to the ambassadors and showed her interest in working with them. That was our golden key. We want this message to be passed on to the rest of them and we can see positive results for everyone.

Live+ is an agency that seeks to integrate programmes with the most vulnerable populations, valuing what they produce formally and informally, contributing to environmental and social sustainability. In that context, it needs ambassadors as a means to achieve the agency's goal.

A second meeting has been proposed. It will be open to all and we will continue to support the ambassadors in this process of growth.

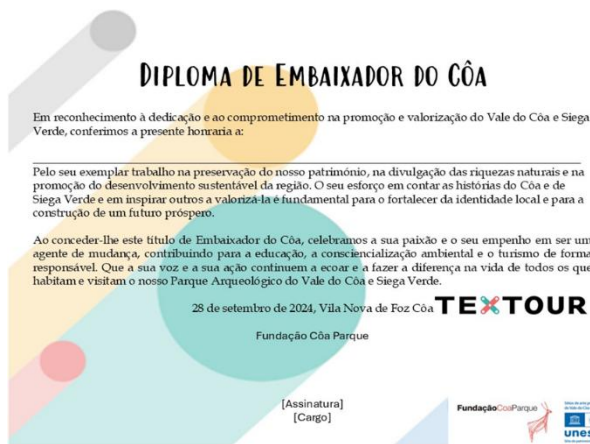
We enclose the invitation and the certificate which was given to the Ambassadors:

Convite para a Sessão de Encerramento do Projeto Textour

É com grande satisfação que o/a convidamos para o encerramento do Projeto Textour, que ocorrerá no dia 28 de setembro, às 15h30, no Museu do Côa.

Este evento especial marcará a conclusão de um ciclo enriquecedor, onde celebraremos as conquistas e aprendizagens adquiridas ao longo do projeto. Na ocasião, teremos a honra de entregar os diplomas aos Embaixadores do Côa, reconhecendo o seu empenho e dedicação.

Venha celebrar connosco este momento significativo e prestigiar aqueles que se destacaram na difusão da cultura e da história do nosso querido Vale do Côa.



PPPs involved within Côa-Siega Verde Pilot:

There are no PPPs formally confirmed, but there are some C&D (Côa&Douro) companies that are interested in developing activities within the two Côa Parque actions:

- Côa Ambassadors.
- The Stone Route (which will be another opportunity for leisure activities using this tool).

The following companies are now partners in the sustainable development of cultural tourism and are planning to develop TEXTOUR's activities in the Coa in the Côa & Siega Verde region:

- **Douro on the Rocks** by Ana Margarida in Vila Nova de Foz Côa- This project consists of favouring culture and tourism as a link, making the territory between the Côa and the Douro known. The activities include jeep rides (creating different routes -some off-road-) through the viewpoints and chapels, discovering the monuments and pillories; wine tastings and visits to the cellars of wine tourism farms; picnics and wine lunches and lunches in small restaurants that showcase the region's incredible gastronomy. There are also experiences linked to the exploitation of endogenous products, such as grape treading and almond splitting and processing.

- **Casa do Chão D'Ordem, Turismos Rural** - Local accomodation - Urban and rustic complex, with its residential part and some outbuildings for agricultural life. Its activities include visits to the Côa Valley.
- **Ambieduca - Visiting the Douro & Côa** - Local accommodation, hiking, 4x4 tours & Rock Art Côa & Douro

To date, these partnerships are based on verbal agreements. Although the reference is to Côa & Douro, these operators are also interested in reaching Siega Verde. But as operators in Portugal, it's only natural that the Douro should be a reference point for the northern region of the country. It's a landmark.

8.7 Results from the Via Regia-RIVNE LDW

The Via Regia (Rivne) Pilot team organised a local dissemination workshop on September 8th, 2024, and presented TExTOUR Project Activities to their stakeholders. The workshop took place in the Ostroh Castle, which is one of the core points of interest along the Via Regia and where one block of TExTOUR activities was implemented.

The workshop highlighted the project's journey, from the initial participative approach to the insightful results achieved. Thus, all three directions of activities were presented by explaining ideas, actions taken, and presenting the core products. While one site -Ostroh, where the event took place,- visitors could investigate right during the presentation, two other locations were presented using video produced within the TExTOUR project and feedback from those who had already happened to visit them before. The videos were demonstrated to the audience for the first time during the workshop.

The workshop also included discussions on the future development of the Via Regia route in the Rivne region and potential collaborative actions. The audience comprised local authority representatives, employees of local museums, students of the National University "Ostroh Academy", scientists, a partner NGO, and representatives from a videomaking company, totaling 19 participants.



PPPs involved within Via Regia-RIVNE Pilot:

The most sustainable partnerships between Culture and Tourism Department of Rivne Regional State administration and organizations involved in project's implementation are listed below. These partnerships are verbal agreements on continuing actions and other ideas beyond TExTOUR project:

1. **Derman-Ostroh National Nature Park**, Public partnership, Long-term partnership between two institutions that was aimed at creating Creative Cluster. The links built within the project will serve as mean to maintain and develop idea of The Cluster in future.

2. **Dubno State Historical and Cultural Reserve.** Public partnership. Long-term partnership aimed at developing Dubno as a Via Regia's destination

3. **State Historical and Cultural Reserve.** Public partnership. Long-term partnership aimed at developing Ostroh as a Via Regia's destination

4. NGO Regional development center "**Triada**" and NGO "**Generation of Successful Action**". Public partnership. Long-term partnership. In 2024 this partnership resulted in one implemented project from the Ukrainian Culture Foundation "Via Regia by touch" (<https://www.facebook.com/profile.php?id=61561375119246>).

Today, NGO "Triada" and NGO "Generation of Successful Action" supported by Culture and Tourism department of Rivne Regional state Administration are designing new project on developing Via Regia route to be implemented in 2025.

All these partnerships emerged in the process of project's implementation and are related to the Local Dissemination Workshop.

8.8 Results from the Anfeh LDW

The development of the LDW by GAIA in Lebanon, under the TEXTOUR project, has been marked by political instability in the Middle East. Lebanon has been affected first by the war in Gaza and recently by Israeli direct attacks within its borders, which has already generated an exodus of one million people in a country with 6 million inhabitants. Local Development Workshop (LDW).

The public event they held in June 2024 in Anfeh marked the first phase of this workshop, which focused on local dissemination and engagement with the community. During this phase, they presented the results of the three actions of TEXTOUR to the Anfeh population and distributed certificates to producers and tourist escorts who participated in various training courses. This event was an essential milestone, laying the groundwork for the next phase, in order to ensure the continuity and long-term impact of the project's achievements beyond the conclusion of EU funding



The second phase of the LDW, originally scheduled for the end of September, was intended to take place in Beirut, the capital, and was specifically designed to disseminate the project's outcomes on a broader scale. This phase was envisioned by us as a bridge towards the post-project activities, aiming to capitalize on the success of the Anfeh pilot by engaging with a wider network of stakeholders. Unfortunately, due to the ongoing insecurity and war currently affecting Lebanon, we have had to make the difficult decision to **postpone this event until November 2024**.

They held numerous discussions with their team and the partners supporting the event, and it became clear that proceeding as planned would not allow them to achieve the objectives they set. Many of the local and international institutions we invited would not be able to attend due to the current violence, which would limit the impact and success of the event. On September 24th 2024 there were in Lebanon more than 500 casualties in one day. It is a full-fledged war, and it would be completely insensitive to maintain the event. However, cancelling the second phase of the LDW would be negative in view of the difficult time and lack of resources

through which the Lebanese are passing through. As much as it has dynamised the local production in Anfeh, we trust that this second phase of the LDW will continue along this line and help locals build their capacities in these difficult times.

As an extension of this information, a document relating to the first phase of the LDW is attached as **Annex II: Anfeh LDW (Part 1) Abiad Azrak Exhibition** and as a sample of the commitment to carry out the second phase of the LDW, the programme planned for November 2024 is attached as **Annex III: Anfeh LDW (Part 2) WP7- Dissemination Beirut, Lebanon**

Additional information or further photos from the second phase of the LDW will be shared once it has been rescheduled and held in November, if the political situation will allow it.

PPPs involved within Anfeh Pilot:

There are no PPPs (P3) confirmed from Anfeh Pilot end. However, in view of the special conditions prevailing in Lebanon, they concentrated most of their work in this project for improving the revenues of the low-income families of Anfeh. Therefore, TExTOUR activities enabled GAIA-heritage and Anfeh to test and prepare the grounds for the emergence of a P4-based model.

P4 stands for: Public-Private-People Partnership, which is a better tool for engaging the lower income people by offering them more possibilities for improving their incomes by participating directly in development processes aiming at poverty reduction. P4 creates possibilities for engaging new pro-active and positive participation methods and solutions in the development of the project (actions in our case) and for the executive operation stages. This is compatible with TExTOUR methodology, and the result can be linked to the TExTOUR Local Dissemination Workshop in Anfeh.

From the first TExTOUR activities (WP1,WP2,WP3) and throughout the implementation of the CH development strategy (WP5,WP6), 3 actions were developed: Label "Made in Anfeh", Visit Path and first steps for an Art Residency. The following groups of stakeholders were involved:

1- Public entities: **Municipality of Anfeh & Hima Anfeh**[1], **The Chamber of Commerce Industry & Agriculture of Tripoli** (public utility organisation) ;

2- Private Entities: **GAIA-heritage, University of Balamand, business owners from Anfeh, small producers.**

3- People: members of the **community of Anfeh**, local NGOs (**Anfeh& Neighbourhood Heritage Committee, Anfeh Youth Sports Club, Orthodox youth movement, Ma3an Akwa** (for people with disabilities), **Anfeh 3ayletne** (community center), **SPNL** (National environmental NGOs).

The process of the creation of the Label “Made in Anfeh” and the organisation of the LDW showed a great potential in Anfeh to mount a P4 combining a range of competencies pertaining to various stakeholders. The municipality, the local community, the local producers and Marse guesthouse (private business) collaborated closely and the relationship between them was organically organized.

For example, while local community members identified culinary heritage elements and designed the Label, the municipality registered it at the Ministry of Economy through the support of the Chamber of Commerce, Industry and Agriculture of Tripoli and the SPNL. Local producers identified by members of the community were contacted by GAIA-heritage who documented their work and released recommendations to improve their packaging. The logistics of selling the products Labelled “Made in Anfeh” was jointly organized between the Municipality of Anfeh, Marse guesthouse, GAIA-heritage and the producers: whereas the

Municipality distributes the stickers to the labelled products (thus double checking the packaging and the product), Marse fills in forms provided by GAIA-heritage to make an inventory of the products received and sold.

This opened a new market for local producers to sell their products. Profits are distributed between the Municipality, Marse and the producers initiating a sort of financial sustainability for this action and creating a life-cycle approach aimed at preserving the local know-how.

The organization of the LDW also involved all the parties: GAIA-heritage, Anfeh Municipality, Marse guesthouse and initiated a potential partnership between a local producer and the local pastry maker who collaborated to create new pastries (never created before by this business) using only “Made in Anfeh”[2] labelled products bought from local producers.

This process highlights the need to link each stakeholders activities, functions, expertise and role for purpose of effectively handling the action's complexity. Through this action, TExTOUR managed to show the potential of mutually integrating the cultural supply chain and the local economy and implement an innovative approach to the action management and development to be defined in cooperation with all local stakeholders. Thus, creating wider social impacts.

Note, that this action is in line with the Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention) which highlights the need to involve society as a whole in defining and managing cultural heritage and recognizes the collective nature of such commitment and fosters competency synergies between public and private actors.

[1] the HIMA is a legally approved structure that brings together citizens of all ages with the common objective of protecting natural and cultural important sites or places. It operated under the auspices of the local authority (the Municipal Council). These structures are now protecting large parts of important nature places in Lebanon. A Hima is established in Anfeh since 2017.

[2] Label created through the action of TExTOUR project in Anfeh

8.9 Results from the Fikardou LDW

At the auspices of the UNESCO Chair on Digital Cultural Heritage at the Cyprus University of Technology on the 28th of September 2024 the results of the TExTOUR project pilot for Fikardou Village were presented to members of the Fikardou community, the Village council and key government stakeholders. During the event the actions developed through the TExTOUR project in cooperation with the council and residents of Fikardou were presented and discussed. This included:

- How the Fikardou experience can be replicated to other communities within the region
- The process and exploitation of digital documentation for monitoring and promotion of rural tourist destinations in Cyprus
- A comprehensive review and assessment of the eFikardou online digital platform

The workshop concluded with the Fikardou Council accepting ownership of the eFikardou platform developed through the TExTOUR project and confirmation of the on-going commitment to supporting the regeneration of the mountainous regions of Cyprus through cultural tourism by the Cyprus University of Technology's Vice Rector for Academic Affairs.

In closing the President of the Fikardou's Community Council Mr. Christos Tyrimos, said: "As Fikardou enters its digital age, we are at the intersection of tradition and innovation. We are excited about the new opportunities this digitization project will bring - increased global awareness, improved visitor experiences and a boost to tourism. The digital representation of Fikardou is our tribute to its past, our gift to the present and our investment in the future."





PPPs involved within Fikardou Pilot:

There are no PPPs confirmed from Anfeh Pilot end. However, the LDW materialised the commitment of collaboration between the **Cyprus University of Technology** and the **Fikardou's Community Council** by accepting the ownership of the eFikardou platform developed through the TExTOUR project and the confirmation of the on-going commitment to supporting the regeneration of the mountainous regions of Cyprus through cultural tourism.

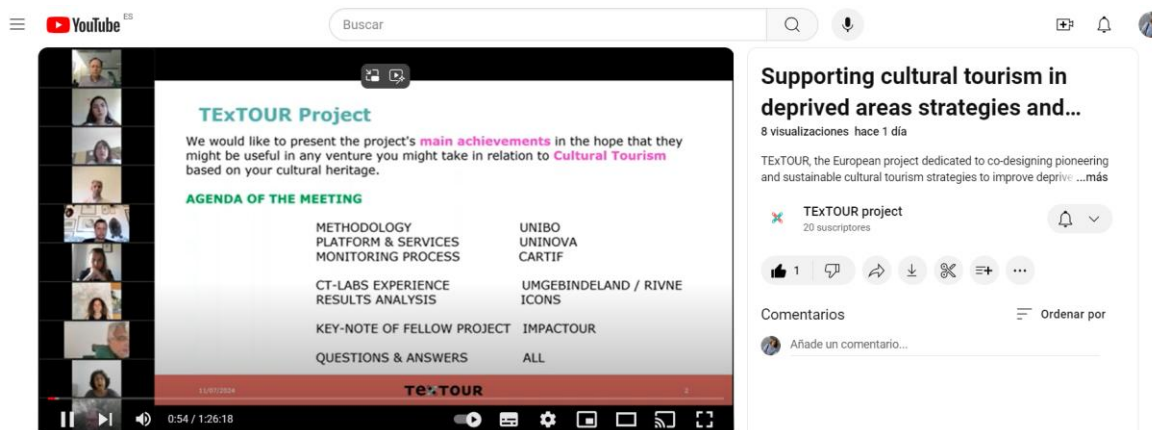
9 TExTOUR Webinar

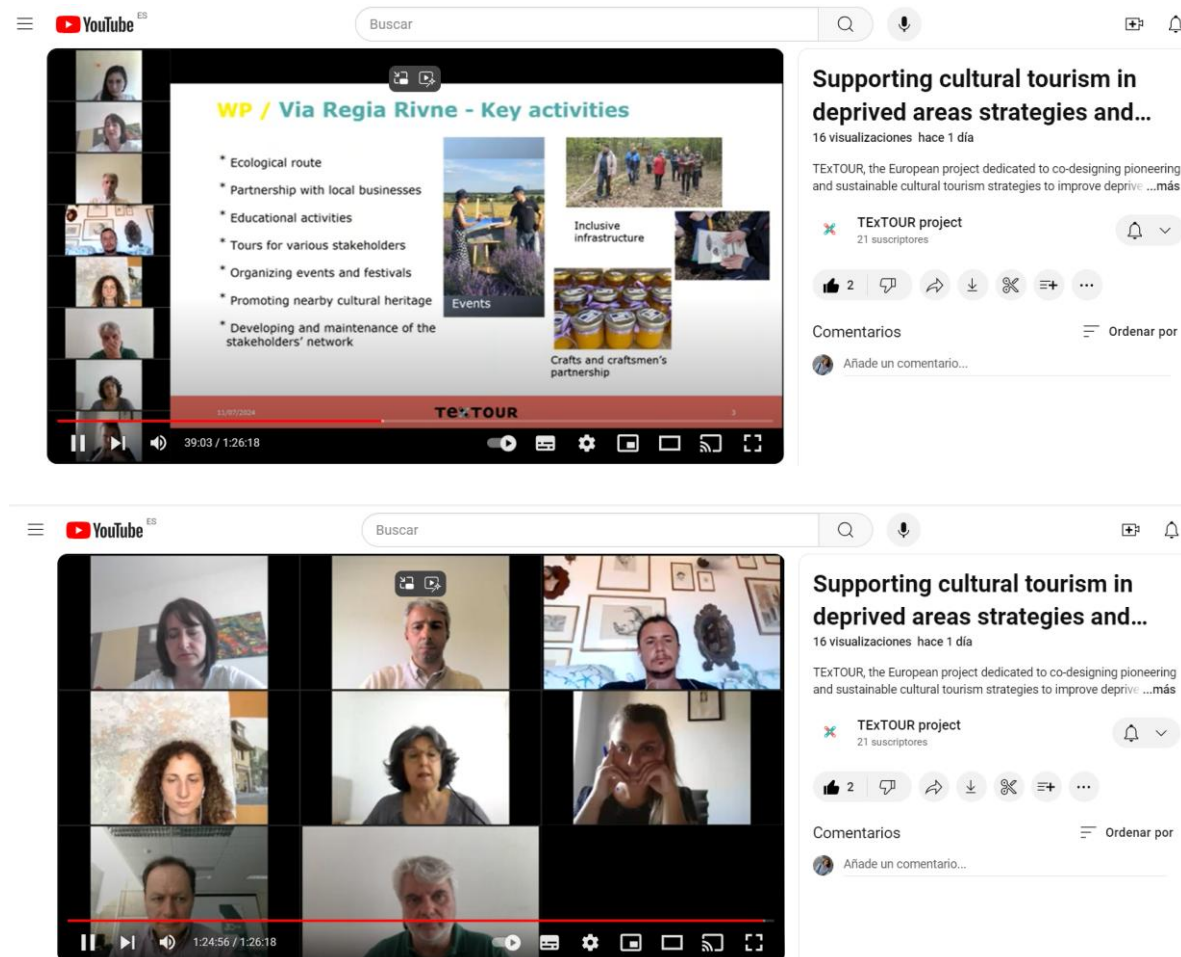
A webinar was organized to present the TExTOUR tools and platform to a wider remote audience. Recordings are open accessible on the website and the project's YouTube channel: <https://www.youtube.com/watch?v=s6MR2pJOoyc>

On July 11th, 2024, the TExTOUR webinar took place with the objective to present the project's main achievements to a broader audience in the hope that they might be useful in any venture you might take in relation to Cultural Tourism based on cultural heritage.

The agenda of the webinar consisted in the following topics:

Topic	Presented by
INTRODUCION	FSMLR
METHODOLOGY	UNIBO
PLATFORM & SERVICES	UNINOVA
MONITORING PROCESS	CARTIF
CT-LABS EXPERIENCES	UMGEBINDELAND / RIVNE
UP-SCALING SURVEY RESULTS	ICONS
KEY-NOTE OF FELLOW PROJECT	
IMPACTOUR	UNINOVA
QUESTIONS & ANSWERS	FSMLR





Figures 6, 7 and 8 – Different moments of the TExTOUR Final Webinar

ICONS provided the technical support for the webinar, hosted on the GoToMeeting platform, and advertised it with a dedicated campaign on TExTOUR social media channels and website.



PAST EVENT

TExTOUR Webinar: supporting cultural tourism in deprived areas – strategies and tools from the TExTOUR project

11 Jul 2024, 09:30-11:00
Webinar

TExTOUR, the European project dedicated to co-designing pioneering and sustainable cultural tourism strategies to improve deprived areas, will host a webinar on the 11th of July to present the final results of its activities.

Join the webinar about TExTOUR's methodology, the tools created to foster cultural tourism and monitor the impact of carried-out actions. You will see tangible results from the project's pilots' case studies and discover how they achieved them.

Via Regia Ukraine: innovative case on using cultural tourism to build social cohesion and foster inclusion of minority groups

Viktoriia Kilianchuk
Culture and Tourism Department of Rivne
Regional State Administration



TE~~x~~TOUR

Figure 9 and 10 - Example of promotional cards for the webinar speakers

The webinar recording has been uploaded on YouTube and disseminated through the project social media channels and on the website.

A total of 58 people attended the webinar, according to data collected through the GoToWebinar platform.

10 Synergies with other projects

TeXTOUR has established synergies and collaborations at different geographical levels (regional, national, EU and beyond including third countries) with other projects and initiatives dealing with CT to establish knowledge transfer pathways and organize joint events. Partners that belong to these associations, networks and projects have actively collaborated in these contacts.

Among the many interactions by the TExTOUR Project, we can name the following:

NAME OF THE ORGANIZATION	COUNTRY	PROJECT	CONTACT
TECNALIA	SPAIN	IMPACTOUR	
UNIVERSIDADE DO VIGO	SPAIN	RURALLURE	
DEA	BELGIUM		
DG GROWTH (TOURISM TEAM)	BELGIUM		
KU LEUVEN	BELGIUM		
UNIVERSIDAD COMPLUTENSE DE MADRID	SPAIN		
UNIVERSITY OF TORINO	ITALY		
NATIONAL RESEARCH COUNCIL	ITALY		ANTONIA GRAVAGNUOLO
UNIVERSIDAD DE GRANADA	SPAIN		JOSÉ MARÍA CIVANTOS
UNIVERSITY OF BRNO	CZECH REP		MILADA
ECTN - EUROPEAN CT NETWORK	EUROPE		
EUROPEAN ASSOCIATION OF THE VIA FRANCIGENA	EUROPE		
EUROPEAN COUNCIL NETWORK	EUROPE		
NCSR - NATIONAL CENTRE FOR SCIENTIFIC RESEARCH * DEMOKRITOS	GREECE	VAST	
CPMR MEDITERRANEAN COMMISSION	EUROPE		
CONSORCIO ABC	ARGENTINA		
DLR - GERMAN AEROSPACE CENTER	GERMANY		
HISPANIA NOSTRA	SPAIN		
EUROPA NOSTRA	EUROPE		
EUROPEANA FOUNDATION	THE NETHERLANDS		
Commissioner for the development of the CY Mountain areas	CYPRUS		
Deputy Ministry of Culture	CYPRUS		
Deputy Ministry of Tourism	CYPRUS		
Nicosia Development Board	CYPRUS		
Limassol Development Board	CYPRUS		
Larnaca Development Board	CYPRUS		
Municipality of Limassol	CYPRUS		
Cultural Institute of the Mountain Areas of Cyprus	CYPRUS		
Union of Cultural Institutions in Limassol (more than 50 Cultural Institutions)	CYPRUS		

TeXTOUR dedicated a section of the website to its fellow projects, as shown below:

Fellow projects

Interesting projects which share objectives and thematic with TExTOUR.

	HERIT-DATA HERIT-DATA aims to identify innovative solutions, with the support of new technologies and big data, to reduce the negative impacts of tourism on cultural and natural heritage sites.
	ILUCIDARE International network for leveraging successful Cultural Heritage Innovations and Diplomacy, Capacity Building and Awareness raising.
	IMPACTOUR Improving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas.
	OpenHeritage OpenHeritage aims at developing and testing an inclusive governance model and a supporting toolbox for the adaptive reuse of cultural heritage assets.
	POCITYF POCITYF aims to transform cities, with a strong emphasis on cultural and historical protected areas, into healthier and more accessible, reliable and competitive spaces for their citizens.
	SoPHIA SoPHIA - Social Platform for Holistic Heritage Impact Assessment is a project that aims to promote collective reflection within the cultural and political sectors in Europe on the impact assessment and quality of interventions in historical environment and cultural heritage at urban level.
	SPOT Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation
	INCULTUM – Visiting the margins: INnovative CULTural ToUrisM in European peripheries The INCULTUM project deals with the challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development. It will explore the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative participatory approaches are adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.
	RURITAGE - Heritage for Rural Regeneration RURITAGE establishes a new heritage-led rural regeneration paradigm able to turn rural areas in sustainable development demonstration laboratories, through the enhancement of their unique Cultural and Natural Heritage potential. RURITAGE has identified 6 Systemic Innovation Areas (pilgrimages; sustainable local food production; migration; art and festivals; resilience; and integrated landscape management) which, integrated with cross-cutting themes, allow to see heritage potential as a powerful engine for economic, social and environmental development of rural areas.
	SmartCulTour- Smart Cultural Tourism as a Driver of Sustainable Development of European Regions The EU-funded SmartCulTour project intends to redefine the concept of cultural tourism to provide European regions with strategies that engage stakeholders in co-creating smart cultural tourism practices.
	rurAllure - Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes The project fosters cultural cooperation and sustainable tourism in the proximity of European pilgrimage routes, having its pilot actions along the Saint James' Ways, the routes to Rome (Via Francigena, Via Remica Germanica and Via Remica Strata), Saint Olav ways in Scandinavia and the Way of Mary to Calcutta in Eastern Europe and the Balkans. The project aims to conduct mapping and digitalise cultural heritage along the routes, develop innovative IT products, enhance travel experiences and launch of the first European cooperation network along the pilgrimage routes. To valorise experiences of every pilgrim, rurAllure launches the second edition of the Photo Contest "Share your route" 2023 to feature the best photos from the European walking routes.

Figure 11 - TExTOUR's fellow projects

TExTOUR project promoted event and results from its fellow projects, and it was featured in their newsletters and website.

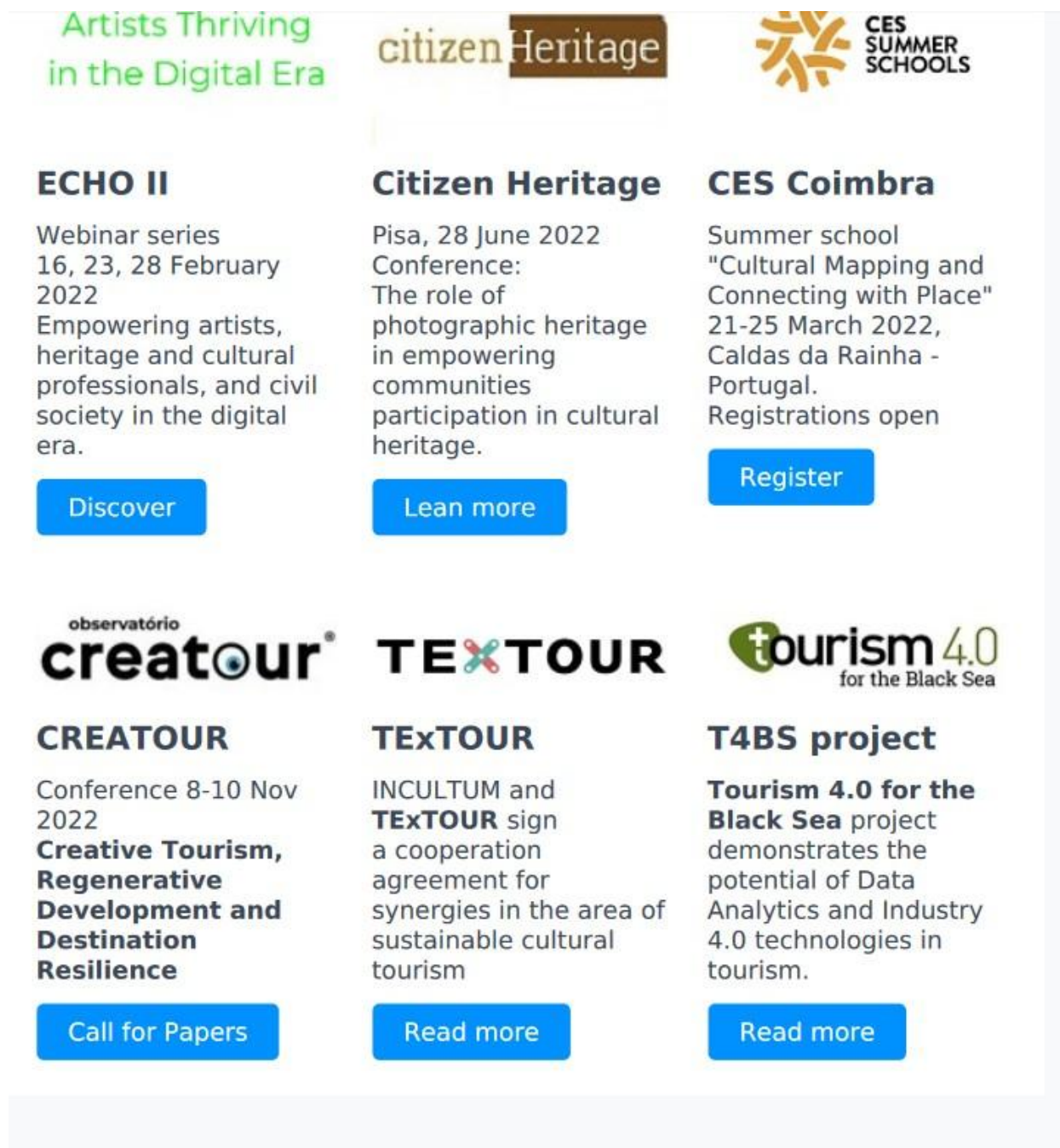


Figure 12 - TE^xTOUR project featured in the INCULTUM project newsletter

This project newsletter can be found under: <https://zenodo.org/records/10907538>



NEWS

Textour and RurAllure travel together to promote cultural tourism in marginal areas

Published on 21 Aug 2023

RurAllure and TExTOUR are now sister projects, expanding each other network and exploring new opportunities for collaboration. Both projects share a common mission of valorization of cultural heritage in marginal areas and joined forces to achieve this goal.

Figure 13 - News about the collaboration between TExTOUR and RurAllure projects

All news related to collaboration with other sister project can be found [on TExTOUR's website](#).

11 Annexes

11.1 Annex I – Lessons Learned document

An Excel spreadsheet has been made available for the Consortium Partners to – anonymously – provide input related to their appreciation of the different aspects of the project expressed in the different tabs of the document (as can be seen below).

The information received before the TExTOUR Final Event will be shared with the Consortium Partners and more input will be added and discussed.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	 Social Innovation and Technologies for sustainable growth through participative cultural TOURism  This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687															
2																
3																
4																
5																
6																
7																
8																
9																
10	WHAT WENT WELL				WHAT WENT WRONG				WHAT COULD HAVE GONE BETTER				PROPOSALS			
11	ICT Platform easy to use				No formal error logging/resolution system in place at the beginning of development								Provision of formal issue tracking system.			
12	Video tutorials easy to follow & to the point				ICT services has limited coverage				Be more oriented towards particular pilot needs				Bilateral meetings			
13									Documentation/manual should be updated as features are added							
14									Documentation/manual should be updated as features are added							
15																
16																
17																
18																
19																
20																
21																
22																

People

Timeline

Budget

Scope

Project Mgmt

ICT Services

Reviews

Methodology

Monitoring

Replication

+

11.2 Annex II – Anfeh LDW (Part 1) Abiad Azrak Exhibition



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

Activity Report **Anfeh, 2 June 2024**

WP7- Dissemination
LDW (Part 1) Abiad Azrak Exhibition
Anfeh, Lebanon

Attendees: 37 people



2 June 2024 | 3p.m.
Marsē BnB - Anfeh

ABIAD AZRAK



m a r s ē



3:00 pm - 3:30 pm: Arrival & Guests Welcome

3:30 pm - 4:00 pm: Distribution of Certificates

- Tourist Escorts Training
- Producers awarded the "Made in Anfeh" label

4:00 pm - 5:00 pm: Exhibition

- Photographs of Anfeh by: Ghina Sibaili
- Clay Sculptures by Johnny Semaan
- Catering using "Made in Anfeh" products

5:00 pm - 6h00 pm: Optional guided tour in Anfeh, "Anfeh along the water"

2 June 2024 | MARSE BnB, Anfeh

ABIAD AZRAK

1- Introduction

LDW part 1 and Abiad Azrak exhibition held in the exhibitions hall of Marse BnB, Anfeh on June 2nd 2024 showcased the results of TExTOUR actions in Anfeh as well as exhibited artworks from Action #3 First steps of an Artist Residency. Photographer Ghina Sibaili and Artist Johnny Semann spent their artist residency in Anfeh between September and October 2023.

The event included a distribution of certificates of participation to the locals who attended the tourist “Escort Training” and to the producers awarded the label “Made in Anfeh”.

Catering was provided by a local bakery, and it included items prepared using products having received the label “Made In Anfeh”.

Around 37 people attended the event, including representatives from main stakeholders: the Municipality of Anfeh, HIMA Anfeh, the University of Balamand and Anfeh and Neighborhood Heritage Committee.

The exhibition lasted in Anfeh until June 27th 2024.





1- Event highlights

Thank you note

Special thanks to Nelsy Massoud who accompanied the artists and installed the exhibition.

Special thanks to Marse Guesthouse and its Owner Zeina Foz offered their space to host the Exhibition. Marse Staff (Rebecca Otayyek and Jassim) are very welcoming and provided all the support needed for the event.

Exhibition

Johnny Semaan presented his art work
Small discussions followed with visitors.



Artist Statement

As a photographer, I often find myself deviating from the conventional rules of framing a perfect picture because my enthusiasm to capture a moment or a story tends to take over. However, in the city of Anfeh that sense of urgency was notably absent and the beauty of the city was calm sitting in front of my eyes to be captured. There is always a charm in a small town and that is Time, time that is not rushed but instead given to you to use it and enjoy it.

In my journey as a tourist in my own country I went back in time and slowdown, I was transported back in time and liberated from the fast-paced urban lifestyle. I had the privilege of meeting George Sassine, a repository of knowledge who remembered the stories of Anfeh and its people, down to their family names and occupations. George became my guide from the moment I arrived, and our paths crossed multiple times during my stay. He showed me the caves, the historic old town, the sea salt production sites, introduced me to a town worker who was building a small stone wall at the edge of the town, told me urban legend stories and historical ones as well. All in all, I consider myself fortunate to have visited this small town, embraced its warm-hearted residents, and observed their daily routines, providing me with a profound and memorable experience.

Ghina Sibaii



Visit Paths

11 Out of 21 tourist escorts were present (only 8 in picture)

Remaining certificated were handed to the municipality and participants informed to retrieve theirs from there.



Suggestion: Possibility to print tourist escort tags that can be used while on tour.

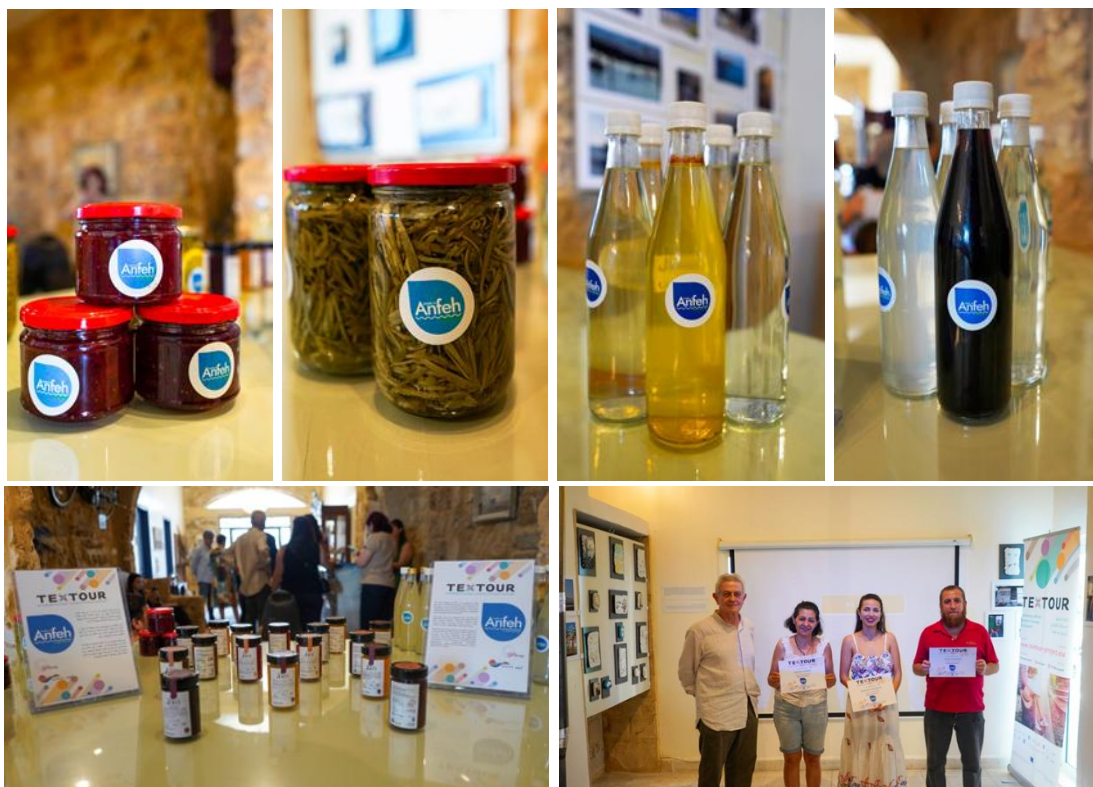
Participants reported that the training increased their knowledge on the cultural heritage of Anfeh, and they are using this info on the tours they make. While some give tours to small groups mainly consisting of clients that visit their family business in Anfeh, others reported giving a tour to 150 tourists (paid) and 120 tourists / 12 per day (unpaid) since the training in November.

Label Made in Anfeh

3 out of 5 producers were present: Michelle Derreik, Odette Fares and Tony Alagha.. Samar Elias and Georges El Nemer couldn't make it and called to apologize.

Two more local producers showed interest in applying for the Logo:

- Elie Awde (71 023 902) Product: Honey
- Faysal Fares (03 966066) Product: Sea salt in the rock



During the event, Odette Fares expressed her gratitude to GAIA-heritage and stakeholders through several “raddiye”, similar to poems with rhymes and personalized lyrics.



Catering using made in Anfeh products

Michelle Derreik (producer of House of Jam) collaborated with Gebran Angelina (owner of local bakery) and came up with ideas for the catering using the products “Made in Anfeh”.

The list of products was given to Michelle and Gebran for the brainstorming session. Once set, Gebran bought the ingredients needed from the producers.

	Bread with Cheese, fig jam and olives
	Mille-feuille pastry with cheese, sweet-chili jam and pickled Rocksamphire
	Tarte with crème patissière and Mango Kiwi Jam

	Eclair with Fleur de Sel from Anfeh
	Mhallabiye (using rose water and orange blossom jam) & Cheesecake using blackberry jam.

Organization of sales

Artworks and products showcased are for sale.

Art works

It was agreed that Marse will take a 20% commission of the price of any sold items.

Forms were prepared with pictures of the art work, edition, price, name of buyer and contact. Certificates will then be issued and share with them.

Products Made in Anfeh:

It was agreed with producers and Marse that 20% will be added to the price requested by the producers: 10% will go to Marse and 10% to HIMA Anfeh as form of support to fund the Label Made in Anfeh process. Forms were prepared with the number of items received by each producer and the price requested.

Also, forms are kept at Marse for each product with Name of producer, number of items, price after the 20% commission. After each sale the guesthouse fills the form with the date of the purchase, quantity and total payment.

At the end of the exhibition these forms will be collected and money distributed accordingly to Artists, producers, Marse and HIMA Anfeh.

Coomunication

Event poster was shared via social media and whatstapp (Anfeh Al Koura group, participants to TExTOUR workshops,...)

Posters were also distributed by the municipality in specific spots in Anfeh.

Next Steps

LDW Part 2 in Beirut with exhibition of artworks

List of contacts:

Marse	+961 70 000425
Angelina Sweets	+961 76 151 100
Johnny Semaan	+961 70 019 412
Ghina Sibaii	+961 03 999 256
Producers	
Samar Elias	+961 03 512 055
Tony Alagha	+961 71 774 858
Odette Fares	+961 03 510 628
Georges El Nemer	+961 70 469 626
Michelle Derreik	+961 71 975 704
Tourist Escorts	
Khoder Dib Allawi	+961 81 597 271
Marianne Sadek	+961 70 381 414
Farouk Khabbaz (Mokhtar) (P)	+961 03 373 496
Samira Moussa	+961 03 865 158
Karmen Karam	+961 71 899 255
Naval Abboud	+961 70 569 098
Sleiman el Nemer (P)	+961 70 788 117
Debbie Daaboul	+961 70 366 445
Rebecca Otayyek (P)	+961 71 628 047
Georgina Karam	+961 71 076 392
Maribelle Alagha (P)	+961 03 162 196
André Ibrahim	+961
Claire Jreije	+961 70 293 591
Sami Nehme	+961 81 074 485

Chaker Jawhar (P)	+961 71 871 144
Rami Chalfoun	+961
Samira Fares (P)	+961 71 964 265
Walid Anjoul (P)	+971 50 869 2387
Elie Awde (P)	+96171 023 902
Najib Elias	+961 71 033 344
Lara Issa (P)	+961 76 715 703

11.3 Annex III – Anfeh LDW (Part 2) WP7- Dissemination Beirut, Lebanon



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

LDW Part 2

Narrative

WP7- Dissemination

Beirut, Lebanon

Expected attendance: 30 people

TEXTOUR LDW Part 2 in Beirut

Part 2 of the LDW of the TEXTOUR project, focused on the Anfeh pilot in northern Lebanon, is an opportunity to celebrate and share the project's achievements with the local community, as well as the project's stakeholders, and external international partners. Organized by GAIA-heritage, the event serves as both a dissemination platform and a local development workshop to ensure that the project's outcomes are understood, appreciated, and sustained for the future. As the TEXTOUR project aimed to support cultural tourism, particularly by engaging local communities in preserving and promoting their heritage, this event will bring together key players from the tourism, cultural, and development sectors to discuss ways forward.

1- Setting the stage for the event

The event will take place in Abroyan buildings, an abandoned textile manufactory located in Beirut suburbs, and more specifically in Burj Hammoud, a coastal suburb of Beirut rich in Armenian history and culture that host various ethnic, religious and national groups; a cultural and industrial melting-pot that is currently hosting a large number of cultural institutions and Artistic events. The 'usine Abroyan' is also a well-established space for the cultural and artistic communities in Beirut and its suburbs, a landmark benefitting from large spaces within the old manufactory (an industrial heritage that is well preserved) and from a comprehensive infrastructure for organizing and hosting such events (parking spaces, a coffee shop, exposition spaces, etc.). The choice of this location will highlight the significance of local involvement in promoting sustainable cultural tourism.

With its heritage-rich landscape, this space provides the perfect backdrop for showcasing the TExTOUR project's efforts in integrating cultural assets into the local tourism economy.

The event is expected to draw attention from local and national policymakers, donors, international agencies, embassies, and the European Union delegation, as well as research centers, universities, NGOs, and local cultural operators. This diverse mix of attendees is crucial for fostering collaboration and ensuring that the results of the Anfeh pilot are capitalized on in future initiatives.

2- Disseminating project results

A key part of the ceremony will be a detailed presentation of the project's major outcomes, with a particular focus on how cultural data are collected, presented, and applied in real-world scenarios. Local stakeholders will share their experiences of how participatory approaches were used to define key actions, such as developing business plans, designing visit paths, and creating touristic routes, all with the active involvement of Anfeh's local community. This participatory model will be emphasized as a scalable framework that can be replicated in other regions aiming to boost cultural tourism.

Strategic actions developed in collaboration with local authorities (Anfeh's municipality and the Hima, the local entity responsible to preserve and sustain the local initiatives, in collaboration with the municipality) will also be highlighted, particularly in terms of how they contributed to the overall success of Anfeh in the previous years. By aligning the community's vision with broader

tourism strategies, the Anfeh pilot offers a model for how local engagement and cultural preservation can lead to economic benefits. To enhance understanding, a comprehensive kit summarizing the project's achievements and outputs will be presented and distributed to all attendees. This kit will include printed materials, visual content, and samples of labeled products that resulted from the project's action plans, providing a tangible reminder of the project's impact.

3- Highlighting local products and art

A key feature of the event will be a showcase of local products that have been labeled and commercialized through the TEXTOUR project. Local producers from Anfeh will present their goods, underscoring the transition from conceptual "action cards" to marketable goods. This demonstration will not only celebrate the entrepreneurial spirit of the local community but will also serve as a concrete example of how cultural tourism can support economic development by promoting unique, place-based products.

Adding to the cultural dimension of the event, a vernissage curated by a well-known local curator (Nelsy Massoud) will introduce an art exhibition featuring works by two local artists, Ghina Sibaai and Johnny Semaan and possibly others. Both artists spent an art residency in Anfeh within the TEXTOUR project and will have the chance to showcase their work to a broader audience. The art exhibition will offer guests a unique lens through which to appreciate Anfeh's cultural heritage, blending traditional tourism with contemporary art. Additionally, the exhibition provides a commercial platform for the artists, with plans to extend this opportunity to Beirut following the successful summer exhibition held in Anfeh in 2024. Following this event, some of these artworks could be exhibited (permanently, or temporarily) in Anfeh's municipality.

4- Engaging external stakeholders and sustaining impact

Beyond celebrating the project's successes, the event aims to secure future interest and investment in Anfeh's cultural tourism potential. By involving local and national policymakers, international agencies and donors, the event seeks to raise awareness of the need for continued support and collaboration to sustain the project's outcomes. Attendees will be encouraged to explore future initiatives that build on the work done in Anfeh, ensuring that the progress made through the TEXTOUR project continues to benefit the region.

In closing, the event will not only disseminate the results of the Anfeh pilot but also create a space for dialogue and collaboration among all stakeholders. The presence of international and national actors ensures that the project's results reach a wider audience, while local participation ensures that the community remains at the heart of future initiatives. The event is both a celebration and a call to action, highlighting the importance of cultural tourism in fostering local development and economic sustainability.

TEXTOUR Anfeh Pilot LDW Part 2**November, 2024 | 5:00 PM - 8:00 PM**

USINE ABROYAN, BURJ HAMMOUD, BEIRUT

4:45 PM – 5:00 PM | Opening and welcoming the guests

- Welcoming of guests by the event host
- Distributing the kit and the event agenda

5:00 PM – 5:20 PM | Presentation 1: TEXTOUR Project Overview and Outcomes

- **Presenter:** Georges Zouain, CEO of GAIA-heritage
- **Focus:** Reframing the TEXTOUR project's purpose, objectives, and key outcomes, with special emphasis on Anfeh's role as Pilot 8. Highlighting the participatory approach and the successful collaboration with the local community.

5:20 PM – 5:40 PM | Presentation 2: Project Kit Overview

- **Presenter:** Maria Mounzer, Project Coordinator at GAIA-heritage
- **Focus:** Introducing the dissemination kit, summarizing the project's achievements, outputs, and products. Presentation of the Action cards, and samples of labeled products and business models developed through the project, showcasing how targets were achieved with the help of the local community

5:40 PM – 6:00 PM | Presentation 3: The Role of Hima and Sustaining Participatory Efforts

- **Presenter:** Nadine Haroun Panayot, Director of the AUB Museum and Head of Hima
- **Focus:** The importance of the Hima approach in cultural preservation and tourism. Discussing the long-term sustainability of the Hima's activities and the risks posed if the participatory paradigm that drove the Hima's success is lost.

6:00 PM – 6:30 PM | Q&A Session

- Open floor for questions and answers, allowing the audience to engage with the presenters and delve deeper into the project's outcomes, the challenges faced, and the next steps.

6:30 PM – 8:00 PM | Art Exhibition and Local Product Showcase

- **Vernissage:** Art exhibition curated by a well-known local curator, featuring works by local artists Ghina Sibaa and Johnny Semaan, who spent their TEXTOUR art residency in Anfeh.
- **Local Product Display:** Local producers from Anfeh will showcase their products, which have been labeled and commercialized as part of the project. Guests can taste and discuss the products with the producers.
- **A Buffet using Anfeh's local product:** The buffet will feature bites made from local products
- **Networking and Discussion:** An open, convivial space for attendees to interact with artists, local producers, and community members while discussing the achievements of the project and potential future collaborations.
- **Distributing a product kit as a gift for the attendees, with TExTOUR project material and a brochure on Anfeh,** detailing all the work that has been done and future plans.