

Be.CULTOUR: “Beyond CULTural TOURism: human-centred innovations for sustainable and circular cultural tourism”



HORIZON 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627

Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action: IA (Innovation action)

Deliverable 5.3

Project website

Version 1.0

Due date:	31/05/2021
Submission date:	02/06/2021
Deliverable leader:	CNR IRISS
Type	Website
Author list:	Stefano Carotenuto, Antonia Gravagnuolo (CNR IRISS)

Disclaimer

The contents of this deliverable are the sole responsibility of one or more Parties of Be.CULTOUR consortium and can under no circumstances be regarded as reflecting the position of the Agency EASME and European Commission under the European Union's Horizon 2020.

Dissemination Level

-
- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | PU: Public |
| <input type="checkbox"/> | CO: Confidential, only for members of the consortium (including the Commission Services) |
-

Abstract

As outlined in different Horizon 2020 documents (Rules for Participants, RIA & IA Proposal Template, Grant Agreement), carrying out and implementing appropriate, synergic and integrated communication and dissemination activities is essential for the successful management of a project. Art. 38 of Grant Agreement emphasizes the importance of promoting the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, possibly engaging in a two-way exchange. Going beyond the project community is crucial to enable the society to realize the concrete value, impact and benefits of the project and of EU-funded R&I activities, thus showing how they can contribute to solving fundamental societal challenges and how they can positively affect the everyday life of people, in terms of better quality of life, job employment and so on.

The Be.CULTOUR Consortium intends to share the project and its results not only with the audience that may effectively use them, i.e. scientific community, stakeholders, professional organizations, policymakers (Art. 29 of Grant Agreement), but also with a broader audience, not necessarily specialized. This implies the definition of clear communication objectives, the identification of targeted measures and messages to promote the project as well as the choice of adequate tools and channels. With this objective in mind, the project website has been conceived as the core component of the Communication, Dissemination and Exploitation Plan, developed in D5.1, showcasing the project and presenting up-to-date information to the wide and different audiences.

As outlined in different Horizon 2020 documents (Rules for Participants, RIA & IA Proposal Template, Grant Agreement), carrying out and implementing appropriate, synergic and integrated communication and dissemination activities is essential for the successful management of a project. Art. 38 of Grant Agreement emphasizes the importance of promoting the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, possibly engaging in a two-way exchange.

Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 Coordinator	CONSIGLIO NAZIONALE DELLE RICERCHE, Institute for Research on Innovation and Services for Development	CNR IRISS	X
2	European Regions Research and Innovation Network	ERRIN	
3	ICLEI Europe – Local governments for Sustainability	ICLEI	
4	Iniziativa Cube S.r.l.	INI	
5	Uppsala University	UU	
6	Haute Ecole ICHEC - ECAM - ISFSC	ICHEC	
7	Open University of the Netherlands	OUNL	
8	APT Basilicata	APT-BAS	
9	Diputación Provincial de Teruel	PGT	
10	Larnaca and Famagusta Districts Development Agency	ANETEL	
11	Laona Foundation	LAONA	
12	Västra Götaland region	VGR	
13	Stalna Konferencija Gradova i Opština	SCTM	
14	Agentia Pentru Dezvoltare Regionala Nord-Est	NERDA	
15	Verde e Moldova	VEM	

Table of Contents

1	Description of the Project	1
1.1	Be.CULTOUR specific objectives	2
2	Introduction	3
2.1	Document structure	3
3	Be.CULTOUR website: design, development and contents	4
3.1	Structure	4
3.2	Navigation	5
3.3	Contents.....	5
4	Technical info, security and privacy	15
4.1	Hosting choice.....	15
4.2	Content management system.....	15
4.3	Privacy policy	16
5	Evaluation.....	17
6	Conclusions	18
	Acronyms	19

Figures Summary

Figure 1 – Navigation menu.....	5
Figure 2 – Navigation submenu.....	5
Figure 3 – Homepage, top and bottom parts.....	6
Figure 4 – Objectives.....	7
Figure 5 – Partners.....	7
Figure 6 – Methodology.....	8
Figure 7 – Workplan.....	8
Figure 8 – Be.CULTOUR innovation areas.....	9
Figure 9 – Community of Practice pages structure. Basilicata's page example.....	10
Figure 10 – Results.....	12
Figure 11 – Newsletter form to subscribe.....	13
Figure 12 – Privacy policy.....	14
Figure 13 – ARUBA Data Center Network.....	15
Figure 14 – Most popular content management systems according to W3Tech's.....	16

Tables Summary

Table 1 – KPIs for website monitoring and evaluation 17

1 Description of the Project

Be.CULTOUR stands for “**Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy**”. It expresses the goal to move beyond tourism through a longer-term *human-centred* development perspective, enhancing cultural heritage and landscape values.

Cultural tourism entails opportunities but also risks. Tourism as a whole can be a highly volatile economic sector. If not managed properly, cultural tourism can also easily turn into a “value extractive” industry, generating negative environmental, social and cultural impacts on local communities and ecosystems. This project will **develop specific strategies to promote an understanding** of cultural tourism, which moves away from a “stop-and-go” consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. “**Place**”, intended as the *genius loci*, the ancient spirit of the site expressing its “intrinsic value” and “**people**” as **co-creators** of its uniqueness, culture, art, tradition, folklore, productivity, spirituality, as well as its “time space routine”, are the focus of Be.CULTOUR, which aims at realizing a longer-term development project for the pilot areas involved.

The overarching goal of **Be.CULTOUR** is to **co-create and test sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies**. Targeting deprived remote, peripheral or deindustrialized areas and cultural landscapes as well as over-exploited areas, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities’ wellbeing and resilience, nature regeneration** as well as **effective cooperation** at cross-border, regional and local level.

Wide and diversified partnerships of stakeholders from **18 EU and non-EU regions** of Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean, will be the driving force of the project. A **community of 300 innovators** (which includes regional authorities and municipalities, clusters and associations, museums and tourist boards, entrepreneurs, chambers of commerce, citizens, researchers, practitioners as well as project partners) in **6 pilot regions** will **co-create innovative place-based solutions for human-centred development through sustainable and circular cultural tourism**.

Collaborative “**Heritage innovation networks**” will be established in **6 European deprived remote, peripheral and deindustrialised areas and cultural landscapes** identified as “**pilot innovation ecosystems**”: committed to the project’s objectives, they have defined clear cultural tourism related challenges requiring innovation that will serve as the basis for the collaboration with **12 additional “mirror innovation ecosystems”** (see Letters of Support). Mutual learning and up-scaling of business solutions will be the objectives of the collaboration between pilot and mirror ecosystems, building the sustainability of the project’s results beyond its lifetime.

By adopting a human-centred quadruple/quintuple helix approach to co-design, **Be.CULTOUR will result in 6 community-led Action Plans, 18 human-centred innovative solutions and 6 close-to-market prototypes** of new cultural tourism integrated services and products: these will directly contribute to **inclusive economic growth, communities’ wellbeing and resilience, and nature regeneration** in pilot and mirror regions, **stimulating effective cooperation** at cross-border, regional and local level. The core partners of the Consortium will progressively build Be.CULTOUR’s sustainability by broadening the interregional collaboration, while anchoring it to relevant EU initiatives in the academic, business and institutional realms.

1.1 Be.CULTOUR specific objectives

The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems;

Objective 2 – To build a Community of Practice of 6 pilot regional ecosystems and a Community of Interest with 12 “mirror ecosystems” in EU and non-EU countries actively engaged in knowledge-sharing and exploitation of Be.CULTOUR’s approach, methodology, tools, and innovative solutions for sustainable and circular cultural tourism;

Objective 3 – To co-develop 6 Action Plans for sustainable and circular cultural tourism by establishing collaborative “Heritage innovation networks” in 6 pilot regions in Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean;

Objective 4 – To co-develop, prototype and test human-centred and place-specific product, process and service innovations for sustainable and circular cultural tourism in pilot heritage sites;

Objective 5 – To provide policy recommendations for more effective use of European Structural Investment Funds (ESIFs) and other EU funds to support cultural tourism innovation ecosystems in pilot and mirror regions, and develop a proposal of evolution of ESIFs through synergies with other public funds;

Objective 6 – To contribute to deepen cultural Europeanisation through information and educational activities focused on the European history, identity and culture expressed in tangible and intangible cultural heritage and cultural landscapes, developing European Cultural Routes and European Heritage Labels in pilot heritage sites.

All partners have wide experience in developing and testing the Be.CULTOUR proposed approach, methodology and tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals.

2 Introduction

The Deliverable D5.3, Project website, falls within the project work package focused on Communication, Dissemination, and Exploitation (WP5) and, precisely, within the Task 5.3 Implementation of communication and dissemination activities envisaged (M1-M36). The present report illustrates how the Be.CULTOUR website has been designed and implemented, developing an attractive, accessible and usable interface, with special attention to responsiveness, versatility and technological performance. The website structure and contents are here described as well as the technologies used. In addition, screenshots of the entire website are provided.

Available at www.becultour.eu, the Be.CULTOUR website will be published online in May 2021. It represents the main communication tool to raise awareness by making the project known and spreading information about the Be.CULTOUR objectives and scope over the wide and different communities of reference. At the same time, on the dissemination side, the website will contribute to maximizing Be.CULTOUR impact towards scientific community, stakeholders and the general public, showing how the project's results are relevant to the everyday life of people, granting better quality of life and increasing employment.

Therefore, the target groups that the Be.CULTOUR website intends to reach have been identified as it follows:

- Regional urban and rural policymakers (including ERRIN and ICLEI Members Network), interests groups, and practitioners;
- Local communities and community organisations (Heritage innovation networks stakeholders);
- European and national policymakers, interests groups, and the general public;
- The research and scientific community;
- SMEs, NGOs, financial institutions, investment funds etc. operating closely to cultural tourism sector and
- Other cultural tourism related projects.

2.1 Document structure

The document is structured as follows:

- Chapter 1 included a description of the Be.CULTOUR project;
- Chapter 2 presents an introduction to the deliverable, detailing the document structure;
- Chapter 3 describes the website architecture and contents, giving details of the key information hosted by the single sections of the portal, as shown by the related screenshots;
- Chapter 4 focuses on the technologies used to develop the website, with particular reference to the CMS and other technical issues (webhosting, security/privacy policy);
- Chapter 5 illustrates website analytics tools and KPIs (Key Performance Indicators) used to assess Be.CULTOUR website performance in order to optimize it;
- Chapter 6 concerns conclusions and further implementations of Be.CULTOUR website that will be made gradually, as the project evolves.

3 Be.CULTOUR website: design, development and contents

3.1 Structure

Be.CULTOUR website contains different information, including public information about the project objectives, achievements, events and news. The website design is characterized by a self-explanatory, user-friendly structure. Actually, if navigation and site architecture are not intuitive, it is difficult for users to understand how the system works and how to find the information they are looking for. Consequently, the website developers have opted for a clear structure, with easily recognizable sections and links, for the best possible user experience. The public website intends to provide an overview of the project available to the wide audience, an introduction to the Consortium and team members, project activities and results, contact information for any party interested in collaborating with us and Be.CULTOUR privacy policy, clearly describing what data the website collects from the users and how the Consortium will use these data. The top menu bar consists of the following 7 items:

- About;
- Community of practice;
- Community of interest;
- Resources;
- News & events;
- Partners.

Other sections of the website are mentioned and accessible at the bottom of the page:

- Home, reachable also by clicking on the Be.CULTOUR logo (to be updated) on the top left of the page, a simple and practical solution which saves the user time, thus avoiding long-scrolling and too much backtracking;
- Privacy Policy, linked to a dedicated page of the website: www.becultour.eu, where complete details on each type of Personal Data collected are provided;
- Cloud, which connects to the Nextcloud site accessible with the necessary permissions (see D6.1 Project Management plan for more information).

All sections of the website have on top the Be.CULTOUR logo (to be updated), applied in different versions depending on the background. At the bottom of each page, the EU emblem with the reference to the Horizon 2020 funding is displayed. In the same way, each page shows at the bottom the disclaimer excluding the responsibility of the European Commission about the information the website contains and for any use that may be made of it, as reported in Art. 38.1.3 of the Annotated Model Grant Agreement. Also a link to the main home page and the other tabs is included and accessible from all sub-pages. On the top of each page, the icons of social media used within the project are shown. They will be regularly developed by updates, interactions, web streaming, pictures, events and community building activities. This will allow to increase the project visibility and reach out both the general public, raising awareness about the strategic importance of circular economy, and stakeholders, informing them on Be.CULTOUR progress and milestones.

3.2 Navigation

Some of the abovementioned categories (community of practice, community of interest, resources, news & events, partners) are expandable to show further subsections and provide the user with more specific information.

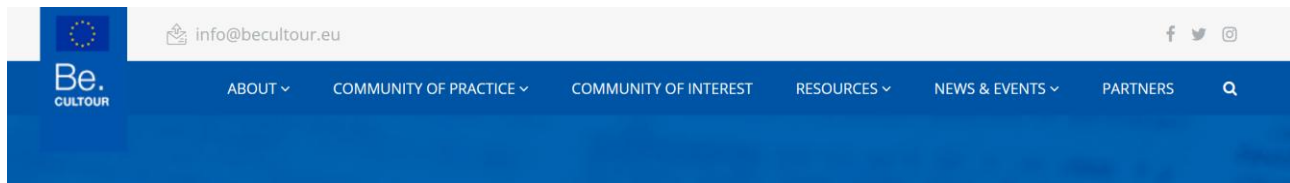


Figure 1 – Navigation menu



Figure 2 – Navigation submenu

Particular attention has been paid to another important issue, i.e. responsiveness of the web layout. The use of mobile devices to surf the web has grown at a great pace. In order to offer an optimal viewing and interaction experience (easy reading and navigation with a minimum of resizing, panning, and scrolling), the entire site layout has been designed to be flexible enough to fit into any possible screen resolution, making it perfectly readable from mobile devices.

3.3 Contents

All contents of the project website have been developed according to SEO (Search Engine Optimization) strategies, so that people can easily find it via search engines. Proper keywords have been identified by partners and used for contents to ensure maximum searchability.

Home

The homepage gives an overview of the project goals and is intended to present the most significant and appealing contents. The website developers have tried to communicate from the very beginning what the Be.CULTOUR project is about, relying on the high communicative power of video, images and lively graphics.

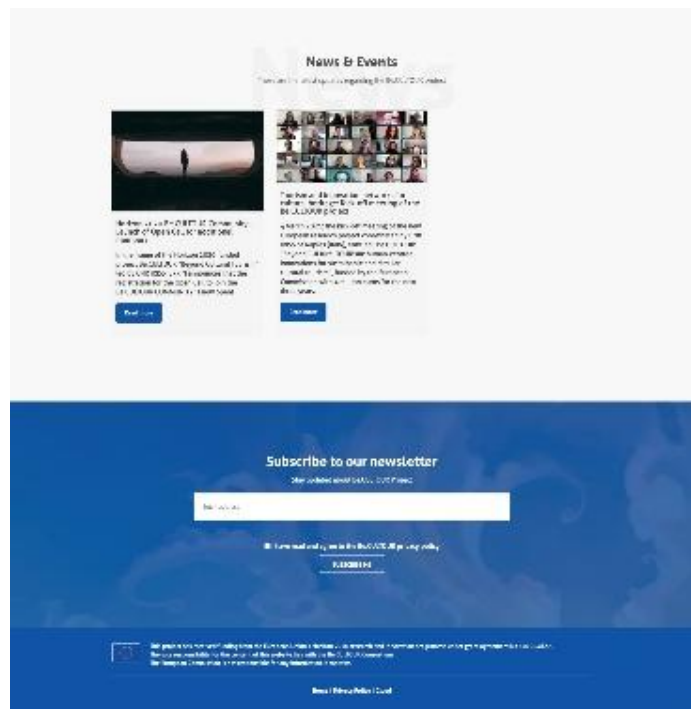


Figure 3 – Homepage, top and bottom parts

An impressive slideshow, showing highlighted contents about the project been applied to the beginning of the page just after the navigation bar, in order to capture the users' attention and immediately convey the key themes of the project.

In the home section, at the bottom of the page, there is a subscribing section to be included in the project website to collect the mailing list.

Social profiles links and a Twitter slider widget to be added later will provide users with latest updates.

About

The section provides a summary of the project as a whole:

- ## Objectives
- The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives

The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives

Targeting deprived remote, peripheral or deindustrialized areas and cultural landscapes as well as over-exploited areas, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities' wellbeing and resilience, nature regeneration** as well as **effective cooperation** at cross-border, regional and local level.

To assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems.

+ Objective 6

- ## Partners
- Be.CULTOUR project Coordinator is the Institute for Research on Innovation and Services for Development, National Research Council of Italy (CNR-IRIS5). The Be.CULTOUR Consortium comprises 15 partners, covering EU and non-EU Countries

Be.CULTOUR project Coordinator is the Institute for Research on Innovation and Services for Development, National Research Council of Italy (CNR-IRISS). The Be.CULTOUR Consortium comprises 15 partners, covering EU and non-EU Countries



- **Methodology:** this sub-section identifies the methodology used in the Be.CULTOUR project, emphasizing, by means of an image, the innovative actions implemented by the project.

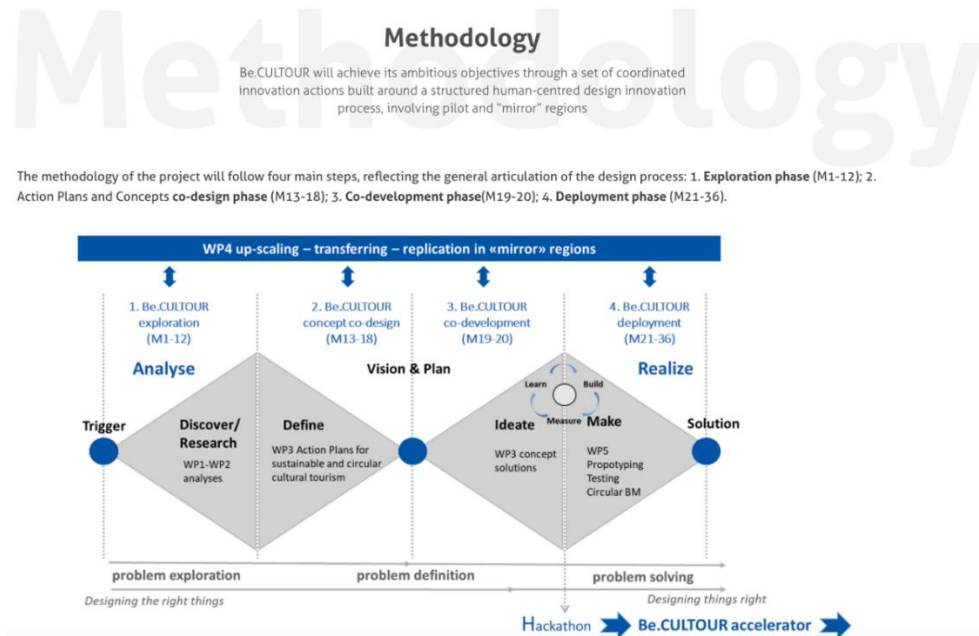


Figure 6 – Methodology

- **Workplan:** It is the detailed description of the Be.CULTOUR's work plan.

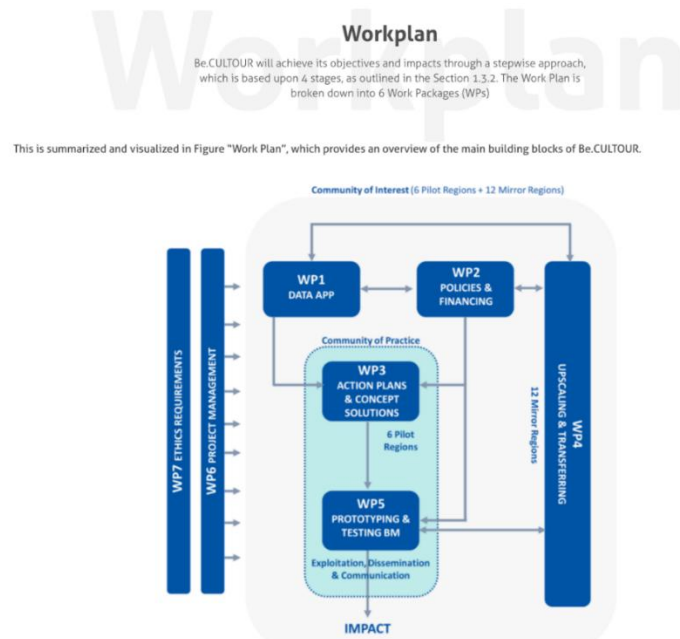


Figure 7 – Workplan

- **Be.CULTOUR innovation areas:** A specific subdivision has been designed to introduce the innovation areas reflecting potential unique selling points for the territories:

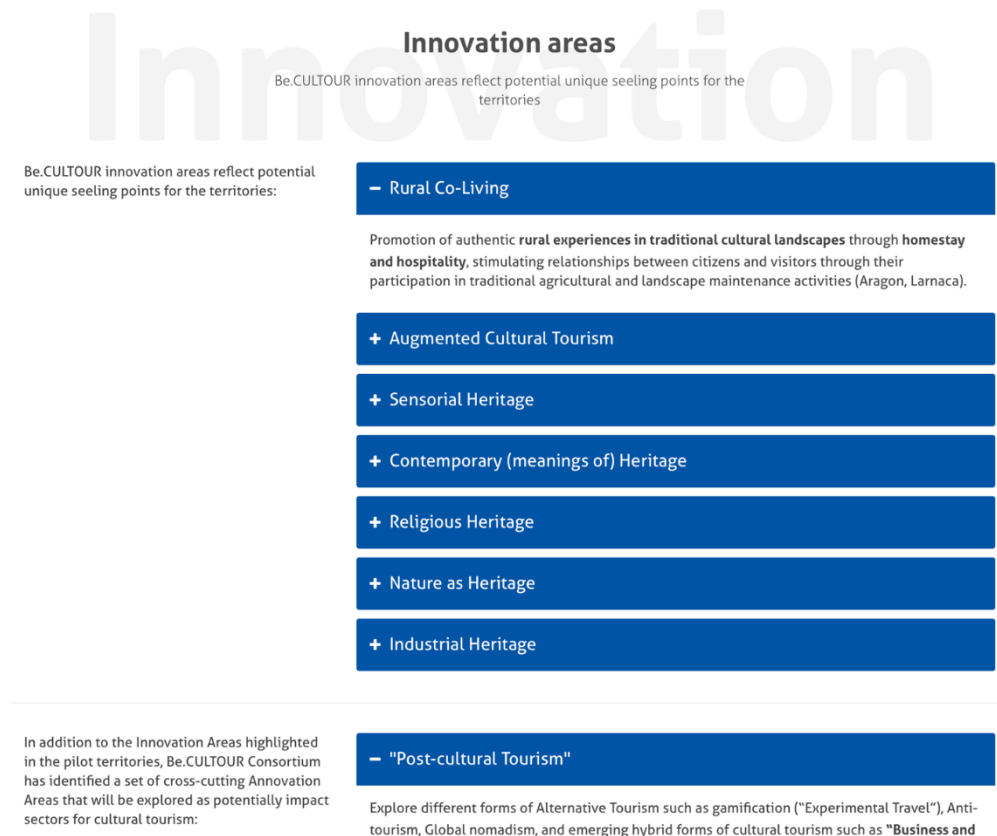


Figure 8 – Be.CULTOUR innovation areas

Community of Practice

The objectives of the Be.CULTOUR project are based on the implementation of **co-creation activities** focused on the process of the Community of Practice, which enables representatives from the Pilot Innovation Ecosystems to interact with expert Mentors, linking the core Be.CULTOUR Consortium priorities to the local realities on the ground.

The Local Representatives participating in Be.CULTOUR Community of Practice represent six Pilot Innovation Ecosystems with diverse geographical profiles, cultural legacies and social contexts: Italy, Spain, Cyprus, Sweden, Serbia and at the cross-border area of North-East Romania and Moldova.

This section aims to present a **short profile about the framework** of each Heritage Innovation Network, highlighting the cultural heritage assets that will guide the development of local Action Plans for circular cultural tourism. This is divided into 6 sub-sections, one for each Community of Practice. Pages are structured with a slideshow of images on the left and description on the right of the page.

Basilicata



The archaeological site of Venosa in Basilicata, Italy

Spreading the legacy of Matera European Capital of Culture 2019: The "Queen of Roads" and the Cultural Bradanica Routen as cornerstones of Venosa's candidacy to Italian Capital of Culture 2021. Matera was ranked first European Capital of Culture (ECoC) in terms of impact on the tourism growth rate since the beginning of the candidacy.

In 2019, tourists increased of 44% in the city, and of 34% in the Basilicata region, leading to a total of 865,000 nights spent during the ECoC year.

With the overarching payoff of "Matera Open Future", the ideation and production of the cultural programme was strongly focused on inclusiveness and citizens participation: an estimate of 18,000 citizens were directly involved, with over 70% of the cultural programme foreseeing co-creation activities.

For a region of fewer than 600,000 inhabitants, suffering from depopulation, brain drain, isolation and remoteness, these figures had a significant impact on both the internal and the external perception of the region.

They come as a result of a 10-years run-up towards the nomination (2004-2014) together with relevant quadruple helix stakeholders and national authorities, who drove the initial cultural mapping exercises towards a more consistent, integrated and strategic approach to urban and regional development.

Matera's bid succeeded in transforming concrete territorial challenges into cultural, economic and touristic opportunities: following the ECoC nomination, the growth rate of tourist accommodations increased of 47,23% but the focus was set on "green", slow and distributed forms of hospitality, which had an eye for social inclusion, as well as sustainability.

These topics have a strong connection with the promotion of circular economy models of development. Be.CULTOUR will enhance two unique itineraries.

The Roman Ancient Applan Road "Regina Viarum", a project promoted by MIBACT (Italian Ministry for Culture and Tourism) and aimed at connecting and enhancing the consular road built starting from 312 BC.

The "Bradania Cultural Road", an itinerary characterized by cities with important artistic and historic heritage, that combines traces preserved in the castles of Federico II of Svevia, in museums, archaeological areas and in the ancient neighbourhoods of the Sassi.

Venosa city, plunged in vineyards and hiking trails at the crossroad of the "Queen of Roads" and the Cultural Bradanica Route. The area of the Mount Vulture and the city of Venosa has been selected as the pilot area, particularly suited for the development of a cultural touristic offer that embraces its localization at the crossing point of natural, historic and artistic itineraries: the Roman Ancient Applan Way – Regina Viarum, and the Bradanica Cultural Road.

The Applan Road, listed UNESCO world heritage, was Rome's first road and Europe's first 'highway'. It was 350 miles long and linked Rome with strategic ports in the South of Italy where ships would sail to Greece and the East. Each place has linkages with poetry, music and science recalling the figures of the Latin poet Horace, the madrigalist Gesualdo da Venosa or Pythagoras.

The Archaeological Park of Venosa (included as a pilot heritage site) has adopted INVENTUM, a 3D augmented reality application that allows to get to know the characters and historical character of the place.

Be.CULTOUR challenge:

In order to strengthen the legacy of the 2019 ECoC, and intensify the connections with the wider regional area beyond the urban boundaries, the Region of Basilicata has set forth the candidacy of the city of Venosa for the title of Italian Capital of Culture in 2021.

The objective is to contribute to the smart and sustainable development of rural areas, improve the management and valorisation of the cultural heritage, and build a sustainable cultural tourism economy in the inner parts of Basilicata. A circular approach to cultural tourism will enable the region to reduce the over-consumption of resources, tackle tourism seasonality and diminish pressure and risks for the local culture and identity. These specific challenges are linked to the concentration of tourism in one site (Matera), the abandonment and depopulation of rural areas and the limited accessibility of remote areas.

Pandemic Impacts:

The COVID-19 pandemic had a major impact in the tourism of Basilicata. Tourism arrivals were halved during the 2020 season, causing a major hit to the local economy: The whole region faced a decrease of -55% in arrivals and -51% in overnight stays. The Vulture area faced a decrease of -45% in arrivals and -47% in overnight stays. Matera faced a decrease of -59% in arrivals and -65% in overnight stays. Overall, the total number of beds and accommodations available was slightly decreased at regional level but slightly increased in the Vulture area and Matera.

A lesson learnt from the very short 2020 tourism season is that inland and green areas attract more travellers than in the past, due to the low density of population and the safety provided in remote areas.

Edit Edit with WPBakery Page Builder



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627. The sole responsibility for the content of this website lies with the Be.CULTOUR Consortium. The European Commission is not responsible for any information it contains.

[Home](#) | [Privacy Policy](#) | [Cloud](#)

Figure 9 – Community of Practice pages structure. Basilicata's page example

Community of Interest

Building Be.CULTOUR Community of Interest **with “mirror innovation ecosystems” and related local stakeholders** in European and neighbouring regions. Within the COMMUNITY OF INTEREST page there will be the following points, entered as Accordion:

- **Link to the page** of 6 pilot areas of COMMUNITY OF PRACTICE
- **12 mirror regions** (to be updated after the selection process)

Task Force

This section will provide information about the Task Force composition and meetings. Under construction: currently obscured.

Resources

This page is a knowledge library, enclosing all relevant Be.CULTOUR's publications and deliverables. A menu including the following options is displayed.

- **Scientific publications** (under construction): This section includes all scientific papers and volumes that will be published by Be.CULTOUR partners as main scientific outcomes of the project.
- **Results:** This section hosts a list of all project deliverables and a publicly accessible link for the available ones.



Figure 10 – Results

News & Events

This section includes all news related to the Be.CULTOUR project activities, press releases and media clipping and includes a calendar with all project activities together with a short description as well. The information will be divided into 3 different sub-sections:

- **News**
- **Events**

Partners

This section will include all profiles of Be.CULTOUR partners, with pictures, contacts and a short bio.

Newsletter

This section invites users to subscribe to Be.CULTOUR newsletter, also reporting to the public on previous editions, presenting the most meaningful results of the project as well as cutting-edge topics and circular initiatives. The number of Newsletters will planned and become active from M6 throughout the duration of the project. They will be prepared jointly by all partners, but under coordination and responsibility of the Project Coordinator. All versions of the Newsletters will be prepared in English and distributed electronically.

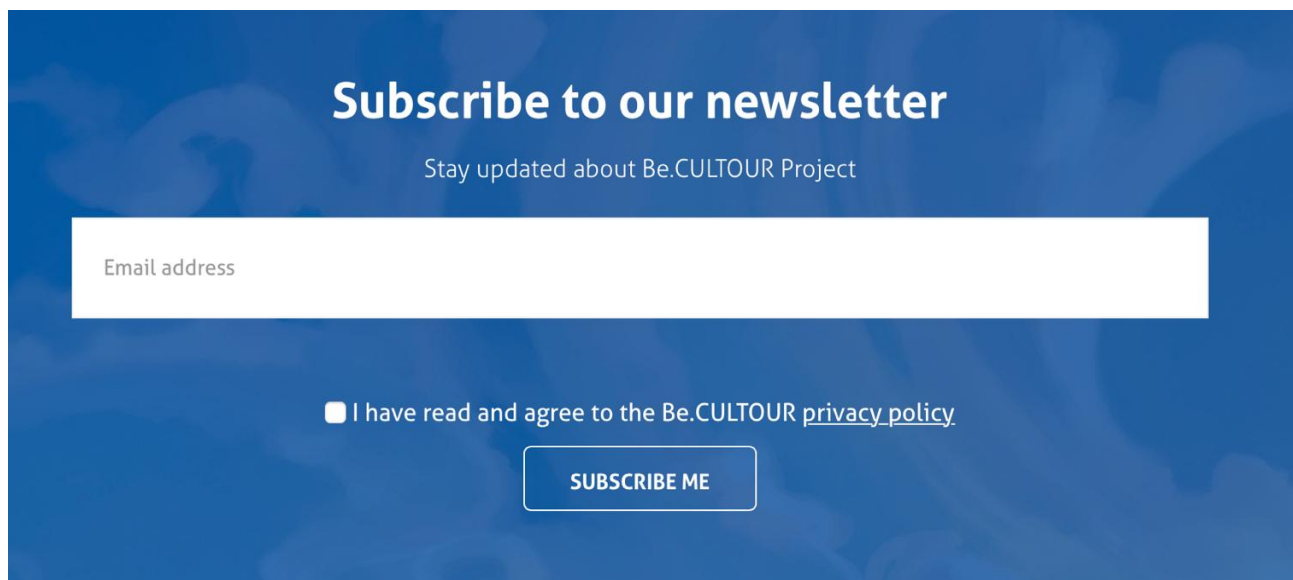
The image shows a newsletter subscription form on a blue background with a faint circular pattern. At the top, the text "Subscribe to our newsletter" is written in white, followed by "Stay updated about Be.CULTOUR Project" in a smaller white font. Below this is a white rectangular input field with the placeholder text "Email address". Under the input field, there is a checkbox followed by the text "I have read and agree to the Be.CULTOUR [privacy policy](#)". At the bottom center, there is a white rectangular button with the text "SUBSCRIBE ME" in blue capital letters.

Figure 11 – Newsletter form to subscribe

Privacy policy

The last section has been specifically designed to describe the privacy policy to inform the website visitors on what info is collected by Be.CULTOUR website and how this information is managed, in order to create a transparent environment in which people are more confident, thus eliminating stress and concerns about potential abuse of personal data. Further details and explanations are provided in the next chapter, focused on more technical issues.

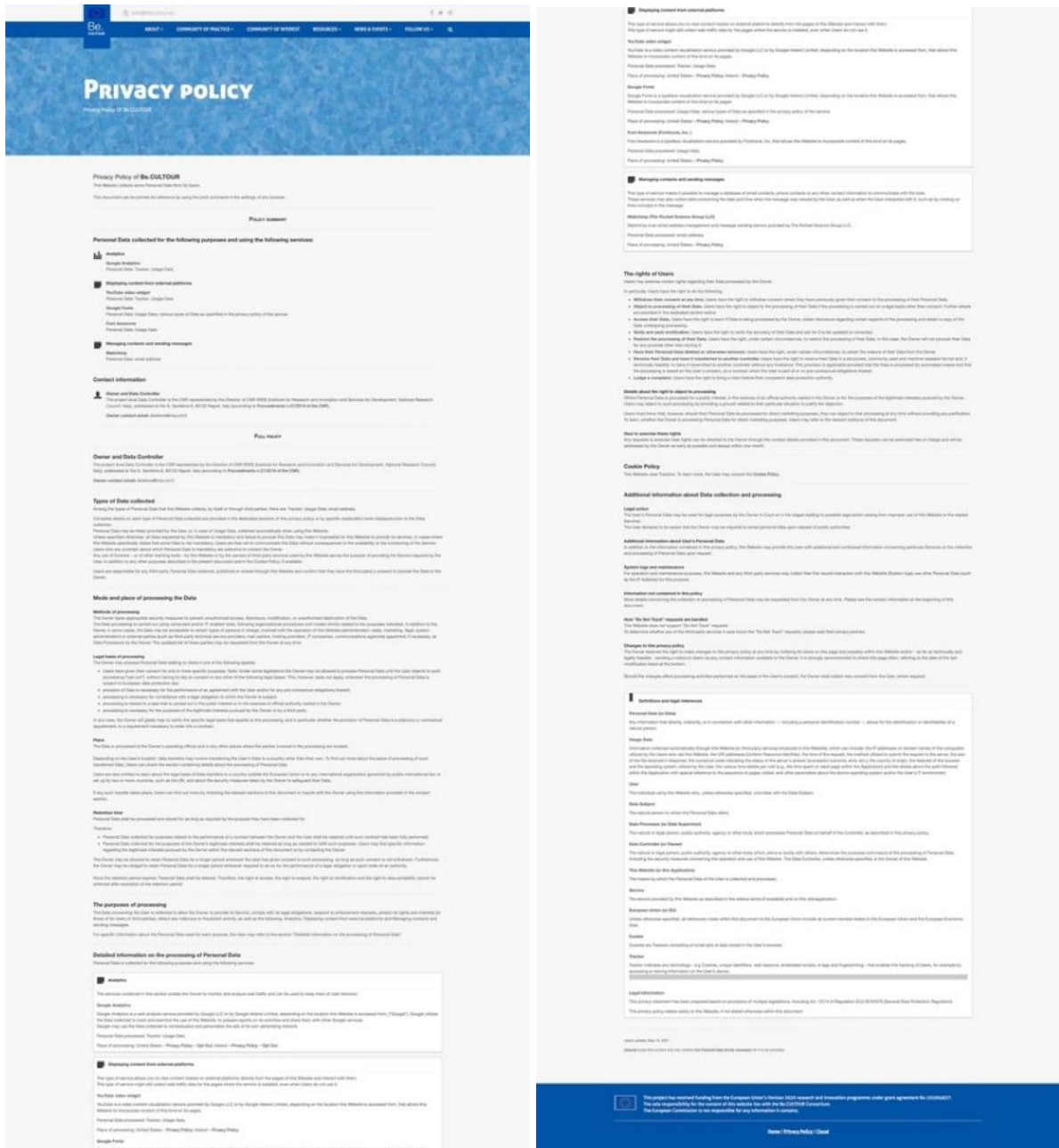


Figure 12 – Privacy policy

4 Technical info, security and privacy

4.1 Hosting choice

Be.CULTOUR website is hosted on the Aruba S.p.A. data centers provided with the most modern technological standards and with advanced security systems, connect to the internet at over 80 Gb/s and guarantee a transmission capacity which is two times the effective capacity required, this ensures service continuity and quality.¹

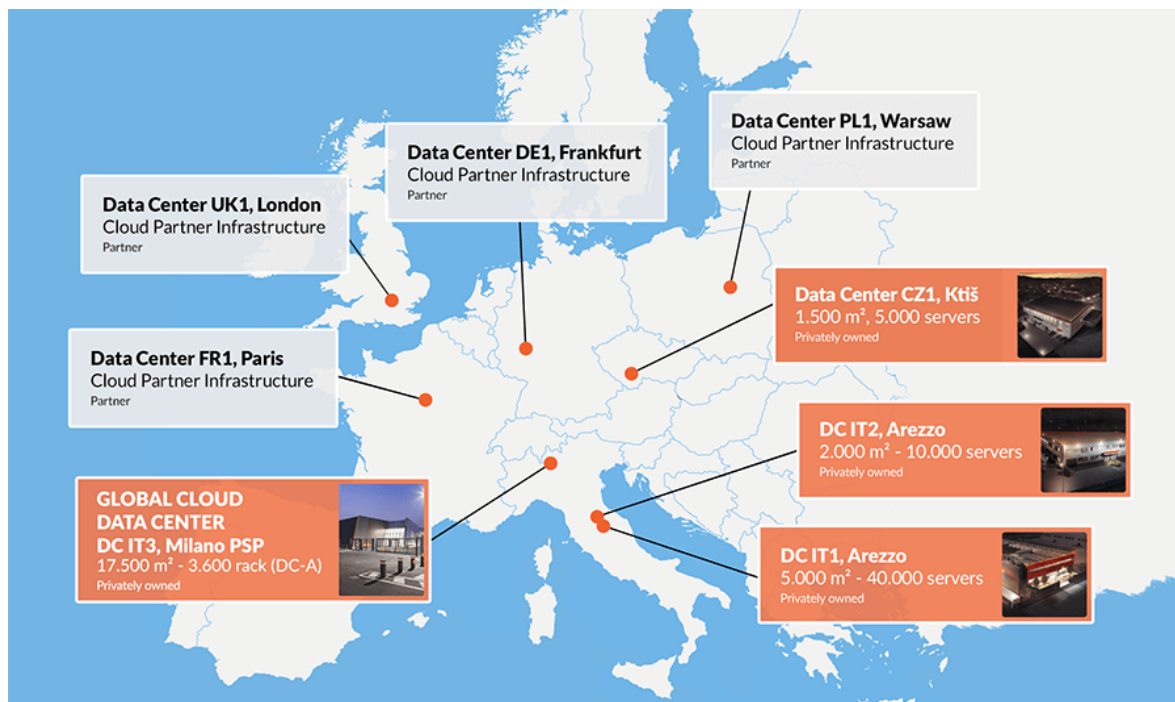


Figure 13 – ARUBA Data Center Network

4.2 Content management system

Be.CULTOUR website has been developed using WordPress CMS. WordPress holds the largest CMS market share by far, and currently powers over 30% of the websites. As a result, many users are already familiar with the WordPress CMS, requiring less staff training when building a new site.

¹ <https://www.aruba.it/en/about-us.aspx>.

Most popular content management systems

© W3Techs.com	usage	change since 1 May 2018	market share	change since 1 May 2018
1. WordPress	30.9%	+0.2%	59.8%	-0.1%
2. Joomla	3.1%		6.1%	
3. Drupal	2.1%		4.0%	-0.1%
4. Magento	1.1%		2.2%	
5. Squarespace	1.1%	+0.1%	2.2%	+0.2%

percentages of sites

Figure 14 – Most popular content management systems according to [W3Tech's](#)

Other reasons to choose the WordPress CMS over other competitors are its powerful extendibility through the use of over 55.000 plugins (according to [WordPress plugins](#) repository, most of them free) to add important features to the website, and the fact that its code is written very clean and simple, making it easy for search engines to read and index a site's content.

4.3 Privacy policy

Be.CULTOUR website collects some Personal Data from its Users. Among the types of Personal Data that this website collects, by itself or through third parties, there are: Usage Data, Cookies and email address. Complete details on each type of Personal Data collected are provided in a dedicated page of the website: <https://www.becultour.eu/privacy-policy/>

The project level Data Controller is the CNR represented by the Director of CNR IRISS (Institute for Research and Innovation and Services for Development, National Research Council, Italy), addressed at Via G. Sanfelice 8, 80132 Napoli, Italy.

5 Evaluation

The implementation of communication and dissemination strategy implemented by Be.CULTOUR website will be regularly evaluated with Google Analytics. The frequent evaluation will enable monitoring of the quality of communication and dissemination activities.

The following list is intended as the minimal set of attributes that will be monitored to measure the effectiveness of the website. More attributes could be added from the beginning of the project or ongoing.

Table 1 – KPIs for website monitoring and evaluation

WEB ANALYTICS	Indicator	Frequency	
Project Website	Unique visitors	Starting M6	50000
	Page views	Starting M6	150000

6 Conclusions

Be.CULTOUR website represents the main online tool to communicate the project and disseminate all its results and events. It will be regularly updated by the partners in order to provide the latest news, relevant results and breakthroughs. Available for 5 years after the end of the project, the website will be continuously improved and updated as the Be.CULTOUR project evolves.

Partner consultation will take place at each Consortium Meeting to identify potential ways of improving the website. The basic idea is to gather as many data as possible during the lifetime of the project and select the best items to be disseminated. A list of future improvements to the Be.CULTOUR website has been already planned, as it follows:

- The Be.CULTOUR homepage will host videos and other promotional materials.
- A repository for the project's findings and results will be accessible from the Be.CULTOUR website. Access to these documents can be made public, or it can be limited to certain users.

Acronyms

[CSM]	[Content Management System]
[EC]	[European Commission]
[EU]	[European Union]
[KPI]	[Key Performance Indicator]
[NGO]	[Non-Governmental Organization]
[SDGs]	[Sustainable Development Goals]
[SEO]	[Search Engine Optimization]
[SME]	[Small and Medium sized Enterprise]
[WP]	[Work Package]