

TEXTOUR

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

WP7 Deliverable D 7.2

Communication and Dissemination Plan

2nd version



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1 Technical description

1.1 About the project

Grant Agreement number	101004687
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- ARBEITSGEMEINSCHAFT DEUTSCHE FACHWERKSTADTE
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INSTITUTE) KFT **MRI**
- NETZ·MEDIEN UND GESELLSCHAFT EV **NETZ**
- ISTRAZIVACKI CENTAR ZA PROSTOR **CSR**
- GAIA-HERITAGE **GAIA**
- **CULTURE AND TOURISM DEPARTMENT OF RIVNE
REGIONAL STATE ADMINISTRATION**
- COA PARQUE· FUNDACAO PARA A SALVAGUARDA E
VALORIZACAO DO VALE DE COA **COA PARQUE**
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Contributor (s)	All partners

1.3 Document dissemination level

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

1.4 Document history

Version	Date	Authors	Description
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2	26 May 2023	Charlotte Michi (ICONS)	Draft
3	29 May 2023	Lucia Delenikas (FSMLR)	Revision

1.5 Disclaimer

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1.6 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

2 Executive summary

TExTOUR's Communication and Dissemination Plan (C&D Plan) aims at outlining the project's C&D strategy and at explaining how this strategy will be implemented to reach different stakeholder groups using a mix of tools and channels. The C&D strategy will be designed and implemented to increase awareness, stimulate acceptance and foster uptake among the different project's communities. The C&D strategy will set 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, with the aim 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 present plan is an update of the first version released at M4. The plan will be subject to a further update at M39 to include potential new tools and channels and to fine-tune the strategy according to the project's progress and achievements.

Compared to the previous version, new target audiences have been added (minority groups, volunteers and women), and an overview of the activities already performed and to be performed in the upcoming months is presented for each communication activity type (e.g. events, social media campaigns etc.).

3 Communication and Dissemination strategy

3.1 Approach and objectives

The integrated and measurable impact-oriented approach has three main objectives to:

- 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.

The monitoring of the impacts generated by the different tasks of WP7, and their measurement through C&D KPIs, allows to measure the efficacy of the C&D actions and provide a feedback on whether the strategy is working well or if a revision is needed

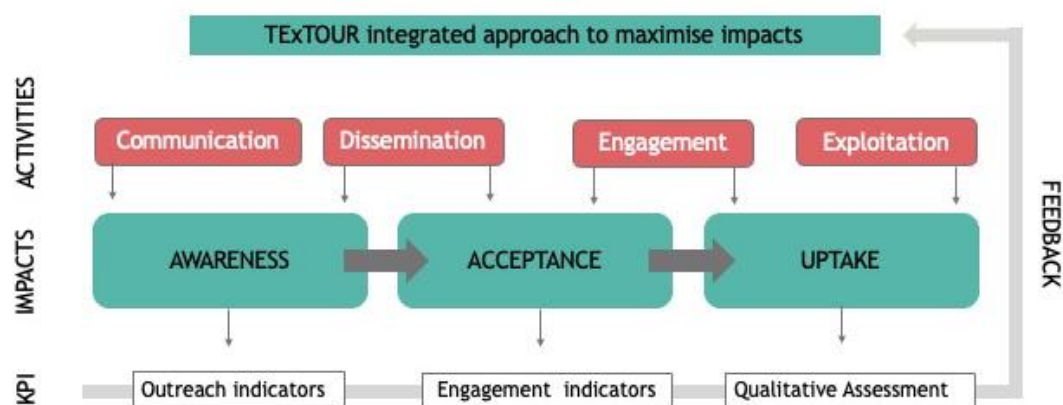


Figure 1 - Communication and dissemination approach

3.2 Relations with other activities of the project

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

- The main results produced by **all the Work Packages** will be 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 will be supported and disseminated at the European level following the present plan.
- **WP4** “TEXTOUR platform” will be one of the key exploitable results to be communicated and disseminated.
- **WP5** “Cultural tourism labs” The deployment of the cultural tourism strategies by the pilots will be 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 favorable environment for the uptake of the results. Also, as part of T6.4, the network of replicators will be valorized through the projects' channels and specific dissemination formats will be prepared to support knowledge transfer (e.g. webinars, guidelines, and page flow). The communication and dissemination plan will support the Key Exploitable Results dissemination through ad hoc factsheets designed for different audiences and other communication material.

3.3 WHO: Communication and Dissemination targets

The active involvement of relevant stakeholders plays a key role in the successful implementation of any co-design process and in the acceptance of innovation and further uptake and replication. Identifying key stakeholders and clarifying their role and their interconnections will be essential to engage them through the most effective key messages, channels, and tools. In the following table, a provisional list of key stakeholders' groups has been identified.

Stakeholders are mapped according to their level of participation and role and 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,

			communicati on material
Schools/students/ School networks	Raising awareness around EU culture and values. Raising interest in new professional skills	Local/EU/ global	Website, social media, communicati on 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 maximizing 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 communities around EU heritage and culture	Local/EU/g lobal	Website, social media, articles, news items, videos,

Table 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	Organization name
Global Networks and associations	Organization 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 2 - European and international stakeholders

The enlargement of the community at European and Global level and the management of the contacts will be one of the main tasks of the C&D Secretariat, although the contribution from each partner will be 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](#)) will further reinforce access to key stakeholders.

TE~~X~~TOUR partners have a wide range of memberships at local, national and European level. To help them to get the most out of their memberships, ICONS suggests a series of actions to exploit different memberships for communication and dissemination purposes:

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

More 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.

3.3.1A focus on vulnerable groups, women, and volunteers

To maximise the social and cultural impact of TExTOUR's activities, minority groups should be involved in the co-creation process of sustainable cultural tourism strategies.

Each TExTOUR pilot identified the vulnerable groups in their local community. The main groups identified are disabled people, women, LGBTQIA+ people, fishermen, migrants, neuro-divergent people, aged people, ethnic minorities, people from other countries, and linguistic minorities.

Most of TExTOUR's pilots are positioned at the border between different countries, so the linguistic barrier needs to be considered, and often it is necessary that more than one translator is present at the events.

The communication and dissemination strategy adopted by TExTOUR pilots to engage the **minority groups** in the co-creation process involves different actions such as:

- 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 them 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), sustainable tourism actions tailored for disabled people.

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.

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). As described in D3.2, "Participatory cultural tourism development strategies and actions", the results revealed female participants were more than male participants in each workshop. However, no participants identified themselves with "other" in the gender section. This shows a significant inclusion of females in TExTOUR's participatory workshops.

Another important group of stakeholders is represented by **volunteers**. Since the bonding between a community and its land is developed also through the knowledge of the local heritage, 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.

3.4 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
TE X TOUR 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 intangible cultural heritage conservation and sustainable tourism development.	Sustainable cultural tourism	All
TE X TOUR mobilizes stakeholders and 8 Cultural Tourism Pilots in less known areas to collect data using ICTs and social innovation tools, to enrich a modular and scalable EU Action Plan. TE X TOUR will prepare a modular and scalable EU Action Plan for Cultural Tourism Development	Big data and innovative strategies EU Action Plan	Academia, Investors Policy makers, Academia
There is a need for new strategies aiming to promote and valorize 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	Big data and innovative strategies	Investors, policy makers, cultural associations

sustainability, profitability and competitiveness for CT products and sites while preserving their authenticity

The TExTOUR 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.	TExTOUR platform	Policy makers, academia
TExTOUR will contribute to the preservation of Europe's cultural identity, based on a network of local identities.	Europeanisation	Cultural associations, policy makers
Europeanism lies in acknowledging the local diversities, and embracing the inclusion of less frequented, often marginalized communities, territories and people.	Inclusion of minorities	Policy makers, academia
TExTOUR goal is to improve growth processes, knowledge and strategies around Cultural Tourism and how this will lead to enrich territorial development.	Network	Citizens and institutions representing them Cultural associations Media
TExTOUR will foster an active and strong cooperation between fellow projects	Network	Policy makers, academia
TExTOUR, 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

Table 3 - Key messages

3.5 Clustering with EU projects and initiatives

Cooperation with fellow European projects and initiatives in knowledge transfer and sharing and in joint dissemination actions will be fostered to facilitate a better international positioning of the project and to maximize impacts.

In terms of joint dissemination, the following activities will be carried out:

- Creation on TExTOUR's website of a section dedicated to fellow projects. In this section, the logos and links of the projects are displayed.
- Organization of joint events (webinars, conferences, workshops).
- Involvement of fellow projects/initiatives in the final event of TExTOUR.
- Dissemination, through TExTOUR'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 TExTOUR will liaise with:

Project	About	Partners	Start/end date
RURITAGE	RURITAGE turns rural areas into laboratories to demonstrate Cultural and Natural Heritage as an engine of regeneration.	FSMRL, CARTIF, UNIBO	1/06/2018 - 31/05/2022
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.		
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 European regions and areas.	CUT, FSMLR	1/01/2020- 30/06/2023

SmartCulTour	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 4 - Sister projects

3.6 Communication and Dissemination KPIs

Channels	Completion degree	KPIs
Website	24056 (page views)	>15,000 visits
Social media	Twitter: 391 followers LinkedIn: 271 followers Facebook: 247 followers YouTube: 1233 views	Twitter >1500 followers LinkedIn page: >150 followers YouTube >1000 viewers
External events	External events: $\approx$ 48 external events included meetings with stakeholders in the period M1-M24. TE X TOUR presented in 2 major events, reaching more than hundred participants.	>5 external events per year attended by consortium partners >3 major events where TE X TOUR is presented Outreach = hundreds of participants
TEXTOUR final event	N.A.	$\approx$ 100 participants
Local dissemination workshops combined with study tours	3 workshops organized in each pilot with 528 participants in total (25 on average per workshop).	$\approx$ 30 participants
Other events (workshops, joint booths, roundtables) will be co-organized with EU cultural networks, associations, platforms, initiatives	1 co-organized conference	>2 co-organised events

Table 5 - Dissemination KPIs per channel

Dissemination actions and content packaging	Completion degree	KPIs
Mobilization of key European and international stakeholders, associations and initiatives	N.A.	>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-organized conference	> 2 events co-organised
eNewsletter	4 Newsletter issues (132 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	N.A.	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: 2 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 6 - Dissemination KPI per actions and formats

4 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 will act as main reference for the local Lab Communities in cooperation with WP1 and WP5 leaders.

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

4.1 TExTOUR communication and dissemination secretariat

European and global communication will be centrally managed by the TEXTOUR Secretariat, led by ICONS, and by the project coordinator (FSMRL) by 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.

4.2 Local communication and dissemination desks

The Local Communication Desks will be the main contact points to implement local stakeholders and citizens' engagement campaigns. The Local Communication Desks will be 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 very effective and customized 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)
- Maximize outreach towards other neighboring areas
- Track and monitor C&D activities at local level

4.3 Periodic reporting

Every six months, all the partners will be asked to report on their individual dissemination and communication activities through a reporting template that will be sent to all the contacts of the dissemination and communication working group. This regular monitoring will provide measures of outreach and feedback to the dissemination and communication strategy of TExTOUR. These activities may include participation at events (local, European, global level), publication of news and articles, appearance in TV or radio shows, campaigns on social media. The reporting templates are included in [Annex 5](#) and [Annex 6](#).

The partners' periodic reporting will be included in the periodic reporting to the European Commission.

5 Communication and dissemination activities implementation

5.1 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 an ANNEX, 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.

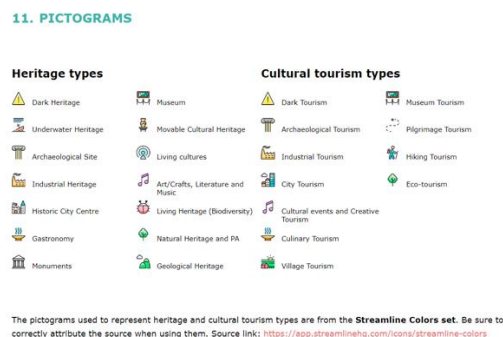


Figure 2 - Tourism and heritage pictograms

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	TE^xTOUR
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-

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

		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.
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.

Table 7 Branding references

5.2 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.

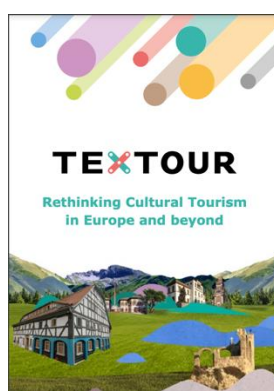


Figure 3 - Leaflet

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 have been produced is included in D7.5, communication toolkit.

Product	Link	Release	Numbers
Leaflet EN (printed version)	N.A.	M7	500 copies printed
Leaflet EN (pdf)	https://textour-project.eu/wp-content/uploads/2021/07/2021-09-14_TXT_leaflet-digital.pdf	M7	111 downloads
Project video	https://www.youtube.com/watch?v=dVR7Tsa0eF4	M6	1233 views (on YouTube and social media)

Table 8 - Communication tools numbers

5.3 Online channels

As mentioned before, the existing networks and channels of the partners will be fully exploited to increase the dissemination outreach of the project ([Annex 2 Partners' communication channels](#)).

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

5.3.1 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/>

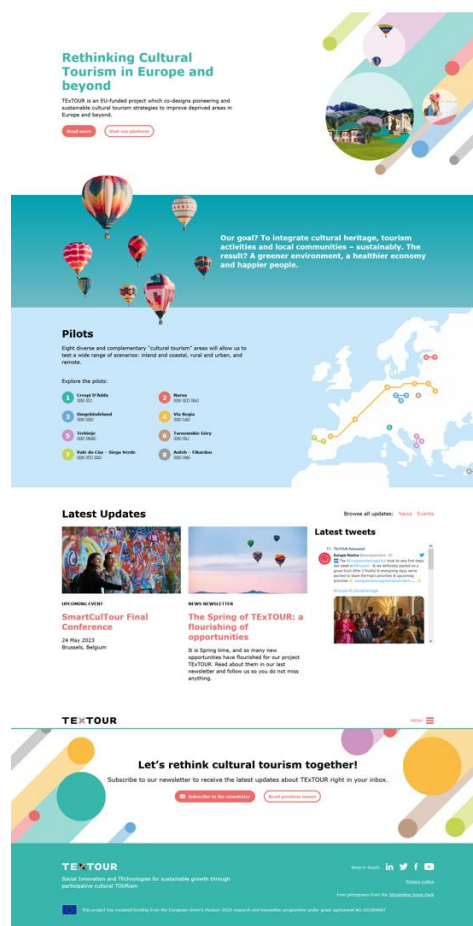


Figure 5 - Website homepage

The website is a dynamic communication channel that is constantly updated and integrated according to the project's needs. It has been modified to maximise the visibility of the pilots and their actions. Visibility will be guaranteed also to the replicator sites.

Website outreach data (source Matomo)	
Users	8300
Returning visitors	1141
Sessions	12457
Average session	00:01:44
Page views	24056

Table 9 - Website outreach

5.3.2 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 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	391
LinkedIn	271
Facebook	247

Table 10 - Social media followers

5.4 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.

23 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: "Finding inspiration: TExTOUR's Action Cards for cultural tourism", "Chart the course: TExTOUR's steering committee meeting in Turin, Italy", "TExTOUR pilot sites sign Memorandum of Understanding at Fikardou in Cyprus". This demonstrates an interest in news that give a general update on the project's status and development.

- **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. Two journalistic articles have been published (see Table 11 - List of journalistic articles). A third article will focus on the impact of the Russian-Ukrainian war on tourism in European countries bordering Russia.

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/

Table 11 - List of journalistic articles

Product	How many	Outreach
Press and news releases	23	37510
Journalistic articles	2 out of 3	2385

Table 12 - News and press releases outreach

Audio-visual contents:

- **Short web videos and pictures** focusing on specific Lab Communities will be mainly used on social media to show how the pilots are implementing their cultural tourism strategies ([here](#) is an example of a short video documenting TExTOUR's first workshop in Anfeh).
- **Video interviews** produced on occasion of project's meetings and event with key stakeholders and community representatives. A video series "Meet TExTOUR" are being produced to present the project and its achievements using the voices of its protagonists (both WP leaders and representatives from the pilots). 10 video interviews have been published on the project's YouTube channel (where they have been organized in a [playlist](#)) and social media channels so far. More (at least four) interviews will be shot during project meetings and events.

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	Work in progress
07/23	Meet TExTOUR: Olga Smirnova	Work in progress
07/23	Meet TExTOUR: Jaanus Mick	Work in progress

Table 13 - 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
- **Social media campaigns** have a twofold objective:
 - Raise awareness on occasion of annual European/global events and initiatives around heritage, tourism, sustainability topics.
 - 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.

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 different 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	Planned
	International day of Monuments and sites, April 2024	Planned

Table 14 - List of social media campaigns

For social media short videos and cards are produced to direct the community to the project's results. 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.

Figure 6 - Example of short social media video



Local Lab Communities will be fostered to 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).

5.5 Stakeholders' dialogue and engagement

5.5.1 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.

Four issues have been sent and published on TExTOUR's website. The newsletter is structured to give a glimpse of the most recent project advancements and has a specific section dedicated to the pilots and their actions. It also contains a list of interesting cultural tourism events. ICONS is in charge for the development. All project partners contribute with statements, news items to be promoted and help with the distribution, advertising the newsletter with their own communities. All

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

Newsletter	When	N. od subscribers
#1	September 2021	47
#2	April 2022	73
#3	October 2022	98
#4	April 2023	132
#5	September/October 2023 (planned)	N.A.
#6	March/April 2024 (planned)	N.A.

Table 15 - Newsletters

Info-packs on specific solutions, outcomes, public deliverables, guidelines and recommendations 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.

Digital storytelling flows (PageFlow) integrating and packaging different editorial products will narrate how the local pilots have demonstrated innovative solutions, which impacts they have achieved and how the TExTOUR model can be further adopted and replicated. The PageFlow, thanks to its storytelling potential, has been identified as a powerful tool to support the replication process (Task 6.4), helping the transfer of knowledge about TExTOUR methodology from the pilots to the replicators.

A final video will explain the TExTOUR achievements, tools and lessons learnt from the pilots' demonstrations. It will be presented during the final event and distributed on the website and social media.

The TExTOUR Best Practices Book will represent the final publication of the project. Contents will be packaged from the outcomes of Task 3.3 on cultural tourism development strategies. It will be designed in a simple way, highlighting key messages and making sure that the necessary take-aways are clearly explained and visualized for each target group.

Scientific publications will be produced by academic partners. TExTOUR will ensure open access to all peer-reviewed papers. 2 papers have been published so far, one is submitted and one is in the process of being reviewed. 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	Published	
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
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.
Authors tbc (UNIBO)	Framing Early Warning Indicators for sustainable cultural tourism development: A case study review	N.A.	Submitted	N.A.

Table 16 - List of scientific publications

Policy Round Tables. It is planned to organise 2 Policy Round Tables in Brussels, 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.

The first of these Round Tables started to be prepared as of July 2022 and will be completed with the Academic conference on Cultural Tourism which will take place in Brussels on June 27th & 28th 2023.

5.5.2 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 will participate and present the project and its results at 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 Ibérica 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 major events](#)).

TExTOUR was also present at the end of May 2023 during the closing event of the SmartCulTour project where our Via Regia Pilot made a presentation (see [Facebook post](#)).

Other relevant events which will be considered to present TExTOUR include FITUR - Feria Internacional de Turismo de Madrid (January 2024), Intur INTUR Feria Internacional del Turismo de Interior in Valladolid (November 2024), the European week of regions and cities (October 2024).

Organisation of TExTOUR events

One final event will be organised in collaboration with either fellow projects or cultural networks / initiatives in the framework of another key European event. Dissemination workshops organised in the pilots in combination with project meetings will be open to both local and European external stakeholders. Other events (workshops, joint booths, roundtables) will be co-organized with EU cultural networks, associations, platforms, and initiatives.

In November 2021 TExTOUR organised an [experts workshop](#) to review concepts around heritage and cultural tourism.

TExTOUR is also co-organizing the International Conference on Cultural Tourism Advances that will take place in Brussels on the 27th and 28th of June 2023. The goal of the International Conference on Cultural Tourism Advances is to further understand the potential of cultural tourism for sustainable development.

The focus will be on successful policy interventions, new cultural tourism trends, advances in visitor management systems, and new business and/or governance models. The conference is organized 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 final webinar will be organized to present the project's outcomes towards a broader, remote stakeholder audience. Recording will be accessible via the website.

6 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.

6.1 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-emphasized 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 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

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

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

will produce many useful and interesting data. Their publication for open access should be considered, once the data will be available.

6.2 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.

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.

7 Impact assessment

7.1 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 different 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* organized during project execution;
- *Workshop and events*, carried out during project execution;
- *Other*, to cover other impacts which cannot be categorized 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 3.6.

7.2 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 by the use of 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.

7.3 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.

8 Future timeline (M30-M39)

WHEN	WHAT	LEAD BENEFICIARY
M30	Joint event ("International Conference on Cultural Tourism Advances")	ICONS
	Collection of reports on individual C&D activities	ICONS
M32	3 rd journalistic article	ICONS
M34	5h Newsletter	ICONS
M34	1 st PageFlow	ICONS
M38 (tbc)	Info-packs	ICONS
M40	6 th Newsletter	ICONS
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

9 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 second version of this document gives an overview of the communication activities undertaken until M28 and a more detailed description of the next steps. No significant deviations have been foreseen compared to the previous version of the document.

Given the complexity of the project, the C&D plan must be considered a "living document". As TExTOUR will evolve, the C&D strategy will also adapt to the project's and its pilots' emerging needs. If necessary new tools and channels will be included, new stakeholder groups defined, the key messages re-shaped.

The second last of the C&D plan will be released in M26 and the third version at M39.

10 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
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
Fachwerktiennale (Nationale Projekte der Stadtentwicklung)	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 with approx. 2.000 members)	NETZ e.V.
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	All ICOMOS national committees and scientific committees	GAIA
ACEI - Association of cultural economics international	All Members world wide	GAIA
ICOM- Lebanon	Lebanon	GAIA
ICOMOS-France	France	GAIA
ROTARY CLUB OF BEIRUT	Lebanon	GAIA
Association of cultural and artistic institutions «Via Regia Ukraine»		UKR
Triada		UKR
Guild of Chefs of Rivne region		UKR

11 Annex 2 Partners' communication channels

Partner	Communication channels				
	News letters (no. of recipients)	Websites	Portals	Magazines / newspapers	Other channel
FSMLR	6031 recipients	https://www.santamari.alareal.org/	https://www.romanicodigital.com/ https://culturviajes.org/ www.santamari.alarealmuseorom.com https://www.canalpatrimonio.com/	"PATRIMONIO" Magazine https://www.santamari.alareal.org/revista-patrimonio-canal-patrimonio	
UNINOV		www.uninova.pt			
CARTIF	Monthly Newsletter: near of 1200 recipients	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	Weekly local newsletter (100)	www.narva.ee	www.delfi.ee	Weekly local newspaper "Narva Linnaleht" (30 000+ web version)	Radio ERR Narva studio
Narva City	International project annual newsletter (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" (5 900 + web version)	Ida-Viru region Cluster maillist (Estonia, Finland and Russia)
Narva City		-		"Reisimaailm" magazine (+web version)	National and European partner organizations
Narva City	Weekly local newsletter (100)	www.narva.ee	www.delfi.ee	Weekly local newspaper "Narva Linnaleht" (30 000+ web version)	Radio ERR Narva studio
Narva City	International project annual newsletter (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" (5 900 + web version)	Ida-Viru

					region Cluster maillist (Estonia, Finland and Russia)
Narva City	-			"Reisimaailm" magazine (+web version)	National and European partner organizations
Narva City	Weekly local newsletter (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-arbe.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

12 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 channels
FS ML RP H	https://twitter.com/FundacionSMLRPH (6744 followers)	https://www.facebook.com/FundacionSantaMarialaReal/ (11418 followers)	https://www.linkedin.com/company/fundacion-santa-mar-a-la-real/ (13421 followers)		Instagram: https://www.instagram.com/fundacion.smlrph/ (2630 followers)
UN IN OV A	https://twitter.com/UNINOVA (165 followers)	https://www.facebook.com/UninovaResearch (136 Followers)	https://www.linkedin.com/company/uninova/ (1150 Followers)	https://twitter.com/UNINOVA (165 followers)	
CA RTI F	https://twitter.com/cartifct (3010 followers)	https://www.facebook.com/CARTIF (843 followers)	https://www.linkedin.com/company/11651/admin/ (5190 members)	1. English blog: https://blog.cartif.com/en/ 2. Spanish blog: https://blog.cartif.com/	Youtube channel: https://www.youtube.com/channel/UCpP80MAbYDxuOnUktHBL9OQ 156 suscriptors
LIN KS	https://twitter.com/LinksFoundation/ (1.234 followers)	https://www.facebook.com/linksfoundation/ (4.327 followers)	https://www.linkedin.com/company/linksfoundation/ (3.341 followers)		YouTube: https://www.youtube.com/channel/UC3fBPkCm1UzB-0A3sdzagxA/ Instagram: https://www.instagram.com/fondazionelinks (98 followers)
UC L					Youtube: https://www.youtube.com/channel/UC_xJo1tkAD8BiJx9M2Wd31w? https://www.instagram.com/visitnarva (1169 followers)
NA RV A CIT Y		https://www.facebook.com/visitnarva (1449 followers)			
NA RV A CIT Y		https://www.facebook.com/idavirufriends/ (4516 followers)			
NA RV A CIT Y		https://www.facebook.com/LinnNarva (3031 followers)			

NA RV A CIT Y	https://www.facebook.com/ida.virumaa.sobrad (13358 followers)			
IET U	https://twitter.com/ietu4 (90 followers)	-	https://www.linkedin.com/company/institut-ekologii-terenow-uprzemyslowionych/ (96 followers)	- https://business.google.com
AD F	https://www.facebook.com/Deutsche.Fachwerkstrasse (1500 Followers)			
NE TZ	-	https://www.facebook.com/VIA.REGIA (1098 followers)	https://www.facebook.com/groups/VIA.REGIA	
CS R	https://twitter.com/ICProstor (326 followers)	https://www.facebook.com/icprostor (1409 followers)	Instagram: https://www.instagram.com/icprostor/ (618 followers)	
GA IA				Personal profile: https://www.linkedin.com/in/georgeszouain/ (1500 connections)
UK R				
UN IB O	https://twitter.com/UniboMagazine (21000 followers)	https://www.facebook.com/architettura.unibo (650 followers)	https://www.linkedin.com/school/unibo/about/ (300000 followers)	
IC ON S	ICONS Innovation Strategies	Youris.com	ICONS Innovation Strategies	Youris.com Youtube
	Youris.com			

13 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 specialization 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	ICONS	https://textour-project.eu/news/finding-

	Cards for cultural tourism		inspiration-texttours-action-cards-for-cultural-tourism/
29/03/22	Coordination meeting among projects on sustainable cultural tourism	CUT	https://texttour-project.eu/news/coordination-meeting-among-projects-on-sustainable-cultural-tourism/
30/03/22	Meet TExTOUR in Trebinje: World Tourism Day event	CSR	https://texttour-project.eu/news/meet-texttour-trebinje-world-tourism-day/
30/03/22	Narva's cultural tourism development strategy	NARVA	https://texttour-project.eu/news/narvas-cultural-tourism-development-strategy/
24/05/22	Chart the course: TExTOUR's steering committee meeting in Turin, Italy	ICONS	https://texttour-project.eu/news/chart-the-course-texttours-steering-committee-meeting-in-turin-italy/
08/06/22	RURITAGE's modern troubadour	ICONS	https://texttour-project.eu/news/ruritages-modern-troubadour/
01/07/22	An alternative way to enjoy your summer: #MyRuralHoliday	ICONS	https://texttour-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://texttour-project.eu/news/a-link-between-past-and-future/
12/09/22	Under broad daylight: the lost paradigm of Côa Valley Paleolithic Art	ICONS	https://texttour-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://texttour-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://texttour-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/

14 Annex 5 List of major events

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
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
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	on line	Regional
UCL	Meeting with the 9 Chambers of Commerce of Lombardy	on line	Regional
	Tourist fair TOUREST	Tallinn, Estonia	National
Narva City	Tourist fair MATKA	Helsinki, Finland	International
	Tourist fair Balttour	Riga, Latvia	International
	Workshop and seminar for tourism professionals	St. Peterburg, Russia	International
	Hanseatic Days	Riga, Latvia	International
Narva City	Hanseatic Days	Ivangorod, Russia	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, Poland	International
	Museums festival	Rivne (Ukraine)	regional
NETZ e.V.	Europatag	several cities	international
NETZ e.V.	Open Day in the Ministry for Foreign Affairs Germany	Berlin	national
NETZ e.V.	Advisory Forum of Cultural Routes	Chania (Crete)	international
CSR	Days of Architecture Banjaluka	Banjaluka	National (Bosnia and Herzegovina)
CSR	Cultural Summer	Trebinje	National (Bosnia and Herzegovina)
CSR	Places and Technologies conference	Belgrade	International (Serbia)
CSR	STEPGRAD conference	Banjaluka	International (Bosnia and Herzegovina)
CSR	Underground Built Heritage as catalyser for Community Valorisation MC meeting	Ankara	International/European

UNIBO	A cinquant'anni dalla Convenzione UNESCO: prospettive e riflessioni	Convegno di studi Campus di Rimini, ITALY	National, Italy
	Turismo sostenibile fra patrimonio locale e cittadinanza globale	10 novembre 2022	
UNIBO	13th International INU Study Day	Naples	International
	BEYOND THE FUTURE: EMERGENCIES, RISKS, CHALLENGES, TRANSITIONS, AND OPPORTUNITIES	16-Dec-22	
CUT	EUROMED - International Euro-Mediterranean Conference	Cyprus	International

15 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

16 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
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					
								-					

17 ANNEX 8 Brand-Book v2

Brand Identity guidelines | V.2



TEXTOUR

01. CONCEPT

The main goal of the **TEXTOUR** 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



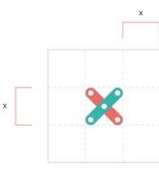
The respect area is defined by X module: the height of the letters. Every graphic element must be placed at least 1X from the logo.
 The minimum height of the logo should be 5mm for printed materials and 28px for digital productions. **TEXTOUR**

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 60px for digital productions. **TEXTOUR**

04. ICON



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

05. LOGO AND BACKGROUNDS

Positive	Negative	Positive special	Negative special
Light backgrounds	Dark backgrounds	Red background	Teal background

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

Teal	Red
R:156 G:182 B:171	R:237 G:187 B:106
C:70 M:0 Y:40 K:0	C:0 M:70 Y:50 K:0
#38b6ab	#ed6b5a

07. SECONDARY COLOURS

Blue	Yellow	Violet	Brown	Green	Gray
R:128 G:170 B:220	R:235 G:187 B:78	R:191 G:148 B:191	R:181 G:156 B:131	R:202 G:213 B:91	R:156 G:155 B:155
C:68 M:20 Y:0 K:0	C:0 M:30 Y:80 K:0	C:28 M:50 Y:0 K:0	C:30 M:40 Y:50 K:0	C:0 M:0 Y:80 K:0	C:0 M:0 Y:0 K:50
#80a0c0	#f0e040	#b090d0	#d0c0b0	#c0f050	#909090

08. TYPOGRAPHY

Baseline 20pt

SMALL GENERIC TITLES VERDANA BOLD 18/20PT

Large titles Verdana bold 36/40pt

Large paragraphs Verdana bold 16/20pt

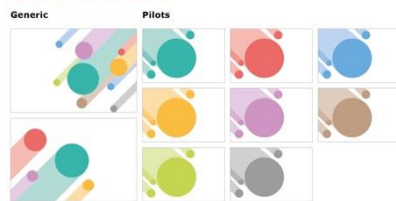
Body copy Verdana regular 12/20pt. On print it is set between 9 and 12pt and the baseline grid follows accordingly.

09. MAP



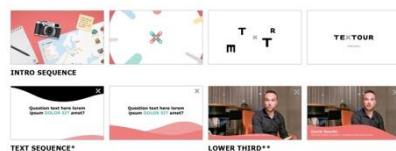
Each pilot has its own colour. The map is designed according to the visual identity of the project.

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/fonts/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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