

TEXTOUR

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

WP7 Deliverable D 7.8

Report on Communication and Dissemination
activities including impact analysis



Index

1	<i>Technical description</i>	5
1.1	About the project	5
1.2	Document information	6
1.3	Document dissemination level	6
1.4	Document history	6
1.5	Disclaimer	7
1.6	List of abbreviations and acronyms used	7
2	<i>Executive summary</i>	8
3	<i>Communication and dissemination strategy</i>	10
3.1	Targets	11
4	<i>Communication and dissemination tools</i>	12
4.1	Project visual identity	12
4.2	Leaflets and roll-up	12
4.3	Presentation video	13
4.4	Final video	14
4.5	Journalistic Articles, Press and News Releases	16
4.6	Video interviews	17
4.7	VNR: Video News Release	18
4.8	Newsletter	20
4.9	Scientific papers	20
4.10	PageFlow	22
4.11	Best Practices Book	23
4.12	Policy Round Tables	24

4.13	Networking and events.....	25
4.14	TExTOUR's Final Event and consolidation workshop	30
4.15	Local dissemination workshops.....	30
4.16	Final Webinar.....	31
5	<i>Online channels for communication and dissemination</i>	32
5.1	Website	32
5.2	Social media.....	32
5.3	Multipliers	35
6	<i>Events and clustering activities</i>	36
7	<i>Monitoring</i>	37
7.1	PEI: Publications Engagement Index.....	37
7.2	Publications' outreach and engagement by type	38
7.3	Publications' outreach and engagement by channel: websites, multipliers and social networks.....	43
7.4	WEI: Website Impacts.....	46
7.5	SEI: Social Media Impacts	47
7.6	Social media activity: trends	50
7.7	Partners' social media account	52
7.8	Downloads.....	55
7.9	CEI: Community Engagement Index.....	55
7.10	Organic mentions earned	57
7.11	Webinar.....	62
8	<i>C&D KPIs</i>	64
9	<i>C&D challenges and lessons learned</i>	67
9.1	Multi-channel approach	67
9.2	Leverage of local influencers and partnerships	68

9.3	Visual storytelling and immersive content.....	68
	<i>Post-project impacts on pilot sites</i>	<i>69</i>
10	<i>Reference</i>	<i>71</i>
11	<i>Annex 1: Partners' membership activation</i>	<i>72</i>
	<i>Annex 2: News and Press Releases published from M38 to M45</i>	<i>81</i>
	<i>Annex 3: post-impact survey results</i>	<i>85</i>
1.	Contacts from other entities:	85
2.	Sharing information about the project:	86
3.	Presentation of project's results	86
4.	New connections established.....	87

1 Technical description

1.1 About the project

Grant number	Agreement	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	

1.2 Document information

Deliverable	WP.7 Deliverable D 7.8
Content	Report on Communication and Dissemination activities including impact analysis
Planned delivery date	30/09/2024
Due date of deliverable	30/09/2024
Lead beneficiary	ICONS
Other beneficiaries	-
Author (s)	Nicola Vuolo (ICONS)
Contributor (s)	Contributor name (partner short name)

1.3 Document dissemination level

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

1.4 Document history

Version	Date	Authors	Description
1	25/09/2024	Nicola Vuolo (ICONS)	(First draft)
2	26/09/2024	Nicola Vuolo, Marta Falsini, Charlotte Michi (ICONS)	(Final draft)

1.5 Disclaimer

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1.6 List of abbreviations and acronyms used

Acronym	Description
C&D	Communication and Dissemination
CT	Cultural Tourism
KPIs	Key Performance indicators

2 Executive summary

This is a final report on TExTOUR's Communication and Dissemination activities (C&D).

In the first part (chapters 3- 6) there is an overview of the project's C&D products and channels, while in the second part (chapter 7) the focus is on the monitoring process and results.

Chapter 3: Communication and Dissemination Strategy

TExTOUR's C&D strategy has been developed to raise awareness of the project, increase acceptance, and foster the uptake and replication of TExTOUR's methodology and outcomes.

Chapter 4: Communication and Dissemination Tools

A quick overview of TExTOUR's C&D tools, explaining the main accountable partner, the contribution from other partner(s), the task, and the submission time.

Chapter 5: Online Tools for Communication and Dissemination

This chapter is about the website, the social media channels, and the multipliers used in the distribution process.

TExTOUR's website is the main online C&D hub, working in synergy with the social media channels in the frame of an integrated online strategy.

Chapter 6: Events and Clustering Activities

A quick overview of the final event organised by TExTOUR and of the external events attended by the project's partners since M38 (the previous event can be found in the third update of the C&D plan, D7.3).

Chapter 7: Monitoring

This chapter is entirely dedicated to the monitoring process and it is divided into sub-chapters for each of the ICONS monitoring indexes: PEI, SEI, WEI, and CEI.

PEI: this subchapter is about the project's publications and their effectiveness in terms of outreach and engagement.

SEI: this subchapter is about the project's social media channels and their effectiveness in terms of outreach and engagement, as well as the analysis of the global trends, hashtags, and mentions.

WEI: this subchapter is about the website performances.

CEI: this subchapter is about the Community Engagement Index and describes the overall results of the C&D activities within the project.

Chapter 8: KPIs

This chapter describes the communication and dissemination KPIs, comparing the expected KPIs and the final results.

3 Communication and dissemination strategy

TEXTOUR's Communication and Dissemination (C&D) strategy has **three main goals**:

- generate **awareness**
- raise **acceptance**
- foster the **uptake** and the **replication** of the project results through the exploitation activities

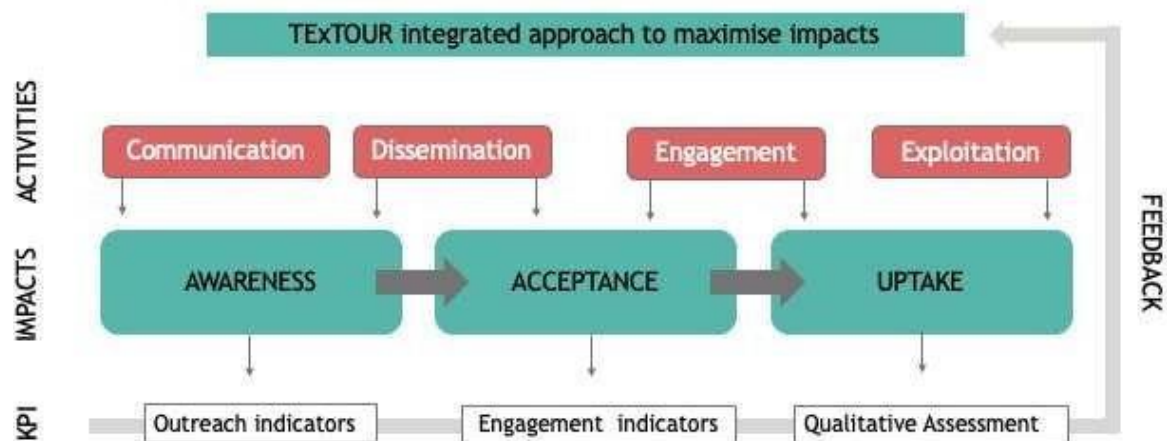


Figure 1 - C&D strategy

Throughout the different phases of life of the project, the three objectives were pursued with different intensity, strategy and tools.

Generating **awareness** towards the project was the focus of the C&D strategy during the first months of the project, and a key role was played by the definition of the **project's visual identity**.

Raising **acceptance** about the project and its objectives became increasingly important once the basis for a good community of players aware about TExTOUR was set. This goal was pursued finding and activating the right C&D channels to keep the stakeholders engaged and to establish a **fruitful dialogue**.

In the last months of the projects, the main efforts were put into fostering the **uptake and replication** of project's results and methodologies, ensuring that they will be used and shared even after the end of the project itself. The creation of exploitation-oriented dissemination products, webinar, guidelines and training materials are some examples of the kind of C&D activities that characterized the last part of the project's life.

All C&D activities, at any stage, depends and fed on the other Work Packages (WP) activities and requires the active collaboration of all project's partners.

3.1 Targets

The identification of the target audiences is the base on which the C&D strategy was built. Audience segmentation **increases the effectiveness of C&D efforts**, ensuring that the right channels are used to reach the right stakeholders.

An updated list of the target audiences and their characteristics can be found in D7.3 (Communication and Dissemination Plan V.3).

Throughout the project, but specifically in the last 12 months, the partners were asked to **activate their numerous memberships and partnerships** (see Annex 1) to reach and engage with as many stakeholders as possible. While this is always good practice, it is particularly effective in the mature phase of the project, when many results are already tangible and therefore potential stakeholders feel keener on investing their energy in the project.

To support the partners in this activity, a series of guidelines were published in the last update of the C&D plan (D7.3).

4 Communication and dissemination tools

4.1 Project visual identity

TEXTOUR visual identity **defines the project** making it clearly recognisable, and visually representing its value, mission and purposes.

TEXTOUR visual identity is fully described in D7.1 (Communication and Dissemination plan V.1) and the process to its definition can be found in D7.4 (Website and Social Media).



Figure 2 TExTOUR main logo with proportions

As described in D7.3 (Communication and Dissemination plan V.3) the project's brandbook has been updated to include new icons and visual material, responding to the needs of the project.

Accountability	TEXTOUR's logo and visual identity have been developed by ICONS
Input	ICONS received inputs and feedback by FSMLR that was involved in the brand personality exercise
Timing/deviation	The visual identity was timely submitted in M2
Task/deliverable	T7.2 "Visual identity"

4.2 Leaflets and roll-up

The leaflets and the roll-up have been designed to **support the online and in-person communication activities** within TExTOUR. Due to the nature of the project

and the importance of local communities, both the digital and printable versions of the leaflet have been **translated in the pilot's languages**. The leaflet was integrated with a **one-page flyer** designed to help the pilot sites in communicating and disseminating their cultural tourism actions.



Figure 3 TExTOUR's leaflet first page

The roll-up, for the same reason, was designed to display both English and one of the local languages.

A detailed description of these products, their purposes and integrations are present in D7.2 and D7.3 (respectively the second and third updates of the Communication and Dissemination plan).

Accountability	TExTOUR's leaflet and roll-up have been developed and updated by ICONS
Input	All partners provided to translate the leaflet in their own language
Timing/deviation	The leaflet and roll-up where timely submitted in M7
Task/deliverable	T7.2 "Visual identity"

4.3 Presentation video

In many cases, the project video is the **first contact** of a new potential stakeholder with the project. TExTOUR's is **clear, catchy and colourful**, communicating the project's objectives, expected impacts, and introducing the pilot sites.



Figure 4 A frame from TExTOUR's presentation video

A full description of the presentation video is present in D7.2 "Communication and Dissemination plan V.2".

To increase accessibility, **English subtitles** were realised for the video that were then **translated** by each partner in their local languages.

Accountability	TExTOUR's presentation video have been developed by ICONS
Input	FSMLR supervised the video production, giving their feedback and final approval to the publications. All partners provided to translate the subtitles in their own language
Timing/deviation	The presentation video was timely submitted in M6
Task/deliverable	T7.2 "Visual identity"

4.4 Final video

TExTOUR final video was published in July 2024, as a quick, catchy and informative way **to communicate the project's results and main outcomes**.

While sharing the same look and feel of the first video, a **different style** was chosen to differentiate the final video from the presentation one.

As in a symbolic **evolution arc**, while the first video was made with the collage technique and had a “dreamier” atmosphere, for the final one **footage and pictures from the project’s activities** were chosen. The goal was to show the real people working to make TExTOUR’s dream a **solid reality**.

To further stress the idea that TExTOUR is made by many different people, stories, places and languages, the video doesn’t have a professional voiceover. Instead, the **voices of the project’s partners** have been recorded and mixed to read the script.



Figure 5 Frames from the final video

A **collective voice of real people** doing real things, sometimes making mistakes, but bringing home their results.

The video has been published on TExTOUR’s website and YouTube channel (<https://www.youtube.com/watch?v=eiXwP6BLsOI>) and distributed through social media and external multipliers.

To increase the accessibility, **subtitles in English** and in the pilot sites **local languages** have been produced for the final video, and all partners are encouraged to use it in their dissemination activities and to present the project’s results.

Accountability	TExTOUR’s final video have been developed by ICONS
Input	FSMLR supervised the video production, all partners contributed sending pictures, videos and/or recording the voiceover
Timing/deviation	-

4.5 Journalistic Articles, Press and News Releases

News, press releases and journalistic articles are fundamental to **communicate about the project** with a variety of audiences.

TEXTOUR main editorial products are detailed in the Communication and Dissemination plan V1 (D7.1).

During the 45 months of the project, we published the following **editorial products**:

Type of publications	Numbers
Press Releases	10
Articles	4
News Releases	51
Videos and video interviews	31
Newsletter	7
Scientific papers	3
VNR	1
PageFlow	2
Infopack and Best Practices Book	9

Table 1 Numbers of publications by type

A list of the news published **between M38 and M45** with their link is provided in **Annex 2**. A list of the news and press releases published before M38 is in D7.3 Communication and Dissemination Plan V3.

Accountability	ICONS oversees the production, publication and distribution of these products
Input	All partners contributed sharing news, events and providing technical content and other material for the News, Press Releases and Journalistic Article
Timing/deviation	-
Task/deliverable	T7.4 "Dissemination formats"

4.6 Video interviews

The video interviews of the "Meet TExTOUR" series were produced to **show the real people behind the project**, featuring partners and local stakeholders and touching different topic on what it means to be involved in a EU project.

This format has been described in detail in D7.3 (Communication and Dissemination plan V3).

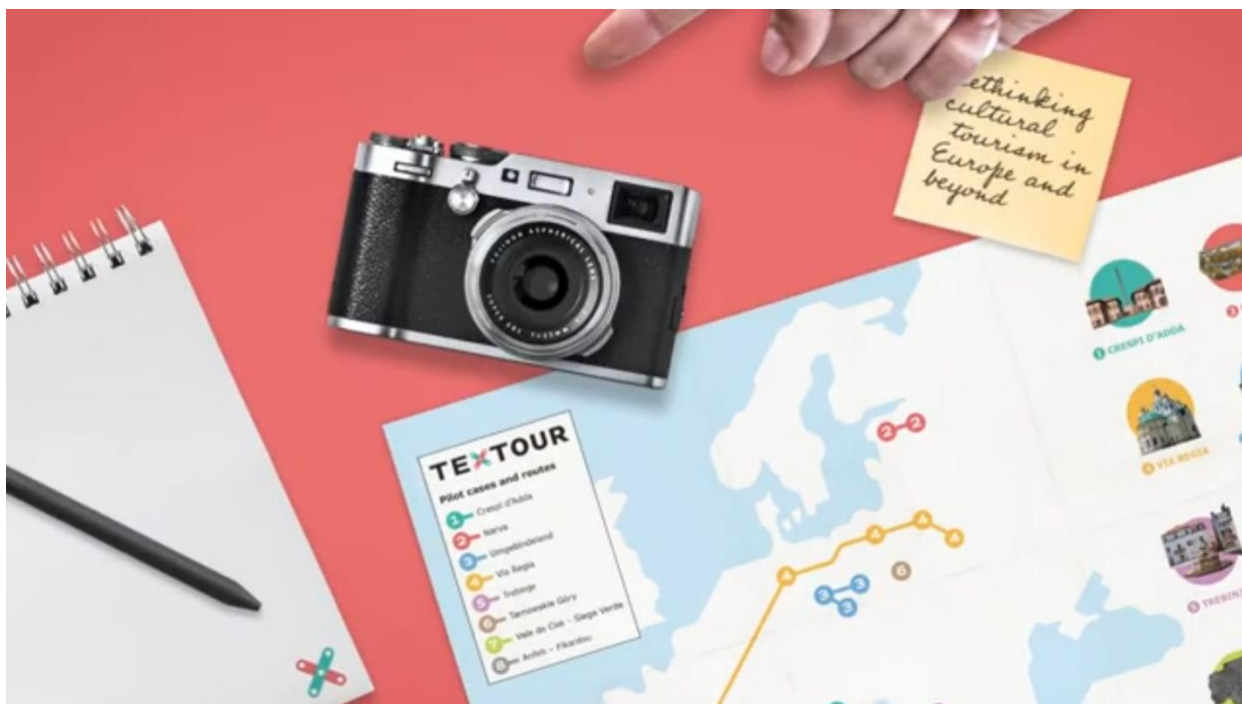


Figure 6 Cover image of the "Meet TExTOUR" series

All the **16 video** interviews are available on the website and on TExTOUR's YouTube channel.

YouTube Playlist:

https://www.youtube.com/watch?v=GT_BCySYMAE&list=PLLOek8pSIzPtbdJsJRvaN4mngiXpAQkwy

Video interviews and **associated news**:

[Meet TExTOUR: Jelena Pujic](#)

[Meet TExTOUR: Igor Kuvač](#)

[Meet TExTOUR: Laura Plugge](#)

[Meet TExTOUR: Olga Smirnova](#)

[Meet TExTOUR: Jaanus Mikk](#)

[Meet TExTOUR: Pedro Pereira](#)

[Meet TExTOUR: Marinos Ioannides](#)

[Meet TExTOUR: Enrico Bertacchini](#)

[Meet TExTOUR: Giorgio Ravasio](#)

[Meet TExTOUR: Dina Regalo](#)

[Meet TExTOUR: Claudia De Luca](#)

[Meet TExTOUR: Hanna Szemző](#)

[Meet TExTOUR: Dorotea Ottaviani](#)

[Meet TExTOUR: Grzegorz Rudnicki](#)

[Meet TExTOUR: Justyna Gorgoń](#)

[Meet TExTOUR: Daniel Basulto](#)

Accountability	ICONS recorded, edited, and published all the video-interviews
Input	
Timing/deviation	
Task/deliverable	

4.7 VNR: Video News Release

The **VNR (Video News Release)** is a product created by a professional journalist specifically for **TV media distribution**. It focuses on the project's outcomes and impacts, framing them in a wider scenario of broad interest.

TExTOUR's VNR was filmed in Narva (Estonia), one of the project's pilot sites, on the Europe celebration weekend of the **8ht and 9th May 2024**.

Narva is a town at the very border with Russia, therefore since the beginning of the war celebrating Europe's day is a way to show the **European roots** of Narva and Estonia, being at the same time a moment of joy and tension because of the proximity with Russia.

The title of the VNR is **"Reinventing tourism facing Russian boycott: Narva on the edge"**, and it begins with the celebration for the naming of a square after the Swedish capital Stockholm.

The VNR shows the difficulties but also the opportunities in Narva, that thanks to cultural tourism development and projects like TExTOUR can truly build a bright future in Europe.

The VNR has been **published and distributed by international media agencies** such as Euronews and ESCI (European Science Communication Institute), as well as through local media, other external multipliers, and the project's communication channels.

The VNR is available and easy to find for everybody who is interested on TExTOUR's website and YouTube channel: https://www.youtube.com/watch?v=rs738YNP_IM.

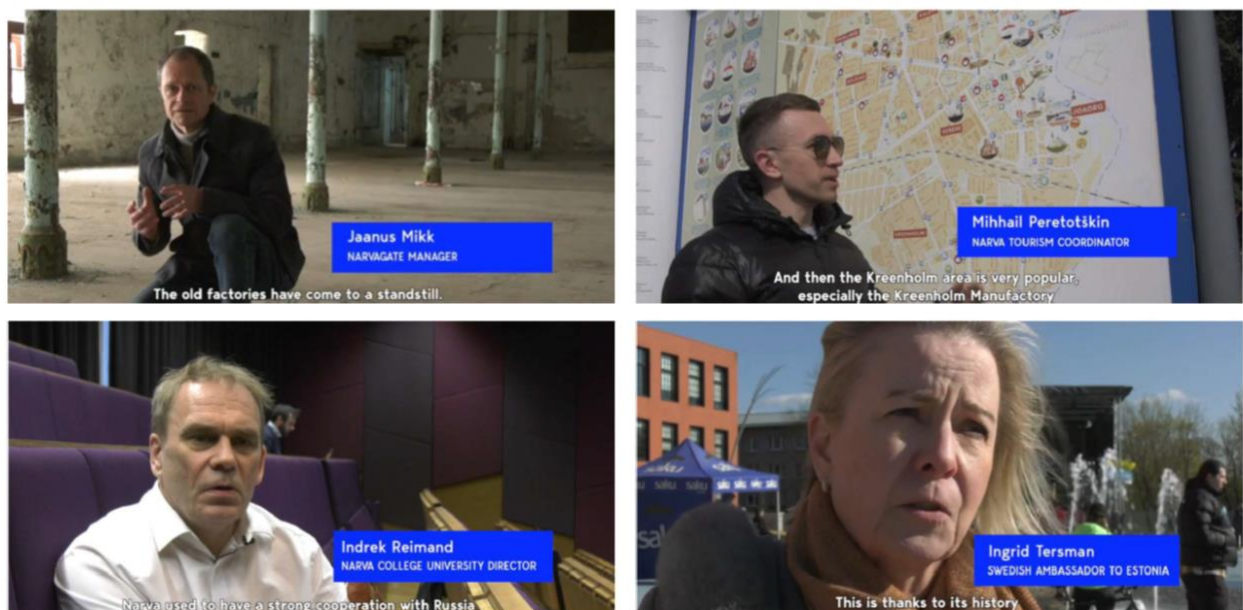


Figure 7 Some clips from the VNR

Accountability	ICONS oversaw all steps of the process of the VNR creation: from the initial idea to the distribution
Input	Partners from Narva and FSMLR contributed to defining the idea, arranging contacts, and helped the journalist to get to Narva and to shoot the video
Timing/deviation	The VNR was published in M33
Task/deliverable	T7.3 "Public Outreach"

4.8 Newsletter

TEXTOUR eNewsletter was issued every six months for a total of **seven issues**: 6 “regular” ones and one dedicated to the promotion of the project’s exploitation-oriented products and main outcomes.

All the newsletter issues are available on TEXTOUR’s website:

[TEXTOUR: the end of our journey, the beginning of yours](#)

[TEXTOUR: a shared strategy for sustainable cultural tourism development](#)

[TEXTOUR’s path to community connection](#)

[The Spring of TEXTOUR: a flourishing of opportunities](#)

[TEXTOUR’s bountiful autumn](#)

[One year of TEXTOUR: moving from theory to action](#)

[TEXTOUR’s first eight months travel across sustainable tourism](#)

Accountability	ICONS produced and distributed the newsletter
Input	All partners were asked to contribute to the newsletter’s content, sharing information, events and news
Timing/deviation	-
Task/deliverable	T7.3 “Public Outreach”

4.9 Scientific papers

TEXTOUR’ scientific publications were produced by the academic and research partners, ensuring open access.

All published papers have been **uploaded** on TEXTOUR’s website and **distributed** via social media and external multipliers.

Published papers:

- Raiyani K., Pasandideh S., Ahmed S., Pereira P., Diniz Martins J. C. (2023). Sustainable Cultural Tourism Strategy and Promotion: An ICT Management Platform. 2024 IEEE 18th International Conference on Application of Information and Communication Technologies (AICT). [10.1109/AICT61888.2024.10740421]
- Ottaviani D., Demiröz M., Szemző H., De Luca C. (2023). Adapting Methods and Tools for Participatory Heritage-Based Tourism Planning to Embrace the Four Pillars of Sustainability. SUSTAINABILITY, 15(6), 1-26 [10.3390/su15064741]

- Ottaviani D., De Luca C., Elisabet Åberg H. (2024). Achieving the SDGs through cultural tourism: evidence from practice in the TExTOUR project. Eur. j. cult. manag.policy, 14 [10.3389/ejcmp.2024.12238]
- Bussolati E., Cecere S., Patrignani R., Tabasso M. (2025). How Cultural Tourism Management Initiatives Come to Light Starting from Local Needs: The Case of the Crespi D'Adda Company Town. In: Advances in Cultural Tourism Research, Proceedings of the International Conference on Cultural Tourism Advances, June 2023, Belgium. [10.1007/978-3-031-65537-1_2]
- Szemző H., Turai E., Berta G (2025). Challenges in Developing Sustainable Tourism Locally: Viewpoints from the Ground. In: Advances in Cultural Tourism Research, Proceedings of the International Conference on Cultural Tourism Advances, June 2023, Belgium. [10.1007/978-3-031-65537-1]
- Ioannides M., Rizopoulos O., Baker D., Karittevli E. , Hadjiathanasiou M., Samara P., Panayi I., Mateou M., Koulafeti I., Koundouris M., Efstathiou K., Savva G., Argyridou E. (2025). The Holistic, Digital Cultural Heritage Documentation of the Fikardou Traditional Village in Cyprus. In: Advances in Cultural Tourism Research, Proceedings of the International Conference on Cultural Tourism Advances, June 2023, Belgium. [10.1007/978-3-031-65537-1_2]
- Pasandidch S., Sorjcf D., Delenikas L., Pereira P., João Martins. (2024) An Innovation Management Plan for Digital Transformation in Cultural Tourism. IEEE International Conference on Engineering, Technology and Innovation, 24-28 June 2024, Protugal [10.1109/ICE/ITMC61926.2024]
- Raiyani K., Pasandidch S., Ahmed S., Pereira P., João Martins. Sustainable Cultural Tourism Strategy and Promotion: An ICT Management Platform. IEEE International Conference on Engineering, Technology and Innovation, 24-28 June 2024, Protugal [10.1109/ICE/ITMC61926.2024]

Submitted papers:

- Two papers submitted by UNIBO are currently under review

Accountability	ICONS is in charge of the distribution of the scientific paper
Input	Scientific and technical partners are responsible of writing, publishing and ensuring that all scientific papers are on open access

Timing/deviation	-
Task/deliverable	T7.4 "Dissemination Formats"

4.10 PageFlow

Two PageFlows for **digital storytelling** were published to present TExTOUR's main outcomes. The particularity of this format has been described in depth in D7.3 (Dissemination and Communication plan V3).

The first PageFlow "[7-steps towards co-designed cultural tourism development strategy](#)" focuses on TExTOUR's innovative co-creation methodology.

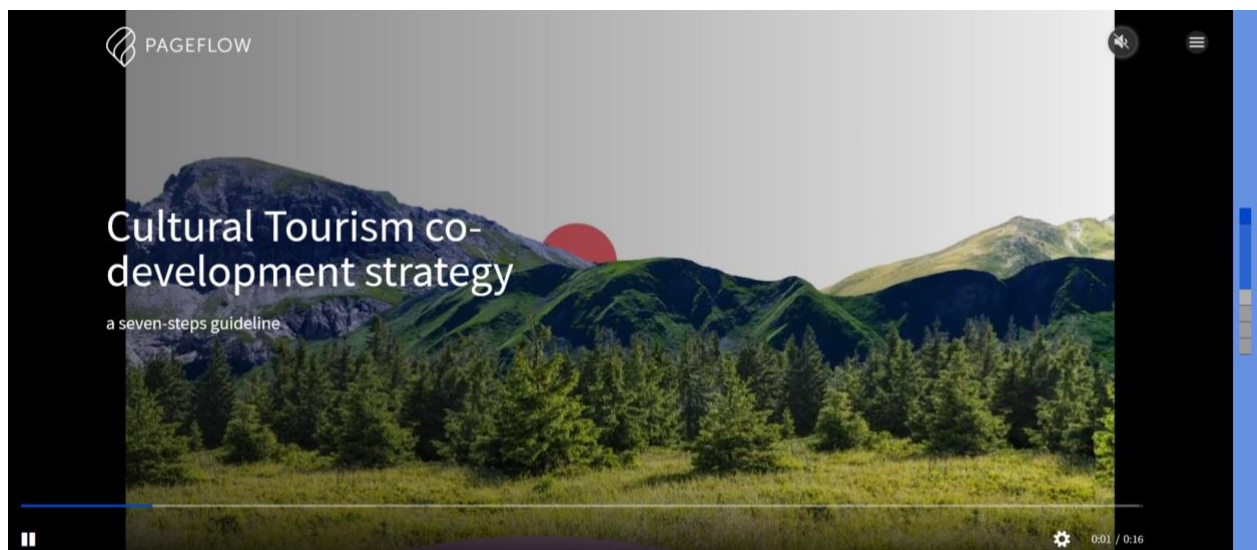


Figure 8 PageFlow: Cultural Tourism Co-development strategy

The second PageFlow "[TExTOUR's Heritage](#)", focuses on TExTOUR's legacy in terms of **best practices, information, guidelines**, and the experience of the **scalable territories**.

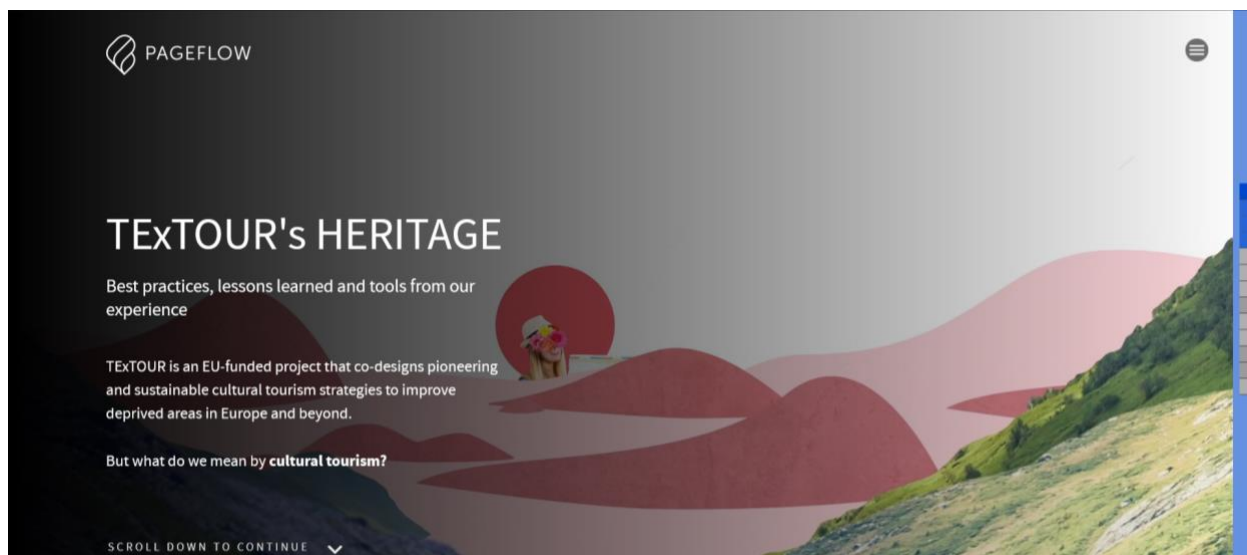


Figure 9 PageFlow: TExTOUR's heritage

Both PageFlows have been published on PageFlow, a digital storytelling platform, on the project's website, and distributed via social media and external multipliers.

Accountability	ICONS produced, published, and disseminated the two PageFlow
Input	The PageFlow content has been produced by the main activities of the project's partners, FSMLR reviewed and approved the PageFlows before their final publication
Timing/deviation	-
Task/deliverable	T7.4 "Dissemination Formats"

4.11 Best Practices Book

TExTOUR's Best Practices Book is the final publication of the project, **summarising TExTOUR's main achievements, lessons learned, dos and don'ts, and suggestions** for those who want to foster sustainable cultural tourism development in their areas.

The Best Practices Book was designed to be catchy and easy to read, summarising the main pieces of information with **icons and graphics** to make them readable at glance.

The content of the Best Practices Book comes from TExTOUR's partners experience, explaining goals, outcomes, threats and opportunities hidden in each **cultural tourism development action**.



Figure 10 TExTOUR's Best Practices Book cover and index

The Best Practices Book has been produced in a digital format, [uploaded on the project's website](#), and printed in 200 copies that have been **distributed among the partners** to be delivered to local and international stakeholders.

Accountability	ICONS produced, published, and disseminated the Best Practices Book
Input	The content of the Best Practices Book is based on the partner's work, pilot sites activities and outcomes from WP3 and WP 6
Timing/deviation	-
Task/deliverable	T7.4 "Dissemination Formats"

4.12 Policy Round Tables

TExTOUR, together with other five concurrently running Horizon 2020 projects on Cultural Tourism Development, organised an **International Conference on Cultural Tourism Advances in Brussels** and a **Policy Round Table** was held in that occasion.

The resulting document, "[Policy Recommendations by Horizon2020 Sustainable Cultural Tourism Projects](#)" has been uploaded in the resource section of the project's website, and has been distributed through TExTOUR's C&D channels.

A detailed description of the Policy Round Table can be found in D7.7 "Report of dissemination events, workshops and webinar".

Accountability	FSMLR is in charge of the organisation and reporting of the Policy Round Table
-----------------------	--

4.13 Networking and events

TExTOUR's partners attended the following events **between M38 and 45** (see table below). Some events are going to take place after M45 and have been added to the list by the partners who are going to attend them to present the project's outcomes.

Partner	Event name	Type	Dates	City and country	Partner intervention type	Estimated audience	Countries addressed	Type of audience
ADF	3rd photo exhibition opening	photo exhibition	12-Mar-24	Niesky, Germany		25	Germany, Poland, Czech	citizen, interested local people
ADF	annual general meeting of the ADF	general meeting	25-Apr-24	Bad Windsheim, Germany		80	Germany	mayors of cities of the ADF
ADF/DFS	Regional route meeting of the Upper Lusatia House Road	meeting	12-Sep-24			15	Germany	members of the Upper Lusatia house road
CARTIF	Apoyo al turismo cultural en zonas desfavor	Workshop	20-Jun-24	Valladolid (SPAIN)	Pedro Martín Leronés (CARTIF Head of	80	Spain	Companies

	<i>ecidas: estrategias y herramientas del proyecto textour</i>				<i>Cultural and Natural Heritage Area)</i> <i>takes part in the webinar "Supporting Cultural tourism in deproved areas: strategies and tools from the textour project"</i>			
Côa Valley and Siega Verde	Almond Blossom Festival	<i>Festival, Culture</i>	3 weekends - between 16th february and 3 march	Vila Nova de Foz Côa- Portugal	<i>Participation in the ethnographic parade for the presentation of the TEXTOUR project: ambassadors of the Côa and the 4 routes of the stone.</i>	around 3500 pax	https://www.cm-fozcoa.pt/	<i>Local population and the population of the whole of Portugal, especially in the north</i>
CUT	<i>Joint Action Webinar Part 2: Supporting Communities Through Digital Cultural Tourism</i>	<i>Summer School workshop</i>	<i>Thursday 19th September 2024 (Posposp end from 25th July 2024)</i>	<i>Online (Limassol, Cyprus)</i>	<i>Organiser</i>	30	Any	<i>Cultural Heritage Tourism Professionals</i>
CUT	<i>Handover and final reprting workshop</i>	<i>Workshop</i>	<i>Thursday 28th August 2024</i>	<i>Limassol, Cyprus</i>	<i>Host</i>	12	Cyprus	<i>Connumity, Policy Makers, Researchers and Entrepreneurs</i>

CUT	EuroMed 2024: 10th Euro-Mediterranean Conference on Digital Heritage	Conference	Monday 2nd to Wednesday 4th December 2024	Limassol, Cyprus	Organiser	100		
GAIA	Abiad Azrak exhibition	Exhibition	June 2 to June 25 2024	Anfeh, Lebanon	event animation	117	Lebanon	locals and tourists
GAIA	Anfeh summer school	workshop	June 25, 2024	Anfeh, Lebanon	Presentations	27	Lebanon and Cyprus	locals + stakeholders
GAIA	Fikardou Summer School	Online Workshop	Sept 19, 2024	Online	Presentation	20	Lebanon and Cyprus	Academics and stakeholders
GAIA	Local dissemination workshop	Local dissemination workshop	Sept 26, 2024	Anfeh, Lebanon	Presentations	30	Lebanon	stakeholders and potential users of TExTOUR toolkit
Historic Silver Mine	Gwarki	City Event	6-8.09.2024	City	Participation in the event	–		Local residents and tourists
IETU	Jak zmienia my turystykę kulturową?/How are we changing cultural tourism?	Webinar online	18.04.2024	–	Organiser	17		Scientists, Local Tourist Organisation, Teachers, Local Government, Students, NGOs
Historic Silver Mine	Opening of the Engine Room of the Elements - a modern	Launching	Apr-24	City	Organiser			Teachers, Pupils, Local Government

	education centre							
IETU	Family picnic 'Blue EcoFest	Picnic	8.06.2024	City and country	Participation in the event			Local residents and tourists
IETU&Historic Silver Mine	Industria da 2024 on Children's Day and beyond	Feast of the Industrial Monuments Route	1.06.2024	City and country	Organiser	20		Local residents and tourists
IETU&Historic Silver Mine	Kierunek GZM/Direction of GZM			City and country	Organiser	14		Local residents and tourists
Narva City	Journalist visit to Narva	FAM tour	9.05.2024	Narva, Estonia			Estonia	Europe
Narva Gate								
Narva Gate	Recollecting the memories	Meeting	13.06.2024	Narva, Estonia		15	Estonia	Local people
Narva City								
Narva Gate	Opening of Light Installation	Opening event	28.06.2024	Narva		22	Estonia	Partners, stakeholders, journalists
Narva Gate	Presentation of Light Installations to wide public	Art-tour	02.06.2024	Narva		21	Estonia	Local people
Narva Gate	Recollecting the memories	Meeting	13.06.2024	Narva		15	Estonia	Local people
Narva City								
Rivne, Ukraine	Master class #2.Diary	Master class	July 21, 2024	Buscha village	master-class	19 participants	Ukraine	internally displaced people

	"Iunikasol"							
<i>Rivne, Ukraine</i>	Workshop "Rivne tourism during and after war"	workshop	September 23, 2024	Ostroh	Workshop	15 participants	<i>Ukraine</i>	representatives of the communities of Rivne region, local NGOs, educational and science institutions, IDPs, private entrepreneurs, local residents, students
<i>Rivne, Ukraine</i>	Promotional tour	tour	April 22, 2024	Ostroh	tour	19 participants	<i>Ukraine</i>	entrepreneurs, representatives of NGO's, IDPs
<i>Rivne, Ukraine</i>	Master-class#6 "Examination of eco-route Vilkhava Tract"	master class	April 23, 2024	Derman-Ostroh Nature Park	master class	8 participants	<i>Ukraine</i>	representatives of local authorities and NGO's work with disabled
<i>Rivne, Ukraine</i>	Training on promoting tourist product using ICT	training	08-May-24	Dubno	training	14 participants	<i>Ukraine</i>	tourist and culture service providers, entrepreneurs and IDP's
<i>Rivne, Ukraine</i>	Training on promoting tourist product using ICT	training	10-May-24	Dubno	training	15 participants	<i>Ukraine</i>	tourist and culture service providers, entrepreneurs and IDP's
<i>Rivne, Ukraine</i>	Promotor	tour	14-May-24	Derman-Ostroh Nature Park	excursion, presentation	26 participants	<i>Ukraine</i>	disabled people and IDPs
<i>Rivne, Ukraine</i>	Cultural event "Night in	excursion	18-May-24	Ostroh	cultural event, excursion	23 participants	<i>Ukraine</i>	Citizens of Ostroh community

	the Museum. Ostroh Castle”							y and guests
<i>Rivne, Ukraine</i>	Training 1 on providing tourist services for IDPs	training	22-May-24	Ostroh	training	16 participants	<i>Ukraine</i>	tourist and culture service providers
<i>Rivne, Ukraine</i>	Training 2 on providing tourist services for IDPs	training	27-May-24	Ostroh	training	16 participants	<i>Ukraine</i>	tourist and culture service providers
<i>Rivne, Ukraine</i>	Local Dissemination workshop	workshop	September 8, 2024	Ostroh	workshop, presentation	20 participants	<i>Ukraine</i>	citizens and local authority of Ostroh community, students of National University @Ostroh academy". project's stakeholder and partners.

Table 2 List of events attended/ organised by TExTOUR's partners (M38-45)

A detailed list of all the events and networking opportunities in which the project’s partners participated before M38 is in D7.3 (Communication and Dissemination plan V3).

4.14 TExTOUR’s Final Event and consolidation workshop

The project’s **final event**, organised by FSMLR, took place in Valladolid (Spain) on the **11th and 12th of September 2024**.

During the Final Event, on the 11th of September, the consolidation workshop was held.

All the details about the Final Event and the consolidation workshop are included in the D7.7 (“Report of dissemination events, workshops and webinar”).

4.15 Local dissemination workshops

Between June and September 2024, **each pilot site** held a local dissemination workshop to **present the project’s outcomes to the original stakeholders**.

Each pilot site was free to choose the **best format** to deliver their workshop, according to the characteristics of their stakeholders' group.

All the local dissemination workshops and their results are detailed in the D7.7 ("Report of dissemination events, workshops and webinar").

4.16 Final Webinar

TExTOUR's final webinar took place on the **11th of July 2024**, organised by FSMLR with the technical support of ICONS.

All the details about the webinar are in the D7.7 ("Report of dissemination events, workshops and webinar").

The **webinar was recorded**, and it is accessible through TExTOUR's website and on the project's YouTube channel: <https://www.youtube.com/watch?v=s6MR2pJOoyc>.

5 Online channels for communication and dissemination

5.1 Website

In February 2021, a temporary landing page was launched, followed by the website in May 2021. Both shared the same url: www.textour-project.eu.

The characteristics, features and management of the website are described in D7.1 ("Communication and Dissemination plan V1"), and its updates are detailed in D7.2 and 7.3, the second and third updates of the Communication and Dissemination plan.

Accountability	ICONS designed, built, launch and constantly updated the project's website, adapting it to the needs of the different phases of TExTOUR
Input	All partners contribute to fill the website with news, events, and information
Timing/deviation	The website was timely launched in M2
Task/deliverable	T7.4 "Dissemination Formats"

5.2 Social media

TExTOUR has 4 social media channels: **X, Facebook, LinkedIn, and YouTube**. The last one is a repository for all the videos and recording created during the project that are available to all interested users.

X, Facebook, and LinkedIn are a pillar of the **integrated digital D&C strategy**, acting in synergy with the project's website.

The social media channels creation and management is detailed in D7.1, 7.2, and 7.3 (Communication and Dissemination plan V1,2,3).

Throughout the duration of the project, TExTOUR organised and joined the following **social media campaigns**:

2021:

- **World Tourism Day:** on the occasion of the World Tourism Day (September 24th 2021) we joined the celebrations to give visibility to our pilots by joining the photographic initiative that the UNWTO launched.

2022:

- [TExTOUR Glossary](#): a series of card has been created to promote the "Heritage Types" defined within the project

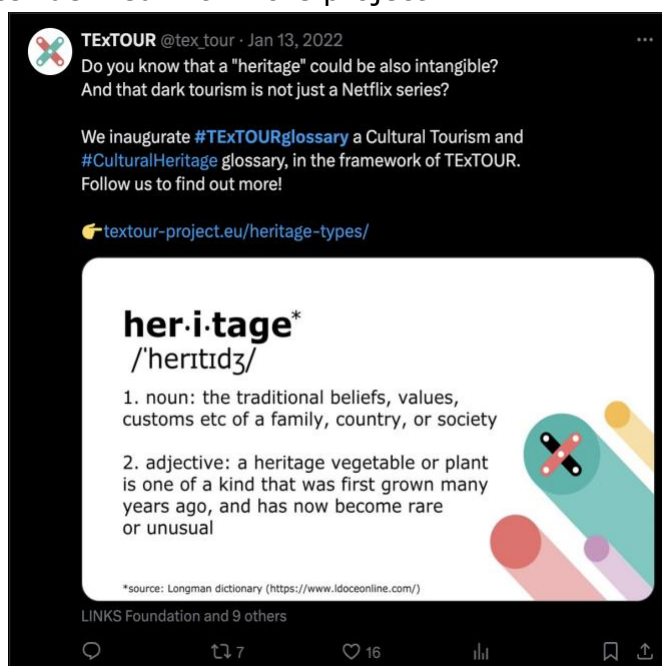


Figure 11 #TExTOURGlossary social media card

- [#MyRuralHoliday](#): on occasion of Summer Holidays we asked our follower to share pictures and videos of beautiful countrysides, small towns and villages, and, in general, less known places discovered while traveling around during the summer holidays aiming to spread the voice that "a different kind of tourism is possible". The campaign has been created in collaboration with [dRural project](#).
- [Action cards promotional video pills](#): short video animation to promote TExTOUR Action Cards.

2023:

- [#DearLittleScientist](#): TExTOUR joined the campaign [launched by ICONS](#) on occasion of the International Day of Women and Girls in Science.
- **#Cook4Heritage**: TExTOUR launched this campaign among its pilots on occasion of Gastronomy day, to underline the importance of their gastronomy heritage.



Figure 12 #cook4heritage social media card

2024:

- [Scalable Territories](#): the campaign has been created to promote Scalable Territories
- **Final webinar**: to promote TExTOUR final webinar the invitation has been stressed around project's social media channels inviting the audience and "introducing" webinar's speakers and panels.
- **PageFlow**: each step described in the pageflow has been underlined with dedicated social media card, to emphasize the product's relevance.

Social media campaigns work as **echo chambers** for project's results, key products and messages. As well they are an important tool to involve partners, sister projects, improving the possibility to broad TExTOUR's audience.

Campaigns overall resulted with **+25,7% interactions**, comparing to the average rate.

Accountability	ICONS is in charge of the creation and managing of the social media channels and of their content
Input	All partners contributed providing material for the social media posts, interacting and sharing TExTOUR's content
Timing/deviation	The social media channels were timely launched in M1

Task/deliverable	T7.4 "Dissemination Formats"
-------------------------	------------------------------

5.3 Multipliers

To **maximise the impact of its editorial production**, TExTOUR included a series of external multipliers in its distribution strategy.

Examples of information multipliers used by TExTOUR are AlphaGalileo, youris.com and Science X.

The external multipliers are activated for specific types of editorial products, such as press releases, scientific papers or journalistic articles.

Accountability	ICONS responsible for the distribution of the editorial products to the external multipliers, while all partners are responsible of sharing these products within their network.
Input	All partners contribute to the distribution sharing, posting and advertising the editorial product
Timing/deviation	-
Task/deliverable	T7.4 "Dissemination Formats"

6 Events and clustering activities

TEXTOUR organised one main event together with its sister projects from the same Horizon2020 call: **IMPACTOUR, SPOT, SmartCulTour, BeCulTour, and INCULTUM**. The event resulted in a policy roundtable and an international conference on CT.

The project organised its **final event in Valladolid**, Spain, organising a conference and the consolidation workshop.

Event	Type	Date	Estimated audience size	Place	Geographical scope	Co-organisers	
Policy roundtable	International conference on CT advances	27/28/07/2023	>100	Brussels, Belgium	international	IMPACTOUR, SPOT, SmartCulTour, BeCulTour, INCULTUM	
TEXTOUR final conference	Conference	11-12/09/2024	>100	Valladolid, Spain	international	-	
TEXTOUR Consolidation Workshop	Workshop	11/09/2024	>30	Valladolid, Spain	International	-	

Table 3 List of events organised by TEXTOUR

In the table below are listed all the events attended by TEXTOUR's partners during the last reporting period, **from M38 to M45**.

In some cases, there are events that are taking place after the end of the project, but where TEXTOUR's partners will participate and talk about the project's results. These future events have been added by the partners who are sure to attend them and demonstrate that the project's heritage will be passed on and on even after its completion.

7 Monitoring

A comprehensive explanation of **ICONS monitoring protocol** and indexes can be found in the paper: Folco Giuliana, Gaboardi Elena, Lischetti Serena, Martinoli Mario, Mazzolo Giulio, & Schmid Elisabeth. (2022). Two new tools for science communication assessment: the community engagement index and communication effectiveness quadrants. Zenodo. <https://doi.org/10.5281/zenodo.6985584>

7.1 PEI: Publications Engagement Index

The PEI measures the **level of interest** of the TExTOUR community in the **project editorial production**, generated by their interaction with such contents.

The PEI index is calculated for each publication as the ratio between engagement and outreach expressed in percentage. This index is used to quantify the effectiveness of the project's publications.

If we look at the PEI index of the **20 best performing publications**, we can see that many of them are **videos**: social media clips, video interviews and the final video.

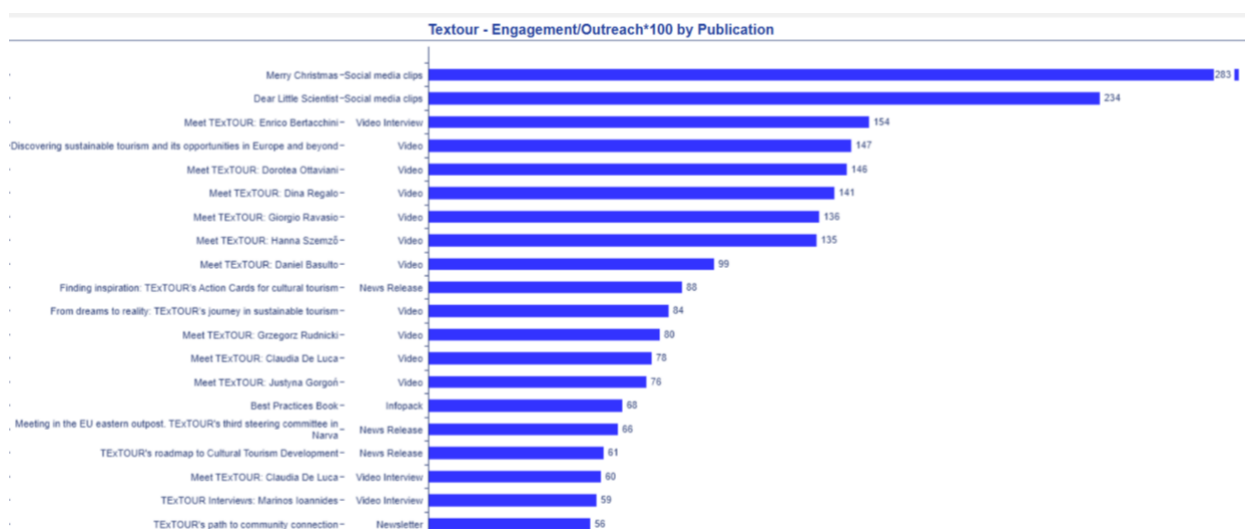


Figure 13 PEI of the 20 best performing publications

The first two products are **two social media clips** realised for two social media campaigns with the active participation of the project's partners, therefore the high PEI is linked to the **high rate of interaction** with these publications not only by TExTOUR's partners but also by the stakeholder's networks that each of them brought and activate to support the C&D activities of the project.

The video- interviews from the “[Meet TExTOUR](#)” series are among the top 20 products when it comes to PEI index, they are engaging and **short enough** to be shared on social media.

A high-performing news is “**Finding inspiration: TExTOUR’s action cards for cultural tourism**”, in which we talk about a series of inspiring innovative sustainable cultural tourism actions linked to the **11 heritage types** identified within TExTOUR pilot sites. The news contains the link to download the action cards.

The **Best Practices book** has the highest PEI among the “infopack” category: the press release contains the link to the digital version of the book, and it has been distributed using the support of the project’s communication channels, the external multipliers and the thick network of connections of TExTOUR’s partners. This demonstrates the **effectiveness of activating the partner’s connections** to increase the possibility of reaching interested stakeholders that will engage with our products.

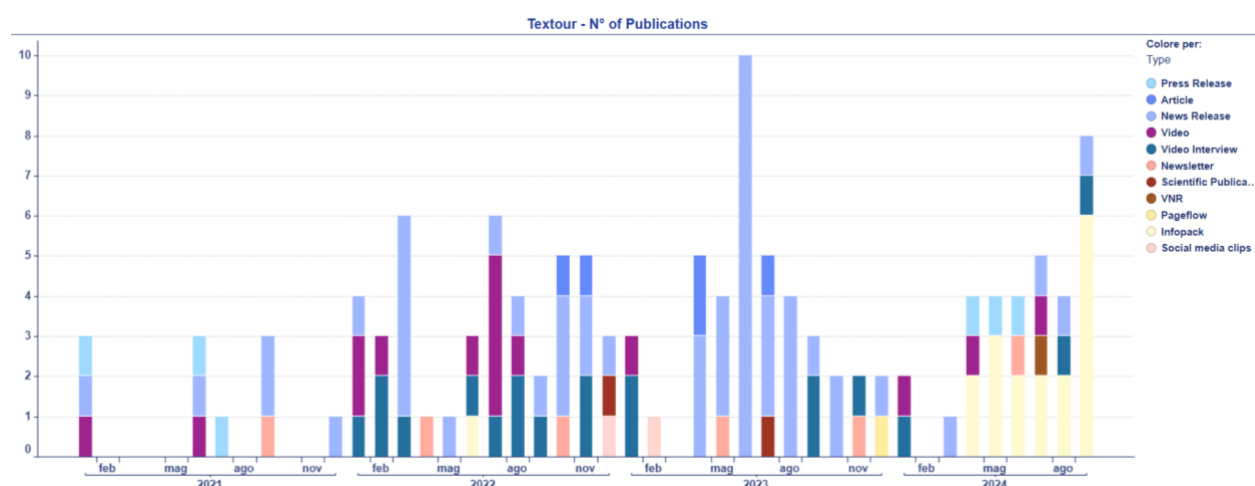


Figure 14 Project's publications per month

7.2 Publications' outreach and engagement by type

For each publication type, we monitored the average outreach and engagement impact for each communication channel (web, social, and external multipliers).

The **outreach** indicates the number of times a content is viewed and measures the communication reach with the main aim of strengthening the impact on awareness.

The **engagement** indicates the number of interactions with content on websites, social media and multipliers. It measures activities associated with communication, helping to understand the impact of communication messages on target audiences to boost acceptance.

	Avg Outreach	Avg Outreach	Avg Outreach	Avg Engagement	Avg Engagement	Avg Engagement
Publication type	Web	Social	Multipliers	Web	Social	Multipliers
Press Release	57	1.131	6.582	0	67	108
Article	146	1.764	8.811	0	149	39
News Release	72	842	1.266	0	81	14
Video	89	1.858	1.117	0	366	16
Video Interview		1.195	2.102		87	6
Newsletter	67	773		0	51	
Scientific Publication	0	256	12.576	0	15	84
VNR		2.093	17.22		141	469
Pageflow	56	2.142	11.952	0	211	132
Infopack	4	520	2.107	0	47	32
Social media clips	0	319		0	164	
Total	63	1.05	3.333	0	122	42

Table 4 Average outreach and average engagement by publication by channel

Each type of editorial product, as well as each communication channel, is keener on generating **higher outreach or engagement** according to its characteristics.

In the figures below, we compare the average outreach and engagement of each publication type.

In terms of **outreach**, we can see that the best performing products are the **VNR**, the **PageFlow**, and the **journalistic articles**, followed by the **press releases** and the **scientific publications**.

All these products have been designed to reach an international audience and have been distributed accordingly with the help of the **external multipliers** (e.g.

Alphagalileo, Science X, Youris, etc) backing up the project's distribution channels (website, social media and newsletter) and benefiting from the project's partner' support in distribution.

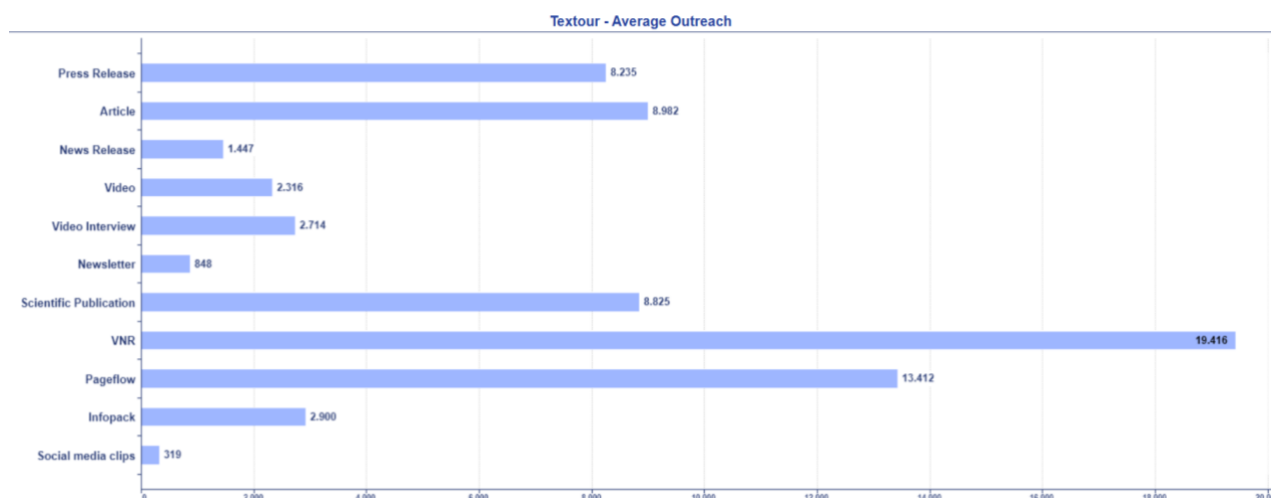


Figure 16 TExTOUR's publications average outreach by type

TExTOUR's VNR was published by **Euronews** and **ESCI**. According to the data received from ESCI, the VNR was sent to the following broadcasters:

Broadcaster	Country
ERR	Estonia
Duo Media TV	Estonia
TV3 Estland	Estonia
TV3 Plus	Latvia
OTV	Latvia
TV3 Online	Estonia
LRT	Lithuania
LTV	Latvia
YLE	Finland
YLE Sweden	Finland/Sweden
SVT	Sweden
BTA	Bulgaria

Table 5 Broadcaster contacted to publish the VNR

Euronews published the VNR in **four different languages**, on their website and on their YouTube channel:

- [En Estonie, Narva se cherche un avenir sans les touristes russes | Euronews](#)
- [Wie eine alte Textilfabrik Touristen nach Estland locken soll | Euronews](#)

- [In Estonia, Narva cerca un futuro senza i turisti russi | Euronews](#)
- [La ciudad estonia de Narva busca posicionarse entre los turistas de la UE ante el boicot ruso \(youtube.com\)](#)

A total of **4.253 views** were registered from the French, German, Italian, and Spanish **Euronews YouTube channels**.

PageFlow is an interactive narrative tool to mix video, audio, photos and text to create original stories.

We created **two PageFlows for the project**: “Seven steps towards co-developed cultural tourism strategies” and “TEXTOUR’s heritage”.

Scientific papers and press releases are the next categories of products with **high outreach** since they have been designed to reach out to specific, international audiences interested in sustainable CT development and research.

For the **engagement**, the higher performing product is the **VNR**, followed by the **videos** and the **PageFlow**.

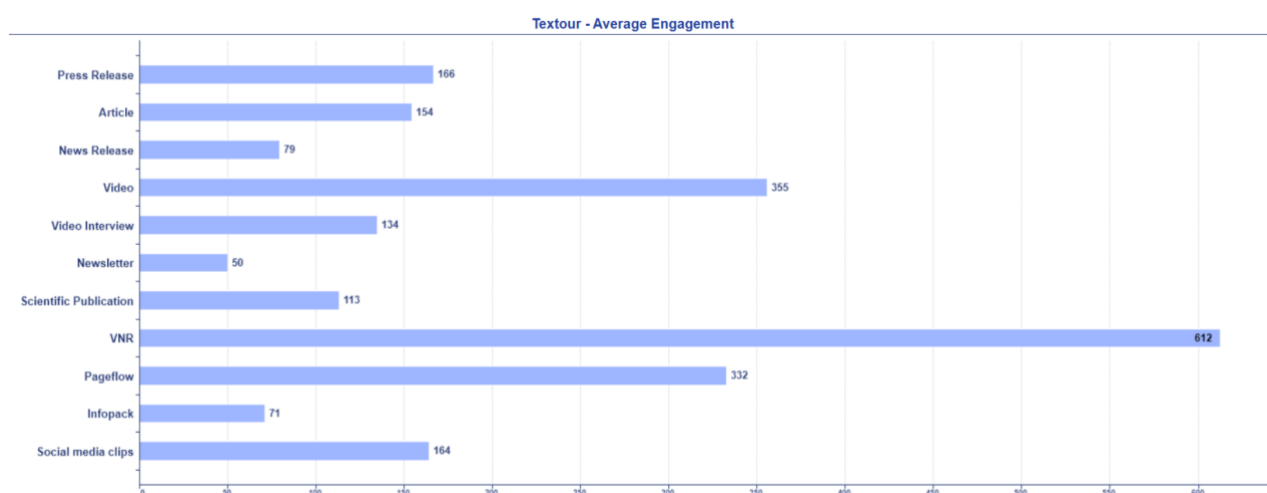


Figure 17 TExTOUR’s publications average engagement by type

In our experience, videos are keener to produce higher engagement rates, therefore they are useful to **grab and keep the attention** of diverse groups of stakeholders.

Our three most engaging categories of products **target different audiences**, maximizing their stakeholder engagement effect.

Particularly, the project’s **presentation and final video** are effective tools to raise curiosity towards the project, encouraging people to look for more. Among the videos, there are also the **recorded webinars** (one on the 7-steps methodology and one about cultural tourism potential and TExTOUR’s results) that are effective tools to **pass on the main pieces of technical information** on our innovative methodology.

In the figure below, we show where each of our editorial products fall on the **outreach/engagement quadrants**.

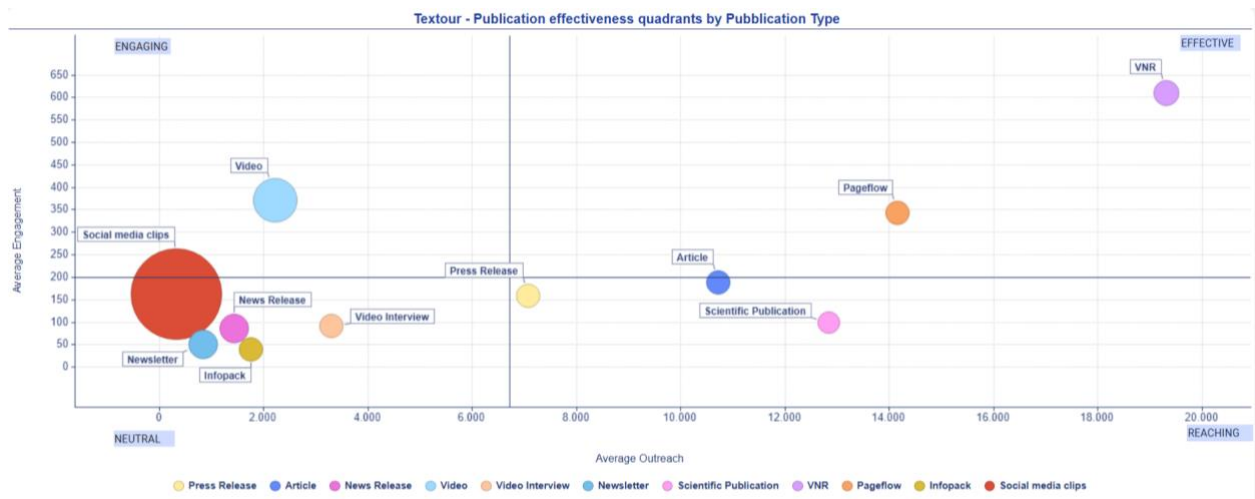


Figure 15 Average engagement quadrants per publication type

The zero in the Cartesian plane represents the **average outreach and engagement** value for TExTOUR project. Therefore, **four quadrants** can be identified on the plane:

- **Neutral:** where both values of outreach and engagement are below the average
- **Reaching:** where outreach is above the average and engagement is below the average
- **Engaging:** where outreach is below the average and engagement is above the average
- **Effective:** where both outreach and engagement are above the average

While the effective quadrant seems to be the most desirable one, there are cases in which the reaching or the engaging works better, according to the project's needs.

For example, in our project a consistent part of the audience is made by **local communities**, leading to products like the videos and the social media clips to have a **high engagement and an average outreach**.

On the other hand, products addressing a **wider, international audience** like scientific papers have a **high value of outreach and an average engagement**.

Professional products like the **Video News Releases** and **interactive formats like the PageFlow** fall in the **effective quadrants**, being able to reach a great number of people and encouraging them to interact with the product.

Products like the **newsletter or the news releases** fall slightly below the average values of engagement and outreach for the project: these products communicate **quick project updates** and to **keep the interest of the audience alive** throughout the duration of the project.

7.3 Publications' outreach and engagement by channel: websites, multipliers and social networks

Within TExTOUR project, we not only differentiated the publication types, but also the communication and distribution channels. While this is a common best practice in every project's communication strategy, it is **particularly important** for TExTOUR since it has a **variety of audiences at different geographic level** (from local communities to European and international organisations).

Also, **some channels naturally privilege outreach or engagement**, therefore an integrated strategy was adopted to guarantee the best possible result.

In the figure below there are the **outreach levels** for each communication and distribution channel. At the very left, in lilac, the project website followed by the project' social media channels in light blue: X, LinkedIn, Facebook and Youtube. On the right, in dark blue, the most significant external multipliers: cordis, EU Agenda, Science X and Youris.

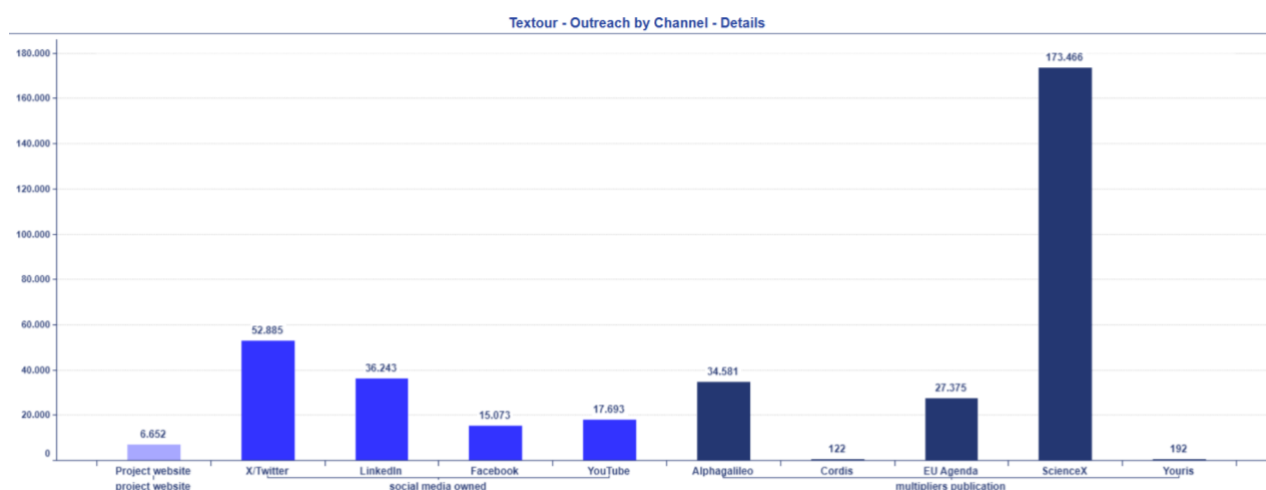


Figure 16 Outreach by channel

The website works in synergy with the social media channel: in our **integrated strategy**, the main outreach activity is demanded to the social media channels that intercept and re-direct the users towards our website.

As expected, **X is the channel with the highest outreach**: this depends mainly on how this social media is designed, its algorithm and the fast-pace and short life of its posts.

LinkedIn is the second channel with the highest outreach, it is an effective channel to share organic content and interact with European and international stakeholders.

We decided to open a **Facebook channel** due to the characteristics of the project and the **importance of the local communities** in the pilot sites. Facebook is a good place to post both broader news about the project and local updates and events.

TEXTOUR. Ukraine is a **local Facebook page** about the project managed by the partners from Netz and Via Regia, one of the eight pilot sites, sharing the project's content in local language. The page has **379 followers** (data recorded on 25/09/2024).

For what concerns the **engagement**, in the figure below you can see the data on our social media channels on the left (in light blue) and about the most significant external multiplier on the right (in dark blue).

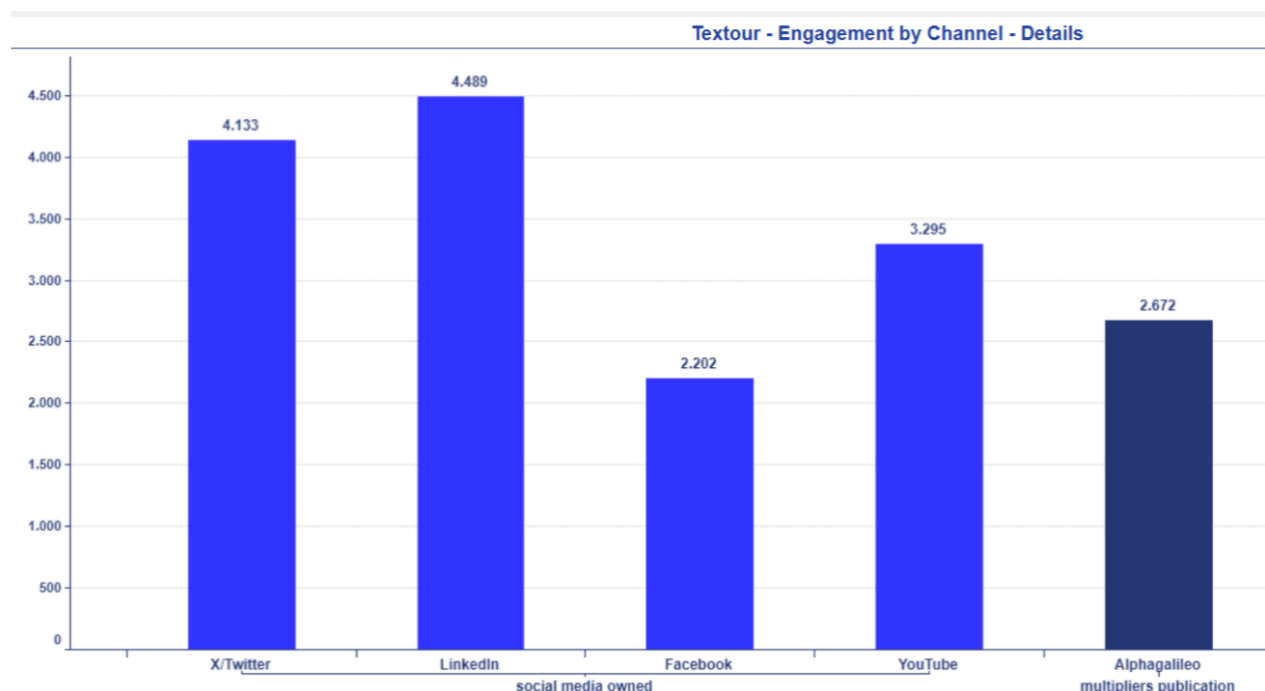


Figure 17 Engagement by channel

The engagement is **high** for all our social media channels, particularly LinkedIn and X: these are the privileged channels to interact with international communities like other EU projects, researchers and international tourism organisations.

YouTube is the repository of all our videos; therefore, it naturally encourages users' engagement.

Among the external multipliers, the most effective in terms of engagement is **AlphaGalileo**.

In the following figure, we plotted **the average engagement versus the average outreach** for TEXTOUR's channels. The zero of the axes represents the **mean value** for the project.

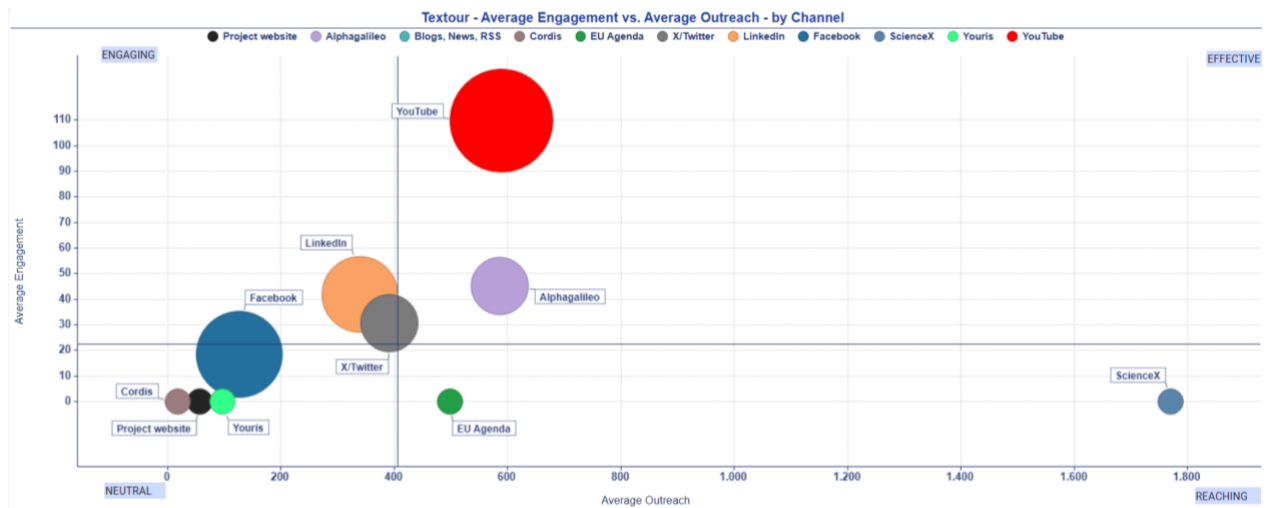


Figure 18 Average engagement vs average outreach by channel

Looking at the four quadrants of the Cartesian plane we can see that **YouTube is the most effective channel** among those owned and managed by TExTOUR, while **AlphaGalileo** is the most effective external multiplier.

LinkedIn, X and Facebook are our most engaging channels, while **Science X and EU Agenda** are high on the outreach value (particularly Science X).

If we plot the **outreach by publication and channel** for the **20 editorial products** with the highest outreach we can see the crucial role of the external multipliers in increasing the outreach, followed by the social media channels and a minor contribution from the website (fig. 7).

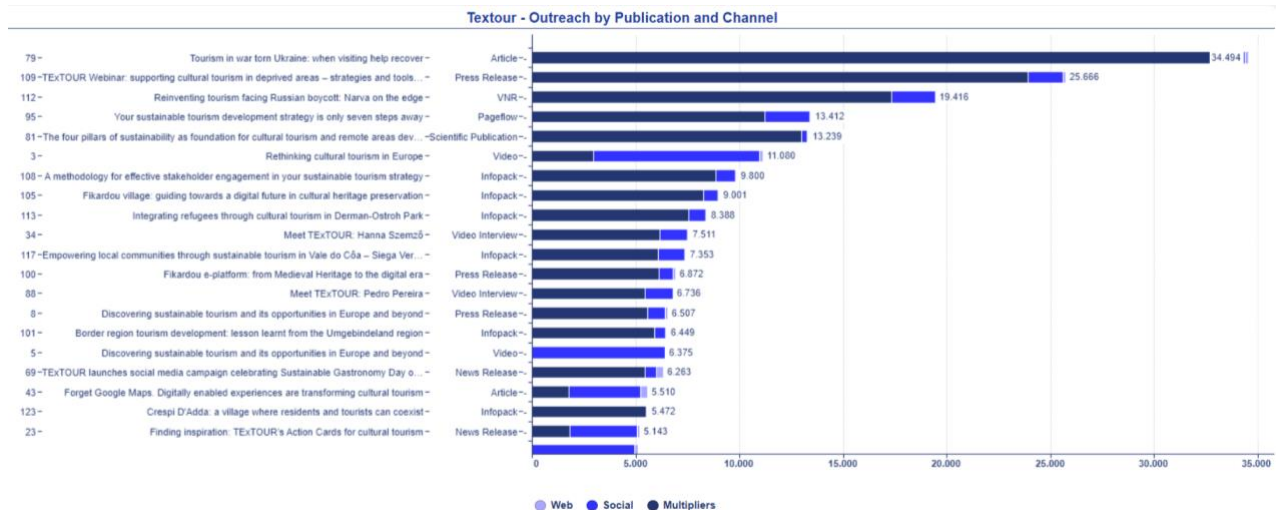


Figure 19 Outreach by publication and channel

The 3 editorial products with the highest outreach are the **journalistic article** "Tourism in war torn Ukraine: when visiting help recover" on the role of sustainable cultural tourism in supporting countries damaged by war, the **press release** with the

link to the recorded webinar on how to support cultural tourism in deprived areas (the project's final webinar) and the **VNR**.

All these products have a **broad C&D potential** since they touch current global issues, therefore they have reached out for many potential stakeholders outside TExTOUR's main audience groups.

If we look at the **first 20 editorial products** for what concerns **engagement** by publication and channels (fig. 8) it is easy to appreciate the fundamental role of social media channels in our C&D strategy. In fact, it is in social media nature and algorithms to **encourage users' interaction** with the posts, and to raise the engagement level with our products.

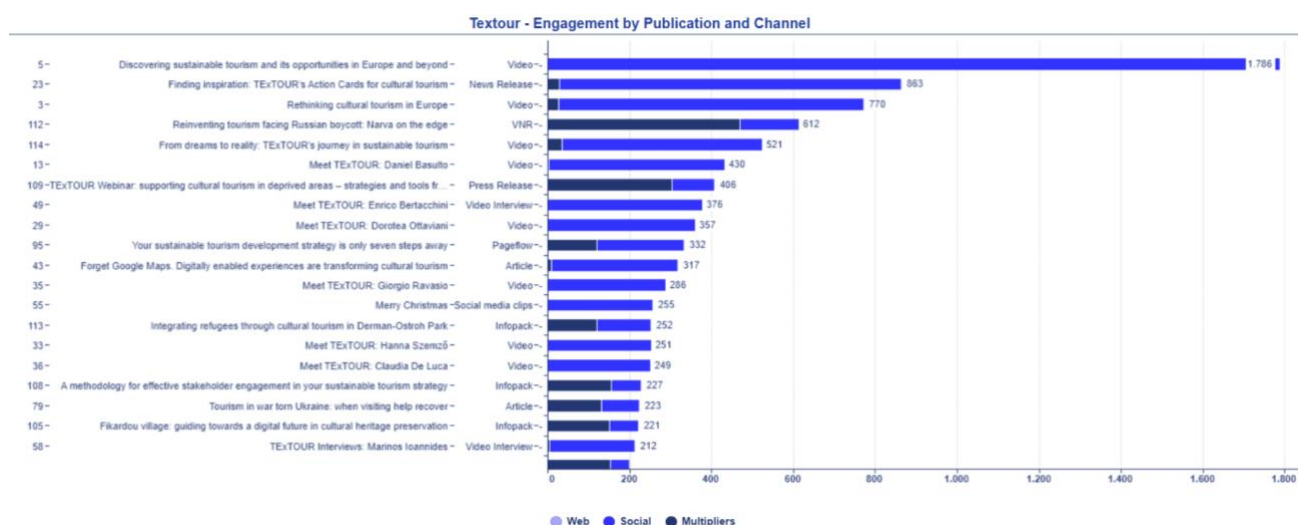


Figure 20 Engagement by publication and channel

The first product is the **press release** published to **launch the project**. It had plenty of time to generate engagement and has been pushed by TExTOUR and the project partners' social media channels.

We then find the press release **promoting the Action Cards** and the presentation video.

If we observe the ratio between social media and external multipliers' contribution to the outreach per product, we can see that **journalistic articles, Infopacks, VNR and the PageFlow are of a broad interest for the cultural tourism ecosystem** and beyond, as demonstrated by the number of stakeholders reached through the external multipliers (in dark blue).

7.4 WEI: Website Impacts

The **WEI (Website Engagement Index)** measures the engagement/ outreach ratio in percentage. It quantifies the engagement of TExTOUR's website visitors with the

content published on its pages, and **it is a function of the time spent by the users on the page(s).**

Website impact	Data
Users	33 534
Average session duration	00:01:41
Page views	57 794
Unique page views	45 892

Table 6 Website impact data by MATOMO Analytics (25/09/2024)

Within TExTOUR, we identified **a threshold of 60 seconds** to discriminate more interesting content and calculate the engagement rate and relative WEI.

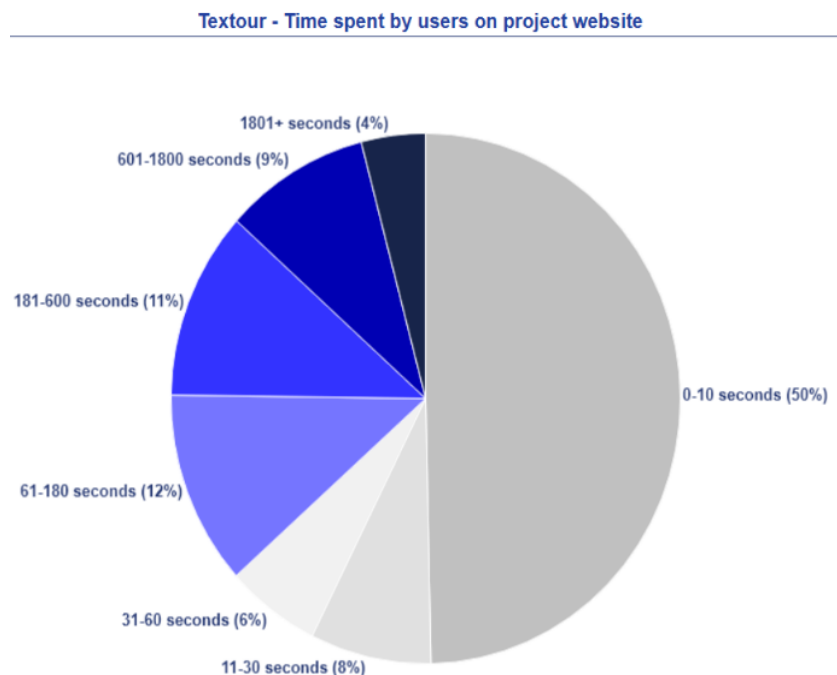


Figure 21 Time spent by users on TExTOUR's website

20 285 users visited the website for **more than 60 seconds**, resulting in a normalized **WEI of 67**, in line with the average normalized index of our Cities and Communities projects (WEI= 75).

7.5 SEI: Social Media Impacts

SEI (Social Media Index) measures the effectiveness of social media communication considering both outreach and engagement for each social media channel.

	X	LinkedIn	Facebook	Total
Total Outreach	207.121	62.235	54.724	324.080
Total engagement	6.315	7.287	9.323	22.925
Number of followers	626	372	320	1.371
Number of tweets/posts	551	221	307	1.079
SEI	17	65	95	39

Table 7 SEI analytics for TExTOUR' social media channels

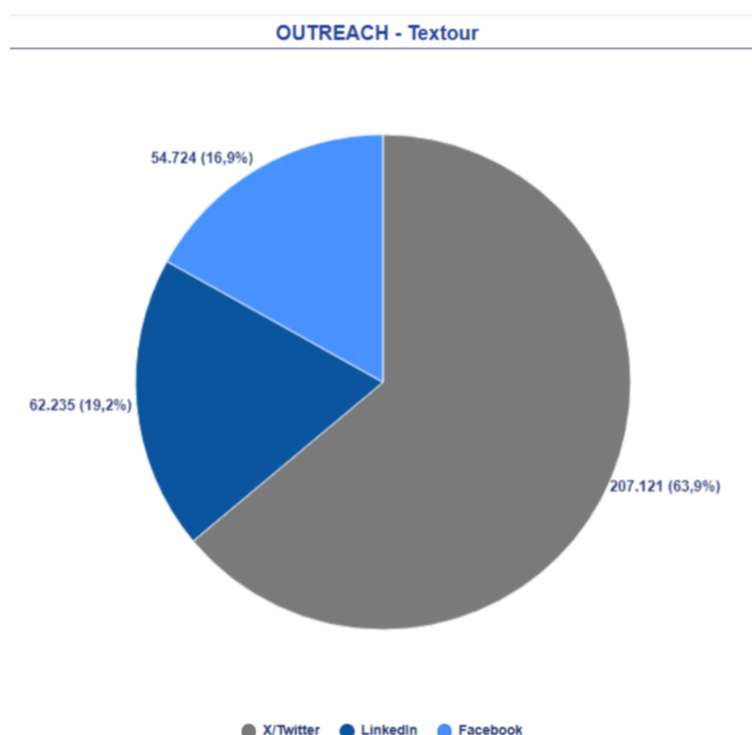


Figure 22 TExTOUR's outreach by social media

For what concerns the outreach data, **X is responsible for 63,9% of the total outreach** among the social media channels. This proof that X algorithm is the more effective to reach out to many people quickly. The contribution of LinkedIn and Facebook are comparable, pointing out that the choice of opening a Facebook page to reach a new audience was successful.

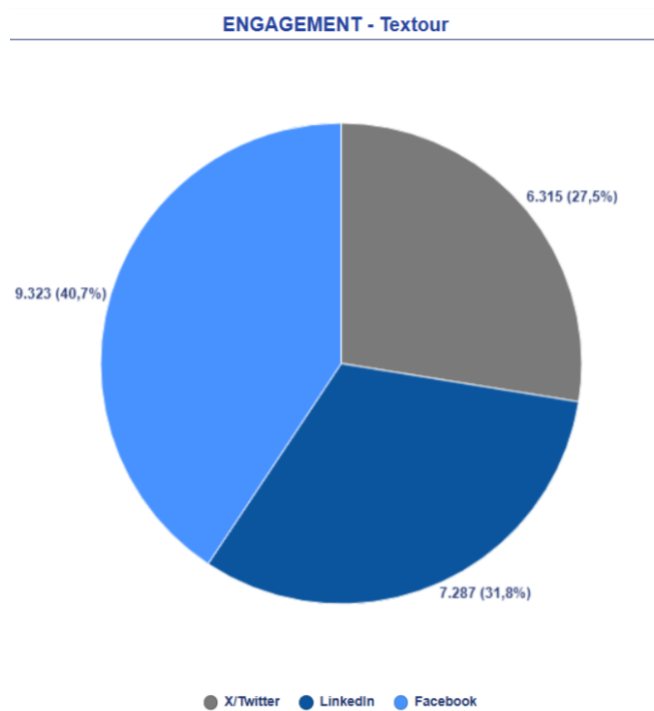


Figure 27 TExTOUR's engagement by social media

For the **engagement**, we see that **the main contribution comes from Facebook**, a social media that encourages interaction between its users and is popular in TExTOUR's pilot sites.

As shown in the figure below, **TExTOUR's fanbase has been constantly growing** since the beginning of the project. There is an exception in the last months for X, however, according to our analytics, the same trend was registered also in other EU projects and may be linked to the uncertainty and instability the platform is going through.

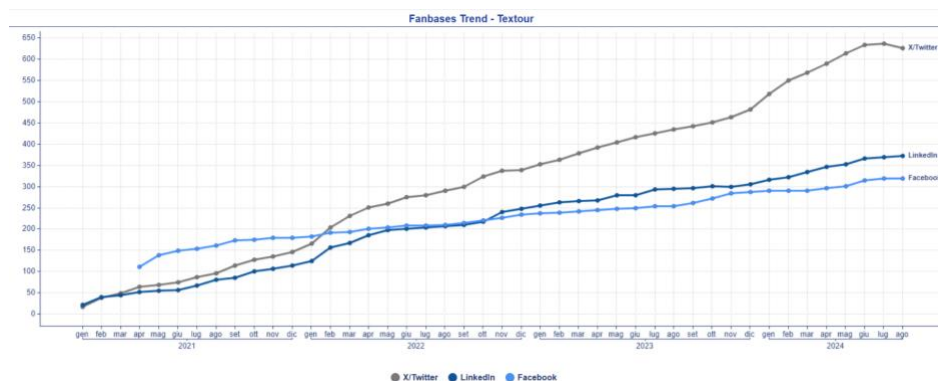


Figure 23 TExTOUR's fanbase trend for each channel

7.6 Social media activity: trends

In the figures below, the global trend and the trend by social media channels are illustrated.

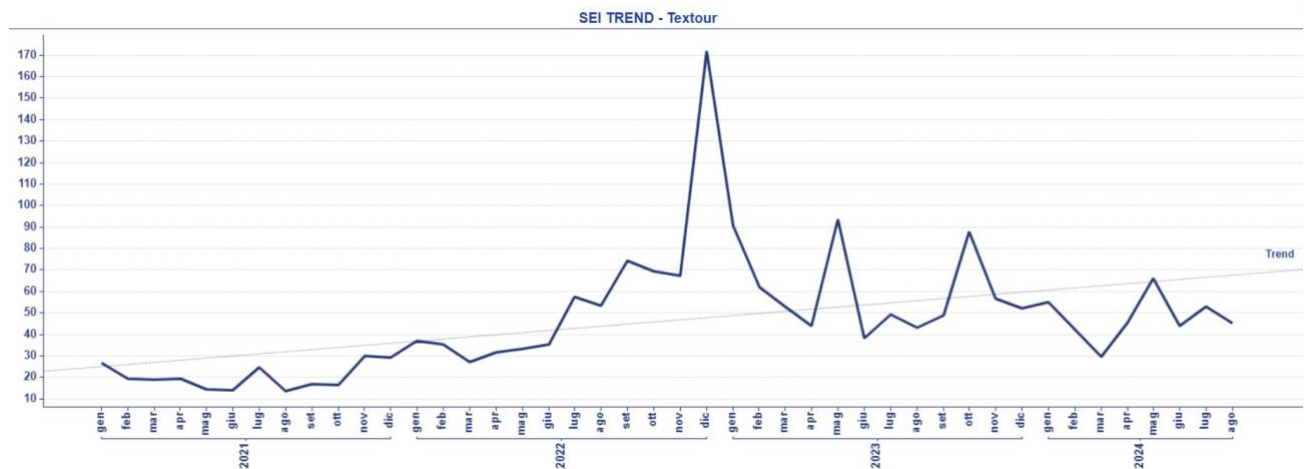


Figure 24 Global SEI trend

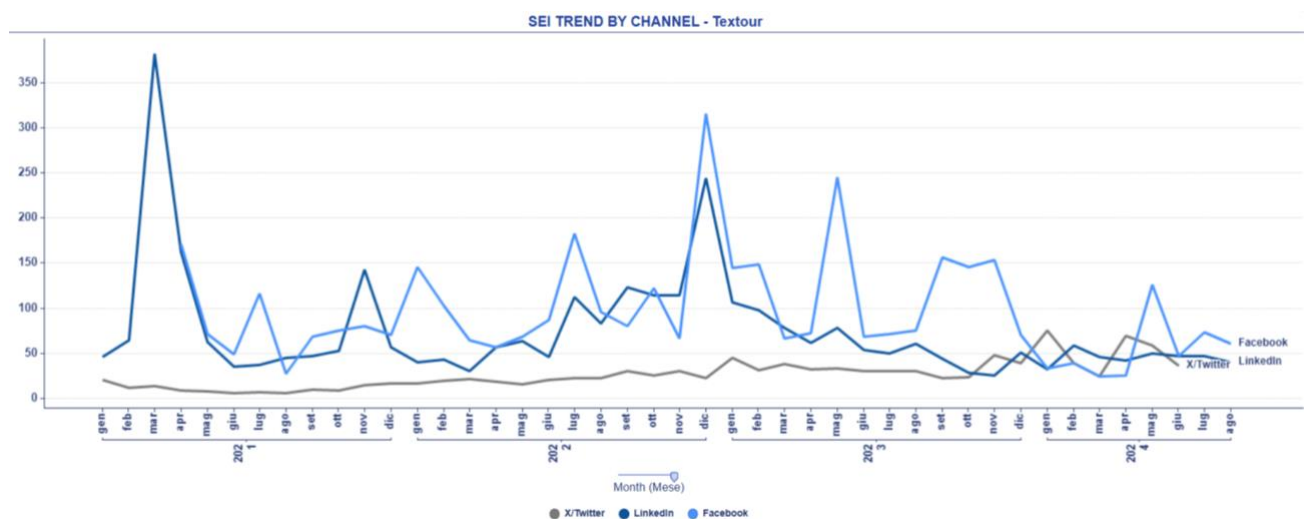


Figure 25 SEI trend by channel

Looking at the **SEI trend** of each social media channel we can see that the trend is **much smoother for X** than for LinkedIn and Facebook. This relates to the nature of the channels and of their algorithms; in fact, **X favours a quick post/re-post pace with a relatively short lifetime for each post.**

On the other hand, while still encouraging an active presence on their platforms, **LinkedIn and Facebook do not require posting as frequently** as X does. The spikes in LinkedIn and Facebook trends are related to the publication of important updates, products, and events related to the project.

7.7 Partners' social media account

Even though not exclusively dedicated to TExTOUR project, **our partner's social media accounts were integrated in the project C&D strategy** with an active role of multipliers.

Partners were **tagged** in TExTOUR's posts according to the content so that they could interact and share with their followers. This is how we were able to expand the outreach and engagement potential of our products.

Replicating TExTOUR's messages through the partners' channels was a crucial pillar of our social media C&D strategy, since it allowed us to reach the local communities which are more engaged by content translated in local languages.

Partner	X	Facebook	LinkedIn	Other
FSMLR	https://twitter.com/FundacionSMLRPH (8.172 followers)	https://www.facebook.com/FundacionSantaMariaLaReal (15.247 followers)	https://www.linkedin.com/company/fundacion-santa-maria-la-real/ (20.000 followers)	Instagram: https://www.instagram.com/fundacion.smlrph/ (5.002 followers)
UNINOVA	https://twitter.com/UNINOVA (294 followers)	https://www.facebook.com/UninovaResearch (200 followers)	https://www.linkedin.com/company/uninova/ (2000 followers)	
CARTIF	https://x.com/cartifc (3.923 followers)	https://www.facebook.com/CARTIF (1.171 followers)	https://www.linkedin.com/company/cartif/ (11.000 followers)	1. English blog: https://blog.cartif.com/en/ 2. Spanish blog: https://blog.cartif.com/

				3. YouTube: https://www.youtube.com/channel/UCpP80MAbYDxuOnUktHBL9OQ
LINKS	https://x.com/LinksFoundation (1.494 followers)	https://www.facebook.com/linksfoundation/ (4.791 followers)	https://www.linkedin.com/company/linksfoundation/ (9.0000 followers)	YouTube: https://www.youtube.com/channel/UC3fBPkCm1UzB-0A3sdzagxA/
UCL				https://www.youtube.com/channel/UC_xJo1tkaD8BiJx9M2Wd31w
NARVA CITY		https://www.facebook.com/visitnarva (2.442 followers) https://www.facebook.com/LinnNarva (5.032 followers) https://www.facebook.com/ida.virumaa.sobrad/ (15.582 followers) https://www.facebook.com/idavirufriends/ (6.881 followers)		Instagram: https://www.instagram.com/visitnarva/ (1.817 followers)

IETU			https://www.linkedin.com/company/institut-ekologii-terenow-uprzemyslowionych/ (335 followers)	
ADF		https://www.facebook.com/Deutsche.Fachwerkstrasse/ (2.262 followers)		
NETZ		https://www.facebook.com/VIA.REGIA/ (followers 1.450) https://www.facebook.com/groups/VIA.REGIA (278 members)		
CSR	https://x.com/ICProstor (222 followers)	https://www.facebook.com/icprostor (1.547 followers)		Instagram: https://www.instagram.com/icprostor/ (966 followers)
GAIA			Personal profile: https://www.linkedin.com/in/georgeszouain/ (2.498 followers)	
UNIBO	https://x.com/Unibo (32.400 followers)	https://www.facebook.com/architettura.unibo (916 followers)	https://www.linkedin.com/school/unibo/ (412.000 followers)	

ICONS		https://www.facebook.com/youriscom (1.149)	https://www.linkedin.com/company/iconsinnovation/ (6.000 followers)	https://www.youtube.com/channel/UC1wVIaGbJFM77DkYSUfiMWQ
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Table 8 List of the project partners main social media accounts

7.8 Downloads

All TExTOUR's digital resources are available to be downloaded from the [resource section](#) on the website. In the table below there is a list of the main resources with the total number of downloads for each of them.

Among the **most downloaded** resources we find the **scientific papers**, the **action cards**, the **methodology and policymaking guidelines** (like the 7-steps methodology and the policymaking recommendation for sustainable cultural tourism), the **leaflet** (translated in English and in local languages), and the **Infopacks**.

The number of downloads **is a function of the distribution channel as well as of time**, therefore the oldest resources are keener on having more downloads.

All these resources will remain available on the project's website, to be downloaded even after the end of the project.

Resource	Downloads
Infopacks	118
TExTOUR action cards for cultural tourism	70
Adapting Methods and Tools for Participatory Heritage-Based Tourism Planning to Embrace the Four Pillars of Sustainability	61
Sustainable Cultural Tourism Strategy and Promotion: An ICT Management Platform	60
Leaflet (local languages)	58
Co-developed Cultural Tourism: Seven-step guideline	57
Leaflet (ENG)	49
Participatory and co-creation process in developing sustainable tourism	38
Communication Kit	36
Best Practice Book	33
D7.1 C&D plan V1	30
Policymaking recommendation for sustainable cultural tourism	29
Business model canvas	24
Call resolution matrix	16
D7.4 website and social media	10
D2.4 Roadmap for cultural tourism development	7
D6.5 Policy recommendations on upscaling and replication	6
D6.4 Interactive map of scalable territories	5

Table 9 List of downloads by resource

7.9 CEI: Community Engagement Index

The **CEI (Community Engagement index)** is the ratio between **total outreach and total engagement**. It measures the **global impact** of TExTOUR C&D products.

In the table below are represented the global outreach and engagement by impact area.

Impact area	Outreach	Engagement
PEI	364.282	16.822
SEI	324.080	22.925
WEI	55.366	20.288
Downloads		906
NL subscribers		173
PageFlow		954

Table 10 Global outreach and engagement by impact area

The figure below shows the outreach (lilac) and engagement (blue) ratio for each impact area: PEI, SEI and WEI. As expected, the main CEI portion is made by outreach, the number of people reached by our C&D products. The engagement part represents the fraction of those who have been reached by our products and interacted with them.



Figure 28 CEI composition. Outreach in violet, engagement in blue

For the WEI, that concerns **the website**, we can see that **the engagement** is proportionally higher than in SEI and PEI. This is because the website is the project's main hub, **hosting all the downloadable resources**. Therefore, more engagement is naturally generated in this area.

7.10 Organic mentions earned

A proxy to measure the success of TExTOUR's C&D outreach is represented by the mentions earned by the projects.

TExTOUR earned a mention every time it was mentioned, discussed, or acknowledged via tagging on social media platforms or online magazines and platforms. Therefore, each mention means that we were able to reach the right target, activating those interested in sustainable cultural tourism development. TExTOUR was cited more than 600 times (see fig. 29), mainly on the two social channels (X/Twitter and Facebook) but also on news sites (both mainstream and local). The geographic outreach of the project is summarised in the figure 30.

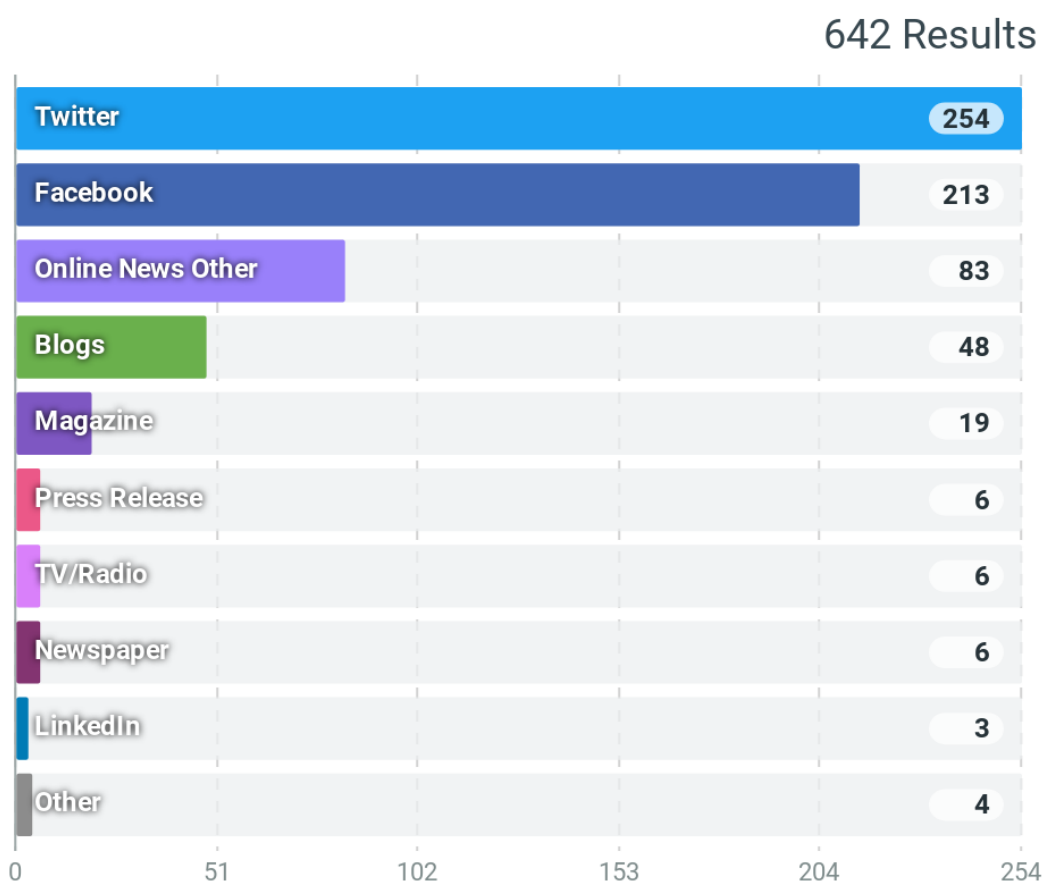


Figure 29 TExTOUR's mentions by channel

Looking at the project's mentions by channels (fig. 29) we can see that the strongest channels in terms of outreach are X and Facebook. X's algorithm favours a rapid spread of the tweets, which usually have a short life. Through this channel TExTOUR's connected with other projects, the official EU accounts and governments and institutions, taking place in international campaigns.

Facebook has been opened since many project's partners are on this social media and it was a successful strategy. The number of mentions shows that we were able to reach the right targets and the local communities through TExTOUR's local pages managed by the project's partners in local languages.

The project has also been mentioned in several news, blogs, and magazines, showing a significant impact in the international, local, and traditional media.

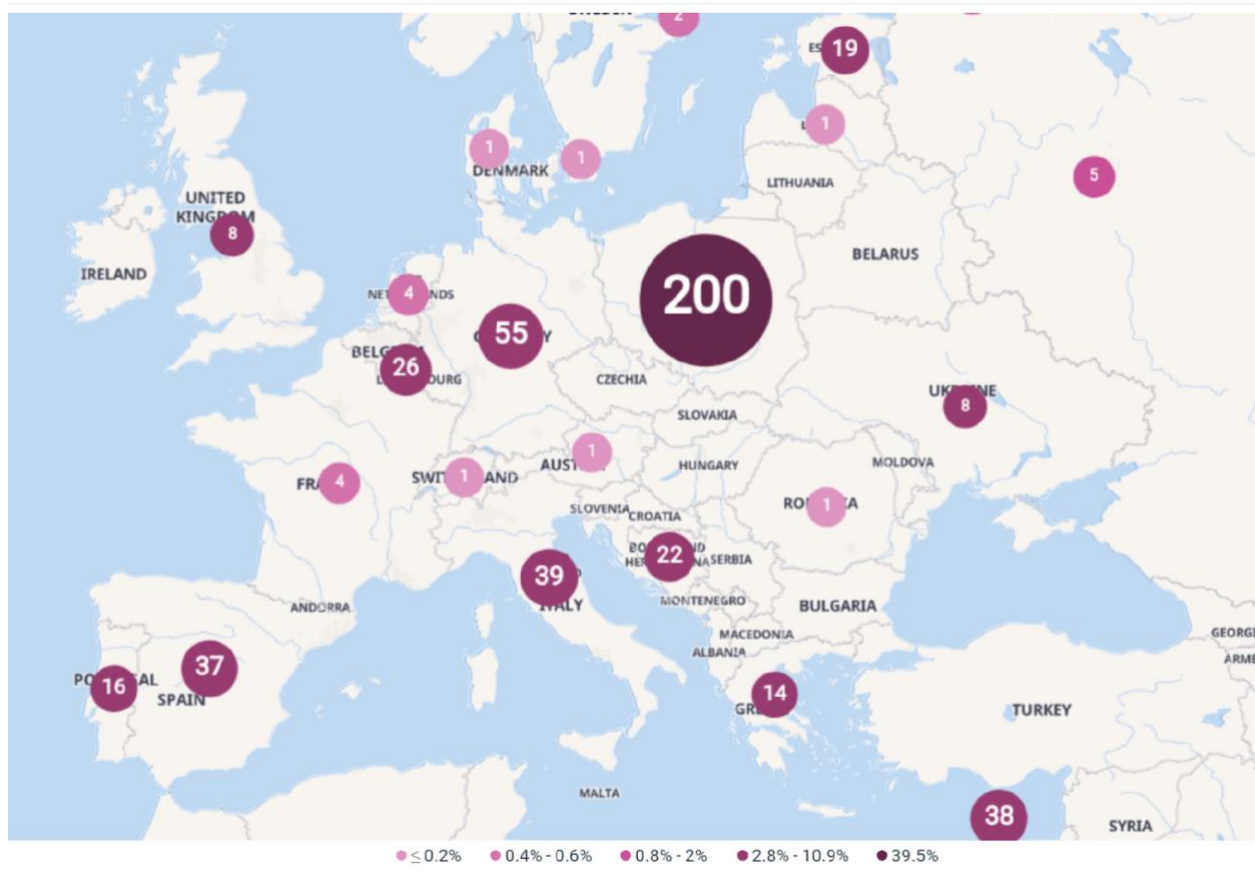


Figure 30 TExTOUR's mentions by countries

Looking at fig. 30 we can see that the mentions come from all over Europe, plus some countries outside the EU. Even though the mentions tend to be more in the countries where the pilot sites were, the interest in the projects goes beyond the pilot's regions to a broader European horizon.

For LinkedIn, we identified the main industry of the followers of TExTOUR's page to check the impact on our target audiences.



Figure 31 TExTOUR's LinkedIn followers divided by sector

According to fig. 31, on LinkedIn, the main sectors to which the accounts that interacted with the project belong are: higher education, market research, research

services, non-profit organisations, government administrations, travel arrangements, civil and social organisations, and architecture and planning.

This means that on LinkedIn we could reach the target audiences identified in the C&D plan, in particular the non-profit entities, governments, the civil and social organisations and the scientific community.

In figure 32 we can see the top authors that mentioned the projects. The presence of the project's partners shows the participation and support in all TExTOUR's C&D activities, but we can see that the impact of our social media communication went beyond the project's consortium.

Among the top authors, in fact, we can see many other EU projects (BeCultour, impactour, rurAllure and many others). We have been mentioned by the European Research Executive Agency (ERA), CORDIS, and by the UNESCO ERA CHAIR.

The presence of TExTOUR's scalable territories in this list means that they have been successfully involved and activated in the project's C&D activities.

Influencer	Network	Posts			
Instytut Ekologii Terenów Upr...	f	42	cypriot tourism	t	4
H2020 ERA CHAIR Mnemosyn...	f	33	Visit Estonia	t	4
UNESCO and ERA Chairs on Di...	t	26	Fundación Santa María la Real	f	3
LINKS Foundation	t	24	EU Research Results	t	3
Zabytkowa Kopalnia Srebra - ...	f	17	digicultEU	t	3
Fundación Santa María la Real	t	13	rurAllure	f	2
Istraživački centar za prostor	f	12	Narva Kreenholmi kultuurikvar...	f	2
Be.CULTOUR	f	10	CORDIS_EU	f	2
CARTIF	t	10	nomoreslaves	t	2
Unesco Chair on Digital Cultur...	f	7	ENIGMA EUPROJECT	t	2
EDELSCHNE SCHLOSS RIM...	t	7	Igor Kuvač	t	2
Stowarzyszenie Miłośników Z...	f	6	Smartcultour	f	1
Textour, Ukraine	f	5	Itinerarium Rosaliae - L'Officin...	f	1
European Research Executi...	t	5	Visit Narva	f	1
H2020_Impactour	f	4	Experience Anfeh	f	1
Via Regia - Kulturroute des Eu...	f	4	More - Colab Montanhas de In...	f	1
TICCIHEurope	t	4	CiTEAM Zaragoza	f	1
			Kórsi - Territorio, Sviluppo e C...	f	1
			Sztolnia Czarnego Patrzga - o...	f	1
			Vi-MM Plus	f	1
			Друзья Ида-Вирумаа	f	1
			HIGHRES Project	f	1
			Slow Food Convivium Trebinje...	f	1
			Small SCALE	f	1
			TRANSROMANICA - The Rom...	f	1
			Ecomuseum Zagorje	f	1
			Time Machine	t	1
			Heritage Research Hub	t	1
			RuralNews	t	1
			Siege Verde	t	1
			CulturViajes	t	1
			Uxio @Novoneyra Rei	t	1
			European Heritage Hub	t	1
			Cyprus University of Technolo...	t	1
			Maria II	t	1
			Euripides L. Evriviades	t	1

Figure 32 Top authors on social media (X and Facebook). Organic mentions.

As we can see in figure 33, the project's news has been published on several European websites such as EU Agenda, CORDIS, and Euronews, but also on local pages.

news website	country	city
https://euagenda.eu/	Germany	Berlin
https://www.uninova.pt/	Portugal	Lisbon
https://rus.postimees.ee/	Estonia	Tallinn
https://cordis.europa.eu/	Italy	Rome
https://zielonyrozwoj.pl/	Poland	Warsaw
https://es.euronews.com/	Spain	Madrid
https://cordis.europa.eu/	Luxembourg	Luxembourg (city)
https://www.alphagalileo.org/	United Kingdom	London
https://ri.telewizjarepublika.pl/	Poland	Warsaw
https://dziennikzachodni.pl/	Poland	Warsaw
https://dzieje.pl/	Poland	Warsaw
https://arch.telewizjarepublika.pl/	Poland	Warsaw
https://www.euagenda.eu/	Belgium	Kortenbergh
https://knews.kathimerini.com.cy/	Cyprus	Nicosia
https://cordis.europa.eu/	Poland	Warsaw
https://turist.delfi.ee/	Estonia	Tallinn
https://fr.euronews.com/	France	Paris
https://chemnitz.de/	Germany	Chemnitz
https://www.travelandtourworld.com/	India	New Delhi
https://newsexplorer.net/	Germany	Berlin
https://www.findglocal.com/	Germany	Berlin
https://www.stockwatch.com.cy/	Cyprus	Nicosia
https://literatur-berlin.tickettoaster.de/	Germany	Berlin
https://www.freiepresse.de/	Germany	Dresden
https://r4.err.ee/	Estonia	Tallinn
https://123ru.net/	Russia	Moscow
https://www.postimees.ee/	Estonia	Tallinn
https://de.euronews.com/	United States	Washington, D.C.
https://ru.euronews.com/	United States	Washington, D.C.

news website	country	city
https://ttg.news/	Poland	Warsaw
https://kopalniasrebra.pl/	Poland	Warsaw
https://cordis.europa.eu/	Spain	Madrid
https://103news.com/	Germany	Berlin
https://leht.postimees.ee/	Estonia	Tallinn
https://pt.euronews.com/	Portugal	Lisbon
https://monrealenews.it/	Italy	Monreale
https://www.wnp.pl/	Poland	Warsaw
https://nett.pl/	Poland	Warsaw
https://www.portalsamorzadowy.pl/	Poland	Warsaw
https://paideia-news.com/	Greece	Athens
https://www.infogreen.lu/	Luxembourg	Luxembourg (city)
https://www.saecheische.de/	Germany	Berlin
https://29ru.net/	Russia	Moscow
https://veranstaltungen.meinestadt.de/	Germany	Berlin
https://www.blogarama.com/	United States	Washington, D.C.
https://gazeta.ee/	Estonia	Tallinn
https://www.monrealenews.it/	Italy	Monreale
https://adz.ro/	Romania	Sibiu
https://103news.com/	Russia	Moscow
https://www.chemnitz.de/	Germany	Chemnitz
https://lup.lub.lu.se/	Sweden	Lund Municipality
https://www.tyrol4you.com/	Germany	Berlin
https://rus.err.ee/	Estonia	Tallinn
https://www.goerlitzer-anzeiger.de/	Germany	Berlin
https://radio.opole.pl/	Poland	Warsaw
https://ua.redtram.com/	Ukraine	Kiev
https://sklep.telewizjarepublika.pl/	Poland	Warsaw
https://it.euronews.com/	Italy	Rome

Figure 33 Project's news publications

Looking at these results, we can say that we were able to reach the two main audience blocks of TExTOUR: on one hand the international and European institutions and the other EU projects and on the other hand the local communities, municipalities, and media of the project's pilot sites.

7.11 Webinar

TExTOUR webinar "Supporting cultural tourism in deprived areas – strategies and tools from the TExTOUR project" was organised on the 11th of July. As reported in the table below, the webinar lasted one hour and 30 minutes and was attended by 58 people.

Title	Time & Date			Audience		Attendance metrics			
	Date	Starti ng time	Durati on	Registra nts	Attende es	Avg. attendan ce	Avg. Intere st	Avg. Attentiven ess	

Supporting cultural tourism in deprived areas – strategies and tools from the TExTOUR project	11/07/2024	9:30 CEST	1 hour and 30 minutes	109	58	53%	68	41,69%	
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Table 11 Webinar metrics by Go To Webinar

This was the webinar agenda:

- Introduction by FSMLR
- Methodology by UNIBO
- Platform & services by UNINOVA
- Monitoring process by CARTIF
- CT-LABS experiences by ADR and RIVNE
- Upscaling survey results by ICONS
- Keynote from the fellow project IMPACTOUR by UNINOVA
- Q&A moderated by FSMLR

The webinar was recorded, and [the recording](#) is available on the project's YouTube channel for those who could not attend live.

8 C&D KPIs

In the table below, we summarised the communication KPIs and results.

For what concerns the social media, the X KPIs about the **number of followers** was not reached, however an extra social media channel was opened (Facebook) considering that many partners and stakeholders are particularly active on this platform.

The new X management lead to dramatic changes in the algorithm and consequential instability of the platform, followed by many users closing their accounts and leaving the platform. Therefore, this had a negative impact on TExTOUR account followers' goals.

The **LinkedIn followers**, more than twice than required by the KPI, together with the Facebook ones reach a total of 714 followers, compensating for the lower X ones.

There are **no other significant deviations** from the established KPIs.

Channels	KPIs	Results
Website	>15.000 visits	57 794 page views
Social media	X: >1.500 followers LinkedIn: >150 followers YouTube >1000 views	X:642 followers Facebook:319 followers LinkedIn:395 followers YouTube: 2.272
External events	>5 external events per year attended by consortium partners >3 major events where TExTOUR was presented	>60 external events attended, including meetings with the stakeholders 4 major events where TExTOUR was presented
TExTOUR Final Event	≈ 100 participants	>100 participants
Local dissemination workshops combined with study tours	≈ 30 participants	3 co-creation workshops organised in each pilot site, 1 workshop organised during the Anfeh-Fikardou joint event, 1 gastronomy workshop organised in Trebinje, 1 local dissemination workshop organized in each of the pilot sites

Other events (workshops, joint booths, roundtables) will be co-organized with EU cultural networks, associations, platforms, initiatives	>2 co-organised events	>2 co-organised events
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Table 12 Communication KPIs by channels

Products	KPIs	Results
Communication materials	>2000 brochures and flyers printed/downloaded	>2000 brochures were downloaded/ printed considering the ones in English and in local languages
Presentation video	>300 views	689 views on TExTOUR's YouTube channel
VNR	>6 take-ups from TV stations >800 views on YouTube	9 social media campaigns, +25,7% interactions
Social media video short video clips	>10	18 short videos for social media (16 video interviews + 2 social media clips)
Journalistic articles	3 Journalistic articles Outreach: 1000 online readers	4 Journalistic articles >1000 online readers
Press and News releases	>3 Press Releases Outreach: 1000 online readers	8 Press Releases and 52 News releases >1000 online readers
Social media campaigns	2 social media campaigns/year, +20% interactions with the project social media accounts	9 social media campaigns, +25,7% interactions

Table 13 Public outreach and social media engagement

For the **dissemination KPIs**, summarised in the table below, **the mobilisation of the local stakeholders was particularly successful**, with all partners engaging with many local, national and international players, establishing a long-lasting network that will support their activities after the end of the project.

For what concerns the Best Practices Book, delivered and printed in September, 200 copies have been printed and distributed among the partners and the stakeholders.

The total count of download is still not available because not enough time has passed since the Best Practices Book was uploaded. **This data will be integrated** in the presentation for the final review meeting.

Dissemination actions and content packaging	KPIs	Results
Mobilisation of Key EU and international stakeholders, associations, and initiatives	>60 local, regional, European and international associations approached and engaged	12 sister projects, >60 local, regional, and European events attended, >60 local, regional, European and international associations approached and engaged
Cooperation with fellow European projects (e.g. RURITAGE, IMPACTOUR, SPOT and SmartCulTour) and initiatives	>2 events co-organised	1 co-organised conference, invited keynote speaker from IMPACTOUR at TExTOUR final webinar, mutual presentation of project's aim and main achievements on TExTOUR' sister projects websites, social media and eNewsletter
eNewsletter	7 issues, distribution to an average of >100 registered users/issue	7 issues, distributed to an average of more than 100 registered users/issue
Exploitation-oriented infopacks	Min. 8 info-packs, >80 downloads from website, distribution to >100 registered users	8 info-packs, >80 downloads from website, distributed to >100 registered users
TExTOUR Best Practices Book	200 copies printed and distributed, 200 downloads from the website	200 copies printed and distributed, the final count of the downloads from the website will be available in October
Digital interactive storytelling flows	2 PageFlows, >100 views on the project website	2 PageFlows, > 100 views
Final Video	>400 views on YouTube	Total of 3274 views from all our channels
Final webinar	>30 participants	58 participants
Scientific and technical publications	Min 8 publications on peer reviewed journals or conference proceedings (including participation in min. 4 scientific conference congresses or technical encounters)	3 published papers, 2 published conference proceedings, 2 accepted contributions to international conferences, 1 accepted paper, 2 papers under review

Table 14 Dissemination KPIs

9 C&D challenges and lessons learned

TEXTOUR's C&D strategy was tailored on the unique structure of the project, having at its core the eight pilot sites. Therefore, one of the main challenges was to effectively communicate and disseminate the project's information at different levels, starting from the EU to the local communities of each of the pilot site's countries.

Since TEXTOUR's pilot sites are in remote areas, in our C&D process we addressed several issues, like limited infrastructures and digital access, geopolitical instability, a widespread scepticism towards tourism, limited resources for marketing and communication, language and cultural barriers, lack of tourism awareness or experience and the geographical isolation.

For this reason, we proposed a flexible C&D strategy, characterised by a multi-channel approach and a series of communication products translated in the pilot's local languages. The pilots were supported in their C&D activities with the production of ad hoc material (like an extra-flyer to advertise their sustainable tourism actions), with guidelines on diversity and inclusion in communication and workshop organisation (see C&D plan V2, D7.2), on how to activate their membership and partnerships, and how to design effective graphics for their own communication materials.

Nothing could have been achieved, though, without TEXTOUR's pilot sites active implementation and adaptation of the main C&D strategies. They took the project's C&D material, adapting it to their specific needs based on local culture, languages, values and concerns about tourism development.

For example, in Crespi d'Adda the prevailing sentiment was of skepticism and suspicion towards tourism, mainly due to the past bad experiences of the residents and the difficulties in managing tourism fluxes in a still inhabited company town. The need was addressed by LINKS, the local partner, thanks to the creation of a vademecum for the respectful discovery of Crespi d'Adda. Behind the vademecum, there was a long and careful mediation between the representatives of the residents and the tourism development players.

The three pillars of TEXTOUR's flexibility in terms of C&D strategy are: the multi-channel approach, the leverage of local influencers and partnerships, and the creation of visual storytelling and immersive content.

9.1 Multi-channel approach

Through a multi-channel approach, it is possible to guarantee access to information in an uneven landscape like those of TEXTOUR's pilot sites, where each of them had different cultures, socio-political conditions and access to communications infrastructures.

For example, the village of Fikardou successfully promoted its activities via social media, local television and newspapers, posters and videos. In Trebinje, instead,

personalised emails were the most effective way to keep event participants engaged. In Narva, however, traditional media failed to reach a young audience. Therefore, it was necessary to plan targeted social media campaigns and to engage with local influencers.

In some cases, like the pilot site of Vale do Côa and Siega Verde, the challenge was to engage with different audiences simultaneously. It was the case of the Côa ambassador workshops, which were designed to involve both young and older participants and enhance cultural understanding.

9.2 Leverage local influencers and partnerships

TE^xTOUR's sustainable cultural tourism development strategy is based on a bottom-up approach, activating and empowering local communities and keeping them engaged throughout the project.

The second pillar is the engagement of trusted people from the local communities, business, and institutions. Through them, it was possible to win the trust of other community members, progressively raising awareness of the project and its objectives and reducing the skepticism towards sustainable tourism development.

A successful method to reach this goal was organising a series of open discussion tables. In the pilot site of UmgebindeLand, people were invited to discuss the strengths, weaknesses, and opportunities related to local tourism. This format was very successful, generating a constructive brainstorming of solutions, and promoting a sense of ownership and active participation.

9.3 Visual storytelling and immersive content

Visual communication is powerful and can overcome the barriers of language. A key component of TE^xTOUR's C&D success was its visual identity and associated storytelling, encouraging people's curiosity to learn more about the project and embarking on a long and adventurous journey.

The challenge was to create a visual identity that was unique to the project and at the same time friendly and informal to attract people, but also professional and clean to attract institutions and similar stakeholders.

The potential of visual communication was also fully understood and exploited by the project's pilot sites, which developed 3D reconstruction and other immersive experiences as sustainable cultural tourism actions. For example, the Fikardou village has been fully digitalised.

Many videos were produced throughout the project, in the form of presentation videos, video-clips, video-interviews and more. The success of this format demonstrates the importance of visual storytelling for the project's C&D activities.

10 Post-project impacts on pilot sites

A survey was launched among the pilot sites to measure the impact of TExTOUR's C&D strategy after the project's conclusion. The objective was to determine whether and how the C&D materials and strategies developed within TExTOUR have been integrated into local tourism development plans and whether they can support future initiatives.

Conducted in December 2024, the survey consisted of four open-ended questions:

- Have you been contacted by people, organisations, or public administrations interested in the project?
- Have you shared information, public deliverables, or TExTOUR's training material with potential stakeholders in the last two months?
- Have you been invited to present the project's results?
- Have you established new collaborations with other entities in your territory to support cultural tourism actions?

According to the survey results (see Annex 3), the main entities expressing interest in the project included project managers aiming to implement similar tourism actions in their territories, conference organisers, tourism associations, academics, local governments, and NGOs.

The pilot sites shared TExTOUR-related information with municipalities, museums, local community members, tourism and cultural networks, schools, and tourism organisations. They used communication materials such as the best practice book, dedicated newsletters, and custom-made resources like Trebinje's postcards.

Several pilot site representatives were invited to present TExTOUR's results at local and international events, including meetings with municipal authorities, workshops, conferences, and collaborations with sister projects. Additionally, many sites developed lasting partnerships with stakeholders such as schools, museums, universities, tourism organisations, NGOs, and creative clusters.

The survey responses indicate that the groundwork laid by the project is yielding results. TExTOUR's C&D strategy has strengthened networks, fostered collaborations, and provided materials that continue to support sustainable tourism initiatives (e.g., infopacks, best practice books, and methodological training materials).

As the survey only covers the months immediately following the project's conclusion, it cannot predict long-term impacts. However, preliminary findings suggest that new connections have been established and remain active, contributing to further local sustainable tourism development.

Some pilot sites, such as Narva and Trebinje, have been approached by other organisations interested in their successful tourism initiatives, demonstrating the effectiveness of their dissemination efforts. The C&D materials have facilitated

stakeholder engagement, helping pilot sites secure support for future projects (e.g., Narva, Crespi D'Adda, Via Regia, and Trebinje).

Overall, the survey presents a positive outlook, highlighting the strong foundation created for the future development of TExTOUR's pilot sites. The 7-step methodology for sustainable tourism in remote areas, along with the business model canvas and workshop structure, can be replicated to develop new tourism initiatives.

The broad network of collaborations established during the project provides a solid base for future activities. The guidelines on stakeholder engagement, developed from the project's experience, will further support pilot sites in expanding their networks. As illustrated in the best practices book, the project also formulated protocols for designing sustainable tourism business models that involve local communities from the outset and explore diverse funding sources, including public-private partnerships and national and international opportunities.

All partners have access to a collection of communication materials to promote their activities and present the project to future collaborators. A strong communication strategy is essential for project success, and TExTOUR's experience and materials will enable pilot sites to refine their own C&D strategies effectively.

Workshops, training sessions, and supporting materials (e.g., the Best Practices Book and Infopacks) remain available to pilot sites, scalable territories, and all interested parties, ensuring that TExTOUR's results can be replicated and expanded in the future.

11 Reference

- Folco Giuliana, Gaboardi Elena, Lischetti Serena, Martinoli Mario, Mazzolo Giulio, & Schmid Elisabeth. (2022). Two new tools for science communication assessment: the community engagement index and communication effectiveness quadrants. Zenodo. <https://doi.org/10.5281/zenodo.6985584>
- Publications and social media data: [Transform Your Enterprise with TIBCO Platform: Real-Time Data Solutions | TIBCO](#)
- Website data: [Matomo | The privacy-friendly Google Analytics alternative](#)
- Webinar data: [GoTo Support](#)

12 Annex 1: Partners' membership activation

Association	Geographical scope (local, regional, european, international)	Type	Invited to webinar	Infopack(s) sent	Invited to subscribe to our newsletter	Invited to participate in a TExTOUR event	Best Practice Book sent
German Half Timbered House Road (DFS)	national	Sub-organization of the ADF	yes	yes	yes	yes	yes
Zittauer urban development company	regional	project partner	yes	yes	yes	yes	yes
foundation Umgebinderh ouse	regional	Project support	yes	no	yes	yes	no
Windmühle Seifhennersdorf	local	Project support	yes	no	yes	yes	no
MEDA Mittelherwigs dorf	local	Project support	no	no	yes	yes	no

Blaue Kugel Cunewalde	local	Project support	no	no	yes	yes	no
Holzhaus Niesky	regional	Project support	no	no	yes	yes	no
Musem Dittelsdorf	local	project support	yes	no	yes	yes	no
Spinnwebe Walddorf	local	Project support	no	no	yes	yes	no
Lebens(t)räu me e.V.	regional	project support	no	no	yes	yes	no
Kleene Schänke, Cunewalde	local	project support	no	no	yes	yes	no
Ing. arc. Tomas Efler	regional	project support	no	no	yes	yes	no
association Dubaci	local	Project support	no	no	yes	yes	no
glass museum in Kamenicky Senov	local	Project support	no	no	yes	yes	no
Elzbieta Lech- Gotthardt	local	Project support	no	no	yes	yes	no
Danuta Alchimowicz	local	Project support	no	no	yes	yes	no

Union of Municipalities of Türkiye	Turkey		no	yes	yes	no	yes
Frantz Dhers	International		no	no	no	no	no
Municipality of Anfeh	local	Public	yes		yes	yes	
Hima Anfeh	local		yes		yes	yes	
Chamber of Commerce, Industry and Agriculture in Tripoli	regional	Public	yes		yes	yes	
SPNL	regional	NGO	yes		yes	yes	
Anfeh and Neighbourhood Heritage committee	local	NGO	yes		yes	yes	
local guesthouses	local	private	yes		yes	yes	
Hima Hammana	Local		no		no	yes	
Craspi d'Adda Association	Local		yes	yes	yes	yes	

Narva Museum Foundation	local	Cooperation/ on-site partner	yes	no	yes	yes	no
ContempArt non-profit organization	local	Cooperation/ on-site partner	no	no	yes	yes	no
Art Residency of Art Academy	local	Cooperation/ on-site partner	yes	no	yes	yes	no
Vaba Lava Narva theatre centre	local	Cooperation	no	no	yes	yes	no
Valgusklubi Non-Profit making organization	regional	Cooperation/ on-site partner	no	no	no	yes	no
Narva House of Nations	local	Cooperation	no	no	no	yes	no
Russian Cultural Companionship "Nadezda"	local	Cooperation	no	no	no	yes	no
OÜ Kunst ja Pärimus	regional	Cooperation/ on-site partner	no	no	no	yes	no
Ida-Viru Tourism Cluster (Ida-	regional	Cooperation/ support	yes	no	yes	yes	no

Viru Enterprise Center)							
Ida-Viru Creative Industry Cluster	regional	Cooperation/ advice	no	no	yes	yes	no
Narva Linna Arendus Foundation	local	Cooperation /advice	yes	yes	yes	yes	no
Citrus Project OÜ	local	Cooperation/ on-site partner	no	no	yes	yes	no
Vestervalli Artists Union non-profit organization	local	Cooperation/ on-site partner	no	no	no	yes	no
Krenholm's New Vision Incubator KRUVI	local	Cooperation/ on-site partner	no	no	no	yes	no
Narva City Culture Department	local	Cooperation/ advice	no	no	yes	yes	no
Narva Tourism Information Centre	local	Cooperation/ Info dissemination	yes	yes	yes	yes	yes

Tallinn University	regional	Advice	no	no	no	yes	no
Local and regional Mass Media	local	Info dissemination	no	no	no	yes	no
Narva Council Commission for Culture	local	Advice	no	no	no	yes	no
Heritage protection specialist of Narva Municipality	local	Advice	no	no	no	yes	no
Jõhvi Concert Hall	regional	Advice	no	no	no	yes	no
OBJEKT Startup Hub	local	Advice	no	no	no	yes	no
OÜ EventExpert	local	Advice	no	no	no	yes	no
Viru Film Fund	regional	Advice	no	no	no	yes	no
Virumaa DMO	regional	Info dissemination	no	no	no	no	no
Rivne Regional State	regional	Public	yes	yes	yes	yes	no

Administratio n							
Dubno City Council	local	Public	yes	no	yes	yes	no
Dubno State Historical and Cultural Reserve	local		yes	no	yes	yes	no
Ostroh State Historical and Cultural Reserve	local		yes	no	yes	yes	no
Rivne Regional Museum	regional		yes	no	yes	yes	no
Association of Cultural and Art Centers "Via Regia Ukraine"	regional		yes	yes	yes	yes	no
National University of Water Management and Environment al Sciences			yes	yes	yes	yes	no

Ostroh Academy	local		yes	yes	yes	yes	no
NGO "Triada"	local		yes	yes	yes	yes	no
Lionest, LLC	national		yes	no	yes	yes	no
Ostroh territorial community	local		yes	no	yes	yes	no
National nature park "Dermansko-Ostrozkyi"	local		yes	yes	yes	yes	no
NGO "Generation of Successful Actions"	national		yes	yes	yes	yes	no
Regione Lombardia	regional	public	yes	yes	yes	yes	yes
Chamber of Commerce of Bergamo	local	public	yes	yes	yes	yes	yes
Promoisola	local	Private (association)	yes	yes	yes	yes	yes
Visit Bergamo	local	Private (DMO)	yes	yes	yes	yes	yes
Crespi d'Adda Association	local	Private (association)	yes	yes	yes	yes	yes

ARIA	regional	Private (DMO)	yes	yes	yes	yes	yes
Municipality of Capriate	local	Public	yes	yes	yes	yes	yes
Ecomuseum Adda di Leonardo	local	Private (Association)	yes	yes	yes	yes	yes
Uniontrasporti	national	Private	yes	yes	yes	yes	yes
Edison	national	Private	yes	yes	yes	yes	yes
Parco Adda Nord	regional	Public	no	yes	yes	yes	yes
Municipality of Bergamo	local	Public	no	yes	yes	yes	yes
Pro Loco Trezzo	Local	Private (Association)	no	yes	yes	yes	yes
ANMIC	Local	Private (Association)	no	yes	yes	yes	yes

Annex 2: News and Press Releases published from M38 to M45

Title	Publication Date	Url
TE_xTOUR: a journey across sustainable cultural tourism and beyond	27/09/2024	https://textour-project.eu/news/textour-a-journey-across-sustainable-cultural-tourism-in-europe-and-beyond/
TE_xTOUR shares its achievements and resources for the future of sustainable tourism	26/09/2024	https://textour-project.eu/news/textour-shares-its-achievements-and-resources-for-the-future-of-sustainable-tourism/
TE_xTOUR ICT Platform driving cultural tourism and socioeconomic growth in remote areas	20/09/2024	https://textour-project.eu/news/textour-ict-platform-driving-cultural-tourism-and-socioeconomic-growth-in-remote-areas/
Crespi D'Adda: a village where residents and tourists can coexist	17/09/2024	https://textour-project.eu/news/crespi-dadda-a-village-where-residents-and-tourists-can-coexist/
TE_xTOUR's best practices for cultural tourism development	10/12/2024	https://textour-project.eu/news/textours-best-practices-for-cultural-tourism-development/

TEXTOUR's roadmap to Cultural Tourism Development	05/09/2024	https://textour-project.eu/news/roadmap-cultural-tourism-development/
Meet TEXTOUR: Jelena Pujic	03/09/2024	https://textour-project.eu/news/meet-textour-jelena-pujic/
New Tourism Initiatives in Narva: Light and Sound Installation at Joala Factory and Virtual Tour of Kreenholm District	29/08/2024	https://textour-project.eu/news/new-tourism-initiatives-in-narva-light-and-sound-installation-at-joala-factory-and-virtual-tour-of-kreenholm-district/
Meet TEXTOUR: Igor Kuvač	27/09/2024	https://textour-project.eu/news/meet-textour-igor-kuvac/
Empowering local communities through sustainable tourism in Vale do Côa – Siega Verde	22/08/2024	https://textour-project.eu/news/empowering-local-communities-through-sustainable-tourism-in-vale-do-coa-siega-verde/
Integrating refugees through cultural tourism in Derman-Ostroh Park	31/07/2024	https://textour-project.eu/news/integrating-refugees-through-cultural-tourism-in-derman-ostroh-park/

From dreams to reality: TExTOUR's journey in sustainable tourism	15/07/2024	https://textour-project.eu/news/from-dreams-to-reality-textour/
Reinventing tourism facing Russian boycott: Narva on the edge	02/07/2024	https://textour-project.eu/news/reinventing-tourism-facing-russian-boycott-narva-on-the-edge/
TExTOUR: a shared strategy for sustainable cultural tourism development	19/06/2024	https://textour-project.eu/news/textour-a-shared-strategy-for-sustainable-cultural-tourism-development/
TExTOUR Webinar: supporting cultural tourism in deprived areas – strategies and tools from the TExTOUR project	18/06/2024	https://textour-project.eu/news/textour-webinar-supporting-cultural-tourism-in-deprived-areas-strategies-and-tools-from-the-textour-project/
A methodology for effective stakeholder engagement in your sustainable tourism strategy	13/06/2024	https://textour-project.eu/news/a-methodology-for-effective-stakeholder-engagement-in-your-sustainable-tourism-strategy/

Preserving and reviving Kreenholm's industrial past through a digital heritage tour	30/05/2024	https://texttour-project.eu/news/preserving-and-reviving-kreenholms-industrial-past-through-a-digital-heritage-tour/
Fikardou village: guiding towards a digital future in cultural heritage preservation	14/05/2024	https://texttour-project.eu/news/fikardou-village-guiding-towards-a-digital-future-in-cultural-heritage-preservation/
Sustainable Cultural Tourism is just 7 steps away	30/04/2024	https://texttour-project.eu/news/sustainable-cultural-tourism-is-just-7-steps-away/
Border region tourism development: lesson learnt from the Umgebindeland region	23/04/2024	https://texttour-project.eu/news/border-region-tourism-development-lesson-learnt-from-the-umgebindeland-region/
Fikardou e-platform: from Medieval Heritage to the digital era	09/04/2024	https://texttour-project.eu/news/fikardou-e-platform-from-medieval-heritage-to-the-digital-era/
DREInsichten on tour: photo exhibition opens for the 3rd time	20/03/2024	https://texttour-project.eu/news/dreinsichten-on-tour-photo-exhibition-opens-for-the-3rd-time/

Annex 3: post-project impact survey results

Here are the project pilots' answers to the post-project impact survey, divided by questions.

1. Contacts from other entities

Narva was contacted by the project manager of the Ida-Viru Tourism Cluster, who expressed interest in using their pilot action idea (Kreenholm Thematic Route with QR codes). He requested a consultation regarding the actions implemented, the organizations involved in the implementation, and the approximate budget of the action. Narva also supports the Ida-Viru Tourism Cluster in implementing their thematic route, assisted with selecting route objects, identified partners to test the route, and disseminated the information.

Trebinje was contacted by the MELEM organization from SKOPJE, and by the Places and Technology Scientific International Conference Organizational Committee.

The team from Crespi D'Adda has been invited twice (2023 and 2024) by the coordinator of the Master's program in Cultural Heritage organized at the University of Turin to present the project activities to the Master's students.

Furthermore, Lombardy Region invited Crespi D'Adda to present the project and its methodology to the Permanent board of the UNESCO sites in Lombardy.

Across Rivne region, within the Via Regia pilot site, local administrations and NGOs are contacting the project' partner to stay up-to-date with the implementation of the sustainable tourism actions.

Two universities (Ostroh Academy and The National University of Water and Environmental Engineering) asked to share a Via Regia brand Strategy developed within the TExTOUR project.

In Trebinje printed versions of Digital Postcards (120 sets of Postcards) are available in the Museum of Herzegovina for visitors.

The Association of Tarnowskie Góry Land Lovers talks about the project in their monthly newsletter to approximately 1,500 schools.

Umgebindeland's results have been shared with the German Network of "Fachwerkstrasse" Preparation of "Cultural Summer Events".

Since the beginning of the project, Crespi d'Adda is keeping its stakeholders engaged through a consistent communication flux. Among these stakeholders there are: Regione Lombardia, Chamber of Commerce of Bergamo, Promoisola Association, Visit Bergamo (DMO), Crespi d'Adda Association ARIA (DMO), Municipality of Capriate San Gervasio, Adda di Leonardo Ecomuseum, UNIONTRASPORTI, EDISON, Parco Adda Nord (natural park), Municipality of Bergamo, Pro Loco of Trezzo d'Adda, and ANMIC.

2.Sharing information about the project

The project results have been shared with Municipalities and local authorities (e.g. Narva Municipality).

Project's digital postcards have been printed and are available for the visitors of the Museum of Herzegovina (120 sets of postcards).

The Association of Tarnowskie Góry Land Lovers sends out a monthly newsletter to approximately 1,500 schools with educational offers.

Umgebindeland shared information about the project's results with the German Network of "Fachwerkstrasse" and preparation of "Cultural Summer Events".

Crespi D'Adda informed the relevant stakeholders about the project's results and shared the project's C&D materials with them (Regione Lombardia, Chamber of Commerce of Bergamo, Promoisola Association, Visit Bergamo (DMO), Crespi d'Adda Association, ARIA (DMO), Municipality of Capriate San Gervasio, Adda di Leonardo Ecomuseum, UNIONTRASPORTI, EDISON, Parco Adda Nord, Municipality of Bergamo, Pro Loco of Trezzo d'Adda, ANMIC).

3.Presentation of project's results

Narva's pilot actions' results have been presented to Narva Municipality (Department for Development and Economy workers).

Crespi D'Adda presented the project activities and results during the Management Plan workshop, acknowledging and integrating them in the final plan.

Via Regia was invited to participate in the event organized by their partner organization Town Image Studio. The partner presented their tourist projects, including the videos created within TExTOUR – three videos about three actions in Ostroh, Dubno, and Derman-Ostroh National Nature Park. The target audience were representatives of cultural institutions of the Rivne region, residents of Ostroh city, students at National University "Ostroh Academy" and partner organizations.

All pilot sites presented the projects during the events listed in the "Networking and Events" subchapter (4.13).

4. New connections established

In Narva, the information about Kreenholm Thematic Route was disseminated to local schools, creating an educational network around the pilot site. The Kreenholm Thematic Route is an excellent tool for schoolchildren to learn the history of their town and to practice other languages, as the route content is available in Russian, Estonian and English.

Virumaa DMO (created in 2024) is considered as a Narva's regional partner for disseminating information and promoting the tourism products created within the framework of the project.

The MELEM organization from Macedonia reached out to Trebinje because of their Pilot Action 3- StartArt Fest and they applied for several project proposals together.

In Crespi D'Adda, many associations and other entities were invited to contribute to the participatory process of the creation of the Management Plan, showing great interest in the activities and signing letters of intents (Promoisola, Visit Bergamo and Adda di Leonardo Ecmouseum) to carry on with the collaboration activities activated with the consultation table set-up within the TExTOUR project. Further meetings will be held to define joint actions among the local stakeholders to promote the further development of the Actions.

Via Regia is working on widening the network of partner organizations of the Creative Cluster in Derman-Ostroh National Nature Park and planning some activities for summer (even though some delay should be taken into account because of the political situation). Moreover, they support their partner NGO "Triada", which is preparing a new project on Via Regia to spread sustainable tourism's good practices and to launch a partnership with institutions in 5 regions along the Via Regia route in Ukraine.