

# Deliverable 8.5: Dissemination and outreach plan – Mid-term update

*Elena Dubinina, Simona Spinola and  
Nicole Franciolini (AEVF)*

This document reports on the communication and dissemination activities performed for the rurAllure project from January 2021 (M1) till June 2022 (M18).





**rurAllure**  
*reach out!*



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<b>Project acronym</b>	rurAllure
<b>Full title</b>	Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes
<b>Grant agreement number</b>	101004887
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<b>Authors</b>	Elena Dubinina, Simona Spinola and Nicole Franciolini (AEVF)
<b>Reviewers</b>	Martín López Nores (UVIGO)
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## 1. Executive Summary

This mid-term report presents and overviews the communication and dissemination activities and strategies undertaken during the initial and first half of the strategic phases (M1 – M18) of the rurAllure project, highlighting its strong points and reflecting on the lessons learnt.

The four aspects of the communication activities, central for the past 18 months, are: project branding, online presence, relations with media and press, events and activities. They are described in great detail in dedicated chapters.

The report also provides descriptions of the internal communications and media tools, which were explicitly developed for the Consortium partners and stakeholders.

It gives the intermediate assessment of communication activities in compliance with the KPIs, reflecting on the past 18 months, project success stories and projecting the future communication activities.

Annexes provide the press clipping, communication guidelines, lists of publications, events, articles, visibility materials and a photo gallery of the major milestones of the project.

## 2. Compliance with the dissemination and outreach strategies

The rurAllure communication plan (Deliverable 8.3) created specifically for the strategic management and coordination of the communication activities of the project, states the project's main communication objectives as:

- Develop promotional actions along six pilgrimage routes selected for the 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 for promotion to geographically- or socially-isolated areas.

Implementing these objectives for the first 18 months of the project, the communication and dissemination was focused on the following actions, tailored to different target groups:

- Development of brand identity,
  - Graphic charter,
  - Tailor-made gadgets and visibility products,
  - Video materials.
- Online presence and tools:
  - Website
  - Social media networks.



- Newsletters.
- rurAllure in media and press,
  - Press kit, press releases, leaflets and brochures, publications.
  - Press and media coverage,
- Project events and activities,
  - Participation in tourism fairs and specialised niche events,
  - Participation in the scientific conferences,
  - Dissemination of project results at the policy roundtables in the presence of the decision-makers,
  - Organisation of online events.
- Internal communication and guidelines.

The Key Performance Indicators (KPI) of the project were used for regular assessment of the communication activities and their adjustment if necessary.

By the time of submission of this report, the communication and dissemination activities underwent the initial and mid-strategic phases appointed by the communication plan.

During the **initial phase** (M1 – M12) the team defined the communication and dissemination strategies and submitted the communication plan. The team identified key messages, target audiences and communication channels. The communication channels and outlets of the project were launched and regularly animated, the first contact with the target audience was established. The internal communication among partners was launched to provide smooth information flow.

Objective	Actions undertaken during the initial phase
<b>Launch of the communication channels and tools</b>	The following channels were launched: website, social media: Facebook, Instagram, Twitter, LinkedIn, YouTube
<b>Internal communication and tools</b>	Development of the graphic charter, templates, PowerPoint presentation with project description in different languages, promotional video, "what's new" email, launch of the newsletter
<b>Brand identity</b>	The following elements were developed: graphic charter, logo, motto, key messages, visibility materials

Caption 1: Actions undertaken during the initial phase



During the first half of the **strategic phase** (M13 – M18) the team focused on dissemination of the project activities and intermediate results to the target audiences, animation of the social media channels and the website, regular communication with the press and media, organisation of events and media campaigns.

Objective	Actions undertaken during the strategic phase (M12-M18)
<b>Dissemination the project mission and intermediate results</b>	Animation of the project outlets, offering 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.
<b>Networking</b>	Active engagement with press, media, journalists and influencers.
<b>Participation in events</b>	Consortium members participated in various events representing the project. Participation in tourism fairs.
<b>Publications and media coverage</b>	Works of the Consortium partners were published in the scientific outlets, information about the project was disseminated among specialised press and media channels.

Caption 2: Actions undertaken during the strategic phase

### 3. Project branding

During the initial phase the team developed a coherent and EU-wide recognised rurAllure brand, which included logo, pay-off, templates, PowerPoint Presentation, graphic charter and tailor-made gadgets and visibility products.

A central brand theme serves the philosophy and expectations of relevant stakeholders' and citizens and outlines the basic principles of the project.

#### 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.



Caption 3: rurAllure logo variants





The logo together with the motto is only acceptable when its size 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 and graphic charter

The graphic charter of the project, created in M2, presents the project font (Lato) and the colour scheme (safran) as well as various templates (PowerPoint presentation, meeting minutes, activity reports, electronic mail signatures, official documents, stakeholder agreements and informed consent forms), which are consistently used in the communication of the project.

### Visibility of the EU funding

The EU emblem and reference to the EU funding are always present next to the project logo in all materials. Depending on the materials, its size and purpose, the project logo is presented together with the logo of the European Union or in a combination with the lettering stating the grant agreement number.



*Caption 4: rurAllure logo and the EU emblem and funding reference*

### Tailor-made gadgets and visibility products

The branded tailor-made visibility materials (gadgets, conference materials, hiking equipment, etc.) and printed materials (brochures, flyers, posters, etc.) were designed and produced on occasions of pilots' events and activities and Consortium General Meetings. These are roll-ups, brochures, pins, t-shirts, toothbrushes, flags, postcards. The products are preferably made in Europe from sustainable materials, respecting the EU Green Deal policies and streamlining the concept of the project, which core value is sustainability. These materials allow the project to be recognisable and gain high visibility.

As the project pilots and participating pilgrimage routes are dispersed in Europe and significantly vary in terms of themes and audiences, the best strategy in development of the visibility products is flexibility: partners design gadgets and products according to their needs following the common graphic charter of the project and producing them on the ground. The full list of the produced visibility materials can be found in the Annex IX.

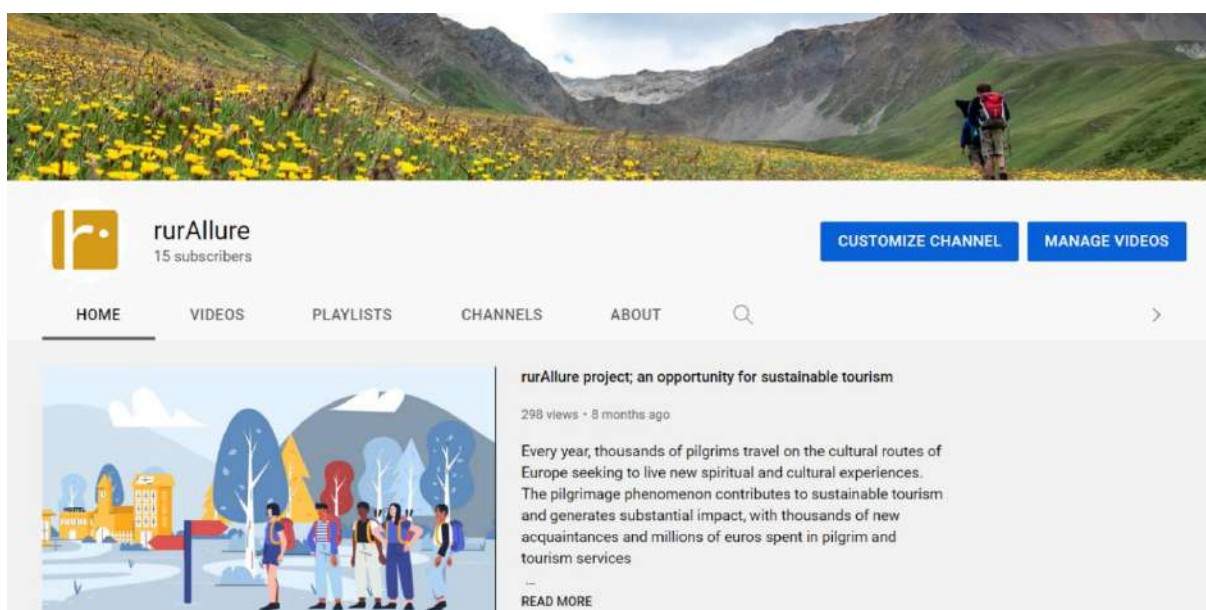


Caption 5: selected examples of the rurAllure visibility materials

## Videos

An official rurAllure promotional video is available in English with subtitles in project languages. It is prepared in motion graphics, combining maps, pictures and application snapshots. The video summarises the key goals and explains the main ideas of the four pilots and is available on the rurAllure YouTube channel, where it recorded over 300 views.

Among other video materials available on the YouTube are the interviews from the rurAllure General Meeting in Padua in January 2022, meeting on Cultural Routes of the Council of Europe in Venice in January 2022, promotion video on the thermal heritage along the Via Francigena (WP5) and two hikes titled “I love Francigena Thermal by rurAllure” organised in the sub-pilot area in Tuscany by the European Association of the Via Francigena ways together with the network of local municipalities. Currently the project YouTube page contains 18 videos. At the present moment the pilots are in the process of producing thematic videos, which will be published on the project channels shortly.



Caption 6: The header of rurAllure YouTube profile

## 4. Online Presence

### rurAllure website

The project website ([www.rurallure.eu](http://www.rurallure.eu)), created in M1, has been carefully curated and animated. The website provides description of the project, its aims and objectives, detailed information on the pilots and consortium members. It has sections dedicated to news, press and media.

Throughout the period of M1 – M18 it underwent a series of changes and adjustments, addressing rurAllure evolving needs and introducing new sections of the project.

Below is the brief description of the changes of the website:

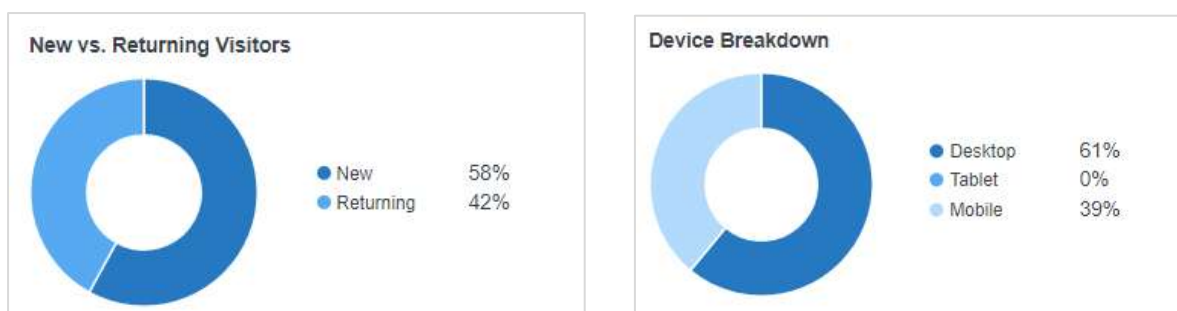
- Development of a new section on policies affecting the pilgrimage routes in Europe, which provides an interactive map,
- Creation of the section on media with respective subsections on the project's news, rurAllure in the media, press kit and videos.
- Update of the section on the partners, which contains new layout and updated content on the consortium, associated partners, collaborations and the project team.
- The section "Pilots" now contains concise summaries of the sub-pilot areas and actions.
- Pop-ups at the homepage: during 2021 the pop-up suggesting filling in the survey for potential pilgrims would appear at the first entry of the site; in 2022 it was replaced by the quiz on thermal heritage.

The Google analytics and the WordPress back office are used to record the website traffic and receive the insights on the visitors. As detailed in the below table, from M1 to M18 the website underwent 10722 web sessions and 19761 pageviews.



MONTH/ YEAR	WEBSITE Sessions	WEBSITE pageviews
Jan-21	200	350
Feb-21	300	650
Mar-21	350	700
Apr-21	450	800
May-21	500	900
Jun-21	559	1000
Jul-21	550	1200
Aug-21	553	1019
Sep-21	689	1226
Oct-21	704	1281
Nov-21	785	1320
dec-21	732	1388
Jan-22	758	1452
Feb-22	911	1685
Mar-22	779	1457
Apr-22	871	1,547
May-22	1,031	1,786
<b>Total:</b>	<b>10722</b>	<b>19761</b>

As it can be observed from the diagram below that the ratio between new and recurring visitors on the website is quite balanced (58% versus 42%). That is a positive tendency as on one side it shows a stable interest in the website from new users and on the other side – a recurring desire to return to the website - hence, the site provides useful information, interesting content and is presented in a user-friendly manner. The majority of users access the website from the desktop PC with a minority by mobile phones.



Caption 7: rurAllure website statistics: new vs returning visitors and device breakdown



Top 10 Countries	
1.	Italy
2.	Spain
3.	United States
4.	Norway
5.	Hungary
6.	Romania
7.	Ireland
8.	China
9.	Germany
10.	Netherlands

Top 10 Referrals	
1.	m.facebook.com
2.	l.facebook.com
3.	webportal.rur.kifu.hu
4.	data-visualizer.rur.kifu.hu
5.	viefrancigene.org
6.	lm.facebook.com
7.	riccardorocca.github.io
8.	l.instagram.com
9.	linkedin.com
10.	facebook.com

In the tables on the left, the top ten countries of the users' providence can be observed. Those are the counties of the project partners; however, they also come from such European countries as Ireland, Germany and the Netherlands as well as non-EU countries - China and the USA.

The second table demonstrates the top ten referral sources which direct users to the rurAllure website, among which we can find all the social media channels of the project, proving rurAllure successful strategy in digital marketing.

Caption 8: rurAllure website statistics: top 10 countries and top 10 referrals

## Social media networks

Since M1 the project has its dedicated social media channels, providing content in an easily reachable and user-friendly way to the B2B and B2C target audience, creating awareness and disseminating project's news and activities.

All social media channels are managed by the communication team, which prepares original copyright content as well as receives updates on activities from the consortium partners, who actively contribute to maintenance of high quality of social media.

The dedicated social media profiles have different purposes, and each serves to reach various target audiences with explicitly created content.

The social media posts produced by the project include the tags @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 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.

The social media content marketing strategy of the project pays great attention to building personalised content, which offers users a rich and rewarding browsing experience. A content mix of different kinds of posts and articles, used by the communication team, is as follows:

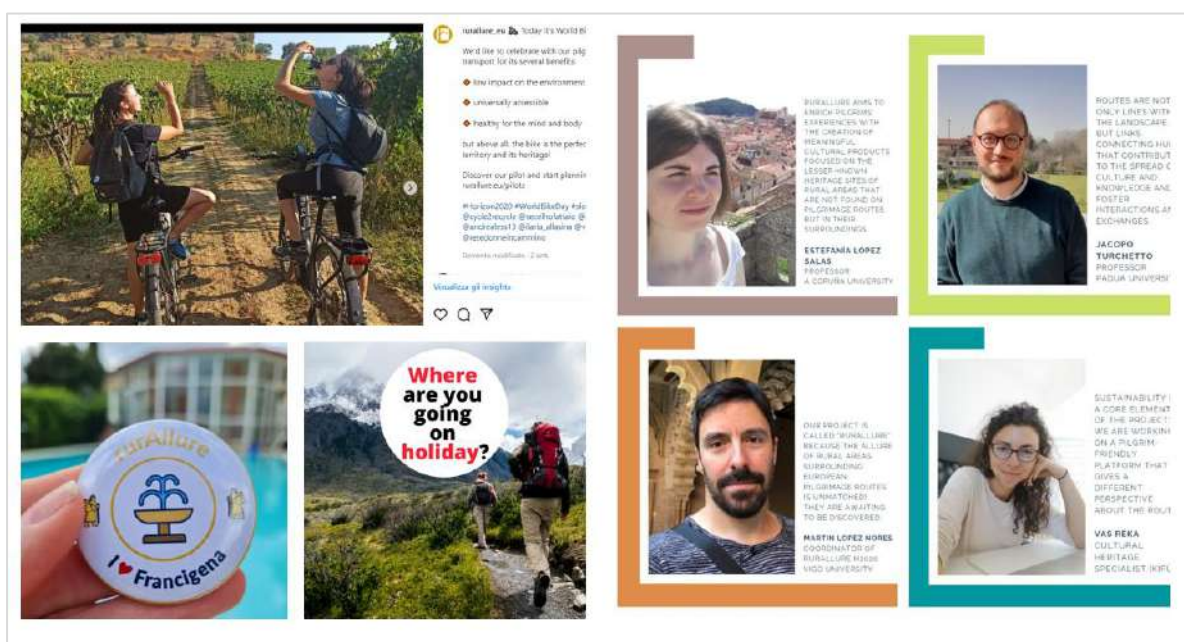
- Industry expertise (infographics, statistics, current tourism trends, information about rural development),



- Project 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...”, “World day of sustainable Tourism”).
- Surveys to increase audience engagement (e.g., “Do you prefer to travel alone or with friends?”).
- Attractive pictures to leverage audience interests and inspire them to start preparing a hike or a pilgrimage.
- Quotes from partners and stakeholders to highlight the importance of each institution in the project and stimulate content sharing.

To contribute to the dissemination and publication of content in line with the objectives of the project, all partners are periodically requested to:

- Share project news, leave comments and like rurAllure posts and articles in social media, using the official hashtags,
- Send short quotes and participate in interviews,
- Notify the communication team about their news, meetings, publications relevant to the project.



Caption 9: Examples of inspirational content across the project communication channels

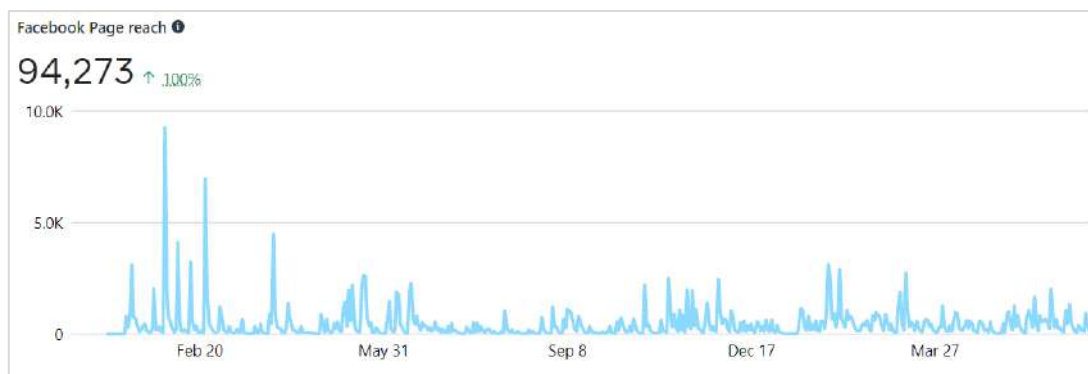


Short descriptions of each social media channel of the project and their insights are provided below. In general, fandom of the project in all social media observes stable growth as detailed in this table.

MONTH/ YEAR	Number of followers			
	FACEBOOK	TWITTER	LINKEDIN	INSTAGRAM
Jan-21	100	12	60	40
Feb-21	200	34	73	55
Mar-21	250	45	88	63
Apr-21	300	48	100	70
May-21	370	55	122	78
Jun-21	638	62	178	125
Jul-21	702	65	186	132
Aug-21	708	68	189	135
Sep-21	749	72	218	156
Oct-21	762	75	223	168
Nov-21	774	80	261	173
Dec-21	796	85	290	175
Jan-22	830	94	304	204
Feb-22	870	94	331	219
Mar-22	895	95	359	231
Apr-22	903	101	395	243
May-22	944	108	420	285

- **Facebook** @rurAllure: [www.facebook.com/rurAllure](https://www.facebook.com/rurAllure). The page reaches out to stakeholders and institutions, keeps the partners up to date and inspires walkers and hikers. The content published on the page is equally divided into institutional (project activities and progress, adherence of new associate partner, publications etc.) and inspirational content (photo galleries, tips and suggestions, description of interesting hiking and walking trails etc.).
  - KPI: 3 posts per week; 800 followers by M36;
  - By 20 June: 960 followers

As observed from the graphics below, the project Facebook page reach in the period of 1 January 2021 – 20 June 2022 is 94,277, proving its great potential and public interest in the content.



Caption 10: rurAllure Facebook statistics, page reach in the period of 1 January 2021 – 20 June 2022

Benefiting from the organic growth, the team rarely uses the sponsored content (as it was the case for thematic hikes organised along the Via Francigena in the Tuscany region).



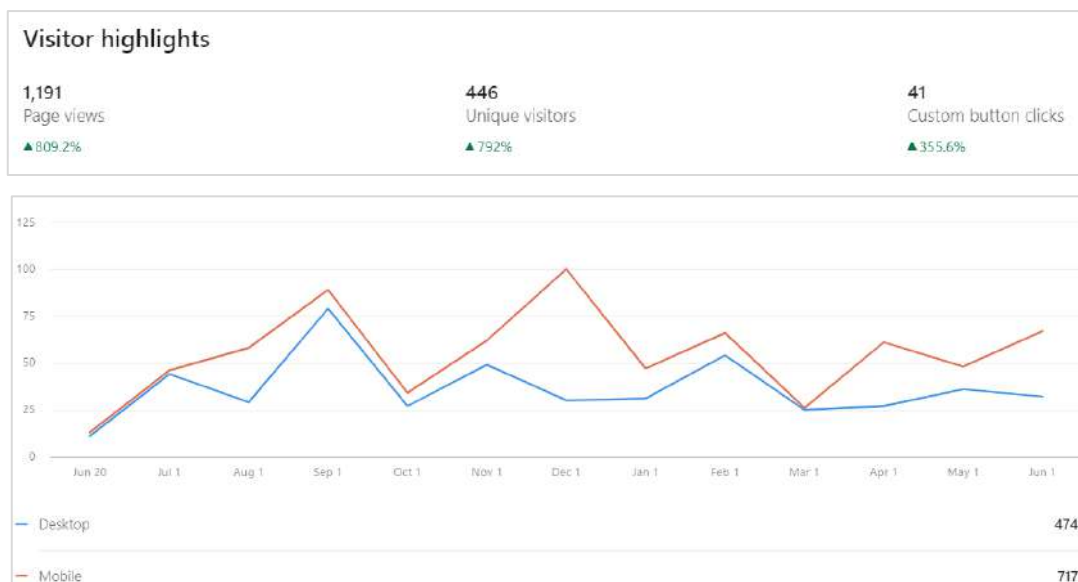
Caption 11: rurAllure Facebook statistics in the period of 1 January 2021 – 20 June 2022, organic growth vs. paid content

- **LinkedIn** @rurAllure: [www.linkedin.com/company/rurAllure](https://www.linkedin.com/company/rurAllure). The rurAllure page is present in this network for the B2B purposes, communication with partners, potential stakeholders, industry, policy makers. The content posted on this page is institutional, focusing on the project progress and stakeholders' benefits.
  - KPI: 1 article per month; 200 contacts by M36,
  - Comparing with the KPIs, a minimum of one article is published on the project LinkedIn page every week,
  - By 20 June 2021: 436 followers.





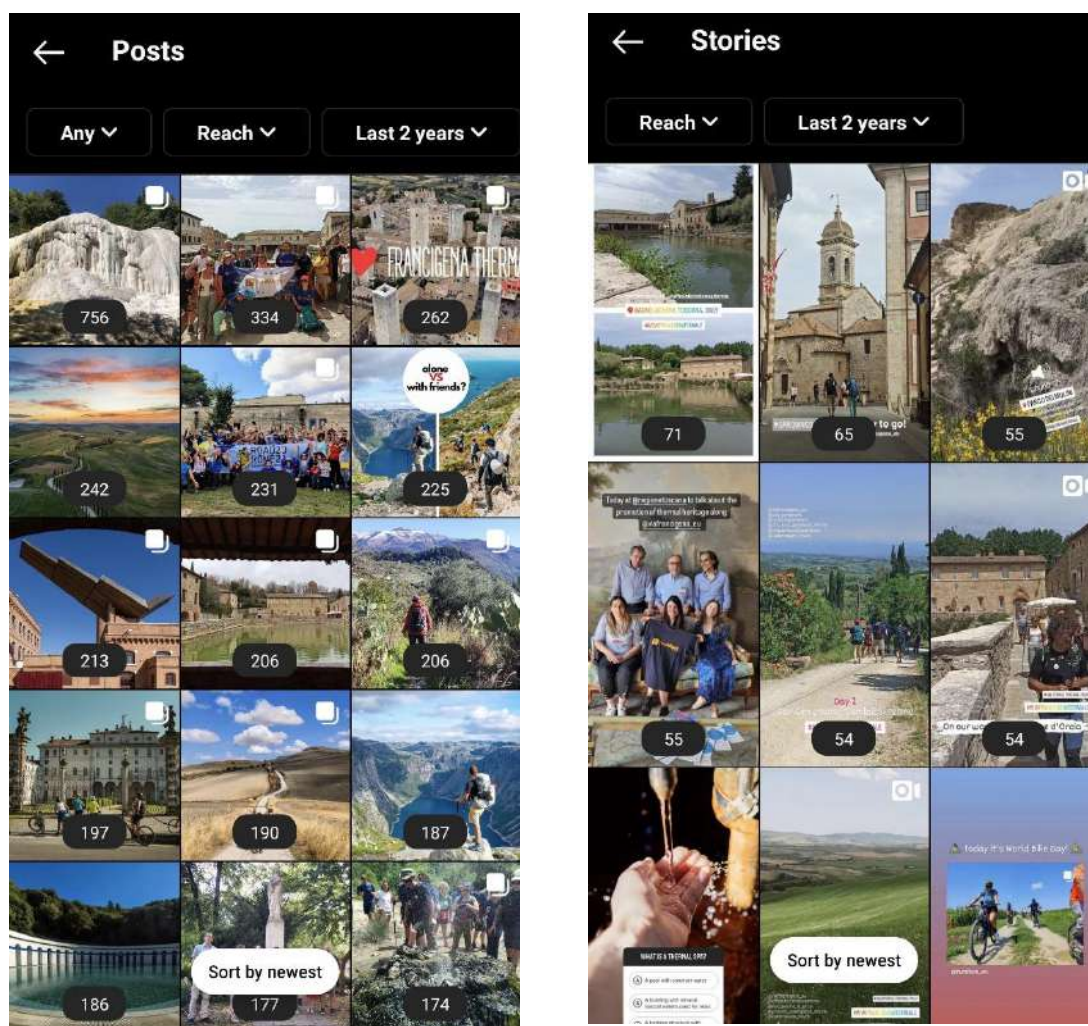
According to the below tables the LinkedIn page was viewed more than a thousand times with 446 unique visitors from desktop PCs and mobile devices from 1 June 2021. till 1 June 2022.



Caption 12: Linked statistics, visitor highlights and desktop vs. mobile views of the page

- **Instagram** @rurAllure\_eu: [www.instagram.com/rurallure.eu](https://www.instagram.com/rurallure.eu) The rurAllure aim 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,
  - Comparing with the KPIs, a minimum of two posts are published on the project profile,
  - By 20 June 2022: 294 followers.

As can be seen from the screenshots below, the most successful post of the page gained 756 likes and a significant number of interactions, while on average rurAllure posts enjoy about 200 likes. The stories, which are used by the page during the events or in case the channel is tagged by external users gain at average 55 views each.



Caption 13: Instagram most viewed posts and stories

- **Twitter** @rurAllure: [twitter.com/rurAllure](https://twitter.com/rurAllure) Via this channel the project reaches relevant media outlets, politicians, business stakeholders, policymakers and B2B.
  - KPI: 2 posts per week; 800 followers by M36,
  - Comparing with the KPIs, a minimum of five posts are published on the project profile every week,
  - By 11 June 2022: 113 followers.
  
- **YouTube** @rurAllure. This additional social media channel was created to store and disseminate videos produced by the project. The platform allows to upload the rurAllure videos and easily embed them on websites, newsletters and share the links.
  - By 20 June 2022: 18 videos

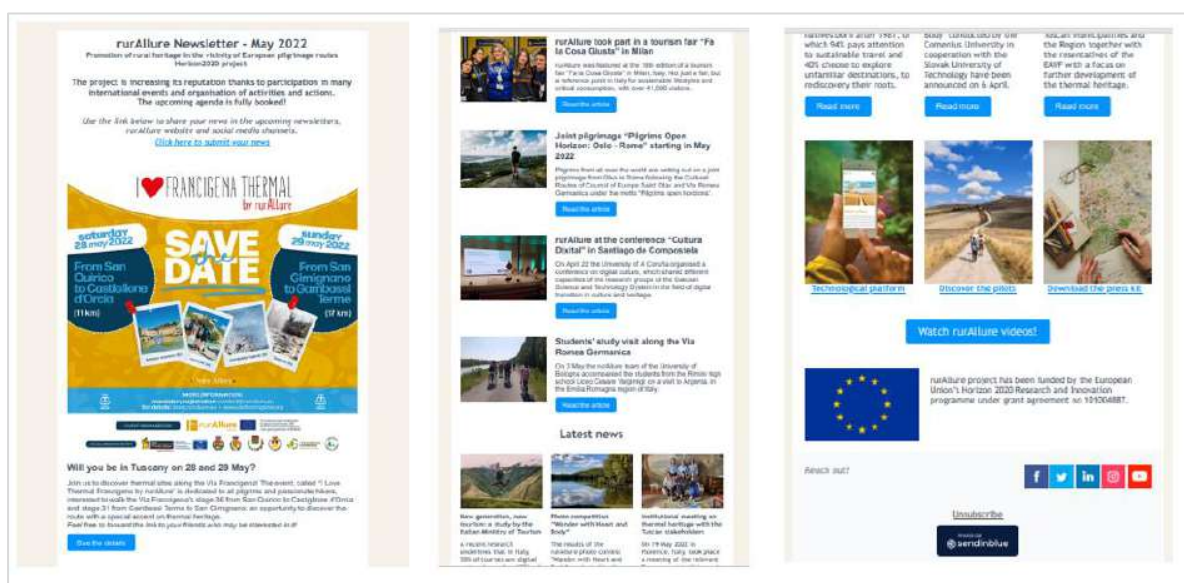


## Newsletter

Launched in November 2021, the project newsletter is fed with the information received in “what’s new email” and direct communication with partners and associate partners. Oriented to the partners and targeted stakeholders, the newsletter is one of the most effective forms of advertising media with relatively low costs, simplicity and efficiency.

The project newsletters are sent monthly, informing recipients on the rurAllure development, activities and actions. So far 8 monthly newsletters were sent to an average of 120 contacts each, with an open rate of 40% and 5 clicks each. Each newsletter includes a call for actions, inviting partners to share their news and activities; it presents 3-4 major news and 4-5 additional news of the month including events, meetings and new associated partners who joined the project.

In addition, in June 2021 and December 2021, the EAVF sent a newsletter in 3 languages to a total of 15,000 contacts to inform them on the progress of the rurAllure project, with an average of 117 clicks each. The clipping of the newsletters can be consulted in the Annex VIII.



Caption 14: rurAllure newsletter, May 2022

## 5. rurAllure in media and press

During the past 18 months the rurAllure communication team has been in close contact with relevant media and journalists, spreading the mission of the project, increasing its online presence and awareness of the brand.

*reach out!*



## Press tools

### Press kit

A series of tools for better communication with press and media was developed, such as the press kit, press clipping, press releases, methodology for guest posts and featured articles.

The 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. The package was created in M3, translated into all languages of the Consortium and customised to their individual needs. It was updated in M14, taking into account the advancement of the project. The press kit can be found on the rurAllure website in a dedicated section, together with press releases and press clipping. During the events, the press kit is distributed to media stakeholders as a hard copy.

### Press clipping

Monitoring the media exposure of the project, the press clippings provide all articles written about the rurAllure by external sources in 2021 and first semester of 2022.

The total number of articles is 164. The press clipping and the full list of articles can be consulted in the Annexes II and III.

### Press releases

Press releases are regularly published in accordance with the project's events schedule and extraordinary events and are distributed among partners and stakeholders, media contacts and journalists. The press releases are produced for each General Meeting and are translated in all languages of the Consortium to be disseminated nationally in partners' countries.

In addition, press releases were produced and disseminated on the occasion of events, hikes, free walks along the pilgrimage routes, site inspections, meetings with institutions. In total the project produced 16 press releases which were sent to an average of 500 press contacts.

## Press and media coverage

Working with the traditional paper-based press, online media and social media influencers and bloggers, the team has reached out to the wide journalists' community. The selection of media outlets has been carefully curated to match the thematic needs of the projects.

The team particularly focused its attention on the media working on the following topics:

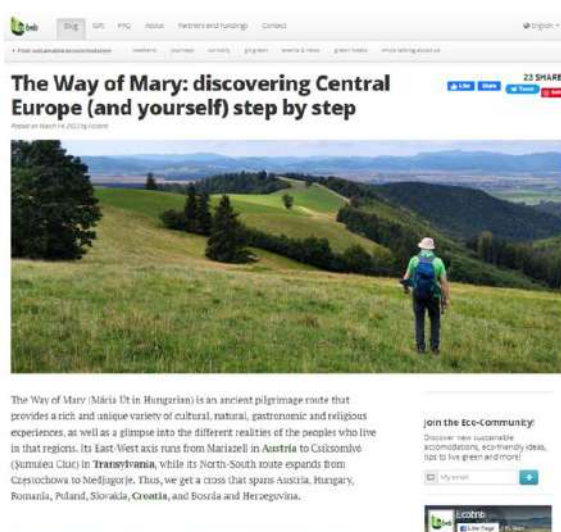
- sustainable tourism,
- pilgrimages,
- religious media,
- walking and hiking,
- walking equipment,
- lifestyle and wellbeing,
- curiosity blogs,
- digitalisation of culture and heritage,
- official local and regional media (in case of an event),
- social media groups and communities focused on pilgrimages and walks.





The team regularly sends project press releases and information on events and activities to international and local magazines, blogs, social media groups and websites to cover these topics. The main objective is to notify the media about an event or news, in hopes that they will spread the word to their communities.

During the reporting period the team contacted about 500 media outlets and journalists, introducing them to the project and offering cooperation. Thanks to these efforts various external articles were written in collaboration with the communication team and the project partners and rurAllure was featured in 8 radio programs. The most important external publications are relaunched in rurAllure social media, published on the website in “rurAllure in the media” section, while all the articles are collected in the press clipping.



Caption 15: Examples of press coverage of the Project. “Il Mattino di Padova” on the left and web article on the website [www.ecobnb.com](http://www.ecobnb.com)

The team developed a methodology of a guest post, offering original copy-right content to media resources willing to accept the contribution, as they deal with similar matters. The aim of the guest post is to reach a wider audience already affiliated to the resource which accepted to host it. The guest posts are tailor-made and customised to each media outlet, focusing on relevant content for the target. It is essential to propose a quality text, aligned with the host's editorial lines, as rurAllure offers an additional product to the already existing resources.

A guest post must be complete and well structured, it should be original, not promotional or auto-referential and neither generic. Once sent and published, it is important to monitor the results of the online activity and verify any interactions on social media.

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## Publications

The project's intermediate outcomes and results are disseminated through scientific publications prepared by the researchers from the partner universities and research facilities. These publications appear in academic journals and magazines, containing original content or reviews of the existing results. Publications in peer-reviewed journals provide international recognition for the project and the scholars. The clipping and list of publications can be found in the Annex IV and V.

The project partners have produced a number of scientific and popular publications, such as:

- “A collection of narrative practices on cultural heritage with innovative technologies and creative strategies” by Estefanía López Salas;
- “Thermal heritage along the cultural routes” by Elena Dubinina, Simona Spinola, Nicole Franciolini;
- “Kan pilegrimer bidra til stedsutvikling?” (Can pilgrims contribute to rural development?)” by Ole E. Wattne;
- “rurAllure project: routes and thermalism” by Elena Dubinina, Simona Spinola, Nicole Franciolini;
- “Terme e itinerari dei pellegrini con il progetto Horizon 2020”, Simona Spinola;
- “Il patrimonio termale lungo la Via Francigena” by Elena Dubinina, Simona Spinola, Nicole Franciolini, Silvia González Soutelo, Maddalena Bassani;
- “Culture along the routes just a click away, thanks to the new rurAllure platform” by Elena Dubinina, Simona Spinola, Nicole Franciolini.



Caption 16: examples of rurAllure publications. The scientific article written by Ole E. Wattne on the left and article on the thermal heritage and pilgrimages in the Cammini magazine

## Influencers and bloggers

The rurAllure communication team is in contact with bloggers' and influencers' communities in an effort to increase the project's web reputation and enlarge the outreach.

On the occasion of the General Meeting in Padua, Italy, contacts were taken with a blog "[Il blog di Padova](#)" and [@gallinepadovane](#), which led to a few publications on their respective platforms.

For the thematic walks along the Via Francigena, organised in the Tuscany region with the aim of discovering thermal heritage, two influencers, [Crisula Barbata](#) and [Daniela de Sanctis](#), participated and covered the hikes in their blogs and social media accounts.

Currently the team is in contact with the influencers [Davide Fiz of Smart Walker](#) and Valentina Battistoni of [Sororité Bike Ride](#) for a potential collaboration.

It is foreseen to propose the influencers to travel along the pilots' focus areas, using the planning tools and discover hidden heritage while covering their adventures in social media and blogs. This concept was implemented by the "il blog di Padova" in its blog articles and a series of Instagram stories and posts on Facebook, which underlined how pilgrims can expand their experience on the road, planning and sharing sites of historical, artistic or thermal interests via the rurAllure platform.



Caption 17: Selected examples of the coverage of the project by bloggers and influencers (by @NonSoloPorridge; @BlogdiPadova, @DaniaTrek)



## Photo Contest



Caption 18: Brochure of the photo contest

The rurAllure photo competition “Wander with Heart and Body” was conducted by the rurAllure partners from the Slovak University of Technology and the Comenius University in Bratislava in the framework of the WP7.

The competition, which was launched in January 2022 and finished in April, invited its participants to send numerous photos of the Way of Mary and its heritage. The results were announced on 6 April.

Thanks to the competition and its promotion, which took place for almost 3 months, the organisers managed to introduce the project and its goals not only to both universities, but also to general public. The fact that some winners have no connection to both universities is a testimony to the fulfilment of this goal.

The project researchers received 127 photos of relevant places of interest related to the Way of Mary pilgrimage route. These include, for example: Trstená, Zuberec, Big Fatra, Lucany Waterfall, Spania Valley, Kvačany, Kremnica Mine, Zvolen, Banská Štiavnica, Pocuvadlo Lake, Dobrá Niva-Castle, Krupina, Hokovce, Plášťovce, Stará Hora, Sebechleby, Preseľany, Šahy. The research team plans to use all the photos for the mobile application, for further promotion of the rurAllure project, but also in cooperation with stakeholders. In addition, the research team plans to create a video presentation on the occasion of the General Meeting to be held in September 2022 in Bratislava, which will aim to provide the participants and later the general public with an emotional form of visualisation of the Slovak part of Way of Mary.

The rurAllure communication team plans to replicate the experience of the photo competition on the level of the entire project among all the pilot areas in the nearest future.

## 6. Events and activities

### Organisation and participation in events

#### Tourism fairs

Due to the pandemic, the project was not able to participate in the ITB Berlin (Berlin, Germany), the world's largest tourism B2B and B2C trade fair, which was scheduled on the 8-11 March 2022 and cancelled a few month prior.

However, rurAllure was featured at the tourism fair “Fa’ la Cosa Giusta!” (Milan, Italy), an event 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.

The project was featured at the stand of the European Association of the Via Francigena ways with a dedicated panel, brochures, t-shirts, postcards and a rurAllure quiz, which was specifically designed for the event. The project also organised a thematic food tasting with wine and snacks from the Tuscany region – the sub-pilot area of the WP5.

The 3-day event recorded over 41,000 visitors, exploring 500 exhibitors and attending over 280 conferences designed for all ages and interests, focused on sustainable tourism and walking routes, biological products, vegan world, mobility services and much more.



Caption 19: rurAllure participation in a tourism fair “Fa la Cosa Giusta” in Milan, Italy,  
28 April – 1 May 2022

During the fair, visitors were asked to participate in a quiz called “How well do you know the Via Francigena?” (created on the platform [www.involve.me](http://www.involve.me)), consisting of 10 questions to test their knowledge of the thermal heritage along and in vicinity of the Via Francigena. The quiz, accessible via QR Code, recorded over 100 participants. Those who answered all the questions correctly received a rurAllure branded gadget - an ecological bamboo toothbrush, while all those who took part in the quiz received rurAllure postcards depicting thermal heritage. Out of all received contacts from the quiz, more than half accepted to sign up for the official rurAllure newsletter and were thus added to the project database.



## Organisation of hikes

The project partners organised a number of specialised walking events and hikes with a focus on heritage researched by the pilots. The hikes were used to raise awareness among local stakeholders, enhance the project visibility and spike the media attention.

Below are the examples of the hikes and cycling trips organised and media impact achieved:

### WP4

- 21 May 2021 - Pilgrimage along Camiño Nós (Camino de Santiago – Silver Way), celebrating the anniversary of the pilgrimage trip made by the renowned Galician writers Ramón Otero Pedrayo and Vicente Risco in 1926. The event was attended by 86 participants. Promotion of the event took place via social networks, with two press releases (before and after the event) together with the photo gallery sent to the press and media contacts.
- 30 October 2021 - Cycling trip from Ourense to visit the recreational area of Otero Pedrayo Foundation on the occasion of the 101st anniversary of the publication of the first issue of the literary magazine “Nós”. The cycling event was organised by the Otero Pedrayo Foundation (rurAllure associate member), in collaboration with the Foundation of Uxio Novoneyra (WP4).

### WP5

- 28 – 29 May 2022 – Two hikes called “I love Francigena Thermal by rurAllure”, organised by the EAVF together with the network of local municipalities, private stakeholders and associations. The hikes brought together more than 50 walkers along stages 31 and 36 of the Via Francigena to explore at a slow pace its thermal heritage, landscapes and villages. For this occasion, more than 100 media contacts including bloggers, editors and institutional resources from the Tuscany region were contacted. Two press releases were produced, one before and one after the event and were both sent to the media. The media impact of the event recorded the publication of 25 social media posts, 30 Instagram stories, 30 articles in blogs and portals, news were relaunched in 4 newsletters (2 of rurAllure and 2 of the EAVF). For the dissemination of this activity a sponsored content on social media was used.
- 31 May – 1 June 2022 - Hiking and bicycling trip for the students from the Liceo Cesare Valgimigli in Rimini high school organised by the University of Bologna along the Via Romea Germanica in the area of Argenta.
- May 2022: Pilgrims Open Horizon: Oslo – Rome, May – August 2022, organised by the Via Romea Strata, the pilgrimage connects the St Olav Ways with the Via Romea Strata. The rurAllure partners - representatives of the Foundation Home Viator walked the stretches of the sub-pilot area in the Veneto region promoting the project and checking the route.
- 28 – 31 August 2021 – the EAVF rurAllure team walked together with the participants of the initiative “Road to Rome 2021” in Tuscany in the area of the Via Francigena sub-pilot.

### WP7

- 10 April 2022, on the occasion of the Palm Sunday, Mary Association (MUTKE) and KIFÜ organised a pilgrimage walk in the Mátra Hills in Hungary, between the Kodály Chapel at Galyatető and the National Shrine Mátraverebély-Szentkút.
- 17-18 October 2021 in Péliföldszentkereszt, Hungary, took place the Dissemination Even and hike of the WP7 “Natural Heritage on the Ways of Mary”.

- October 2021 - Pilgrimage Experiences at the Budapest International Eucharistic Congress, the 4 major events, where the approximately 3.000 pilgrims of the Way of Mary could join.
- May 2022 - a hike for the students of the Károly Róbert Campus in Gyöngyös with the Way of Mary Association and KIFÜ.
- 18 September 2021 - 3-day bicycle ride, visiting Tata, Tatabánya, Oroszlány, Fehérvár, and some other heritage sites along the Lake of Tata, which is country-wide known for thousands of waterfowls finding shelter in autumn.



*Caption 20: Selection of photos from the rurAllure event: Way of Mary's dissemination event and the bicycle trip in Galicia*

### Policy roundtable

On 25 May 2022 in Ourense Provincial Deputy through rurAllure conducted a roundtable with the participation of more than 30 stakeholders from Galicia and the North of Portugal. This came as a follow-up and continuation of the International Congress, which was organised in co-location with the rurAllure General Meeting in Vila do Conde (September 2021), featuring presentations of cooperation programmes by a representative of the Spanish Ministry of Culture, followed by three parallel round tables. In the end, the participants reached an agreement to present one joint project proposal in the areas of pilgrimage routes and literature to an upcoming call of a programme of Transnational Cooperation between Spain and Portugal, as well as two new associated partners (Asociación de Amigos do Camiño de San Rosendo e da Rainha Santa on the one hand, and Rede Aldear on the other) joined the project.

As part of the activities of WP2 the project conducted a policy roundtable discussion with European policy makers in M18 via a video conference. The event was focused on the analysis of policies for the promotion of rural museums and heritage sites and for rural development through cultural and natural heritage (Deliverable 2.8 Policy brief). This event gathered valuable suggestions for the implementation of the pilots of WP4-WP7 and to engage with other territories.

The event was video-recorded and is planned to be published in a shorter concise version on the project YouTube channel.



## Events

The consortium partners have actively participated in various events, scientific conferences and meetings, presenting the project, its goals and objectives as well as intermediate results.

Below there are the example of the latest events:

- 31 May – 3 June 2022: Training Academy on Cultural Routes of the Council of Europe: presentation of the rurAllure as best-practice. WP8
- 19 May 2022: rurAllure EAVF team organised an institutional meeting in Florence with the Tuscan stakeholders to discuss tourism potential of the package Via Francigena and thermal sites, the creation of the network of institutions and organisation of thematic hikes. WP5
- 26 March 2022: rurAllure EAVF team joined the training workshop “Towards a governance of Via Francigena in Southern Lazio”, organised by the Lazio Region in the framework of the project Interreg Best Med. WP5
- 26 March 2022: Conference on Religious Heritage, organised by the CAST (Centre for Advanced Studies in Tourism, University of Bologna) and the Association “Associazione Arte e Fede” on the artistic and religious heritage. Held in hybrid mode in Bologna, it was focused on the current state and potential development of this tourism sector within the Recovery and Resilience Plan. WP5
- 16 February 2022: Norwegian University of Science and Technology NTNU organised its first meeting in presence and a workshop with local partners involved in the rurAllure pilot “Ethnographic Heritage on the ways to Trondheim”. The pilot studies heritage in a perspective of how people have lived their lives along the St. Olav’s ways –the pilgrimage route to Trondheim. The research is focused on how cultural, religious and societal aspects create rich historic heritage in the vicinity of the route. WP6

The full list of events and their photo gallery can be consulted in the Annexes VI and VII.

## Consortium Meetings

During the past 18 months the Consortium met twice on the occasions of the General Meetings which took place in Vila do Conde and Padua. These meetings were used to attract the attention of local and regional media outlets and raise the project reputation on national levels.

The second Consortium Meeting (and the first in presence) took place in Vila do Conde, Portugal on 7- 9 September 2021, co-located with an international congress. The Congress problematized the use of current information technologies, in order to increase the symbiosis between the territory and the travellers who annually cross it.

The event was highly relevant for the advancement of academic knowledge on the topic of contribution of pilgrimages to economic development. Attended by prominent scholars and researchers, such as Jordi Tresseras, Lúcia Rosas, Carolina Sousa, Mariana Cardoso da Silva, José María Lucas Tobajas, Laura Castro, Fátima Vieira, Aurora Pedro Pinto, Livraria Lello, Rute Mendes, Antón Lopo, Adelaide Galhardo, Manuela Ribeiro, Mauro Munhoz, Suianni Macedo and Eliane Robert Moraes, the event brought high level scientific knowledge aboard the rurAllure project.

The third Consortium Meeting took place in Padua, Italy on 28 – 29 January 2022. Fifteen rurAllure partners from six countries (Spain, Italy, Portugal, Norway, Hungary and Slovakia)





participated in the meeting in presence and in virtual mode, taking part in numerous networking opportunities, such as the online press conference, and on-site visits to the Museum of Ancient Thermalism and Territory. The partners were greeted by the Montegrotto mayor and the councillor for culture and were accompanied by archaeologists and representatives from the local institutions on an archaeological visit of Montegrotto Terme. The meeting was an opportunity to record video interviews with the partners, as well as with the local stakeholders. Two press releases were produced, before and after the event, which were both disseminated via newsletters and to a database of over 100 journalists from local newspapers and blogs. Over 20 publications in newspapers, as well as about 50 contents were disseminated on social media networks, including posts and stories.

In addition, an online press conference was organised on 27 January to present the project via Zoom to media and institutional stakeholders from the municipality of Padua and the Veneto Region, attended by 11 people. Each of them received the presentation of rurAllure, the official press kit and a collaboration proposal.

**PADOVA OGGI**

**DAL 21 GIUGNO AL 18 LUGLIO BRENTELLE PARK**

**PO**  
Redazione  
03 febbraio 2022 20:56

**CRONACA MONTEGROTTO TERME**

### Il Veneto da (ri)scoprire, tra vie di pellegrinaggio e terme antiche

Padova e Montegrotto Terme hanno accolto l'invito al convegno internazionale di "rurAllure", il progetto europeo Horizon 2020 dedicato alla promozione degli itinerari culturali

Si parla di  
cammino  
montegrotto terme  
padova  
rurAllure

**I**l 27 e 28 gennaio 2022 l'Università di Padova ha ospitato presso la propria sede di Palazzo Liviano ricercatori e docenti provenienti da università, Istituzioni ed enti di tutta Europa per confrontarsi sulle soluzioni innovative per il rilancio del turismo in fase post-covid, ponendo l'accento sul patrimonio rurale lungo le principali vie culturali e di pellegrinaggio, dal Cammino di Santiago alla Via Francigena, fino alle altre Romee, la Strata e la Germanica, che attraversano l'Europa centro-orientale dirette a Roma, andando a comprendere anche il cammino di Sant Olav in Norvegia e quello di Maria Ut in Transilvania.

Caption 21: Press coverage of the rurAllure General Meeting in Padua, an article in a local newspaper Padova Oggi



## *7. Internal communication tools*

Throughout M1 – M18 the communication team has been in close contact with the rurAllure partners and stakeholders ensuring smooth communication flow via emails, video conferences, “What’s New” emails and social media.

To enhance the partners’ capacity in communication and provide them with tools for further dissemination of the project results on national and local levels, the team developed 3 volumes of communication guidelines and conducted communication workshops during the physical meetings in Vila do Conde (Portugal, September 2021) and Padua (Italy, January 2022).

The guidelines developed by WP8 meant to increase the web reputation of the project in local media and newspapers, to approach journalists, participate in fairs and events and to assist in B2B and B2C meetings, conferences, and any online event. They explain in detail how to draft a press release, search for editorial partnership, write and disseminate a guest post, monitor the results and the media action of every single publication. The guidelines can be consulted in Annex X.

## *8. Monitoring and evaluation*

The team has been continuously monitoring the dissemination and communication activities of the project, measuring the website traffic and usage, social media growth and interaction, counting the number of events and activities conducted, media and press activities and public engagement.

Used performance measurement are as follows:

- Google analytics to monitor website statistics and traffic, time spent in the rurAllure website, which sections of the site attract most and least attention, traffic generated by the social media.
- Social media analytics to monitor their growth and interaction.



<b> rurAllure dissemination achievements by M18</b>	<b> Quantitative results</b>
<b> rurAllure website</b>	81 articles
<b> External web articles</b>	164
<b> Publications</b>	4
<b> Interviews</b>	18
<b> Events (organised and participated)</b>	109
<b> Radio appearances</b>	8
<b> Participation in fairs</b>	1
<b> Videos</b>	18
<b> Journalists and press contacted</b>	500

Caption 22: Quantitative results of the communication activities

<b> KPIs</b>	<b> Target</b>	<b> Intermediate result by M18</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>	<ul style="list-style-type: none"> <li>• + 9,300 website sessions</li> <li>• +16,200 website pageviews</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>	<ul style="list-style-type: none"> <li>• Facebook: 3 posts per week; 960 followers by M18</li> <li>• Twitter: 5 posts per week (2 per day during events); 113 followers by M18</li> <li>• Instagram: 2 photos + at least 5 Instagram stories per week; 294 followers by M18</li> <li>• LinkedIn: 4 articles per month; 436 contacts by M18</li> </ul>

Caption 23: Monitoring of the KPIs during the M1 – M18



## *9. Lessons learnt and way forward*

Overall dissemination and communication strategy of the project proves to be successful and sustainable; the project website shows stable growth of new visitors and the social media channels reach wider public. During the first year the focus was mainly focused on the development of communication tools such as the website, newsletter and social media, their maintenance and animation. The team also produced the communication guidelines and conducted workshops to build capacity among the partners. The M12- M18 were focused on video production, design of the visibility materials and participation in various events as well as networking with press and media.

The team has been contacted with selected journalists and media, collaborating on the preparation of the original content. Among the success stories of the project communication, we could identify:

- Collaboration with bloggers and influencers,
- Development of original interactive content such as quiz and photo contest,
- Production of original guest posts focused on discovery of cultural and natural heritage under a specific angle (lifestyle for the Vanity Fair, hiking for the magazine Cammini, religious focus for the Radio Vatican etc.),
- Communication guidelines for the Consortium partners.
- Facebook and LinkedIn fandom of the project have already surpassed the final KPIs.

The growth of followers on Instagram and Twitter is less rapid and risks not reaching the KPIs by M36. That can be explained by high expectations given in the Grant Agreement as well as by the nature of these social media platforms.

Twitter has now evolved into the exchange platform of high-quality content with a focus on politics and acute world challenges, spread over by media giants, famous personalities and outlets. The interaction in Twitter is minimised to sharing (retweeting) and commenting. Furthermore, this platform favours users with large communities and an excellent initial positioning, increasing the competition in the sector of sustainable tourism. Generating useful content for the target audience collides with tourism-related giants such as TripAdvisor, eDreams and National Geographic etc. Additionally, Twitter prefers continuous exchanges, interactions and tends to penalise the simple repetition of their links. On this platform the institutional contents are not much in line with the need to interact and share.

On the other hand, Instagram represents a highly competitive and commercialised platform, offering professional, inspiring and beautiful visual content. Institutional content and news such as meetings and adherence of new stakeholders do not particularly capture attention of the target audience, which prefers photo galleries, videos and reels of high visual quality. It should be noted that there are currently over 25 million business profiles on Instagram according to recent research. Moreover, over 200 million users visit at least one business profile every day and the platform increasingly applies specific and targeted algorithms regarding geographical, demographic, psychological, socio-economic and - last but not least - behavioural targeting. Enhancing the contents of rurAllure taking into account the intrinsic characteristics of Instagram is a fundamental step to increase fan-base and engagement.





In the upcoming period the communication team will continue its activities, focusing on production of copyright content, interaction with target audience, video production and animation of the project channels and outlets. The team will seek cross-marketing via collaborating with other European projects such as Europeana, cultural routes of the Council of Europe and in particular the European Route of Historic Thermal Towns and will apply for awards and public recognition.



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## 11. Annex II: Press clipping

2021

### Italy

- Il BO Live, “Inaugurazione del Museo del Termalismo antico e del territorio”, <https://ilbolive.unipd.it> 14/05/2021
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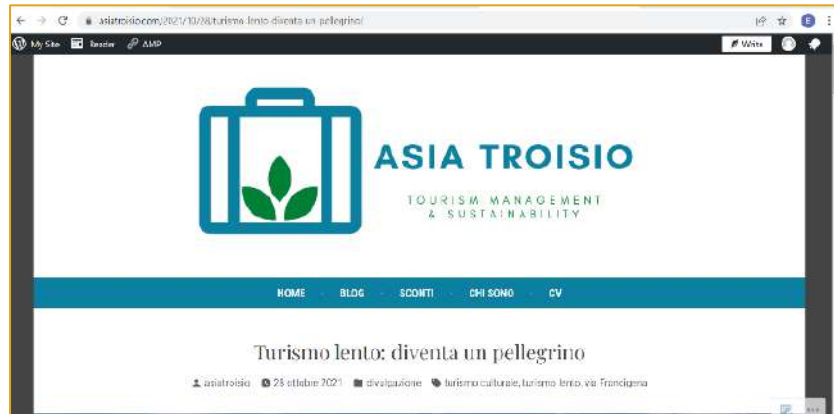


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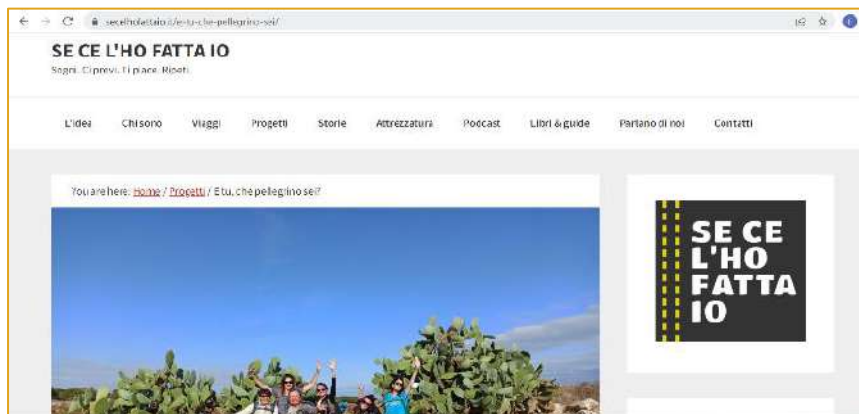
## [Asia Troisio](#) 28/10/2021



## [Echoes of the journey](#) 31/10/2021



## [Secelhofattaio](#) 03/11/2021



*reach out!*

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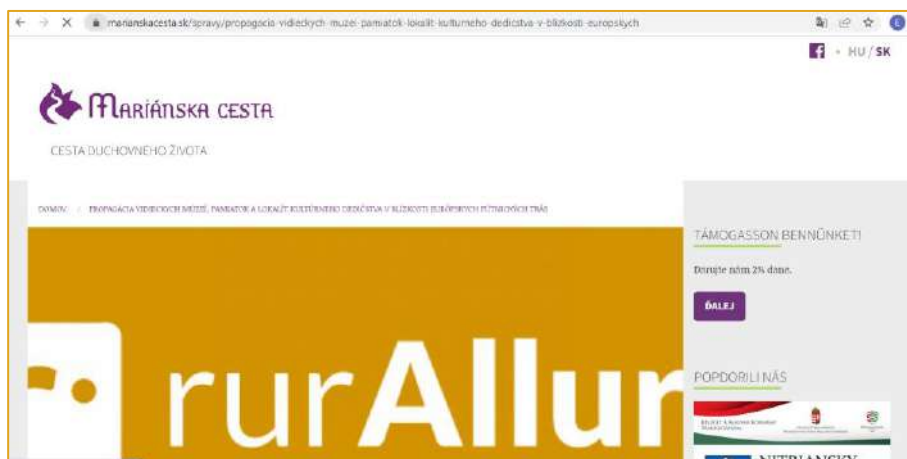
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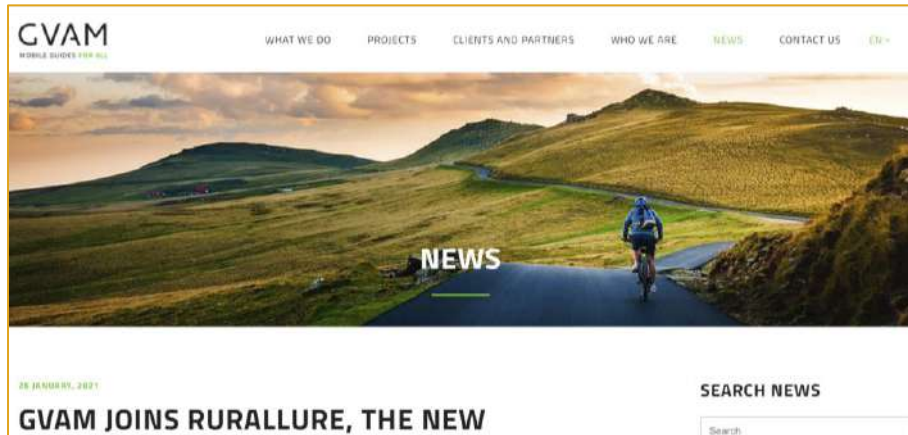




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[GVAM](#) 26/01/2021



[Tur43](#) 05/03/2021



[Radio Galega](#) 25/03/2021



[La Voz de Galicia](#) 06/04/2021



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## Nuevas oportunidades en el sector turístico y en las ICCs en el contexto actual

**JORNADA ONLINE**  
30 junio 2021 | 10:00 h - 11:00 h

### NUEVAS OPORTUNIDADES EN EL SECTOR TURÍSTICO Y EN LAS ICCs EN EL CONTEXTO ACTUAL

eNEM Thinktur Ametic

Las plataformas tecnológicas españolas eNEM (coordinada por AMETIC) y Thinktur celebran esta jornada online el 30 de

[Hosteltur](#) 03/07/2021

hosteltur.com/145240/tecnologia-para-aunar-turismo-y-patrimonio-cultural-en-nuevas-experiencias.html

## Tecnología para aunar turismo y patrimonio cultural en nuevas experiencias

Edición España. Casos de éxito en la jornada online organizada por eNEM y Thinktur

3 julio 2021

"Nuevas oportunidades en el sector turístico y en las industrias creativas y culturales"

- El turista pasivo se ha convertido en activo... consciente que demanda experiencias diferenciadas y cada vez más personalizadas.
- El proyecto ruAllure de GVAM busca crear valor en el entorno de los caminos de peregrinación para diversificar su impacto económico.
- Cinéma Travel ha llegado a un acuerdo con la productora de la película Dairatón para explorar los derechos turísticos y crear experiencias.

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## Congreso Internacional sobre "Promoción del Patrimonio Cultural y de los Museos en el Contexto Rural"

6 septiembre 2021 | Travindy | 1 Comment

El primer Congreso Internacional del proyecto ruAllure titulado "Promoción del Patrimonio Cultural y de los Museos en el Contexto Rural" tendrá lugar del 8 al 10 de septiembre de 2021 en Vila do Conde (Portugal) en paralelo a la reunión general del proyecto.

El Congreso pretende reflexionar sobre el uso de las actuales tecnologías de la información, con el fin de aumentar la simbología entre el territorio y los viajeros que anualmente lo atraviesan, ya sea como parte de las rutas de peregrinación europeas, o en la libre.

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[Europa Press](#) 18/09/2021



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[El Progreso](#) 19/09/2021





## [Diario da Universidade de Vigo](#) 02/11/2021



## [Travindy](#) 02/11/2021



## [Faro de Vigo](#) 03/11/2021



2022

International

- University of Bern, “2nd International Online-Workshop ROMAN BATHS AND THERMO-MINERALBATHS – an update on the present state of research”, <https://www.ch-antiquitas.ch/> 18/02/2022
- Echoes of the Journey, “Veneto region welcomes rurAllure international conference on Pilgrimage routes”, <https://echoesofthejourney.com/> 06/02/2022
- Open Research Europe, “Research spotlight: Storytelling of the future: accompanying pilgrims throughout their journey”, <https://open-research-europe.ec.europa.eu/> 15/06/2022

[University of Bern](#) 18/02/2022



**u**  
UNIVERSITÄT  
BERN

**2nd International Online-Workshop  
ROMAN BATHS AND THERMO-MINERAL-  
BATHS –  
an update on the present state of research**  
18th February 2022 via Zoom

**PROGRAM** all time specifications refer to UTC+1 (Berlin)

09:30 – 09:45 Welcome

09:45 – 10:30 **KEYNOTE** **Andrea Schær** (University of Berne/Cantonal Archaeology Aargau/Archaeokontor GmbH)  
*2000 years of bathing history in Baden (Switzerland). A diachronical view.*

10:30 – 11:00 **Yvonne Reichel** (Ludwig-Maximilians-Universität München)  
*High in Sulphur and Cold – The Roman Mineral Bath at Bad Gögging. An update on the ongoing research*

11:00 – 11:30 **Paola Zanovello, Jacopo Turchetto, Andrea Meleri** (University of Padova)  
*Roman baths unveiled. Ancient thermalism and the Peutinger Map*

11:30 – 12:00 **Maddalena Bassani** (Università Iuav di Venezia); **Silvia González Soutelo** (Madrid Institute for Advanced Studies (MIAS) / Universidad Autónoma de Madrid (UAM))  
*The Archaeological thermal heritage on the ways to Rome: a diachronical overview from the European rurAllure project*

12:00 – 12:30 Questions and short discussion

12:30 – 14:00 Lunch break

14:00 – 14:30 **Jens Koehler** (John Cabot University Rome/ The American University of Rome)  
*Thermo-Mineral Baths: A Story of Fame and Oblivion*

14:30 – 15:00 **Jonas Zweifel** (Universität Würzburg/Deutsches Archäologisches Institut Rom)  
*The Terme dell’Invidioso in Ostia. Managing Time in the Construction and Running of a Roman Bath*

15:00 – 15:45 **Peter Kienle** (LVR-Archäologischer Park Xanten), **Till Biedermann & Tobias Pohlmann** (isave, Hochschule Düsseldorf)  
*Smoke and the Water. Operating the reconstructed Roman Baths at the Crossroads of Engineering and Archaeology*

15:45 – 16:00 Questions

16:00 – 16:15 Coffee Break

16:15 – 17:15 Final Discussion and Networking (in plenary or breakout sessions)

17:15 – 17:30 Conclusion and Farewell

For Zoom login details and further information please contact  
**Andrea Schær**, lic.phil., associated researcher  
andrea.schaer@iaw.unibe.ch

**Nicolas Diesbach**, BA student  
nicolas.diesbach@students.unibe.ch

University of Berne Institute of Archaeological Sciences Dept. of Archaeology of the Roman Provinces

## [Open Research Europe](#) 18/02/2022

The screenshot shows the Open Research Europe website. At the top, there is a search bar and a 'SUBMIT YOUR RESEARCH' button. Below the navigation bar, the main content area features a 'Blog' section with a featured article titled 'Research spotlight: Storytelling of the future: accompanying pilgrims throughout their journey' by Georgina Durawajs, dated 15 Jun 2022. The article snippet reads: 'A collection of narrative practices on cultural heritage with innovative technologies and creative strategies'. To the right of the article is a 'Tweets' section showing a tweet from Open Research Europe (@openresearch\_eu) highlighting the featured article and providing a link to read it.

## [Echoes of the Journey](#) 06/02/2022

The screenshot shows the 'Echoes of the Journey' website. The main article is titled 'Veneto region welcomes rurAllure international conference on Pilgrimage routes', dated February 6, 2022. The article text states: 'Padua and Montegrotto Terme hosted the international conference of rurAllure, the Horizon 2020 European project dedicated to the promotion of cultural heritage across ancient pilgrimage routes'. Below the text is a photograph of a group of people standing on a large, ornate staircase in a grand building. To the right of the article is a sidebar with a 'HAVE A QUESTION?' section containing a 'Contact us' button, a 'SEARCH' section with a search input field, and a 'STAY CONNECTED' section with social media icons for Facebook, Instagram, and Email.



## Italy

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## Non Solo Porridge 06/06/2022

**I Love Francigena Termale**

*Mamma diceva sempre che dalle scarpe di una persona si capiscono tante cose, dove va, cosa fa, dove è stata.*  
- Foresta Gump

Eccomi ancora sulla **Via Francigena**! Un'esperienza come al solito ricca di emozioni, nuovi amici e tante cose da raccontare! Dopo aver partecipato al Road to Rome 2021 lo scorso anno, sono stata nominata **Ambassador** anche per **I LOVE FRANCIGENA TERMALE** by rurAllure: abbiamo camminato nella magnifica Val d'Arcia in Toscana e, tra un piatto di pici e del buon pecorino, abbiamo scoperto il **patrimonio termale** di questa zona.

### rurAllure, un progetto europeo

rurAllure è il **progetto europeo** che intende promuovere la conoscenza e la valorizzazione dei contesti rurali che si trovano lungo le vie di pellegrinaggio in Europa.

Questo progetto, di cui l'Associazione Europa delle Vie Francigene fa parte, ha tra gli obiettivi la **valorizzazione del patrimonio termale** lungo gli itinerari "rameli", ovvero quelli che da tutta Europa conducono verso Roma.

E' per questo motivo che ci siamo messi in cammino lungo la Via Francigena Toscana: per scoprire il patrimonio termale del territorio, per valorizzarlo e per renderlo noto a tutti. Per scoprire il patrimonio termale del territorio, per valorizzarlo e per renderlo noto a tutti. Per scoprire il patrimonio termale del territorio, per valorizzarlo e per renderlo noto a tutti.

**CHI SONO**

Piacere, mi chiamo Cristina. Benvenuti nel mio blog!

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Genova Alla scoperta delle terme lungo la via Francigena

27 mag 2022 Home > Firenze > Cronaca > Alla scoperta delle term...

### Alla scoperta delle terme lungo la via Francigena

È stata organizzata per domenica tutto il giorno un'escursione guidata con partenza da S. Gimignano



L'escursione parte da San Gimignano e si conclude a Gambassi Terme ( archivio)

Camminare lungo la Via Francigena alla scoperta del patrimonio termale disseminato sul percorso. E' ciò che propone l'iniziativa "l'ova Francigena termale by ruralLife", una due giorni di passeggiate gratuite sull'antico tracciato. In programma domani e domenica dove Gambassi Terme sarà protagonista. L'obiettivo è quello di esplorare a passo lento borghi e santoni. In particolare, l'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono Gambassi Terme a San Gimignano e San Quirico a Castiglion d'Orcia con una particolare attenzione rivolta ai siti termali di origine antica e romana localizzati nei pressi del cammino.

**POTREBBE INTERESSARTI ANCHE**

- Cronaca L'emergenza del sindaco Scamporrè "Fondi processati e mai arrivati"
- Cronaca Quarantadue anni per l'istruzione il saluto della dirigente scolastica
- Cronaca Tuoro, torna la musica al tramonto "Moon in June", note e suggestioni

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### Valdelsa e dintorni, cosa fare nel weekend 28 e 29 maggio

Alcune idee per il fine settimana di sabato 28 e domenica 29 maggio 2022: tantissimi gli appuntamenti, tra degustazioni, sagre, passeggiate e altro ancora

HOME > CRONACA > "RURALLURE", DUE GIORNI IN CAMMINO SULLA FRANCIGENA TERMALE

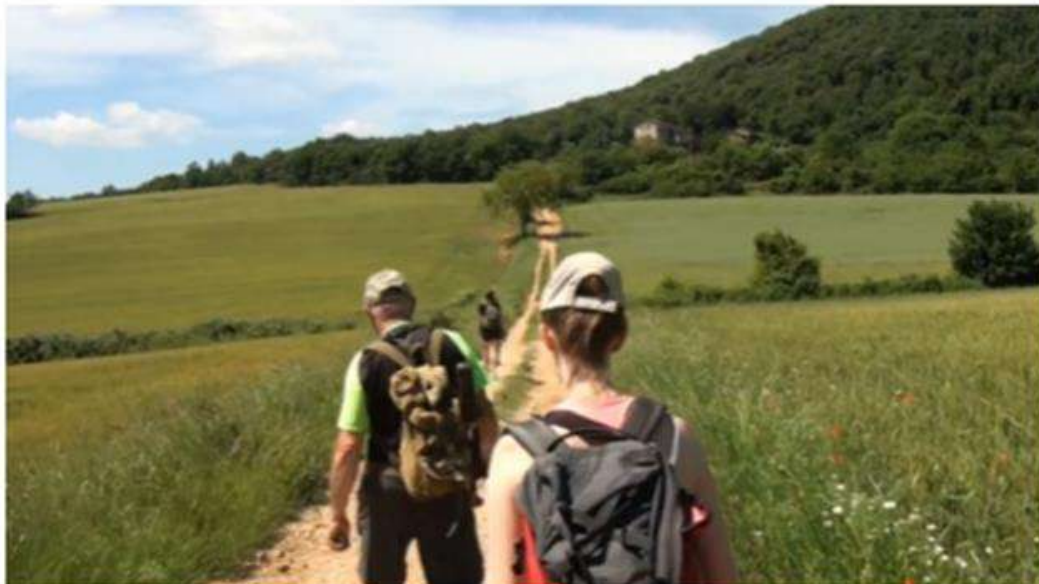
## "RurAllure", due giorni in cammino sulla Francigena termale

In programma per sabato 28 e domenica 29 una due giorni di camminate gratuite sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso

CRONACA

Di Redazione | 26 Maggio 2022 alle 13:00

Mi piace 2



## I Love Francigena Termale: da Gambassi Terme a San Gimignano

da 2

Nelle giornate di **sabato 28 e domenica 29 maggio** il progetto europeo **rurAllure**, in collaborazione con l'Associazione Europea delle Vie Francigena AEFV, ha organizzato **due camminate gratuite in Toscana** per esplorare a passo lento borghi e territori attraversati dallo storico itinerario di Sigerico.

L'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono:

- 28 Maggio: da San Quirico a Castiglione d'Orcia
- 29 Maggio: da Gambassi Terme a San Gimignano

per immergersi nella loro ricchezza naturalistica e culturale, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino.

Il **Parco dei Mulini**, dove fino alla fine del 1800 veniva sfruttata l'energia dell'acqua delle sorgenti termali, la piazza acquatica di **Bagno Vignoni**, unica nel suo genere, la sorgente Ipotermale de **I Bollori e Putizza** sul greto del Rio Casciani, vicino a **Gambassi Terme** sono solo alcune delle tappe più rilevanti del programma.

Una guida certificata condurrà il gruppo e non mancheranno momenti di ristoro presso alcuni punti tappa.

Per partecipare all'evento:

- Consulta il programma a questo link
- Scegli la tappa e completa il form per assicurarti il tuo posto

L'evento è reso possibile dalla collaborazione del Comune di Castiglione d'Orcia, del Comune di Gambassi Terme, del Comune di San Gimignano, del Comune di San Quirico d'Orcia, della Proloco Gambassi Terme e da The Gambassi Experience

[ISCRIVITI ALL'EVENTO](#)

### Data e ora

29-05-2022 to  
29-05-2022

### Location

Gambassi Terme

### Tipologie di evento

Evento Sportivo e/o Aria Aperta

### Categoria dell'evento

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### Toscana, con “RurAllure” alla scoperta della Via Francigena Termale


📅 [ 0 ] 25 maggio 2022 09:47

In programma per sabato 28 e domenica 29 maggio “**I love francigena termale by rurAllure**”, una due giorni di camminate gratuite sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso.

L’iniziativa si inserisce nel **progetto europeo “rurAllure”**, ed è realizzata in collaborazione con l’Associazione Europea delle Vie Francigena (AEVF). L’obiettivo delle camminate è quello di **esplorare a passo lento borghi e territori della Toscana attraversati dallo storico itinerario.**

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## 'RurAllure', due giorni in cammino lungo la Via Francigena termale

25 maggio 2022 🔥 161      Redazione

Firenze. In programma per sabato 28 e domenica 29 maggio "I love francigena termale by rurAllure", una due giorni di camminata gratuita sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso.

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In particolare l'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono San Quirico a Castiglione d'Orcia e Gambassi Terme a San Gimignano per immergersi nella loro ricchezza naturalistica e culturale, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino.

Il Parco dei Mulini, dove fino alla fine del 1600 veniva sfruttata l'energia dell'acqua delle sorgenti termali, la piazza acquatica di Bagno Vignoni, unica nel suo genere, la sorgente ipotermale de I Bollori e Pulizza sul greto del Rio Casciani, vicino a Gambassi Terme sono solo alcune delle tappe più rilevanti del programma. Una guida certificata condurrà il gruppo e non mancheranno momenti di ristoro presso alcune delle tappe previste.

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## In cammino lungo la Via Francigena termale con 'RurAllure'

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LIVORNO GROSSETO

## Due giorni di cammino sulla Francigena termale, anche a Gambassi

24 Maggio 2022 14:42 | Attualità | Gambassi Terme



In programma per sabato 28 e domenica 29 maggio "I love Francigena termale by rurAllure", una due giorni di camminata gratuita sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso.

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[Ok Siena 24/05/2022](#)

**OK SIENA**

I ♥ FRANCIGENA

**SAVE the DATE**

**1°** 28.05 2022 San Quirico Castiglione d'Orcia

**2°** 29.05 2022 Gambassi Terme San Gimignano

In programma per sabato 28 e domenica 29 maggio "I love francigena termale by rurAllure", una due giorni di camminate gratuite sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso. L'iniziativa si inserisce nel progetto europeo "RurAllure", ed è realizzata in collaborazione con l'Associazione Europea delle Vie Francigena (AEVF). L'obiettivo delle camminate è quello di esplorare a passo lento borghi e territori della Toscana attraversati dallo storico itinerario. In particolare l'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono San Quirico a Castiglione d'Orcia e Gambassi Terme a San Gimignano per immergersi nella loro ricchezza naturalistica e culturale, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino. Il Parco dei Mulini, dove fino alla fine del 1800 veniva sfruttata l'energia dell'acqua delle sorgenti termali, la piazza acquatica di Bagno Vignoni, unica nel suo genere, la sorgente Ipotermale de I Bollori e Putizza sul greto del Rio Casciani, vicino a Gambassi Terme sono solo alcune delle tappe più rilevanti del programma. Una guida certificata condurrà il gruppo e non mancheranno momenti di ristoro presso alcune delle tappe previste.

## [Amiata News 23/05/2022](#)

Il patrimonio termale della Francigena toscana, una sfida da cogliere anche anche per Bagni S. Filippo e Bagno Vignoni

## [Toscana Notizie 23/05/2022](#)

**RurAllure, due giorni in cammino lungo la Via Francigena termale**


Grazie al progetto europeo sabato 28 e domenica 29 maggio una due giorni di trekking alla scoperta delle antiche sorgenti di origine etrusca e romana

In programma per sabato 28 e domenica 29 maggio "1 love francigena termale by rurAllure", una due giorni di camminate gratuite sulla Via Francigena per scoprire o riscoprire il patrimonio termale disseminato lungo il percorso.

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*Vivere la Montagna*

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INIZIA QUI!

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MAGAZINE

SCRITTO DA DANIELA

## Trekking e Terme, un'esperienza da non perdere



Nelle giornate di **sabato 28 e domenica 29 Maggio** il progetto europeo [eurAllure](#), in collaborazione con l'[Associazione Europea delle Vie Francigene AEVF](#), ha organizzato due camminate gratuite in Toscana per esplorare a passo lento borghi e territori attraversati dallo storico itinerario di Sigerico.

L'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono **San Quirico a Castiglione d'Orcia e Gambassi Terme a San Gimignano** per immergersi nella loro ricchezza naturalistica e culturale, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino.

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L'evento è reso possibile dalla collaborazione del Comune di Castiglione d'Orcia, del Comune di Gambassi Terme, del Comune di San Gimignano, del Comune di San Quirico d'Orcia, della Proloco Gambassi Terme e da The Gambassi Experience.

Per partecipare all'evento:

- [Consulta il programma a questo link](#)
- [Scegli la tappa e completa il form per assicurarti il tuo posto](#)



## Ncamiata 24/05/2022

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**IL NUOVO CORRIERE DELL'AMIATA**

coop Unione Amiatina

### Il patrimonio termale della Francigena toscana, una sfida da cogliere. Sabato 28 maggio percorso a piedi da San Quirico a Castiglione d'Orcia

Publicato il 24 maggio 2022 alle 12:44 in Castiglione d'Orcia da redazione

La Regione Toscana, l'Associazione Europea delle Vie Francigene e il progetto europeo rurAllure.eu unite per promuovere le terme della Francigena

Il 19 maggio mattina si è svolto a Firenze, presso la sede di regione Toscana, un incontro tecnico informale per discutere sul progetto di candidatura della Via Francigena a Patrimonio Mondiale dell'Umanità. Si è trattato di una riunione operativa organizzata da AEVF per pianificare le future azioni a seguito dello studio tematico europeo già realizzato.

La giornata è poi proseguita con una tavola rotonda, sempre organizzata da AEVF, focalizzata sul progetto della Francigena Termale e sulla condivisione delle attività all'interno del progetto europeo rurAllure, che pone al centro delle attività il patrimonio termale toccato dalla Francigena toscana

Numerosi i pellegrini che ogni anno percorrono le tappe dell'itinerario di Sigerno con relative varianti e i dati ufficiali del post-pandemia dimostrano un trend in assoluta ascesa: una recente conferma è stato il weekend di Pasqua da tutto esaurito nelle strutture di accoglienza del tratto senese. Ma non di solo cammino è composto un itinerario: la scoperta a piedi passa infatti anche e soprattutto attraverso la ricchezza locale dai borghi attraversati e i siti termali costituiscono indubbiamente un'opportunità da cogliere e potenziare al meglio.

L'incontro a Firenze ha costituito un'importante occasione per parlare anche di educazione ambientale, turismo sostenibile, coinvolgimento delle comunità locali, controllo del percorso e la sua fruibilità attraverso il potenziamento dei mezzi pubblici e, non ultimo, l'aspetto legato alla promozione del cammino.

Alla tavola rotonda hanno preso parte Federico Eligi, Consigliere presso l'Ufficio di gabinetto della Regione Toscana, Carolina Taddei, Assessora alla Cultura di San Gimignano, Marco Bartoli, Vice Sindaco di San Quirico d'Orcia, Erica Formichi, Consigliera comunale di Castiglione d'Orcia, Paolo Campinotti, Sindaco di Gambassi Terme. Per AEVF erano presenti il Presidente Massimo Tedeschi e il direttore Luca Bruschi.

ASSOCIAZIONE PROVINCIALE DI GROSSETO

CNA

Per lo sviluppo delle imprese artigiane

Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa

## Cammini Italiani 13/05/2022

facebook.com/groups/3115721571821521/posts/5229446830448977/

Discussione In evidenza Argomenti Persone Media

Via Francigena ha condiviso un evento. 13 maggio

Ciao, tornano le camminate gratuite proposte dall'Associazione Vie Francigene in collaborazione con rurAllure. Due giorni alla scoperta del patrimonio termale della Val d'Orcia con guida certificata. Vi aspettiamo! <https://www.viefrancigene.org/it/i-love-francigena-termale/>

PER INFO E ISCRIZIONI: [iscrizione@vief.org](mailto:iscrizione@vief.org); [www.viefrancigene.org/it/i-love-francigena-termale/](https://www.viefrancigene.org/it/i-love-francigena-termale/)

[Pro Loco San Gimignano](#) 13/05/2022

**Pro Loco San Gimignano**  
13 maggio · 🌐

#succedeasangi | "I Love Francigena Termale by rurAllure"

👉 Due camminate gratuite sulla Via Francigena per (ri)scoprire il patrimonio termale.  
📅 Sabato 28 e Domenica 29 Maggio 2022

📝 Iscrivetevi ENTRO il 25 Maggio per partecipare all'evento cliccando qui:[https://www.viefrancigene.org/.../i-love-francigena.../...](https://www.viefrancigene.org/.../i-love-francigena.../)

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**Via Francigena**  
12 maggio · 🌐

#savethedate 📅

Sabato 28 e domenica 29 maggio vieni in #Toscana con noi per due #camminate gratuite organizzate da rurAllure 🥰

👣 Due giorni lungo la #ViaFrancigena per percorrere le tappe che uniscono San Quirico a Castiglione d'Orcia e #Gambassi Terme a #SanGimignano, alla scoperta del loro **patrimonio termale**.

[Valdorciamiata](#) 12/05/2022

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## I love francigena termale by rurAllure – 28, 29 Maggio 2022

**sabato 28 maggio 2022**  
Da San Quirico a Castiglione d'Orcia (11 km)

**domenica 29 maggio 2022**  
Da San Gimignano a Gambassi Terme (17 km)

**I ♥ FRANCIGENA TERMALE**  
by rurAllure

**vieni a camminare con noi in Toscana**  
evento gratuito

Nelle giornate di sabato 28 e domenica 29 Maggio il progetto europeo rurAllure, in collaborazione con l'Associazione Europea delle Vie Francigene AEVF, ha organizzato due camminate gratuite in Toscana per esplorare a passo lento borghi e territori attraversati dallo storico itinerario di Sigerico.

L'iniziativa permetterà ai partecipanti di percorrere a piedi le tappe che uniscono San Quirico a Castiglione d'Orcia e Gambassi Terme a San Gimignano per immergersi nella loro ricchezza naturalistica e culturale, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino.

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Toscana e Turismo 12/05/2022

**Toscana e Turismo**  
12 maggio · 🌐

L'Associazione Vie Francigene AEVF ci informa che sabato 28 e domenica 29 si terranno due camminate gratuite in Toscana, aperte a tutti. <https://bit.ly/3wm4TJ4>

**I ❤️ FRANCIGENA TERMALE**  
by rurAllure

sabato 28 maggio 2022	domenica 29 maggio 2022
<p><b>Da San Quirico a Castiglione d'Orcia (11 km)</b></p> <ul style="list-style-type: none"> <li>• ORE 8.30: Ritrovo davanti a Palazzo Chigi-Zondadari, San Quirico d'Orcia, e saluto di benvenuto del Comune</li> <li>• Breve visita al centro storico</li> <li>• Visita a Bagno Vignoni, al Parco dei Mulini e tempo libero</li> <li>• ORE 13.30: arrivo a Castiglione d'Orcia per il rinfresco e i saluti istituzionali</li> <li>• Tempo libero</li> <li>• ORE 16.00: bus di rientro</li> </ul>	<p><b>Da San Gimignano a Gambassi Terme (17 km)</b></p> <ul style="list-style-type: none"> <li>• ORE 8.30: ritrovo davanti a Porta San Giovanni, San Gimignano</li> <li>• Breve visita al centro storico e saluti istituzionali</li> <li>• Visita al Santuario delle Pancole</li> <li>• ORE 12.30: Sosta pranzo a cura di Proloco Gambassi Terme e The Gambassi Experience presso il Parco dei Bollari</li> <li>• ORE 15.00: arrivo a Gambassi Terme per i saluti istituzionali</li> <li>• Tempo libero</li> <li>• ORE 17.00: bus di rientro</li> </ul>

Crisula Barbata 12/05/2022

**Crisula Barbata**  
12 maggio · 🌐

Da quando ho iniziato a camminare lungo la [Via Francigena](#) lo scorso anno, mi avete scritto in tanti desiderosi di provare questa bellissima esperienza!

Bene, è arrivato il momento!

📍 **SABATO 28 e DOMENICA 29 MAGGIO** camminerò con gli amici di [rurAllure](#) e [Via Francigena](#) da San Quirico a Castiglione d'Orcia e da Gambassi Terme a San Gimignano: ci immergemo nella ricchezza naturalistica e culturale di questi bellissimi borghi in Toscana, con una particolare attenzione ai siti termali di origine etrusca e romana localizzati nei pressi del cammino.

➡️ Iscriviti entro il 25 maggio per partecipare (gratuitamente) cliccando qui: <https://bit.ly/3wm4TJ4>

Vi aspetto!

\*\*\* \*\*

[Comune San Quirico d'Orcia](#) [Comune Di Castiglione D'orcias](#) [Comune di San Gimignano](#) [Comune Gambassi Terme](#) [Pro Loco Gambassi Terme](#) [The Gambassi Experience](#) [Toscana](#) [Promozione Turistica](#) [Via Francigena](#) [Toscana](#)



## Vie Francigene 04/05/2022




## Fa la cosa giusta 29/04/2022-01/05/2022

**29 APRILE**  
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**VENERDÌ 29 APRILE ORE 10:00 - 18:00**  
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**CHALLENGE**

[Master in Valorizzazione turistica e Gestione del Patrimonio culturale](#) 09/04/2022



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📍💧 All'interno del modulo di "Sistemi e itinerari turistici e culturali", sabato 9 aprile, abbiamo fatto una lezione sul campo - visitando il Museo della bonifica e impianto di Salarino, l'Archivio Storico Comunale di Argenta e il Museo Civico di Argenta - per approfondire il tema del rapporto tra uomo, acqua e territori.

👤 L'attività, condotta dalle nostre Alessie Mariotti e Patrizia Battilani, è stata svolta all'interno del pilot "On the Ways to Rome" del progetto europeo Horizon 2020 **rurAllure** per il quale i nostri studenti saranno coinvolti nella progettazione e creazione di nuove narrative in grado di raccontare il territorio. Il progetto **rurAllure** mira a rafforzare il legame tra l'ambiente rurale e i percorsi di pellegrinaggio europei per favorire lo sviluppo turistico di aree e siti archeologici meno conosciuti che possano arricchire l'esperienza dei pellegrini.

<https://lnkd.in/g/j9sUJEQ>

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[Vanity Fair](#) 06/04/2022



## 5 cammini da fare a primavera

Di Elisabetta Lepore Comarini, in Puglia e all'Isola d'Elba per scoprire e scoprire il Chianti e i suoi castelli, per  
 una settimana di feste di fine stagione.

di Elisabetta Comarini

**N**on c'è modo di viaggiare più lento del camminare, che però è anche il modo più contemporaneo: guardare il mondo intanto al proprio passo, arrivare dove altrimenti non sarebbe possibile, conoscerlo il tempo di respirare, ascoltare, avvertire - ma anche ascoltare -, per molti è diventato un antidoto potente per affrontare una vita che si svolge più veloce, ma anche il modo migliore per continuare a esplorare, perché ci sta all'aria aperta.



Piazza di Siena, Chianti

## [Blog di Padova 05/03/2022](#)

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**Blog di Padova**  
LOCAL BLOG  
DAL 12 GIUGNO 2019

HOME - VIVERE PADOVA - VISITARE PADOVA - MANGIARE A PADOVA - LOCAL BLOG

Home > 204 articoli del categoria > ROMA STRATA, ITINERARI A PIEDE E Pellegrinaggio Roma Strata, passando anche...

**ROMA STRATA, ITINERARI A PIEDE E PELLEGRINAGGIO ROMA STRATA, PASSANDO ANCHE PER PADOVA E PROVINCIA**

05/03/2022 1844

Condividi!

Le antiche vie consolari romane e le romee, vie di pellegrinaggio medievali dirette a Roma, rappresentano oggi un'opportunità di turismo sostenibile. Lungo questi percorsi è possibile organizzare itinerari a piedi per fare dei cammini spirituali in Italia. E non mancano di certo i cammini in Veneto: qui vi parlo della via Romea Strata.

1 2 3

Ricerca

Segui il Blog di Padova sul "social"

Offrimi un caffè! :)  
Se ti è stato utile il blog o se ti ha dato un'idea, offrimi un "caffè virtuale" o una piccola donazione. Grazie!

Se ti è stato utile il blog o se ti ha dato un'idea, offrimi un "caffè virtuale" o una piccola donazione. Grazie!

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## [Blog di Padova 10/02/2022](#)

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**Progetto rurAllure per la valorizzazione del turismo rurale lungo le antiche vie di pellegrinaggio in Europa**

10/02/2022 137

Condividi!

Il progetto rurAllure è un progetto europeo sviluppato nell'ambito dei cammini in Europa, le antiche vie frequentate dai pellegrini. Partner del progetto molti enti, Università, associazioni attive in diversi paesi d'Europa. Anche l'Università di Padova è coinvolta nel progetto così come il nostro territorio attraversato da alcuni di questi percorsi.

Ricerca

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## Vie Francigene 04/02/2022

Non sicuro | viefrancigene.org/it/la-via-francigena-ha-partecipato-al-convegno-rurallure-sulle-vie-di-pellegrinaggio-europee/

**La Via Francigena ha partecipato al convegno "rurAllure" sulle vie di pellegrinaggio europee**

Simona Spinola

04/02/2022

A Padova e Montegrotto si è svolto il meeting internazionale di rurAllure, il progetto europeo Horizon 2020 dedicato alla promozione degli itinerari culturali, al quale AEFV partecipa come partner.

Il 27 e 28 gennaio 2022 l'Università di Padova ha ospitato presso la propria sede di Palazzo Liviano esperti di itinerari culturali, ricercatori e docenti provenienti da università, istituzioni ed enti di tutta Europa per confrontarsi sulle soluzioni innovative per il rilancio del turismo in fase post-covid, ponendo l'accento sul patrimonio rurale lungo le principali vie culturali e di pellegrinaggio, dal Cammino di Santiago alla Via Francigena, fino alle vie Romee, la Strata e la Germanica, che attraversano l'Europa centro-orientale diretto a Roma, andando a comprendere anche il cammino di Sant'Olav in Norvegia e quello di Maria Ut in Transilvania.

## Padova Oggi 03/02/2022

**PADOVA OGGI**

**18 - 19 GIUGNO**

**AIRONE IN MOUNTAIN BIKE**

EVENTI, SHOW E PREMIAZIONI IN OCCASIONE DELLA "MONSELICE IN ROSA MTB"

**Il Veneto da (ri)scoprire, tra vie di pellegrinaggio e terme antiche**

Padova e Montegrotto Terme hanno accolto l'invito al convegno internazionale di "rurAllure", il progetto europeo Horizon 2020 dedicato alla promozione degli itinerari culturali.

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"rurAllure"

La valorizzazione delle ricchezze culturali è il focus del progetto triennale "rurAllure" (www.rurallure.eu) finanziato dall'Unione Europea e coordinato dall'Università spagnola di Vigo. Nello specifico, lo studio e la mappatura digitale dei maggiori punti di interesse lungo i cammini mettono a disposizione su una piattaforma tecnologica il patrimonio letterario, termale, etnografico e naturalistico per arricchire l'esperienza del viaggiatore lento. Del resto, i pellegrini costituiscono un target importante per il turismo in epoca post-covid, considerato il crescente interesse per le attività all'aria aperta e al boom del turismo slow.

**I più letti**

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 Parcheggio fatisso e si toglie la vita
- 2.** **CRONACA**  
 Rissa nel piazzale del bar, minorenne accoltellato
- 3.** **CRONACA**  
 Ultraioco fradicio, armato di coltello, crea il panico tra la gente
- 4.** **CRONACA**  
 Baby gang "padrona" del quartiere, fappello del sindaco alle famiglie: «Situazione fuori controllo»
- 5.** **CRONACA**  
 Covid. Aggiornamento di mercoledì 18 giugno: contagi in netta ascesa, il virus torna a preoccupare

## Il BOLive 27-29/01/2022

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SCIENZA E RICERCA

27 GENNAIO 2022 - 29 GENNAIO 2022

### Con rurAllure, per parlare di cammini e patrimonio rurale

di Redazione

CONDIVIDI

Dal 27 al 29 gennaio 2022 l'Università di Padova ospita ricercatori, ricercatrici, università e istituzioni provenienti da tutta Europa per parlare di ripresa del turismo in fase post covid. Il focus? Il patrimonio rurale che le principali rotte di pellegrinaggio in Europa offrono lungo i loro itinerari.

Il tema è oggetto di ricerca di rurAllure, il progetto triennale finanziato dalla Comunità Europea nell'ambito del programma Horizon 2020, con l'obiettivo di valorizzare il patrimonio rurale situato in prossimità degli itinerari culturali e delle vie di pellegrinaggio.

I pellegrini costituiscono un asset importante per il turismo in epoca post-covid, considerato il crescente interesse per le attività all'aria aperta; a loro volta, le aree intorno alle vie di pellegrinaggio sono dei luoghi ideali per realizzare nuove esperienze culturali e dare nuovo valore al turismo di prossimità.

NELLA STESSA CATEGORIA  
SCIENZA E RICERCA

18 GIUGNO 2022  
Le Alpi si tingono di verde, ma c'è poco da festeggiare

15 GIUGNO 2022  
Nel ripristino e nella tutela delle zone umide uno strumento chiave per immagazzinare carbonio

14 GIUGNO 2022  
Possiamo convivere con le specie selvatiche salvate dall'estinzione?

SEGUICI

**TRENDING TOPICS**

- coronavirus
- covid-19
- tg20
- interviste covid-19
- CoVid-19: Epidemiologia
- interviste coronavirus
- medicina
- pandemia
- salute

## Vie Francigene 24/01/2022

GAU' partecipazioni in three European meeting for project realization

14/01/2022

Il patrimonio rurale che le principali rotte di pellegrinaggio in Europa offrono lungo i loro itinerari. Il tema è oggetto di ricerca di rurAllure, il progetto triennale finanziato dalla Comunità Europea nell'ambito del programma Horizon 2020, con l'obiettivo di valorizzare il patrimonio rurale situato in prossimità degli itinerari culturali e delle vie di pellegrinaggio.



## Slovakia

- Filozofická Fakulta, “POŠLITE SVOJE FOTOGRAFIE SLOVENSKA DO SÚŤAŽE PROJEKTU RURALURE”, [https://fphil.uniba.sk/detail-aktuality/back\\_to\\_page/rubrika-veda2/article/poslite-svoje-fotografie-slovenska-do-sutaze-projektu-ruralure/](https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/poslite-svoje-fotografie-slovenska-do-sutaze-projektu-ruralure/) 07/01/2022

### [Filozofická Fakulta](#) 07/01/2022

The screenshot shows a web browser displaying an article on the website of the Faculty of Arts, University of Komenského in Bratislava. The page features a navigation menu with categories like 'O FAKULTE', 'KATEDRY A ODBORNÉ PRACOVISKÁ', 'ŠTÚDIUM', 'VEDA', 'SLUŽBY', 'MEDZINÁRODNÉ VZŤAHY', 'SPOLUPRACUJÚCE INŠTITÚTY', and 'KONTAKT'. The main content area is titled 'POŠLITE SVOJE FOTOGRAFIE SLOVENSKA DO SÚŤAŽE PROJEKTU RURALURE'. A red banner highlights that the competition is part of the Ruralure project, which aims to create a network of pilgrim routes. The article text mentions that participants can win prizes like a tablet, a mobile phone, or a game console. A sidebar on the left contains a 'O ÚROVEŇ VYŠŠIE' menu. On the right, there is a graphic with the text 'Zapoj sa do súťaže "Putuj srdcom a telom" a vyhraj skvelé ceny!' and a small map of the region.



## Spain

- Faro de Vigo, “El Inorde busca consorcios de cooperación transfronteriza”, <https://www.farodevigo.es/> 26/05/2022
- La Voz de Galicia, “El Inorde aborda el impacto de la pandemia en la gestión cultural”, <https://www.lavozdegalicia.es/> 26/05/2022
- La Región, “El Inorde reúne a 50 expertos en patrimonio cultural”, <https://www.laregion.es/> 26/05/2022
- Inorde, “El Inorde organiza mesas de trabajo para promover futuros consorcios de cooperación”, <http://inorde.com/gl/> 25/05/2022
- Otero Pedrayo Fundación, “Camino de Nós”, <https://www.instagram.com/> 22/05/2022
- El Faro de Vigo, “Peregrino, aventúrate y elige tu propio camino”, <https://www.farodevigo.es/> 13/05/2022
- Universidade de Vigo, “O proxecto rurAllure lanza catro itinerarios piloto arredor das grandes rutas de peregrinación europeas”, <https://www.uvigo.gal/> 11/05/2022
- AtlanTTic - Uvigo, “Lista a primeira versión de rurAllure, a plataforma que potencia o patrimonio rural na contorna das rutas de peregrinación”, <https://atlanTTic.uvigo.es/> 11/05/2022
- El Español, “La plataforma viguesa rurAllure para peregrinos de toda Europa prueba sus primeros pilotos”, <https://www.elespanol.com/> 11/05/2022
- El Español, “La primera escuela infantil construida con tecnología 3D tiene sello gallego”, <https://www.elespanol.com/> 11/05/2022
- Gciencia, “Así é RurAllure, a plataforma da UVigo para explorar os camiños de Europa”, <https://www.gciencia.com/> 11/05/2022
- GVAM, “PORTALES TURÍSTICOS Y PLANIFICACIÓN INTELIGENTE MEDIANTE RURALLURE”, <https://www.gvam.es/> 06/05/2022
- Universidade de Vigo, “O Camiño Miñoto Ribeiro súmase ao proxecto europeo rurAllure”, <https://www.uvigo.gal/> 29/04/2022
- AtlanTTic - Uvigo, “Cultura Dixital”, [https://twitter.com/atlanTTic\\_uvigo/](https://twitter.com/atlanTTic_uvigo/) 20/04/2022
- Camino Xacobeo, “Proyecto RurAllure”, [https://twitter.com/camino\\_xacobeo/](https://twitter.com/camino_xacobeo/) 19/04/2022
- Mixacobeo 2021, “Proyecto RurAllure”, <https://www.instagram.com/> 13/04/2022
- Vía Küinig, “Agreement Vía Küinig”, <https://www.facebook.com/> 15/03/2022
- Ecobnb, “The Way of Mary: discovering Central Europe (and yourself) step by step”, <https://ecobnb.com/blog/> 14/03/2022
- Consello da Cultura, “Cen anos soñando o destino”, <http://consellodacultura.gal> 19/02/2022
- Travindy, “Véneto, una región italiana para (re)descubrir, entre rutas de peregrinación y antiguos balnearios termales”, [travindy.es/](http://travindy.es/) 13/02/2022
- La Voz de Galicia, “Monforte conmemorará o centenario da histórica asemblea galeguista”, <https://www.lavozdegalicia.es/> 06/02/2022
- Uvigo, “O proxecto rurAllure analiza en Padua as potencialidades das rutas de peregrinación para a recuperación do turismo post-covid”, <https://www.uvigo.gal/> 31/01/2022

[Faro de Vigo](#) 26/05/2022



[La Voz de Galicia](#) 26/05/2022



[La Región](#) 26/05/2022



## [Inorde 25/05/2022](#)

The screenshot shows the Inorde website header with the logo and navigation menu. The main content area features a large photograph of a group of people at a meeting. Below the photo is the article title: "El Inorde organiza mesas de trabajo para promover futuros consorcios de cooperación". The date "29 Mai, 2022" and the category "en Novas por inorde" are visible at the bottom of the article snippet.

## [Otero Pedrayo Fundacion 22/05/2022](#)

The screenshot shows an Instagram post from the account "otopedrayofundacion". The post is titled "CAMIÑO DE NÓS" and features a group photo of people on a stone staircase. The caption describes a hike to the "Camino de Nós" in Andsina, mentioning a distance of 10km and a picnic in Amociro. It also mentions a theatrical visit to the Casa Museo de Ramón Otero Pedrayo.

## [El Faro de Vigo 13/05/2022](#)

The screenshot shows the Faro de Vigo website with an article titled "Peregrino, avénturate y elige tu propio camino". The article text states: "Un consorcio europeo liderado por la UVigo crea una plataforma digital que enriquece la experiencia de los viajeros y pone en valor el patrimonio no incluido en las grandes rutas oficiales". Below the text is a photograph of cyclists on a grassy area in front of a building.



## [Universidade de Vigo 11/05/2022](#)



## [AtlanTTic - Uvigo 11/05/2022](#)





[El Español](#) 11/05/2022

El Español | **Economía** | Tecnología

INICIACIÓN | ECONOMÍA | TECNOLOGÍA

### La plataforma viguesa ruAllure para peregrinos de toda Europa prueba sus primeros pilotos

Coordinada por el ayuntamiento de la Universidad de Vigo, tiene el objetivo de crear un ecosistema de rutas de peregrinación en el europeo y está lista para 2023.

EDICIÓN | 11/05/2022

OTRINTE: ANDRÉS GÓMEZ DE LUCA. FUNDACIÓN BORGES

OPINIÓN POR **HACK A BOSS**

ruAllure, la plataforma que pensó en salir al patrimonio rural y ayudar a viajar a los peregrinos de **todos los caminos de Europa**, ya tiene listos sus primeros pilotos que podrán ser ampliados por los usuarios de los caminos con destino a Santiago, Roma, Troisheims (Norte) y Carlsberg (Bretaña).

[El Español](#) 11/05/2022

El Español | **Economía** | Empresas

INDUSTRIAS | ACCIONES | EMPRESAS

### La primera escuela infantil construida con tecnología 3D tiene sello gallego

Una empresa de Ourense (Borbedes) ha construido una guardería modular de hormigón ligero en 2D que se instalará en Combará.

EDICIÓN | 11/05/2022

ESPAÑA: PÉREZ GONZÁLEZ / AGENCIA EL PAÍS / CONTRA / S&P

OPINIÓN POR

La primera escuela infantil en **enramado ligero en 3D de toda España** tiene **sello gallego**. La empresa EnPozos, sita en el polígono industrial A Grama, es pionera en este **sistema constructivo modular** que, además de reducir la **inversión económica** y permitir **habitar de arquitectura ecológica e instalaciones eficientes**.

[Gciencia](#) 11/05/2022

**Gciencia**  
sinalense - divulgación

Inspirado por **atantTic**  
research center  
for Telecommunication Technologies

**Control G**
Tecnoloxía

## Así é RurAllure, a plataforma da UVigo para explorar os camiños de Europa

A aplicación, desenvolvida por atantTic, promove un ecosistema de destinos para potenciar a economía rural da contorna das rutas de peregrinación.

Por *Redacción* - 11/05/2022



Peregrinos no Camiño de Santiago.

[GVAM](#) 06/05/2022

**GVAM**  
WORLD GUIDES FOR ALL

QUÉ HACEMOS

PROYECTOS

CUENTAS Y PARTNERS

NOSOTROS



6 MAYO, 2022

## PORTALES TURÍSTICOS Y PLANIFICACIÓN INTELIGENTE MEDIANTE RURALLURE

GVAM ha desarrollado conjuntamente con los socios europeos del proyecto **rurAllure**, una herramienta de creación de portales para destinos turísticos que incluye un potente sistema de planificación y recomendación de rutas a medida.

Además de las funciones habituales en toda web de turismo (gestor de contenidos, servicio DRS para mapas, listado de recursos turísticos, agenda de actividades, conexión con sistemas de reserva, etc.), el planificador rurAllure, permite a cada visitante crear su propia agenda de visita a medida de sus intereses culturales, gastronómicos, de compras, etc., así como indicar cuándo piensa hacer el viaje, con quien va a ir al destino y otras variables. Con todo ello, el sistema de planificación crea un plan personalizado por días y horas, además de una vista en mapa con los trayectos.

*reach out!*

[Universidade de Vigo](#) 23/04/2022



[AtlanTTic - Uvigo](#) 20/04/2022



[Cammino Xacobeo](#) 19/04/2022

← Tweet

 camino\_xacobeo  
@camino\_xacobeo

El proyecto [@rurallure](#) tiene como objetivo promocionar los museos rurales localizados en las rutas de peregrinación europeas. Como la Casa-Museo de Uxío Novoneyra, el «poeta de O Courel», en Parada, [#OCourel](#), por la que discurre el [#CaminoFrancés](#).

[#Xacobeo](#) [@Novoneyra](#)



6:00 PM · 19 apr 2022 · TweetDeck

12 Retweet · 1 Tweet di citazione · 27 Mi piace



[Mixacobeo 2021](#) 13/04/2022



[Vía Künig](#) 15/03/2022





[Ecobnb](#) 14/03/2022

The Way of Mary (Mária Út in Hungarian) is an ancient pilgrimage route that provides a rich and unique variety of cultural, natural, gastronomic and religious experiences, as well as a glimpse into the different realities of the peoples who live in that regions. Its East-West axis runs from Mariazell in **Austria** to Csíksomlyó (Șumuleu Ciuc) in **Transylvania**, while its North-South route expands from Częstochowa to Medjugorje. Thus, we get a cross that spans Austria, Hungary, Romania, Poland, Slovakia, **Croatia**, and Bosnia and Herzegovina.

**Join the Eco-Community!**  
Discover new sustainable accommodations, eco-friendly ideas, tips to live green and more!

My email

[Consello da Cultura](#) 19/02/2022

**XORNADA**

Actividades Exposicións CCG.Acolle Exterior

**Cen anos soñando o destino**  
IV Asemblea Nacionalista de Monforte das Irmandades da Fala  
Xornada. Sábado, 19 de febreiro de 2022

Compartir Tweetear

[Travindy 13/02/2022](#)

**travindy**  
Comunica Turismo Sostenible

Home Media Partner Travindy Consulting Travindy Aprende Colabora Sobre nosotros Temas

Véneto, una región italiana para (re)descubrir, entre rutas de peregrinación y antiguos balnearios termales

13 febrero 2022 Laura Gasparini No hay comentarios

Facebook Twitter LinkedIn WhatsApp

Padua y Montegrotto Terme acogieron la conferencia internacional de *ruAllure*, el proyecto europeo Horizon 2020 dedicado a la promoción de itinerarios culturales.

Buscar...  
BUSCAR

Últimas noticias

**PODCAST**

EPISODIO 3.1.16

LEO LAURETE  
CEO de *ruAllure* y Director Ejecutivo Regenera ONG

travindy

CSTC Trainer & Director Ejecutivo Regenera ONG

Hacer turismo ¿sin coche?

[La Voz de Galicia 06/02/2022](#)

La Voz de Galicia

Inicio sesión

Publicando

LEMO S

**Monforte conmemorará o centenario da histórica asemblea galeguista**

LA VOZ  
MONFORTE - LA VOZ

También en La Voz

Cae otra parte del viaducto de la A-6 entre Galicia y León  
ANDRÉ S. ZARATA / LUJA CARRERA / SUSO URRELA / PABLO GONZÁLEZ

Aprobados el 93% de los presentados a la selectividad en Galicia: consulta el listado en nuestro buscador  
SARA CARREIRA

C. Tangana desata la tormenta  
MONTE GARCÍA

O conxunto monumental acollerá unha lectura pública de textos escritos por algúns dos participantes naquel encontro



[Uvigo](#) 31/01/2022

Inicio / A UNIVERSIDADE / COMUNICACIÓN / DUVI / O PROXECTO RURALLURE ANALIZA EN PADUA AS POTENCIALIDADES DAS RUTAS DE PEREGRINACIÓN PARA A RECUPERACIÓN DO TURISMO POST-COVID

Os 15 socios de seis países reuníronse esta fin de semana na cidade italiana

## O proxecto rurAllure analiza en Padua as potencialidades das rutas de peregrinación para a recuperación do turismo post-covid

O consorcio está liderado pola Universidade de Vigo

ETIQUETAS: ENTIDADES COLABORADORAS | ESTUDANTES | MEDIOS | PAS | FDI | PÚBLICO EXTERNO | OURENSE | VIGO | ARS | DIVULGACIÓN | INVESTIGACIÓN

- 3 A Universidade
- 3 Comunicación
- 3 Duvi

Quiosco

*reach out!*

## 12. Annex III: List of the web articles on the project by press and media

Title	Magazine	Date	Link
<b>Hungary</b>			
<b>2021</b>			
AdoftheRurAllureprojectonFacebook	Social media article. Facebook profile: Mária út @mariaut	30/03/2021	<a href="https://www.facebook.com/mariaut/posts/4505397112809092">https://www.facebook.com/mariaut/posts/4505397112809092</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	12/04/2021	<a href="https://www.facebook.com/127887393893441/posts/4545951178753685/?d=n">https://www.facebook.com/127887393893441/posts/4545951178753685/?d=n</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	06/05/2021	<a href="https://www.facebook.com/mariaut/posts/4618069814875154">https://www.facebook.com/mariaut/posts/4618069814875154</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	11/06/2021	
Facebook post	Social media article. Facebook profile: Mária út @mariaut	01/07/2021	
Facebook event	Social media article. Facebook profile: Mária út @mariaut	10/08/2021	<a href="https://www.facebook.com/events/1264689250612096/?ref=newsfeed">https://www.facebook.com/events/1264689250612096/?ref=newsfeed</a>
Facebook event	Social media article. Facebook profile: Mária út @mariaut	10/08/2021	<a href="https://www.facebook.com/events/1160215974460042/?ref=newsfeed">https://www.facebook.com/events/1160215974460042/?ref=newsfeed</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	13/08/2021	<a href="https://www.facebook.com/mariaut/photos/a.224555507559962/4927957720553027/">https://www.facebook.com/mariaut/photos/a.224555507559962/4927957720553027/</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	19/08/2021	
Facebook event	Social media article. Facebook profile: AVértésAgorája	28/08/2021	<a href="https://www.facebook.com/events/4935403143154370/">https://www.facebook.com/events/4935403143154370/</a>
Webadvertisement	AVértésAgorájawebsite	28/08/2021	<a href="https://avertesagoraja.hu/program/kerekparos-zarandoklat-2021/">https://avertesagoraja.hu/program/kerekparos-zarandoklat-2021/</a>
KossuthRadiostudio live report	MTVA, Kossuth Rádió	04/09/2021	<a href="https://mediaklikk.hu/radio-lejatszo-kossuth/?date=2021-09-04-07-30-00&amp;enddate=2021-09-04-07-42-00&amp;ch=mr1">https://mediaklikk.hu/radio-lejatszo-kossuth/?date=2021-09-04-07-30-00&amp;enddate=2021-09-04-07-42-00&amp;ch=mr1</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	14/09/2021	<a href="https://www.facebook.com/127887393893441/posts/5030397800309018/?d=n">https://www.facebook.com/127887393893441/posts/5030397800309018/?d=n</a>
Facebook post	Social media article. Facebook profile: TataVáros @tatavaros.hivatalosoldala	17/09/2021	<a href="https://www.facebook.com/tatavaros.hivatalosoldala/posts/4613076775403630">https://www.facebook.com/tatavaros.hivatalosoldala/posts/4613076775403630</a>
Webadvertisement	Tatawebsite	17/09/2021	<a href="https://tata.hu/21885/kerekparos_zarandokok_tatan">https://tata.hu/21885/kerekparos_zarandokok_tatan</a>
ZarandoklatBodajkra	Oroszlany	18/09/2021	<a href="https://www.oroszlany.hu/media/hirek/2021/09/18/zarandoklat-bodajkra">https://www.oroszlany.hu/media/hirek/2021/09/18/zarandoklat-bodajkra</a>
TVshow	TataTV	18/09/2021	<a href="https://youtu.be/zX7hNwaY3uo?t=211">https://youtu.be/zX7hNwaY3uo?t=211</a>
TVshow	TataTV	18/09/2021	<a href="https://youtu.be/7ze1YgbSBWA?t=275">https://youtu.be/7ze1YgbSBWA?t=275</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	18/09/2021	<a href="https://www.facebook.com/127887393893441/posts/5044121512269980/?d=n">https://www.facebook.com/127887393893441/posts/5044121512269980/?d=n</a>
Facebook event	Social media article. Facebook profile: Mária út @mariaut	04/10/2021	<a href="https://www.facebook.com/events/137129695246869/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D">https://www.facebook.com/events/137129695246869/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D</a>
Webadvertisement	Máriaút website	04/10/2021	<a href="https://mariaut.hu/szervezet/tut/32327/Zarandoklat_Pelifoldszentkeresztentert_vilag_megorzeseert?fbclid=IwAR1AgTbrJZKBwSICCwTg2b4P65DkISZV6GQY_CeNjla_2xC_Dnp9hpusQ4Wg">https://mariaut.hu/szervezet/tut/32327/Zarandoklat_Pelifoldszentkeresztentert_vilag_megorzeseert?fbclid=IwAR1AgTbrJZKBwSICCwTg2b4P65DkISZV6GQY_CeNjla_2xC_Dnp9hpusQ4Wg</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	07/10/2021	<a href="https://www.facebook.com/127887393893441/posts/5108271062521691/?d=n">https://www.facebook.com/127887393893441/posts/5108271062521691/?d=n</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	20/10/2021	<a href="https://www.facebook.com/mariaut/posts/5151877561494374">https://www.facebook.com/mariaut/posts/5151877561494374</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	21/10/2021	<a href="https://www.facebook.com/mariaut/posts/5154797011202429">https://www.facebook.com/mariaut/posts/5154797011202429</a>
Facebook post	Social media article. Facebook profile: Gerecse Natúrpark Látogatóközpont @gerecsenaturparklatogatokozpont	26/10/2021	<a href="https://www.facebook.com/gerecsenaturparklatogatokozpont/posts/pfbid02DPM66vHfP4NHR8nkFfzVv7JPU8yiQtUCJilBvkNytTwp989gkE5QJGYJMtDD3Voi">https://www.facebook.com/gerecsenaturparklatogatokozpont/posts/pfbid02DPM66vHfP4NHR8nkFfzVv7JPU8yiQtUCJilBvkNytTwp989gkE5QJGYJMtDD3Voi</a>
rurAllure program Péliföldszentkereszt	Szaléziák, Péliföldszentkereszt	06/11/2021	<a href="https://www.pelifoldszentkereszt.hu/2021/11/06/ruralure-program-pelifoldszentkereszt/">https://www.pelifoldszentkereszt.hu/2021/11/06/ruralure-program-pelifoldszentkereszt/</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	09/11/2021	<a href="https://www.facebook.com/127887393893441/posts/5219081921440604/?d=n">https://www.facebook.com/127887393893441/posts/5219081921440604/?d=n</a>
Facebook post	Social media article. Facebook profile: Mária út @mariaut	15/11/2021	
MáriaRádioshow	Mária Rádió	16/11/2021	<a href="https://hangtar.mariaradio.hu/Maria_Ut">https://hangtar.mariaradio.hu/Maria_Ut</a>
<b>Italy</b>			
<b>2021</b>			
Inaugurazione del Museo del Termalismo antico e del territorio	IlBO Live	14/05/2021	<a href="https://ilbolive.unipd.it/it/event/inaugurazione-museo-termalismo-antico-territorio">https://ilbolive.unipd.it/it/event/inaugurazione-museo-termalismo-antico-territorio</a>
Le ferrovie europee sono collegate poco e male	Linkiesta	09/08/2021	<a href="https://www.linkiesta.it/2021/08/anno-europeo-ferrovie-commissione/">https://www.linkiesta.it/2021/08/anno-europeo-ferrovie-commissione/</a>
Turismo lento: diventa un pellegrino	Asia Troisio	28/10/2021	<a href="https://asiatrisio.com/2021/10/28/turismo-lento-diventa-un-pellegrino/">https://asiatrisio.com/2021/10/28/turismo-lento-diventa-un-pellegrino/</a>
È tu che pellegrino sei?	Secelhofattaio	03/11/2021	<a href="https://secelhofattaio.it/e-tu-che-pellegrino-sei/">https://secelhofattaio.it/e-tu-che-pellegrino-sei/</a>
Chi è il pellegrino del 2021?	Comunicatostampa.net	03/11/2021	<a href="http://www.comunicati-stampa.net/com/chi-il-pellegrino-del-2021.html">http://www.comunicati-stampa.net/com/chi-il-pellegrino-del-2021.html</a>
Il patrimonio termale lungo la Via Francigena, tristorie e opportunità	Geomagazine	21/12/2021	<a href="https://www.geomagazine.it/2021/12/21/il-patrimonio-termale-lungo-la-via-francigena-tra-storia-e-opportunita/">https://www.geomagazine.it/2021/12/21/il-patrimonio-termale-lungo-la-via-francigena-tra-storia-e-opportunita/</a>





2022			
EAVF participates in the third European meeting for project "rurAllure"	Associazione Europea delle Vie Francigene	24/01/2022	<a href="https://www.viefrancigene.org/en/eavf-participates-in-the-third-european-meeting-for-project-ruralure/">https://www.viefrancigene.org/en/eavf-participates-in-the-third-european-meeting-for-project-ruralure/</a>
ConrurAllure, per parlare di cammini e patrimonio rurale	IlBO Live	27/01/2022	<a href="https://ilbolive.unipd.it/event/ruralure-parlare-cammini-patrimonio-https://www.padovaoggi.it/cronaca/veneto-ri-scoprire-pellegrinaggio-terme-padova-3-febbraio-2022.html">https://ilbolive.unipd.it/event/ruralure-parlare-cammini-patrimonio-https://www.padovaoggi.it/cronaca/veneto-ri-scoprire-pellegrinaggio-terme-padova-3-febbraio-2022.html</a>
Il Veneto da (ri)scoprire, tra vie di pellegrinaggio e terme antiche	Padova Oggi	03/02/2022	<a href="https://www.padovaoggi.it/cronaca/veneto-ri-scoprire-pellegrinaggio-terme-padova-3-febbraio-2022.html">https://www.padovaoggi.it/cronaca/veneto-ri-scoprire-pellegrinaggio-terme-padova-3-febbraio-2022.html</a>
La Via Francigena ha partecipato al convegno "rurAllure" sulle vie di pellegrinaggio europee	Associazione Europea delle Vie Francigene	04/02/2022	<a href="http://www.viefrancigene.org/it/la-via-francigena-ha-partecipato-al-convegno-ruralure-sulle-vie-di-pellegrinaggio-europee/">http://www.viefrancigene.org/it/la-via-francigena-ha-partecipato-al-convegno-ruralure-sulle-vie-di-pellegrinaggio-europee/</a>
Progetto rurAllure per la valorizzazione del turismo rurale lungo le antiche vie di pellegrinaggio in Europa	Blog di Padova	10/02/2022	<a href="http://www.blogdipadova.it/progetto-ruralure-turismo-rurale-lungo-i-cammini/">www.blogdipadova.it/progetto-ruralure-turismo-rurale-lungo-i-cammini/</a>
Romea Strata. Un'antica via di pellegrinaggio dall'Est Europa a Roma, passando anche per Padova e provincia	Blog di Padova	05/03/2022	<a href="http://www.blogdipadova.it/cammino-romea-stra">www.blogdipadova.it/cammino-romea-stra</a>
Way of Mary: discovering Central Europe (and yourself) step by Step	Ecobnb	14/03/2022	<a href="https://ecobnb.com/blog/2022/03/way-of-mary-central-europe/">https://ecobnb.com/blog/2022/03/way-of-mary-central-europe/</a>
5 cammini da fare a primavera	Vanity Fair	06/04/2022	<a href="https://www.vanityfair.it/gallery/5-cammini-da-fare-a-primavera-lombardia-lazio-elba">https://www.vanityfair.it/gallery/5-cammini-da-fare-a-primavera-lombardia-lazio-elba</a>
Il Paese dei cammini	Attrezzatura Trekking	08/04/2022	<a href="https://attrezzaturatrekking.it/il-paese-dei-cammini/">https://attrezzaturatrekking.it/il-paese-dei-cammini/</a>
La Via Francigena ti aspetta alla Fiera Fa' La Cosa Giusta! 2022 a Milano	EAVF website	15/04/2022	<a href="https://www.viefrancigene.org/it/la-via-francigena-ti-aspetta-alla-fiera-fa-la-cosa-giusta-2022-a-milano/">https://www.viefrancigene.org/it/la-via-francigena-ti-aspetta-alla-fiera-fa-la-cosa-giusta-2022-a-milano/</a>
Fa' La Cosa Giusta! 2022: "per chi l'ha visto e per chi non c'era"	Associazione Europea delle Vie Francigene	04/05/2022	<a href="https://www.viefrancigene.org/it/aevf-participa-a-fala-cosa-giusta/">https://www.viefrancigene.org/it/aevf-participa-a-fala-cosa-giusta/</a>
I love Francigena termale by rurAllure - 28, 29 Maggio 2022	Valdorciamia.it	12/05/2022	<a href="https://www.valdorciamia.it/i-love-francigena-termale-by-ruralure-28-29-maggio-2022/">https://www.valdorciamia.it/i-love-francigena-termale-by-ruralure-28-29-maggio-2022/</a>
I love Francigena Termale by rurAllure	Social media article. Facebook profile: Crisula Barbata	12/05/2022	<a href="https://www.facebook.com/crisula.barbata/posts/10224132044443153">https://www.facebook.com/crisula.barbata/posts/10224132044443153</a>
Facebook post	Social media article. Facebook group "Donne in Cammino"	12/05/2022	<a href="https://www.facebook.com/retdonneincammino/posts/5135789696500242">https://www.facebook.com/retdonneincammino/posts/5135789696500242</a>
Camminate gratuite in Toscana	Social media article. Facebook profile: Toscana e Turismo	12/05/2022	<a href="https://www.facebook.com/toscanaeturismo/posts/pfbid0e1vdFeqcaihSN7G ERyikpvGmT2kdLepTnNmVpvyPYcWcV5UkHKTvTwbT8U8RDDWJ">https://www.facebook.com/toscanaeturismo/posts/pfbid0e1vdFeqcaihSN7G ERyikpvGmT2kdLepTnNmVpvyPYcWcV5UkHKTvTwbT8U8RDDWJ</a>
Facebook event	Social media article. Facebook group "Cammini Italiani"	13/05/2022	<a href="https://www.facebook.com/groups/3115721571821521/posts/5229446800448977/">https://www.facebook.com/groups/3115721571821521/posts/5229446800448977/</a>
#succedeasangi   "I Love Francigena Termale by rurAllure"	Social media article. Facebook profile: Pro Loco San Gimignano @ProLocoSanGimignano	13/05/2022	<a href="https://www.facebook.com/ProLocoSanGimignano/posts/pfbid02kr9HpXo1ME9kEXWQ6RqPnGcJtzW66kDwyCBgGuBAUvZ3FZE5FXlBkGnFawGZ_ol">https://www.facebook.com/ProLocoSanGimignano/posts/pfbid02kr9HpXo1ME9kEXWQ6RqPnGcJtzW66kDwyCBgGuBAUvZ3FZE5FXlBkGnFawGZ_ol</a>
I love Francigena   11-26 giugno 2022	Social media article. Facebook profile: Ufficio Informazioni Turistiche Gambassi Terme @turismogambassiterme	13/05/2022	<a href="https://www.facebook.com/turismogambassiterme/posts/pfbid02sf3gc9GxV XXXG9621ANBUHeXkN54Xt4SPZi6UuVTFKMTWNZyjM4e5FjXsXD7QknYI">https://www.facebook.com/turismogambassiterme/posts/pfbid02sf3gc9GxV XXXG9621ANBUHeXkN54Xt4SPZi6UuVTFKMTWNZyjM4e5FjXsXD7QknYI</a>
Web article	Feel Florence	13/05/2022	<a href="https://www.feelflorence.it/it/node/52058">https://www.feelflorence.it/it/node/52058</a>
Trekking e Terme, un'esperienza da non perdere	Attrezzatura Trekking	20/05/2022	<a href="https://attrezzaturatrekking.it/trekking-e-terme-unesperienza-da-non-perdere/">https://attrezzaturatrekking.it/trekking-e-terme-unesperienza-da-non-perdere/</a>
Il patrimonio termale della Francigena toscana, una sfida da cogliere anche per Bagni S. Filippo e Bagno Vignoni	Amiata News	23/05/2022	<a href="https://www.amiatanews.it/il-patrimonio-termale-della-francigena-toscana-una-sfida-da-cogliere-anche-anche-per-bagni-s-filippo-e-bagno-vignoni/">https://www.amiatanews.it/il-patrimonio-termale-della-francigena-toscana-una-sfida-da-cogliere-anche-anche-per-bagni-s-filippo-e-bagno-vignoni/</a>
RurAllure, due giorni in cammino lungo la Via Francigena termale	Toscana Notizie	23/05/2022	<a href="https://www.toscana-notizie.it/web/toscana-notizie/-/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale%C2%A0">https://www.toscana-notizie.it/web/toscana-notizie/-/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale%C2%A0</a>
Due giorni di cammino sulla Francigena termale, anche a Gambassi	Go News	24/05/2022	<a href="http://www.gonews.it/2022/05/24/ruralure-francigena-termale-gambassi/">http://www.gonews.it/2022/05/24/ruralure-francigena-termale-gambassi/</a>
I Love Francigena Termale: da San Quirico d'Orcia a Castiglione d'Orcia	Borghi Toscana	25/05/2022	<a href="https://borghi.toscana.it/evento/i-love-francigena-termale-da-san-quirico-a-castiglione-dorcia/">https://borghi.toscana.it/evento/i-love-francigena-termale-da-san-quirico-a-castiglione-dorcia/</a>
I Love Francigena Termale: da San Gimignano a Gambassi Terme	Borghi Toscana	25/05/2022	<a href="https://borghi.toscana.it/evento/i-love-francigena-termale-da-gambassi-terme-a-san-gimignano/">https://borghi.toscana.it/evento/i-love-francigena-termale-da-gambassi-terme-a-san-gimignano/</a>
"RurAllure", due giorni in cammino lungo la Via Francigena termale	Ok Siena	25/05/2022	<a href="https://www.oksiena.it/brevi2/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale-24052214211.html">https://www.oksiena.it/brevi2/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale-24052214211.html</a>
Toscana, con "RurAllure" alla scoperta della Via Francigena Termale	Travel Quotidiano	25/05/2022	<a href="https://www.travelquotidiano.com/enti-istituzioni-e-territorio/toscana-ruralure-alla-scoperta-della-via-francigena-termale/tqid-425513">https://www.travelquotidiano.com/enti-istituzioni-e-territorio/toscana-ruralure-alla-scoperta-della-via-francigena-termale/tqid-425513</a>
RurAllure, due giorni in cammino lungo la Via Francigena termale	Maremma News	26/05/2022	<a href="https://www.maremmarenews.it/post/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale">https://www.maremmarenews.it/post/ruralure-due-giorni-in-cammino-lungo-la-via-francigena-termale</a>
"RurAllure", due giorni in cammino sulla Francigena termale	Radio Siena TV	26/05/2022	<a href="https://www.radiosienatv.it/ruralure-due-giorni-in-cammino-sulla-francigena-termale/">https://www.radiosienatv.it/ruralure-due-giorni-in-cammino-sulla-francigena-termale/</a>
Alla scoperta delle terme lungo la Via Francigena	La Nazione	27/05/2022	<a href="https://www.lanazione.it/firenze/cronaca/alla-scoperta-delle-terme-lungo-la-via-francigena-1.7720402">https://www.lanazione.it/firenze/cronaca/alla-scoperta-delle-terme-lungo-la-via-francigena-1.7720402</a>
In cammino lungo la Via Francigena termale con 'RurAllure'	Travel No Stop	27/05/2022	<a href="https://travelnostop.com/toscana/territori/in-cammino-lungo-la-via-francigena-termale-con-ruralure-546307">https://travelnostop.com/toscana/territori/in-cammino-lungo-la-via-francigena-termale-con-ruralure-546307</a>
Valdelsa e dintorni, cosa fare nel weekend 28 e 29 maggio	Valdelsa.net	27/05/2022	<a href="https://www.valdelsa.net/notizia/valdelsa-e-dintorni-cosa-fare-nel-weekend-28-e-29-maggio">https://www.valdelsa.net/notizia/valdelsa-e-dintorni-cosa-fare-nel-weekend-28-e-29-maggio</a>
I Love Francigena Termale	Non Solo Porridge	06/06/2022	<a href="https://nonsoloporridge.com/3964-2/">https://nonsoloporridge.com/3964-2/</a>
International			
2021			
The rejuvenation of European pilgrimage routes	Echoes of the journey	31/10/2021	<a href="https://echoesofthejourney.com/european-pilgrimage-cultural-routes/">https://echoesofthejourney.com/european-pilgrimage-cultural-routes/</a>
2022			
Veneto region welcomes rurAllure international conference on Pilgrimage routes	Echoes of the journey	06/02/2022	<a href="https://echoesofthejourney.com/veneto-region-pilgrimage-routes-international-conference/">https://echoesofthejourney.com/veneto-region-pilgrimage-routes-international-conference/</a>
Research spotlight: Storytelling of the future: accompanying pilgrims throughout their journey	Open Research Europe	15/06/2022	<a href="https://open-research-europe.ec.europa.eu/blog/storytelling-of-the-future">https://open-research-europe.ec.europa.eu/blog/storytelling-of-the-future</a>
Norway			
2021			

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"Kanpilegrimerbidratilstedsutvikling?"	OpplandArbeiderblad	28/09/2021	<a href="https://www.aa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631">https://www.aa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631</a>
<b>Portugal</b>			
<b>2021</b>			
Folgoso do Courel apoya el proyector rurAllure, que promueve la Fundación Uxío Novoneyra	DiariodeLemos	06/04/2021	<a href="https://www.diariodelemos.es/folgoso-do-courel-apoya-el-proyector-rurallure-que-promueve-la-fundacion-uxio-novoneyra">https://www.diariodelemos.es/folgoso-do-courel-apoya-el-proyector-rurallure-que-promueve-la-fundacion-uxio-novoneyra</a>
Património Cultural e Museus são tema de Congresso em Vila do Conde	Maissemanario	11/08/2021	<a href="https://maissemanario.pt/patrimonio-cultural-e-museus-sao-tema-de-congresso-em-vila-do-conde">https://maissemanario.pt/patrimonio-cultural-e-museus-sao-tema-de-congresso-em-vila-do-conde</a>
Vila do Conde recebe Congresso Internacional do projeto rurAllure	NoticiasPrimeiramao	13/08/2021	<a href="https://noticiasprimeiramao.pt/vila-do-conde-recebe-congresso-internacional-do-projeto-rurallure/">https://noticiasprimeiramao.pt/vila-do-conde-recebe-congresso-internacional-do-projeto-rurallure/</a>
Congresso Internacional do projeto rurAllure	Direção Geral do Património Cultural do Norte	20/08/2021	<a href="https://culturanorte.gov.pt/noticias/congresso-internacional-do-projeto-rurallure/">https://culturanorte.gov.pt/noticias/congresso-internacional-do-projeto-rurallure/</a>
1.º Congresso Internacional do projeto rurAllure - Vila do Conde	Direção Regional de Cultura do Alentejo	20/08/2021	<a href="http://www.cultura-alentejo.pt/destaques/0.6062.aspx">http://www.cultura-alentejo.pt/destaques/0.6062.aspx</a>
Congresso Internacional rurAllure - Promoção do Património Cultural e dos Museus em Contexto Rural - Caxinas Tv	Caxinas TV	24/08/2021	<a href="https://caxinastv.wordpress.com/2021/08/24/congresso-internacional-rurallure-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural-caxinas-tv/">https://caxinastv.wordpress.com/2021/08/24/congresso-internacional-rurallure-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural-caxinas-tv/</a>
Boletim Informativo.º 121	Secretaria-Geral de Educação e Ciência	25/08/2021	<a href="https://www.sec-geral.mec.pt/pt-pt/pagina/25082021">https://www.sec-geral.mec.pt/pt-pt/pagina/25082021</a>
Vila do Conde receives the International Congress of the rurAllure project	Ineews	06/09/2021	<a href="https://ineews.eu/vila-do-conde-recebe-o-congresso-internacional-do-projeto-rurallure/">https://ineews.eu/vila-do-conde-recebe-o-congresso-internacional-do-projeto-rurallure/</a>
Vila do Conde vai receber Congresso Internacional do projeto rurAllure	Vila do Conde	06/09/2021	<a href="https://www.cm-viladoconde.pt/pages/655?news_id=5863">https://www.cm-viladoconde.pt/pages/655?news_id=5863</a>
RurAllure vai promover "experiências diferenciadoras para peregrinos e turistas"	Maissemanario	08/09/2021	<a href="https://maissemanario.pt/rurallure-vai-promover-experiencias-diferenciadoras-para-peregrinos-e-turistas/">https://maissemanario.pt/rurallure-vai-promover-experiencias-diferenciadoras-para-peregrinos-e-turistas/</a>
Vila do Conde recebe congresso de instituições ligadas às rotas de peregrinação	Mundo Portugues	08/09/2021	<a href="https://www.mundoportugues.pt/2021/09/08/vila-do-conde-recebe-congresso-de-instituicoes-ligadas-as-rotas-de-peregrinacao/">https://www.mundoportugues.pt/2021/09/08/vila-do-conde-recebe-congresso-de-instituicoes-ligadas-as-rotas-de-peregrinacao/</a>
Congresso Internacional do Projeto rurAllure	Plataforma9	08/09/2021	<a href="https://plataforma9.com/congressos/congresso-internacional-do-projeto-rurallure.htm">https://plataforma9.com/congressos/congresso-internacional-do-projeto-rurallure.htm</a>
La Diputación ha participado en el Congreso Internacional del proyector rurAllure que se celebra en la ciudad portuguesa de Vila do Conde	Directoextremadura	09/09/2021	<a href="https://www.directoextremadura.com">https://www.directoextremadura.com</a>
Congresso Internacional rurAllure - "Promoção do Património Cultural e dos Museus em Contexto Rural"	CITCEM	2021	<a href="https://citcem.org/evento/531">https://citcem.org/evento/531</a>
Congresso Internacional rurAllure - Promoção do Património Cultural e dos Museus em Contexto Rural	Cultura Madeira	2021	<a href="https://cultura.madeira.gov.pt/not%C3%ADcias/12437-congresso-internacional-rurallure-promo%C3%A7%C3%A3o-do-patrim%C3%B3nio-cultural-e-dos-museus-em-contexto-rural/">https://cultura.madeira.gov.pt/not%C3%ADcias/12437-congresso-internacional-rurallure-promo%C3%A7%C3%A3o-do-patrim%C3%B3nio-cultural-e-dos-museus-em-contexto-rural/</a>
Congresso Internacional do projeto rurAllure   "Promoção do Património Cultural e dos Museus em Contexto Rural"	Direção Geral do Património Cultural	2021	<a href="http://www.patrimoniocultural.gov.pt/pt/agenda/meetings-and-conferences/congresso-internacional-do-projeto-rurallure-promocao-do-projeto-rurallure">http://www.patrimoniocultural.gov.pt/pt/agenda/meetings-and-conferences/congresso-internacional-do-projeto-rurallure-promocao-do-projeto-rurallure</a>
Congresso Internacional do Projeto rurAllure	ECultura.pt	2021	<a href="https://www.e-cultura.pt/evento/22713">https://www.e-cultura.pt/evento/22713</a>
Congresso Internacional "Promoção do Património Cultural e dos Museus em Contexto Rural"	PPorto.pt	2021	<a href="https://www.pportodosmuseus.pt/evento/congresso-internacional-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural/">https://www.pportodosmuseus.pt/evento/congresso-internacional-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural/</a>
Congresso Internacional rurAllure - Promoção do Património Cultural e dos Museus em Contexto Rural	Universidade de Porto	2021	<a href="https://sigarra.up.pt/flup/pt/noticias_geral.ver_noticia?p_nr=126143">https://sigarra.up.pt/flup/pt/noticias_geral.ver_noticia?p_nr=126143</a>
<b>Romania</b>			
<b>2021</b>			
Azeurópai zarándokutak környékét népszerűsítik	Maszol	02/07/2021	<a href="https://maszol.ro/kultura/Az-europai-zarandokutak-kornyeket-nepszerusitik">https://maszol.ro/kultura/Az-europai-zarandokutak-kornyeket-nepszerusitik</a>
<b>Slovakia</b>			
<b>2021</b>			
RurAllure: Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes	FIIT-Stuba	01/03/2021	<a href="https://www.fiit.stuba.sk/rurallure-id-101004887.html?page_id=5931">https://www.fiit.stuba.sk/rurallure-id-101004887.html?page_id=5931</a>
TS: Málo známa pútnická trasa Via Mariae na Slovensku v centre záujmu medzinárodného projektu rurAllure	FIIT-Stuba	19/05/2021	<a href="https://www.fiit.stuba.sk/tlacova-sprava-20210519.html?page_id=5991">https://www.fiit.stuba.sk/tlacova-sprava-20210519.html?page_id=5991</a>
Trasa Via Mariae na slovensku objavujú pre verejnosť	Filozofická fakulta - Univerzita Komenského v Bratislave	23/05/2021	<a href="https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/trasa-via-mariae-na-slovensku-objavuju-pre-verejnost/">https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/trasa-via-mariae-na-slovensku-objavuju-pre-verejnost/</a>
útnická trasa Via Mariae je v centre záujmu medzinárodného projektu rurAllure	Dennik Postoj	24/05/2021	<a href="https://www.postoj.sk/79444/putnicka-trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure?page=6308">https://www.postoj.sk/79444/putnicka-trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure?page=6308</a>
Trasa Via Mariae je v centre záujmu medzinárodného projektu rurAllure	Teraz.sk	24/05/2021	<a href="https://www.teraz.sk/slovensko/trasa-via-mariae-je-v-centre-zaujmu-med/551122-clanok.html">https://www.teraz.sk/slovensko/trasa-via-mariae-je-v-centre-zaujmu-med/551122-clanok.html</a>
Trasa Via Mariae je v centre záujmu medzinárodného projektu Rurallure	FIIT-Stuba	25/05/2021	<a href="https://www.stuba.sk/sk/djani-na-stu/trasa-via-mariae-je-v-centre-zaujmu-rurallure">https://www.stuba.sk/sk/djani-na-stu/trasa-via-mariae-je-v-centre-zaujmu-rurallure</a>
AICES podpísala novú dohodu o spolupráci na projekte pútnickej mariánskej cesty Via Mariae	AiCES	20/10/2021	<a href="https://aices.sk/aices-podpisala-novu-dohodu-o-spolupraci-na-projekte-putnickej-marianskej-cesty-via-mariae/">https://aices.sk/aices-podpisala-novu-dohodu-o-spolupraci-na-projekte-putnickej-marianskej-cesty-via-mariae/</a>
Projekt rurAllure zviditeľní atrakcie v blízkosti európskych pútnických trás	TKKBS	26/10/2021	<a href="https://www.tkkbs.sk/view.php?cislocianku=20211026019">https://www.tkkbs.sk/view.php?cislocianku=20211026019</a>
Infolumen	Lumen Radio	28/10/2021	<a href="https://lumen.sk/archiv-play/142674">https://lumen.sk/archiv-play/142674</a>
rurAllure program Péli földszentkereszt	Szaléziák Péli földszentkereszt	06/11/2021	<a href="https://www.pelifoldszentkereszt.hu/2021/11/06/rurallure-program-pelifoldszentkereszt/">https://www.pelifoldszentkereszt.hu/2021/11/06/rurallure-program-pelifoldszentkereszt/</a>
Facebook post	Social media post. Facebook profile: FITSTU@FIIT.STU	12/11/2021	<a href="https://www.facebook.com/FIT.STU/photos/a.16165578200155/4959266967438989/?type=3&amp;source=48">https://www.facebook.com/FIT.STU/photos/a.16165578200155/4959266967438989/?type=3&amp;source=48</a>
Kick off exhibition	Social media post. Facebook profile: Kamako / Katedra marketingovej komunikácie FFUK @kamako.uk	18/11/2021	<a href="https://www.facebook.com/kamako.uk/posts/4919617004724500">https://www.facebook.com/kamako.uk/posts/4919617004724500</a>
Propagácia vidieckych múzeí, pamiatok a lokalít kultúrneho dedičstva v blízkosti európskych pútnických trás	Marianska Cesta	07/12/2021	<a href="https://www.marianskacesta.sk/spravy/propagacia-vidieckych-muzei-pamiatok-lokalit-kulturneho-dedicstva-v-blizkosti-europskych">https://www.marianskacesta.sk/spravy/propagacia-vidieckych-muzei-pamiatok-lokalit-kulturneho-dedicstva-v-blizkosti-europskych</a>

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Súťaž, Putujšrdcom a telom"	Social media post. Facebook profile: Kamako / Katedra marketingovej komunikácie FFUK @kamako.uk	08/12/2021	<a href="https://www.facebook.com/kamako.uk/posts/4985478361471697">https://www.facebook.com/kamako.uk/posts/4985478361471697</a>
Súťaž, Putujšrdcom a telom"	Kamako.sk	08/12/2021	<a href="https://kamako.sk/sutaz-putuj-srdcom-a-telom/">https://kamako.sk/sutaz-putuj-srdcom-a-telom/</a>
<b>2022</b>			
Pošlitesvoje fotografieslovenskadosúťaže projectururAllure	Filozofická fakulta - Univerzita Komenského v Bratislave	07/01/2022	<a href="https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/poslite-svoje-fotografie-slovenska-do-sutaze-projektu-ruralure/">https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/poslite-svoje-fotografie-slovenska-do-sutaze-projektu-ruralure/</a>
<b>Spain</b>			
<b>2021</b>			
GVAM joins rruAllure, the new Horizon 2020 cultural heritage project around European pilgrimage routes	GVAM- Mobile Guides for All	26/01/2021	<a href="https://www.gvam.es/en/ruralure-horizonte2020-patrimonio-cultural-rutas-peregrinacion/">https://www.gvam.es/en/ruralure-horizonte2020-patrimonio-cultural-rutas-peregrinacion/</a>
Convert pilgrims into "active tourists", the challenge of a project of Galician universities	Tur43	05/03/2021	<a href="https://tur43.es/turismo-norte-espana/convertir-a-los-peregrinos-en-turistas-activos-el-reto-de-un-proyecto-liderado-por-las-universidades-gallegas.html">https://tur43.es/turismo-norte-espana/convertir-a-los-peregrinos-en-turistas-activos-el-reto-de-un-proyecto-liderado-por-las-universidades-gallegas.html</a>
A divulgación científica en Galego chega a Twitch	Radio Galega	25/03/2021	<a href="https://www.crtvg.es/rg/a-carta/efervescencia-efervescencia-do-dia-25-03-2021-4898584">https://www.crtvg.es/rg/a-carta/efervescencia-efervescencia-do-dia-25-03-2021-4898584</a>
The Council of O Courel and the Uxío Novoneyra Foundation cooperate in a European tourism promotion plan	La Voz de Galicia	06/04/2021	<a href="https://www.lavozdegalicia.es/noticia/lemos/folgoso-do-courel/2021/04/07/cancello-courel-fundacion-uxio-novoneyra-cooperan-plan-europeo-promocion-turistica/0003_202104M7C2992.htm">https://www.lavozdegalicia.es/noticia/lemos/folgoso-do-courel/2021/04/07/cancello-courel-fundacion-uxio-novoneyra-cooperan-plan-europeo-promocion-turistica/0003_202104M7C2992.htm</a>
Ruralure: Promotion Of Rural Museums And Heritage Sites In The Vicinity Of European Pilgrimage Routes.	ENEM	20/05/2021	<a href="https://enem.ametic.es">https://enem.ametic.es</a>
Noiase un eal proyecto europeo de promoción turística rruAllure	El Correo Gallego	15/06/2021	<a href="https://www.elcorreogallego.es/ocorreodebarbanza/noia-se-une-al-proyecto-europeo-de-promocion-turistica-ruralure-NE8053816">https://www.elcorreogallego.es/ocorreodebarbanza/noia-se-une-al-proyecto-europeo-de-promocion-turistica-ruralure-NE8053816</a>
New opportunities in the tourism sector and in the CCLIs in the current context	Ametic	30/06/2021	<a href="https://ametic.es/es/evento/nuevas-oportunidades-en-el-sector-turistico-y-en-las-iccs-en-el-contexto-actual">https://ametic.es/es/evento/nuevas-oportunidades-en-el-sector-turistico-y-en-las-iccs-en-el-contexto-actual</a>
Technology to combine tourism and cultural heritage in new experiences	Hosteltur	03/07/2021	<a href="https://www.hosteltur.com/145240-tecnologia-para-aunar-turismo-y-patrimonio-cultural-en-nuevas-experiencias.html">https://www.hosteltur.com/145240-tecnologia-para-aunar-turismo-y-patrimonio-cultural-en-nuevas-experiencias.html</a>
Congreso Internacional sobre "Promoción del Patrimonio Cultural y de los Museos en el Contexto Rural"	Travindy	06/09/2021	<a href="https://travindy.es/06/09/2021/congreso-internacional-sobre-promocion-del-patrimonio-cultural-y-de-los-museos-en-el-contexto-rural/">https://travindy.es/06/09/2021/congreso-internacional-sobre-promocion-del-patrimonio-cultural-y-de-los-museos-en-el-contexto-rural/</a>
O proxecto rruAllure organiza un congreso internacional sobre promoción da riqueza cultural e dos museos no eido rural	Universidade de Vigo	08/09/2021	<a href="https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-organiza-congreso-internacional-promocion-riqueza-cultural-museos-eido-rural">https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-organiza-congreso-internacional-promocion-riqueza-cultural-museos-eido-rural</a>
La Diputación ha participado en el Congreso Internacional del proyecto rruAllure	Infoprovincia	09/09/2021	<a href="https://infoprovincia.net/2021/09/09/la-diputacion-ha-participado-en-el-congreso-internacional-del-proyecto-ruralure-que-se-celebra-en-la-ciudad">https://infoprovincia.net/2021/09/09/la-diputacion-ha-participado-en-el-congreso-internacional-del-proyecto-ruralure-que-se-celebra-en-la-ciudad</a>
The Ourense Provincial Council supports a project to promote the rural heritage of the pilgrimage routes	Europa Press	18/09/2021	<a href="https://www.europapress.es/galicia/xacobeo-00624/noticia-diputacion-ourense-apoya-proyecto-promocion-patrimonio-rural-rutas-peregrinacion">https://www.europapress.es/galicia/xacobeo-00624/noticia-diputacion-ourense-apoya-proyecto-promocion-patrimonio-rural-rutas-peregrinacion</a>
Ourense Provincial Council supports a project to promote rural heritage on pilgrimage routes	Cope	18/09/2021	<a href="https://www.cope.es/emisoras/galicia/ourense-provincia/ourense/noticias/diputacion-ourense-apoya-proyecto-promocion">https://www.cope.es/emisoras/galicia/ourense-provincia/ourense/noticias/diputacion-ourense-apoya-proyecto-promocion</a>
Camiñar e escribir da man de Uxío Novoneyra	El Progreso	19/09/2021	<a href="https://www.elprogreso.es/articulo/comarcas/caminar-escribir-da-man-novoneyra/202109191436401526143.html">https://www.elprogreso.es/articulo/comarcas/caminar-escribir-da-man-novoneyra/202109191436401526143.html</a>
A collection of narrative practices on cultural heritage with innovative technologies and creative strategies	Open Research Europe	25/10/2021	<a href="https://open-research-europe.ec.europa.eu/articles/1-130">https://open-research-europe.ec.europa.eu/articles/1-130</a>
O proxecto europeo rruAllure e a Fundación Otero Pedrayo fomentan o uso da bicicleta no rural	Diaria da Universidade de Vigo	02/11/2021	<a href="https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-europeo-ruralure-fundacion-otero-pedrayo-fomentan-uso-bicicleta-rural">https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-europeo-ruralure-fundacion-otero-pedrayo-fomentan-uso-bicicleta-rural</a>
El rejuvenecimiento de los caminos de peregrinación en Europa	Travindy	02/11/2021	<a href="https://travindy.es/02/11/2021/el-rejuvenecimiento-de-los-caminos-de-peregrinacion-en-europa/">https://travindy.es/02/11/2021/el-rejuvenecimiento-de-los-caminos-de-peregrinacion-en-europa/</a>
Otero Pedrayo y el ciclismo, de la mano	Farode Vigo	03/11/2021	<a href="https://www.farodevigo.es/deportes/ourense/2021/11/03/otero-pedrayo-ciclismo-mano-59099260.html">https://www.farodevigo.es/deportes/ourense/2021/11/03/otero-pedrayo-ciclismo-mano-59099260.html</a>
<b>2022</b>			
O proxecto rruAllure analiza en Padua as potencialidades das rutas de peregrinación para a recuperación do turismo post-covid	Diaria da Universidade de Vigo	31/01/2022	<a href="https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-analiza-padua-potencialidades-rutas-peregrinacion-recuperacion-turismo-post-covid">https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-analiza-padua-potencialidades-rutas-peregrinacion-recuperacion-turismo-post-covid</a>
Monforte conmemorará o centenario da histórica asemblea galeguista	La Voz de Galicia	06/02/2022	<a href="https://www.lavozdegalicia.es/noticia/lemos/2022/02/06/monforte-conmemorara-proximo-dia-19-centenario-da-historica-asmblea-galeguista-celebrada-febreiro-1922/0003_202202M6C4991.htm">https://www.lavozdegalicia.es/noticia/lemos/2022/02/06/monforte-conmemorara-proximo-dia-19-centenario-da-historica-asmblea-galeguista-celebrada-febreiro-1922/0003_202202M6C4991.htm</a>
Véneto, una región italiana para (re) descubrir, entre rutas de peregrinación y antiguos balnearios termales	Travindy	13/02/2022	<a href="https://travindy.es/13/02/2022/veneto-rutas-peregrinacion-balnerios-termales/">travindy.es/13/02/2022/veneto-rutas-peregrinacion-balnerios-termales/</a>
IV Asemblea Nacionalista de Monforte das Irmandades da Fala	Consello Da Cultura Galega	19/02/2022	<a href="http://consellodacultura.gal/evento.php?id=201236">http://consellodacultura.gal/evento.php?id=201236</a>
¿Conoces el proyecto rruAllure?	Social media article. Instagram profile: Consejo Jacobeo @mixacobeo2021	13/04/2022	<a href="https://www.instagram.com/p/CcSmbMUqWF/">https://www.instagram.com/p/CcSmbMUqWF/</a>
Proyecto rruAllure	Social media article. Twitter profile: Camino Xacobeo @camino_xacobeo	19/04/2022	<a href="https://twitter.com/camino_xacobeo/status/1516446534379847684">https://twitter.com/camino_xacobeo/status/1516446534379847684</a>
Xornada Cultura Dixital	Social media article. Twitter profile:atlanTTic (UVIGO) @atlanTTic_uvigo	20/04/2022	<a href="https://twitter.com/atlanTTic_uvigo/status/1516812776148193289">https://twitter.com/atlanTTic_uvigo/status/1516812776148193289</a>
O Camiño Miño do Ribeiro suma ao proxecto europeo rruAllure	Diaria da Universidade de Vigo	29/04/2022	<a href="https://www.uvigo.gal/universidade/comunicacion/duvi/camino-minoto-ribeiro-suma-ao-proxecto-europeo-ruralure">https://www.uvigo.gal/universidade/comunicacion/duvi/camino-minoto-ribeiro-suma-ao-proxecto-europeo-ruralure</a>
Portales turísticos y planificación inteligente mediante rruAllure	Gvam	06/05/2022	<a href="https://www.gvam.es/portales-turisticos-planificacion-inteligente-ruralure/">https://www.gvam.es/portales-turisticos-planificacion-inteligente-ruralure/</a>
Lista a primeira versión de rruAllure, a plataforma que potencia o patrimonio rural na contorna das rutas de peregrinación	atlanTTic (UVIGO)	11/05/2022	<a href="https://atlanTTic.uvigo.es/en/lista-a-primeira-version-de-ruralure-a-plataforma-que-potencia-o-patrimonio-rural-na-contorna-das-rutas-de-peregrinacion/">https://atlanTTic.uvigo.es/en/lista-a-primeira-version-de-ruralure-a-plataforma-que-potencia-o-patrimonio-rural-na-contorna-das-rutas-de-peregrinacion/</a>
O proxecto rruAllure lanza catro itinerarios piloto arredor das grandes rutas de peregrinación europeas	Diaria da Universidade de Vigo	11/05/2022	<a href="https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-lanza-catro-itinerarios-piloto-arredor-grandes-rutas-peregrinacion">https://www.uvigo.gal/universidade/comunicacion/duvi/proxecto-ruralure-lanza-catro-itinerarios-piloto-arredor-grandes-rutas-peregrinacion</a>

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La plataforma viguesa rurAllure para peregrinos de toda Europa prueba sus primeros pilotos	El Español	11/05/2022	<a href="https://www.elespanol.com/treintayseis/articulos/economia/la-plataforma-viguesa-rurallure-para-peregrinos-de-toda-europa-prueba-sus-primeros-pilotos">https://www.elespanol.com/treintayseis/articulos/economia/la-plataforma-viguesa-rurallure-para-peregrinos-de-toda-europa-prueba-sus-primeros-pilotos</a>
La primera escuela infantil construida con tecnología 3D tiene sello gallego	El Español	11/05/2022	<a href="https://www.elespanol.com/treintayseis/articulos/economia/la-primera-escuela-infantil-construida-con-tecnologia-3d-tiene-sello-gallego">https://www.elespanol.com/treintayseis/articulos/economia/la-primera-escuela-infantil-construida-con-tecnologia-3d-tiene-sello-gallego</a>
Así é RurAllure, a plataforma de UVigo para explorar os camiños de Europa	Gciencia	11/05/2022	<a href="https://www.gciencia.com/tecno/rurallure-uvigo-caminos-europa/">https://www.gciencia.com/tecno/rurallure-uvigo-caminos-europa/</a>
Peregrino, aventúrate y elige tu propio camino	El faro de Vigo	13/05/2022	<a href="https://www.farodevigo.es/gran-vigo/2022/05/13/peregrino-aventurate-elige-propio-camino-66030445.html">https://www.farodevigo.es/gran-vigo/2022/05/13/peregrino-aventurate-elige-propio-camino-66030445.html</a>
Camiño de Nós	Social media article. Instagram profile: Casa Museo Ramon Otero Pedrayo @otero pedrayo fundacion	22/05/2022	<a href="https://www.instagram.com/p/Cd1h3oOLpNj/">https://www.instagram.com/p/Cd1h3oOLpNj/</a>
El Inorde organiza mesas de trabajo para promover futuros consorcios de cooperación	Inorde - Instituto Ourense de Desenvolvemento Económico	25/05/2022	<a href="http://inorde.com/gl/el-inorde-organiza-mesas-de-trabajo-para-promover-futuros-consorcios-de-cooperacion/">http://inorde.com/gl/el-inorde-organiza-mesas-de-trabajo-para-promover-futuros-consorcios-de-cooperacion/</a>
El Inorde reúne a 50 expertos en patrimonio cultural	La Región	26/05/2022	<a href="https://www.laregion.es/articulo/ourense/inorde-reune-50-expertos-patrimonio-cultural/202205252212031133922.html">https://www.laregion.es/articulo/ourense/inorde-reune-50-expertos-patrimonio-cultural/202205252212031133922.html</a>
El Inorde aborda el impacto de la pandemia en la gestión cultural	La Voz de Galicia	26/05/2022	<a href="https://www.lavozdegalicia.es/noticia/ourense/2022/05/26/inorde-aborda-impacto-pandemia-gestion-cultural/0003_202205026C3996.htm?utm_source=twitter&amp;utm_medium=referral&amp;utm_campaign=twour">https://www.lavozdegalicia.es/noticia/ourense/2022/05/26/inorde-aborda-impacto-pandemia-gestion-cultural/0003_202205026C3996.htm?utm_source=twitter&amp;utm_medium=referral&amp;utm_campaign=twour</a>
El Inorde busca consorcios de cooperación transfronteriza	Faro de Vigo	26/05/2022	<a href="https://www.farodevigo.es/ourense/2022/05/26/inorde-busca-consorcios-cooperacion-transfronteriza-66548406.html">https://www.farodevigo.es/ourense/2022/05/26/inorde-busca-consorcios-cooperacion-transfronteriza-66548406.html</a>

## 13. Annex IV: Publications clipping

### Publications

- **Rivista Via Francigena, “Il patrimonio termale lungo la Via Francigena”,** <http://www.rivistaviafrancigena.it/>, 10/12/2021
- **OA.NO, “Kan pilgrimer bidra til stedsutvikling?”,** <https://www.oa.no/>, 28/09/2021
- **Open Research Europe, “A collection of narrative practices on cultural heritage with innovative technologies and creative strategies [version 1; peer review: 2 approved]”,** <https://open-research-europe.ec.europa.eu/>, 25/10/2021
- **Viaggi e Cammini, “Le 6 migliori terme lungo la Via Francigena”,** <https://www.facebook.com/>, 10/02/2022
- **Il Mattino di Padova, “Terme e itinerari dei pellegrini con il progetto Horizon 2020”,** 14/02/2022

### Rivista Via Francigena 10/12/2021





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DEBATT | FORSKNINGSDAGENE | NTNU I BØYK | FILDRIMSLEDDEN | PILGERVANDRING

## Kan pilegrimer bidra til stedsutvikling?

FORFATTER: NTNU deitar i ei tidsprikk som er for ågg ei stedsutviklingsskildring som vil utvidast ved at stedsutvikling og pilgrimsleddene ikkje berer nytte av den gamle stasjonen av passeringe pilgrim. Eit kronikk.

Av Ole E. Watzne, Universitetslektor, Institutt for design NTNU | Publisert: 28.09.21 11:34 | Del

**KRONIKK**  
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[Open Research Europe](#) 25/10/2021

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CASE STUDY

### A collection of narrative practices on cultural heritage with innovative technologies and creative strategies [version 1; peer review: 2 approved]

Estefanía López Salas

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**Abstract**

The H2020 project rurAllure, "Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes" (2021-2023) aims to enrich pilgrims' experiences with the creation of meaningful cultural products focused on the lesser-known heritage sites of rural areas that are not found on pilgrimage routes, but in their surroundings. One of the project goals is to create contents and narratives to be offered to pilgrims over successive days with the integration of state-of-the-art technology. This way, hidden rural heritage will be discoverable and pilgrims will have the opportunity to actively engage with rural places nearby, their local communities, identity, and culture. The latter will no longer be passive witnesses, but active participants in transnational networks of shared history and living heritage.

reach out!

## Viaggi e Cammini 10/02/2022

VIAGGI e CAMMINI

# VIAGGI e CAMMINI

ESPERIENZE DI MOBILITÀ LENTA E SOSTENIBILE


**I SENTIERI DELLA "FASCIA OLIVATA"**  
5 itinerari tra Spoleto e Assisi dedicati all'olio extra vergine di oliva

**RIVODUTRI: IL BORGO DELLE MERAVIGLIE**  
Dal monumentale Tappeto di San Francesco al museo diffuso d'arte contemporanea

**I GHIACCIAI DI SALE DEL CROTONESE**  
Lo spettacolo dei Diapiri salini nella Valle del Vitravo, rocce di salgemma del Miocene

LE 6 MIGLIORI TERME LUNGO LA VIA FRANCIGENA  
Tra Emilia, Toscana e Lazio, ecco dove fermarsi per ritemperarsi





LA GRANDE MURAGLIA DI GENOVA  
Un sentiero panoramico collega le antiche costruzioni d'ispirazione che dominano la città



LE MAGIE DEL SARVANOT  
Un sentiero fra tradizioni, misteri e scoperte, con una guida eccezionale



L'URLO DI PIETRA  
Alla scoperta del antico "Cammino" della Val Montanai, in Friuli

## Il Mattino di Padova 14/02/2022

Quotidiano  
14-02-2022  
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il mattino

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A MONTEGROTTO IL CONVEGNO "RUR-ALLURE"

### Terme e itinerari dei pellegrini con il progetto Horizon 2020

MONTEGROTTO TERME

Il Veneto da (ri)scoprire, tra vie di pellegrinaggio e terme antiche. Padova e Montegrotto hanno scelto il convegno internazionale di "rurAllure", il progetto europeo Horizon 2020 dedicato alla promozione degli itinerari culturali. Tra i presenti, Riccardo Morandello e Pier Luigi Spontoni, rispettivamente sindaco e assessore alla Cultura di Montegrotto. L'Università di Padova ha ospitato a Palazzo Liviano ricercatori e docenti provenienti da università, istituzioni ed enti di tutta Europa per confrontarsi sulle soluzioni innovative per il rilancio del turismo in fase post Covid, ponendo l'accento sul patrimonio naturale lungo le principali vie culturali di pellegrinaggio, dal Cammino di Santiago alla Via Francigena, fino alle altre Romee, la Strada e la Germanica che attraversano



Il sindaco Morandello

rario, termale, etnografico e naturalistico per arricchire l'esperienza del viaggiatore lento. Del resto, i pellegrini costituiscono un target importante per il turismo in epoca post-covid.

«Il progetto nasce dal suc-

con la vicina Albano costituisce il cuore del terminalismo euganeo di antichissima memoria, è anche un ingresso privilegiato al territorio protetto del Parco regionale dei Colli Euganei». All'incontro hanno partecipato quindici partner di "rurAllure" di Spagna, Italia, Portogallo, Norvegia, Ungheria e Slovacchia. «È un grandissimo onore per la città di Montegrotto ospitare un progetto così ambizioso» il commento del sindaco Morandello. L'assessore Spontoni aggiunge: «Terminalismo, territorio e cammini sono tre parole chiave per questo settore del Veneto, con i suoi Colli Euganei - 15 comuni della provincia di Padova che si estendono per oltre 18 mila ettari tra i fiumi Bacchiglion e Adige - e con la Via Romee Stegaa, che, con i suoi 1.400 km, è una delle tre rotte storiche che portano a Roma. La presenza

## 14. Annex V: List of publications

Title	Author(s)	Date	Magazine / Publishing house	Type	Link (if available)	Number of hard copies
<b>Hungary</b>						
<b>2021</b>						
MariaUt article		12/04/2021	MariaRadio Magazine	Popular		
<b>Italy</b>						
<b>2021</b>						
urAllure: Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes. Between walking and thermal sources	ElenaDubinina, Simona Spinola	10/12/2021	ViaFrancigena and European Cultural Routes	Popular	<a href="http://www.rivistaviafrancigena.it/images/rivista/sfogliabili/52/index.html">http://www.rivistaviafrancigena.it/images/rivista/sfogliabili/52/index.html</a>	2,000
<b>2022</b>						
Le 6 migliori terme lungo la Via Francigena	Maddalena Bassani, Silvia Gonzales Soutelo, ElenaDubinina, Simona Spinola, Nicole Franciolini	10/02/2021	ViaggeCammini, Sprea Editori	Popular	<a href="https://sprea.it/rivista/33835-viaggi-cammini-n13">https://sprea.it/rivista/33835-viaggi-cammini-n13</a>	25,000
Terme e itinerari dei pellegrini con il progetto Horizon 2020	Simona Spinola	14/02/2021	Il Mattino di Padova	Popular	<a href="https://www.romeastrata.org/wp-content/uploads/2022/02/PADOVA_IL-MATTINO_14.02.22.pdf">https://www.romeastrata.org/wp-content/uploads/2022/02/PADOVA_IL-MATTINO_14.02.22.pdf</a>	
Culture along the routes just a click away, thanks to the new rurAllure platform	ElenaDubinina, Simona Spinola	June 2022	ViaFrancigena and European Cultural Routes	Popular		2,000
<b>Norway</b>						
<b>2021</b>						
Kan pilegrimer bidra til stedsutvikling?	OleE. Wattne	28/09/2021	Oppland Arbeiderblad (regional newspaper)	Popular	<a href="https://www.oa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631">https://www.oa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631</a>	
<b>Spain</b>						
<b>2021</b>						
A collection of narrative practices on cultural heritage with innovative technologies and creative strategies As mentioned in the annual report by WP4, the partner produced 99 local publications.	Estefanía López Salas	25/10/2021	Open Research Europe	Scientific	<a href="https://open-research-europe.ec.europa.eu/articles/1-130">https://open-research-europe.ec.europa.eu/articles/1-130</a>	



## 15. Annex VI: Photo gallery of the major events of the project



21-23/04/2021 - Site visit to Vila do Conde along the St. James Ways in Portugal



02/07/2021 - First Regional Meeting of the pilot "Natural heritage along the Ways of Mary"



30/08/2021 - Thermal Heritage in Tuscany, EAVF study visit



8-10/09/2021 - 1st International Scientific Congress in Vila do Conde, Portugal



8-10/09/2021 - 2nd rurAllure General Meeting in Vila do Conde, Portugal



18/09/2021 - First rurAllure dissemination event was held in Bodajk, Hungary





30/10/2021 - Bike trip to discover literacy heritage of the Otero Pedrayo Foundation



02/07/2021 - First Regional Meeting of the pilot "Natural heritage along the Ways of Mary"



30/08/2021 - Thermal Heritage in Tuscany, EAVF study visit



10/12/2021 - rurAllure cultural routes on display in the Council of Europe, Strasbourg



24-26/01/2022 - Thermal heritage along the Via Francigena in Tuscany: rurAllure technical visit by UAM and EAVF teams







27-29/01/2022 -  
3rd rurAllure General Meeting in Padua, Italy



29/01/2022 rurAllure were welcomed by journalists and local authorities to explore the archaeological heritage of Montegrotto Terme and Museum of Thermal heritage



16/02/2022 - 1st rurAllure event in Norway:  
Ethnographic Heritage on the ways to Trondheim



10/04/2022 -  
Palm Sunday with rurAllure in Hungary



22/04/2022 - rurAllure at the conference "Cultura Dixital" in Santiago de Compostela



29/04/2022 - 01/05/2022 - rurAllure at a tourism fair "Fa la Cosa Giusta!" in Milan



02/05/2022 - A study visit for the students along Via Romea Germanica



12/05/2022 - 2nd rurAllure regional meeting among the stakeholders of the Way of in Abasár, Hungary





21/05/2022 - Pilgrimage along the Camiño Nós (Quintela – Castro de Beiro – Amoeiro)



24-25/05/2022 - rurAllure Romea Strata teamwalked with a group of pilgrims in the rurAllure pilot area



25/05/2022 – rurAllure conducted in Ourense Provincial Deputy a roundtable with more than 30 stakeholders from Galicia and the North of Portugal



28-29/05/2022 - "I love Francigena thermal by rurAllure". Two free welks in Tuscany



The winning photo of the photo contest "Wander with Heart and Body" conducted by Univerzita Komenského v Bratislave in cooperation with the Slovenská technická univerzita v Bratislave



31/05/2022 – 03/06/2022 – rurAllure was presented in Fontainebleau at the annual Training Academy, organised by the European Institute of Cultural Routes



## 16. Annex VII: List of events

Name of the event (conferences, seminars, symposiums, meeting, fairs, brainstorming, etc.)	Organiser	Date	Place	Participants	Outcome (participation, presentation, publication, networking, etc.)	WP	Link (if available)	Type of event	Type of participants
<b>Hungary</b>									
<b>2021</b>									
WayofMaryspiritualcouncil	KIFU	13/07/2021				WP7		Participation in activities organised jointly with other EU projects	
FirstWP7RegionalMeeting	WP7	03/08/2021	Budapest			WP7		Participation to an Event other than a Conference or a Workshop	Industry
FeaturedtripHU#1	WP7	September 2021 (2 days on foot)	Oroszlány to Bodajk-Fehérvárcsurgó	Hungarian team		WP7			
FeaturedtripHU#2	WP7	September 2021 (3 days by bike)	Tatabánya-Tata-Bodajk-Fehérvárcsurgó	Hungarian team		WP7		Other	General Public
FeaturedtripHU#3	WP7	September 2021 (3 days on foot)	Tata-Tardos-Pélföldszentkereszt	Hungarian team		WP7		Other	General Public
FeaturedtripHU#4	WP7	September 2021 (1 day on foot)	Pélföldszentkereszt	Hungarian team		WP7		Other	General Public
Kerekpáros zárandoklat természeti értékek mentén a bodajki búcsúra	WP7	17-19/09/2021	Gerecsekapuja	Hungarian team		WP7		Other	General Public
Oroszlány-Bodajk gyalogos zárandoklat természeti értékek mentén a bodajki búcsúra	WP7	18-19/09/2021	Munkács Szent József Templom-Oroszlány	Hungarian team		WP7		Other	General Public
Budapest International Eucharistic Congress	WP7	01/10/2021	Budapest			WP7		Participation to a Conference	Other
11th edition of the Way of Mary Conference	WP7	08-10/10/2021	Csikólyó (Sumuleu Ciuc), Szentegyháza (Viháta) and Kápolnásfalu (Căpâlnita)			WP7		Participation to an Event other than a Conference or a Workshop	General Public
Zárandoklat Pélföldszentkeresztben a teremtett világ megőrzéséért	WP7	17/10/2021	Pélföldszentkereszt Szalézi Központ	Hungarian team		WP7		Other	General Public
Dissemination Event of Work Package 7 "Natural Heritage on the Ways of Mary"	WP7	17-18/10/2021	Pélföldszentkereszt			WP7		Participation in activities organised jointly with other EU projects	Scientific Community
Way of Mary Conference	WP7	02/11/2021				WP7		Participation to a Conference	Other
rurAllure presentation at the Day of Regional Volunteers, Hungary	WP7	05/12/2021	Tatabánya			WP7		Participation to an Event other than a Conference or a Workshop	General Public
<b>2022</b>									
2nd rurAllure regional meeting among the stakeholders of the Way of Mary	WP7	12/05/2022	Abasár			WP7	<a href="https://bit.ly/39v2Rlq">https://bit.ly/39v2Rlq</a>		
<b>Italy</b>									
<b>2021</b>									
Presentation of the project to the municipalities in France during the EAVF meeting	EAVF	10/04/2021	Online	Elena Dubinina	Presentation of the project.	WP5		Participation to an Event other than a Conference or a Workshop	Policy Makers
Presentation of the project to the EAVF General Assembly	EAVF	18/05/2021	Online	Elena Dubinina	Presentation of the project progress.	WP5		Participation to an Event other than a Conference or a Workshop	Civil Society
Official launch of the "Progetto Cammini"	GALA tra Romagna	10/07/2021	Castrocaro Terme (Forlì-Cesena)	Alessia Mariotti	Professor Alessia Mariotti has been invited to present rurAllure during the three-hours conference resulting in a local TV program (full video available here: <a href="https://www.youtube.com/watch?v=4uSZJZ_5YZE&amp;t=25s">https://www.youtube.com/watch?v=4uSZJZ_5YZE&amp;t=25s</a> ).	WP5	<a href="https://www.deltaduemila.net/chi-siamo/leader-2014-2020/cooperazione-leader/cammini/">https://www.deltaduemila.net/chi-siamo/leader-2014-2020/cooperazione-leader/cammini/</a>	Non-scientific and non-peer-reviewed publication (popularised publication)	Civil Society
Romea Strata Pilgrimage Promotion Tour	WP5	26/07/2021	From Krakow, Poland, to Aquileia, Friuli Venezia Giulia, Italy			WP5		Participation to an Event other than a Conference or a Workshop	General Public
Study Visit	WP5	28-29-30/08/2021	From Abbadia Isola to Buonconvento + Bagno Vignoni and Bagno San Filippo	Nicole Franciolini		WP5		Other	Civil Society
First Cultural Routes Academic Workshop	European Institute of Cultural Routes (CoE)	12/09/2021	Online	Alessia Mariotti, Maria Laura Gasparini	The Center for Advanced Studies in Tourism of the Bologna University, partner of rurAllure, is member of the NCRS (Universities Network of Cultural Routes of the Council of Europe Studies). Within the framework of the activities carried out by the network, a first academic workshop, resuming the research developed around cultural routes of the Council of Europe has been organised and will take place on December the 9th. Patrizia Battilani, Maria Laura Gasparini and Alessia Mariotti will participate in the workshop with published papers and articles, but also with a short introduction (by Alessia Mariotti) re-summing the aims and objectives of rurAllure.	WP5	<a href="https://www.coe.int/en/web/cultural-routes/-/first-cultural-routes-academic-workshop-online">https://www.coe.int/en/web/cultural-routes/-/first-cultural-routes-academic-workshop-online</a>	Organisation of a Workshop	Scientific Community
Workshop on the Saint Michael's Ways	GAL Escartons, Valli Valdesi	4-5/10/2021	Venaus (Torino)	Maria Laura Gasparini	Participation in the roundtable on Network developments and informal networking and presentation of rurAllure. One of the outcomes was the signature of Korais as Associate Partner.	WP5	<a href="https://www.evsi.it/workshop-sui-cammini-di-sanmichele-ild-e-5-ottobre-venaus/">https://www.evsi.it/workshop-sui-cammini-di-sanmichele-ild-e-5-ottobre-venaus/</a>	Participation to a Workshop	Industry
Workshop Val di Susa	WP5	08/10/2021	Val di Susa	Maria Laura Gasparini		WP5		Participation to a Workshop	Industry
Xth edition of the scientific conference titled "Oltre la Globalizzazione"	Società di Studi Geografici	12/10/2021	Napoli	Maria Laura Gasparini	Presentation of the rurAllure project giving an emphasis on the policy aspects related to the promotion of pilgrimage trails throughout Europe. The conference will take place partially online and there will be both the publication of proceedings in Italian and the book of abstracts.	WP5	<a href="https://sites.google.com/view/ssg2021/programma?authuser=0">https://sites.google.com/view/ssg2021/programma?authuser=0</a>	Participation to a Conference	Scientific Community
Raduno dei pellegrini a Pistoia	WP5	14/10/2021	Pistoia (Firenze)	Comunità Toscana il Pellegrino, Fondazione Homo Viator San Teobaldo, Gruppo del Cammino di San Bartolomeo and Gruppo della Via Francesca della Sambuca		WP5		Other	General Public
Presentation of the project to the EAVF General Assembly	EAVF	29/10/2021	Online	Elena Dubinina	Presnetation of the project progress.	WP5		Participation to an Event other than a Conference or a Workshop	Civil Society
Site visit and field work with Tourism Economics and Management students	UNIBO	30/11/2021	Argenta (Ferrara)	Alessia Mariotti, Patrizia Battilani, Maria Laura Gasparini	Assignments that students will present during January 2022.	WP5		Organisation of a Workshop	Scientific Community
Cultural Routes workshop	WP5	09/12/2021	Online	Patrizia Battilani, Maria Laura Gasparini and Alessia Mariotti		WP5		Participation to a Workshop	Industry
Conferenza Napoli for Policy Brief	WP5	10/12/2021	Naples	Maria Laura Gasparini, Alessia Mariotti		WP5		Participation to a Conference	Policy Makers





2022									
Site visit to thermal heritage in Tuscany	EAVF, UAM	24-26/01/2022	San Casciano del Bagni, Radicofani, Bagni San Filippo, Abbadia San Salvatore, San Quirico d'Orcia, Bagno Vignoni, Chianciano Terme (Tuscany)	Nicole Franciolini, Silvia González Soutelo, Miguel Gómez Heras	Technical visit to discover the heritage, collect data, photographic material, documents; meeting with local stakeholders and presentation of the project.	WP5	<a href="https://rurallure.eu/thermal-heritage-via-francigena-tuscany-rurallure-technical-visit/">https://rurallure.eu/thermal-heritage-via-francigena-tuscany-rurallure-technical-visit/</a>	Other	Scientific Community, Policy Makers, Civil Society
Press Conference for bloggers, journalists and institutions	EAVF	27/01/2022	Online from Padova during the General Meeting	Simona Spinola, Nicole Franciolini	Collaboration with Smart Walking to promote Romea Strata and its cultural heritage; web article into Blog di Padova and sharing into social media.	WP8	<a href="https://www.blogdi Padova.it/progetto-rurallure-turismo-rurale-lungo-i-cammini/">https://www.blogdi Padova.it/progetto-rurallure-turismo-rurale-lungo-i-cammini/</a>	Organisation of a Conference	Media, Civil Society
2nd International Online Workshop Roman Bath	University of Berne	18/02/2022	Online	Maddalena Bassani, Paola Zanovello, Jacopo Turchetto, Andrea Meleri, Silvia González Soutelo	International Online Workshop about the Roman Baths and Thermo-mineral baths will be held via Zoom in collaboration with the University of Berne - Institute of Archaeological Sciences.	WP5	<a href="https://www.ch-antiquitas.ch/fr/adm/realaktion_antia_wiki/documento/Veranstaltung_Tagung_2022_Bern_Roman-Baths.pdf">https://www.ch-antiquitas.ch/fr/adm/realaktion_antia_wiki/documento/Veranstaltung_Tagung_2022_Bern_Roman-Baths.pdf</a>	Participation to a Workshop	Scientific Community
Virtual Caffè	MOHU - Centre for Advanced Studies in Mobility & Humanities at the University of Padua	25/02/2022	Online	Simona Spinola		WP8	<a href="https://bit.ly/3hf8oto">https://bit.ly/3hf8oto</a>	Other	
International meeting on cultural routes of the Council of Europe in Italy	CoE	22/02/2022	Teatro Veneto, Venice	Simona Spinola	The conference was attended by representatives of the cultural routes, cultural institutions and public bodies from all over Europe to discuss the potential of the cultural routes.	WP8	<a href="https://rurallure.eu/rurallure-featured-at-the-international-conference-on-cultural-routes-of-the-council-of-europe-in-italy/">https://rurallure.eu/rurallure-featured-at-the-international-conference-on-cultural-routes-of-the-council-of-europe-in-italy/</a>	Participation to a Conference	Scientific Community, Policy Makers, Media
Lesson for the Master in "Valorizzazione turistica e Gestione del Patrimonio Culturale"	UNIBO	09/04/2022	Argenta (Ferrara)	Patrizia Battilani, Alessia Mariotti	Field lesson with a visit to the "Museo della bonifica e impianto" of Saarino, the Municipal Historical Archive and the Civic Museum of Argenta to explore the theme of the relationship between man, water and territories. The activity was carried out as part of the "Thermal heritage on the Ways to Rome" pilot, for which the students will be involved in the design and creation of new narratives capable of narrating the territory.	WP5	<a href="https://www.linkedin.com/posts/master-turismoculturale_allinterno-del-modulo-di-sistemi-e-activity-69149293281222742017-9Xp0?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/master-turismoculturale_allinterno-del-modulo-di-sistemi-e-activity-69149293281222742017-9Xp0?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>	Training	Scientific Community
Participation in the "Fa' la Cosa Giusta!" trade fair	Terredì Mezzo	29/04/2022 - 01/05/2022	Fieramilanocità, Milano	Elena Dubinina, Simona Spinola, Nicole Franciolini, Giulia Mellili	rurAllure, presented at the stand of the European Association of the Via Francigena, was featured in many activities and actions, focused on the thermalism and thermal sites in the vicinity of the Via Francigena. A rurAllure quiz created for the occasion allowed the public to test their knowledge of rural heritage along the way, together with photo booth, guides, souvenirs, gifts and travel tips.	WP5 WP8	<a href="https://rurallure.eu/rurallure-at-a-tourism-fair-fa-la-cosa-giusta/">https://rurallure.eu/rurallure-at-a-tourism-fair-fa-la-cosa-giusta/</a>	Trade Fair	General Public
Meeting Regione Toscana	EAVF	19/05/2022	Firenze (both in presence and online)	Elena Dubinina, Simona Spinola, Nicole Franciolini	The round table focused on the Francigena Terme project and the sharing of activities within the European project rurAllure, which focuses on the thermal spa heritage touched by the Tuscan Francigena.	WP5 WP8	<a href="http://www.ncamiata.it/it-patrimonio-termale-della-francigena-toscana-nuova-sfida-da-cogliere-sabato-28-maggio-percorso-a-piedi-da-san-quirico-a-castiglione-dorcia/">http://www.ncamiata.it/it-patrimonio-termale-della-francigena-toscana-nuova-sfida-da-cogliere-sabato-28-maggio-percorso-a-piedi-da-san-quirico-a-castiglione-dorcia/</a>	Organisation of a Conference	Civil Society
Hike event part of Pilgrimage Promotion Tour	Romea Strata	24/25/05/2022	Padua - Monselice and Monselice - Carceri			WP5			
"I love Francigena termale by rurAllure" free walks	EAVF	28-29/05/2022	San Quirico d'Orcia, Bagno Vignoni, Castiglione d'Orcia, San Gimignano, Gambassi Terme (Tuscany)	Elena Dubinina, Nicole Franciolini	A series of hikes with rurAllure to rediscover the thermal heritage along the Via Francigena in Tuscany. The project brought together more than 50 hikers and passionate walkers along stages 31 and 36 of the Via Francigena. The two days also proved to be an important opportunity to involve private thermal facilities in the area and strengthening contacts with local stakeholders.	WP5	<a href="https://rurallure.eu/i-love-francigena-thermal-by-rurallure-two-days-of-walking/">https://rurallure.eu/i-love-francigena-thermal-by-rurallure-two-days-of-walking/</a>	Other	General Public, Civil Society
International									
2021									
Internal Meeting	WP1	07/07/2021				WP1		Participation to an Event other than a Conference or a Workshop	Other
Kick-off Meeting	WP1	October 2021	Online			WP1		Participation to an Event other than a Conference or a Workshop	Industry
Expo Strasbourg		17/12/2021	Strasbourg			WP8			
2022									
Annual Training Academy of Cultural Routes of the Council of Europe		31/05/2022 03/06/2022	Strasbourg	Elena Dubinina, Maria Laura Gasparini	The rurAllure was presented as the best practice at the informal workshop on cooperation to the representatives of 37 cultural routes from 17 European countries.		<a href="https://bit.ly/3aHo9XH">https://bit.ly/3aHo9XH</a>	Participation to an Event other than a Conference or a Workshop	Policy Makers
Norway									
2021									
Kultur over grenser	Arts council Norway	27-28/10/2021	Lillestrøm	Ole E. Watne	The rurAllure project and WP6 was presented - by invitation from the Norwegian research council - at the conference with a special focus on cultural exchange across borders.	WP6	<a href="https://www.nok.u.no/arrangement/kult-ur-over-grenser/">https://www.nok.u.no/arrangement/kult-ur-over-grenser/</a>	Participation to a Conference	Policy Makers
Individual meetings with project partners for development of first narratives and itineraries	WP2	December 2021		Ole E. Watne		WP6		Participation to an Event other than a Conference or a Workshop	Other
2022									
1st rurAllure event in Norway	NTNU	16/02/2022	Lillehammer	Mari Bjørck, Eira Taksdal and Ida Parelius (NTNU), All pilot partners (Stiftelsen Lillehammer Museum, National Pilgrim Center and Mjøsuseet AS)	First meeting in presence and a workshop with local partners involved in the rurAllure pilot "Ethnographic Heritage on the ways to Trondheim".	WP6	<a href="https://rurallure.eu/1st-rurallure-event-in-norway-ethnographic-heritage-on-the-ways-to-trondheim/">https://rurallure.eu/1st-rurallure-event-in-norway-ethnographic-heritage-on-the-ways-to-trondheim/</a>	Organisation of a Workshop	
Portugal									
2021									
Performative Walks "Vila do Conde by José Régio"	WP4	08/02/2021	Vilado Conde	Vilado Conde		WP4		Other	General Public
rurAllure study visit	WP4	27-29/04/2021	Vilado Conde			WP4		Participation to an Event other than a Conference or a Workshop	Policy Makers
Dramatized guided tours at "Nau Quinhentista" during the Long Night of Museums and the International Day of Museums	WP4		Vilado Conde	Street musical show "Um portopara o Mundo"		WP4		Other	General Public
Concert series "Vila do Conde - o Lugar onde o coração se esconde"	WP4		Vilado Conde			WP4		Other	General Public
José Régio (RE) Visitações à Torre de Marfim Exhibition	WP4	May to August 2021	Vilado Conde		Premiere in Vila do Conde. Available at National Museums Soares dos Reis (Porto).	WP4		Other	General Public
"Eu! Não: o outro!" web series	WP4	First episode: August 2021	Vilado Conde	Vilado Conde		WP4		Other	General Public
MONTRA - Contemporary Art Exhibition in Shop Windows	WP4	05/11/2021	Vilado Conde	Vilado Conde		WP4		Other	General Public
Danças (me) mundo - Dance Workshops for families	WP4	14/11/2021 - 18/12/2021	Vilado Conde	Choreographer Joana Martins		WP4		Other	General Public
Aires Pinheiro & Nuno Oliveira Concert	WP4	30/11/2021 - 22/01/2022	Vilado Conde	Conservatory of Vilado Conde		WP4		Other	General Public
O Teatro da mala: O peixão a tua. Theatre for Kids	WP4	15/12/2021	Vilado Conde			WP4		Other	General Public
Slovakia									
2021									
Wander with heart and body	WP7	November 2021 - January 2022	Way of Mary Sahy-Trstená	Slovak team		WP7		Other	General Public
Edcom conference in Brussels	European Institute for Commercial Communications Education	05/05/2021	Online	Blandina Šramová	The rurAllure project was presented at the conference focused on segmentation and marketing communication.	WP7		Participation to a Conference	Industry
Spain									
2021									
Oficina Utricularii	WP4	January to May 2021	Allariz (Galicia)	Fundación Vicente Risco		WP4		Other	General Public



Astorytoll	WP4	17/05/2021 - 22/05/2021 - 31/07/2021 - 19/09/2021	Celanova(Galicia)			WP4		Other	General Public
The Nis Generation and Cultural Tourism	WP4	29/05/2021	Allariz(Galicia)	Fundación Vicente Risco		WP4		Other	General Public
Summer Course "A new vision of the pilgrimage routes. The Camino de Santiago and the Xacobeo"	University of A Coruña	25-26/06/2021	Noia(Galicia)	Martín López Nores, Susana Reboreda, Iria Caamaño	Summer Course "A new vision of the pilgrimage routes. The Camino de Santiago and the Xacobeo" organized by UDC. The course was focused on the phenomenon of pilgrimage and its evolution particularly on the Camino de Santiago and the Xacobeo routes, and showcased the rurAllure objectives and methods, committed to providing alternative routes to prevent saturation of highly crowded locations and creating opportunities in sustainable development for these territories.	WP2 WP1	<a href="https://www.fundacionudc.es/cursos.asp?id=1179&amp;idioma=ES">https://www.fundacionudc.es/cursos.asp?id=1179&amp;idioma=ES</a>	Organisation of a Workshop	Scientific Community
eNEMEvent	WP3	30/06/2021		Jamie Solano		WP3		Participation to a Conference	Industry
Guided tours	WP4	3 days a week in July and August	Noia (Galicia)	Local Tourist Offices		WP4		Other	General Public
Dramatized guided tours	WP4	08/07/2021 - 05/08/2021	Noia (Galicia)	Local Tourist Offices		WP4		Other	General Public
Noia Jazz and Noia's Show Film Exhibit	WP4	13-14/07/2021 - 07-17/10/2021	Noia (Galicia)			WP4		Other	General Public
Musicalized guided tours	WP4	15/07/2021 - 12/08/2021	Noia (Galicia)	Local Tourist Offices		WP4		Other	General Public
Noia's Music Week	WP4	17-22/07/2021	Noia (Galicia)			WP4		Other	General Public
"Abride a Hiestra"	WP4	17/07/2021		Casade Rosalia		WP4		Other	General Public
"Rosalia on the Way" multilingual literary dialogues	WP4	50 <sup>th</sup> Anniversary of the opening of Rosalia's House.	Padrón, Santiago de Compostela and the foundation's headquarters	Casade Rosalia		WP4		Other	General Public
"Inchadiña Branca Vela" meeting of traditional Galician vessels"	WP4	24/07/2021	The pier of Vilarello, Valgato upstream to Padrón	Casade Rosalia		WP4		Other	General Public
PEDRA - The Wisdom and Traditional Knowings Festival (Rios)	WP4	26/07/2021 - 27-28/08/2021 - 04-05/09/2021	Rios	University of Vigo in collaboration with cultural association "A Bela Auriá" and other partnerships	200 people registered for in-person attendance, while some other open-activities (with no need for registration) attract up to 100 additional locals and casual attendees.	WP4		Other	General Public
Workshops and masterclasses on Galician traditional arts & crafts	WP4	30/07/2021 - 08/08/2021	Novoneyra "House-Museum"	Fundación Artesanía de Galicia (Xunta de Galicia)		WP4		Other	Scientific Community
Hercules Brass Music Festival	WP4	03-07/08/2021	Celanova(Galicia)			WP4		Other	General Public
Artisan workshops Uxio	WP4	05/08/2021	The Uxio Novoneyra House Museum and the former school of Parada village			WP4		Organisation of a Workshop	General Public
Festival dos Eidos - Summer edition	WP4	27-29/08/2021	Novoneyra "House-Museum"	Uxio Novoneyra		WP4		Participation to an Event other than a Conference or a Workshop	General Public
Seminar "Romasanta"	WP4	29-30/08/2021	Allariz(Galicia)	Fundación Vicente Risco		WP4		Other	General Public
We, the women	WP4	07/09/2021	Allariz(Galicia)	Xacobeo Programme of Xunta de Galicia.		WP4		Other	General Public
EMOTIONS. A musical Journey to the writing of Curros Enríquez	WP4	10-12/09/2021	Celanova(Galicia)			WP4		Other	General Public
Guided Hiking Tour	WP4	11/09/2021	Mountain Cido	FUN, Coureleando		WP4		Participation to an Event other than a Conference or a Workshop	Other
International Congress for Heritage Socialisation in Rural Areas (SOPA)	Castilla y León Regional Government	13-19/09/2021	Ávila (Castilla y León)	Oscar Penín	Presentation of RurAllure and other strategies for the rural development of the territories.	WP4	<a href="https://www.sopa21avila.org/es/progra/ma.html">https://www.sopa21avila.org/es/progra/ma.html</a>	Participation to a Conference	Scientific Community
Itinerant Poetry Residences along the Way of Saint James "Ameto Mítico"	WP4	16-30/09/2021		FUN		WP4		Participation to an Event other than a Conference or a Workshop	General Public
ACAMFE Annual General Assembly	ACAMFE (Network of Writer's Home and Museums in Spain and Portugal)	30/09/2021	Madrid	Uxio Novo	Presentation of the rurAllure project and WP4 pilot to literary stakeholders. ACAMFE already supported the project at the initial stage and will renovate their support through 2022.	WP4 WP2		Participation to an Event other than a Conference or a Workshop	General Public
Poemagosto	WP4	02-03/10/2021	Allariz(Galicia)	Fundación Vicente Risco		WP4		Other	General Public
Festival dos Eidos - Autumn Edition	WP4	Last week of October 2021	Novoneyra "House-Museum"	Uxio Novoneyra		WP4		Participation to an Event other than a Conference or a Workshop	General Public
Implementation of Rest Stop Bikers	WP4	30/10/2021		Fundación Otero Pedrayo		WP4		Other	Other
Cycling event	WP4	08/11/2021	From Ourense to the recreational area of Otero Pedrayo Foundation			WP4		Participation to an Event other than a Conference or a Workshop	Civil Society
Inauguration of the segment Las Herrerías (Castile and León)- Pedrafitá - Organised walk	WP4	14/11/2021	Las Herrerías (Castile and León)- Pedrafitá	Five Galician municipalities		WP4		Other	General Public
Transnational Project Meeting	WP4	14-16/11/2021	Galicia	FUN		WP4		Participation to an Event other than a Conference or a Workshop	Other
GEAAT Congress	Universidade de Vigo	18-20/11/2021	Ourense(Galicia)	Martín López Nores	Presentation of RurAllure by Martín López Nores.		<a href="http://geaat.webs.uvigo.es/gl/congreso-geaat-2021/">http://geaat.webs.uvigo.es/gl/congreso-geaat-2021/</a>	Other	Scientific Community
GEAAT Congress	Universidade de Vigo	18-20/11/2021	Ourense(Galicia)	Susana Reboreda, Carlos Barja	Presentation of the doctoral thesis on the heritage of the Via de la Prata, carried out within RurAllure.		<a href="http://geaat.webs.uvigo.es/gl/congreso-geaat-2021/">http://geaat.webs.uvigo.es/gl/congreso-geaat-2021/</a>	Other	Scientific Community
"150 years of Rosalia in A Coruña"	WP4	10-12/12/2021	A Coruña	Casade Rosalia		WP4		Other	General Public
Foro Territorios Patrimonio 2021	I-radia Crea, with the support of Xunta de Galicia	11/12/2021	Pantón(Galicia)	Uxio Novo	rurAllure project was presented in the section conference "Local Agents: Bottom-Up Actions" referring to territorial development activities linked to heritage and tourism in the area of Ribeira Sacra. Contact with the tourism board of this destination took place.	WP4 WP2	<a href="https://foroterritoriospatrimonio.com/programacion/">https://foroterritoriospatrimonio.com/programacion/</a>	Participation to a Conference	Policy Makers
International Specialist in Thermalism and Spa Course	WP5	December 2021	Online / Universidad de Vigo			WP5		Participation to an Event other than a Conference or a Workshop	Scientific Community
International IMA Seminars (Madrid and online), International Termatalla Fair (Ourense and online to South America), Seminar Inclusive Dissemination (Alcalá de Henares), etc.						WP5		Participation to a Conference	
Silent Film Series "Caspervex"	WP4		Allariz(Galicia)	Fundación Vicente Risco		WP4		Other	General Public
<b>2022</b>									
Site visit to thermal heritage in Tuscany	UAM, EAVF	24-26/01/2022	San Casciano del Bagni, Radiconfi, Bagni San Filippo, Abbadia San Salvatore, San Quirico D'Orcia, Bagno Vignoni, Chianciano Terme (Tuscany)	Silvia González Soutelo, Miguel Gómez Heras, Nicole Franciolini	Technical visit to discover the heritage, collect data, photographic material, documents; meeting with local stakeholders and presentation of the project.	WP5	<a href="https://rurallure.eu/thermal-heritage-via-francijena-tuscany-rurallure-technical-visit/">https://rurallure.eu/thermal-heritage-via-francijena-tuscany-rurallure-technical-visit/</a>	Other	Scientific Community, Policy Makers, Civil Society
2nd International Online Workshop Roman Bath	University of Berne	18/02/2022	Online	Silvia González Soutelo, Maddalena Bassani, Paola Zanovello, Jacopo Turchetto, Andrea Meleri	International Online Workshop about the Roman Baths and Thermo-mineral baths will be held via Zoom in collaboration with the University of Berne - Institute of Archaeological Sciences.	WP5	<a href="https://www.cd-antiquitates.ch/filesadmin/redaktion_antiquitates/dokumente/veranstaltungen_Tagung_2022_Bern_Roman_Baths.pdf">https://www.cd-antiquitates.ch/filesadmin/redaktion_antiquitates/dokumente/veranstaltungen_Tagung_2022_Bern_Roman_Baths.pdf</a>	Participation to a Workshop	Scientific Community



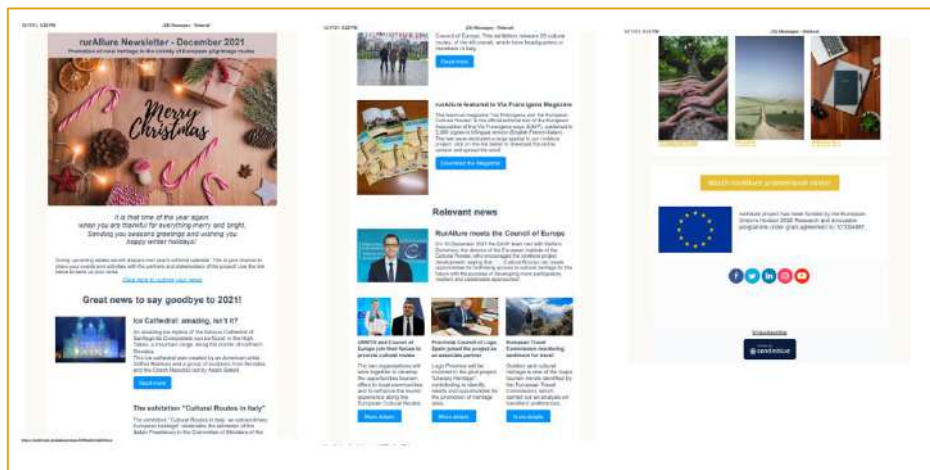
Heritage education activity in the framework of the congress "Cen anos soñando destino"	Universidade de Vigo	19/02/2022	Monforte (Galicia)	Fundación Vicente Risco, Fundación Otero Pedrayo	The children of the Galician village of Monforte were able to learn about the artistic richness of the Camino de Santiago through a workshop on Galician painters and writers of the early twentieth century related to the Camino. In addition, the recreational offer was completed with games and recreations that tried to recover the fairs of the 20s of the last century.	<a href="http://consellodacultura.gal/evento.php?id=201236">http://consellodacultura.gal/evento.php?id=201236</a>	
Cultura Dixital	Universidade de Coruña	22/04/2022	Santiago de Compostela	Martin López Nores	rurAllure was presented during the conference.	<a href="https://bit.ly/3voRen5">https://bit.ly/3voRen5</a>	Participation to a Conference
Roundtable in Ourense Provincial Deputy	Inorde	25/05/2022	Ourense Provincial Deputy		rurAllure conducted a roundtable with the participation of more than 30 stakeholders from Galicia and the North of Portugal. This came as a follow-up and continuation of the International Congress, which was organised in co-location with the rurAllure General Meeting in Vila do Conde (September 2021), featuring presentations of cooperation programmes by a representative of the Spanish Ministry of Culture, followed by three parallel round tables. In the end, the participants reached an agreement to present one joint project proposal in the areas of pilgrim routes and literature to an upcoming call of a programme of Transnational Cooperation between Spain and Portugal, as well as two new associated partners (Asociación de Amigos do Camiño de San Rosendo e da Rainha Santa on the one hand, and Rede Aldear on the other) joined the project.	<a href="http://eorde.com/gal/inorde-organiza-mesa-de-traballo-para-promover-futuros-consorcios-de-cooperacion/">http://eorde.com/gal/inorde-organiza-mesa-de-traballo-para-promover-futuros-consorcios-de-cooperacion/</a>	Participation to an Event other than a Conference or a Workshop

# 17. Annex XIII: Newsletters

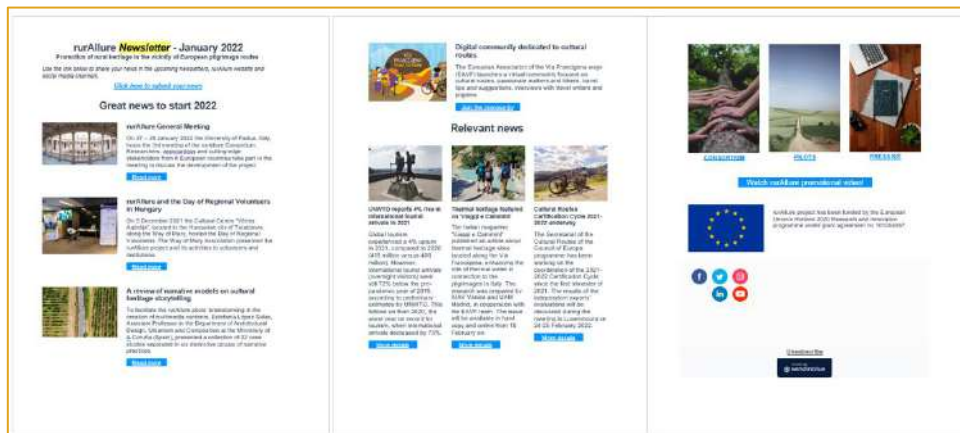
November 2021



December 2021



January 2022





## February 2022

**rurAllure Newsletter - February 2022**  
Prevention of rural heritage in the vicinity of European pilgrimage routes.  
Horizon-2020 project

Use the link below to share your news in the upcoming newsletters, rurAllure website and social media channels.  
[Click here to submit your news](#)

### Great news for the cultural routes

rurAllure is featured at the international conference on cultural routes in Venice

On 18 February 2022 rurAllure was showcased at the Council of Europe International conference, organized in Venice in the framework of the Italian Presidency of the Committee of Ministers of the Council of Europe, attended by representatives of the member institutions and policy bodies from all over Europe, the event was a great success.

[Read more](#)

### Padua and Montepetro Ternes welcomed rurAllure for General Meeting

On 27-28 January 2022 the University of Padua hosted rurAllure Consortium meeting. 20-routes member institutions and colleagues from organizations met together to discuss the general advancement. The last day was dedicated to a historical visit in Montepetro Ternes.

[Read more](#)

### rurAllure featured in the Italian magazine "Viaggi e Cammini"

rurAllure is featured in "Viaggi e Cammini", one of the most important Italian magazines for walking and outdoor activities with an exclusive article, focused on natural heritage along the Via Francigena and Via

[Read more](#)

### New associate partners

**Padua** **Montepetro Ternes** **Montepetro Ternes**

**CONCORDIA** **PIACENZA** **PIACENZA**

**Watch rurAllure promotional video!**

rurAllure project has been funded by the European Union Horizon 2020 Research and Innovation programme under grant agreement no. 101016087

## March 2022

**rurAllure Newsletter - March 2022**  
Prevention of rural heritage in the vicinity of European pilgrimage routes.  
Horizon-2020 project

Spring has arrived together with the high season for walking. Use the link below to share your news in the upcoming newsletters, rurAllure website and social media channels.  
[Click here to submit your news](#)

### Hello, Spring!

Spring has arrived together with the high season for walking. Use the link below to share your news in the upcoming newsletters, rurAllure website and social media channels.

[Click here to submit your news](#)

### The rurAllure technical platform

On 9 March, the topic office of the rurAllure technological platform was presented to the Consortium partners via a video conference by Chris together with the University of Vigo and also, this platform will facilitate the activities of the network and will detect personalized content for pilgrims, considering their specific interests and needs.

[Read more](#)

### The Way of Mary featured in the online magazine "L'Espresso"

Plans of the Way of Mary as part of the rurAllure project is featured in the international online magazine L'Espresso, focused on sustainable tourism. The article describes the importance of caring, culture and spirituality of the ancient pilgrimage routes.

[Read more](#)

### Ecopilgrims along the path

Plans of the Camino de Santiago, pilgrims have a choice to use a green route, as demonstrated by the 800 now planned in Spain thanks to the project supported by the local authorities along Camino routes.

[Read more](#)

### New associate partners

**Via Klagenfurt Cultural Association** **Municipality of Castel San Vito** **HERITAGE HOUSE**

**CONCORDIA** **PIACENZA** **PIACENZA**

**Watch rurAllure promotional video!**

rurAllure project has been funded by the European Union Horizon 2020 Research and Innovation programme under grant agreement no. 101016087

April 2022

**ruAllure Newsletter - April 2022**  
 Promoting cultural heritage in the vicinity of European pilgrim routes  
 Horizon2020 project

**Happy Easter**

**Good news from the Consortium**

**British Pilgrimage Trust joins ruAllure**  
 This consortium-based association, which building routes, infrastructure and equipment for pilgrims of all around Britain.

**Romea Strada Pilgrimage Promotion Tour**  
 Romea Strada European Association invites you to join the 15th Romea Strada Pilgrimage Promotion Tour 2022, starting on 14 May.

**CA2T Conference on Religious Heritage**  
 The conference organized by the CA2T on the artistic and religious heritage was held in a hybrid mode on 26 March 2022 in Bologna.

**Estremoz inaugurates start of the high season for walking**  
 Use the link below to share your news in the upcoming newsletters, ruAllure website and social media channels.

**The European Commission reviews ruAllure**  
 On 19 March, members of the European Commission, led by the Vice-President of the Commission, Mr. Valdis Krištopiņš, visited the project offices in Estremoz, Portugal, to discuss the progress of the project.

**ruAllure is featured in World Fair Skills**  
 The international magazine, which focuses on a variety of topics, has published an article about the project, highlighting the role of the project in the development of the region.

**Pilgrims' identity 2022**  
 The online magazine published the results of an international survey on the pilgrims' identity 2022, highlighting the role of the project in the development of the region.

**Watch ruAllure promotional videos!**

**ruAllure project has been funded by the European Union's Horizon 2020 Research and Innovation programme under grant agreement no. 101004627.**

**Reach out!**

[f](#) [t](#) [in](#) [p](#) [v](#)

May 2022

**ruAllure Newsletter - May 2022**  
 Promoting cultural heritage in the vicinity of European pilgrim routes  
 Horizon2020 project

The project is increasing its reputation thanks to participation in many international events and organization of activities and actions. The upcoming agenda is fully booked!

Use the link below to share your news in the upcoming newsletters, ruAllure website and social media channels.

[Click here to submit your news](#)

**I ♥ FRANCIGENA THERMAL by ruAllure**

**SAVE DATE**

**From San Quirico to Castellone d'Arcis (11 km)**  
 Saturday 28 May 2022

**From San Gimignano to Certosa di Gallina (17 km)**  
 Monday 29 May 2022

**Will you be in Tuscany on 28 and 29 May?**

Join us to discover thermal sites along the Via Francigena! The event, called "I Love Thermal Springs by ruAllure" is dedicated to all pilgrims and passionate hikers, interested to visit the Via Francigena's stage 30 from San Quirico to Castellone d'Arcis and stage 31 from Certosa di Gallina to San Gimignano on opportunity to discover the route with a special accent on thermal heritage.

**ruAllure took part in a tour for "Fa la Cosa Grande" in Milan**  
 ruAllure was featured at the 10th edition of a tour for "Fa la Cosa Grande" in Milan, which was held in a virtual mode in Italy for sustainable tourism and social cooperation, with over 4,000 online.

**Joint pilgrims "Pilgrims Open Horizon: Oslo - Stavanger" starting in May 2022**  
 Pilgrims from all over the world are setting out on a joint pilgrimage from Oslo to Stavanger following the Cultural Routes of Council of Europe Saint Olaf and the Romea Scandinavica under the name "Pilgrims Open Horizon".

**ruAllure at the conference "Cultura Digital" in Santiago de Compostela**  
 On April 22 the University of A Coruña organized a conference on digital culture, highlighting the importance of the research group of the Galician Business and Technology Innovation in culture and heritage.

**Students' study visit along the Via Romea Giennense**  
 On 13 May the mobile team of the University of Bologna accompanied the students from the Romea high school "Luca Cosca" Bologna on a visit to Agrigento in the Emilia-Romagna region of Italy.

**Latest news**

**New generation, new tourism in study by the Italian Ministry of Tourism**  
 A recent research undertaken in Italy 50% of tourists are digital.

**Photo competition "Wander with Heart and Soul"**  
 The results of the contest are available on the website.

**Institutional meeting on thermal heritage with the Tuscany stakeholders**  
 On 19 May 2022 in Florence, Italy, took place a meeting of the relevant stakeholders.

**ruAllure project has been funded by the European Union's Horizon 2020 Research and Innovation programme under grant agreement no. 101004627.**




**Reach out!**




[f](#) [t](#) [in](#) [p](#) [v](#)

[@sendinblue](#)

reach out!


18. Annex IX: Produced visibility materials

Spain		
<p><b>zurAllure “reach out!” t-shirt</b></p>		<p>WP4</p>
<p><b>zurAllure “reach out!” masks</b></p>		<p>WP4</p>
<p><b>Camiño de Nós t-shirt</b></p>		<p>WP4</p> <p>T-shirts were produced on the occasion of the event “Pilgrimage along Camiño Nós” (Quintela/Castro de Beio/Amoeiro , 21/05/2021) organized by WP4.</p> <p>The design is a drawing by Ramón Otero Pedrayo, one of the authors celebrated in the featured trip of “Camiño Nós”.</p>

<p><b>zurAllure roll-up</b></p>		<p>WP4</p>
<p><b>Italy</b></p>		
<p><b>Brochure on thermal pilot</b></p>		<p>WP5 WP8</p> <p>Brochures and postcards on thermal pilot, zurAllure cotton t-shirts and bamboo toothbrushes were produced by the EAVF on the occasion of “Fa’ la cosa giusta!” trade fair (Milano, 29/04/2022 - 01/05/2022).</p>
<p><b>Postcard about thermal heritage along the Via Francigena in Tuscany</b></p>		



<p><b>zurAllure cotton t-shirt</b></p>		
<p><b>zurAllure bamboo toothbrush</b></p>		
<p><b>zurAllure technical fabric t-shirt</b></p>		<p>WP5</p>
<p><b>Pins on thermal Via Francigena</b></p>		<p>zurAllure technical fabric t-shirts, thermal pins, rurAllure banner and flags were produced by the EAVF on the occasion of the “I love Francigena thermal by rurAllure” free walks (Tuscany, 28-29/05/2022).</p>
<p><b>zurAllure banner</b></p>		

		
<p><b>rurAllure flag</b></p>		
<p><b>rurAllure roll-up</b></p>		<p>WP5 WP8</p>

Norway		
Flyers		WP6
Hungary		
rurAllure cotton shopper		WP7

<p><b>zurAllure pins</b></p>		<p>WP7</p>
<p><b>zurAllure pen</b></p>		<p>WP7</p>
<p><b>Mária Ut reusable plastic bottle</b></p>		<p>WP7</p>
<p><b>zurAllure metallic mug</b></p>		<p>WP7</p>
<p><b>Mária Ut Ceramic plaque</b></p>		<p>WP7</p>



<p>Mária Ut and rurAllure roll-up</p>		<p>WP7</p>
<p>rurAllure brochure</p>		<p>WP7</p>
<p>rurAllure brochure</p>		<p>WP7</p>
<p style="text-align: center;"><b>Slovakia</b></p>		
<p>rurAllure leaflet</p>		<p>WP7</p>

<p><b> rurAllure in Slovakia leaflet</b></p>		<p>WP7</p>
<p><b> rurAllure photo constest leaflet</b></p>		<p>WP7</p> <p>The brochures were created to promote the photo contest "Wander with Heart and Body" conducted by Univerzita Komenského v Bratislave in cooperation with the Slovenská technická univerzita v Bratislave</p>



## 19. Annex X: Communication guidelines

### Vol. I - Pilots' communication guidelines

#### 1. What the EAVF team does:

##### Our main goals

1. Growing our social media presence

**How?** Increasing our engagement across all platforms and creating content

2. Being attractive

**How?** Offering visually effective content and a recognizable design

3. Engaging partners

**How?** Sharing collaboration and publishing interviews to partners and stakeholders

##### Content focused on

- Fresh, useful and engaging content posts,
- Social media sponsored post,
- User generated content.

##### Action items

- Quotes obtained from interviews with staff, partners and stakeholders.
- Inspirational content, such as: "top 3", "world days", "how to...", "best of.."
- Photo gallery about routes and points of interest for each pilot.
- Infographics to present statistics and data about trends and tourism.
- Sharing news, agreements, papers, publications and collaborations.

#### 2. Now, it's your turn!

##### Actions required

##### Quotes

Those willing to participate in small interview, please contact Simona Spinola [simona.spinola@viefrancigene.org](mailto:simona.spinola@viefrancigene.org) and send her the following:

- a short bio (maximum 150 words),
- a short quote about the pilot (a short sentence of a maximum 25 words),
- Your photo: a front photo in the foreground and in color (no black and white), without sunglasses, with the background as neutral as possible. Picture size: at least 800 px.

Examples: [here](#)



## Meetings, seminars and webinars

In case you participate in a meeting related to the rurAllure please send to Simona the following:

Preferrably before the event:

- Title, place, date and the visuals of the event
- Web link
- List of partners involved
- a small description (around 80/120 words)

up to 5 days after the event:

- pictures or screenshots
- Bullet points / summary of the event
- a short quote by one of the presenters that is particularly significant (about 50 words)

Example: [here](#)

## Agreements

It's very important to share with all the Consortium and general public all new agreements signed by rurAllure with new associate partners. Feel free to send to Simona all related publications in local newspapers, online or offline, just like this one, as well as:

- the details of the agreement
- a brief description of what the agreement consists of, specifying the concerned pilot
- photos of a new partner and of eventual official ceremonies (signing of the contract, inauguration of a place)
- people and the institutions involved
- any web links and hashtags that refer to the news

Example: [here](#)

## Points of interest

Anyone willing to share on rurAllure channels the places of particular interest of a route / pilot, gastronomy, traditions etc. please send to Simona the following:

- at least 5 non-amateur images of at least 800 px each, without watermarks
- the exact names of the places in English and local language
- a small description of the places (around 60 words)
- tags and hashtags of related partners (for instance: #visittuscany)

Example: [here](#)





### **rurAllure Teams**

One of the most successful photos ever on our social networks? Modestly ... [this group photo](#) of the EAVF team on occasion of the Italian National holiday in front of the Fidenza cathedral. This photo reached a record of likes.

Those who work in attendance will be able to take a group photo in the office or in a significant place in the city where they are located, specifying:

- full names and surnames of people present on the photo
- their job titles
- what they do for rurAllure
- details of the occasion the photo was taken.

Fresh contents of this type allow us to give a face to the project and communicate closeness to the public.

Don't be shy!

### **Newspapers and magazine articles**

Feel free to share upcoming news and events in local or national media related to outdoor and slow tourism and pilgrimage, sending to Simona:

- the web link of the news (or a screenshot if it is a hard copy),
- a short description of the item (around 50 words),
- all the partners involved,
- images or graphics, if available.

Example: [here](#)

### **Scientific publications**

Scientific publications are particularly important for the project to increase awareness and visibility in the academic community.

For this reason, please notify Simona of any scientific publications, by sending:

- the full title in English,
- the newspaper which published the article with the link,
- a short description of about 150 words,
- a short bio of the author of about 20 words.

### **Contests and competitions**

Do not hesitate to inform Simona about contests, calls and competitions in your country region, organization, related to tourism and development of rural destinations. For each item, feel free to send:

- Title, place and deadline,
- Web link and visuals,
- a short description, underling the connection to rurAllure mission (approximately 100 words).

Example: [here](#)



### **Job openings**

Any job opening in your rurAllure team might be interesting for our followers.

Send us the following details:

- Job title,
- Place,
- Deadline,
- Requirements / Terms of references,
- Information for applications.

Example: [here](#)

### **How to share rurAllure news**

To increase the visibility of rurAllure in the media, the effort of each one in the Consortium is fundamental.

We kindly ask you to follow the project social media profiles, liking and commenting the posts on:

- [Facebook](#)
- [Linkedin](#)
- [Instagram](#)
- [Twitter](#)

You can also share our communications on your profiles and profiles of your organizations, tagging rurAllure and adding the following official hashtags: #rurallure #h2020 #horizon2020 #eu\_h2020 #Horizon\_EU

*“A work group needs only two things: a shared interest and a unique way to communicate it”*

*Seth Godin*



## Vol. II - How to increase the reputation of the project

This document presents guidelines how to strengthen the reputation of rurAllure in local media and newspapers, approach journalists and participate in fairs and events.

### 1. Project target

Currently, our target audience is composed of both institutions and, for now to a lesser extent, pilgrims and tourists looking for advice on how to organize their journey. It is a mixed audience, composed of men and women aged between 35 and 60 and of medium-high level of education, which uses social media mainly for leisure.

What is our **ideal target**? Whom do we want to aim for?

**70% B2B:** members, partners and institutions

**30% B2C:** outdoor lovers, trekkers, mountain lovers

The main objective of each communication action is to increase the rurAllure web reputation in 6 countries where the project partners are located and beyond all over Europe.

To achieve this goal, there are several actions that each rurAllure team can take by binding the media present in their country.

Among the main ones are the dissemination of **press releases** and preparation of **targeted articles** for online and print newspapers, alongside **participation in trade fairs** and events in the sector.

Let's see in detail how to proceed.

### 2. Press releases

This tool must speak of rurAllure only indirectly: the main news at the center must be information of high interest or usefulness to the recipients and their target audience. The text must not be perceived as self-referential.

How to draft a press release:

- The title of the press release must be short and clear to convey the message immediately.
- Identify the main news to be communicated, better if accompanied by numbers and concrete data. e.g. : 70% increase in pilgrims along the Via Francigena in Tuscany in the last year.
- The **5 W rule in the introduction**: start your press release by describing Who, What, Where, When, Why (this rule is widely used in Anglo-Saxon journalism).



- Insert a citation: it is advisable to have at least one direct quotation of a stakeholder to increase the credibility of the article.
- Use a sober and neutral language, without adjectives or explicit positions ("an analysis conducted on a sample of 10,000 users" VS "a very interesting survey")
- Insert images and videos: multimedia communication is essential to make the press release effective. Particularly appreciated are graphics and infographics that allow you to view relevant information, to highlight important numbers or to give a general overview.
- A press release must not exceed one A4 Word page.
- Use the official font of the project (Lato), colours (orange to highlight) and highlight in **bold** the keywords of the text.
- Insert the date at the beginning and contact details including the website and social media
- Insert the rurAllure logo on the left side and the logo of the European Union and the disclaimer on the right side next to the rurAllure logo.
- Once the text is completed, identify the media, newspapers and blogs to which you can send the text: it is always better to use direct message to the editor-in-chief rather than to the generic information email.

### 3. Guest post

The guest post is a publication prepared by you or your team and published on a website, blog, media resource of another entity or a person willing to accept the contribution as it deals with relevant matters.

The aim of the guest post is to reach a wider and different audience.

#### 4 steps to prepare a guest: Research – Analysis – Contact – Agreement

1. **Research** (crucial stage, as the articles should be perfectly customized to the media resources they will be published in).
  - Customize your search: set up the needed language, go to your national search engine (e.g. in case you are in Italy go to [www.google.it](http://www.google.it)).
  - Start searching the keywords (e.g. "slow tourism" or "rural heritage") and click on News (below the search line, next to the options "images", "videos", "maps").
  - The list of newspapers that deal with the topic will appear.
  - Repeat the search periodically.
  - Check the section "Videos": many YouTubers have reference sites or communities interested in the topic.





## 2. Analysis

- Explore blogs, newspapers, YouTube and Vimeo channels to evaluate what topics they have already covered and how.
- Focus to evaluate which relevant content could be interesting for the media resource which is not yet present on the site.

## 3. Contact

- Send an email to the recipient to introduce the project and provide a link to rurAllure.
- Use a **personalized approach** such as "I saw that you dealt with the topics X and Y and I thought that your audience might be interested in knowing more details about Z, considering the high engagement of your posts on your social networks"
- In the same message communicate that the reason for the email is to propose to write a guest post on a topic identified during the analysis phase.

## 4. Agreement

- Once you receive a confirmation of interest, ask for technical details of the piece to be written, such as number of characters, style, number and resolution of photos.
- Prepare a text (brand new and not yet published elsewhere).

### How to proceed with the drafting of a guest post?

It is essential to propose a **quality text**, aligned with the host's editorial lines; we must offer an added value if we want the article to be successful and establish a collaboration with the blog which in turn will have an interest in sharing and recommending us to its community.

- Evaluate the style of the media resource that hosts you. Which tone of voice does it use?
- A guest post must be complete and well structured. You can't present yourself with an article of a few words. Write and package content that addresses a topic as deeply as possible.
- It must be original, not a copied content already published elsewhere.
- Above all, it should not be promotional and auto-referential. Non-generic focus is advisable. (e.g. "rurAllure in general" vs "Ethnographic heritage along the ways of St Olav").
- In the text you can insert in a natural way a reference link to the project for readers who want to deepen the topic.



- Once sent and published, it is important to monitor the results of the online article and verify any interactions on social media: if the blogger / journalist shared the article on the social media, you respond to comments and evaluate the level of engagement.

#### **An example of a guest post:**

[The thermal heritage along the Via Francigena, between history and opportunities \(geomagazine.it\)](#)

The rurAllure communication team contacted the editorial staff to propose exclusive content that does not explicitly talk about rurAllure but addresses a topic in an exhaustive way. The project is mentioned at the end of the text as a reference point and to provide higher credibility.

#### **There are endless topics that we can propose to the media. Here are some ideas:**

- The most beautiful spas in Lombardy;
- 5 places not to be missed on the Via Romea Strata;
- Walking and relaxing: a selection of spas located along the main European paths;
- 5 authors who wrote about the Cammino;
- List of rare birds you might see while walking along the Maria Ut.

#### **4. Participation in trade fairs and events in the sector**

Among the main marketing actions, participation in tourism fairs and targeted events plays a fundamental role in project dissemination.

Fairs, exhibitions, salons can be of different types, they differ by sector of interest and target to which they are addressed.

Very often, fairs are organized to create an opportunity for meeting between subjects who operate in the same sector or in related sectors.

In this case, the event serves to connect companies and are structured on B2B (business to business) dynamics.

In other cases, the fair is configured as a moment of promotion aimed at the public, through which companies present themselves to consumers in a B2C (business to consumer) perspective.

Participating in a fair offers numerous advantages for companies able to fully exploit its potential: it is important to focus on the search for targeted events that take place in the area of competence, and that involve local bodies, municipalities and associations in order to develop an ad hoc product to be offered specifically for the occasion.

In case of a limited budget you can take part in a fair via co-marketing actions with a relevant entity.

## How:

- Search for tourism, cultural, religious, natural fairs, events and salons in your area, region and nation-wide.
- Check who participated in them in the previous years, look for entities and public bodies from your town, province and region. Those can be the municipality, regional tourism department, association of walkers and pilgrims, etc.
- Contact them, presenting the project and offering co-marketing actions. These entities always look for new experiences to be presented at the fairs and most likely will be interested to host you in case you have materials to present.

## What can you offer?

- To share a stand – provide people to be at the stand which could explain about the project
- Ad hoc materials on the project to be featured at the host stand (those should not be generic, but must target the audience at the fair and satisfy your host) : e.g. the Italian region of Lazio was supposed to be present at the Itinerando tourism fair (cancelled to Covid-19), the rurAllure team approached them offering to prepare ad hoc brochure on thermal sites along the Via Francigena and received their positive reply. It is important to always place the EU logo and the disclaimer on all the visibility products.
- Participation in panels, press conferences, discussions, webinars as experts of a specific aspect treated within the fair.
- The provision of multimedia documents such as photos and videos that complement the institution's proposal.
- The organization of parallel networking activities, such as brunches, happy hours or aperitifs, which allow you to converse with the stakeholders present in a more relaxed way.
- The joint promotion can exclude physical participation in the event to limit itself to an exchange of visibility at the web level: so rurAllure could for example appear as a 'media partner' with a clickable logo in the dedicated section of the event.



## Vol. III - rurAllure General Meetings: an opportunity to increase the visibility of the project

*This document presents steps on how to organise the media coverage of rurAllure General meetings and pilot's events in local media and newspapers, involving journalists and experts.*

### Article I. *Premise*

*The last rurAllure General Meeting which took place in Padua in January 2022 proved to be a success in terms of media coverage and stakeholders' involvement. The team managed to organise an online press conference which involvement journalists and bloggers, reached out to mayors and local administration and have news about the meeting published in local press and blogs. That proves that each rurAllure meeting can become an opportunity for increasing project's visibility and spreading its message to wider public.*

### Article II. *Before the event*

*Here is a checklist of preparation to the meeting before the actual event starts:*

1. **Visibility materials:** rurAllure roll-up, gadgets (t-shirts, pens and block notes etc). The WP8 team can assist you in design of these materials.
2. Preparation of a **poster** which should include the date, time, venue, name of the event as well as the logos of the project, the European Commission and of main organisers. The WP8 team can assist you in design.
3. Publication of a **news articles** on the official website one month before the event. The news article should be **in 2 languages** – English as the official language of the project and the language of the host country. The news article in the local language should be published on the host's website and social media channels. The WP8 will publish the article and the press release in English and will disseminate them via the official social networks of rurAllure.

It is important to include a **little quote** from the organizer(s) and local authorities. The focus of the news should underline the importance of the project to the host country.

4. Create a **mailing list** of contacts to whom we want to send the news, dividing it into different groups such as:
  - online and offline newspapers, journalists and media.
  - Institutions and local authorities such as mayors etc.
  - Bloggers and influencers related to the tourism and culture sector in your region.
5. Arrange a **photographer and a videomaker** who can film and photograph during the entire event.



- It is advisable to organize a **press conference** (online or in presence) during or before the meeting to explain the project. It is advisable to take contact and meet with any local bloggers and influencers, they might be interested to “experience” the project, walking along a few stretches and testing the rurAllure solutions.



### Examples:

- [3rd rurAllure General Meeting to be held on 27 - 29 January in Padua - rurAllure](#)
- [1st rurAllure International Congress - rurAllure](#)
- [Con rurAllure, per parlare di cammini e patrimonio rurale | Il Bo Live UniPD](#)

## Article III. *During the event*

### In collaboration with the WP8 team

- Conducting video interviews with the participants and interested stakeholders.
- Social media coverage of the events: stories and daily posts with photo galleries, tagging partners. It is better to share accessible content to the general public.
- It is important to organize cultural events for the Consortium during and / or at the end of the General Meeting to discover local heritage: guided visits to museums related to the project, tastings of local specialties, site inspections.

### Examples:

In Padua we had face-to-face interviews with local authorities, such as mayors and councilors:



*reach out!*

## Article IV. *After the event*

1. Publication of a web article about the outcomes of the event in English and the local language maximum three days after the event.
2. This article should be transformed into a **press release in 2 languages**, to be customized according to the recipient, and sent to local and national. It is advisable to combine a selection of ten photos and to insert a link to the rurAllure press kit for those who want more information.
3. On social networks it is important to give continuity to the event with **thematic insights**, which allow us to tag visited realities and people met during the meeting. These posts can be sent as direct messages to realities linked to the territory to bring the initiative to their knowledge.
4. The follow-up article should be distributed among the partners to be published on their websites and social media as well as included in their newsletters.
5. Collect the feedback in an Excel file: the media and stakeholders contacts, external publications and web articles, new contacts obtained.

*A communication intern could be a very valuable help for organisation of such an event. WP8 team will be more than happy to accompany you in preparation of the event.*

### **Examples:**

*After the 3<sup>rd</sup> General Meeting we published official article, as well targeted insights related to the heritage of the visited area:*

- [Padua and Montegrotto Terme welcomed rurAllure European project - rurAllure](#)
- [Discovering the thermal and archaeological area of Montegrotto Terme - rurAllure](#)
- [First European pilgrimage and thermal map - rurAllure](#)

*We sent the press release to local magazines and blogs, asking for their dissemination, as well as international media, online and offline:*

- [proxecto rurAllure analiza en Padua as potencialidades das rutas de peregrinación para a recuperación do turismo post-covid | Universidade de Vigo \(uvigo.gal\)](#)
- [Progetto rurAllure. Turismo rurale lungo i cammini in Europa \(blogdipadova.it\)](#)
- [Web article EAVF \(Italian/English/French\)](#)
- [La Via Francigena ha partecipato al convegno "rurAllure" sulle vie di pellegrinaggio europee](#)
- [Il Veneto da \(ri\)scoprire, tra vie di pellegrinaggio e terme antiche \(padovaoggi.it\)](#)
- [Veneto region welcomes rurAllure international conference on Pilgrimage routes - Echoes of the Journey | Echoes of the Journey](#)



We asked our partners to publish a news article and include it in their official newsletter:

[La Via Francigena ha partecipato al convegno "rurAllure" sulle vie di pellegrinaggio europee - Via Francigena \(viefrancigene.org\)](#)



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Guarda il primo webinar **"I trucchi del mestiere"** con Sandy Brown, autore della guida, e unisciti alla comunità FB per i futuri webinar!

[Guarda ora](#)



### rurAllure: AEFV partecipa all'incontro

AEVF ha partecipato al terzo incontro europeo per il progetto "rurAllure" tenutosi dal 27 al 29 gennaio 2022 nella città di Padova.

[Per saperne di più](#)



*reach out!*

*[www.rurallure.eu](http://www.rurallure.eu)*