

TEXTOUR

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

WP7 Deliverable D 7.3

Communication and Dissemination Plan

3rd version



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1 Technical description

About the project

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- ISTRAZIVACKI CENTAR ZA PROSTOR **CSR**
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List of abbreviations and acronyms used

Acronym	Description
EC	European Commission
EU	European Union
FSMLR	Fundación Santa María La Real
C&D	Communication and Dissemination
KPI	Key Performance Indicators
IA	Innovation Action
WP	Work Package
CT	Cultural Tourism
M	Month

Executive summary

TE~~X~~TOUR's Communication and Dissemination Plan (C&D Plan) aims to outline the project's C&D strategy and explain how this strategy will be implemented to reach different stakeholder groups using a mix of tools and channels.

The C&D strategy has been designed and implemented to increase awareness, stimulate acceptance, and foster uptake among the different project communities throughout the project. The C&D strategy followed the different phases of the project, evolving and adapting to the specific needs of TE~~X~~TOUR. This is why the first released C&D plan has been updated three times. This is the third and last version of the C&D plan, featuring all the project's main communication and dissemination strategies and channels, with a special focus on result's dissemination.

In fact, since the very beginning, TE~~X~~TOUR's C&D strategy sat the basis to embed and support, with an integrated and circular approach, the exploitation activities taking place during the project to foster uptake and replication of the project's results.

The C&D plan:

- identifies target segments to build a Community of Interest involving all stakeholders to be reached through specific C&D channels, formats and actions to foster replicability and pose the basis for exploitation;
- establishes related C&D actions, channels, tools, timing and geographical coverage;
- describes internal consortium processes for the management of effective C&D activities at different geographical levels.

The activities foreseen by the plan will be continuously monitored through specific indicators assessing the strategy's effectiveness in terms of reach and engagement. Thus, allowing to undertake corrective actions, if necessary.

The first version of the C&D plan was released in M4 and an update was released in M26. The third and last update of this document is released in M39 and focuses on the exploitation and dissemination of project's results.

In particular, the following chapters were updated:

- chapter 3: Communication and Dissemination strategy
- chapter 4: management of communication and dissemination activities
- chapter 5: communication and dissemination activities implementation
- chapter 8: future timeline
- annex 4: list of news releases
- annex 5: list of major events

Scalable territories were added among the communication targets and a specific key message was formulated for them.

Communication and Dissemination strategy

Approach and objectives

TE~~X~~TOUR's communication and dissemination approach is integrated, measurable and impact oriented, and has three main objectives:

- generate **awareness** around the project through the definition of the project's identity;
- raise **acceptance** of the project results among different stakeholders through the set-up of targeted conversations and the building of relations;
- foster the **uptake** and the **replication** of the project results through the exploitation activities.

Whether these three objectives are equally important, the communication and dissemination efforts to reach each of them are modulated through the duration of the project, according to the different phases and needs the project is going through.

Monitoring the impacts of TE~~X~~TOUR's communication and dissemination activities is a crucial part of the project's strategy and this process started at the very beginning of TE~~X~~TOUR.

Monitoring has been carried out continuously throughout the project and it will be done until the end of TE~~X~~TOUR.

The impacts of the different WP7 tasks are measured through specific KPIs to assess the efficacy of the C&D actions and to provide feedback on whether the strategy is working well or if a revision is needed.

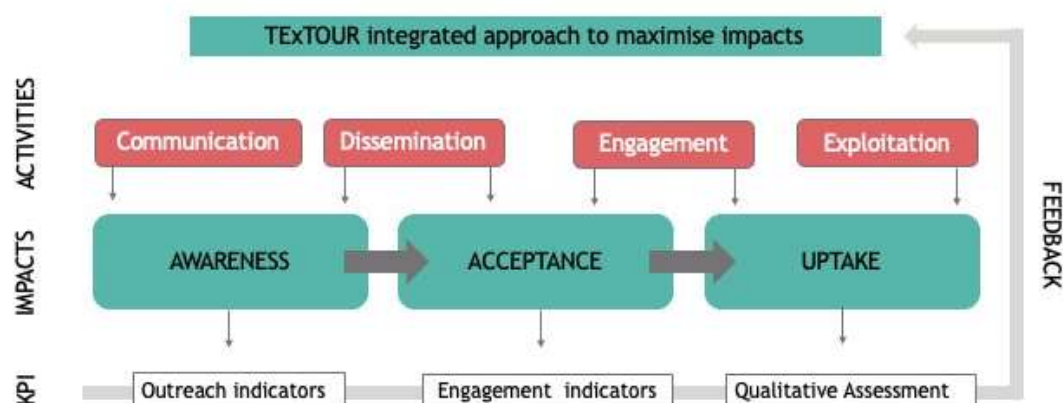


Figure 1 - Communication and dissemination integrated approach

Relations with other activities of the project

In a project, C&D strongly depends on all the other actions, tasks, and deliverables produced by the consortium partners. At the same time, all project activities benefit from C&D actions. For this reason, since the beginning of the project, TExTOUR's C&D strategy worked to ensure a smooth and continuous flux of communication inside the consortium and among partners.

The implementation of the communication and dissemination strategy necessitates and has been supported by a strong interaction between WP7 "Dissemination and Communication" and other WPs, namely:

- The main results produced by **all the Work Packages** are widely disseminated through the production, as part of the WP7 activities, of the most appropriate dissemination formats according to the stakeholders to be targeted.
- **WP1** Stakeholder Engagement Plan better specifies engagement activities at the pilot level. These activities are supported and disseminated at the European level following the present plan.
- **WP4** "TEXTOUR platform" is one of the key exploitable results to be communicated and disseminated, it has been promoted through the project's website, social media, and appropriate editorial production.
- **WP5** "Cultural tourism labs" The deployment of the cultural tourism strategies by the pilots is documented with news, videos, and pictures and disseminated on the project's website and social media.
- **WP6** "Exploitation & Upscaling" in which the development of detailed exploitation and business plans and a marketing concept will ensure widespread project's market uptake. Communication and Dissemination activities create a favourable environment for the uptake of the results. As part of T6.4, the WP7 supported the C&D of TExTOUR methodology in the phases of design, production and dissemination of the C&D material on the project's methodology. To support the uptake and replication of the project's results, a special section was created on TExTOUR's website dedicated to the new scalable territories selected to replicate the project's methodology. The network of new scalable territories is valorised through the projects' communication channels and specific dissemination products (e.g. webinars, guidelines, and page flow). The communication and dissemination plan supports the Key Exploitable Results dissemination through ad hoc infopacks designed for different audiences and other communication material.

WHO: Communication and Dissemination targets

Actively involving relevant stakeholders is one of the pillars of a successful D&C strategy, which aims to foster co-design processes and the acceptance of innovation

and further uptake and replication. To engage with relevant stakeholders, it was first necessary to identify them, clarify their role, their interconnection and select the most effective key messages, channels, and tools to communicate with them.

According to their level of participation and roles, stakeholders can be divided into four macro-groups:

- Stakeholders who are **directly involved** in the project activities
- Stakeholders who **will benefit** from the project outcomes
- Stakeholders whose **involvement is fundamental** for the successful implementation and dissemination of results
- Stakeholders who **own the necessary know-how and expertise** to scale and replicate

Target group	C&D Objective	Geographical scope	Channels and formats
Entrepreneurs in the tourism industry (tour operators, hotels, outlets, transport services, ICT providers, museum and heritage managers)	Increase awareness about the project, increase their direct engagement in the participatory process. Key exploitation enablers	Local/EU	Website, social media events, dedicated content packaging
SMEs in the industrial and service sectors	Increase awareness around new business models and innovation through direct engagement. Key exploitation enablers	Local	Website, events, dedicated content packaging
Regional and local governments and municipalities	Increase awareness and engagement around new business models and increase of social, economic and environmental impacts of their territories. Key exploitation enablers	Local	Website, events, dedicated policy briefs
Citizens and institutions representing them	Increase understanding and turn them into active players of the co-design process of their territory. Key exploitation enablers	Local	Website, social media, communication material, engagement actions

Cultural associations	Increase networking and consolidation with new cultural business models, knowledge sharing and best practices	Local/EU/global	Website, events, dedicated info-packs, communication material
Schools/students/ School networks	Raising awareness around EU culture and values. Raising interest in new professional skills	Local/EU/global	Website, social media, communication material
Academia and Research Institutes	Creating interest in the extension of new research and approaches to cultural tourism. Coordination with innovation groups	Local/EU	Website, events, scientific publications
Investors	Opportunities for new applications and business models and additional funds. Key exploitation enablers	Local/EU	Website, events, dedicated info-packs
Policy and decision makers at every level	Influence on the definition of new innovation maximising the value of heritage sites and routes. Contribution to roadmaps for embracing best practices in public sector.	Local/EU	Website, events, dedicated policy briefs
Media	Create awareness and increase reach to potential users through multiplication	Local/ EU/global	Website, social media, articles, news items, videos
Minority groups	Empowering them by including them in cultural tourism activities and in the co-development of cultural tourism development strategies	Local	Website, social media, guidelines
Volunteers	Can be enablers and supporters of sustainable cultural tourism strategies.	Local	Website, social media, news items, videos
General public	Create awareness and increase engagement and	Local/EU/global	Website, social media,

	communities around EU heritage and culture		articles, news items, videos, social media campaigns
New scalable territories	Implementing TExTOUR methodology can help reaching their own sustainable cultural tourism objectives	EU	Website, social media, news, newsletter, meetings

Table 0-1 - Communication target groups

The following table provides a list of European/Global stakeholders that will be addressed by TExTOUR's Secretariat and by the project partners that are already members of or in touch with them:

Geographical scope	Organisation name
Global Networks and associations	Organisation of World Heritage Cities
	ICOMOS
	ICLEI
	The League of Historical Cities
	C40 cities
	Culture 21
	International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)
	Unite Cities and Local Governments UCLG
	United Nations Educational, Scientific and Cultural Organization (UNESCO)
	UN Environment Programme (UNEP)
	World Tourism Organization (UNWTO)
	World Travel & Tourism Council (WTTC)
European Networks and associations	Europa Nostra
	Covenant of Mayors
	Culture Action Europe
	Urbact
	Climate alliance
	Energy Cities
	Heritage Europe
	Eurocities
	European Committee of the Regions
	ENAT - the European Network for Accessible Tourism
	JPI Cultural Heritage and Global Change

Enterprise Europe Network
EC Advisory Committee on Tourism
European Travel Commission (ETC)
European Cities Marketing (ECM)
European Network for Rural development (ENRD)
Network of European Regions for Competitive and Sustainable Tourism (NECSTour)
Global Sustainable Tourism Council (GSTC)
European Federation of Rural Tourism (Eurogites)
European Tourism Association (ETOA)
European Travel Agents & Tour Operators Association (ECTAA)
HOTREC – Hotels, Restaurants, Bars & Cafés in Europe
European Cultural Tourism Network (ECTN)
EDEN Network Association

Table 0-2 - European and international stakeholders

The enlargement of the community at European and Global level and the management of the contacts is one of the main tasks of the C&D Secretariat, although the contribution from each partner is fundamental to achieve the largest number of stakeholders involved and to achieve multi-level representativeness (Local-Regional, National, European).

The membership of the consortium partners in existing associations and initiatives (as indicated in [Annex 1](#)) further reinforce access to key stakeholders. TExTOUR partners have a wide range of memberships at local, national, European and international level. To help them to get the most out of their memberships, ICONS suggested a series of actions to use them for C&D purposes:

- Take part in their events (online/offline) and present TExTOUR
- Invite them to TExTOUR's event
- Organise joint dissemination activities
- Follow their social media accounts and tag them when needed
- Share important TExTOUR news and events with them for their website, newsletter, and journals
- Take part in workshops, courses, and training opportunities on cultural tourism

A detailed overview of the actors involved at the local level is available in D1.2 "stakeholder engagement" which includes a stakeholder mapping performed as part of task 1.1 of WP1.

A focus on vulnerable groups, women, and volunteers

TExTOUR is a project that has its core in the local communities. To maximise the social and cultural impact of the project is therefore crucial that nobody is left behind. TExTOUR's C&D guidelines account for the presence of minority groups and foster their inclusion in the project's co-creation activities and in the cultural tourism actions.

Each pilot of TExTOUR identified the vulnerable groups in their local community. Even though there are local differences, the main groups identified are: disabled people, women, LGBTQIA+ people, fishermen, migrants, neurodivergent people, aged people, ethnic minorities, people from other countries, and linguistic minorities (see D3.2 "Participatory cultural tourism development strategies and actions").

In particular, language can be an obstacle in many TExTOUR's pilots since they are located at the border between two or more countries. For this reason, it is necessary to consider that often more than one translator is needed during events and activities.

To encourage the engagement of **minority groups** in the project's activities, the C&D strategy provided the following guidelines:

- Directly contact **members of the local communities**, involving them in the workshops, trainings, and collecting inputs from them.
- Involve the **competent authorities** for the protection and inclusion of people with disabilities, and other well-established associations involving them in the workshops, upgrading them from users to decision-makers.
- Involve minority groups in **local communication and dissemination activities**, such as events, presentations, and conferences.
- Collect **direct feedback** from minority groups members and associations.
- Identify **liaison persons** from local minority groups to be consultants and members of the committees established to coordinate the local actions and activities of TExTOUR.
- Involve **NGO and institutions** (e.g. ANMIC National Association of Mutilated and Invalid People) to be sure that sustainable tourism actions are tailored for disabled people.

Following these guidelines, many different associations were involved, like scout groups, Orthodox youth movements, NGOs for the protection and the inclusion of disabled people, the Commission for Administration and the Protection of Human Rights, Cyprus Association for Persons with Autism, All-Ukrainian NGO "Generation of successful actions", local association of IDPs, regional youth scout organization "PLAST".

The involvement of minority groups in the co-creation of sustainable tourism development actions required a bilateral exchange of information and a continuous flux of communication. It was necessary to clearly explain TExTOUR's goals, to invite representatives of minority groups to take part in the workshops and be sure that they were friendly and accessible to everybody. A description of the composition of vulnerable groups and the number of their participation in the project's workshops is described in D3.2 "Participatory cultural tourism development strategies and actions".

TExTOUR and its C&D strategy recognises and works to fill the gender gap in the tourism sector. In fact, according to EUROSTAT (2019), 58% of the workers in the tourism industry are **women**. Despite that, women are generally **less involved in the decision-making process** than men, and they tend to **work part-time** more than their male colleagues. In this sense, they can be considered a minority group

even though they are not a numerical minority (see H. Tajfel, Human Groups and Social Categories, 1981).

The results described in D3.2 reveals that in each co-creation workshop there were more female than male participants, showing a significant level of inclusion of women in TExTOUR's participatory workshops.

A group that does not belong to any minority but is an important anchor with the territory and the local communities is by the **volunteers**. Knowing and caring for the local heritage, in fact, helps develop a strong bond between a community and its land. Volunteers from local associations (e.g. scout groups) may help people discover their own traditions. An example of sustainable tourism action involving volunteers is the Côa Ambassador action, implemented by Vale do Côa - Siega Verde pilot. Through this action, young people from Côa can learn about their heritage and become ambassadors of their own culture.

Key messages

TExTOUR tagline:

Rethinking cultural tourism in Europe and beyond

Beyond the tagline, several target-oriented key messages have been designed to guarantee the consistency in communicating the TExTOUR main goals. Key messages are a crucial mean to provide meaningful impacts and expected outputs to the audience.

The identified stakeholders and the related key messages are listed in the following table. These can be further declined into powerful statements.

Key message	Key words	Target stakeholder
TExTOUR co-designs, validates and upscales, policies and strategies with positive impact on the socio-economic territorial development based on cultural tourism	Policies, cultural tourism	Policy makers, Investors, Academia
Sustainable cultural tourism is the integrated management of cultural heritage and tourism activities. Working in conjunction with the local community to create social, environmental and economic benefits for all stakeholders, it aims to achieve tangible and	Sustainable cultural tourism	All

intangible cultural heritage
conservation and sustainable tourism
development.

TE X TOUR mobilizes stakeholders and 8 Cultural Tourism Pilots in less known areas to collect datas using ICTs and social innovation tools, to enrich a modular and scalable EU Action Plan.	Big data and innovative strategies	Academia, Investors
TE X TOUR will prepare a modular and scalable EU Action Plan for Cultural Tourism Development	EU Action Plan	Policy makers, Academia
There is a need for new strategies aiming to promote and valorise in a sustainable way the European regions. Such strategies should bring together stakeholders of cultural heritage and tourism activities and local communities, enhancing social, environmental, and economic benefits for all.	Public-private cooperation	Policy makers, investors, Entrepreneurs in the tourism sector
TE X TOUR will explore Big Data to develop innovative strategies and models to ensure long-term sustainability, profitability and competitiveness for CT products and sites while preserving their authenticity	Big data and innovative strategies	Investors, policy makers, cultural associations
The TE X TOUR open platform will offer the possibility of testing different CT methodologies on different pilot scenarios in a seamless way, thus providing a powerful tool to assess the impact of distinctive methodologies.	TE X TOUR platform	Policy makers, academia
TE X TOUR will contribute to the preservation of Europe's cultural identity, based on a network of local identities.	Europeanisation	Cultural associations, policy makers
Europeanness lies in acknowledging the local diversities, and embracing the inclusion of less frequented, often marginalised communities, territories, and people.	Inclusion of minorities	Policy makers, academia
TE X TOUR goal is to improve growth processes, knowledge and strategies around Cultural Tourism and how this	Network	Citizens and institutions representing them Cultural associations

will lead to enrich territorial development.

Media

TE X TOUR will foster an active and strong cooperation between fellow projects	Network	Policy makers, academia
TE X TOUR, as part of the EU Network of Cultural Tourism Projects, shares its knowledge with other projects, participates in joint initiatives and supports the European Cultural Tourism Community	Network	Policy makers, fellow projects
The local communities should play an active role in developing tourism in their own territory.	Local communities, Decision-makers	Local communities, policy makers
TE X TOUR created its own heritage of knowledge, skills, expertise, methodology and technology that will be passed on through the scalable territories and other replication actions	Heritage, replication	Local communities, fellow projects, scalable territories

Table 0-3 - Key messages

Clustering with EU projects and initiatives

Cooperation with fellow European projects and initiatives in knowledge transfer and sharing and in joint dissemination actions has been fostered to achieve a good international positioning of the project and to maximise its impacts.

The following joint dissemination activities have been carried out:

- Creation of a section dedicated to the fellow projects on TE~~X~~TOUR's website, with the logo, a short description and a link to the fellow project's website.
- Organisation of joint events (webinars, conferences, workshops).
- Involvement of fellow projects in TE~~X~~TOUR's initiatives and events.
- Dissemination, through TE~~X~~TOUR's channels (newsletter, social media channels and website) of the fellow projects' results.
- Interaction on social media platforms.

The table below includes a preliminary list of EU-funded projects with which TE~~X~~TOUR will liaise with:

Project	About	Partners	Start/end date
RURITAGE	RURITAGE turns rural areas into laboratories to demonstrate Cultural	FSMRL, CARTIF, UNIBO	1/06/2018 - 31/05/2022

	and Natural Heritage as an engine of regeneration.		
HERIT-DATA	HERIT-DATA aims to identify innovative solutions, with the support of new technologies and big data, to reduce the negative impacts of tourism on cultural and natural heritage sites.	FSMLR, UNINOVA	1/02/2018-31/01/2022
BODAH	BODAH aims at improving cooperation, joint and integrated planning and at better managing of cultural destinations.	FSMLR, UNINOVA	1/04/2019-31/12/2021
Sharing Cities	SharingCities aims to create an agile and collaborative smart cities ecosystem that delivers livable, attractive, and resource-efficient cities.		01/01/2016-31/12/2021
OpenHeritage	OpenHeritage aims at developing and testing an inclusive governance model and a supporting toolbox for the adaptive re-use of cultural heritage assets.	MRI	1/06/2018-30/09/2022
IMPACTOUR	IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in	CUT, FSMLR	1/01/2020-30/06/2023

SmartCulTour	European regions and areas. The goal of SmartCulTour is to support regional development in all European regions with important tangible and intangible cultural assets, including those located in rural peripheries and the urban fringe, through sustainable cultural tourism.	01/01/2020-30/06/2023
Ilucidare	International network for Leveraging sUccessful Cultural heritage Innovations and Diplomacy, cApacity building and awaREness raising.	01/12/2018-30/11/2021
POCITYF	POCITYF aims to transform these cities mixed-urban environments, with a strong emphasis on cultural and historical protected areas, into healthier and more accessible, reliable, and competitive spaces for their citizens with a strong emphasis on cultural and historical protected areas.	ICONS, UNINOVA 30/10/2019-30/09/2024
SPOT	Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation	1/01/2020-31/12/2022

INCULTUM	The INCULTUM project deals with the challenges and opportunities of cultural tourism with the aim of furthering sustainable social, cultural and economic development.	1/05/2021-30/03/2024
SoPHIA	Social Platform for Holistic Impact Heritage Assessment aims to promote collective reflection within the cultural and political sector in Europe on the impact assessment and quality of interventions in European historical environment and cultural heritage at urban level.	01/01/2020-31/12/2021

Table 0-4 - Sister projects

Communication and Dissemination KPIs

Channels	Completion degree	KPIs
Website	44 988 (page views)	>15,000 visits
Social media	Twitter: 551 followers	Twitter >1500 followers
	LinkedIn: 322 followers	LinkedIn page: >150 followers
	Facebook: 253 followers	
	YouTube: 1634 views	YouTube >1000 viewers
External events	External events: $\simeq$ 60 external events included meetings with stakeholders.	>5 external events per year attended by consortium partners
	TE X TOUR presented in 4 major events, reaching more than hundred participants.	>3 major events where TE X TOUR is presented

		Outreach = hundreds of participants ≈ 100 participants
TEXTOUR final event	N.A.	
Local dissemination workshops combined with study tours	3 workshops organised in each pilot with 528 participants in total (25 on average per workshop). 1 workshop organised during the Anfeh-Fikardou joint event; 1 gastronomy workshop organised in Trebinje	≈ 30 participants
Other events (workshops, joint booths, roundtables) will be co-organized with EU cultural networks, associations, platforms, initiatives	1 co-organised conference	>2 co-organised events

Table 0-5 - Dissemination KPIs per channel (updated 07/03/2024)

Dissemination actions and content packaging	Completion degree	KPIs
Mobilisation of key European and international stakeholders, associations, and initiatives	12 sister projects, more than 60 local, regional, and European events attended,	>60 local, regional, national, EU and international associations approached and engaged.
Cooperation with fellow European projects (such as RURITAGE, IMPACTOUR, SPOT and SmartCulTour) and initiative	1 co-organised conference	> 2 events co-organised
eNewsletter	5 Newsletter issues (149 subscribers)	7 issues, distribution to an average of >100 registered users/issue
Exploitation-oriented info packs	N.A.	min. 8 info-packs, >80 downloads from website,

		distribution to >100 registered users
TEXTOUR Best Practice Book	N.A.	>200 copies printed and distributed. >200 downloads from the website
Digital interactive storytelling flows	1 PageFlow published (total outreach 5077, social + website)	2 PageFlows, >100s views on the project website
Final video	N.A.	>400 views on YouTube
Final webinar	N.A.	>30 participants
Scientific and technical publications	Peer-review publications: 4 published, 1 in review, 1 submitted.	min. 8 publications on peer reviewed journals or conference proceedings, (including participation in min. 4 scientific conference congresses or technical encounters)

Table 0-6 - Dissemination KPI per actions and formats (updated 07/03/2024)

Management of communication and dissemination activities

Dissemination will be performed at different geographical levels:

- At the European and International level managed by WP7 leader (ICONS) and by the project coordinator (FSMRL) supported by all the partners.
- At the National/Regional/Local level managed by the entire consortium through the partners' already existing communication assets and towards their communities in their countries.

To guarantee the continuous interaction between EU/international and local dissemination and a harmonious communication flow between partners and the Communication and Dissemination secretariat, a communication and dissemination mailing list has been set up. Each partner has appointed maximum two contact persons as main interface for WP7 activities. In particular, the contact persons of the partners responsible of the pilots are called the Local C&D Desks and act as main reference for the local Lab Communities in cooperation with WP1 and WP5 leaders.

TEXTOUR secretariat	
EU coverage	TEXTOUR partners
Local coverage	Local C&D desks in the Pilots
	TEXTOUR partners

TEXTOUR communication and dissemination secretariat

European and global communication is centrally managed by the TEXTOUR Secretariat, led by ICONS, and by the project coordinator (FSMRL) using appropriate channels and tools according to the different targets. The TEXTOUR Dissemination and Communication Secretariat represents the central office coordinating all contacts towards EU/global stakeholder communities and other dissemination and communication target audiences. It also represents the main interface with the other WP leaders for the transfer of project contents and results aimed at dissemination and communication. The Secretariat will directly report to the project coordinator and will play an active role, informing and involving the partners in all on-going dissemination and communication activities. The C&D Secretariat will work in close cooperation with the other project partners and with the pilots. Each partner shall also be committed in addressing its dissemination networks and communities to

further promote the project, thus ensuring maximum visibility towards their existing communities and contribute to create impacts both at local and EU level.

The strategic objectives of the TEXTOUR Secretariat at European and global level are:

- **Implement** a Dissemination and Communication Plan according to an effective and impact-based communication, dissemination and engagement strategy and guarantee public and professional/technical coverage of the project achievements in view of enabling widespread replication and uptake of the project's outcomes at EU and global level.
- **Communicate** benefits and usability of the developed TEXTOUR solutions and model to all relevant target groups and the public at large and actively engage with European and global communities of stakeholders (here including citizens).
- **Support** optimal conditions and solutions for the replication and exploitation of the project outcomes by consolidating the project visibility among stakeholders and communities at global European, national, regional and local level.
- **Interact** with the Local Communication Desks of the Pilots to define local strategies exploiting both already existing local channels and tools as well as the communication assets specifically set up for TEXTOUR to ensure the wide participation of local/regional/national stakeholders and citizens in the project and enable the regular flow of information from the Local Desks to the Secretariat and vice versa to guarantee the coverage, distribution and impact of information at local, European and global level.

The TEXTOUR C&D Secretariat is responsible for:

- Project visual identity (logo, icons, graphic elements and images, templates)
- Production of communication and dissemination materials (short presentation video, brochure, newsletter, pageflow)
- Design and implementation of the project website and social media strategy
- Production of articles and press releases that will be distributed to information multipliers and online media
- Monitoring of the C&D activities
- Support the organisation of events, webinars, and workshops.

Local communication and dissemination desks

The Local Communication Desks are the main contact points to implement local stakeholders and citizens engagement campaigns. The Local Communication Desks

in charge in charge of the local C&D strategy definition, including, identification of appropriate channels, messages and specific social media and communication formats to foster engagement.

The Local Desks will actively support the collaboration between the C&D Secretariat and each Pilot: this collaboration will facilitate the deployment of the citizens' and stakeholders' engagement strategy (D1.1) at local level in a highly effective and customised way.

Specifically, each Local Desk will:

- Provide local contents to the C&D Secretariat for EU diffusion
- Guarantee distribution of the project's contents (press releases, events, videos, flyers, etc.) at local level
- Organize and manage local engagement (citizens and stakeholders)
- Produce short videos, photos using mobile tools and techniques to capture local stories and contents to be distributed via the project online channels (web and social media)
- Maximise outreach towards other neighbouring areas
- Track and monitor C&D activities at local level

Periodic reporting

Every six months, all the partners are asked to report on their individual dissemination and communication activities through a reporting template that is sent to all the contacts of the dissemination and communication working group. This regular monitoring provides measures of outreach and feedback to the dissemination and communication strategy of TExTOUR. The reporting templates are in [Annex 5](#) and Annex 6, and their outcomes are included in the periodic reporting to the European Commission.

Communication and dissemination activities implementation

Project visual identity

The procedure followed to define the project's logo and visual identity have been included in D7.4 "website and social media". For the sake of completeness of the present document we include, as annex n.8 the updated brand-book which contains guidelines on how to use the project's logo and visual elements.

Heritage and cultural tourism types of icons have been added to the brand-book. Also, elements to be used for the project's video interviews have been added.

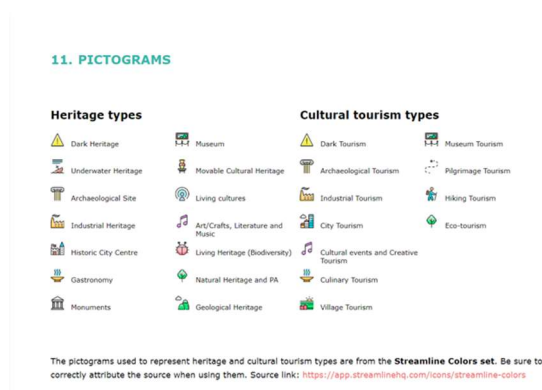


Figure 2 - Tourism and heritage pictograms

To increase the visibility of TExTOUR, all the communication and dissemination materials contain the project logo.

To acknowledge the EU funding and branding, the EU flag and a reference text must accompany the logo. The following branding references will be used for the project's publications and materials:

Reference	Label	Content
No. 1	The TExTOUR logo	
No. 2	Acknowledgement of EU Funding	"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687."

No. 3	EU Flag¹	
No. 4	Acknowledgement of TExTOUR project for dissemination-scientific publications	"The result presented in this paper is part of the TExTOUR project (www.textour-project.eu) This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687."
No. 5	Acknowledgement of TExTOUR project for communication (Press Releases, ppt other media contacts)	TExTOUR is coordinated by FUNDACION SANTA MARIA LA REAL DEL PATRIMONIO HISTORICO and developed in cooperation with 17 other partners: UNINOVA-INSTITUTO DE DESENVOLVIMENTO DE NOVAS TECNOLOGIAS-ASSOCIACAO, TECHNOLOGIKO PANEPISTIMIO KYPROU, FUNDACION CARTIF, FONDAZIONE LINKS - LEADING INNOVATION & KNOWLEDGE FOR SOCIETY, UNIONE REGIONALE DELLE CAMERE DI COMMERCIO, INDUSTRIA, ARTIGIANATO E AGRICOLTURA DELLA LOMBARDIA, NARVA LINNA ARENDUSE JA OKONOOMIKA AMET, NARVA GATE OU, INSTYTUT EKOLOGII TERENOW UPRZEMYSLOWIONYCH, ARBEITSGEMEINSCHAFT DEUTSCHE FACHWERKSTADTE EV, VAROSKUTATAS (METROPOLITAN RESEARCHINSTITUTE) KFT, NETZ-MEDIEN UND GESELLSCHAFT EV, ISTRAZIVACKI CENTAR ZA PROSTOR, GAIA-HERITAGE, CULTURE AND TOURISM DEPARTMENT OF RIVNE REGIONAL STATE ADMINISTRATION, COA PARQUE - FUNDACAO PARA A SALVAGUARDA E VALORIZACAO DO VALE DE COA, ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA, FONDAZIONE ICONS This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004687.

¹The style guide for using the EU flag here: <http://publications.europa.eu/code/en/en-5000100.htm>

No. 6	Acknowledgement of TExTOUR project for communication (press releases, technical literature papers & publications,)	The information reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.
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Table 0-1 Branding references

Communication tools

A **leaflet**, in English, (M7) describing the overall approach, objectives and expected impacts of the project was produced for distribution at events. Dedicated **leaflets in local languages** have been produced with the support of local desks (who provided the translation) for distribution at pilot level. A **second version** of the leaflet was released adding the cultural impact to the list of TExTOUR's expected impacts. The leaflet is available online in the resources section of the project's website and leaflets in local languages are available in the local pages of the pilots.



Figure 3 - Leaflet

To meet the needs of the pilots to disseminate their cultural tourism actions (see D3.2 "Participatory cultural tourism development strategies"), an insert was designed to be printed and added to the leaflet. The insert is a double-sided A5 page that can be easily edited by the pilots, so that they can add the list and description of their events or actions.



Figure 4 - Leaflet insert

A **roll-up** was produced to meet specific communication needs of the project. Further communication material, such as posters, will be created if needed.

A **short web video**, in English with subtitles in the languages of the pilots (provided by the local desks), was produced at M6 to present the project in an easy-to-understand way for a broad audience. It was uploaded on the project's website and YouTube channel.

A detailed description of how the video, the leaflet, and the roll-up are included in D7.5 "Communication toolkit".

Product	Link	Release	Numbers
Leaflet EN (printed version)	N.A.	M7	500 copies printed
Leaflet EN (pdf)	https://texttour-project.eu/wp-content/uploads/2021/07/2021-09-14_TXT_leaflet-digital.pdf	M7	155 downloads
Project video	https://www.youtube.com/watch?v=dVR7Tsa0eF4	M6	6237 views (on YouTube and social media)

Table 0-2 - Communication tools numbers (updated 08/04/2024)

Online channels

Below is a succinct overview of the project's online channels that were set up for TExTOUR, for a complete description of the website and the social media strategy refer to Deliverable 7.4 "website and social media."

Other than TExTOUR official online channels, all partners' existing networks and communication channels have been integrated in the project's dissemination and communication strategy. (see [annex 2: "Partners' communication channels"](#)).

Website

The official project website was launched in May 2021. Before that, to assure an online presence to TExTOUR (in addition to social media) a temporary landing page was released in February 2021.

The website address is: <https://textour-project.eu/>

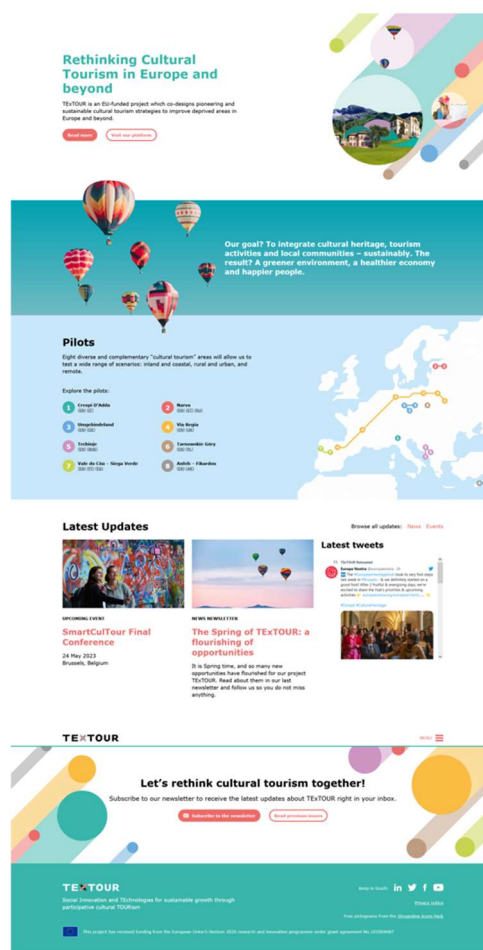


Figure 5 - Website homepage

The website is a dynamic communication channel that is constantly updated and integrated according to the project's needs.

In particular, the following sections were added:

- A section dedicated to the heritage types identified in the pilot sites (<https://textour-project.eu/heritage-types/>)
- A section dedicated to the scalable territories (<https://textour-project.eu/scalable-territories/>)

Minor adjustments were made to the local languages pages to increase pilot's visibility, and a download button for the translated leaflets was added to each page.

Website outreach data (source Matomo)	
Visits	26 376
Average session time	00:01:40
Page views	46 011
Unique page views	36.539

Table 0-3 - Website outreach (updated 08/04/2024)

Social Media

Social networks are fundamental channels to communicate the project, its goals, activities and results, and to engage with different communities. The target to be reached on social networks is wide and multilevel, ranging from professional audience to the general public. Among others a dialogue will be established with the project partners, the social media accounts managed by TExTOUR's partners ([ANNEX 3 – Partner's social media accounts](#)), the leading stakeholders and influencers belonging to the TExTOUR's pillars, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established. For each target specific channels, tone of voice and contents will be defined.

A [Twitter](#) and [Linkedin](#) account have been opened at M1 in order to give visibility to the project from the beginning.

In support of the strategy already described, it was also decided to open a Facebook page [@TExTOUR](#).

This new channel can represent a good chance to increase the total impressions reaching new audiences. Although Facebook is well known as a main paid-content Social Media platform, the highest number of "organic" targets will be reached thanks to a consistent content management strategy and by searching cooperation and interaction with the partners and fellow projects.

A short guide on how to use social media platforms to increase the outreach of the project's content has been distributed to all the partners.

Social media	Followers
Twitter	551
LinkedIn	322
Facebook	253

Table 0-4 - Social media followers (updated 08/04/2024)

Increasing public outreach

To build awareness, understanding and trust towards the project and increase impacts in terms of outreach and engagement with the broader public, a variety of editorial and audiovisual contents will be developed and distributed via multiple channels.

Public communication contents for media distribution:

Press and news releases (at least 10) focusing on specific project issues and milestones, promoting project events and progress, produced and distributed via information multipliers and promoted via social media. They will be made available to the Local Pilot's contact points for translation into local languages and distribution through their local communities and channels. Press conferences will be called within the main events of the project to engage and increase impact on civil society.

86 news and press release have been written by ICONS and project partners and distributed at the time of the present deliverable. The complete list is available at [Annex 4 List of news releases](#). It is worth mentioning that the pieces of news that have been more effective, according to ICONS indicators (see [Impact assessment](#) chapter), are: "Rethinking cultural tourism in Europe", "Finding inspiration: TExTOUR's Action Cards for cultural tourism", "Chart the course: TExTOUR's steering committee meeting in Turin, Italy", "Meet TExTOUR: Daniel Basulto", "Meet TExTOUR: Pedro Pereira", "Meet TExTOUR: Laura Plugge" and "Forget Google Maps. Digitally enabled experiences are transforming cultural tourism." This demonstrates an interest in both news that give a general update on the project's status and development, and videos that have the potential to engage a wide audience.

3 independent journalistic articles and interviews around the project and related topics, addressing a wider audience, were produced and distributed through European and global information multipliers, online media and other information platforms. (see Table 0-5 - List of journalistic articles).

Title	Link
Forget Google Maps. Digitally enabled experiences are transforming cultural tourism	https://textour-project.eu/news/forget-google-maps-digitally-enabled-experiences-are-transforming-cultural-tourism/
Virtual Diving in the Mediterranean Ancient Cultures	https://textour-project.eu/news/virtual-diving-in-the-mediterranean-ancient-cultures/
Tourism in war torn Ukraine: when visiting help recover	https://textour-project.eu/news/tourism-in-war-torn-ukraine-when-visiting-help-recover/

Table 0-5 - List of journalistic articles

Product	How many	Outreach
Press, news releases, scientific paper and newsletters	70	131 814
Journalistic articles	3 out of 3	38 557
Complete editorial production	96	251 873

Table 0-6 - News and press releases outreach

Audio-visual contents:

Short web videos and pictures shot by project's partners during their workshops and focusing on specific Lab Communities were used mainly on social media to show the real-life implementation of cultural tourism strategies ([here](#) is an example of a short video documenting TExTOUR's first workshop in Anfeh).

Video interviews are produced on occasion of project's meetings and event with key stakeholders and community representatives. A video series "Meet TExTUOR" was created to present the project and its achievements using the voices of its protagonists (both WP leaders and representatives from the pilots).

14 video interviews have been published so far on the project's YouTube channel (organised in a [playlist](#)), the interviews were disseminated through the project's online communication channels (website, social media, and newsletter). Three more interviews will be shot during the project IV General Assembly on May 2024.

Date	Video interview	Link
11/01/22	Meet TExTOUR: Daniel Basulto	https://textour-project.eu/news/rethinking-cultural-tourism-in-europe/
07/02/22	Meet TExTOUR: Justyna Gorgoń	https://textour-project.eu/news/meet-textour-daniel-basulto/
21/02/22	Meet TExTOUR: Grzegorz Rudnicki	https://textour-project.eu/news/meet-textour-justyna-gorgon/
22/06/22	Meet TExTOUR: Dorotea Ottaviani	https://textour-project.eu/news/meet-textour-grzegorz-rudnicki/
11/07/22	Meet TExTOUR: Hanna Szemző	https://textour-project.eu/news/meet-textour-dorotea-ottaviani/
01/07/22	Meet TExTOUR: Claudia De Luca	https://textour-project.eu/news/meet-textour-hanna-szemzo/
23/08/22	Meet TExTOUR: Dina Regalo	https://textour-project.eu/news/meet-textour-claudia-de-luca/
28/09/22	Meet TExTOUR: Giorgio Ravasio	https://textour-project.eu/news/meet-textour-dina-regalo/
11/11/22	Meet TExTOUR: Enrico Bertacchini	https://textour-project.eu/news/meet-textour-giorgio-ravasio/
10/01/23	Meet TExTOUR: Marinos Ioannides	https://www.youtube.com/watch?v=Ap5PXf3Tu0A
06/23	Meet TExTOUR: Pedro Pereira	https://textour-project.eu/news/meet-textour-pedro-pereira/
11/23	Meet TExTOUR: Olga Smirnova	https://textour-project.eu/news/meet-textour-olga-smirnova/
11/23	Meet TExTOUR: Jaanus Mick	https://textour-project.eu/news/meet-textour-jaanus-mikk/
08/24	Meet TExTOUR: Laura Plugge	https://textour-project.eu/news/meet-textour-laura-plugge/
planned	Meet TExTOUR (Trebinje partner)	
planned	Meet TExTOUR (Anfeh partner)	
planned	Meet TExTOUR (Rivne)	

Table 0-7 - List of video interviews

A journalistic Video News Release (VNR) for TV media distribution will focus on the project's outcomes and impacts and will therefore be released towards the end of the project. This product will focus on one of the main project's results, viewing it from a journalistic perspective and presenting it in a catchy and understandable way.

The VNR will be realised by a professional journalist who already contacted the partners to be involved in the realization of the video. The journalist will travel to the chosen pilot to collect the necessary information and shot videos and interviews.

The VNR will be shot in Narva and Kreenholm, Estonia, one of the project's pilot sites during the celebration weekend of May 8-9.

All evolve around the celebration's schedules on May 9 for Europe Day, coinciding with Russia's Victory Day. In the context of the growing tensions with Moscow, 2024 celebration will symbolically stress the European roots and proximity of Estonia, through a complete set of events, such the inauguration of streets and squares named after "sister countries" Finland and Sweden and a concert promoted by the European Union.

The VNR will be shot in May 2024 and published and distributed between June and July 2024.

ICONS is responsible for the making of this VNR, supported primarily by partners from Narva.

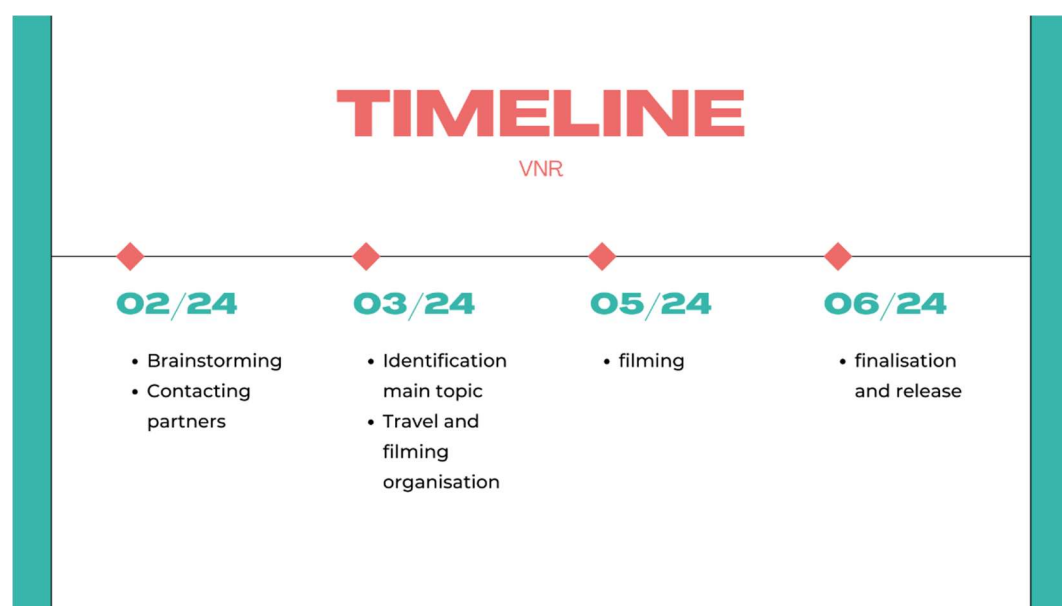


Figure 6 VNR roadmap

Social media campaigns have a twofold objective:

1. Raise awareness on occasion of annual European/global events and initiatives around heritage, tourism, sustainability topics
2. Stimulate engagement with the broader civil society at European and international level but also with the local communities. A set of social

media communication pills such as short video clips, cards focusing on key messages, short spots will be used to animate the conversation.

In particular, the last social media campaign scheduled in September 2024 for the World Tourism Day was scheduled to help the dissemination of the project's results and public deliverables.

Campaign	When	Status
#WTD2021	World tourism day 2021	Completed
#TE X TOURfellows	2021, to present fellow projects	Completed
#TE X TOURglossary	2022 To raise awareness of the diverse types of heritage	Completed
#WomenScientistsPortraits	International day of girls and women in STEM 2022	Completed
#DearLittleScientist	International day of girls and women in STEM 2023	Completed
#Cook4heritage	Sustainable Gastronomy Day, June 2023	Completed
	World Tourism Day September 2024	Planned

Table 0-8 - List of social media campaigns

TE~~X~~TOUR's social media campaigns are organised and managed by ICONS with the contribution of all consortium partners.

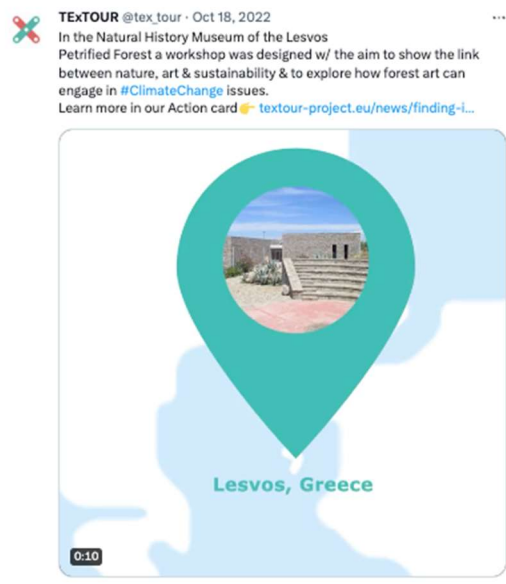


Figure 7 - Example of short social media video

As part of the social media communication strategy, short videos and cards are produced to support the communication of project's results and updates. Examples include short video clips to promote the action cards posted on social media with the objective to direct users to the action cards in the resource section of the project's website (see figure below).

Local Lab Communities communication is fostered by the production of short videos and photos using mobile tools by the local desks. This material is shared with ICONS for C&D purposes and published on the local desk's social media channels. All local desks are encouraged to tag the official TExTOUR's accounts when communicating about the project.

Stakeholders' dialogue and engagement

Dissemination formats

To facilitate the dissemination of TExTOUR results and support the project's exploitation and upscaling strategy, contents will be packaged into specific tools aimed at facilitating stakeholders' understanding and uptake of the project's major achievements.

A periodic Newsletter, issued every six months, featuring news, updates and events from the project and other fellow projects and similar initiatives. The Newsletter is distributed to registered users and promoted via social media. In this

final phase of the project, special issues of the newsletter are foreseen to disseminate specific results or project's products.

Five issues have been sent and published on TExTOUR's website, plus a special issue that will be released by the end of March 2024. The newsletter goal is to give a glimpse of the most recent project advancements, it can have different sections according to the C&D goal of each issue, such as a section dedicated to the video-interviews or to the pilots and their actions.

Two more issues will be released by the end of the project to help disseminating TExTOUR's main achievements.

While ICONS is in charge for the creation of the newsletter, all project partners contribute with statements, news items to be promoted and help with the distribution, advertising the newsletter with their own communities.

All newsletters are available in the news section of the projects' website at this link: https://textour-project.eu/news_cat/newsletter/

Newsletter	When	N. of subscribers
#1	September 2021	47
#2	April 2022	73
#3	October 2022	98
#4	April 2023	132
#5	November 2023	149
#6	March/April 2024 (planned)	N.A.
#7	May/June 2024 (planned)	N.A.
#8	September 2024 (planned)	N.A.

Table 0-9 - Newsletters

The infopacks are specific communication products focusing on TExTOUR specific solutions, outcomes, public deliverables, guidelines, recommendations, and other innovative aspects of the project. They are presented in a catchy and easy-to-read format showing the project's visual identity and their content has been created with the contribution of the project's partners who provided the needed information. Eight infopacks will be produced and released between February and June 2024. Each of them highlights one of the main innovative aspects of the project:

TOPIC	CONTENT-RESPONSIBLE PARTNER
Cross-border/multilingual territories	ADF (Umgebungsland)
Refugees integrations	Rivne

Co-existence with local communities	LINKS (Crespi d'Adda)
Heritage, events and link between past and present	Narva City/ Narva Gate
Heritage digitization	CUT (Fikardou-Anfeh)
ICT platform	UNINOVA
Data for heritage and decision-making	IETU/UNINOVA
Participatory process	UNIBO/MRI

Table 0-10 Infopack's topics

The infopacks are going to be distributed separately over an average amount of time of two months to maximise their outreach. TExTOUR's local desk will help with the distribution to local stakeholders. produced in an easy-to-read format with the support of visual tools (e.g. infographics and factsheets), covering specific contents and take-aways for each addressed target group.

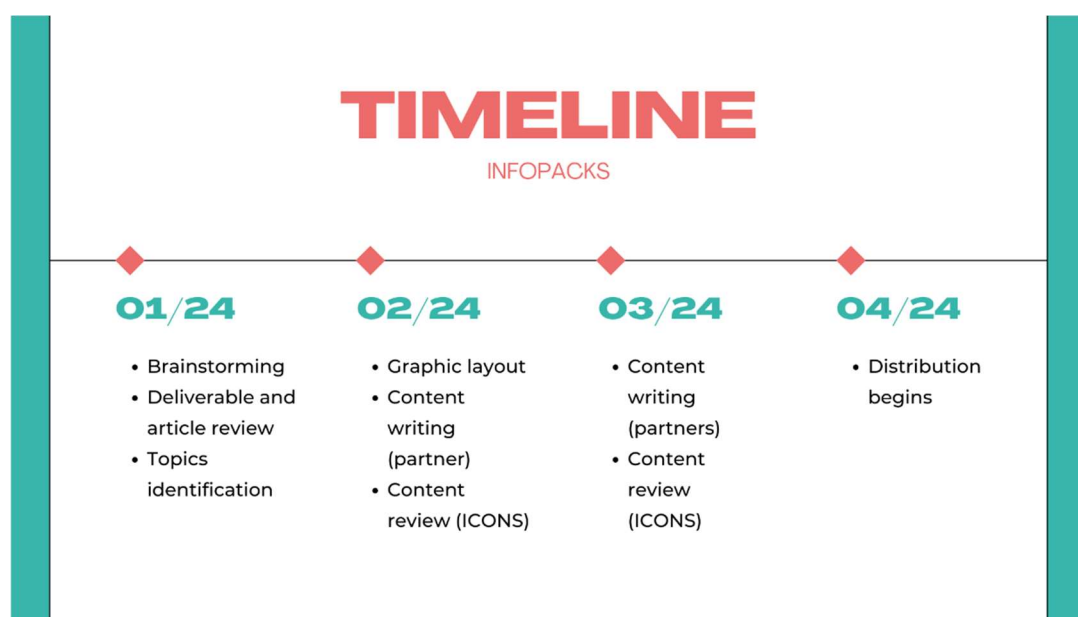


Figure 8 Infopack's roadmap

Digital storytelling flows (PageFlows). The PageFlow is a powerful format that integrates different communication products such as video, photos, text, and audio in an interactive storytelling experience.

The first PageFlow was realised to support the dissemination of TExTOUR seven-steps methodology. The product was assembled using footage from the project (e.g.

videos, and pictures of TExTOUR's meeting and events) and part of the training material produced for the scalable territories.

The PageFlow has been published on PageFlow platform and distributed through internal and external multipliers. It has been also published on the project's website (<https://textour-project.eu/news/your-sustainable-tourism-development-strategy-is-only-seven-steps-away/>).

A second PageFlow will be prepared and distributed before August 2024, it will be used to highlight the pilot's results and implemented actions and to help the dissemination of the infopacks.

A final video will be produced before the end of the project (September 2024) to highlight TExTOUR's main achievements. The video will be realised by a professional videomaker. ICONS is in charge for the realization of the video, but all partners will contribute with their inputs.

While the project presentation video was created to show what the project aimed to do, the final video will have been conceptualized to show what was done within TExTOUR. The focus will be on the innovation actions implemented by the pilots, and on the main results of the project.

To realise the video, ICONS will use a mix of *ad hoc* produced graphics and audio-visual material produced by the project partners.

The design of the video started in February 2024, as well as the collection of inputs and audio-visual material from the project's partners. It will be produced in spring 2024 and released by the end of June 2024.

The video will be distributed through the project's communication channels, multipliers and it will be presented during the final event.

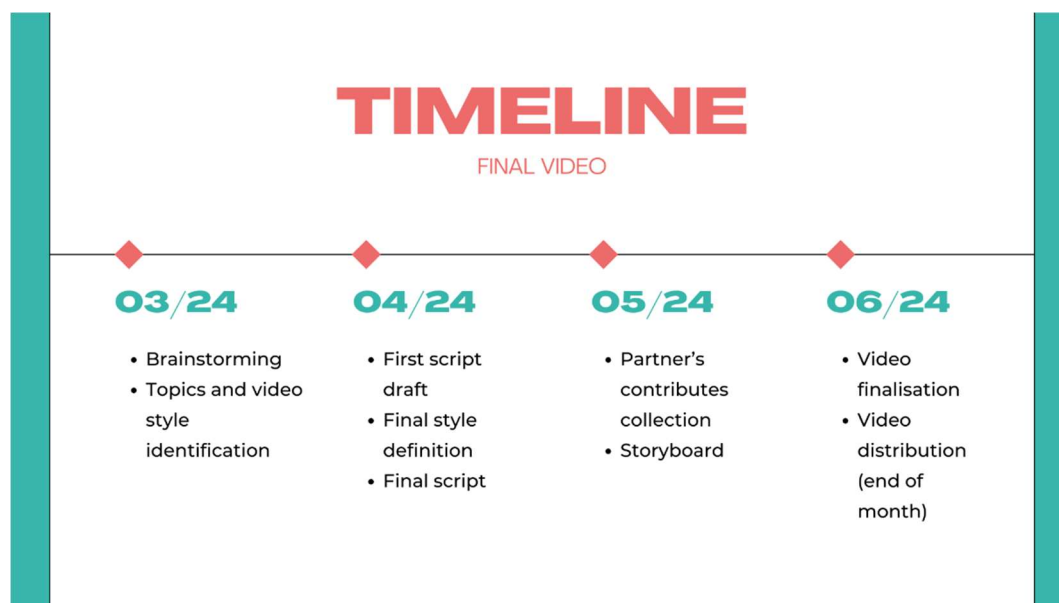


Figure 9 Final video roadmap

The TExTOUR Best Practices Book is represent the final publication of the project and be produced by September 2024.

The Best Practics Book summarises the project's key messages, achievement, and lesson learnt. It will ensure that the necessary take-aways are clearly explained and visualised for each target group. The main content of the Best Practice Book will be provided by deliverable 3.3 ("TExTOUR smart strategies and action plans").

Scientific publications are produced by academic partners and TExTOUR will ensure open access to all peer-reviewed papers so that every interested actor can access them.

All the scientific papers published so far have been uploaded on the website and distributed through the newsletter, social media, and external multipliers.

4 papers have been published so far, one has been accepted and one is under revision. The following table includes the list of scientific publications.

Authors	Title	Status	Link
K. Raiyani, S. Pasandideh, S. Ahmed, P. Pereira, and J. Martins (UNINOVA)	Sustainable Cultural Tourism Strategy and Promotion: An ICT Management Platform.	EUROMED Publis hed	

Ottaviani, D.; Demiröz, M.; Szemző, H.; De Luca, C. (UNIBO and MRI)	Adapting Methods and Tools for Participatory Heritage-Based Tourism Planning to Embrace the Four Pillars of Sustainability.	Sustainability 2023, 15, 4741	Published	https://www.mdpi.com/2071-1050/15/6/4741
Shershnova Olena, Havrylova Yaroslava, Kilianchuk Viktoriia	The TExTOUR project experience in the modern identities' formation	The problem of cultural identity in the situation of contemporar y dialogue of cultures, Materials Of The 16th International , Scientific Conference, June 22-23, 2023	Published	eprints.oa.edu.ua/ id/eprint/8874/1/ Zbirnyk.pdf
Ottaviani D, De Luca C and Åberg HE	Achieving the SDGs through cultural tourism: evidence from practice in the TExTOUR project	European Journal of Cultural Management and Policy	Published	Frontiers Publishing Partnerships Achieving the SDGs through cultural tourism: evidence from practice in the TExTOUR project (frontierspartners hips.org)
Ottaviani D.; Demiröz, M.; Åberg, H.E.; de Luca, C. (UNIBO)	Shaping the Relation between Heritage and Tourism: Taxonomies of Sustainable Cultural Tourism for Local Development.	Habitat International (2023)	Under revision	N.A.

Table 0-11 - List of scientific publications

Policy Round Tables. Even if 2 Policy Round Tables in Brussels were planned originally (at the end of the 2nd reporting period and at the end of the 3rd reporting period), to provide policy recommendations to EU staff working on different DGs in the field of cultural tourism, with the purpose of having our voice by EU policy makers, it was finally agreed with the Project Officer that only 1 Policy Round Table should be organized by TExTOUR. The reason being that at the end of our 2nd reporting period, 6 concurrently running H2020 projects organized a common Policy Round Table in Brussels (International Conference on Cultural Tourism Advances) which attracted a lot of visibility in Cultural Tourism. Doing an extra Policy Round Table only by TExTOUR would not have the same impact.

Networking and events

Creating an effective dialogue with key stakeholders and a strong community consisting of multiple actors is key to foster acceptance of innovation, replication and uptake of the project's achievements.

Participation in external events

Partners have been presenting the project in a variety of local, European, and international events taking part in relevant forums, fairs, events, and conferences falling into the scope of cultural tourism to raise awareness about TExTOUR and engage with stakeholders. Some key events in which TExTOUR has been presented by partners in the first two years of the project include: AR&PA Bienal Iberica de Patrimonio Cultural, MONUMENTO, Salzburg, BIT Travel Exhibition, Milan, WTM, London, Madeira's digital transformation summit, the Rural Pact conference (the list of events attended by partners can be found at [Annex 5 List of the main events attended by partners](#)).

Other relevant events will be considered to present, such as the European week of regions and cities (October 2024).

Other national and international events that will be attended by TExTOUR's partners are the Collegium Artisticum Exhibition (April 2024), the Salon of Architecture (March-April 2024), the BIG SEE Architecture Festival (May 2024), the Urban Agenda partnership partners meeting (September 2024), and the Green Design Biennale (September 2024).

Organisation of TExTOUR events

In November 2021 TExTOUR organised an [expert workshop](#) to review concepts around heritage and cultural tourism. University of Bologna was the partner responsible for workshop organization, and the event was the occasion to present TExTOUR and its objectives and to discuss cultural tourism and associated tourism types.

TExTOUR co-organised the International Conference on Cultural Tourism Advances that took place in Brussels on the 27th and 28th of June 2023 that aimed to fully understand the potential of cultural tourism for sustainable development. The focus was on the identification of successful policy interventions, new cultural tourism trends, advances in visitor management systems, and new business and/or governance models. The conference was organised by KU Leuven, in collaboration with the European Research Executive Agency and five EU- funded projects: IMPACTOUR, SmartCulTour, SPOT, TExTOUR, INCULTUM, and Be.CULTOUR.

A special training event in the form of a webinar was organised for the scalable territories, in the frame of the activities of WP6. The webinar was recorded to be available as training material for all potential scalable territories.

Local workshops have been organised by the project's pilots to involve tourists and local communities, such as the workshop of Anfeh-Fikardou in the frame of the joint Roadmap Report Publication Event, the small gastronomy workshop organised in Trebinje, and other actions and events organised locally by the project's pilots.

Partner	Event	Geographical scope
Narva City/ Narva Gate	Tourist fair TOUREST	National
Narva City/ Narva Gate	Tourist fair MATKA	International
Narva City/ Narva Gate	Tourist fair baltour	International
CSR	BIG SEE Architecture Festival	National
CSR	Green Design Biennale	National

TExTOUR final event will be organised by FSMLR supported by ICONS and other partners. The event will take place on September 11th and 12th in Spain at FSMLR headquarters in Valladolid – where the institutional closure event and project review last face-to face meeting will be held - and Aguilar de Campoo: the real alma mater of FSMLR where in the 1970's a proto TExTOUR initiative was put forward with on-going success.

A cultural guided tour to the Monastery of Santa María la Real and other main monuments together with an outstanding concert will be offered to the Consortium.

A final webinar will be organized to present the project's outcomes towards a broader, remote stakeholder audience. The webinar will take place at in July 2024 and it will present TExTOUR's tools, platform and achievements to a broader audience.

The involved partners will be: FSMLR for introduction and moderation, UNIBO for the co-creation methodology, CARTIF for the CT-labs, UNINOVA for other project's perspectives (with João Martins as an external speaker), the last speaker will be selected among the project's pilots. ICONS will provide the technical support for the webinar and help with the organisation. The webinar will last one hour and 30 minutes and will have a live Q&A session. Recording will be accessible via the website.

Conditions for ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge

The conditions for ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of knowledge have been agreed and validated in the Consortium Agreement signed by the TExTOUR Consortium partners.

Open access

The dissemination approach of the TExTOUR project complies with the Open Access (OA) obligations as laid out in ECs Open Access strategy which aims to develop and implement open access to research results from projects funded by the EU Horizon 2020 Research Framework Programme. That way, results of publicly funded research can therefore be disseminated more broadly and faster, to the benefit of researchers, innovative industry and citizens. Open access can also boost the visibility of European research, and in particular offer small and medium sized enterprises (SMEs) access to the latest research for utilization.

With the start of Horizon 2020, open access to scientific publication and research data for EU co-funded projects has been re-emphasised by the EU and guidelines have been made available for the research community. While there is no obligation to publish results of European research in open access and it is left to the funded projects to decide about publication or not, if a publication is chosen by a project as “a means of publication”, then the principle of open access publishing needs to be taken into consideration. Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. Open access means also improving access to scientific publications and data. This is considered important by the EU as it allows to build research on previously published research results, to achieve greater efficiency by fostering collaboration and avoiding duplication, to accelerate innovation as well as to involve citizens and society in order to increase transparency of the scientific process².

In the OA context, publication means peer-reviewed and to be read online, downloaded and printed. The typical peer reviewed publication is an article in a scientific journal. However, researchers are encouraged to provide also open access to conference proceedings, books, and grey literature or reports. The open access publication process includes two steps: 1) deposition of the publication in repositories

²See Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020, EC Research and Innovation, Version 1, 13 December 2013

and 2) providing access to the publication. Two paths are feasible for depositing the publication and providing open access: Green OpenAccess and Gold Open Access.

Green Open Access implies self-archiving of a peer-reviewed and accepted publication in machine readable format in a depository, i.e. an online archive, of their choice. The depositor must make sure that the open access to the publication is given within 6 months after deposit. Many online repositories are available. The OpenAIRE platform³ gives access to numerous online archives in different research domains (www.openaire.eu). Other platforms with thematic listings of OA online repositories are Registry of Open Access Repositories (ROAR)⁴ or the Directory of Open Access Repositories (DOAR)⁵. Gold Open Access requests also the deposit of a machine-readable electronic copy of the latest published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications in order to ensure long-term preservation of the article. The publication can be made in open access journals, or in journals that sell subscriptions and also offer the possibility of making individual articles openly accessible (hybrid journals). Monographs can also be published either via a 'pure' open access or via a hybrid business model. The author processing charges (APCs) for gold open access incurred by beneficiaries are eligible for reimbursement during the duration of the project. In Horizon 2020, public access of the research data is required for publications using open access. TExTOUR will produce many useful and interesting data. Their publication for open access should be considered, once the data will be available.

Authorship

Concerning rules for authorship we distinguish between publications dealing with background and foreground of partners involved and publications of a more promotional nature for TEXTOUR. Concerning papers and presentations of scientific and technical nature displaying outputs, results, and outcomes such as deployed technologies or energy reductions achieved by TEXTOUR will be co-authored by the partners providing (and responsible for) the specific information as main authors. Regarding general communication papers, such as presentations made at the beginning of the project, will be authored (or co-authored) by the partner(s) holding the presentation. A specific ppt template is prepared by the C&D Secretariat containing some pre-filled slides.

³**Open Access Infrastructure for Research in Europe**, which is a recommended entry point for green open access publishing.

⁴www.roar.eprints.org

⁵www.openoar.org

Regarding communication issued by the TEXTOUR C&D Secretariat such as web site, brochure or flyers, no particular partner will be mentioned as all partners are part of the C&D Secretariat. Instead, the URL of the TEXTOUR web site and if needed the email address of coordinator and/or Secretariat will be indicated. Posters can be modified for their use at local level for promoting the partner using it.

Impact assessment

Purpose and methodology

The measurement of the impact of communication and engagement actions is based on the number of people that make use or come across a specific communication product and the number of their interactions. Outreach and engagement quantitative indicators therefore constitute the principal instrument to assess the impact of the TEXTOUR project on its target audience.

- **Outreach indicators** measure online and offline communication reach with the aim of strengthening the impact on awareness. They are basic indicators that on their own do not provide a complete picture of TEXTOUR effectiveness, but rather a starting point for deeper analyses.
- **Engagement indicators** measure activities associated to TEXTOUR communication. They help understanding the impact of TEXTOUR communication messages on target audiences with the aim of boosting acceptance. They provide a powerful tool to assess the effectiveness of TEXTOUR communication.

Considering these broad definitions, TEXTOUR takes a comprehensive multi-dimension monitoring approach to outreach and engagement indicators, defining their impacts at distinct levels:

- *Publications*, including articles, interviews, videos, page flows, news, and press releases;
- *Project website* (www.textour-project.eu);
- *Social media* leveraged in the project (Twitter, LinkedIn, Facebook);
- *Webinars* organised during project execution;
- *Workshop and events*, carried out during project execution;
- *Other*, to cover other impacts which cannot be categorised above.

Tools that will be used to monitor outreach and engagement will be Google analytics, MATOMO, Twitter and LinkedIn analytics, Nuvi® a dedicated social monitoring tool.

The integration between outreach and engagement data across these 6 above-mentioned impact areas constitutes the basis for an integrated analysis of the overall impact generated by the project activities, which will be analysed in the "Report on Communication and Dissemination activities including impact analysis" (D7.8 – M42). The C&D expected impacts and KPIs defined to measure them, according to the Document of Action, are shown in chapter 0.

Outreach measurement

Outreach data provide a quantitative assessment of the impacts in terms of awareness. Outreach data are monitored on web, social and during workshops and events. Web monitoring is performed by the project according to different approaches:

- Direct monitoring, by retrieving data on the web traffic (and views) for the TEXTOUR public communication products (articles, interviews, VNR) from the TEXTOUR website and platforms working in syndication with WP7.
- Direct monitoring of social media accounts managed by the project through social media analytics tools and the use of dedicated state-of-the-art software tools, such as Nuvi®.
- Indirect monitoring, by identifying the referrals made on TEXTOUR materials by other on-line and social web resources. A more sophisticated analysis of top influencers mentioning and retrieving TEXTOUR posts will be made possible using Nuvi ®.

Outreach will also include the number of people reached through off-line dissemination and communication activities (such as number of participants at conferences/fairs where TEXTOUR is represented, number of citizens participating at local events, etc.).

The outreach data retrieval will be aimed at the definition of the absolute outcome indicators, which will provide an input to the definition of the Community Engagement Index.

Community engagement monitoring and measurement

Engagement indicators, measuring activities of the users associated to TEXTOUR's communication products are:

- For publications: Number of likes, shares, comments, clicks related to each publication on website, social media, other platforms. Number of downloads if allowed by the platforms leveraged. Related Publication Engagement Index.
- For social posts: Number of likes, shares, comments, clicks related to each post. Related Website Engagement Index.
- For website: Number of page views lasting more than 1 minute
- For webinars and events: Number of participants to local events. Number of follow up requests. Related Webinars and Events Engagement Index.

To measure the effectiveness of engagement ICONS has developed the **Community Engagement Index (CEI)**. This index integrates all communication activities (i.e. publications, project website, social media, webinars, workshops/events, and other activities) into a single metric. It represents the level of interest and engagement

generated by TEXTOUR considering the overall community the project can generate through its different activities and describes their overall impact. The CEI therefore considers total outreach and related activities animating the community, representing the total engagement of the TEXTOUR community in the topics treated by the project.

It is worth stressing that CEI measures the engagement of a community with a content. It doesn't describe the overall effectiveness of TEXTOUR communication activities, but only their engagement rate. Low values of the CEI indicate little interest by the target audience (compared to its outreach), while high values suggest high interest and engagement of the community in that specific content.

To improve the effectiveness of the communication activities, ICONS leverages its Communication Effectiveness Quadrants, which plot publications (but also social posts, web pages, events, etc) in 4 quadrants depending on their total outreach and engagement and consider the related PEI (or SEI or WEI or WEEI) to identify most successful communication outputs and potential pitfalls and take corrective actions whenever needed.

A more detailed description of the CEI and the communication effectiveness quadrants can be found in the [paper](#) published by ICONS.

Future timeline (M39-M44)

WHEN	WHAT	LEAD BENEFICIARY
M39-41	Info-packs	ICONS
M40-42	Info-packs	ICONS
M41	6 th Newsletter	ICONS
M42 (tbc)	PageFlow	ICONS
M42	Final Video	ICONS
M42	Final Webinar	FSMLR, all
M43	VNR	ICONS
M44	7 th newsletter	ICONS
M44	Social media campaign (World Tourism Day)	ICONS
M44	Final Event	FSMLR, all
Continuous	Scientific papers published	All
	Attendance to events and conferences	All
	Update on project's results via news and press releases and social media and	ICONS

Conclusions

The communication and dissemination plan sets the C&D strategy of TExTOUR, mainly, at European and Global level. Together with defining the visual identity and setting up the online communication channels (website and social media), it kicks off the project's communication activities.

The third version of this document gives an overview of the communication activities undertaken until M39 and a more detailed description of the strategies for the final part of the project, in particular, for what concerns the dissemination actions.

No significant deviations have been foreseen compared to the previous version of the document. Given the complexity of the project, TExTOUR C&D plan evolved together with the project itself to match its need and support all partners in their activities.

Annex 1 Partners' membership in local/EU/global associations and initiatives

Association/initiative	Geographical scope	Partners
IMPACTOUR	European - H2020	FSMLR
DISCOVER DUERO DOURO	European - POCTEP	FSMLR
BODAH	European - INTERREG ATLANTIC AREA	FSMLR
HERIT DATA	European - INTERREG MEDITERRANEO	FSMLR
RURITAGE	European - H2020	FSMLR
MUS.NET	European - Creative Europe	FSMLR
NAPOCTEP	European - POCTEP	FSMLR
WINE & SENSES	European - COSME	FSMLR
MoU with rurAllure	European	FSMLR
INTEROP-VLab, the European Virtual Laboratory for Enterprise Interoperability	European	UNINOVA
PRODUTECH - Production Technologies Cluster	National	UNINOVA
AIOTI - The Alliance for the Internet of Things Innovation	European	UNINOVA
Digital Innovation Hub - InnovTourism (Proposal submitted to Digital Europe Program - European network of Digital Innovation Hubs)	European	UNINOVA
ECTP - European Construction, built environment and energy efficient building Technology Platform	European	UNINOVA
INTEROP-VLab, the European Virtual Laboratory for Enterprise Interoperability	European	UNINOVA
PRODUTECH - Production Technologies Cluster	National	UNINOVA
AIOTI - The Alliance for the Internet of Things Innovation	European	UNINOVA
Digital Innovation Hub - InnovTourism (Proposal submitted to Digital Europe Program - European network of Digital Innovation Hubs)	European	UNINOVA

Heritage & Regeneration (European Construction Technology Platform)	European	CARTIF
JPI Cultural Heritage and Global Change	European	CARTIF
LEGEND-HBIM: buildingSMART Spanish Chapter	National	CARTIF
NETHERITAGE: Science and Technology Network for the Conservation of Cultural Heritage	National	CARTIF
PTL-AEICE: Heritage, Tourism and Spanish Language Group of the AEICE business cluster	National	CARTIF
PTI-PAIS: Interdisciplinary Thematic Platform on Open Heritage: Research and Society	National	CARTIF
NECSTouR	European	LINKS
ICOM	International	LINKS
Parco Nazionale dei Sibillini e del cratere sismico marchigiano	National (Italy)	LINKS
Xi'an Jiaotong University	International	LINKS
Politecnico di Torino, as partner of the UNESCO CHAIR	International	LINKS
EEN - Europe Enterprise Network	European	UCL
Ida-Viru Region Tourist Cluster	Regional	Narva City
Union of Ida-Virumaa County Municipalities	Regional	Narva City
Estonian Chamber of Commerce and Industry	National	Narva City
The Association of Estonian Cities and Municipalities	National	Narva City
Union of the Baltic Cities	European	Narva City
City Twins Association	European	Narva City
Polish Society of Urban Planners (TUP)	National (Poland)	IETU
Deutsche Fachwerkstraße	National (Germany)	ADF
Europa Nostra	European	ADF
Bundesstiftung Baukultur	National (Germany)	ADF
Fachwerktrenniale (Nationale Projekte der Stadtentwicklung)	National (Germany)	ADF
Stiftung Umgebendehaus	National (Germany)	ADF
VIA REGIA – Cultural Route of the Council of Europe	International (France, Germany, Poland, Belarus, Ukraine, Russia)	NETZ e.V.
Council of Europe Cultural Routes in Germany	International (25 international networks)	NETZ e.V.

	with approx. 2.000 members)	
COST	European	CSR
Association of Architects of Bosnia and Herzegovina (AABH)	National (Bosnia and Herzegovina)	CSR
ICOMOS - Lebanon	Lebanon and Arab countries	GAIA
ICOMOS International Secretariat	International	GAIA
ACEI - Association of cultural economics international	International	GAIA
ICOM- Lebanon	National (Lebanon)	GAIA
ICOMOS-France	National (France)	GAIA
ROTARY CLUB OF BEIRUT	National (Lebanon)	GAIA
Europa Nostra	European	GAIA
European Heritage Heads Forum	European	GAIA
Institut Européen des Itinéraires Culturels	European	GAIA
Organisation internationale du tourisme social (OITS)	European	GAIA
IEMed - European Institute of the Mediterranean	International	GAIA
Association of cultural and artistic institutions «Via Regia Ukraine»	National	UKR
Triada	National	UKR
Guild of Chefs of Rivne region	National	UKR

Annex 2 Partners' communication channels

Partner	Communication channels				
	Newsletters (no. of recipients)	Websites	Portals	Magazines / newspapers	Other channel
FSMLR	6031	https://www.santamarialareal.org/	https://www.romanicodigital.com/ https://culturvi.ajes.org/ www.santamarialarealmuseum.com https://www.canalpatrimonio.com/	"PATRIMONIO" Magazine https://www.santamarialareal.org/revista-patrimonio-canal-patrimonio	
UNINOVA		www.uninova.pt www.cts.uninova.pt			
CARTIF	1200	1. English website: https://www.cartif.es/en/home/ 2. Spanish website: https://www.cartif.es/			
LINKS	350	https://linksfoundation.com/			
UCL	1500	www.unioncamerelombardia.it			
Narva City	100	www.narva.ee	www.delfi.ee	Weekly local newspaper "Narva Linnalet" (30 000+ web version)	Radio ERR Narva studio

Narva City	50	www.visitnarva.ee		Weekly local newspaper "Gorod" (31500 copies + web version)	National TV channel ETV
Narva City		www.idaviru.ee		Local newspaper "Narvskaja Gazeta" (4500 copies + web version)	Members of Ida-Viru region Cluster
Narva City		www.visitestonia.com		Regional newspaper "Põhjarannik" (5900 + web version)	Ida-Viru region Cluster maillist (Estonia, Finland and Russia)
Narva City		-		"Reisimaailm" magazine (+web version)	National and European partner organizations
Narva City	100	www.narva.ee	www.delfi.ee	Weekly local newspaper "Narva Linnaaleht" (30 000+ web version)	Radio ERR Narva studio
Narva City	50	www.visitnarva.ee		Weekly local newspaper "Gorod" (31500 copies + web version)	National TV channel ETV
Narva City		www.idaviru.ee		Local newspaper "Narvskaja Gazeta" (4500 copies + web version)	Members of Ida-Viru region Cluster
Narva City		www.visitestonia.com		Regional newspaper "Põhjarannik" (5900 + web version)	Ida-Viru region Cluster maillist (Estonia, Finland

					and Russia)
Narva City		-		"Reisimaailm" magazine (+web version)	National and European partner organizations
Narva City	100	www.narva.ee	www.delfi.ee	Weekly local newspaper "Narva Linnaleht" (30 000+ web version)	Radio ERR Narva studio
IETU		English: https://ietu.pl/en/ Polish: https://ietu.pl/			
ADF	500	https://www.fachwerk-archiv.de/		Fachwerk Information	
NETZ e.V.		www.via-regia.org	NETZ e.V.		
GAI A	80-100	www.gaiaheritage.com			
URK				„Humanities and Cultural Studies”, University of Applied Studies in Tarnow, https://hcsjournal.pl/resources/html/cms/MAINPAGE	
				“Scientific notes”, National University “Ostroh Academy”,	

<https://www.oa.edu.ua/en/>

UNI BO	https://site.unibo.it/planningandregeneration/en
ICONS	www.icons.it

Annex 3 Partner's social media accounts

Partner	Social media accounts				
	Twitter (account name and no. of followers)	Facebook (account name and no. of followers)	LinkedIn (account name and no. of members)	External discussion groups the partner participates to (LinkedIn groups, Facebook groups, forums, blogs...)	Other
Fundacion SMLRPH	https://twitter.com/FundacionSMLRPH (8105 followers)	https://www.facebook.com/FundacionSantaMariaLaReal/ (15121 followers)	https://www.linkedin.com/company/fundacion-santa-maria-la-real/ (19000 followers)		Instagram: https://www.instagram.com/fundacion.smlrph/ (4724 followers)
UNINOVA	https://twitter.com/UNINOVA (288 followers)	https://www.facebook.com/UninovaResearch (199 Followers)	https://www.linkedin.com/company/uninova/ (2000 Followers)		
CARTIF	https://twitter.com/cartifc (3889 followers)	https://www.facebook.com/CARTIF (1153 followers)	https://www.linkedin.com/company/cartif (10000 members)	1. English blog: https://blog.cartif.com/en/ 2. Spanish blog: https://blog.cartif.com/	Youtube channel: https://www.youtube.com/channel/UCpP80MabYDxuOnUktHBL9OQ 262

LINKS	https://twitter.com/LinksFoundation/ (1463 followers)	https://www.facebook.com/linksfoundation/ (4578 followers)	https://www.linkedin.com/company/linksfoundation/ (8000 followers)	suscribers YouTub be: https://www.youtube.com/channel/UC3fBPkCm1UzB-0A3sdzagxA/ (91 subscri bers) Instag ram: https://www.instagram.com/fondazionelinks (526 followe rs)
UCL				Youtub e: https://www.youtube.com/channel/UC_xJo1tk_aD8BiJx9M2Wd31w? (546 subscri bers)
NARVA CITY	https://www.facebook.com/visitnarva			https://www.instagram.com/

		(2334 followers)	visitnarva (1737 followers)
NARVA CITY		https://www.facebook.com/idavirufriends/ (6419 followers)	
NARVA CITY		https://www.facebook.com/LinnNarva (4728 followers)	
NARVA CITY		https://www.facebook.com/ida.virumaa.sobrad (15316 followers)	
IETU		https://www.linkedin.com/company/institut-ekologii-terenow-uprzemyslowionych/ (273 followers)	https://business.google.com
ADF		https://www.facebook.com/Deutsche.Fachwerkstrasse (2218 Followers)	
NETZ		https://www.facebook.com/VIA.REGIA (1443 followers)	https://www.facebook.com/groups/VIA.REGIA (281 members)
CSR	https://twitter.co	https://www.facebook.co	Instagram:

m/ICProstor (**223 followers**)
m/icprostor (**1548 followers**)

<https://www.instagram.com/icprostor/> (**943 followers**)

GAIA

Personal profile:
<https://www.linkedin.com/in/georges-ouain/> (**2484 connections**)

UKR

UNIBO <https://twitter.com/Uniboa> (**31171 followers**)
<https://www.facebook.com/architettura.unibo> (**890 followers**)
<https://www.linkedin.com/school/unibo/about/> (**398000 followers**)

ICONS <https://twitter.com/ICONSinnovation> (**1475 followers**)
<https://www.facebook.com/youriscom> (**1152 followers**)
<https://www.linkedin.com/company/iconsinnovation/mycompany/> (**5000 followers**)
<https://www.youtube.com/channel/UC1wVIaGbJFM77DkYSUfiMWQ> (**1560 subscribers**)
https://twitter.com/YourIS_com (**684 followers**)

Annex 4 List of news releases

Publication date	Title	Author	Link to article
30/08/21	New discovery in the Côa Valley Archaeological Park in its 25th anniversary	Côa Parque	https://textour-project.eu/news/new-discovery-coa-valley/
01/09/21	Narva's public engagement activity	NARVA	https://textour-project.eu/news/narvas-public-engagement-activity/
28/09/21	The Côa Park Foundation has a new way to visit the Côa Valley: an electro-solar boat	Côa Parque	https://textour-project.eu/news/the-coa-park-foundation-has-a-new-way-to-visit-the-coa-valley-an-electro-solar-boat/
30/11/21	A dive in post-industrial heritage: TExTOUR gathers in Poland for the general assembly and to visit the historical silver mine of Tarnowskie Góry	ICONS	https://textour-project.eu/news/a-dive-in-post-industrial-heritage-textour-gathers-in-poland-for-the-general-assembly-and-to-visit-the-historical-silver-mine-of-tarnowskie-gory/
03/12/21	Framing heritage and linking it with heritage-based tourism	ICONS	https://textour-project.eu/news/framing-heritage-and-linking-it-with-heritage-based-tourism/
26/01/22	Local communities focus group – Anfeh	GAIA	https://textour-project.eu/news/local-communities-focus-group-anfeh/
07/03/22	Cultural heritage and smart specialisation in RURITAGE's new publication	ICONS	https://textour-project.eu/news/cultural-heritage-smart-specialisation-ruritage-publication/
17/03/22	Winter School 2022 on Cultural Tourism and Cultural Diplomacy	CUT	https://textour-project.eu/news/winter-school-2022-on-cultural-tourism-and-cultural-diplomacy/

29/03/22	Finding inspiration: TExTOUR's Action Cards for cultural tourism	ICONS	https://textour-project.eu/news/finding-inspiration-texttours-action-cards-for-cultural-tourism/
29/03/22	Coordination meeting among projects on sustainable cultural tourism	CUT	https://textour-project.eu/news/coordination-meeting-among-projects-on-sustainable-cultural-tourism/
30/03/22	Meet TExTOUR in Trebinje: World Tourism Day event	CSR	https://textour-project.eu/news/meet-texttour-trebinje-world-tourism-day/
30/03/22	Narva's cultural tourism development strategy	NARVA	https://textour-project.eu/news/narvas-cultural-tourism-development-strategy/
24/05/22	Chart the course: TExTOUR's steering committee meeting in Turin, Italy	ICONS	https://textour-project.eu/news/chart-the-course-texttours-steering-committee-meeting-in-turin-italy/
08/06/22	RURITAGE's modern troubadour	ICONS	https://textour-project.eu/news/ruritages-modern-troubadour/
01/07/22	An alternative way to enjoy your summer: #MyRuralHoliday	ICONS	https://textour-project.eu/news/the-alternative-summer-of-myruralholiday/
05/08/22	A link between past and future: TExTOUR's pilot forum in the Côa Valley archaeological park, Portugal	ICONS	https://textour-project.eu/news/a-link-between-past-and-future/
12/09/22	Under broad daylight: the lost paradigm of Côa Valley Palaeolithic Art	ICONS	https://textour-project.eu/news/under-broad-daylight-the-lost-paradigm-of-coa-valley-palaeolithic-art/
14/10/22	Shaping a dream: the utopic village of Crespi d'Adda	ICONS	https://textour-project.eu/news/shaping-a-dream-the-utopic-village-of-crespi-dadda/

17/10/22	A visit from the European Commission President von der Leyen	NARVA	https://textour-project.eu/news/a-visit-from-the-european-commission-president-von-der-leyen/
28/10/22	TEXTOUR pilot sites sign Memorandum of Understanding at Fikardou in Cyprus	ICONS	https://textour-project.eu/news/textour-pilot-sites-sign-memorandum-of-understanding-at-fikardou/
03/11/22	Fikardou's bright future: from a quasi-abandoned village to an e-museum	ICONS	https://textour-project.eu/news/fikardous-bright-future-from-a-quasi-abandoned-village-to-an-e-museum/
15/11/22	CARTIF wins the AR&PA international award for innovation applied to cultural heritage	CARTIF	https://textour-project.eu/news/cartif-wins-the-arpa-international-award/
22/12/22	Innovation Contest Tourism 2022: two prizes for the Zittau Mountains, Germany	ADF	https://textour-project.eu/news/innovation-contest-tourism-2022-two-prizes-for-the-zittau-mountains-germany/
10/01/23	Meet TEXTOUR: Marinos Ioannides	ICONS	https://textour-project.eu/news/meet-textour-marinos-ioannides/
19/04/23	The mining past is waiting for you – a unique historic mine of silver, zinc and lead ores in Tarnowskie Góry	IETU	https://textour-project.eu/news/the-mining-past-is-waiting-for-you-a-unique-historic-mine-of-silver-zinc-and-lead-ores-in-tarnowskie-gory/
24/04/23	TEXTOUR's call for replicators	ICONS	https://textour-project.eu/news/textour-call-for-replicators/
27/04/23	Take action: Crespi d'Adda management plan	ICONS	https://textour-project.eu/news/take-action-crespi-dadda-management-plan/
27/04/23	Local Tourist Organisation and IETU for Tarnowskie Góry touristic development	IETU	https://textour-project.eu/news/local-tourist-organisation-and-touristic-development/

			ietu-for-tarnowskie-gory-touristic-development/
04/05/23	The Spring of TExTOUR: a flourishing of opportunities	ICONS	https://textour-project.eu/news/the-spring-of-textour-a-flourishing-of-opportunities/
17/05/23	Meeting in the EU eastern outpost. TExTOUR's third steering committee in Narva		https://textour-project.eu/news/meeting-in-the-eu-eastern-outpost-textours-third-steering-committee-in-narva/
24/05/23	Photo exhibition: homely impressions of life in three countries	ADF	https://textour-project.eu/news/photo-exhibition-homely-impressions-of-life-in-three-countries/
30/05/23	Cooperation agreement signed to promote cultural tourism in Gwarki, Tarnowskie Góry	IETU	https://textour-project.eu/news/cooperation-agreement-signed-to-promote-cultural-tourism-in-gwarki-tarnowskie-gory/
05/06/23	TExTOUR launches social media campaign celebrating Sustainable Gastronomy Day on June 18	ICONS	https://textour-project.eu/news/textour-launches-social-media-campaign-celebrating-sustainable-gastronomy-day-on-june-18/
08/06/23	The Beauty from Repty – a local apple from Tarnowskie Góry	IETU	https://textour-project.eu/news/the-beauty-from-repty-local-apple-from-tarnowskie-gory/
09/06/23	The traditional Cypriot delicacy of Palouzes	CUT	https://textour-project.eu/news/the-traditional-cypriot-delicacy-of-palouzes/
12/06/23	Choose your team: Gazpacho vs Salmorejo	FSMLR	https://textour-project.eu/news/choose-your-team-gazpacho-vs-salmorejo/
13/06/23	A roasted delicacy from the tradition of Valladolid, Spain	CARTIF	https://textour-project.eu/news/a-roasted-delicacy-from-the-tradition-of-valladolid-spain/

14/06/23	A very quick recipe based on Narva's ancient fishing traditions	Narva City	https://textour-project.eu/news/quick-recipe-narva-ancient-fishing-traditions/
16/06/23	The flavour of the sea in Anfeh's pickled Golden Samphire	GAIA	https://textour-project.eu/news/the-flavour-of-the-sea-in-anfehs-pickled-golden-samphire/
16/06/23	Cornmeal with butter and cheese from the lambskin	CSR	https://textour-project.eu/news/cornmeal-with-butter-and-cheese-from-the-lambskin/
16/06/23	Prijesnac: a delicious cheese pastry from Trebinje, Bosnia-Herzegovina	CSR	https://textour-project.eu/news/prijesnac-a-delicious-cheese-pastry-from-trebinje-bosnia-herzegovina/
16/06/23	A wild asparagus recipe from the wild region of Vale do Côa	Côa Park Foundation	https://textour-project.eu/news/a-wild-asparagus-recipe-from-the-wild-region-of-vale-do-coa/
03/07/23	StartArt! Festival in Trebinje	CSR	https://textour-project.eu/news/startart-festival-in-trebinje/
04/07/23	https://textour-project.eu/news/tourism-in-war-torn-ukraine-when-visiting-help-recover/	ICONS	https://textour-project.eu/news/tourism-in-war-torn-ukraine-when-visiting-help-recover/
10/07/23	Discovery tours in Umbeindeland	ADF	https://textour-project.eu/news/discovery-tours-in-umbeindeland/
14/07/23	The four pillars of sustainability as foundation for cultural tourism and remote areas development	UNIBO	https://textour-project.eu/news/the-four-pillars-of-sustainability-as-foundation-for-cultural-tourism-and-remote-areas-development/
20/07/23	A new route for a personalized walk around the Kreenholm area	Narva City/Narva Gate	https://textour-project.eu/news/a-new-route-for-a-personalized-walk-around-the-kreenholm-area/

03/08/23	Polycymaking recommendation from six Horizon 2020 sustainable tourism projects	ICONS	https://textour-project.eu/news/policymaking-recommendation-from-horizon-2020-sustainable-tourism-projects/
21/08/23	Textour and RurAllure travel together to promote cultural tourism in marginal areas	ICONS	https://textour-project.eu/news/textour-and-rurallure-travel-together-to-promote-cultural-tourism-in-marginal-areas/
28/08/23	TE X TOUR discussing the future possibilities of cultural tourism	ICONS	https://textour-project.eu/news/textour-discussing-the-future-possibilities-of-cultural-tourism/
30/08/23	Cyprus and Lebanon establish a cultural connection	CUT/GAIA	https://textour-project.eu/news/cyprus-and-lebanon-establish-a-cultural-connection/
14/09/23	Meet TE X TOUR: Pedro Pereira	ICONS	https://textour-project.eu/news/meet-textour-pedro-pereira/
25/09/23	Meet TE X TOUR: Olga Smirnova	ICONS	https://textour-project.eu/news/meet-textour-olga-smirnova/
28/09/23	A methodology to truly rethink cultural tourism in Europe and beyond	UNIBO	https://textour-project.eu/news/a-methodology-to-truly-rethink-cultural-tourism/
01/10/23	Interactive educational classes for children at the Historic Silver Mine in Tarnowskie Góry	IETU	https://textour-project.eu/news/interactive-educational-classes-for-children-at-the-historic-silver-mine-in-tarnowskie-gory/
03/10/23	In Narva the creation of a light installation in the building of the Joala Factory on the territory of Kreenholm has started	Narva City/ Narva Gate	https://textour-project.eu/news/in-narva-the-creation-of-a-light-installation-in-the-building-of-the-joala-factory-on-the-territory-of-kreenholm-has-started/

02/11/23	Meet TExTOUR: Jaanus Mikk	ICONS	https://textour-project.eu/news/meet-textour-jaanus-mikk/
09/11/23	TExTOUR's path to community connection	ICONS	https://textour-project.eu/news/textours-path-to-community-connection/
06/12/23	Your sustainable tourism development strategy is only seven steps away	ICONS	https://textour-project.eu/news/your-sustainable-tourism-development-strategy-is-only-seven-steps-away/
11/12/23	Tasting heritage: Small Gastronomy School event highlights local food's story	CSR	https://textour-project.eu/news/tasting-heritage-small-gastronomy-school-event-highlights-local-foods-story/
08/01/24	Meet TExTOUR: Laura Plugge	ICONS	https://textour-project.eu/news/meet-textour-laura-plugge/
16/01/24	Upscaling and replicating TExTOUR's achievements	ICONS	https://textour-project.eu/news/upscaling-and-replicating-textours-achievements/
20/03/24	DREInsichten on tour: photo exhibition opens for the 3rd time	ADF	https://textour-project.eu/news/dreinsichten-on-tour-photo-exhibition-opens-for-the-3rd-time/

Annex 5 List of main events attended by partners

PARTNER SHORT NAME	EVENT	LOCATION	GEOGRAPHICAL SCOPE
FSMLR	FITUR. Feria Internacional de Turismo de Madrid //	Madrid	International
	AR&PA. BIENAL IBÉRICA DE PATRIMONIO CULTURAL //	Valladolid	National
	INTUR. Feria Internacional del Turismo de Interior //	Valladolid	International
FSMLR	Madeira's Digital Transformation Summit	Madeira	International
FSMLR	EUROMED - International Euro-Mediterranean Conference	Cyprus	International
FSMLR	International Conferences on CT Advances	Brussels	International
CARTIF	AR&PA: Iberian biennial of cultural heritage	Spain / Portugal	International
	InTUR: International fair on inner tourism	Spain	International
CARTIF	International Conference Florence Heri-tech: the Future of Heritage Science and Technologies	Italy	International
CARTIF	I Workshop on Digital SSH (social sciences and humanities)	Valladolid	National
CARTIF	AR&PA: Iberian biennial of cultural heritage	Spain / Portugal	International
CARTIF	InTUR: International fair on inner tourism	Spain	International

	International Conference Florence Heri-tech: the Future of Heritage Science and Technologies	Italy	International
	I Workshop on Digital SSH (social sciences and humanities)	Valladolid	National
	UNESCO Chair "New paradigms and tools for the management of the bio-cultural landscape" - International Conference	Turin/ online	International
	Regione Lombardia Conference	Milan/ online	National
	Participatory working table (3/12/2021) for the definition of activities to be included in the UNESCO Management Plan	Crespi d'Adda	National
Côa Park Foundation	Conferência Internacional – Alterações Climáticas e Património Mundial	Vila Nova de Foz Côa	National
Côa Park Foundation	CôaMedPlants	Vila Nova de Foz Côa	National
LINKS	Presentation of the Project activities within the Master in World Heritage & Cultural Projects for Development (20th April 2023)	Turin	International
UCL	EEN's Sector Group Tourism and Cultural Heritage	Online	European

	Meeting of the Regional table of the (11) UNESCO sites in Lombardy	Online	Regional
UCL	Meeting with the 9 Chambers of Commerce of Lombardy	Online	Regional
	Tourist fair TOUREST	Tallinn, Estonia	National
UCL	Focus Oggi Europa	Online	European
Narva City	Tourist fair MATKA	Helsinki, Finland	International
	Tourist fair Balttour Workshop and seminar for tourism professionals	Riga, Latvia St. Peterburg, Russia	International International
	Hanseatic Days	Riga, Latvia	International
Narva City	Hanseatic Days	Ivangorod, Russia	International
Narva City	Tourist fair Balttour	Riga, Latvia	International
Narva City	Tourist fair TOUREST	Tallin, Estonia	International
Narva City	Tourist fair MATKA	Riga, Latvia	International
Narva Gate OÜ	Tourist fair Balttour	Riga, Latvia	International
Narva Gate OÜ	Tourist fair TOUREST	Tallin, Estonia	International
Narva Gate OÜ	Tourist fair MATKA	Riga, Latvia	International
ADF	Meeting in Sklarska Poreba with the Fundacja Dolina Domów Przylupowych (Foundation "Valley of the Umgebindehouses")	Sklarska Poreba	National
ADF	Meeting of the village development working group of the Saxon Heritage Society (including a networking meeting with other Umgebindehouse associations)	Pödelwitz	National

ADF	tourism workshop of the TGG Zittauer Gebirge	Seifhennersdorf	National
ADF	Meeting of the Eurex working group "Monuments" of the Euroregion Neiße	Niesky	International
IETU	Global Tourism Innovation Forum 14-17 February 2023	Expo Tel Aviv., Israel	International
	International Conference on Cultural and Tourism Innovation 2023, 13-14 May 2023	London, United Kingdom	International
	Eighth International Conference on Tourism & Leisure Studies "Post-Pandemic Tourism Transformations", 14-16 June 2023	University of Granada, Granada, Spain + Online	International
	27th Fair of Tourism, 24-26 March 2023	International Congress Centre, Katowice, Poland	International
	International Conference on Industrial Heritage (yearly)	Zabrze	International
	Museums festival	Rivne	National
NETZ e.V.	Europatag	Europe	International
NETZ e.V.	Open Day in the Ministry for Foreign Affairs Germany	Berlin	National
NETZ e.V.	Advisory Forum of Cultural Routes	Chania	International
CSR	Days of Architecture Banjaluka	Banjaluka	National
CSR	Cultural Summer	Trebinje	National
CSR	Places and Technologies conference	Belgrade	International

CSR	STEPGRAD conference	Banjaluka	International
CSR	Underground Built Heritage as catalyser for Community Valorisation MC meeting	Ankara	Internationa
CSR	Places and Technologies International Conference	Belgrade	National
CSR	Salon of Urbanism	Niš	National
CSR	NEB Forum B-H meeting	Sarajevo	Nationall
CSR	A.25 Students projects exhibition	Banja Luka	National
UNIBO	A cinquant'anni dalla Convenzione UNESCO: prospettive e riflessioni	Convegno di studi Campus di Rimini, ITALY	National
	Turismo sostenibile fra patrimonio locale e cittadinanza globale		National
UNIBO	13th International INU Study Day	Naples	International
UNIBO	BEYOND THE FUTURE: EMERGENCIES, RISKS, CHALLENGES, TRANSITIONS, AND OPPORTUNITIES		
CUT	EUROMED - International Euro-Mediterranean Conference	Cyprus	International
CUT	International Conference on Cultural Tourism Advances	Brussels	International
CUT	OINT ACTION Pilot 8 FIKARDOU-ANFEH Roadmap	Cyprus	Local

	Report Publication Event and Hands- on Workshop in Fikardou		
CUT	Researcher's night	Lebanon	Local
CUT	Opportunities for Heritage	Oman	International
Rivne	Online lectures "Boikivski Karpathy". Yaroslava Havrylova presented a speech "Achievements and prospects of the Rivne region's project activities in the field of tourism"	Online	Regional

Annex 6 Template to collect the partner's dissemination activities

Partn er	Type of Publication (N/A/PR/I/R/S P/V)	Titl e	Dat e	Type of audien ce	Countri es address ed	Langua ge	UR L or pd f	Wh o
							-	
							-	
							-	
							-	
							-	

Legend

N = Newsletter

A = Articles

PR =Press release

I = Interview

R = Report

SP = Scientific paper

V = Video

Annex 7 Template to collect the participation of partners to mayor events

Partner	Type of event (C, M, F, T, V, W)	Title of the event	Date	Place	Type of audience (scientific community, industry, policy makers, civil society, investors etc.)	Size of audience	Countries addressed	URL	Language	Materials (Yes/No)	Materials type (presentations, posters, brochures etc.)	Details	Who attended
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					

TE^xTOUR

ANNEX 8 Brand-Book v2

Brand Identity guidelines | V.2

TE^xTOUR

01. CONCEPT

The main goal of the **TE^xTOUR** project is to develop **social innovation and technologies** for sustainable growth through participative **cultural tourism**.

The Visual Identity is designed to reflect its core aspects:

CULTURE + LOCAL + EXCELLENCE + INNOVATION + COMMUNITIES.

The essential shapes of the logo sum up **subway lines**, universal symbol of connection through european countries. The icon communicates the idea of multiple direction from one point. Bullet points represent connection between different cities recalling visually the play "meccano".

02. LOGO: MAIN VERSION



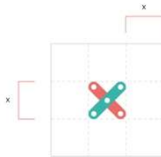
The respect area is defined by X module: the height of the letters. Every graphic element must be placed at least 1X from the logo.
The minimum height of the logo should be 5mm for printed materials and 28px for digital productions. **TE^xTOUR**

03. LOGO: COMPACT VERSION



Use this version when the area dedicated to the logo has a square shape or is vertical.
The minimum height of the logo should be 12mm for printed materials and 40px for digital productions. **TE^xTOUR**

04. ICON



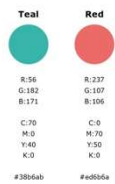
Use the icon whenever you don't have room for the entire logo or when you use the written word "TE^xTOUR" to avoid repetitions.
The minimum height of the icon should be 5mm for printed materials and 28px for digital productions. **TE^xTOUR**

05. LOGO AND BACKGROUNDS



Use the special versions whenever the background colour is similar to the red/teal of the logo to preserve readability.
The same rules apply to the icon.

06. MAIN COLOURS



07. SECONDARY COLOURS



08. TYPOGRAPHY

Baseline 20pt

SMALL GENERIC TITLES VERDANA BOLD 18/20PT

Large titles Verdana bold 36/40pt

Large paragraphs Verdana bold 16/20pt

Body copy Verdana regular 12/20pt. On print, it is set between 9 and 12pt and the baseline grid follows accordingly.

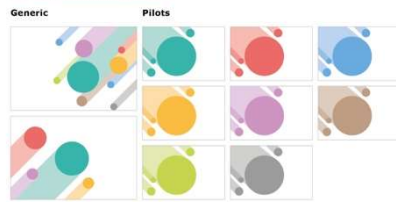
Verdana font family is available on MS Office programs (Word, Powerpoint, etc.).

09. MAP



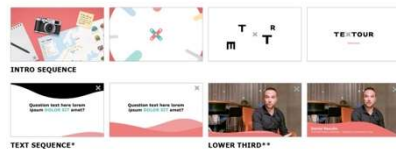
Each pilot has its own colour.
The map is designed according to the visual identity of the project.

10. GRAPHIC BACKGROUNDS



Graphic backgrounds can be used to enrich simple layouts. Use the **generic** versions for general communications. Use the **pilot** versions when designing materials specifically produced for a single pilot. The shadow is 50% of the colour of the circle.

12. VIDEO INTERVIEWS



*The elements of the sequence appear above the footage (in black) from bottom to top.
**Lower thirds enter from bottom to top and exit back to the bottom of the screen.

11. PICTOGRAMS



The pictograms used to represent heritage and cultural tourism types are from the **Streamline Colors set**. Be sure to correctly attribute the source when using them. Source link: <https://app.streamlinehq.com/home/streamline-colors>

TEXTOUR

Brand Identity guidelines | Version 2
Latest update: January 2022

The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules.

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