



REPUBLIKA E SHQIPERISE
KESHILLI I QARKUT KORÇE

Interreg - IPA CBC
Greece - Albania



CLLD-CulTour

WP. 2 COMMUNICATION & DISSEMINATION

Del. 2.3.2 Project website & social media

JULY 2021

IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,
Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece
Albania 2014-2020"





REPUBLIKA E SHQIPERISE
KESHILLI I QARKUT KORÇE

Interreg - IPA CBC 
Greece - Albania

CLLD- CulTour

COMMUNICATION PLAN

PUBLICATION REF.A4-2.1-24/SS_01



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,
Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece
Albania 2014-2020"





INDEX

1. EXECUTIVE SUMMARY.....	4
2. PROJECT INTRODUCTION	6
2.1 OBJECTIVES.....	6
3. COMMUNICATION STRATEGY AND APPROACH	7
3.1 IDENTIFICATION OF OBJECTIVES.....	7
3.2 IDENTIFICATION OF INSTRUMENTS AND TOOLS.....	7
3.3 CLLD- CULTOUR PROMOTIONAL MATERIAL	7
4. CLLD- CULTOUR INTERNAL COMMUNICATION.....	8
4.1 TIMELINE OF ACTIVITIES	8
4.2 DISSEMINATION AND COMMUNICATION IMPACT ASSESSMENT.....	8
5. CONCLUSIONS	9



1. EXECUTIVE SUMMARY

This deliverable D 2.3.2B introduces the CLLD -CulTour Dissemination and Communication Plan, which is a comprehensive and living document that outlines the tools, channels and activities to be put in place throughout the project to ensure successful and consistent visual representation of the CLLD CulTour project as well as its activities for successful dissemination of results. It defines the strategy, activities and tools with which the CLLD -CulTour Project will communicate with its stakeholders as well as the timing of the various activities throughout the lifetime of the project. This deliverable represents the linkage between dissemination and communication activities with those activities in other WPs., and is important in terms of the marketing success of the project. More precisely, the presented set of rules and standards within the document will govern CLLD -CulTour partners through the effective communication with target audiences from the starting point of the project.

This deliverable consists of the following sections:

- Chapter 1: This chapter summarizes the aim of this deliverable and provides an overview of this document.
- Chapter 2: The second chapter provides a brief introduction to the CLLD -CulTour project and its main objectives.
- Chapter 3: This chapter introduces the main objectives of dissemination and communication activities as well as the methodology and approach used in designing the Dissemination and Communication Plan. Finally, this chapter paints an accurate picture of the CLLD -CulTour target audiences and crafts the narrative and key messages to be delivered.
- Chapter 4: The fourth chapter offers an overview of the CLLD -CulTour Dissemination Strategy and presents expected outputs to be disseminated and the engagement strategy. It also presents reflections on the COVID-19 impacts on dissemination activities.
- Chapter 5: In this chapter, the CLLD -CulTour communication strategy is presented with a detailed description of the project visual identity and the channels and tools to be used. It also details on networking and liaison activities with other initiatives, collaboration between CLLD -CulTour and the Art Community, communicating CLLD -CulTour policy impact as well as internal communication.
- Chapter 6: This chapter provides a detailed timeline of dissemination and communication activities.
- Chapter 7: This chapter addresses both monitoring and on-going evaluation of the efficiency of communication and dissemination activities. Moreover, this chapter

IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,

Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"





describes a framework for measuring progress (KPIs) related to the CLLD -CulTour Dissemination and Communication Plan.

- Chapter 8: This chapter reflects on the importance of this document and upcoming activities. The present CLLD -CulTour deliverable - prepared within the Dissemination, Communication and Exploitation (WP8) - will ensure that all communication and dissemination need from various WPs and the project in general are considered and coordinated.





2.PROJECT INTRODUCTION

CLLD-CulTour aims to realize the potential of partnership territories for cultural tourism development by proposing a new collaborative and community-based methodology for the support of tourism, capable of addressing the aforementioned weaknesses, which is based on the customization of the Community-led local development tool (CLLD) so that it can be used in cross-border territories. CLLD is a tool focusing on the formation of local action groups composed of public and private sector stakeholders that co-design and implement development plans. Since the application of CLLD to the cultural tourism sector requires the utilization of a large number of tangible and intangible cultural resources scattered in different locales, CLLD-CulTour will customize CLLD to be applied in cross-border territories and perform the following functions: a) identification of specific tangible or intangible cultural resources that can be of interest to tourists, b) formation of linkages between similar or thematically relevant cultural resources so as to articulate unique and satisfying tourism experiences, formation of cross-border action groups, and d) application of integrated and multi-sectorial cross-border development strategies. Hence, the customized CLLD approach will be used to develop the 'Culture of the Cradle of Europe' thematic touristic route that showcases the territory's unique cultural heritage, by utilizing innovative tools such as Web GIS platforms and exhibition centers.

Target groups to benefit from CLLD-CulTour include the following:

- i) public administrations in partnership territories will learn through capacity building activities how to apply community-based approaches to development capable of identifying alternative ways to collaboratively finance cultural tourism development.
- ii) Tourism businesses and SMEs will increase their profitability via the development of thematic touristic routes capable of attracting new segments of tourism demand and the subsequent rebranding of partnership territories.
- iii) Through their participation in cross-border action groups and the showcasing of cultural resources, cultural sector stakeholders will obtain new means to promote the conservation of the cultural heritage in partnership territories and new means to overcome the current financial weaknesses of the cultural sector.
- iv) Artists and traditional craftspeople in partnership territories will be able to use the outcomes of the project (Web GIS platforms and mobile apps and exhibition centers) to promote their products, thereby promoting and conserving cultural production in partnership territories.
- v) The general public will benefit from the overall touristic development and the prolongation of the touristic season which are expected to reduce unemployment in partnership territories.



CLLD-CulTour will balance sustainable regional development and cross-border cooperation, as well as preserve cultural and natural resources, by adapting the CLLD tool to the needs of the cultural tourism sector of cross-border territories. CLLD is a methodology for developing and attracting investment in local economies based on the participation of public and private stakeholders in local action groups which design & implement development plans. The partnership will adapt CLLD to the needs of cultural tourism in cross-border territories and thus create cross-border action groups that will plan & implement development strategies, as per past analogous examples in the EU (e.g. Three Countries Park BE-NL-DE). Via the function of action groups, CLLD-CULTOUR aims to improve governance for applying community-based approaches, build the capacity of cultural tourism stakeholders to cooperate, and develop and test innovative resources for cultural heritage valorization.

2.1 PROJECT OBJECTIVES

CLLD-CulTour will balance sustainable regional development and cross-border cooperation, as well as preserve cultural and natural resources, by adapting the CLLD tool to the needs of the cultural tourism sector of cross-border territories. CLLD is a methodology for developing and attracting investment in local economies based on the participation of public and private stakeholders in local action groups which design & implement development plans. The partnership will adapt CLLD to the needs of cultural tourism in cross-border territories and thus create cross-border action groups that will plan & implement development strategies, as per past analogous examples in the EU (e.g. Three Countries Park BE-NL-DE). Via the function of action groups, CLLD-CULTOUR aims to improve governance for applying community-based approaches, build the capacity of cultural tourism stakeholders to cooperate, and develop and test innovative resources for cultural heritage valorization.

The key objective of CLLD-CulTour is to initiate the formation of cross-border action groups capable of developing innovative cultural tourism products, such as the thematic route 'Culture of the Cradle of Europe' that apply innovative digital tools (i.e. Web GIS



platforms and mobile apps) and exhibition centers that offer tourists the opportunity to experience the cultural sector in partnership territories. Achieving this objective is expected to a) modernize tourism in programme territories, b) attract new investments to the cultural sector of partnership territories and c) prolong the touristic season, thereby creating new job openings. In addition, developing cultural tourism through a community-based approach requires the preservation and valorization of existing cultural resources. Developing via tourism a market for the cultural sector of these territories will rebrand their contemporary cultural resources as crucial for the sustainable development of the area.

A. CLLD-CulTour will contribute to the achievement of the following EUSAIR Pillars: Increasing regional attractiveness & Sustainable Tourism. The valorization of cultural resources through the thematic tourism routes developed by the project is expected to increase the attractiveness to tourists of the so far less touristically developed partnership territories. The development of cultural tourism through the customized CLLD approaches is expected to both diversify tourism offer in programme territories and – via the innovative training toolkits and digital tools – contribute to the development of innovative sustainable and responsible tourism management in the area. Hence CLLD-CulTour is expected to diversify the macro-region’s tourism offers and services and, in addition tackle the problems of seasonality and excesses of carrying capacity by proposing alternatives to mass tourism.

B. Furthermore, CLLD-CulTour will contribute to the achievement of the objectives of the Europe 2020 strategy, by promoting smart touristic growth through the utilization of innovative digital tools and training approaches that apply.

C. With regards to the cultural sector, CLLD-CulTour is compatible with several cultural sector support initiatives of the EU such as the Mapping the Cultural Sector initiative which will be tackled through WP3-D3.1. In addition, CLLD-CulTour is congruent with the EC Communique on a European agenda for culture in a globalizing world, because, through the application of the customized CLLD approach and the formation of cross-border actions groups, is expected to develop creative partnerships between the cultural and tourism sectors to reinforce the social and economic impact of investments in culture and creativity, in particular with regard to the promotion of growth and jobs and the development and attractiveness of cross-border partnership territories.

Project title	Community-led Local Development of Cultural Tourism in Greece and Albania		
Project acronym	CLLD-CulTour		
Project duration	Start	End	Total Months
	1/11/2019	31/10/2021	24
Priority Axis	2. Boosting the local economy		
Thematic Priority	2d. Encouraging tourism and cultural and natural heritage		
Specific Objective	2.1 Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area		

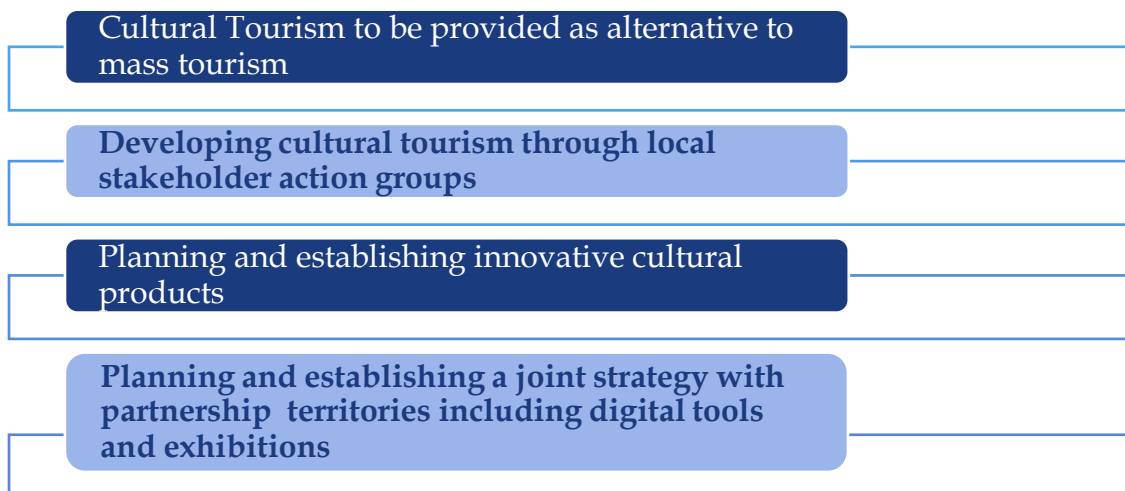
3.COMMUNICATION STRATEGY AND APPROACH

The CLLD- CulTour communication strategy aims at reaching out to society and at showing the impact and benefits of the CLLD- CulTour project. The strategy is adopting a funneled approach, similar to a marketing funnel, to assure a wide but also targeted communication within the CLLD- CulTour target audiences, enable active engagement and achieve efficient communication of the project outcomes. A mixture of communication means (i.e., media and activities) are envisioned to reach distinct target audience groups. A coherent approach including a common visual identity is adopted to synchronize communication activities by the whole consortium. This ensures that fitting media and formats with a custom audience-tailored message are used, maximizing impact with available resources during the project.

Easy-to-understand visual content is used to render ideas and benefits practically recognizable to a wide audience. It helps to further increase the curiosity of future end-users who would be guided to more comprehensive knowledge and resources on solutions and services. Customized material will be communicated to different target audience groups, with a view to building and sustaining the community of engaged stakeholders. Throughout the same manner, useful knowledge will be collected from project deliverables, interactions with partners as well as other target audiences, case studies and partner publications, which will be conveyed via CLLD- CulTour communication networks to help promote the project achievements.

3.1 IDENTIFICATION OF OBJECTIVES

Following, we are listing some of the crucial objectives of the project of *Community Led Local Development of Cultural Tourism in Greece and Albania –CLLD CulTour*





1. Cultural tourism to be provided as alternative to mass tourism meaning that the project shall deliver the outputs in a way that creates an attractive option to mass tourism and provides a new form of tourism and its activities.
2. Developing cultural tourism through local stakeholder action groups means that synergy and territories partnership will be integral part of the project. Establishing a general frame of collaboration between territories and their products is key to success.
3. Planning and establishing innovative cultural products mean to first identify the main cultural products and their importance and significance and then promoting them in an innovative way. Innovation can be seen in two plans, in innovative and creative products and innovative way of delivering through digital channels.
4. Planning and establishing a joint strategy with partnership territories including digital tools and exhibitions means establishing an interactive strategy that makes together all the partners interest and creates points of connection between them.

3.2 IDENTIFICATION OF INSTRUMENTS AND TOOLS

CLLD- CulTour will create and make use of main communication tools and channels including online, offline and interactive (face-to-face) ones that will be implemented by the CLLD- CulTour partners to achieve an efficient and effective interaction with the different stakeholders. Some resources are of general intent, whereas some are geared to particular target groups. Building on the knowledge and diverse engagement of CLLD- CulTour partners with their audiences, CLLD- CulTour will concentrate on the usage of unique



communication channels that project partners successfully utilize for their day-to-day interactions with different audiences.

3.2.1 CLLD- CulTour Visual Identity

An integrated and consistent visual identity underpins all communication products and tools and forms the basis for a commercial brand. The visual identification (logo and style) of the project will enable external audiences to clearly perceive CLLD-CulTour and contribute to the awareness of the project by having a coherent identity from the very beginning of the project. All the dissemination and communication tools (project website, Twitter account, Facebook page and LinkedIn page), materials (presentations, posters, roll up, documents, letters, etc.) and deliverables will employ the visual identity developed for the project, guaranteeing a professional and consistent look.

3.2.1.1 CLLD- CulTour Logo

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognizable. This logo is meant to be simple, clear and relatable to the project. The visual strength and effectiveness of the logo should be followed the Communication and Visibility Manual for EU External Action (see https://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en).

3.2.2 CLLD- CulTour WEBSITE



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,
Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"





The internet is an unrivalled source of information and has become a very important channel for communication. The CLLD- CulTour website has already been developed and the first version of the website was released during M1 and it is the main interface for communication to the public. The website is suitable for addressing the various target audience in CLLD- CulTour who can quickly click on to their area of interest. It contains the most important information about the project and will be enriched continuously. The CLLD- CulTour website is a key management tool, capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders from experts and specialists to policy decision makers at all levels and public funding authorities, as well as the general public and local citizens. The updates of the project website based on contributions from all partners. The site will host information of aims, objectives, solutions and scope of CLLD- CulTour, partnership, key findings, and: (i) working material and activities; (ii) search facilities; and (iii) downloadable promotional material, deliverables and PowerPoint presentations and videos. Its management ensures contemporary content and up-to-date news.

Community-led Local Development of Cultural Tourism in Greece and Albania - CLLD-CulTour

Programme 2014 - 2020 Interreg IPA CBC Greece - Albania

Description

Description (EN):

Composed by 4 beneficiaries with extensive experience in EU-funded projects (Municipality of Zitsa-LB, Municipality of Metsovo, Regional Council of Korçe, Municipality of Dropull), with abundant cultural resources, the CLLD-CulTour partnership argues that cultural tourism can provide an alternative to mass tourism in cross-border territories, and hence, reduce its negative effects (e.g. seasonality, excesses in carrying capacity of the coastal zone) and contribute to the reduction of unemployment in programme territories.

Expected Results (EN):

CLLD-CulTour aspires through the formation and function of CB stakeholder action groups and the design, development and testing of the touristic route Culture of the Cradle of Europe and the corresponding digital tools to have the following results: 1. Adding cultural tourism to touristic offers of CB territories, thereby complementing mass tourism provided in the coastal zone of programme territories.

[Read more](#)

Expected Outputs (EN):

CLLD-CulTour outputs will cover the entire process of the customisation and application of the CLLD methodology to cross border territories. WP3 will deliver a jointly developed strategy with guidelines for the application of the CLLD approach, including Maps of key Cultural Resources of partnership territories, guidelines on forming cross-border action groups, and good policy practices for developing cultural tourism. WP4 will deliver a toolkit with educational tools involving innovative training methods (e.g. serious

[Read more](#)

Themes

Cultural heritage and arts [Tourism](#)

Specific Objective: Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area

Thematic Priority: (d) Encouraging tourism and cultural and natural heritage

Partners

Lead Partner: Municipality of Zitsa

Partners: Regional Council of Korçe, Municipality of Dropull, Municipality of Metsovo, Greece

Website: <http://www.zitsa.gov.al>

our own cookies and also allow third parties to use cookies, web beacons, and other technologies in order to better reach any web users that can benefit from using keep.eu and to better this website. Do you agree? Click the button or continue using the website.

[Learn more information](#)

- Municipality of Dropull
- Municipality of Metsovo

Summary

Project name (EN): Community-led Local Development of Cultural Tourism in Greece and Albania - CLLD-CulTour

Project acronym: CLLD-CulTour

Period: 2014-2020

Date of latest update: 2021-04-06

Project start date: 2019-11-01

Project end date: 2021-10-31

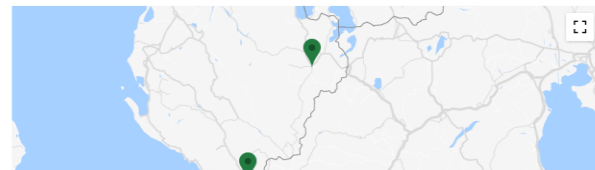
Project status: ongoing

Total budget/expenditure: EUR 685 825.00

European Union Funding: EUR 582 951.25

Co-financing sources: IPA/IPA II

Partners map



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,

Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"





The screenshot displays the website for the CLLD-CulTour project. At the top, there is a navigation menu with links for 'The programme', 'News', 'Events', 'Calls', 'Projects', 'Beneficiaries', 'Library', 'Programming Period 2021-2027', and 'Members'. The main content area features a title 'CLLD-CulTour' and a subtitle 'Community-led Local Development of Cultural Tourism in Greece and Albania – CLLD-CulTour'. Below this, there are four key information boxes: 'Priority axis' (2 - Boosting the local economy), 'Specific objective' (2.1 Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area), 'Budget' (685.825.00€), and 'Duration' (24 months). To the right, there are sections for 'Lead beneficiary' (Municipality of Zitsa), 'Project beneficiaries' (Municipality of Metsovo, Regional Council of Korca, Municipality of Dropull), and a 'Contact us' form with fields for full name, phone, email, beneficiary selection, and comments. A paragraph of text describes the project's goals and the role of the CLLD tool. The footer contains a 'Quick Menu', 'The programme' section with 'Quick Info' and 'FAQ', 'Get Social' links, and contact information for the Interreg IPA Cross-Border Cooperation Programme 'Greece-Albania 2014-2020' and the Managing Authority of European Territorial Cooperation Programmes.

3.2.3 CLLD- CulTour Social Media Channels Mix

To broaden the target audience while establishing two-way communication channels, the presence of the CLLD- CulTour project in social media channels will be encouraged. To ensure maximum usability and exploit to the most possible CLLD- CulTour partners' already developed profiles in social media, focus has been given to those social media that CLLD- CulTour partners have been using regularly and successfully to communicate and interact with their customers and other stakeholders.

Posts will be shared to support the flow of news and content will be added continuously. Some partners will use their social media channels only for special occasions. CLLD- CulTour uses different social media channels to increase visibility, share knowledge faster, promote the results

IMPLEMENTED BY REGIONAL COUNCIL OF KORCE,

Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"





and interact with the public, especially the stakeholders involved at the pilot sites. By using social media, CLLD- CulTour meets people where they are, thereby gaining important insight. CLLD- CulTour can take advantage of networking and viral effects, making it possible to increase awareness considerably. The CLLD- CulTour project has established three social media channels: LinkedIn page, Facebook page and Twitter account.

3.2.4 Newsletter

Newsletter – a short, visually appealing electronic newsletter sent to all subscribers and partners’ networks 6-monthly, including latest news from the field, with external links, and project progress, events and results as well as serving as a platform for the exchange of good practices and networking between with other projects working on relevant topics. Utilizing a database of contacts, it will be e-mailed to interested parties, with an automatic free subscription available.

CLLD- CulTour e-Newsletters will be composed and published in the project website and social media, but also will be distributed to the consortium members, target audience, as well as networks and direct contacts within the CLLD- CulTour Stakeholder Register. Data Protection Laws will be fully respected, and the newsletter recipients will be asked to provide their consent prior to sending any information related to the project. At CLLD- CulTour special attention is paid to security and respect of the privacy and confidentiality of the users’ personal data. Therefore, relevant activities and aspects regarding personal data will be fully compliant with the applicable national, European and international legal framework, and the European Union’s General Data Protection Regulation 2016/67912.

3.3 CLLD- CulTour Promotional Material

3.3.1 Mass Media Communication and Press Releases

Press releases will be produced as relevant pieces of news. Press releases will especially target regional, national and European electronic media. Partners will also be asked to distribute the press releases to relevant media within their own regions/countries as well as to their professional networks. Apart from specific project activities the press release topics covered include opinions/interviews of experts within and outside of the consortium’s organizations, attracting media attention on relevant topics. A continuous cooperation with press and media will be promoted by all CLLD- CulTour partners. All press releases will also be available on the CLLD- CulTour project website as well as social media channels.

Local, regional and national newspapers, journals and magazines that cover agricultural, environmental and ecological topics will be utilized to communicate and inform a wider audience about CLLD- CulTour project objectives, activities and achievements. Here,

IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,

Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program “Greece Albania 2014-2020”





information about the CLLD- CulTour project will be mostly written in national language of the partners in a scientific jargon-free style to allow the respective audience to understand the objectives of the project and the benefits it brings to them.

3.3.2 Printed Promotional Material

Diverse types of promotional material will be designed for print and when possible, this material will also be available in digital form, especially concerning the environmental impact printed material has. Partners will be invited to share this promotional material on suitable occasions, thus putting CLLD- CulTour directly in the hands of the right set of target audience.

An A3 info poster had been designed to help explain how CLLD- CulTour target groups may benefit from the CLLD- CulTour solutions and services. Although the information is in English, it can be translated into other languages, but the content should be kept as close as possible to the message that is conveyed in the original text. The editable file is available on the project's intranet file repository system. The production of communication material also includes postcards, stickers, folders, notebooks, t-shirts. These will be prepared in advance and distributed at any (relevant) event.

A roll-up banner stand will be designed for display at events hosted by CLLD- CulTour and various external events of relevance to the project. The roll-ups and other material will be printed by partners locally, following the recommended layout and design suggestions to ensure consistency.



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,
Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"





3.3.3 Publications, interviews and leaflets

In order to increase the visibility of the project is necessary to make publications in TV, radio, magazines, cultural webpages, interviews in order to explain the vision of the project “*Community Led Local Development of Cultural Tourism in Greece and Albania –CLLD Cultour*”. Interviews shall be community focused in order to involve as many as possible people from both countries action groups and present it as a highly popular initiative that all the audience and general public can easily access, be part of, as an interactive platform.

Leaflets are also one of the most used tools to deliver the message through a selected marketing content and graphic design in order to make the introduction of the project and also of the main cultural products it provides.

3.3.4 Promotional videos and blogs

This media tool is a practical way to show and introduce the cultural products in an interesting way by showing to the audience how practically the cultural products can be accessed and enjoyed.

For example, making up promotional videos on the itinerary of a historical place, best things to do there, main activities and cultural events, main entertaining activities by setting examples and explanations so the audience know what are the expectations of visiting that place.

3.3.5 Presentation in national and international forums, seminars and conferences

This tool will make possible to provide feedback internationally and to deliver project results in a non- limited territory. This tool will enhance internationally the project visibility and will set clear and concrete examples in how CLLD tool can assist government programs of tourism development.



3.3.6 Identification of target groups

Target groups are considered not only the final consumer of the cultural products but also the main collaborators, stakeholders and state agencies that together as network and sharing synergy can deliver the project and promote in an interactive way their best values and cultural assets.

As general categories including many other subcategories can be summarized as following:



3.3.7 PLANS AND EXECUTION /EVENTS

Developing events in the frame of communication plan of “Community Led Local Development of Cultural Tourism in Greece and Albania -CLLD Cultour” is important in order to provide a diversity of options and to increase the attention of the general public to the cross-border partnership and their cultural alternatives to enhance the tourism. Some of the categories of the events can be summarized as below:





Authentic events of Abania and Greece regarding culture, history

Joint events to promote the diversity and connecting points

Interactive events including community and general public

4. CLLD- CULTOUR INTERNAL COMMUNICATION

Clear internal communication is crucial to achieving the strategic goals and keeping processes as effective as possible. To ensure proper capture of central results and their impact, the CLLD- CulTour Consortium uses for this purpose a shared workspace system – Microsoft Teams – having been established for partners to record all activities and impact. The aim is to ensure that the objectives are met, that all activities are monitored, and that all relevant data are considered available and disseminated through the channels.

All partners engage in general communication and dissemination activities at consortium and partner levels, as part of work package activities and areas of expertise. Management of the communication mechanisms will be designed to ensure good quality interactions and coordination of activities between project participants and between WPs and aid the timely provision of deliverables. The partnership has a history of strong links between members either joint working on different EU projects or collaborating on publications. Partners use e-mail, Skype and video conferencing facilities for regular contact. The most important channels for internal communication are the project periodic meetings (both physical and online).



For each meeting, Minutes of the Meeting (MoM) shall be created and approved by all the attendees using the template described. When and how to schedule meetings and workshops is often the most important aspect in making them successful. The CLLD- CulTour consortium is committed to follow family friendly project planning (e.g., avoiding meeting related travels on weekends) as much as possible to ensure balance against practicalities and take into account cultural, seasonal and other aspects in scheduling and timing of both internal online or physical meetings and workshops and events organized for externals.

4.1 Timeline of Activities

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination activities will take place as intermediate and final research and innovation results are available. The dissemination will follow the model:

- Awareness to attract the attention of the target audience;
- Interest of the target audience;

- Desire of the target audience to know more about the project; and
- Action to lead the target audience towards getting involved in the project and to promote its results to facilitate their exploitation.

According to this principle, three phases are considered:

- A. Initial phase (Awareness): focused on increasing the visibility of the project and mobilizing stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks and visual identity), preparation of dissemination material, general presentations of the CLLD- CulTour project, the distribution of publishable abstracts and progress resumes.
- B. Intermediate phase (Interest/Desire): focused on disseminating available initial data and evidence on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and technical activities focused on informing and engaging the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialize the audience with the objective of



stimulating the interaction with the concerned community and determining the expectations of the stakeholders.

- C. Final phase (Action): focused on encouraging further exploitation of the CLLD- CulTour outcomes. At this phase, the results of the validation of the CLLD- CulTour approach and the transferability analysis will be presented in journals, conferences and relevant events.

CLLD- CulTour Dissemination and Communication Activities are envisioned as an ongoing dialogue with the potential project result users during the both the project and the period after the project finished. Logically, the dissemination activities are more weighted towards the second half of the project as the first outcome of the CLLD- CulTour solutions are being developed and tested. On the other hand, communication activities follow the timeframe of the project – from the beginning.

4.2 Dissemination and Communication Impact Assessment

To assess the quality of communication and dissemination, the project uses the following methods:

a/ Press coverage: partners report back on local press coverage via the form to indicate the effect of communication and dissemination and measure the relation between the messages and their perceptions. The result will indicate what the point of interest is, and this can be used to generate more similar stories or expose a need to adjust the strategy.

b/ Feedback: input from events and new contacts established are registered by partners, and any new opportunities, which come from activities, are reported.

c/ Website: The Google Analytics system that will be used for the website has a built-in statistical feature, which will provide data on number of live viewers, number of archived views from which countries they view and for how long.

This data will be used to assess the success of the website content and its presence across the internet. Communication and dissemination efforts will be classified according to the level of impact: communicate to build an understanding of the goals and the benefits, communicate to build a deeper understanding of the benefits, and communicate for action.



CONCLUSIONS

The communication plan is essential in guiding the messages to stakeholders and to targeted public, comprising thus one of the most important and critical part of the projects. Addressing the right messages in an effective way makes the success of the overall project.

Considering that the project of “Community Led Local Development of Cultural Tourism in Greece and Albania –CLLD Cultour” aims to provide an alternative to mass tourism in cross-border territories, possessing an abundance of cultural assets and resources is important to orientate the communication plan and project website toward the identification of such resources in a way that creates the impact to the public based on promotion of best cultural heritages of each nation involved in that cross border collaboration.

CLLD-CulTour suggests the application of the Community-Led Local Development tool (CLLD) to the design and advancement of cultural tourism development, which proposes the application of community-based planning through the function of local stakeholder action groups.

Establishing all the instruments, website, social networks, publications, interviews and leaflets, Promotional videos and vlogs, presentation in national and international forums, seminars and conferences is crucial to deliver project message through always networking and creating synergy.

This deliverable introduces the CLLD-CulTour dissemination, communication and marketing plan, a comprehensive and living document, which outlines the tools, channels and activities to be put in place throughout the project to ensure wide acceptance and sustainability of the CLLD-CulTour Project.

This document outlines the strategy, activities and tools with which the CLLD-CulTour Project will communicate with a range of stakeholders as well as the timing of the various activities throughout the lifetime of the project. The Consortium recommends a periodic review of this document to ensure it includes up-to-date contents and opportunities for disseminating and communicating project information. In addition, as strategies are evaluated, updates should be made as needed. Since the project is still in an early phase, the dissemination plan designed in this report will be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇE,

Co funded by the European Union and National Funds of Greece and Albania via the Interreg IPA CBC program “Greece Albania 2014-2020”

