

# Deliverable 8.3: Dissemination and outreach plan

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This document describes the communication and dissemination strategies of the project's results, planned activities, use of branding tools and graphic materials.



**rurAllure**

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## 1. Introduction

In European research and innovation projects –and especially in the Horizon 2020 programme–the dissemination and communication of results is mandatory. This document presents the strategies of the rurAllure project to make its progress and results known to the relevant stakeholders and audiences, aiming to promote benefits of the project’s ideas, to raise awareness of policy makers and to attract tourists to the rural areas, often forgotten by travellers.

It must be explained that dissemination and outreach (communication) are different concepts, according to the key points listed in Figure 1:<sup>1</sup>

- Outreach is related to all those communication activities that increase public visibility of the project and its results using accessible language.
- Dissemination is aimed at distributing the project’s results among relevant stakeholders, such as the scientific community, policy makers and industry.

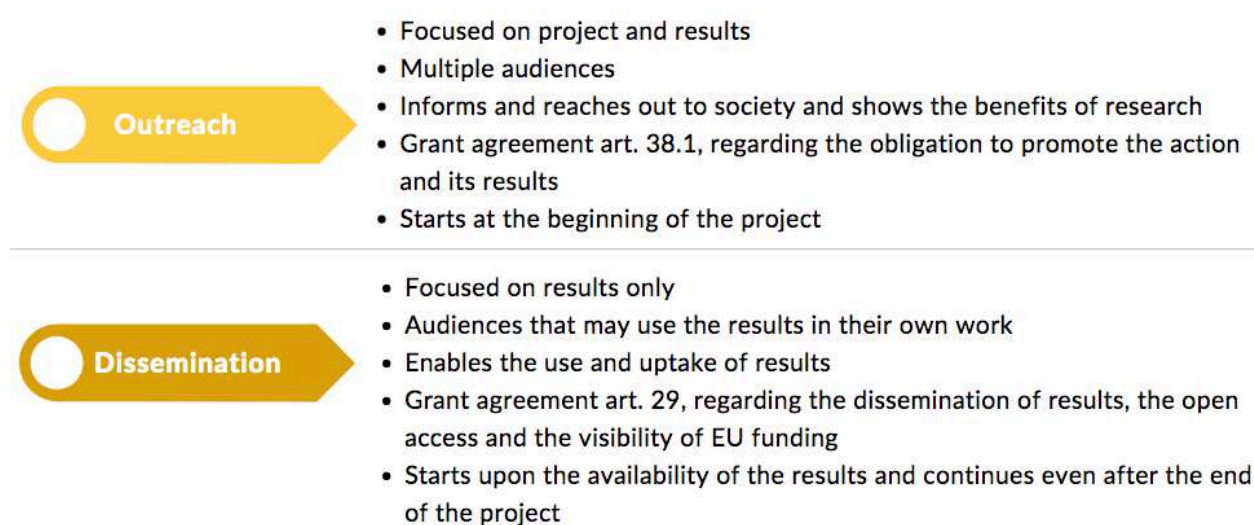


Figure 1. Key differences between outreach (communication) and dissemination.

The document is structured in 10 chapters. The first three chapters introduce the project and provide a general framework for dissemination activities. Then, the dissemination methodology is presented, which includes key communication messages, identification of target audience and key players. Dissemination phases are given in chapter 5, followed by internal collaboration tools, branding strategies, and main online and offline communication channels. The last chapters provide monitoring and evaluation tools and a timeline. Annexes provide lists of relevant stakeholders identified during the first months of the project, media and press contacts, scientific repositories, visibility materials and relevant tourism fairs.

<sup>1</sup> In rurAllure, the term “outreach” is preferred rather than “communication”, because it reminds of the project’s motto: “Reach out!”



## 2. Project summary

The rurAllure project addresses a weak point of tourism along the pilgrimage routes. Pilgrims traversing these routes leave their contribution exclusively in places located directly on the paths, rarely permeating into the surrounding rural areas. Thus, entire provinces and regions of a predominantly rural nature, which are facing significant economic and demographic challenges all over Europe become passive witnesses of the flows of pilgrims, whereas they could add much content and value to the experiences.

The concept put forward by rurAllure is to develop a network of cultural institutions that work together towards the creation of multimedia contents and digital tools to be offered to the pilgrims before, during and after their travels, and towards the design of promotional tools suitable to the specifics of regions. Their collaboration is to be facilitated by a technological platform with specialised content management facilities, as well as a mobile app that will cohesively present heritage of the regions traversed over several days or weeks.

Considering that tourism is one of the most affected sectors by the COVID-19 crisis, the rurAllure project facilitates its relaunch through the allure of pilgrims and tourists into a discovery of the cultural heritage found in the rural environment and promotion of travel off the beaten track by:

- Assembling meaningful cultural experiences with resources found in the rural environment;
- Mobilising transportation, accommodation and dining in one click;
- Offering whole packages to pilgrims through tailor-made means of promotion.

## 3. Dissemination and outreach strategies

### WP8 objectives and goals

The rurAllure project seeks to achieve significant social, cultural and economic impact all over Europe, by creating new means to exploit the booming phenomenon of the pilgrimage routes. All actions are oriented towards enriching the experiences currently offered, without detracting anything from the impact made by the current flows of pilgrims. That is why the rurAllure project communication and dissemination aims to:

- Develop promotional actions along six pilgrimage routes (Via Francigena, Via Romea Strata, Via Romea Germanica, Saint James ways, the Way of Mary and Saint Olav's way) selected for the pilots and use them as models to serve far beyond the selected pilots.
- Conduct dissemination actions to bootstrap adoption of rurAllure strategies, recommendations and tools to other pilgrimage routes that exist all over Europe.
- Promote knowledge of rural areas, enhancing their economic, tourism and social potential, fostering the exchange of ideas and experiences.
- Reinforce visibility of heritage resources and deepen their knowledge.
- Provide new tourism and cultural tools to geographically- or socially- isolated areas.

In this framework, the main objective of the dissemination plan is to successfully spread the rurAllure outcomes across Europe and internationally. In detail, this document:

- Defines the target audience to disseminate the project's activities and results.
- Implements the dissemination strategies through key messages delivered to target audiences.
- Plans a list of activities for achieving the above-mentioned aims.
- Monitors and evaluates the performance at different stages of the project.

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To implement these objectives, the project communication and dissemination will focus on specific online and offline actions, tailored to different target groups:

- Online activities:
  - Promotion of project progress through its website and social media networks.
  - Development of the technological platform and the mobile application.
  - Organization of webinars and online events.
  - Development of external and internal communication tools, such as newsletters, digital PR and SEO.
- Offline activities:
  - Press and media coverage, preparation of press releases, leaflets and brochures.
  - Dissemination of project results at the policy roundtables in the presence of the decision-makers.
  - Participation in tourism fairs and specialized niche events to promote discovery of heritage sites in the vicinity of pilgrimage routes, the rurAllure mobile application and the technological platform.
  - Participation in the scientific conferences, preparation of publications and manuscripts for specialized journals and magazines; preparation of presentations.
  - Active engagement of project partners in dissemination, networking.
  - Creation of tailor-made gadgets and visibility products.

The Key Performance Indicators (KPI) of the project are provided in Section 9 of this document (“Monitoring and Evaluation”), which deals with the project monitoring in the long term, examining planned activities and assessment of the communication strategies.

### Communication and dissemination guidelines

The rurAllure dissemination and outreach plan follows EU recommendations for projects<sup>2</sup>, which pose the scope of the corresponding strategies as follows:

- Communication strategies focus on development with the EU as partner and on the achievements and impact of the actions, defining clear objectives adapted to various relevant target audiences and setting out a description and timing for each activity. The visibility requirements are related to informing, promoting and communicating actions, activities and results, directed to citizens, media and stakeholders. The aim is to engage with stakeholders, generate market demand and raise awareness following the legal obligation of Article 38.1 of the Grant Agreement.
- Dissemination strategies are focused on open science: on knowledge and results available free of charge via publications in scientific magazines, targeted conferences, databases and publications. They are directed to scientists and others who can learn from the results: authorities, industry, policy makers, civil society. They aim to maximize the impact of the results, to contribute to the advancement of the state of the art, and to make scientific results a common good, following legal obligation of Article 29 of the Grant Agreement.

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<sup>2</sup> [https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018\\_en.pdf](https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018_en.pdf)





Being a part of the Horizon 2020 programme, the rurAllure project should benefit the largest number of citizens. Its results should reach society as a whole, according to article 29 of EU Framework Programme for Research and Innovation. Unless it goes against their legitimate interests, each beneficiary must –as soon as possible– disseminate project’s results by disclosing them to the public by appropriate means, other than those resulting from protecting or exploiting the results, including in scientific publications (in any medium). This does not change the obligation to protect results according to the Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39 of the EU Framework Programme for Research and Innovation, all of which still apply.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of –unless agreed otherwise– at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within –unless agreed otherwise– 30 days of receiving notification, if it can show that its legitimate interests about the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. If a beneficiary intends not to protect its results, it may –under certain conditions (see Article 26.4.1)– need to formally notify the Commission Agency before dissemination takes place.

## Visual guidelines

Any communication activity related to the rurAllure project, infrastructure, equipment, published and visibility materials, publications, ... must display the EU emblem and include the following text:

- For communication activities: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004887”*.
- For infrastructure, equipment and major results: *“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004887”*.

The project’s logo will be shown as well, as shown in Figure 2.



Figure 2. rurAllure block logo and the EU funding visibility.

When displayed together with another logo, the EU emblem must have appropriate prominence. According to the Article 29.5 related to the Disclaimer excluding Commission/agency responsibility, any dissemination of results must indicate that it reflects only the author's view and that the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

## Open access to scientific publications and research data

Scientific publications in rurAllure are subject to the open access policy of the EU and need to be published accordingly. Open access policy enables scientists to build upon new ideas, wherever and whoever they are. It removes obstacles to collaborative research through data sharing, transparency and attribution and shifts the way research and researchers are evaluated by supporting research



assessment based on the intrinsic values. Open Access policy maximizes the value and impact of Horizon 2020 projects and makes research results fully open and available.

In relation to scientific publications, the partners will fulfil the following requirements:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. This must be done as soon as possible, not later than the publication.
- Ensure open access to the deposited publication (via the repository). If an electronic version is available for free via the publisher, this must be done, at the latest, on publication. Otherwise, it must be done within 6 months of publication (12 months for publications in the social sciences and humanities).
- Ensure open access (via the repository) to the bibliographic metadata that identifies the deposited publication. These must be in a standard format and include all of the following: the terms “European Union (EU)” and “Horizon 2020”; the title and the acronym of the project; the grant number, the publication date, the length of embargo period (if applicable) and a persistent identifier.

In turn, in relation to the research data generated in the project, the Consortium partners will:

- Deposit in a research data repository the data (including associated metadata) needed to validate the results presented in scientific publications, as soon as possible, as well as other data as specified and within the deadlines laid down in the Data Management Plan (Deliverable 1.2).
- Take measures to allow third parties to access the data, to mine them, to exploit them, to reproduce them and to disseminate them, free of charge for any user.
- Provide information (via the repository) about tools and instruments at the disposal of the Consortium partners and necessary for validating the results –where possible, provide the tools and instruments themselves. These requirements do not change the obligations to protect results stated in the Grant Agreement, neither the confidentiality obligations, the security obligations or the obligations to protect personal data, all of which still apply.
  - As an exception, the partners do not have to ensure open access to specific parts of their research data if the achievement of the project’s objectives would be jeopardised by doing so. If such cases happen to be, the Data Management Plan will explain the reasons for not giving access.

### **Data protection compliance**

For the management of ethics issues and data protection, rurAllure has appointed a Data Protection Officer (DPO) to provide supervision and advice in relation to the project’s activities and the European regulations. As indicated in Deliverable 9.4 (“POPD - Requirement No. 7”), the DPO is currently Ana Garriga, from the University of Vigo.

In addition, the project has appointed members for an Ethics and Data Protection Committee (EDPC), which advises the Consortium on ethics, privacy and data protection issues. The goal of the EDPC is to ensure that rurAllure is compliant with data protection requirements, that the technical developments take privacy and accessibility into consideration, and that all the studies/pilots take the appropriate measures to ensure privacy of the participating individuals. Specifically, the EDPC takes up the following duties:

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- Approval of platform design and data usage. Members of the EDPC reviewed both Deliverable 3.1 (“Platform requirements and design”, M5) and Deliverable 1.2 (“Data management plan”, M6) – plus any updates of the latter – in order to validate the pertinence of the data fields included in the forms made available via web and mobile apps, as well as the design of the platform’s datasets and the operation of the profiling and recommendation modules;
- Approval of pilot activities. Individual ethics assessment of all pilots was conducted before carrying out any actual activities. The national laws that apply to each case were used and the National Data Protection Authorities were informed when needed. Consortium members are fully informed about all the relevant procedures;
- Training of pilot participants. Before the implementation of pilots, all parties involved in them (e.g. leading discussions, handling data, ...) underwent a training session in which they were informed about the ethical procedures to follow.

The Ethics and Data Protection Committee will also be contacted prior to any action where ethics could be concerned, channelling communication with the DPO.

## 4. Methodology

### SWOT analysis

The rurAllure project aims to provide evidence of the benefits it seeks to enable through the four pilots, conducted in largely different contexts and with a different focus, though working on common strategies and supported by the same technological platform. A SWOT analysis was made to define and develop a strategic planning for communication and dissemination activities. This framework is used to evaluate a project’s competitive position through Strengths, Weaknesses, Opportunities, and Threats to assess internal and external factors, as well as current and future potential. The internal and external factors are summarised in Tables 1 and 2, respectively.

Table 1. Internal factors of the SWOT analysis.

INTERNAL FACTORS	
Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"><li>• Rich variety of cultural and natural heritage.</li><li>• Renowned local gastronomy and eno-culture.</li><li>• Six European pilgrimage routes participating in the project.</li><li>• International cutting-edge partners of the rurAllure Consortium.</li><li>• Growing network of associated partners.</li><li>• Profound academic research on the topic.</li><li>• Strong marketing strategies of the project.</li><li>• Advanced technological platform and the mobile application.</li></ul>	<ul style="list-style-type: none"><li>• Social profiles entirely managed in English can cut a slice of the public that only speaks their local languages.</li><li>• Insufficient synergy with local marketing players, media and press.</li><li>• COVID-19 emergency, which prevents the partners from physical meetings, pilot testing and experiments on one hand and pilgrims from walking on the other hand.</li></ul>

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Table 2. External factors of the SWOT analysis.

EXTERNAL FACTORS	
Opportunities (+)	Threats (-)
<ul style="list-style-type: none"><li>• Current trends in tourism inclining to discoveries of hidden gems, travel outside of tourist circuits, walking and hiking.</li><li>• Trend to sustainable travel and responsible tourism.</li><li>• Growing demand for meaningful travel experience, “slow down” and “relax”.</li><li>• Development of various original initiatives, linked to individual pilots explored by the rurAllure project.</li><li>• Greater interest in pilgrimages and routes.</li><li>• Absence of big competitors and profound research on a topic allows rurAllure to obtain high product positioning in search engines.</li><li>• New communities to reach thanks to partnerships with local and niche stakeholders.</li><li>• Rapid digitisation of heritage and cultural assets.</li></ul>	<ul style="list-style-type: none"><li>• The COVID-19 crisis may delay the recovery of the tourism sector; fewer travellers will search for information online to organize their travel.</li><li>• Sudden changes in tourism trends and behaviours.</li><li>• An economic crisis that hinders the recovery of the tourism sector and limits the budget of public bodies allocated for tourism and leisure.</li></ul>

As can be observed, the strengths and opportunities prevail: high attractiveness of the routes, current tourism trends and digitisation of heritage create a positive environment for the project development. Going on foot and using simple and traditional services is more attractive than a decade ago. Modern pilgrims tend to use digital and Internet resources and social media to stay informed about their travel.

Variety of heritage and local culture along the six pilgrimage routes of the project and the highly skilled cutting-edge partners provide all elements for the project to become a blueprint of the heritage enhancement and rural development. The COVID-19 crisis presents both an opportunity and a threat to the project. Heritage has been rapidly digitised, while new travel trends move towards sustainability, walking and hiking. However, the restrictive measures might not allow the partners to meet physically, test the experiments and conduct field visits. It might also prevent pilgrims from travelling along the routes.

In this context, to build on strength and opportunities and prepare a strong response to the weaknesses and threats, the communication and dissemination activities of the project should answer the questions of Figure 3:



<b>To whom?</b>	To the main beneficiaries and target audiences of communication and dissemination.
<b>What?</b>	Dissemination and promotional activities to maximise the project's impact.
<b>How?</b>	With specialised tools, channels, instruments; design and implementation focus on expansion of project's activities and results.
<b>Why?</b>	The aim to be achieved via dissemination of the results.
<b>When?</b>	The timeline of communication and dissemination actions and activities, considering project progress, achievements and eventual changes.
<b>By whom and with whom?</b>	By the team in charge of specific communication and dissemination activities in collaboration with other partners.

Figure 3. Questions relevant to the dissemination and outreach activities.

### Dissemination phases

The communication and dissemination activities are divided into three phases: initial, strategic and exploitation:

- The **initial phase** is focused on definition of the communication and dissemination strategies, preparation of the communication plan and brainstorming on its activities. The communication team defines key messages, target audiences and communication channels. The team launches main communication channels and outlets, develops the website, decides on visibility products. During this stage, the main actions and activities which should take place during the lifespan of the project are defined.
- The **strategic phase** implements the communication plan defined during the initial phase. This phase oversees communication of the project's activities and actions. The social media outlets and the website are well developed, they send key messages to the target audiences. Participation in tourism fairs and specialised events, policy roundtables, webinars and publications will take place during this phase of the project.
- During the **exploitation phase** the results of the project are disseminated. Such activities as final publications, applications for awards and prizes, participation in the conferences, upload of the research to open sources are examples of activities to be conducted during this phase. Detailed information on dissemination phases is presented in Section 5.

### Internal and external tools

The communication methods are divided into internal and external:

- Internal communication methods are those channels, tools and instruments, which are used among the partners of the Consortium to support solid organization and clear communication among partners. These are various shared drives, templates and a graphic charter, mailing lists and models for electronic signatures, etc.

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- External communication methods create awareness and support by the target audiences and convince stakeholders to utilise and implement the project's milestones relevant for policy makers. These are social media accounts and the dedicated website, participation in events and fairs, production of visibility materials and gadgets, etc.

Detailed information on the internal communication tools can be found in Deliverable 1.1 ("Project handbook"). The external communication tools are presented in Section 8 of this document.

## Key words and messages

The identification of key words and messages is of high importance for project communication, as they allow to streamline the actions, send clear and simple messages to target audiences, develop unique and recognisable "voice" of the project and reach the project dissemination aims.

These messages and words are systematically used in the rurAllure social media campaigns, website publications, press releases and public presentations. "Reach out" is the project motto and is regularly used in visibility and promotional materials.

The key words defined by the rurAllure Consortium are as follows: "meaningful", "easy" and "interesting". On the one hand, they refer to the experience that pilgrims and tourists can gain exploring rural heritage in the vicinity of pilgrimage routes. On the other, they target policy makers and public authorities offering them easy, meaningful and interesting solutions.

- **"Meaningful"** refers to the informed choice of the pilgrim's visit. RurAllure provides a wide range of information and tools on various types of heritage in the vicinity of pilgrimage routes in Europe, it allows the target audience to conduct a research, identify the most appealing theme, sites and narrations and prepare the journey according to their interests. Such visits leave meaningful traces in memory, make you reflect on the experience and invite to explore the topic on a deeper level, continuing the visits of particular heritage. This keyword can be used in the following combinations: "meaningful visit", "meaningful experience", "meaningful memories", etc. From the perspective of a potential stakeholder, public body or a policy maker, this keyword can be translated into well-developed concepts and strategies offered by the project and meaningful solutions for rural development and heritage enhancement.
- **"Easy"**: the project offers user-friendly tools (technological platform, interactive map, digital exhibition of most interesting museums' artefacts, mobile application, etc.) and information channels to make user's research easy, intuitive and inviting for a cultural discovery and adventure along the walking routes. This keyword can be used in such combinations as "easy access", "easy research", "easy choice", "easy tool", etc.
- **"Interesting"**: thanks to the project profound research on heritage sites along the selected pilgrimage routes, technological tools, marketing strategies and communication channels, rurAllure offers exciting, interesting and appealing tourism product and at the same time an interesting solution for the rural areas development, policy makers and industry stakeholders. It could be applied in such phrases as "interesting site", "interesting visit", "interesting journey", "interesting solution", "interesting project", etc.

The key messages of the project communication actions can be divided into messages addressed to the target users (pilgrims, tourists, walkers, hikers) and policy makers, authorities, stakeholders. The messages addressed to users emphasise the presence of heritage sites next to pilgrimage routes,

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crossed by pilgrims, offering them a new exciting experience. They also focus on local culture and traditions, sustainability and discoveries such as:

- Reach out!
- Take a detour from your route for a new discovery!
- Explore unknown places along your route!
- Easily discover hidden gems while on a pilgrimage!
- Be sustainable.
- Enjoy culture, nature and food.
- Get a meaningful experience along your pilgrimage.

The messages to industry and stakeholders focus on feasibility of the project solutions and strategies, suggesting their replicability:

- rurAllure offers sustainable and efficient strategies of rural development and heritage enhancement;
- Based on profound research and pilot experiments, the project can provide replicable solutions for heritage enhancement in the vicinity of walking and pilgrimage routes.

To reinforce the key words and messages, the project sets the goal of simplifying the task of thematically connecting the experiences offered in different rural locations. That way, over several journeys one pilgrim can choose to visit samples of Romanesque architecture found in areas traversed by the Way of Saint James; alternatively, he/she could explore natural sites, or follow the steps of a famous poet from the mountains of Lugo that wrote about the Way, etc. The intended effect is that some pilgrims decide to take a break or a detour and spend some time in a nearby town or village.

### Target audience and their needs

The rurAllure dissemination and outreach activities promote the project's vision, aims and outcomes, as well as the wider societal and economic implications in the rural environment surrounding the pilgrimage routes. To assure the project impact on the society, different target audiences were identified, classified in "supply" and "demand" groups as shown in Figure 4:<sup>3</sup>

- The **"supply" audience** provides the project with resources, such as information about the heritage sites; their management and governance systems and structures; pilgrimage routes and their management, local, regional and national policies on rural development, heritage and sustainable tourism. Besides providing the Consortium with the relevant information, they will also participate in the pilot experiments and benefit from results and solutions.
- The **"demand" audiences** will receive detailed information on the results of the project, its strategies and solutions, which they would replicate in other relevant areas and use them for future policy development. The "demand" users will benefit from the technological platform, the mobile application and the map. These tools will facilitate an easy access to information about the heritage along the routes and allow the pilgrims a new meaningful experience.

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<sup>3</sup> *There are stakeholders who play both the roles of supply and demand, as is the case of some public institutions.*



Figure 4. The supply and demand groups.

The differentiation of the target audiences shown in Figure 5 allows to customise the key messages according to their needs to (i) ensure that all target audiences are convinced and that the project created measurable benefits for them; (ii) demonstrate how the outcomes of rurAllure will benefit the citizens' lives in the short and long term; and (iii) influence policy makers at a local and national level, ensuring the usage of the proposed strategies and techniques after the end of the project, making a long-term impact possible. Each target group has its needs and objectives, sometimes versatile, which should be reached via different communication channels.

As can be observed, the needs of target audiences and respective communication channels vary, however, such tools as the website, social media and participation in the specialized events are identified to be of high relevance to all of them.

The approach ensures that there is a clear agreement amongst partners about the specific objectives for each of the target audiences, the channels and means to be used according to their specific needs; the activities to be performed in each phase and the materials to be released depending on the project progress, the timelines for the respective activities, the key performance indicators, the roles of all participants and the procedures to be followed.

Target audience	Needs	Communication channels
<b>Cultural and tourism institutions</b>	Easy access to the project results, open access publications, understanding how to join the project, build up on its results and apply the solutions	Website, mobile application, LinkedIn, Facebook, Instagram, participation in the fairs, specialized events, policy roundtables, conferences
<b>Research and Academia</b>	Access to open access publications; possibility to cooperate and involve students and researchers in the project activities	Website, mobile application, LinkedIn, Facebook, participation in specialised conferences; presence of the rurAllure publications in the scientific repositories
<b>Public bodies and not-for-profit</b>	Clear vision and understanding of the project benefits and advantages in terms of policy development, rural areas development, enhancement of rural heritage and cultural governance	Website, technological platform, LinkedIn, participation in specialised conferences and policy roundtables; publications; cooperation with other Horizon 2020 project; participation in Open Research Europe
<b>Private sector and tourism industry</b>	Clear information about the cooperation opportunities, benefits and advantages of rurAllure solutions, tourism packages and the business model	Website, mobile application, Facebook, Twitter, LinkedIn, YouTube, Facebook, participation in the fairs, specialized events, policy roundtables, capacity building seminars, specialized published materials
<b>Users</b>	Clear information about the routes and heritage, services and accommodations. Easy access and user-friendly interface	Website, mobile application, technological platform, Facebook, Instagram, direct contact during the fairs and tourism events, tourism brochures

Figure 5. Needs and communication channels of the different target audiences.

## Exploitation players

The rurAllure project revolves around the creation of two major exploitation assets:

- **A network of institutions**, that works on the promotion of cultural venues and heritage sites from the rural environments in Europe traversed by pilgrimage routes, grounded on methodologically-sound analysis of historical, cultural, sociological and economic barriers and opportunities. The diverse backgrounds brought together into the rurAllure Consortium plus the key stakeholders already involved as associated partners create the basis for such a network. The project activities will make it grow organically to reach all the relevant stakeholders and audiences.
- **A technological platform**, that will facilitate the activities of the network and to deliver personalised content to pilgrims, considering their specific interests, preferences and needs. The platform will be built on top of the technology already owned by the Consortium partners, as well as software modules from previous EU projects and selected open-source tools, properly extended and adapted to the needs of the network and the particularities of pilgrimage experiences through the work conducted in WP3.

The work towards the development of the network and the technological platform is assessed in the context of four pilots. The rurAllure Consortium works cohesively to develop strategies and recommendations following joint studies and to build the technological platform that will underpin the pilot studies.

## Agreement models with potential stakeholders

A preliminary list of potential stakeholders and partners can be found in Annex I, containing examples of the industry actors, public authorities and representatives of civil society, cultural institutions and



projects susceptible for collaboration. The full list of stakeholders will be made available through the project's website in due time.

The Consortium has created agreement models to be used in case of adherence of new associate members from these lists. The model has different terms for organisations related to cultural and pilgrimage routes, to other ongoing projects that may liaise with rurAllure, and for public bodies, agencies, museums, etc.

## 5. Outreach and dissemination phases

As explained in the preceding section, the communication and dissemination activities are divided into three phases, whose objectives and approaches are summarised in Figure 6, and further detailed in the following subsections.

Phase	Objectives	Approach
<b>Initial (M1 - M12)</b>	Development of the communication and dissemination strategies; creation of the initial awareness about the rurAllure project.	Preparation of the communication plan, definition of the key messages and target audience; development of the visual identity and project branding. Launch of the internal and external communication channels.
<b>Strategic (M13 - M24)</b>	Creation of a targeted awareness about the project's intermediate results and activities, communication with target audience.	Spreading the key messages to the target audience; distribution of visibility materials; participation in various events and conferences; preparation of specialised publications; communication with media and press.
<b>Exploitation (M24 - M36 and beyond)</b>	Creation of the awareness about project goals, results, outcomes and future use and applicability.	Targeted communication with stakeholders and policy makers; participation in specialised tourism fairs and events; organisation of the webinars; preparation of publications; application for international awards and recognition; organisation of the policy roundtable and the final conference.

Figure 6. Objectives and approaches of the outreach and dissemination phases.

### Initial phase

The initial phase, lasting the first twelve months of the project, aims at announcing the start of the rurAllure project and raising awareness of its goals and objectives. This endeavour relies on the internal communication among partners, work of the Consortium as a whole and smooth information flow. The following are some of the key actions carried out or envisaged:

- The internal communication channels and tools were launched before M1, as they would play a crucial role in information exchange and successful start of the project.
- The Consortium partners were made aware of the project in great detail and were equipped with tools and materials to communicate rurAllure launch on local, regional and national levels and within their networks.
- The partners received the project press release and the press kit in seven languages as well as the generic PowerPoint presentation.
- Licences for the tools used for internal communication were purchased.
- The rurAllure website was created and launched in M1.

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- The project visual identity (branding, templates, colour scheme and imagery, logo and graphic charter) was designed, disseminated among the partners and widely used.
- Visibility materials such as t-shirts, pens, pins, ... and printed materials were designed by M6, to be created and disseminated in subsequent months.
- A short video is scheduled to be shot in order to provide an attractive imagery of rurAllure routes and vast heritage involved.
- A list of activities, events, webinars and participation in fairs and specialised events is being gathered by the partners.

In the beginning of the initial phase, it was urgent to launch social media profiles to promote the rurAllure mission. Facebook, Instagram, Twitter and LinkedIn are the social networks identified as the most relevant to achieve the greatest objectives: on one hand they promote the four pilots, involving all the routes of the project; on the other hand, social media allows the team to cultivate a European network of entities that will stimulate new visitors to rural museums and other heritage sites, taking advantage of the flows of pilgrims along transnational pilgrimage routes. A continuous, structured, and coherent communication is principal to the dissemination of the multiple facets of cultural heritage, presenting the richness and diversity of European history and culture. The profiles in Facebook, LinkedIn, Instagram and Twitter were created before the kick off meeting and have been regularly animated since then.

### Strategic phase

The strategic phase, taking place from M13 till M24, focuses on external dissemination of the project activities and intermediate results to the target audiences. During this stage the partners will participate in conferences and specialised events, using printed and visibility materials such as brochures, videos, t-shirts, pens etc. The following are some of the key actions envisaged:

- The list of events is to be defined in accordance with the Consortium members to keep the coherence of the actions and be able to unite various activities from the pilots. The Consortium will decide on the organisation of events such as capacity building webinars to share the best practices of the partners and increase the outreach. Attention will be paid to the creation of awareness about project events and their promotion among the target audience via project news, website publications, social media groups and communities.
- The research results will be published in the relevant repositories and popularised in the media. The printed and visibility materials should be updated according to the needs of the events.
- The social media strategy during this phase will be focused on offering more visually effective content with a recognizable design and a unique tone of voice thus connecting with the target audience and increasing engagement across all platforms. It will engage partners and stakeholders, by publishing interviews and quotes and sharing news, papers, publications, infographics and collaborations. Such creative and inspirational content as “Top 10...”, “How to ... (prepare for a pilgrimage, pack your backpack, train for a hike) ...”, “Best of...”, “Awesomeness of ...” as well as various tutorials, photo galleries for routes and each pilot will be created. These contents will be disseminated through various channels (blogs, social networks, newsletters, etc.) and will be positioned in different search engines to amplify the recognition and authority of the brand.

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- Attention will also be paid to the development of inbound marketing, a digital marketing technique designed to attract potential customers by offering them content according to their needs. It works essentially via:
  - content marketing, which is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and to drive profitable customer action;
  - social media marketing, which is the process of creating tailored content for each social media platform to drive engagement and promote the business;
  - search engine optimisation, which increases the website visibility for relevant searches, expanding the quantity and the quality of traffic.

The rurAllure Consortium considers this methodology to be efficient to reach audiences potentially interested in the project, to transform them into stakeholders and, subsequently, into spontaneous promoters of the project and its outputs. More information on the inbound marketing can be found in Section 8.

### Exploitation phase

The last phase of the communication and dissemination activities, lasting from M24 to M36, will be focused on the dissemination of the project results, transforming the target audience into the project promoters and ambassadors and assuring the use of the project outcomes by the policy makers and relevant stakeholders. The following are some of the key actions carried out or envisaged:

- Stakeholders will be invited to test the project solutions and apply them to their realities. That can be done via targeted emails, networking, social media and the website. Participation in relevant events and scientific publications will contribute to the project credibility and encourage the potential stakeholders to join the project adopting the rurAllure framework. They will also be invited to the rurAllure events and capacity building.
- Participation in tourism fairs will be organised during this phase. The fairs represent an opportunity to spread the knowledge about the project, pilgrimage routes and their heritage sites. These are the events to promote the technological platform and the mobile applications to the users (pilgrims, tourists, walkers) and the stakeholders interested in joining the platform (routes, associations, destinations management organisations, policy makers and local authorities). The Consortium will decide about the specific fairs and the most suitable mode of participation.
- The Consortium will work to ensure the support of policy makers in the institutions at national and international level. Their support is of crucial importance for the adoption of the rurAllure solutions and outcomes. In particular, the project will engage with the actors in Brussels and collaborate with the relevant Directorates General of the European Commission and the Committees of the European Parliament via organisation of the policy roundtables.
- The support of relevant stakeholders will be of particular importance also for the organisation of the project's final conference, when the outcomes and results of the project will be presented. That will be a key event to streamline the project and reach out to the target audience. Promotional strategies for the final conference will be designed in advance and applied to attract greater public attention.
- Preparation of the scientific publications will also play an important role in the exploitation phase. Publications and manuscripts will spread the rurAllure mission, success and goals in

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the scientific community. The project will increase its impact by inviting other researchers, heritage managers and tourism industry through a range of dissemination and outreach actions, including events, workshops, study visits, conferences and capacity building.

- The Consortium partners will also participate in scientific conferences. The impact of presentations at such conferences is significant thanks to the attendance of scientists and industry experts. National and international conferences are an excellent opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project. Workshops, meetings and other large events (exhibitions, trade fairs, showcases) also represent relevant opportunities for dissemination.

After the end of the project, it could be foreseen to apply for international awards and recognitions to enhance the importance of the project and popularise its outcomes. As the communication and dissemination plan is a dynamic document, it might undergo changes and adjustments by the time the project reaches the exploitation phase.

## **6. Consortium meetings and internal communication**

### **Communication activities linked to Consortium meetings**

Online and physical meetings are essential means to coordinate efforts of the Consortium partners at all levels as well as to attract international attention to the project. If the circumstances allow, the Consortium will meet in-person at least twice every year, and the partners have stated their willingness to schedule the Consortium Meetings and the project reviews in parallel with local events aimed at relevant stakeholders of each region, such as congresses and roundtables. This approach might represent an opportunity to meet the different partners involved in the project and, at the same time, to enrich the sense of network of rurAllure.

The following is a tentative calendar of physical meetings, which might be a subject of change throughout the duration of the project:

- Portugal, Vila do Conde (September 2021)
- Belgium, Brussels (March 2022)
- Slovakia or Hungary (September 2022)
- Italy (March 2023)
- Norway (September 2023)
- Belgium, Brussels (October - November 2023)

The Consortium Meeting of September in Vila do Conde has been planned from Wednesday 7<sup>th</sup> to Friday 9<sup>th</sup>, co-located with an international congress. The participation of 10 key stakeholders from the Iberian peninsula is already confirmed.

### **“What’s new?” email and the newsletter**

All members of the Consortium receive a monthly communication “What’s new?” email: a standard email message aimed at collecting members’ updates and recent activities conducted in the framework of the project. These activities may be newspaper and magazine articles in local or national media related to the rurAllure, job openings, participation in events and conferences, technical visits, photo or video materials related to rurAllure, etc. The goal of this communication is to gather information about all recent activities and its valorisation via the rurAllure website and social media, which maintain constant information flow among partners, update the audience about the project development and reach out to wider public.

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The “What’s new?” email will be used as a base for the monthly newsletter, feeding it with information about activities and news from the partners. The newsletter is foreseen monthly starting in M9, as the pilots are expected to start in Month 6 and would need time to develop actions and activities, susceptible for the newsletter.

The newsletter will be oriented to the Consortium partners and the target audience (cultural and tourism institutions, research and academia, public bodies and not-for-profit, private sector and tourism industry). Newsletters are among the most effective forms of advertising media and can be quickly drafted through dedicated software. Informative content can reach target groups without hardly any effort with simplicity and efficiency.

## 7. Project branding

During the initial phase of the communication activities the Consortium developed a professional, coherent and EU-wide recognised brand for the project. Together with a project logo, a brand story was elaborated during the first months. It now underpins all creative communication. A central brand theme serves the philosophy and expectations of relevant stakeholders’ and citizens and outlines the basic principles of the rurAllure.

### Logo and graphic identity

The rurAllure logo was designed for an explicit identification of the project in all correspondence and marketing materials of the partners. Several file format versions of the logo, as well as variations (symbol only, symbol and text or symbol plus text plus motto, colour or one ink, positive or negative, etc) are available to the Consortium members, together with a PDF document describing the logo rationale and the reference colours and fonts. An update of the colour schemes may be adopted during the lifespan of the project, if deemed convenient to offer customized versions aligned with the visual styles of the pilgrimage routes involved in the project.

The project logo (Figure 7) is clear and simple, representing and reinforcing both the vision and the mission of rurAllure. It is instantly recognizable: Heritage, Connection, Meaning and Routes are its specific key words. The iconography of rurAllure logo is associated with pathway, pilgrim attire (staff, cape, broad hat), road and badges, and the visual elements are completed with the motto “reach out”. The creation process of the logo passed through the study of iconography, the determination of common points and the incorporation of key values of the project.



Figure 7. rurAllure logo variations and colour schemes.



The initial is included in the icon, as the letter r resembles a new path and the pilgrim staff suggests an idea of new paths leading to a point of interest, a new objective. The motto version is only acceptable when the size of the logo is big enough, till 50 x 11 mm, while only the initial “r” version is used when the space is small and as a favicon or Social Media icon. Till 23 x 5 mm only logos without the motto version can be used.

## Templates

Templates and guidelines for appropriate use of the rurAllure visuals were produced in M2 in line with its brand identity. A standard presentation and an information factsheet were also created in M2 as part of the project brand. RurAllure pilots will feed the dissemination and support the building of the project brand inside the countries they will function.

Dissemination outside the countries represented in the Consortium is the core goal of WP8. A “look and feel” guidelines include a graphical user interface and comprises aspects of its design, including elements such as colours, shapes, layout, and typefaces, as well as the behaviour of dynamic elements of the website such as buttons, boxes, and menus.

The following templates were created for the use of the Consortium partners:

- PowerPoint presentation.
- Meeting minutes.
- Activity reports.
- Electronic mail signatures.
- Official documents.
- Stakeholder agreements.
- Informed consent forms.

## Visibility of the EU funding

Beneficiaries of the EU's Horizon 2020 research and innovation have the obligation to explicitly acknowledge that their action has received EU funding. This must be done, if possible and unless the Commission/Agency requests otherwise, in all communication, dissemination and PR activities as well as on all equipment, infrastructure and major results funded by the grant. The EU emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object). Depending on the kind of activity and the EU funding received, according to the grant agreement the visibility shall be shown in various ways, as detailed in the website of European Commission at [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm). Examples: for equipment and major results a sticker or a poster can be used, for an infrastructure - a plaque or a billboard shall be produced.

## 8. External communication channels and tools

Communication and dissemination in rurAllure is based on systemic work in different channels and outlets, both digital and traditional. Use of online and offline tools in the marketing strategy helps the project convey the message more effectively, create brand awareness and drive action from audiences. The variety of channels ensured by a multichannel approach promote users' accessibility and at the same time credibility of the rurAllure brand.

Some tools and channels can be considered online and offline at the same time, such as: press kit, which can be distributed as a hard copy or downloaded as a PDF version; hybrid events, where some

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participants are physically present and the rest is connected by digital meeting tools; a promotional video, which can be channelled by online sources or at physical events, etc. It is worth noting that the borders between online and offline tools are getting quickly erased thanks to the digitisation of marketing and media tools. The tools described below are separated into these categories for the coherence of the methodology. Further updates may be provided in the mid-term communication report (Deliverable 8.5, “Dissemination and outreach plan - Mid-term update”).

## Offline tools

### Press releases

Press releases are to be published regularly in accordance with the project’s events schedule and extraordinary events. They are to be distributed among the partners and stakeholders, media contacts and journalists.

The project’s first press release was published shortly after the kick-off meeting (11–13 January 2021). It contains a description of the project, its goals and objectives, important milestones and information about the partners. It was translated into languages of the partners of the Consortium and distributed among them.

To conduct an effective press strategy, a media database is created in consultation with all the partners. This database, when completed, will contain comprehensive media and press contacts from each partner country, such as newspapers, journals, magazines, relevant online magazines and sources, EU journals and online platforms. The preliminary media database can be found in Annex II.

### Press kit

A press kit or media kit is a document package that contains all materials and resources about the project, which could be potentially interested to media stakeholders. Its purpose is to provide detailed project description, engage the press and journalists and facilitate their work by providing necessary information.

The rurAllure press kit was created in M3. It includes the project's first press release, background information, infographics, main contacts, the list of Consortium partners and project channels. The press kit was translated into all languages of the partners of the Consortium and is customised to their particular needs.

As a dynamic document, the press kit will evolve during the lifespan of the project and will later contain press articles published and concrete information about the pilots, testing and outcomes. The press kit is to be distributed among the press and media contacts identified by the partners. Each of them will involve their networks, communicating goals and results of the project to regional and international media and journals (e.g. La Voz de Galicia, Almatourism, Bologna University Press, Open Research Europe, etc.). It will be available as a hard copy to be distributed at offline events.

### Publications

The project’s outcomes and results will be disseminated through scientific publications prepared by the researchers from the partner universities and research facilities. Such publications will appear in academic journals and magazines. They will contain original research results or reviews of the existing results. Publications in peer-reviewed journals provide international recognition for the project as a whole and researchers in particular.

Scientific presentations and manuscripts will also be presented at scientific conferences to enhance the project’s credibility and outreach. The publications produced in the framework of the rurAllure,

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including their academic and practical aspects, will contribute to further research development and enhancement of knowledge. Participation in conferences will inform other scientists and researchers in similar fields about the project advancements, encouraging them to join the project and build on its results.

All the Consortium members are involved in the identification of the main scientific repositories. Their preliminary database can be found in Annex III.

### Mass media activities

Press, radio, TV and online media are crucial tools to promote rurAllure to a wide range of professionals and public. Press kits will be sent to various media outlets across Europe (e.g., newspapers, magazines, blogs and TV channels) and press releases will be issued frequently to achieve the publication of articles in popular and/or specialised media.

In addition, rurAllure partners are committed to use every available contact they have to communicate their work and achievements, and to widely promote the benefits and opportunities offered to the directly concerned local socio-cultural groups to ensure their participation.

Mass media will also be fed with the content and the outcomes of the rurAllure events and activities, which are expected to produce rich results, engaging scientists, policy makers, artists and the wider public in multiple countries. All the members of the Consortium are involved in the identification of the main mass media.

### Visibility and printed materials

The creation of branded tailor-made visibility materials (gadgets, conference materials, hiking equipment, etc.) and printed materials (brochures, flyers, posters, etc.) is a significant part of the project branding exercise and awareness-building. These materials will allow the project to become recognisable and gain high visibility. They will be distributed among project partners and stakeholders at the events, fairs, conferences, and policy roundtables.

Brochures are a multi-purpose tool and can be used to reach the pilgrims, tourists, tour operators and fair attendees, however, they can also target policymakers and potential stakeholders. The first type of a brochure should be prepared with a specific orientation to the tourism product and the latter should be centred on the institutional approach, highlighting benefits of the participation in the project.

The products will preferably be made in Europe from sustainable materials to respect the EU Green Deal policies and streamline the concept of the project, whose core value is sustainability. A preliminary list of visibility products and production costs can be found in Annex IV.

### Online tools and activities

#### Website

A dedicated website ([www.rurallure.eu](http://www.rurallure.eu)) was created before the launch of the project and became operational in M1. This website is the centre of the project online presence, providing up-to-date information about the Consortium's work progress and outcomes. It also contains the first press release, the press kit in different languages, general information about the rurAllure vision and objectives, the proposed solutions and expected impact from its deployment, the pilot actions and achievements, as well as partners' information are listed on dedicated sections. A snapshot is included in Figure 8.



Figure 8. The home page of the rurAllure website.

Throughout the lifespan of the project, the website will be fed with news, articles and activities. It will also contain multimedia, videos and interviews, image galleries and promotional contents created using the rurAllure content management system. The website is easily understandable by non-technical audiences, its layout is user-friendly and intuitive. It is published in English.

After the end of the project in M37, the website will be maintained by FUN for at least 5 years to ensure the appropriate publication of rurAllure results and provide contact information to visitors that will seek more details about the project outcomes.

### Social media networks

The rurAllure communication team launched dedicated social media accounts to create awareness about the project, its events and activities, and to promote wider participation.

Project news and website content are shared with relevant social media groups and communities. Specialised social media content is created and disseminated via the following channels:

- **LinkedIn @rurAllure:** [www.linkedin.com/company/rurAllure](http://www.linkedin.com/company/rurAllure) This social media network focuses on B2B, professional networking and career development. It is used to enhance the professional reputation of the rurAllure project, to increase the outreach of actions and activities, to provide project updates and to interact with stakeholders and potential partners. This network is characterised by a long lifespan (approximately 7-10 days) of published articles, slow pace of community creation, and a business-oriented atmosphere. The rurAllure is present in this network to reach out for partners, stakeholders and industry, as well as the policy makers.
  - KPI: 1 article per month; 200 contacts by M36
  - By 1 June 2021: 170 followers
- **Facebook @rurAllure:** [www.facebook.com/rurAllure](http://www.facebook.com/rurAllure) Although initially created for entertainment purposes, Facebook is now a multipurpose platform that allows businesses, organizations and public figures to connect with customers, fans and constituents, conduct awareness-raising campaigns, promote products and services. This network is characterised by a medium-term lifespan of published content (3-4 days), preference for visual effects and text and heterogeneous public. The rurAllure is present in Facebook to reach out to pilgrims, walkers and hikers, passionate about the pilgrimage routes and undiscovered cultural

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heritage, as there are many specialised Facebook groups focused on this topic. The profile also facilitates reaching potential business partners.

- KPI: 3 posts per week; 800 followers by M36
- By 1 June 2021: 672 followers
- **Instagram** @rurAllure\_eu: [www.instagram.com/rurallure.eu](https://www.instagram.com/rurallure.eu) Created as a platform for sharing images and videos, it has now evolved into a highly popular network for promotion of various products and services via attractive images and videos. This medium is characterized by a demand for high quality visual products, short texts and relatively short lifespan of the content (1-2 days). The rurAllure purpose in Instagram is to attract potential users of relatively young age, demonstrate the beauty of heritage along the routes and lure tourists into new discoveries. The profile also provides information about the project in an easy user-friendly way to keep the stakeholders present in Instagram updated.
  - KPI: 1 photo per week; 800 followers by M36
  - By 1 June 2021: 123 followers
- **Twitter** @rurAllure: [twitter.com/rurAllure](https://twitter.com/rurAllure) This microblogging platform allows users to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources, they have a short lifespan and should be concise and direct. This media is popular among politicians, business stakeholders and B2B and is used by the rurAllure to reach out to the policy makers.
  - KPI: 2 posts per week (2 per day during events); 800 followers by M36
  - By 1 June 2021: 62 followers

The communication disseminated on social media networks through posts and stories is aimed at both B2B and B2C targets, to involve process- and emotion-driven purchasing decisions. All the social media profiles were launched before the kick-off meeting and are regularly updated and animated according to the KPIs. Additional accounts in other social media might be created on later stages of the project, such as a YouTube channel to disseminate video materials in case of necessity. The social media posts produced by the project include the tag @EU\_H2020 and the official Horizon2020 hashtags, such as #H2020 and #horizon2020. The posts and articles also contain the project hashtags, such as #rurAllure, #horizon #eu\_h2020 #h2020 #pilgrimage, and other specific ones depending on the shared content and the pilot, such as #slowtourism, #thermal, #heritage, #viafrancigena, #caminodesantiago etc. The choice of the most suitable hashtags depends on the published content and is subjected to the analysis by tools such as [sistrix.com](https://sistrix.com), which generates up to 30 particularly used and related hashtags to the required topic.

To develop an excellent content marketing strategy, one of the fundamental factors is to propose information that is useful to the users. This process involves great care in building personalized content, which offers users a rich and rewarding browsing experience. An effective content mix should consider different kinds of posts as detailed below, such as the following:

- Industry expertise (statistics, current tourism trends, information about rural development).
- Current news (e.g., adherence of new associate members, rurAllure technical visits).
- Inspirational content (e.g., “top 10 pilgrimage routes to discover”, “How to prepare a backpack...”).
- Surveys to increase audience engagement (e.g., “Do you prefer to travel alone or with friends?”).
- Attractive pictures to leverage audience interests.

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### Webinars and online events

Webinars and online events present a great alternative to the traditional offline events in times of health emergency when a physical event might be jeopardised. They also represent an opportunity to organise a high-quality event with a minimum cost and a maximum international participation. Capacity-building webinars could be organised for the members of the Consortium and potential stakeholders to exchange best practices, share ongoing activities and on later stages present the outcomes of the project.

### Promotional video

A promotional video will be prepared, combining maps, pictures, application snapshots and motion graphics to publicize the project on its website and through its social networks. It will summarise the key goals and explain the main ideas to be explored in the four pilots. In principle, the audio and the added text on screen will be created in English with subtitles available in several other languages. The call for providers will be launched in June 2021 under the supervision of the University of Vigo.

### Email marketing

Email marketing is a methods of emailing information and updates about products and services to the customers on a mailing list. It is a fast, flexible and cost-effective way of reaching new stakeholders and retaining existing partners by encouraging them to repeat the website visits. It can also be a softer method to educate the target audience about the value of the rurAllure brand, focusing on lead generation and engagement.

### The IT platform

The IT platform of rurAllure will offer a specialised content management facility and a mobile app, that travellers will be able to use to plan their trips along pilgrimage routes, discover points of interest in the rural surroundings, consume cultural content as they walk, etc. These tools will offer the following functionalities, as described in D3.1 ("Platform requirements and specification"):

- Discovery of cultural venues and heritage sites –found along the routes or reached by feasible detours– that may enrich their experience, considering their specific interests, preferences and needs.
- Pilgrim guides exploiting the opportunity to cohesively present the heritage of the regions traversed over several days or weeks (rather than hours as it happens in classic museum visits), using mainly audio narrations to go along with the pilgrim as he or she walks or rides, and pointing to additional multimedia contents during the resting stop.
- Recommendations and quick reservations of transport from/ to selected rural locations and suitable accommodation and dining offers.
- Social network space to keep contact with new friends and acquaintances made during the pilgrimage.

To make the most of the IT platform, the rurAllure team will:

- Collaborate with institutions to create, manage and curate a Cultural Heritage knowledge base that aggregates digital cultural assets of cultural venues and heritage sites of rural Europe.
- Co-create and curate contents and narratives for the pilgrim guides, produce shared digital exhibitions in a cost-effective manner thanks to systematic reuse of content and structures.

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- Develop specific web positioning strategies, to have a strong online presence during the stage when people are planning their trips.
- Conduct benchmarking and analysis of aggregated data to allow monitoring effectiveness of promotion and mobilisation mechanisms to achieve intended effects.

### Digital PR

Digital Public Relations is an online marketing strategy used by businesses to increase online presence and awareness of a brand. It is defined as an intersection of traditional public relations, content marketing, SEO, and social media, and it permits to establish mutually beneficial relationships with influencers, journalists and stakeholders. Digital PR has also the added benefit of improving Google organic search ranking by accumulating press mentions and backlinks on high-authority websites.

The rurAllure communication team will send to its media contacts rurAllure press releases to reach international and local magazines, blogs and websites to cover this topic. The main objective is to notify the media about an event or news, in hopes that they will spread the word to their communities. Connections are still a valuable form of networking and can help drive traffic to rurAllure website and social media channels. Involving local chapters of associations or organizations where our target audience is likely to be found might increase our brand's credibility.

Digital PR generates higher awareness as its content is more authentic and informative. It allows a much easier approach to retaining and attracting the target market and helps to get a step closer in achieving company goals, providing added values, building strong relationships and managing the reputation.

### SEO strategy

Search Engine Optimization (SEO) makes websites and content easier to find by search engines. Planning and having a sound SEO strategy can help in defining a path for expected and desired outcomes. A comprehensive rurAllure SEO strategy will include the items indicated in Figure 9.



Figure 9. Key points of the SEO strategy of rurAllure.

Since rurAllure is an international project, it is necessary to consider “intent-based search optimization” (IBSO). IBSO defines what the prospect user is searching for at each stage of their journey, and which channel will satisfy that search. For this purpose, a research method for data collection and data analysis should be applied. For the first understanding of the target group of





users for which IBSO will be applied, the following questions must be answered by the technical team after a careful research:

- **Intent:** Who is coming to the website? More importantly, why do they want to come to our website? What is the prospect user searching for?
- **Context:** Why are they searching for it?
- **Asset:** What asset and location will satisfy their search? Where to direct them with the right information?
- **Channel:** Where should prospect users live to use our project?
- **Optimization:** How will the prospect user find the asset?
- **Ascension:** What is the next step in the prospect users' journey?

Audits will be completed by checking each step on the audit tools list and trying to find any issues that need to be repaired or improved to boost rurAllure page's Search Engine Performance (SEP). To be able to recognise the right words and be sure of the effectiveness of defining key words, the rurAllure technical team must search answers to the following questions:

- What is the current position and is there a ranking?
- Is it in alignment with the desired audience and goals?
- Does rurAllure have pages that are not being indexed and that should?

To increase rurAllure awareness and at the same time to generate leads, the team will define goals and metrics according to the S.M.A.R.T goal framework, which means each of the goals should be Specific, Measurable, Attainable, Relevant and Time-bound. Besides, the Consortium will invest in SEM (Search Engine Marketing) competence and continuous work, performing such tasks as optimising the snippet that appears on search results pages (e.g., the meta-information that is a preview of what the user will read after clicked on that result) and connecting partners to the project website (back-links from authoritative institutions). SEM is a paid strategy to increase search visibility and to appear in search results (SERP). To increase the conversion rate it will use forms, call-to-action and landing pages with the same objective: to concentrate users' attention and convince them to make a request for a quote, to download some documentation, to attend a seminar, etc.

## Participation in events and fairs

### Tourism fairs

Participation in renowned fairs and trade shows is an effective channel to access the rural tourism market. Trade shows offer a single, short-term venue to network, market, and keep tabs on competitors and innovation. Such events can effectively contribute to improve the rurAllure awareness in a global market. Depending on the budget it could be preferable to participate in a minimum of two fairs throughout the lifespan of the rurAllure project.

The following leading European fairs might be considered for the rurAllure participation:

- ITB Berlin (Berlin, Germany), the world's largest tourism B2B and B2C trade fair.
- World Travel Market WTM (London, Great Britain), which unites approximately 5.000 exhibitors from 182 countries and regions and more than 51.000 participants.
- Fitur (Madrid, Spain), the global meeting point for tourism professionals and the leading fair for incoming and outgoing markets in Spain and Latin America.



- BIT (Milan, Italy), an international tourism fair with a worldwide impact promoted by Fieramilano since 1980, aimed at gathering tour operators, travel agents, companies and tourism promotion companies.
- TTG Travel Experience (Rimini, Italy), the Italian reference B2B event for the promotion of world tourism in Italy.

Apart from the large-scale international events, the project partners might consider participating in smaller specialised events and niche fairs. These events assist in reaching specific target audiences, from users (responsible travellers interested in sustainable tourism on foot or by bicycle) to tourism professionals specialised in slow travel. The following events can be considered for potential participation:

- Fa' la cosa giusta! (Milan, Italy): A fair specialised in sustainable consumption, which aims to increase customer awareness about their role in making green choices to guarantee a sustainable growth of the planet. It is widely recognised as the national benchmark for conscious consumption and sustainable lifestyles.
- Salon du Randonneur (Lyon, France): A thematic fair specialised in walking, hiking and outdoor activities (on foot, by bike, canoe, horse etc).
- Niche fairs specialised in slow, cultural, sports, literary, rural tourism allow rurAllure to reach to a specific target audience, which seeks personalized itineraries based on needs different from the standard ones. In particular, the COVID-19 crisis highlighted the needs of a new tourist, who is no longer a passive consumer, but an active contributor to the decision-making process.

Participation in digital events and fairs should be considered as an alternative or addition to the offline events because the sanitary situation caused by COVID-19 might produce delays and cancellations of onsite events.

Fairs, either traditional or digital, offer various types of participation and engagement, depending on the needs and financial resources of a client. Relevant types of participation for the rurAllure Consortium might be as follows:

- **Stand**, being a classic type of participation, offers a possibility to present the project in an attractive and innovative way. It allows displaying various visibility materials, having an appealing design and a video display. At the stand exhibitors could create an innovative approach to catch an eye of a participant, such as conducting lotteries, quizzes, happy hours, cocktail hours and host conferences and events.  
A downside of a stand is high costs, as it requires a personalised and customised design. Some fairs such as ITB Berlin might provide a basic stand design, however, it would also need investments into decorations. In some fairs an exhibitor with a stand receives a package of included services, such as free space for a press conference, speaking slots, participation in B2B and digital promotion.
- **B2B (business to business communication)** is widely used at the fairs and specialised events for networking with stakeholders, business arrangements and creation of a product value chain. B2B is a perfect opportunity to connect with industry leaders and prospective buyers. The B2B might be conducted in a form of speed dating, B2B breakfasts or lunches, reserved appointments etc. B2B will be useful for the rurAllure to establish connections with the tourism sector and stakeholders interested to adopt the project methodology and solutions.

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- **Press conferences** allows gathering press, media and interested audience for a short presentation of the project, its results and outcomes. Some fairs do provide space for press conferences, which might be included in the package, while other fairs would give a speaking slot to each exhibitor.
- **Seminars**, an event similar to the press conference, gathers interested stakeholders for a short period of time in a dedicated space. It is focused on a particular topic (rural heritage, sustainable tourism, pilgrimages), hosting experts presenting the topic under different angles. It is an efficient way to engage the audience.
- **Cocktails, happy hours, lottery, quizzes...** these are the most interactive and engaging events, which can be conducted at the tourism fairs. With their informal atmosphere, amusing activities and direct interaction, they offer a great opportunity for networking, enhanced visibility and lobbying with relatively low costs. Such events can be conducted at rurAllure partners' or associate partners' stands, thus decreasing the costs.

A preliminary list of tourism fairs per partner country can be found in Annex V.

### Policy roundtables

As part of the activities of WP2 the project will conduct two policy roundtable discussions with European policy makers in Brussels, aiming to present the findings obtained up to February 2022 and by the end of the project.

- The first roundtable will primarily communicate the results of the analysis of policies for the promotion of rural museums and heritage sites and for rural development through cultural and natural heritage, included in Deliverable 2.8 ("Policy brief"). The expectation is to gather valuable suggestions for the implementation of the pilots of WP4-WP7 and to engage with other territories.
- The second roundtable, in turn, will present the recommendations derived from the work done in the pilots, which will be published as Deliverable 2.5 ("White book of recommendations"); the goal is to make the key results from the project known to policy makers who could help out with their transferability, and who could have a say in relation to their exploitation after the project ends in December 2023.

These events are of crucial importance to the rurAllure to gain the support and increase awareness of the policy makers in the European Institutions and persuade them to adopt rurAllure solutions and outcomes and incorporate them into future policies on rural development and cultural heritage. It might be beneficial to conduct such roundtables in a framework of bigger European events of the project's sector of interest, such as annual European Week of Regions and Cities, taking place every October; EU Green week and/or in collaboration with relevant organisations and DGs such as European Network for Rural Development, New European Bauhaus Initiative, etc. This can increase the outreach of the events and attract more attention of the policy makers.

## 9. Monitoring and evaluation

Monitoring is an important element of the dissemination and communication activities of the rurAllure project. This activity is crucial in evaluating the effectiveness of the strategies, their modification in case of necessity and analysing the outcomes. Evaluations will deal with correct use of resources and users' feedback about communication materials. The monitoring and evaluation

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contribute to project’s sustainability in the long-term, examining the progress of planned activities, as stated in the objectives, but also unintended results.

Performance measurement will include several methods differentiated by type of the communication channel and activity to be able to achieve better assessment:

- Google analytics will be used to monitor website statistics, web traffic, time spent in the rurAllure website, which sections of the site attract most and least attention, traffic generated by the social media.
- A counter for downloads of press releases, press kits, newsletters and other online deliverables will be used to measure the public interest in the project.
- Number of visitors per rurAllure events, distribution of printed and visibility materials will also be considered.

The Key Performance Indicators (KPI) initially proposed and included in the Grant Agreement are shown in Figure 10. The further development of KPIs is foreseen and will be incorporated in the mid-term report (Deliverable 8.5, “Dissemination and outreach plan - Mid-term update”).



 <b>KPIs</b>	 <b>Target</b>
<b>KPI1</b> Website traffic	<ul style="list-style-type: none"> <li>• 20.000 page visits by year 1</li> <li>• 25.000 by year 2</li> <li>• 30.000 by year 3</li> </ul>
<b>KPI2</b> Social media activity	<ul style="list-style-type: none"> <li>• Facebook: 3 posts per week; 800 followers by M36</li> <li>• Twitter: 2 posts per week (2 per day during events); 800 followers by M36</li> <li>• Instagram: 1 photo per week; 800 followers by M36</li> <li>• LinkedIn: 1 article per month; 200 contacts by M36</li> </ul>
<b>KPI3</b> Shared digital exhibitions delivered by the rurAllure mobile apps	<ul style="list-style-type: none"> <li>• 60 museums and heritage sites involved</li> <li>• 9000 users overall in the pilot experiments</li> <li>• 2000 pilgrims lured to engage in cultural experiences and other services in the rural environment that they wouldn't get to know otherwise</li> </ul>
<b>KPI4</b> Outreach to decision makers besides the pilot experiments	<ul style="list-style-type: none"> <li>• 20 key stakeholders attended rurAllure events by M34</li> <li>• Contacts started to adopt rurAllure solutions in 4 new pilgrimage routes by M34</li> </ul>

Figure 10. First Key Performance Indicators for rurAllure dissemination and outreach efforts.

## 10. Timeline

Following the described steps, the communication and dissemination activities of the rurAllure project are presented in the Gantt chart of Figure 11.

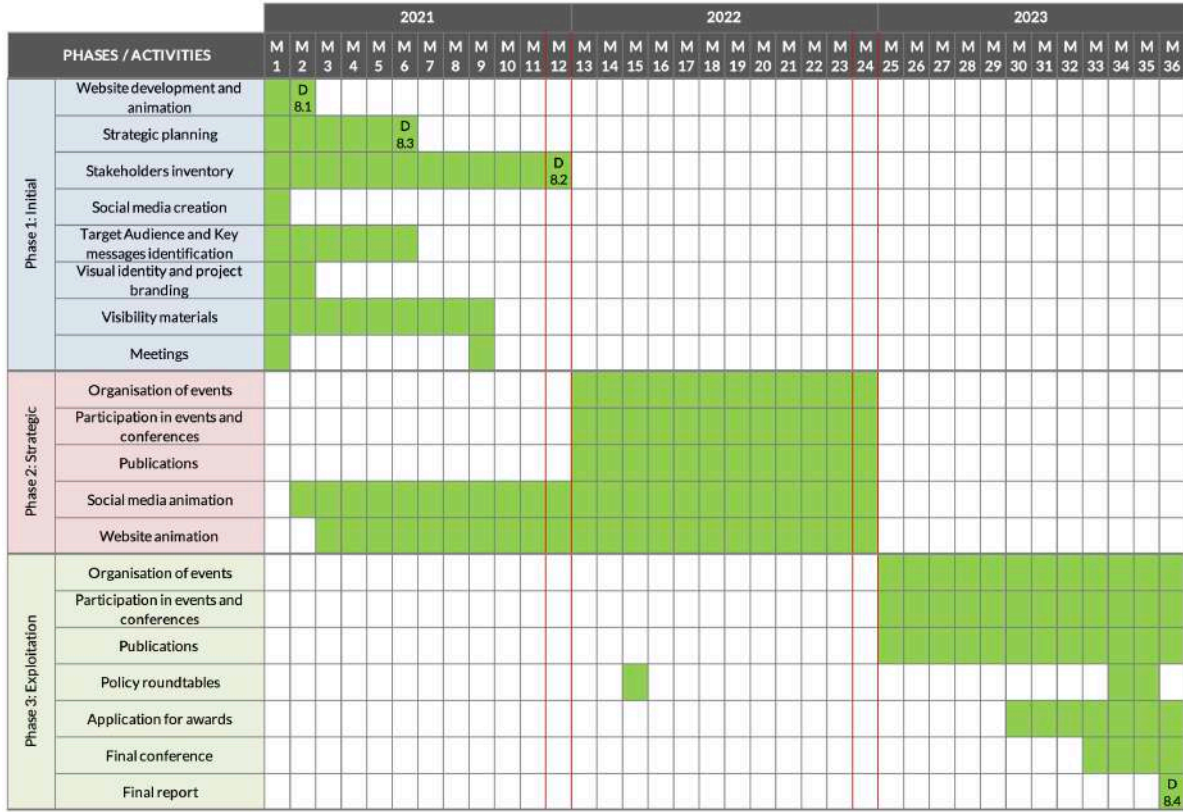


Figure 11. Planning of the communication and dissemination activities.



## Annexes

### Annex I: List of potential stakeholders

The following subsections provide lists of some of the potential stakeholders identified up to M6, classified in categories:

- Associations related to pilgrimage routes.
- Institutional stakeholders.
- Museums and heritage sites.
- H2020 projects and others.

#### Associations related to pilgrimage routes

Name	Country	Type	Description	Website
Asociación Camiño Miñoto Ribeiro	Spain	Non-profit organization	A non-profit association created in 2014 to recover, disseminate and achieve the official status of the Camino Miñoto Ribeiro to Santiago de Compostela. It is formed by the municipalities traversed by the sub-route in Galician territory, and listed in the Official Register of Entities promoting the Camino de Santiago.	<a href="https://www.caminominotoribeiro.com/">https://www.caminominotoribeiro.com/</a>
Asociación Ibérica de Casas Museo y Fundaciones de Escritores	Spain	Non-profit organization	The association presents the life and work of Spanish and Portuguese authors, and the work carried out by their houses, museums and foundations.	<a href="https://www.museosdeescritores.com/">https://www.museosdeescritores.com/</a>
Asociatia Via Mariae	Romania	Pilgrimage route and civic association	Mary's Way or Via Mariae is a spiritual way for tourists, and also pilgrim's way, built by the nations of Central Europe to the honor of Mary.	<a href="https://mariaut.ro/">https://mariaut.ro/</a>
Associazione Europea Romea Strata	Italy	European association	82 stages that wind along 6 Italian regions for 1400 km: Romea Strata was an important European route, traveled by pilgrims who, starting from Central Eastern Europe, faced the journey to Rome from the Baltic Sea.	<a href="http://www.romeastrata.it/">http://www.romeastrata.it/</a>
British Pilgrimage Trust	UK	Charity	The British Pilgrimage Trust is working to develop numerous routes in the UK. The flagship project is the Old Way, which winds	<a href="https://britishpilgrimage.org/routes/">https://britishpilgrimage.org/routes/</a>

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			for 250 miles from Southampton to Canterbury. They intend the Old Way to become a pilgrimage route that highlights new solutions and models for best practices, which will help take British pilgrimage forward.	
Camino Latvia	Latvia	Voluntary society	Total length of St. James's Way in Latvia is approximately 562 km. It consists of 24 stages. From starting point in Valka at the Estonian border there are 12 stages (280 km) till Riga.	<a href="https://caminolatvia.com/route/">https://caminolatvia.com/route/</a>
Camino Lebaniego	Spain	Agency	An agency managing a set of pilgrimage routes at the north of Spain, around the region of Cantabria.	<a href="https://caminolebaniego.com/inicio">https://caminolebaniego.com/inicio</a>
Camino Lituano	Lithuania	Pilgrimage route	A modern-day pilgrimage route across Lithuania. It starts on the Lithuanian-Latvian border, spans 500 km across the country and finishes on the Lithuanian-Polish border, where pilgrims can continue to Camino Polaco, the Polish Camino.	<a href="http://www.caminolituano.com/">http://www.caminolituano.com/</a>
Culture Routes in Turkey	Turkey	Society	A small Turkish not-for-profit society which protects old roads, markets Turkish culture routes and helps villages along the routes benefit from them.	<a href="https://cultureroutesinturkey.com/">https://cultureroutesinturkey.com/</a>
Danske Santiagopilgrimme	Denmark	Voluntary association	Community and inspiration for the camino towards Santiago de Compostela and other pilgrimage destinations in Denmark and the Nordic countries. They organize hikes and lectures. A voluntary association for everyone with an interest in pilgrimage.	<a href="https://santiagopilgrimme.dk/find-ruter/ruter-i-danmark/">https://santiagopilgrimme.dk/find-ruter/ruter-i-danmark/</a>
Dutch Society of Sint Jacob	Netherlands	Voluntary association	The Dutch Society of St. Jacob is an association with approximately 13,500 members. The aim is to broaden and deepen interest in pilgrimages to Santiago de Compostela in Galicia.	<a href="https://www.santiago.nl/op-weg-naar-santiago-de-compostela/routes-naar-santiago/">https://www.santiago.nl/op-weg-naar-santiago-de-compostela/routes-naar-santiago/</a>

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European Cultural Route "Hærvejen"	Denmark	Pilgrimage route	The "Hærvejen" in Jutland from Padborg to Viborg and further is a pilgrim route connecting Nidaros, Trondheim in the north and Santiago, Rome and Jerusalem in the south.	<a href="http://haervejsher-berger.dk/the-danish-pilgrims-route/">http://haervejsher-berger.dk/the-danish-pilgrims-route/</a>
European Cultural Tourism Network	Belgium	International association registered under Belgian Law	The only pan-European network of destinations, authorities, NGOs and research institutes for Sustainable Cultural Tourism development and promotion across Europe.	<a href="http://www.cultural-tourism-network.eu/">http://www.cultural-tourism-network.eu/</a>
Felvidéki Mária Út Egyesület (Via Mariae)	Slovakia	Pilgrimage route and civic association	The Way of Mary Association located in the Highlands of Slovakia, mainly Hungarian speaking.	<a href="http://www.mariaut.sk">http://www.mariaut.sk</a>
Harghita Community Development Association (Asociația de Dezvoltare Intercomunitară Harghita)	Romania	Online platform	The goal of ADI Harghita is to create and maintain long-term cooperation with the county's local administrations and organizations working in the field of tourism, carrying out national and international projects, the purpose of which is to improve tourism, as well as maintain culture and the environment.	<a href="https://visitharghita.com/">https://visitharghita.com/</a>
Les Chemins du Mont-Saint-Michel	France	Association	3700 km in the heart of France up to the coasts of Italy: for nearly 1000 years, Mont Saint-Michel has been one of the most visited places of pilgrimage in the West.	<a href="https://www.lescheminsdumontsaintmichel.com/spip/index.php">https://www.lescheminsdumontsaintmichel.com/spip/index.php</a>
Martinusweg-Mittelroute Via Sancti Martini	Hungary, Germany, France	Pilgrimage route	A route from Szombathely (HU) to Tours (FR), through Austria, Germany, Luxembourg and Belgium.	<a href="http://www.martinuswege.eu/">http://www.martinuswege.eu/</a>
Malice velehradská	Czech Republic	Civic association	Association of supporters of Velehrad, bearers of the tradition of Saints Cyril and Methodius.	<a href="https://maticevelehradska.webnode.cz/">https://maticevelehradska.webnode.cz/</a>
National Pilgrim Centre NO	Norway	National pilgrim centre	St. Olavsvegene is a network of leaders that leads to Nidaros Cathedral in Trondheim.	<a href="https://pilegrimsleden.no/en/">https://pilegrimsleden.no/en/</a>
NECSTouR - European Regions for	Belgium	Not-for-profit	A network for 34 European regional tourism authorities and 30	<a href="https://necstour.eu/">https://necstour.eu/</a>

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Sustainable and competitive tourism		association under Belgian Law	associated members (universities, research institutes, representatives of tourism enterprises and sustainable tourism associations).	
Pécsi zarándokpont	Hungary	Pilgrimage point	The Pilgrimage Point was created by the collaboration of pilgrimage routes in Hungary.	<a href="https://www.zarandokiroda.hu/">https://www.zarandokiroda.hu/</a>
Pilgern in Kärnten	Austria	ARGE	Association that provides information on activities on pilgrimage routes in Carinthia.	<a href="https://www.pilgerwege-kaernten.at/home/">https://www.pilgerwege-kaernten.at/home/</a>
PilgrimsCentrum	Sweden	Pilgrims centrum	Several long routes leading to Vadstena (Sweden), extending to Trondheim, Hamburg and Stockholm.	<a href="https://www.pilgrimscentrum.se/pilgrimsvandring-13238955">https://www.pilgrimscentrum.se/pilgrimsvandring-13238955</a>
Pomeranian Way of St. James	Lithuania, Portugal, Germany	Project	A project aimed at using the Way of St James as a new tourist product to foster regional development in the South Baltic Area and to mobilise local communities (especially young people) around the joint initiative.	<a href="https://www.pomorskadro-gaswjakuba.pl/">https://www.pomorskadro-gaswjakuba.pl/</a>
Rete dei Cammini	Italy	Association of Social Promotion	Social promotion Association. The project stems from the desire to support all existing Italian Paths for free, without creating additional alternatives or competitions, with the sole intention of promoting and enhancing them in Italy and abroad. Promoted by UNPL.	<a href="http://www.camminitaliani.it/">http://www.camminitaliani.it/</a>
Ság hegy Térsége Turisztikai Egyesület	Hungary	Non-governmental organization	The Ság Hill Region Tourism Association is a non-governmental organization voluntarily established in September 2012 on the initiative of a social community. TDM (Tourism Destination Management), which aims to develop tourism based on private-public partnerships and common interests.	<a href="http://vulkan-sag.hu/TDM/Egyesulet.html">http://vulkan-sag.hu/TDM/Egyesulet.html</a>
St. Olavsleden	Sweden	Route	A coast-to-coast route from Sweden to Trondheim.	<a href="https://stolavsleden.com/">https://stolavsleden.com/</a>

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Szent Erzsébet Út	Hungary	Foundation	The "St. Elizabeth's Road" Foundation was established in 2007 in Sárospatak, the hometown of St. Elizabeth, with the aim of connecting the places of remembrance and reverence of St. Elizabeth in Europe. It also designates a route that can be traversed in its physical reality, the starting points of which are Sárospatak and Košice.	<a href="https://www.szenterzsebetut.hu/szent-%20erzsebet-%C3%BAt">https://www.szenterzsebetut.hu/szent-%20erzsebet-%C3%BAt</a>
TGS Eurogroup	Italy	Association of Social Promotion	TGS Eurogroup ("Turismo Giovanile Sociale", meaning "Youth and Social Tourism") is an Association of Social Promotion led by lay people and promoted by the Salesian Province "San Marco" Italy North-East.	<a href="https://www.tgseurogroup.it/en/">https://www.tgseurogroup.it/en/</a>
Tourism Destination Management Alliance of Székelyland (Székelyföldi Turisztikai Desztináció Menedzsment Szövetség)	Romania	Non-profit association	A non-profit association created in 2015 to coordinate a professional management of tourism destination on regional level.	<a href="https://www.facebook.com/szekelyfoldiTDMSzovetseg">https://www.facebook.com/szekelyfoldiTDMSzovetseg</a>
Verein Benediktbe-Weg-t	Austria	Non-profit association	Non-profit association for the promotion of pilgrimages on Benediktweg	<a href="https://www.benediktbeweg.at/">https://www.benediktbeweg.at/</a>
Via Compostela	France	Specialized agency	Since the 90s, this agency specialized in the paths of Saint Jacques de Compostelle has programmed a formula that adapts perfectly to the needs of pilgrims.	<a href="https://www.via-compostela.com/fr">https://www.via-compostela.com/fr</a>
Visit Mures Association (Asociatia Visit Mures Egyesület)	Romania	Non-profit organization	The association is responsible for the promotion of Mures County as a tourist destination. It was established in 2017 Mures County Council, Salvamont and Mures County Museum.	<a href="https://visitmures.com/en">https://visitmures.com/en</a>

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## Institutional stakeholders

NAME	COUNTRY	TYPE	DESCRIPTION	WEBSITE
Deputación de Ourense	Spain	Provincial council	Government body of a predominantly-rural Spanish province crossed by various branches of the Ways to Santiago de Compostela.	<a href="https://www.depourense.es/">https://www.depourense.es/</a>
Diputación de Badajoz	Spain	Provincial council	A provincial institution leading an Interreg project that aims at promoting the Ways to Santiago de Compostela on the Western half of the Iberian Peninsula (Spanish and Portuguese).	<a href="https://www.dip-badajoz.es/">https://www.dip-badajoz.es/</a> <a href="http://www.mas-magin.com/badajoz-paisajes-literarios">http://www.mas-magin.com/badajoz-paisajes-literarios</a> <a href="http://www.al-mendralejo-romantico.es">www.al-mendralejo-romantico.es</a>
Council of Harghita County	Romania	County council	An elected public authority in Harghita County, founded in 1992. It is responsible for the coordination of the local council's activities (municipalities, towns and villages), fulfills public services at county level, participates in different international projects and initiates and implements programs on several domains.	<a href="http://harghita-county.ro/">http://harghita-county.ro/</a>
GAL Delta Po	Italy	Local action group	The Local Action Group (LAG) Polesine Delta del Po is an Association recognized by the Veneto Region. The LAG was born in 1994 within the Leader II Community Programme, with the purpose of leading projects for the development of the territory and of the rural tourism in the province of Rovigo.	<a href="https://www.galdeltapo.it/en/">https://www.galdeltapo.it/en/</a>
Magyarországi Szerzeteselőjárók Konferenciájának Irodája (Hungarian Office of the Conference of Monastic Presidents)	Hungary	Country level	The Office unites, represents, assists the Hungarian orders and promotes their cooperation in many areas. It does this in the social, public education, vocational care, economic, psychological and training fields.	<a href="https://szerzetesek.hu/">https://szerzetesek.hu/</a>
Magyar Természetjáró Szövetség (Hungarian Hiker Association)	Hungary	Association at country level	It is an independent and objective organization based on the free practice of non-motorized leisure sports in nature. It is aimed at	<a href="https://www.termeszettjaro.hu/en">https://www.termeszettjaro.hu/en</a>

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			developing a healthy lifestyle, the need for regular exercise, protecting nature and conserving biodiversity. Key priority is promoting the harmony of man and nature and incorporating Hungarian hiking into the international circulation.	
Magyar Turisztikai Ügynökség (Hungarian Tourism Board)	Hungary	National Tourism Board	A government organization of the tourism sector, established in 2016. The Agency has been organized according to the needs and expectations of the 21st century. Its aim is to make more efficient use of the opportunities of Hungarian tourism and to accelerate the pace of its development, it deals with all issues concerning tourism. For rurAllure the Office of Religious Tourism is of particularly important.	<a href="https://mtu.gov.hu/">https://mtu.gov.hu/</a>
Microregional Association Pogány-Havas (Pogány-havas Kistérségi Társulás)	Romania	Regional Association	The Pogány Havas association is composed of local governments, NGOs and businesses operating in Harghita County. They encourage tourism in the region by offering a booking and information service, working with guesthouse owners, producing tourist information, and organising a tourism round-table for local entrepreneurs. They support traditional agriculture and boost farm incomes through training programmes and study tours for farmers, encouraging development of new dairy products, providing information about ecological farming and organic conversion, and helping farmers' associations to increase the quality of their milk through ownership of milk collection and testing equipment.	<a href="https://www.facebook.com/Pogany-HavasKistersegiTarsulas/">https://www.facebook.com/Pogany-HavasKistersegiTarsulas/</a>
Ministry of Culture of Lithuania	Lithuania	Ministry	Head of Division for International Cooperation and Cultural Heritage Communication Department of Cultural Heritage under the Ministry of Culture of Lithuania.	<a href="https://lrkm.lrv.lt/en/">https://lrkm.lrv.lt/en/</a>

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Municipality of Celanova	Spain	Local council	This rural municipality has been documenting a sub-route of the Ways to Santiago de Compostela, as can be seen on Wikiloc. Literary heritage is a strong asset for the municipality.	<a href="http://www.celanova.gal/">http://www.celanova.gal/</a>
Municipality of Noia	Spain	Local council	Located in Galicia, Spain, Noia is known as “little Compostela” due to its gothic style of architecture. Its historic center, located just in-between the blue ocean and green wilderness makes Noia a must rest stop for pilgrims on their way along the Camino de Santiago path. Rich in cultural heritage, Noia is known as a birthplace of distinguished poets Antón Avilés de Taramancos and María Mariño, praised on the Day of Galician Letters.	<a href="http://www.noia.es/">http://www.noia.es/</a>
Municipality of Sabrosa	Portugal	Local council	Sabrosa is a municipality in the district of Vila Real in northern Portugal.	<a href="https://www.sabrosa.pt/">https://www.sabrosa.pt/</a>
Municipality of Udine	Italy	Local council	Udine is a city and municipality in north-eastern Italy, in the middle of the Friuli-Venezia Giulia region.	<a href="https://www.comune.udine.it/">https://www.comune.udine.it/</a>
Promo Turismo FVG	Italy	Regional body	A Destination management organization that pursues its objectives by planning and organizing the offer through specific tourist products.	<a href="https://www.promoturismo.fvg.it/">https://www.promoturismo.fvg.it/</a>
Tourismusverband Mariazeller Land	Austria	Tourism office	Tourism office of the region Mariazeller Land	<a href="https://www.mariazell-info.at/en/">https://www.mariazell-info.at/en/</a>
Xacobeo S.A. Santiago's Way Management Agency	Spain	Management agency of UNESCO WH Santiago's Way	A public body destined to the management of the common services of the public network of hostels and the rest of its social patrimony, and to the relations with the Associations of Friends of the Camino de Santiago . It deals with the planning and execution of the actions for the promotion and organization of the events that take	<a href="https://www.turismo.gal/espazo-institucional/xacobeo">https://www.turismo.gal/espazo-institucional/xacobeo</a>

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			place on the occasion of the Xacobeo Holy Years.	
Xunta de Galicia – Consellería de Cultura e Turismo	Spain	Galician Regional Culture Ministry	The regional government body that supervises the activities of Xacobeo S.A.	<a href="https://www.cultura.gal/">https://www.cultura.gal/</a>

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## Museums and heritage sites

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NAME	COUNTRY	TYPE	DESCRIPTION	WEBSITE
Associazione Nazionale Piccoli Musei	Italy	Small Museums Association	A non-profit scientific-cultural organization, aimed at promoting a management culture of small museums that is able to enhance their specificities: from the link with the territory to the welcome, to the exhibition methods, to the ability to offer original experiences to visitors.	<a href="https://www.piccolimusei.com/">https://www.piccolimusei.com/</a>
CamiñoLab	Spain	Group of experts on the cultural heritage of Camino de Santiago	The initiative “CamiñoLab. Laboratory of the cultural heritage of the Camino de Santiago”, driven by the Compostela Group of Universities (CGU) and led by the three Galician public universities, promotes the creation of an observatory of international scholars focused on the heritage of this cultural route.	<a href="https://web.gcompostela.org/es/noticias-gcu/grupo-compostela-de-universidades-promueve-observatorio-expertos-internacionales-sobre-patrimonio-camino-de-santiago/">https://web.gcompostela.org/es/noticias-gcu/grupo-compostela-de-universidades-promueve-observatorio-expertos-internacionales-sobre-patrimonio-camino-de-santiago/</a>
Fundación Curros Enríquez	Spain	Foundation	Both the entity, Fundación Curros Enríquez, and its headquarters, “Casa dos Poetas”, wanted to promote from its beginnings the figure of the poet Manuel Curros Enríquez together with other writers or poets born in Celanova.	<a href="http://www.currosenriquez.es/">http://www.currosenriquez.es/</a>
Fundación Eduardo Pondal	Spain	Foundation	The aim of the foundation is the exaltation of the figure and work of the famous author of the Galician Anthem, Eduardo Pondal, as well as Galician culture and language, along with the global training of youth and adults and the socioeconomic development of the rural environment.	<a href="https://www.facebook.com/fundacion.eduardopondal/">https://www.facebook.com/fundacion.eduardopondal/</a>

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Casa-Museu de Camilo e Centro de Estudos Camilianos	Portugal	Literary Legacy Entity	Casa de Camilo Castelo Branco is a unique cultural center in the country in terms of the study and preservation of the legacy of a great writer of the Portuguese language. The Camilo Museum and the Study Center form an innovative space for Portuguese Literature that is annually visited by around 20 thousand people, from Portugal and abroad.	<a href="http://www.camilocalastelobranco.org">http://www.camilocalastelobranco.org</a>
Duna-Ipoly Nemzeti Park	Hungary	National park	Hungary's ninth national park is perhaps one of the most diverse of all. In its unique diversity, our four landscape units, the Pilis – Visegrád Mountains, the Börzsöny Mountains, the Ipoly Valley, and the Danube section of the Great Plain merge into a harmonious unit. The national park is intended to preserve the natural values of these particularly beautiful mountain forests and riverside habitats.	<a href="https://www.dunaipoly.hu/hu/">https://www.dunaipoly.hu/hu/</a>
Diocesi of Brno	Czech Republic	Tourist Office	Tourist Office of the Church of Brno.	<a href="https://www.biskupstvi.cz/aktualne">https://www.biskupstvi.cz/aktualne</a>
Ecomusei	Italy	Network of ecomuseums	Ecomuseums are participating processes to recognize, manage and protect the local heritage in order to improve social, environmental and economic development; they are planning identities through which reconnect techniques, cultures, productions, aspirations of an homogeneous landscape relate to its cultural heritage and its specificity; they are also creative and inclusive paths, based on the active participation of people and the cooperation of organizations and associations.	<a href="http://www.ecomusei.eu/">http://www.ecomusei.eu/</a>
Fundación Rosalía de Castro	Spain	Foundation	Organization of Galician interest that aims to promote and spread the cult in memory of Rosalía, Manuel Murguía and their children, to preserve the House-Museum of Rosalía and to celebrate acts in	<a href="https://rosalia.gal/">https://rosalia.gal/</a>

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			commemoration of her contribution to Galician culture.	
Interpret Europe – European Association for Heritage Interpretation	EU	European Association, registered as a charity in Germany	A membership-based organization with more than 1.000 members from more than 55 countries. Interpret Europe’s mission is: Empowering all who inspire meaningful connections with Europe’s natural and cultural heritage to shape our common future.	<a href="https://interpret-europe.net/">https://interpret-europe.net/</a>
Márianosztra - Pálos Kolostor	Hungary	Monastery	In 1352, King Louis the Great built the only Hungarian-founded order of monks, a monastery for the Paulines. Next to the monastery, he erected a church in honor of the Lady of the Hungarians.	<a href="https://www.palosrend.hu/bemutakozas/palos-helyek/marianosztra/285-marianosztra">https://www.palosrend.hu/bemutakozas/palos-helyek/marianosztra/285-marianosztra</a>
Mjøsmuseet AS	Norway	Museum	In 2006, the museums Gjøvik historical collections, Toten museum and Mjössamlingen were merged into a larger regional museum, Mjøsmuseet AS. Mjøsmuseet is a regional cultural history museum with collections in Gjøvik, Toten and Minnesund. At its facilities, there are a total of over 100 historic buildings, several parks, gardens and cultural landscapes. They take care of archives, photography and objects.	<a href="https://mjosmuseet.no/">https://mjosmuseet.no/</a>
Rede Museística Provincial de Lugo	Spain	Provincial museums network	The Lugo Provincial Museum Network includes Museo Provincial de Lugo, Museo-Fortaleza San Paio de Narla, Museo Provincial do Mar and Pazo de Tor.	<a href="http://redemuseistica-lugo.org/index.asp">http://redemuseistica-lugo.org/index.asp</a>
Stiftelsen Lillehammer Museum	Norway	Museum	The foundation is the superstructure for the six museums Maihaugen, Lillehammer Art Museum, the Norwegian Olympic Museum, Bjørnstjerne Bjørnsons Aulestad, Sigrid Undset's Bjerkebæk and the Norwegian Post Museum, and the knowledge center Norwegian Crafts Institute.	<a href="https://lillehammer-museum.no">https://lillehammer-museum.no</a>
Szabadtéri Néprajzi Múzeum	Hungary	Open-air museum	The Open-Air Ethnographic Museum (commonly known as the	<a href="https://skanzen.hu/hu">https://skanzen.hu/hu</a>

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			Szentendre Open-Air Museum) is the largest open-air museum in Hungary. In its 63-hectare area, the folk architecture, housing culture, farming and way of life of the Hungarian-speaking area come to life in front of visitors. The museum's permanent exhibition presents the rural heritage of the past, divided into regional units, with the help of original and relocated and authentically built buildings.	
Sziklatemplom	Hungary	Church	The Rock Church is located in Budapest at Gellért Hill. It belongs to the Pauline Order, the only Hungarian male order of monks. Its construction was initiated by a pilgrimage group after its visit to Lourdes. The church was closed in 1950, after the Pauline Order was banned, the mouth of the ancient cave was completely walled up with a 2 meter thick concrete wall. It was reopened in 1989. It is the starting venue of the final dissemination event.	<a href="https://www.palosrend.hu/bemutakozas/palos-helyek/budapest-sziklatemplom">https://www.palosrend.hu/bemutakozas/palos-helyek/budapest-sziklatemplom</a>
Verona Minor Hierusalem	Italy	Foundation	The Diocese of Verona set up Verona Minor Hierusalem Foundation to promote itineraries and volunteer training.	<a href="http://www.veronaminorhierusalem.it/">http://www.veronaminorhierusalem.it/</a>

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## H2020 projects and others

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NAME	COUNTRY	TYPE	DESCRIPTION	WEBSITE
Be.CULTOUR	Spain, Cyprus, Sweden, Serbia and at the cross-border area of North-East Romania and Moldova	H2020	CULTURAL TOURISM: heritage innovation networks as drivers of Europeanisation towards a human-centered and circular tourism economy. This project will develop specific strategies to promote an understanding of cultural tourism, which moves away from a stop-and-go consumer-oriented approach towards one that puts humans and circular economy	<a href="https://www.iriss.cnr.it/horizon-2020-be-cultour/">https://www.iriss.cnr.it/horizon-2020-be-cultour/</a>

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			models at its center, paying attention to nature, communities and cultural diversity.	
BE (P)ART GROW WITH ARTS	Spain, Belgium, Hungary	Creative Europe project	Reading while running - Experiments on how to complement literature and physical exercise.	<a href="http://www.kro-kodil.rs/eng/2020/12/audio-marathon-reading-while-running/">http://www.kro-kodil.rs/eng/2020/12/audio-marathon-reading-while-running/</a>
CHARM	Belgium, Finland, Germany, Italy, Portugal and Spain	COSME	CHARM is a project co-funded by the COSME Initiative of the European Union, that aims to boost the competitiveness of European tourism and promote the image of Europe as a global tourist destination of excellence. The core element are these hidden gems from rural Europe, villages perceived as charming by visitors because of their identity or personality linked to history, traditions, gastronomy, cultural and natural heritage.	<a href="http://www.charmingvillages.eu/">http://www.charmingvillages.eu/</a>
Creatour	Portugal	Programa de Atividades Conjuntas (PAC) do Portugal 2020	An incubator/demonstration and multidisciplinary research initiative, supporting collaborative research processes. It aims to connect the cultural, creative and tourism sectors through the development of an integrated research and application approach to catalyzing creative tourism in small cities and rural areas throughout Portugal.	<a href="https://creatour.pt/en/">https://creatour.pt/en/</a>
EcoHeritage	Italy, Poland, Portugal and Spain	Erasmus+	EcoMuseums as a collaborative approach to recognition, management and protection of cultural and natural heritage.	<a href="https://www.facebook.com/EcoHeritage.UE/">https://www.facebook.com/EcoHeritage.UE/</a>
Ruritage	Partners from 14 EU countries plus Iceland, Norway, Turkey and Colombia	H2020	A a four-year-long EU-funded research project, initiated in June 2018, which strives to enable rural regeneration through heritage. Pilgrimage is one case study for them, assessed in various countries.	<a href="https://www.ruritage.eu/">https://www.ruritage.eu/</a>

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## Annex II: Media and press contacts

The following table contains selected media and press contacts from the countries represented in the rurAllure Consortium. Contact emails are known to the partners but not included here for privacy reasons.

Name	Web	Type/Category	Format
<b>HUNGARY</b>			
DUNA TV	<a href="https://mediaklikk.hu/duna">https://mediaklikk.hu/duna</a>	National tv channel	
Katolikus Televízió	<a href="https://katolikus.tv/">https://katolikus.tv/</a>	TV	
Keresztény Élet	<a href="http://www.keresztenyelet.hu">www.keresztenyelet.hu</a>	Catholic weekly magazine	Online and printed
Mária Rádió	<a href="https://www.mariaradio.hu/">https://www.mariaradio.hu/</a>	Radio	
Mária út (Website)	<a href="http://mariaut.hu/">http://mariaut.hu/</a>	Website	
Mária út (Facebook)	<a href="https://www.facebook.com/mariaut/">https://www.facebook.com/mariaut/</a>	Social Network	
PAX Televízió	<a href="http://www.pax-tv.hu/index.html">http://www.pax-tv.hu/index.html</a>	TV	
Turista Magazin	<a href="https://www.turistamagazin.hu/">https://www.turistamagazin.hu/</a>	Magazine	Online and printed
Új Ember	<a href="https://ujember.hu/#gsc.tab=0">https://ujember.hu/#gsc.tab=0</a> <a href="http://www.facebook.com/ujemberhetilap">www.facebook.com/ujemberhetilap</a>	Catholic weekly magazine	Online and printed
Vigilia	<a href="https://vigilia.hu/">https://vigilia.hu/</a>	Catholic monthly magazine	Online and printed
<b>ITALY</b>			
Adnkronos	<a href="https://www.adnkronos.com/">https://www.adnkronos.com/</a>	News agency	
AgCult	<a href="https://agcult.it/">https://agcult.it/</a>	News agency specialized in the culture and tourism sector	
AITR (Associazione Italiana Turismo Responsabile)	<a href="http://www.aitr.org/">http://www.aitr.org/</a>	Non-profit organization	Website, blog etc.



Ambiente e Veleni (Il Fatto Quotidiano)	<a href="https://www.ilfattoquotidiano.it/ambiente-veleni/">https://www.ilfattoquotidiano.it/ambiente-veleni/</a>	Environment and sustainability column	Online
Ambiente Quotidiano	<a href="https://www.ambientequotidiano.it/">https://www.ambientequotidiano.it/</a>	News portal	Online
ANSA	<a href="https://www.ansa.it/">https://www.ansa.it/</a>	First multimedia information agency in Italy	
Avvenire	<a href="https://www.avvenire.it/">https://www.avvenire.it/</a>	Newspaper	Online and Printed
Corriere della Sera	<a href="https://www.corriere.it/">https://www.corriere.it/</a>	Newspaper	Online and Printed
Dailygreen	<a href="https://www.dailygreen.it/">https://www.dailygreen.it/</a>	Newspaper	Online
Ecobnb.it (Blog)	<a href="https://ecobnb.it/blog/">https://ecobnb.it/blog/</a>	Blog	
ENIT	<a href="https://www.enit.it/wwwenit/it/">https://www.enit.it/wwwenit/it/</a>	Agenzia Nazionale del Turismo	
Green & Blue (Gruppo GEDI)	<a href="https://www.repubblica.it/green-and-blue">https://www.repubblica.it/green-and-blue</a> <a href="https://www.lastampa.it/green-and-blue">https://www.lastampa.it/green-and-blue</a> <a href="https://www.ilsecoloxix.it/green-and-blue">https://www.ilsecoloxix.it/green-and-blue</a>	Environment and sustainability columns	Online
GreenMe	<a href="https://www.greenme.it/">https://www.greenme.it/</a>	Magazine	Online
Il Mattino di Padova	<a href="https://mattinopadova.gelocal.it/padova">https://mattinopadova.gelocal.it/padova</a>	Newspaper	Online and printed
Il Messaggero	<a href="https://www.ilmessaggero.it/">https://www.ilmessaggero.it/</a>	Newspaper	Online and printed
Il Mondo Insieme	<a href="https://www.tv2000.it/ilmondoinsieme/">https://www.tv2000.it/ilmondoinsieme/</a>	TV Program - Documentary	
Il Resto del Carlino	<a href="https://www.ilrestodelcarlino.it/">https://www.ilrestodelcarlino.it/</a>	Newspaper	Online and printed
Italia Ambiente	<a href="https://www.italiaambiente.it/">https://www.italiaambiente.it/</a>	Newspaper	Online
Italpress	<a href="https://www.italpress.com/">https://www.italpress.com/</a>	Press Agency	
Kilimangiaro	<a href="https://www.raiplay.it/programmi/kilimangiaro">https://www.raiplay.it/programmi/kilimangiaro</a>	TV Program - Documentary	



La Nazione	<a href="https://www.lanazione.it/">https://www.lanazione.it/</a>	Newspaper	Online and printed
la Repubblica	<a href="https://www.repubblica.it/">https://www.repubblica.it/</a>	Newspaper	Online and printed
la Repubblica - Bologna	<a href="https://bologna.repubblica.it/">https://bologna.repubblica.it/</a>	Newspaper	Online and printed
La Stampa	<a href="https://www.lastampa.it/">https://www.lastampa.it/</a>	Newspaper	Online and printed
Linea Verde	<a href="https://www.raiplay.it/programmi/lineaverde">https://www.raiplay.it/programmi/lineaverde</a>	TV Program - Documentary	
National Geographic Italia	<a href="https://www.nationalgeographic.it/">https://www.nationalgeographic.it/</a>	Magazine	Online and printed
National Geographic Traveler (Italy)	<a href="https://www.nationalgeographic.it/viaggi">https://www.nationalgeographic.it/viaggi</a>	Magazine	Online and printed
Radio Francigena	<a href="https://www.radiofrancigena.com/">https://www.radiofrancigena.com/</a>	Radio	
Rai Radio Uno	<a href="https://www.raiplayradio.it/radio1/">https://www.raiplayradio.it/radio1/</a>	Radio	
Rinnovabili.it	<a href="https://www.rinnovabili.it/ambiente/">https://www.rinnovabili.it/ambiente/</a>	News portal	Online
Scienze e Ambiente (Corriere della Sera)	<a href="https://www.corriere.it/scienze-ambiente/">https://www.corriere.it/scienze-ambiente/</a>	Environment and sustainability column	Online
TGR Leonardo (Rai 3)	<a href="https://www.rainews.it/tgr/ru-briche/leonardo/index.html?tgr/video/2020/11/ContentItem-f88ca4ff-bc34-4d8c-9695-771eb98bb793.html">https://www.rainews.it/tgr/ru-briche/leonardo/index.html?tgr/video/2020/11/ContentItem-f88ca4ff-bc34-4d8c-9695-771eb98bb793.html</a>	TV - Thematic news program on science, technology, environment, health and society	
Touring Magazine	<a href="http://www.touringmagazine.it/">http://www.touringmagazine.it/</a>	Magazine for Touring Club associates	Printed
Viaggi - Il Mattino.it	<a href="https://www.ilmattino.it/viaggi/">https://www.ilmattino.it/viaggi/</a>	Travel column	Online
<b>NORWAY</b>			
ABC Nyheter	<a href="https://www.abcnyheter.no/">https://www.abcnyheter.no/</a>	News portal	Online



Aftenposten	<a href="https://www.aftenposten.no/">https://www.aftenposten.no/</a>	Newspaper	Online and printed
D2 (DagensNæringliv)	<a href="https://www.dn.no/d2">https://www.dn.no/d2</a>	Magazine	Online and printed
Dagbladet	<a href="https://www.dagbladet.no/">https://www.dagbladet.no/</a>	Newspaper	Online and printed
Illustrert Vitenskap	<a href="https://illvit.no/">https://illvit.no/</a>	Magazine	Online and printed
Klassekampen	<a href="https://klassekampen.no/">https://klassekampen.no/</a>	Newspaper	Printed
Morgenbladet	<a href="https://www.morgenbladet.no/">https://www.morgenbladet.no/</a>	Newspaper	Online and printed
National Geographic Channel (Scandinavia)	<a href="https://www.natgeotv.com/no">https://www.natgeotv.com/no</a>	TV	
Nationen	<a href="https://www.nationen.no/">https://www.nationen.no/</a>	Newspaper	Online and printed
Nordic Travel Magazine	<a href="https://nordictravelmag.com/">https://nordictravelmag.com/</a>	Magazine	Online
NRK	<a href="https://www.nrk.no/">https://www.nrk.no/</a>	TV, radio, news portal	
Reiselykke	<a href="https://reiselykke.com/">https://reiselykke.com/</a>	Website, glog	
The Nordic Page	<a href="https://www.tnp.no/">https://www.tnp.no/</a>	Magazine	Online and printed
TVNorge	<a href="https://www.discovery-plus.no/kanaler/tvnorge">https://www.discovery-plus.no/kanaler/tvnorge</a>	TV	
Vårt Land	<a href="https://www.vl.no/">https://www.vl.no/</a>	Newspaper	Online and printed
VG	<a href="https://www.vg.no/">https://www.vg.no/</a>	Newspaper	Online and printed
VG Reise	<a href="https://www.vg.no/forbruker/reise">https://www.vg.no/forbruker/reise</a>	Magazine	Online and printed
Visit Norway	<a href="https://www.visitnorway.no/">https://www.visitnorway.no/</a>	Tourist information portal	Online
Visit Scandinavia	<a href="https://visitscandinavia.net/">https://visitscandinavia.net/</a>	Travel portal	Online



PORTUGAL			
A Voz da Póvoa	<a href="https://www.vozdapovoa.com/">https://www.vozdapovoa.com/</a>	Weekly newspaper	Online and printed
A Voz de Tras-Os-Montes	<a href="https://www.avozdetrasos-montes.pt/">https://www.avozdetrasos-montes.pt/</a>	Newspaper	Online and printed
Caxinas TV	<a href="https://www.facebook.com/CaxinasTv/">https://www.facebook.com/CaxinasTv/</a>	TV	
Correio da Manhã	<a href="https://www.cmjornal.pt/">https://www.cmjornal.pt/</a>	Newspaper	Online and printed
Correio do Minho	<a href="https://correiodominho.pt/">https://correiodominho.pt/</a>	Newspaper	Online and printed
Diario do Minho	<a href="https://diariodominho.sapo.pt/">https://diariodominho.sapo.pt/</a>	Newspaper	Online and printed
Expreso	<a href="https://expresso.pt/">https://expresso.pt/</a>	Newspaper	Online and printed
JN (Jornal de Notícias)	<a href="https://www.jn.pt/">https://www.jn.pt/</a>	Newspaper	Online and printed
Jornal Renovação	<a href="http://jornal-renovacao.pt/">http://jornal-renovacao.pt/</a>	News portal	Online
Jornal Terras do Ave	<a href="https://www.terrasdoave.pt/">https://www.terrasdoave.pt/</a>	Newspaper	Printed
Jornal Vilacondense	<a href="https://www.facebook.com/Jornal-Vilacondense/">https://www.facebook.com/Jornal-Vilacondense/</a>	Weekly newspaper	Online and printed
Jornal Voz da Póvoa	<a href="https://www.vozdapovoa.com/">https://www.vozdapovoa.com/</a>	Newspaper	Online and printed
Lusa	<a href="https://www.lusa.pt/">https://www.lusa.pt/</a>	News agency	
Mais Semanario	<a href="https://maissemanario.pt/">https://maissemanario.pt/</a>	Newspaper	Online and printed
Negocios	<a href="https://www.jornaldenegocios.pt/">https://www.jornaldenegocios.pt/</a>	Newspaper	Online and printed
Norte Litoral TV	<a href="https://nortelitoral.tv/">https://nortelitoral.tv/</a>	TV	
Porto Canal	<a href="https://portocanal.sapo.pt/">https://portocanal.sapo.pt/</a>	TV	
Público	<a href="https://www.publico.pt/">https://www.publico.pt/</a>	Newspaper	Online and printed



Radio alto Minho	<a href="https://radioaltominho.sapo.pt/">https://radioaltominho.sapo.pt/</a>	Radio	
Radio Geice	<a href="https://radiogeice.sapo.pt/">https://radiogeice.sapo.pt/</a>	Radio	
Rádio Linear	<a href="https://radiolinear.pt/">https://radiolinear.pt/</a>	Radio	
Rádio Onda Viva	<a href="https://radioondaviva.com/">https://radioondaviva.com/</a>	Radio	
Rádio e Televisão de Portugal (RTP)	<a href="https://www.rtp.pt/">https://www.rtp.pt/</a>	Public broadcasting service	
SIC Notícias	<a href="https://sicnoticias.pt/">https://sicnoticias.pt/</a>	TV	
Televisão Independente (TVI)	<a href="https://tvi.iol.pt/">https://tvi.iol.pt/</a>	TV	
Visão	<a href="https://visao.sapo.pt/">https://visao.sapo.pt/</a>	Magazine	Online and printed
<b>ROMANIA</b>			
Caritas Alba Iulia	<a href="https://caritas-ab.ro/">https://caritas-ab.ro/</a>	Website	
Csiksomlyó Magazin	<a href="https://www.facebook.com/CsiksomlyoMagazin/?ref=page_internal">https://www.facebook.com/CsiksomlyoMagazin/?ref=page_internal</a>	Magazine	
Erdély FM	<a href="https://erdelyfm.ro/">https://erdelyfm.ro/</a>	Radio	
Erdélyi Kárpát Egyesület (EKE)	<a href="https://szeke.ro/en/home-2">https://szeke.ro/en/home-2</a>	Transylvanian Carpathians Association	
Erdély TV	<a href="http://youtube.com/etvhirado">http://youtube.com/etvhirado</a>	TV	
Fun FM	<a href="https://www.funfm.ro/">https://www.funfm.ro/</a>	Radio	
Harghita Community Development Association	<a href="https://adiharghita.ro/">https://adiharghita.ro/</a>	Association for local development	
Hargita Népe	<a href="https://hargitanepe.ro/">https://hargitanepe.ro/</a>	Newspaper	Online and printed
Hungarian Scout Association in Romania	<a href="https://rmcssz.ro/">https://rmcssz.ro/</a>	Scout Association	
Keresztény Szó	<a href="https://keresztenyszovetviseg.ro/archivum/2018/december/tartalom.html">https://keresztenyszovetviseg.ro/archivum/2018/december/tartalom.html</a>	Catholic monthly magazine	Printed



Mária Rádió Erdély	<a href="https://www.mariaradio.ro/">https://www.mariaradio.ro/</a>	Radio	
Marosvásárhelyi Rádió	<a href="https://www.marosvasarhelyiradio.ro/">https://www.marosvasarhelyiradio.ro/</a>	Radio	
National Geographic TV	<a href="https://www.natgeotv.com/ro">https://www.natgeotv.com/ro</a>	TV	
Rural Development Agency of the Council of Harghita County	<a href="http://hargitamegye.ro/">http://hargitamegye.ro/</a>	Rural Development Agency	
Rural Development Agency of the Council of Mureş County	<a href="https://www.cjmures.ro/">https://www.cjmures.ro/</a>	Rural Development Agency	
Sóvidék TV	<a href="http://www.sovidek.tv/">http://www.sovidek.tv/</a>	TV	
Székelyföldi Turisztikai Desztináció Menedzsment Klaszter	<a href="https://travelminit.ro/">https://travelminit.ro/</a>	Cluster of Destination Management of Szeklerland	
Székelyhon	<a href="https://szekelyhon.ro/">https://szekelyhon.ro/</a>	News portal	Online
Székely TV	<a href="https://www.szekelytv.ro/">https://www.szekelytv.ro/</a>	TV	
Transylvanian Way of Mary Association	<a href="http://mariaut.ro/">http://mariaut.ro/</a>	Website	
Udvarhelyi Híradó	<a href="https://uh.ro/">https://uh.ro/</a>	News portal	Online
Visit Harghita	<a href="https://visitharghita.ro/">https://visitharghita.ro/</a>	Official tourism account of Harghita county	
Visit Mureş	<a href="https://www.visit-mures.com/">https://www.visit-mures.com/</a>	Tourist information center	
<b>SLOVAKIA</b>			
Aktuality	<a href="https://www.aktuality.sk/">https://www.aktuality.sk/</a>	News portal	Online
Čarovné Slovensko	<a href="https://carovneslovensko.hnonline.sk/">https://carovneslovensko.hnonline.sk/</a>	Magazine	Printed
DennikN	<a href="https://dennikn.sk/">https://dennikn.sk/</a>	Newspaper	Online and printed
Hiking denník	<a href="https://hiking.dennikn.sk/">https://hiking.dennikn.sk/</a>	Magazine	Online





Hotelier	<a href="https://hotelier.sk/">https://hotelier.sk/</a>	Magazine	Online and printed
Katolícke noviny	<a href="https://www.katolickenoviny.sk/">https://www.katolickenoviny.sk/</a>	Newspaper	Online and printed
Klub slovenských turistov	<a href="https://www.kst.sk/">https://www.kst.sk/</a>	Website	
Krásy Slovenska	<a href="http://www.krasy-slovenska.eu/casopis">http://www.krasy-slovenska.eu/casopis</a>	Magazine	Online and printed
Kultúra	<a href="http://www.kultura-fb.sk/new/">http://www.kultura-fb.sk/new/</a>	Magazine	Digital
Lesník	<a href="https://www.lesy.sk/">https://www.lesy.sk/</a>	Magazine	Online and printed
MAFRA Slovakia	<a href="https://mafraslovakia.hnonline.sk/">https://mafraslovakia.hnonline.sk/</a>	Magazine	Online and printed
Pravda	<a href="https://www.pravda.sk/">https://www.pravda.sk/</a>	Newspaper	Online and printed
Pútnický list	<a href="http://www.putnickemiesta.sk/asociacia-putnickych-organizacii/archiv-putnickych-listov/">http://www.putnickemiesta.sk/asociacia-putnickych-organizacii/archiv-putnickych-listov/</a>	Magazine	Digital
Radio Lumen	<a href="https://www.lumen.sk/relacie/moderovane-relacie/lumen-forum.html#">https://www.lumen.sk/relacie/moderovane-relacie/lumen-forum.html#</a>	Radio	
Ringier Axel Springer	<a href="https://www.ringieraxel-springer.sk/en/home/">https://www.ringieraxel-springer.sk/en/home/</a>	Media company	
RTVS	<a href="https://www.rtvs.sk/">https://www.rtvs.sk/</a>	National TV and Radio	
Senior Slovenska	<a href="https://www.seniormagazin.sk/">https://www.seniormagazin.sk/</a>	Magazine	Online and printed
SITA	<a href="https://www.sita.sk/en/">https://www.sita.sk/en/</a>	National news agency	
Skautské zvesti	<a href="https://www.zvesti.skauting.sk/">https://www.zvesti.skauting.sk/</a>	Newsletter for scouts	
SLORD	<a href="https://www.slord.sk/?lang=en">https://www.slord.sk/?lang=en</a>	Slovak Liaison Office for R&D in Brussels	



Slovenka	<a href="https://slovenka.zen-skyweb.sk/slovenka/cestovanie">https://slovenka.zen-skyweb.sk/slovenka/cestovanie</a>	Magazine	Online and printed
SME	<a href="https://www.sme.sk/">https://www.sme.sk/</a>	Newspaper	Online and printed
TA3	<a href="https://www.ta3.com/">https://www.ta3.com/</a>	News TV	
TASR	<a href="https://www.tasr.sk/">https://www.tasr.sk/</a>	National news agency	
TV Lux	<a href="https://www.tvlux.sk/">https://www.tvlux.sk/</a>	TV	
Új Szó	<a href="https://ujso.com/">https://ujso.com/</a>	Newspaper	Online and printed
<b>SPAIN</b>			
A3 - Galicia	<a href="https://www.antena3.com/">https://www.antena3.com/</a>	TV	
Aire Libre	<a href="https://www.revista-airelibre.com/">https://www.revista-airelibre.com/</a>	Magazine	Online and printed
AMETIC	<a href="https://ametic.es/es">https://ametic.es/es</a>	Digital technology industry	
Atlántico Diario	<a href="https://www.atlantico.net/">https://www.atlantico.net/</a>	Newspaper	Online and printed
Axencia Galega de Noticias	<a href="http://www.axencia.com/">http://www.axencia.com/</a>	Information agency	
Cadena 100 Santiago	<a href="https://www.cadena100.es/emisoras">https://www.cadena100.es/emisoras</a>	Radio	
Cadena SER	<a href="https://cadenaser.com/">https://cadenaser.com/</a>	Radio	
Código Cero	<a href="https://codigocero.com/">https://codigocero.com/</a>	Newspaper	Online and printed
COPE Santiago	<a href="https://www.cope.es/emisoras/galicia/a-coruna-provincia/santiago">https://www.cope.es/emisoras/galicia/a-coruna-provincia/santiago</a>	Radio	
CRTVG - Galicia Public Radio & TV	<a href="http://www.crtvg.es/">http://www.crtvg.es/</a>	TV, Radio	
Destino Turístico Inteligente	<a href="https://www.destinosinteligentes.es/">https://www.destinosinteligentes.es/</a>	Project for tourism development (SEGITTUR)	



Diario de Pontevedra	<a href="https://www.diariodepontevedra.es/">https://www.diariodepontevedra.es/</a>	Newspaper	Oline and printed
EFE Santiago (Agencia EFE)	<a href="https://www.agenciaefe.es/">https://www.agenciaefe.es/</a>	First press agency in Spain	
EFEtur	<a href="https://www.efetur.com/">https://www.efetur.com/</a>	Digital tourist information platform	Online
El Correo Gallego	<a href="https://www.elcorreogallego.es/">https://www.elcorreogallego.es/</a>	Newspaper	Oline and printed
El Ecoturista	<a href="https://elecoturista.com/">https://elecoturista.com/</a>	Magazine	Digital
El Ideal Gallego	<a href="https://www.elidealgallego.com/">https://www.elidealgallego.com/</a>	Newspaper	Oline and printed
El Progreso	<a href="https://www.elprogreso.es/">https://www.elprogreso.es/</a>	Newspaper	Oline and printed
Etheria Magazine	<a href="https://etheriamagazine.com/">https://etheriamagazine.com/</a>	Magazine	Online
Europa Press Galicia	<a href="https://www.europapress.es/galicia/">https://www.europapress.es/galicia/</a>	News portal	Online
Expocultur	<a href="https://expocultur.com/">https://expocultur.com/</a>	Bimonthly Magazine	Online and printed
Expreso.info	<a href="https://www.expreso.info/">https://www.expreso.info/</a>	Travel and tourism journal	Online
Faro de Vigo	<a href="https://www.farodevigo.es/">https://www.farodevigo.es/</a>	Newspaper	Oline and printed
Gciencia	<a href="https://www.gciencia.com/">https://www.gciencia.com/</a>	Popular science journal	Digital
Grupo Preferente	<a href="https://grupopreferente.com/">https://grupopreferente.com/</a>	Editorial group	
GVAM Blog	<a href="https://www.gvam.es/actualidad/">https://www.gvam.es/actualidad/</a>	Blog	
Hostelería Galega e Turismo	<a href="http://www.hggtonline.com/">http://www.hggtonline.com/</a>	Magazine	Digital
Hosteltur	<a href="https://www.hosteltur.com/">https://www.hosteltur.com/</a>	Magazine, Media group	Oline and printed
Infotursa	<a href="https://www.infortursa.es/">https://www.infortursa.es/</a>	Magazine	Digital
Inout Viajes	<a href="https://www.inoutviajes.com/">https://www.inoutviajes.com/</a>	Magazine	Online



La Opinión de A Coruña	<a href="https://www.laopinioncoruna.es/tags/santiago-de-compostela/">https://www.laopinioncoruna.es/tags/santiago-de-compostela/</a>	Newspaper	Oline and printed
La Región	<a href="https://www.laregion.es/">https://www.laregion.es/</a>	Newspaper	Oline and printed
La Sexta TV - Galicia	<a href="https://www.lasexta.com/">https://www.lasexta.com/</a>	TV	
La Voz de Galicia	<a href="https://www.lavozdegalicia.es/">https://www.lavozdegalicia.es/</a>	Newspaper	Oline and printed
Motor y Viajes	<a href="https://motoryviajes.com/">https://motoryviajes.com/</a>	Magazine	Online
Nós Diario	<a href="https://www.nosdiario.gal/">https://www.nosdiario.gal/</a>	Newspaper	Oline and printed
Onda Cero	<a href="https://www.ondacero.es/">https://www.ondacero.es/</a>	Radio	
Praza.gal	<a href="https://praza.gal/">https://praza.gal/</a>	News portal	Online
Publituris	<a href="https://www.publituris.pt/">https://www.publituris.pt/</a>	Magazine	Online and printed
Radio Obradoiro	<a href="http://www.radioobradoiro.com/">http://www.radioobradoiro.com/</a>	Radio	
Radio Vigo	<a href="https://gruporadiovigo.com/">https://gruporadiovigo.com/</a>	Radio	
Radio Voz Santiago	<a href="http://www.radiovoz.com/">http://www.radiovoz.com/</a>	Radio	
Revista Gran Hotel Turismo	<a href="https://www.revista-granhotel.com/">https://www.revista-granhotel.com/</a>	Magazine	Online and printed
Revista Ibérica	<a href="https://www.revistaiberica.com/">https://www.revistaiberica.com/</a>	Portal dedicated to tourism in Spain and Portugal	Online
Revista Traveling Coloralia	<a href="https://revistatraveling.com/">https://revistatraveling.com/</a>	Magazine	Online and printed
Revistur.com	<a href="https://www.revistur.com/">https://www.revistur.com/</a>	Magazine	Online and printed
RTVE Galicia	<a href="https://www.rtve.es/temas/galicia/1461/">https://www.rtve.es/temas/galicia/1461/</a>	TV	
Santiagosiete	<a href="http://www.santiagosiete.es/">http://www.santiagosiete.es/</a>	Newspaper	Printed
Servimedia autonómicas	<a href="https://www.servimedia.es/">https://www.servimedia.es/</a>	News Agency specialized in	



		social policies information	
Tribuna Termal	<a href="https://www.tribunatermal.com/">https://www.tribunatermal.com/</a>	Magazine	Digital
Turisbox	<a href="https://www.turisbox.com/">https://www.turisbox.com/</a>	Magazine	Digital
Viajar - (Grupo Zeta)	<a href="https://viajar.elperiodico.com/">https://viajar.elperiodico.com/</a>	Magazine	Online and printed
Viajar con Hijos	<a href="https://www.viajarconhijos.es/">https://www.viajarconhijos.es/</a>	Magazine	Digital
ViajeroS	<a href="https://www.revistaviajeros.es/">https://www.revistaviajeros.es/</a>	Magazine	Digital
Viajes National Geographic (Spain)	<a href="https://viajes.nationalgeographic.com.es/">https://viajes.nationalgeographic.com.es/</a>	Magazine	Online and printed
XLsemanal	<a href="https://www.xlsemanal.com/">https://www.xlsemanal.com/</a>	Magazine	Online and printed
Xornal 21	<a href="https://xornal21.com/">https://xornal21.com/</a>	News website	Online
Xornal de Luns a Venres	<a href="http://www.corunavirtual.com/xornal-luns-venres/4-352-3022-352.htm">http://www.corunavirtual.com/xornal-luns-venres/4-352-3022-352.htm</a>	Newspaper	Online and printed



## Annex III: Scientific repositories

Name	Website	Institution	Open access	Notes
<b>EU</b>				
New European Bauhaus - papers and essays	<a href="https://ec.europa.eu/eusurvey/runner/new-european-bauhaus-free-style-contributions">https://ec.europa.eu/eusurvey/runner/new-european-bauhaus-free-style-contributions</a>	European Commission	Yes	New European Bauhaus platform to share papers, essays and studies
Open Research Europe	<a href="https://open-research-europe.ec.europa.eu/">https://open-research-europe.ec.europa.eu/</a>	European Commission	Yes	Publishing platform for the research stemming from Horizon 2020
<b>HUNGARY</b>				
Concorda	<a href="https://www.sztaki.hu/en/innovation/projects/concorda">https://www.sztaki.hu/en/innovation/projects/concorda</a>	Institute for Computer Science and Control	Partially	General repository for research data.
DKA	<a href="http://dka.oszk.hu/indexeng.phtml">http://dka.oszk.hu/indexeng.phtml</a>	National Széchényi Library	Yes	General repository for images.
REAL	<a href="http://real.mtak.hu/">http://real.mtak.hu/</a>	Library and Information Centre of the Hungarian Academy of Sciences	Partially	General repository for scientific literature.
<b>INTERNATIONAL</b>				
Scientific Electronic Library Online (SciELO)	<a href="https://www.scielo.org/">https://www.scielo.org/</a>	FAPESP; CNPq; BI-REME	Yes	Bibliographic database, digital library and cooperative electronic publishing model
Zenodo	<a href="https://zenodo.org/">https://zenodo.org/</a>	CERN; OpenAIRE; European Commission	Yes	International repository for scientific publications



ViaTourism Review - International Interdisciplinary Review of Tourism	<a href="https://journals.openedition.org/viatourism/">https://journals.openedition.org/viatourism/</a>		Yes	International, multilingual and interdisciplinary online journal on tourism
<b>ITALY</b>				
Alma Digital Library	<a href="https://www.unibo.it/it/servizi-e-opportunita/servizi-online/servizi-online-per-studenti-1/guida-servizi-online-studenti/alma-digital-library">https://www.unibo.it/it/servizi-e-opportunita/servizi-online/servizi-online-per-studenti-1/guida-servizi-online-studenti/alma-digital-library</a>	UNIBO	Yes	UNIBO institutional archive
Almatourism	<a href="https://almatourism.unibo.it/">https://almatourism.unibo.it/</a>	UNIBO	Yes	Electronic journal
Bollettino della Società Geografica italiana (BSGI)	<a href="https://societageografica.net/wp/2021/03/17/bollettino/">https://societageografica.net/wp/2021/03/17/bollettino/</a> <a href="https://riviste.fupress.net/index.php/bsgi/index">https://riviste.fupress.net/index.php/bsgi/index</a>	Società Geografica Italiana; Firenze University Press	Yes	Online and printed
Bononia University Press (BUP)	<a href="https://buponline.com/">https://buponline.com/</a>	UNIBO	Partially	UNIBO Publishing house
Collana Koiné del Dipartimento di Scienze per la qualità della vita		UNIBO		Series of the Department of Sciences for the quality of life
Memorie della Società Geografica italiana + Ricerche e Studi della SGI	<a href="https://societageografica.net/wp/2021/03/18/memorie-della-sgi/">https://societageografica.net/wp/2021/03/18/memorie-della-sgi/</a> <a href="https://societageografica.net/wp/2021/03/18/ricerche-e-studi-della-sgi/">https://societageografica.net/wp/2021/03/18/ricerche-e-studi-della-sgi/</a>	Società Geografica Italiana	No	Scientific monographs
Padua Research Archive	<a href="https://www.research.unipd.it/">https://www.research.unipd.it/</a>	UNIPD	Yes	Institutional archive of the scientific production of UNIPD
<b>NORWAY</b>				
Current Research Information	<a href="https://www.cristin.no/english/">https://www.cristin.no/english/</a>	Royal Ministry of	Yes	National research





System in Norway (CRISTin)		Education and Research; UNIT		information system of Norway
Norwegian Open Research Archives (NORA)	<a href="https://nora.openaccess.no/">https://nora.openaccess.no/</a>	CRISTin	Yes	Both a search engine and a harvester of approx. 70 Norwegian institutional repositories
NTNU OPEN	<a href="https://ntnuopen.ntnu.no/ntnu-xmlui/">https://ntnuopen.ntnu.no/ntnu-xmlui/</a>	NTNU	Yes	Institutional repository of the Norwegian University of Science and Technology
<b>PORTUGAL</b>				
Portugal open access scientific repository (RCAAP)	<a href="https://www.rcaap.pt/">https://www.rcaap.pt/</a>		Yes	Scientific contents from Portuguese institutional repositories
SciELO Portugal	<a href="http://www.scielo.mec.pt/">http://www.scielo.mec.pt/</a>	FAPESP; CNPq; BI-REME; FCT	Yes	Electronic library
<b>ROMANIA</b>				
Romanian Journal of Information Science and Technology (ROMJIST)	<a href="https://www.romjist.ro/index.html">https://www.romjist.ro/index.html</a>	Romanian Academy	Yes	Online and printed
Romanian Journal of Regional Science (RJRS)	<a href="http://www.rjrs.ase.ro/">http://www.rjrs.ase.ro/</a>	Romanian Regional Science Association	Yes	Online journal
<b>SLOVAKIA</b>				
FIF CU	<a href="https://uniba.sk/en/">https://uniba.sk/en/</a>	Univerzita Komenského	Yes	Faculty website
FIIT STU (Fakulta)	<a href="https://www.fiit.stuba.sk/">https://www.fiit.stuba.sk/</a>	STUBA	Yes	Faculty website



informatiky a in- formačných technológií- (Slovenská technická univerzita)				
Spektrum	<a href="https://spektrum.stuba.sk/">https://spektrum.stuba.sk/</a>	STUBA	Yes	University magazine
STUBA (Slovenská technická univerzita v Bratislave)	<a href="https://www.stuba.sk/">https://www.stuba.sk/</a>	STUBA	Yes	University website
<b>SPAIN</b>				
Biblos-e Ar- chivo	<a href="https://repositorio.uam.es/">https://repositorio.uam.es/</a>	UAM	Yes	Institutional repository of the Universidad Autónoma de Madrid
e-cienciaDa- tos	<a href="https://edatos.consorciomadrono.es/">https://edatos.consorciomadrono.es/</a>	Consortio Madroño	Yes	Consortio Madroño data repository
Investigo	<a href="http://www.investigo.biblioteca.uvigo.es/xmlui?locale-attribute=es">http://www.investigo.biblioteca.uvigo.es/xmlui?locale-attribute=es</a>	UVIGO	Yes	Institutional repository of the Universidade de Vigo
Recolecta	<a href="https://www.recolecta.fecyt.es/portada?language=es">https://www.recolecta.fecyt.es/portada?language=es</a>	FECYT	Yes	National aggregator of open access repositories
RUC	<a href="https://ruc.udc.es/dspace/">https://ruc.udc.es/dspace/</a>	UDC	Yes	Institutional repository of Universidade da Coruña

#### Annex IV: Visibility materials

The following are some of the items considered for the visibility materials. Several budgets have been obtained from various countries, and the choice for production will be made based on sustainability criteria. The graphical designs have been in preparation since M5, looking for the best ways to include the project's imagery and related visuals.



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Aluminium water bottles with carabiner



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Thermo stainless steel water bottles



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T-shirts



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Baseball caps



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Metal pins



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Pens



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Block-notes



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Block-notes with metal spiral + pen



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USB pen drives



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Reusable cotton bags



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Outdoor mugs



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Multi-functional bandana





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Luggage labels

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Wooden pencils

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Bookmarks

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Mouse pads

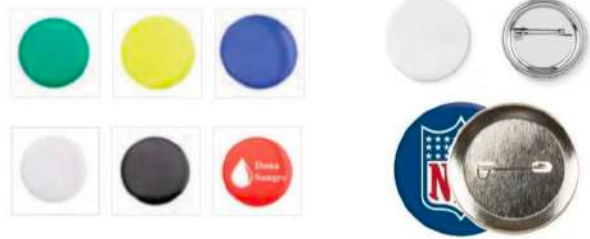
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Pins



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Keychains



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Bamboo toothbrushes



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*reach out!*





## Annex V: Relevant tourism fairs

The following table contains selected tourism fairs that may be considered for communication purposes. Contact data are omitted for privacy reasons.

Name, location, date and categories	Participants	Description	Modalities and fees
<b>CZECH REPUBLIC</b>			
HOLIDAY WORLD & REGION WORLD Prague Every year	Tourist centres and destinations; tourist experiences; travel agencies and tour operators; accommodation; tourist services, etc.	International tourism fairs Holiday World & Region World are the most important events of their kind not only in the Czech Republic, but also in the region of Central Europe. The fairs welcome exhibitors representing both local, but also European and world destinations. One day is dedicated only to professionals, and the others to the general public.  Edition: 31 <sup>st</sup> Exhibitors: 450-500 from over 45 countries Visitors: 30.000 +	Stands and conferences.  The price for an ordinary stand (6 m <sup>2</sup> minimum) ranges from 4.000 to 4.900 CZK per m <sup>2</sup> (excluding VAT).



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## FRANCE

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<p>SALON DU RANDONNEUR Lyon Every March Niche fair specialized in hiking in France and Europe</p>	<p>Tour operators; travel agencies; regional and departmental tourism committees; French and foreign tourist offices; Chambers of Commerce and industry; tourism associations; accommodation; hiking products manufacturers; hiking product distributors; official bodies; regional and national parks.</p>	<p>The Salon du Randonneur is a thematic fair specialized in walking, hiking and outdoor activities (on foot, by bike, canoe, horse etc.). It is a sales and communication tool which offers all protagonists in this sector of activity the possibility of identifying, meeting and promoting to a suitable and particularly motivated clientele.</p> <p>Edition: 14<sup>th</sup> Exhibitors: 350 - 500 Visitors: 14.000 +</p>	<p>Stands. Fees upon request.</p>
<p>Salon Mondial du Tourisme Paris Every March Accommodation; advice, training and equipment; city breaks; couples travel; culture &amp; heritage; cruises; families; language stays; nature and mountain; thalasso hydrotherapy and spa; sustainable and accessible tourism</p>	<p>Tourist offices, companies, associations, brands and organizations representing tourist destinations in Africa and the Middle East, America, Asia and Oceania, Europe and France.</p>	<p>With more than 500 destinations and the latest tourist trends proposed by experts, the Salon Mondial du Tourisme is one of the best source of travel inspiration, with a 360° touristic offer for long or short stays, in France and abroad.</p> <p>Edition: 46<sup>th</sup> Exhibitors: 300-400 Visitors: 100.000 +</p>	<p>Stands and conferences. Fees upon request.</p>
<p>TOURISSIMA (Salon du tourisme et des activités nature) Lille Every January or February Accommodation; advice, training and equipment; city breaks; couples travel; culture &amp; heritage; cruises; families; nature and mountain; thalasso hydrotherapy and spa; sustainable and accessible tourism.</p>	<p>French and foreign tourist offices; travel agencies; tour operators; accommodation; transport; cultural and outdoor activities; services; etc.</p>	<p>Tourissima is the meeting point for travellers from Upper France to discover stays and activities in nature. Welcoming more than 250 destinations in France and abroad, the show also features the latest trends in tourism and the outdoors for escape ideas and recreational activities.</p> <p>Edition: 33<sup>rd</sup> Exhibitors: 250-300 Visitors: 19.000 +</p>	<p>Stands and conferences. Fees upon request.</p>

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## GERMANY

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<p>ITB BERLIN Berlin Every March</p> <p>Book world; business travel days; cruises; cultural tourism; economy accommodation; etravel world; adventure &amp; responsible tourism; gay &amp; lesbian travel; ITB mobile travel services; training and employment (career centre); travel technology; trends &amp; events; wellness; youth travel.</p>	<p>Destinations; hotels; tourist boards; tour operators; travel agencies; system providers; airlines and car rental companies, etc.</p>	<p>The ITB Berlin (Internationale Tourismus-Börse Berlin) is the world's largest tourism trade fair, opened to both industry insider and the general public. The ITB has been running since 1966 and now has managed to establish satellite events in China, India and Singapore. In 2012, about 7.000 journalists attended the ITB Berlin, of whom about 1.500 came from abroad.</p> <p>Edition: 55<sup>th</sup> Exhibitors: 10.000 + from over 180 countries Visitors: 170.000 +</p>	<p>Stands; Meet and match (speed dating). Fees upon request.</p>
<p>TourNatur + CARAVAN SALON Düsseldorf Every year in August - September</p> <p>Motorhomes &amp; caravans; campervans; premium; technology &amp; components; travel &amp; nature; equipment &amp; outdoor.</p>	<p>Manufacturers and retailers of caravans and campers; manufacturers and retailers of accessories and components; caravan and camper rental companies; suppliers of components for vehicles; hiking/trekking/tourism/outdoor equipment; mountaineering/rock climbing/winter sports; cycling and more outdoor activities; pilgrimages; associations and clubs; media and press; research; development and design companies.</p>	<p>The Caravan Salon is the fair par excellence dedicated to motorhome and caravan travel enthusiasts. It will also begin to host the TourNatur fair, in order to create a larger event based on the interaction of caravanning and outdoor activities, dedicated to all lovers of travel in natural environments and outdoor activities and sports.</p> <p>Edition: 61<sup>st</sup> Exhibitors: 600-650 from over 30 countries Visitors: 260.000 +</p>	<p>Stands; forums; conferences &amp; meetings. The minimum stand size is 12 m2. The base price starts from 113,70 € per m2.</p>

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## HUNGARY

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<p>UTAZÁS EXPO / HUNGEXPO Budapest Every March</p> <p>Active/sports tourism and related equipment; holiday tourism and summer offers; family tourism; student tourism; cruises; visits to the city; cultural and festival tourism; food and wine tourism; health and medical tourism; wellness; ecotourism; pilgrimages; rural tourism; senior tourism; accessible tourism; honeymoon; exotic destinations; linguistic stays; creative travel; LGBTQ tourism, etc.</p>	<p>Tourist offices; travel agencies and tour operators; professional organizations; congress organizers; accommodations; local administrations; language schools; national parks, landscape protection areas, World Heritage sites; cultural institutions; tourist information and booking systems; online travel organization; transport companies; travel accessories, technical equipment and publishing; insurance companies and banks; catering service providers.</p>	<p>Utzás Expo is the largest travel exhibition in the country, which was first held in March 1978. The exhibition is a season-opening event for both professionals and the general public. In addition to pre-booking promotions and the collection of information, the Utzás Expo is increasingly referred to as an experience fair.</p> <p>Edition: 44<sup>th</sup> Exhibitors: 250-300 from 40 countries Visitors: 30.000 - 35.000</p>	<p>Stands. Fees upon request.</p>
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## ITALY

<p>BIT (Borsa Internazionale del Turismo) Milano Every February Categories vary every year</p>	<p>Italian destinations; Foreign destinations; Tourist operators (travel agencies, tour operators, hotels and hospitality, transport, services, technology, MICE etc.)</p>	<p>The BIT (Borsa Internazionale del Turismo / International Tourism Exchange) is an international event promoted by Fieramilano since 1980 and is aimed at gathering tour operators, travel agents, companies and tourism promotion companies or in any case linked to the sector, in order to launch the tourist offer of individual realities from all over the world to a qualified observatory. It is held in Milan and has a worldwide impact. The BIT fair is mostly B2B but one day of the fair it is also open to the general public.</p> <p>Edition: 42<sup>nd</sup> Exhibitors: 1.300 + Visitors: 40.000-150.000</p>	<p>Stand; B2B workshops. Fees upon request.</p>
<p>FA' LA COSA GIUSTA Milano March 2022 (Every March) Green living; vegan area; natural and organic cosmetics; critical fashion; the planet of the kids; eat as you speak; peace and participation; sustainability and mobility services; street food; responsible tourism and paths.</p>	<p>Profit and non-profit enterprises; freelancers; artisans and small/medium/majors direct producers of different categories; schools, universities and research institutes; agri-food sector (biological and biodynamic realities, farming cooperatives, km0, slow food, consortia for the protection of typical products, fair street food etc.); publishing and websites; tourism sector.</p>	<p>Since 2004 Fa' la cosa giusta! is the national fair of conscious consumption and sustainable lifestyles in Italy, an event promoted and organized by Terre di Mezzo. Fa' la cosa giusta! aimed to increase customer awareness about their role in making "green choices" to guarantee a sustainable growth of the planet, and today it is widely recognised as the national benchmark for conscious consumption and sustainable lifestyles.</p> <p>Edition: 18<sup>th</sup> Exhibitors: 700 + Visitors: 60.000-90.000</p>	<p>Stands; cultural program with different events. Registration fee: 450 € + VAT Pre-fitted stand (6/8/9/12 m2): 108 € / m2 + VAT (Category A) - 130 € / m2 (Category B) - 194 € / m2 Corner stand supplement: 150 € + VAT</p>



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<p><b>TTG TRAVEL EXPERIENCE</b> Rimini October 2022 (Every October)</p> <p>Italy (the largest trading centre for the Italian tourist offer in the world); The World (main international destinations); Global Village (dedicated to the offer of tour operators and companies of tourism products and services); BeActive (dedicated to slow, sustainable, active, sporting tourism in contact with nature); Eatexperience (dedicated to experiential tourism).</p>	<p>Accommodation facilities; airlines and transport; destinations and territory promotion; meeting industry; tourism bodies; tourism services; tour operators; travel agencies; technology and innovative solutions.</p>	<p>TTG Travel Experience is the Italian reference event for the promotion of world tourism in Italy and for the marketing of the Italian tourist offer in the world. It is a totally B2B fair and is aimed at all national and international tourism operators.</p> <p>Edition: 59<sup>th</sup> Exhibitors: 2.500 + Visitors: 70.000 +</p>	<p>Stands; Meet and Match (speed dating).</p> <p>Registration fee: 125 €</p> <p>Basic (“no frills”) stand (6 m<sup>2</sup>): 2.900 € + VAT</p> <p>Standard pre-fitted stand (8 m<sup>2</sup>): 4.641 € + VAT</p> <p>Meet and Match participation: 320 €</p>
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## NORWAY

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<p>REISELIVS MESSEN Oslo Every January Buying a holiday home abroad; exciting new destinations; city break; single trips; safari; charter; cycling and wine trips; exotic destinations; Norwegian holiday experiences; family holidays; hotels; flights; bus; cultural trips; golf and sports trips; business trips; senior trips; extreme sports and activity travel; spa and health travel; cruise; active holiday; theme travel; travel trends.</p>	<p>Travel agents; tourist agencies and tour operators; tourist destinations; tourism offices; embassies; etc.</p>	<p>Tourism Fair Oslo has become one of the most popular and important international meeting places for the travel industry in Scandinavia. At the fair, the travel industry comes together and meets a committed, addicted to traveling and curious trade attendees. The fair combines business with a cultural experience and is opened both to B2B and to the general public.</p> <p>Exhibitors: 100 + Visitors: 40.000-50.000</p>	<p>Stands; conferences.</p> <p>Small stand (8 m2): 16.500 NOK</p> <p>Medium stand (15 m2): 25.500 NOK</p> <p>Large stand: 1.355 NOK per m2</p> <p>Registration fee: 2.000 NOK</p> <p>VAT is always excluded</p>
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## SLOVAKIA

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ITF SLOVAKIATOUR  
Bratislava  
Every January  
Fair dedicated to national and international tourism.

Tour operators; travel agencies; hoteliers and airlines; travel service providers; representatives of national tourism boards; government officials; representatives of budget as well as luxury airlines, operators and managers of cruise liners.

ITF Slovakiatour is the biggest travel fair in Slovakia and one of the most prominent events in Central Europe. It is the leading fair for the travel and tourism industry in conjunction with catering and is aimed at both professionals and the general public. It includes others exhibitions like the Danubius Gastro, the Fishing and Leisure exhibition, the Hunting and Leisure exhibition, the Wellness and Fitness exhibition and the Festival of travel films "BUBO Ball – Camera Slovakia". Each year, the fair brings comprehensive services to people who want to travel abroad or discover Slovakia. On the same date, the fair ITF SLOVAKIATOUR is complemented by the fair of gastronomy DANUBIUS GASTRO and the exhibition HUNTING AND LEISURE.

Stands and accompanying programme.  
Fees upon request.

Edition: 27<sup>th</sup>  
Exhibitors: 350-400

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## SPAIN

<p>CULTURGAL (Feira das Industrias Culturais de Galicia)</p> <p>Pontevedra</p> <p>Every November or December</p> <p>More than 150 activities, expositions and workshops between music, literature, cinema, television, theatre, dance, circus, magic, new technologies, etc.</p>	<p>Cultural industries; cultural foundations and associations; artists and creatives; artisans; publishing etc.</p>	<p>The aim of Culturgal is to facilitate the participation of companies, creators, professionals and the public in cultural initiatives and activities, and encourage the purchase of cultural products. Culturgal is organized by the homonymous association, made up of the most representative professional associations in the sector: Galician Association of Publishers (AGE), Galician Association of Performing Arts Companies (Escena Galega), Galician Association of Music Companies (AGEM), Galician Companies Dedicated to the Internet and New Technologies (Eganet), Galician Association of Independent Producers (Agapi).</p> <p>Edition: 15<sup>th</sup> Exhibitors: 70 + Visitors: 10.000-15.000</p>	<p>Stands, workshops, shows and events.</p> <p>Stand 3x2 m: 350 € + VAT - Public institutions: 700 € + VAT</p> <p>Stand 3x3 m: 400 € + VAT - Public institutions: 900 € + VAT</p> <p>Stand 6x2 m: 600 € + VAT - Public institutions: 1200 € + VAT</p> <p>Basic furniture package: 60 € + VAT</p>
<p>EXPOTURAL</p> <p>Madrid</p> <p>TBC</p> <p>Niche fair specialized in sustainable and responsible tourism, ecotourism, rural tourism, active tourism, sports and outdoor tourism</p>	<p>Spanish and foreign destinations; Active operators in the field of sustainable/rural tourism etc. as tour operators, tourist agencies, tourism service providers, operators in the hospitality sector (farmhouses, rural hotels, shelters etc.) and in the production of quality agri-food products</p>	<p>EXPOTURAL is the Nature and Sustainable Tourism Fair organised by IFEMA and is the leading commercial showcase for the environmental tourism sector in Spain. The fair features more than 6.000 m2 of exhibition areas related to rural tourism, nature and adventure, as well as a rich and varied range of Spanish and international rural destinations around the world.</p> <p>Edition: 3<sup>rd</sup> Exhibitors: 60-100 Visitors: 15.000</p>	<p>Stands, conferences, workshops, B2B meetings.</p> <p>Pre-fitted stand 9 m2: 1.800 € + VAT</p> <p>Pre-fitted stand 12 m2: 2.250 € + VAT</p> <p>Pre-fitted stand 16 m2: 2.900 € + VAT</p>
<p>FITUR</p> <p>Madrid</p>	<p>Spanish official bodies; national and</p>	<p>FITUR is the global meeting point for tourism professionals and the leading fair for</p>	<p>Stands, forums,</p>

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<p>Every January</p> <p>Specialized areas: Festivals &amp; events; know how &amp; export; health; LGBT+; FITUR Screen; FITUR Talent; FITUR MICE; FITUR TechY</p>	<p>international tourism offices; tour operators; travel agencies; promotion agencies; wholesalers; service companies; professional associations; receptive; hotels and accommodation facilities; catering; transport; leisure and culture; know how and technology; media; incentives, meetings and congresses.</p>	<p>incoming and outgoing markets in Spain and Latin America. In its last edition, FITUR has broken a record of participation with 11.040 companies from 165 countries/regions, 150.089 professionals and 111.089 visitors from the general public.</p> <p>Edition: 42<sup>nd</sup> Exhibitors: 11.000 + Visitors: 260.000 +</p>	<p>conferences and meetings.</p> <p>Space reservation fee: 450 € + VAT Pre-fitted stand min. 16 m2: 3.300 € + VAT Marketing and Communication Pack: 450 € + VAT</p>
<p>XANTAR (Salón Internacional de Turismo Gastronómico)</p> <p>Ourense</p> <p>Every February</p> <p>Different activities, such as exhibitions, showcookings, thematic tastings, etc.</p>	<p>Operators in the food and wine sector, tourism and rural areas, producers, food and wine festivals, etc.</p>	<p>Xantar is the unique international fair about gastronomic tourism with the “International Trade Fair” official stamp, published by the Ministry of Industry, Commerce and Tourism of Spain. It has become a point of reference to the most important eno-gastronomic destinations of Spain, Portugal and also internationals. This internationalization has made to grow up cooperation networks about sustainable and healthy gastronomy and tourism. In fact, one of the goals of Xantar is the stimulation and promotion of rural counties and regions through tourism and eno-gastronomy, promoting innovative products with great quality and sustainability.</p> <p>Edition: 23<sup>rd</sup> Visitors: 20.000-25.000</p>	<p>Stands, events and exhibitions.</p> <p>Fees upon request</p>

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## PORTUGAL

<p>BOLSA DE VIAGENS</p> <p>Lisbon</p> <p>TBC</p> <p>An event powered by BTL, focused on tourism in Portugal</p>	<p>Municipalities; hotels; travel agencies; tour operators; national and international tourist destinations; tourist service providers.</p>	<p>Bolsa de Viagens is an event powered by BTL, especially aimed at the Portuguese and domestic tourism. It is an event with direct sales to the public, where visitors can buy their holidays and weekend getaways in Portugal, with the promotion and dissemination of travel packages by operators in the tourism sector and municipalities.</p> <p>Edition: 2<sup>nd</sup> Exhibitors: 80-100 Visitors: 8.000-10.000</p>	<p>Stands.</p> <p>Pre-fitted stand 18 m2: 3.705 € + VAT</p>
<p>BTL- Bolsa de Turismo de Lisboa</p> <p>Lisbon</p> <p>Every March</p>	<p>Tourist boards; hotels; travel agencies; tour operators; national and international tourist destinations; tourist service providers; operators in the food and wine sector.</p>	<p>BTL is a business and networking space for all tourism professionals, as well as an open stage for debate and discussion in the sector, and a space for tourism entertainment and promotion for the public. Is an event open to both professionals and the general public.</p> <p>Edition: 32<sup>nd</sup> Exhibitors: 1.000-1.300 Visitors: 70.000 +</p>	<p>Stands.</p> <p>Fees upon request</p>
<p>PORTUGAL SMART CITIES</p> <p>Lisbon</p> <p>Every year</p>	<p>Municipalities; start-ups; associations; universities; media &amp; press; energy industries; transport and technology, etc.</p>	<p>This event is the summit of the smart cities of Portugal. It proposes opportunities related to research and education that offer the creation of companies in the most diverse sectors, as well as thousands of opportunities to reflect on the future of the world's cities. It is the place of convergence and the physical market to create opportunities for the national and international market.</p> <p>Edition: 6<sup>th</sup> Exhibitors: 192 exhibitors, 70 start-ups and 17 municipalities Visitors: 7.000</p>	<p>Stands and workshops.</p> <p>Fees upon request.</p>



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## UNITED KINGDOM

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WTM LONDON (World Travel Market) London Every November Categories vary every year	Tour operators; travel agencies; tourist boards; tourist attractions; transport (air, road, rail, sea); hotel companies, etc.	WTM London has grown beyond belief since its first edition at London Olympia in 1980, which counted 221 exhibitors from 40 countries and 9.000 trade visitors. Now, WTM London facilitates £2.8 billion in industry deals and has around 5.000 exhibitors from 182 countries and regions and more than 51.000 participants.  Edition: 42 <sup>nd</sup> Exhibitors: 5.000 Visitors: 50.000-60.000	Stands, business meetings, conferences and seminars, networking events.  Fees upon request.
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