



## Be.CULTOUR:

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



#### HORIZON 2020

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## Deliverable 5.3 Project website

### Version 2.0

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#### 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 REA and European Commission under the European Union’s Horizon 2020.

#### Dissemination Level

- 
- PU:** Public
- 
- CO:** Confidential, only for members of the consortium (including the Commission Services)
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## 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 of Heritage Science	CNR	X
1.1	University of Naples Federico II – DiARC (Linked Third Party)	UNINA	
2	European Regions Research and Innovation Network	ERRIN	X
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 Opstina	SCTM	
14	Agentia Pentru Dezvoltare Regionala Nord-Est	NERDA	
15	Verde e Moldova	VEM	



## Document Revision History

Version	Date	Description of change	Partner
2	23/03/2023	3 Updated figures	ERRIN
2	23/03/2023	3 Updated Introduction	ERRIN
2	23/03/2023	3.1 Updated document structure	ERRIN
2	23/03/2023	3.2.5 Community of Interest – information updated	ERRIN
2	23/03/2023	4.1 Hosting choice – information updated	ERRIN
2	23/03/2023	5.2 Content Management System – information updated	ERRIN
2	23/03/2023	6 Evaluation: <ul style="list-style-type: none"> <li>• Analytics</li> <li>• Remove taskforces</li> <li>• Available for 5 years after the end of the project</li> </ul>	ERRIN
2	23/03/2023	<b>Scientific publications</b> (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.	ERRIN



# Table of Contents

<b>1. DESCRIPTION OF THE PROJECT</b>	<b>8</b>
1.1 Be.CULTOUR specific objectives	10
<b>2. INTRODUCTION</b>	<b>11</b>
2.1 Document structure	12
<b>3. BE.CULTOUR WEBSITE: DESIGN, DEVELOPMENT AND CONTENTS</b>	<b>13</b>
3.1 Structure	13
3.2 Contents	15
3.2.1 Home	17
3.2.2 Social Media Feeds	18
3.2.3 About	19
3.2.4 Community of Practice	22
3.2.5 Community of Interest	25
3.2.6 Resources	26
3.2.7 Partners	29
3.2.8 Newsletter	30
3.2.9 Privacy policy	31
<b>4. TECHNICAL INFO, SECURITY AND PRIVACY</b>	<b>32</b>
4.1 Hosting choice	32
4.2 Content management system	32
4.3 Privacy policy	33
<b>5. EVALUATION</b>	<b>34</b>
5.1 Data Collection	34
<b>6. CONCLUSIONS</b>	<b>36</b>
<b>7. ACRONYMS</b>	<b>37</b>



## Figures Summary

Figure 1 – Footer including reference to Horizon2020 funding	14
Figure 2 – Navigation menu	14
Figure 3 – Navigation submenu	14
Figure 4 – Mobile responsiveness	15
Figure 5 – Google search of Be.CULTOUR	16
Figure 6 – Homepage, top and bottom parts	17
Figure 7 – Twitter Feed	18
Figure 8 – Instagram Feed	18
Figure 9 – Objectives	19
Figure 10 – Partners	19
Figure 11 – Methodology	20
Figure 12 – Workplan	20
Figure 13 – Be.CULTOUR innovation areas	21
Figure 14 – Community of Practice overview page	23
Figure 15 – Community of Practice pages structure. Basilicata’s page example	24
Figure 16 – Community of Interest overview page	26
Figure 17 – Resources sub-menu	26
Figure 18 – Results	27
Figure 19 – Newsletter form to subscribe	30
Figure 20 – Privacy policy	31



## Table Summary

Table 1 – KPIs for website monitoring and evaluation

35



# 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 the **16 additional “mirror innovation ecosystems”**. 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 innovative human-centred 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 a cross-border, regional and local level. The core partners of the Consortium will progressively build Be.CULTOUR 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 16 “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](http://www.becultour.eu), the Be.CULTOUR website was published 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 maximising 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 aims to reach have been identified as it follows:

- Regional urban and rural policymakers (including members of the ERRIN and ICLEI networks), 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 design, development, and contents, focusing on its structure, navigation, and contents. This chapter provides screenshots and information on picture credits.
- Chapter 4 focuses on the technical information, security, and privacy aspects of the website, including the choice of hosting, content management system, and privacy policy.
- Chapter 5 illustrates the website evaluation process and outlining the KPIs (Key Performance Indicators) used to assess the Be.CULTOUR website performance to optimise it;
- Chapter 6 concerns conclusions and further implementations of the Be.CULTOUR website, adapted to the current features of the website. This chapter ensures the inclusion of the sentence on the after-project maintenance of the website for five years 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 characterised 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:

- [Home](#)
- [About;](#)
- [Community of practice;](#)
- [Community of interest;](#)
- [News;](#)
- [Resources;](#)
- [Webinars;](#)

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](http://www.becultour.eu), where complete details on each type of Personal Data collected are provided;

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.

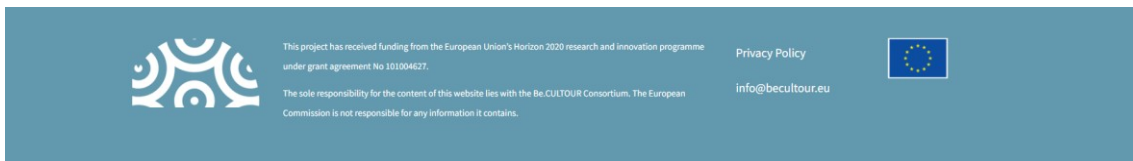


Figure 1 – Footer including reference to Horizon2020 funding

## Navigation

Some of the categories mentioned above, such as community of practice, community of interest, resources, news and events, and partners, can be expanded to display additional subsections, offering users more detailed and specific information.

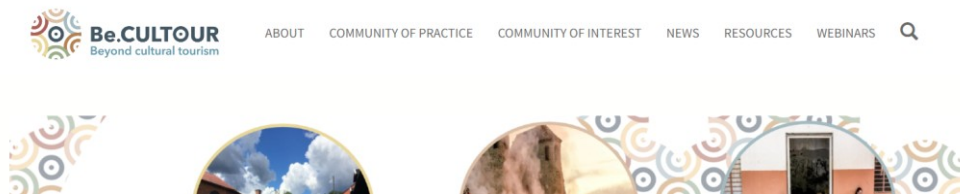


Figure 2 – Navigation menu



Figure 3 – Navigation submenu

Special attention has been given to an important issue - the responsiveness of the website's layout. With the increasing use of mobile devices for web browsing, it is crucial to provide an optimal viewing and interactive experience. The site's layout has been designed to be flexible, ensuring easy reading and navigation without requiring excessive resizing, panning, or scrolling. This ensures that the website is easily accessible and readable on all screen resolutions, including mobile devices.

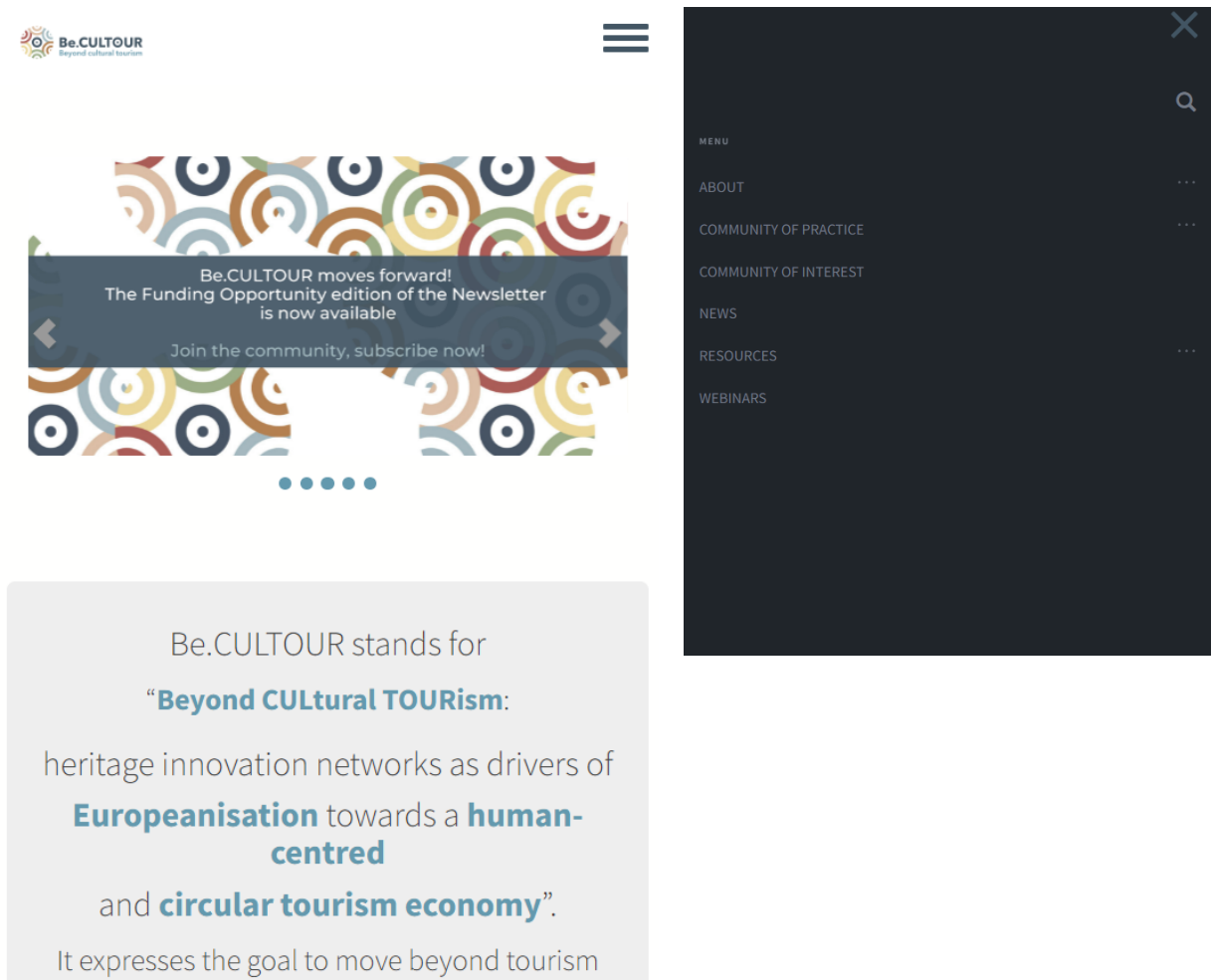


Figure 4 – Mobile responsiveness

### 3.2 Contents

All contents of the project website have been developed according to SEO (Search Engine Optimisation) 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.




be.cultour



All Images Videos Shopping Maps More Tools

About 15.100 results (0,45 seconds)

 Be.CULTOUR  
<https://becultour.eu>

### Be.CULTOUR: Home Page

Be.CULTOUR stands for "heritage innovation networks as drivers of "Europeanisation towards a human-centred " and circular tourism economy". " through a longer- ...

#### Hackathon

The project is unique due to the gamifying the user's experience ...

#### Community of Interest

Be.CULTOUR has built a community of passionate ...

#### Vojvodina, Serbia

The Action Plan and human-centred innovations will focus ...

#### Results

D1.1 – Study on market potential, human capital and social ...

[More results from becultour.eu >](#)

<https://twitter.com/BeCultour>

Be.CULTOUR (@BeCultour) · Twitter

Figure 5 – Google search of Be.CULTOUR





### 3.2.1 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.

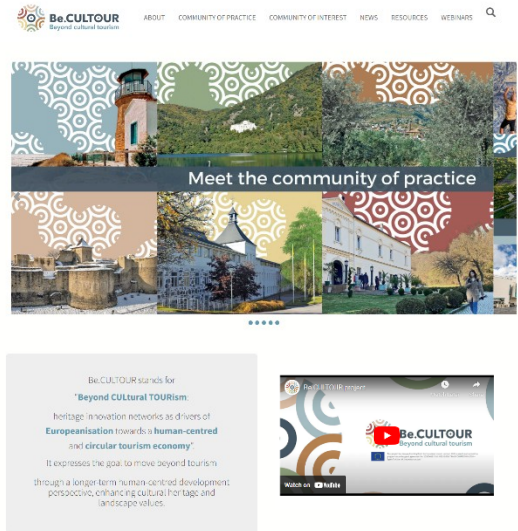
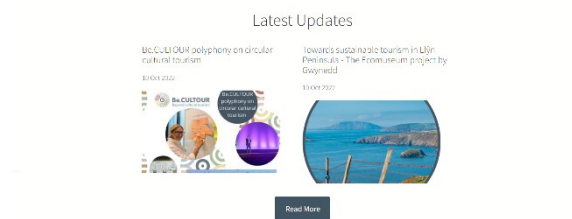
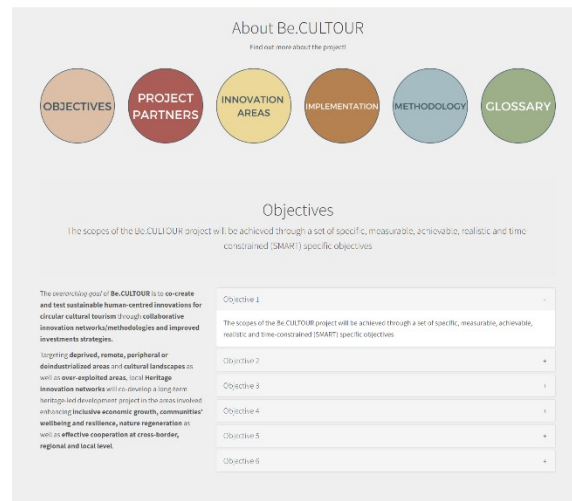


Figure 6 – Homepage, top and bottom parts

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.



### 3.2.2 Social Media Feeds

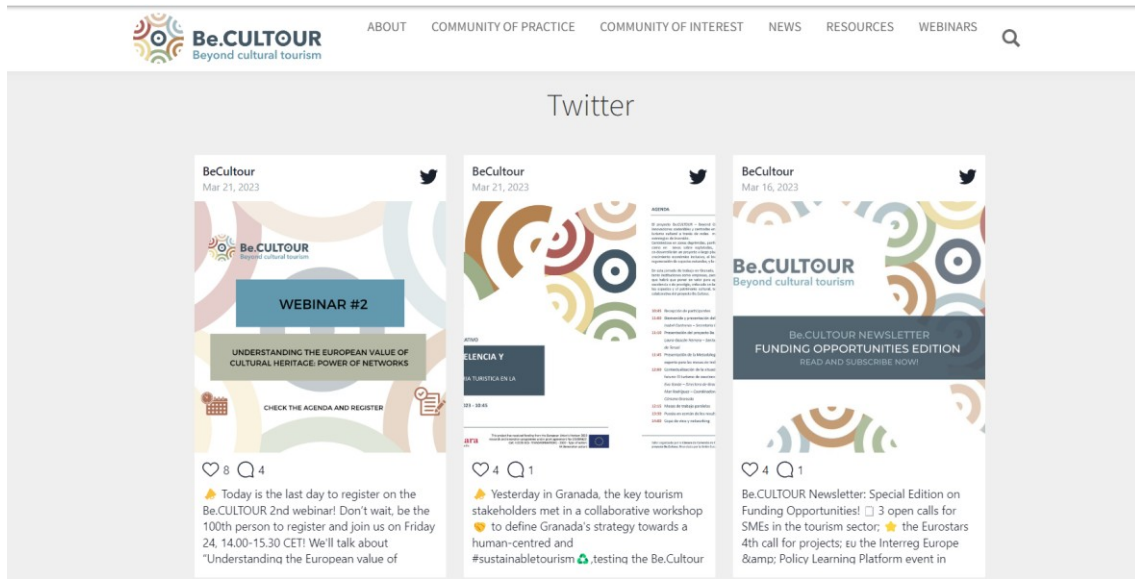


Figure 7 – Twitter Feed

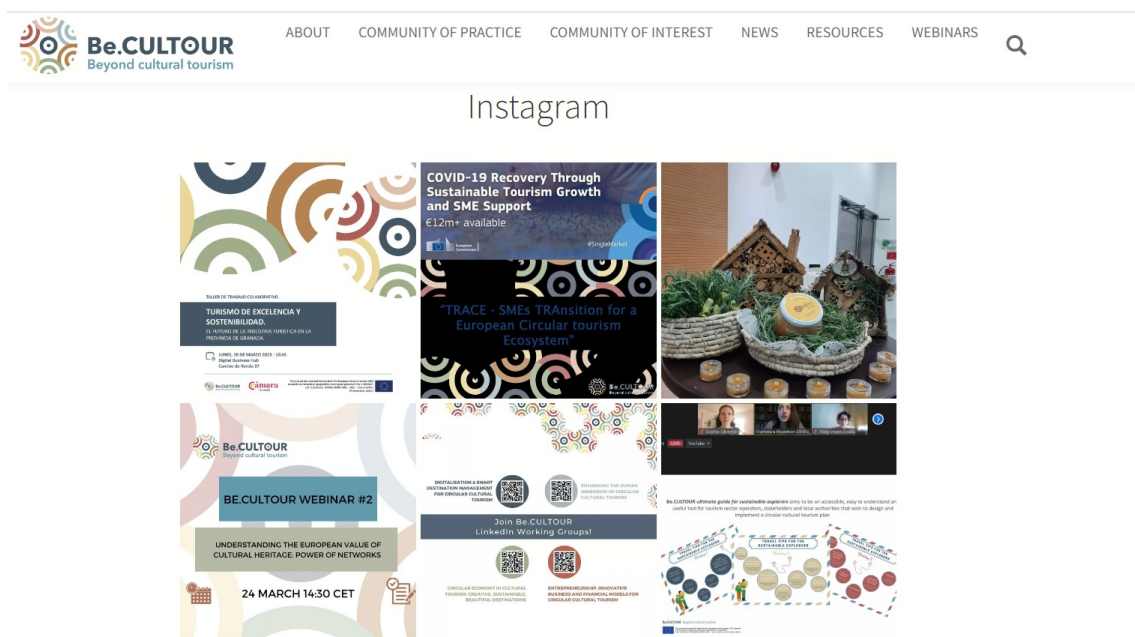


Figure 8 – Instagram Feed

### 3.2.3 About

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

- **Objectives:** This sub-section describes the abstract, aims and objectives of the project.

The screenshot shows the 'Objectives' page of the Be.CULTOUR website. The page header includes the Be.CULTOUR logo and navigation links: ABOUT, COMMUNITY OF PRACTICE, COMMUNITY OF INTEREST, NEWS, RESOURCES, WEBINARS, and a search icon. The main heading is 'Objectives'. Below it, a paragraph explains that the project's scopes will be achieved through SMART specific objectives. To the left, a text block details the overarching goal: '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.' It also mentions targeting 'deprived, remote, peripheral or deindustrialized areas and cultural landscapes' and 'over-exploited areas'. To the right, a table lists six objectives, each with a plus sign indicating it can be expanded.

Figure 9 – Objectives

- **Partners:** This sub-section includes a grid with partners logo linked to respective websites.

The screenshot shows the 'Partners' page of the Be.CULTOUR website. The page header is identical to the previous screenshot. The main heading is 'Partners'. Below the heading, a paragraph states: '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.' Another paragraph mentions: 'The Consortium includes research organisations, provincial and regional authorities, consultancies specialized in financial services, NGOs, municipalities, non-profit organizations, as well as umbrella organizations representing respectively local and regional governments (ERRIN and ICLEI)'. Below the text is a grid of 18 partner logos, arranged in three rows of six. The logos include: CNR-IRISS, ERRIN (European Regional Research Infrastructure Network), ICLEI (Local Governments for Sustainability), INIZIATIVA (Finanza & Innovazione), UPPSALA UNIVERSITET, ICHEC (Brussels Management School), Open Universiteit, APT BASILICATA, Diputación de Teruel, ANATYTSIAKH (Anatolian Association of Architects and Urbanists), Västtra Götalandsregionen, Standing Conference of Towns and Municipalities, ADRO (Asociatia Dezvoltare Regionala Nord-Est), and VERDE E MOLDOVA.

Figure 10 – Partners

- **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 11 – Methodology

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



Be.CULTOUR will achieve its objectives and impacts through a stepwise approach, which is based upon 4 stages, as outlined in the Section 1.3.2. The Work Plan is broken down into 6 Work Packages (WPs). This is summarised and visualised in Figure “Work Plan”, which provides an overview of the main building blocks of Be.CULTOUR

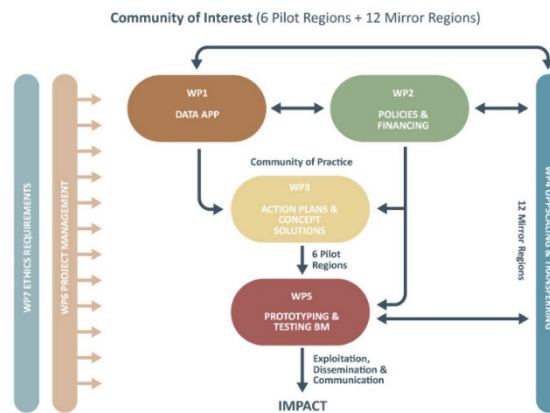


Figure 12 – Workplan



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



ABOUT COMMUNITY OF PRACTICE COMMUNITY OF INTEREST NEWS RESOURCES WEBINARS

## Be.CULTOUR transversal innovation approaches

Be.CULTOUR has identified four transversal innovation approaches linked to the project's objectives towards circular cultural tourism in the Pilot Heritage Sites, as well as four recent emerging trends in the visitor economy due to the impact of the COVID-19 pandemic.

### CIRCULAR TOURISM

Circular economy in the tourism sector is mainly linked to the reduction of the negative environmental externalities of the tourism industry, such as pollution and generation of waste, but it goes beyond this by embracing the wider notion of sustainability.

Circular economy models in the tourism sector are related to the **effort for reducing wastes and natural resources consumption** (energy, water, soil, biodiversity), **enhancement of green transport means, recycling and reuse of materials and products**, as well as the **promotion of locally based food and craft products**.

Moreover, circular models are related to the **reduction of tourism pressure on over-exploited territories, overcoming mass tourism, seasonality and "stop-and-go" tourism, promoting less-known and less-crowded destinations**, but also overcoming tourism dependency by **diversifying the local economy** and avoiding focusing on only one economic sector or tourism typology.

### HUMAN-CENTRED, FAIR AND RESPONSIBLE TOURISM

Human-centred services and products are generally linked to **placing 'real' needs of people and communities at the centre of the design process**, overcoming extreme standardisation and providing diverse, tailor-made experiences, considering the special needs of the person. This concept can be effectively applied to develop **inclusive tourism services and products**. For example, the concept of cultural tourism "for all" is based on inclusive products and services addressing people with special needs. Human-centred tourism is also based on the **enhancement of human capital including skills and the entrepreneurial capacity, empowering local communities** to take advantage of the benefit of sustainable tourism and **enhancing local entrepreneurial innovation ecosystems through cultural tourism**. From the point of view of tourism service providers, human-centred businesses are committed to respect human rights paying attention to tourism workers rights, and avoiding any exploitative measure of people in tourism-related activities. Finally, from the point of view of the visitor, the human-centred tourism is linked to fair and responsible tourism behaviour, paying attention to **contributing to places sustainable development and avoiding exploitative behaviours**.

### CULTURAL EUROPEANISATION

The travel experience in Europe can be an opportunity to explore the extremely rich and diverse European culture, history and identity, promoting educational and recreational activities focusing on European identity, culture, history and values, as well as the development of European Cultural Routes and European Heritage Labels.

Cultural Europeanisation focuses on a **shared sense of belonging based on the common history and cultures expressed in European tangible and intangible cultural heritage and landscapes**.

### SMART DESTINATION MANAGEMENT

**ICT, AI, 5G and IoT systems can be used for better tourism flow management** to avoid overcrowding, enhance accessibility and safety, and foster evidence-based policies to enhance local communities' wellbeing, as well as the visitor experience. This includes the development of applications for enhanced travel experience, for example to visit less-known and less-crowded places, discovering "hidden treasures" or accessing creative and unconventional guides to places. **Through digital tools, visitors and residents can also be facilitated to become active actors of local sustainable development policies**, expressing their preferences and needs and thus participating in enhancing local context, going beyond tourism by embracing regional/local sustainable development.

## Innovation Areas

Be.CULTOUR innovation areas reflect potential unique selling points for the territories

Be.CULTOUR innovation areas reflect potential unique selling points for the territories:

Rural Co-Living	-	Transformative Travel	-
Promotion of authentic rural experiences in traditional cultural landscapes through homestay and hospitality in rural villages, stimulating relationships between citizens and visitors through their participation in traditional activities such as agricultural and landscape maintenance, crafts, etc.		<b>Transformative travel permanently affects you:</b> it focuses on learning and educational experiences, self-reflection, self-discovery or re-discovery, and integrates the experiences enjoyed during the trip back into the visitor's daily life back home. <b>Travelling alone can be a way to develop confidence and new social skills.</b> This is a growing tourism segment, including not only single millennials but even middle-aged people. However, women travelling alone or in small groups do not always feel safe and trustful of local people. This includes finding new ways for making women feel comfortable, find trustful local people, and develop soft skills through cultural tourism.	
<b>Pilots:</b> Larnaca, Cyprus			
Sensorial Heritage Experience	+	Remote Working Destinations	+
Contemporary Meanings Of Heritage	+	Proximity Travel	+
Spiritual Travel Experience	+	"Post-Cultural Tourism"	+
Nature As Heritage	+		
Industrial Heritage Experience	+		

In addition to the Innovation Areas highlighted in the pilot territories, Be.CULTOUR Consortium has identified a set of **emerging trends** that will be explored as potentially impact sectors for cultural tourism:

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.

Privacy Policy  
info@becultour.eu



Figure 13 – Be.CULTOUR innovation areas

### 3.2.4 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.





## Community of Practice

A Community of Practice (CoP) can be defined as 'groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis.' (Wenger et al., 2002).

In the case of Be.CULTOUR the Community of Practice constitutes one of the four levels of engagement in the broader Be.CULTOUR Community:

- The core is made of the 15 organisations constituting the Be.CULTOUR Consortium.
- The Community of Practice is composed of the Local Coordinators of the Heritage Innovation Networks developed in the 6 Pilot Heritage Sites as well as the Mentor organisations supporting the implementation of Be.CULTOUR activities at local level.
- The third level of engagement concerns the Community of Interest which aims to bring together the Local Coordination of the Heritage Innovation Networks developed in the 16 Mirror Heritage Sites, selected through an Open Call launched by ERRIN in April 2021.
- The fourth level of engagement refers to every active participant contributor and/or passive follower of the offline and online activities and/or outputs of the Be.CULTOUR project as a whole.



## Purpose & Objectives

The purpose of the Be.CULTOUR CoP is "to foster regional development through circular cultural tourism".  
Based on a co-creative exercise implemented during the first online Community Meetup held on April 22nd, 2021, the following objectives have been identified by the CoP members:

### CONNECT

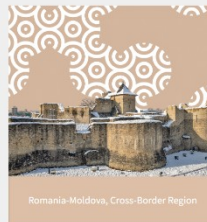
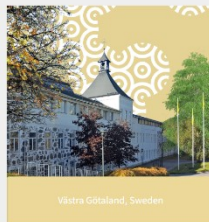
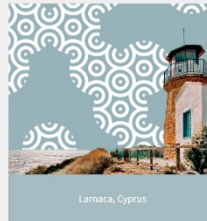
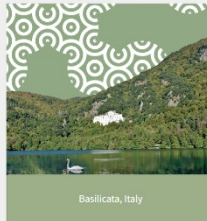
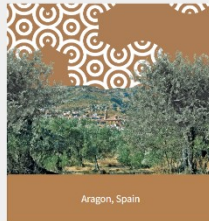
- Meet like-minded professionals interested in circular cultural tourism across Europe
- Share common challenges and create new opportunities

### LEARN

- Gain theoretical knowledge and discover best practices in circular cultural tourism
- Learn about human-centred design and experiment with participatory approaches and co-creation methodologies in online and offline spaces
- Get insights about the implementation of different Work Packages (Data, Policy & Financing, Prototyping etc.)
- Engage in Peer-Learning activities with Local Coordinators from 6 Pilot and 12 Mirror Heritage Sites

### CO-CREATE

- Develop Action Plans to foster regional development through circular cultural tourism
- Establish local Heritage Innovation Networks actively engaging stakeholders from public, private, academic and civil society sectors
- Co-create innovative products, services and processes



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Figure 14 – Community of Practice overview page

## Basilicata, Italy



### Vulture-Alto Bradano area in Basilicata, Italy

One of the highest less-known potential places for further cultural tourism development is considered to be in the “**Vulture-Alto Bradano**” area due to its unique combinations of natural green areas formed on the former volcano, with rich and certified agri-food production, as well as historical elements that date back to pre-history, the Romans and wealthy medieval times with the presence of the court of the Emperor Frederick II. In old times, this area was an important intersection of roads and river navigation routes, being a true crossroad between the central and Tyrrhenian part of Italy (i.e. the big cities of Rome and Naples), the Ionian area (with Greek settlements), and the Adriatic area (with harbours from where ships were sailing mainly to the eastern civilisations).

The most famous Roman roads crossing the region are the Appia Road and Herculea Road. Based on its peculiar characteristics and high potential for circular and sustainable cultural tourism development, the Vulture-Alto Bradano area, in which the two cities of **Venosa** and **Melfi** are located, is identified as the specific **pilot heritage site** in the Be.CULTOUR project. Be.CULTOUR will enhance two unique itineraries:

- The **Roman Ancient Appian Road “Regina Viarum”**, a project promoted by MIBACT (Italian Ministry for Culture and Tourism) and aimed at connecting and enhancing the consular road built from 312 BC onwards; and
- The **“Bradonica Cultural Road”**, an itinerary characterized by cities with important artistic and historic heritage, combining traces preserved in the castles of Federico II of Svevia, in museums, archaeological areas and in the ancient neighbourhoods of Sassi.

The city of Venosa itself, is plunged in vineyards and hiking trails at the crossroad of the “Queen of Roads” and the Cultural Bradonica 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 localization at the crossing point of natural, historic and artistic itineraries: the Roman Ancient Appian Way - Regina Viarum, and the Bradonica Cultural Road. The Appian Road, listed as 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 Southern Italy, where ships would sail to Greece and the East. Each place is linked to 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 visitors to discover the characters and historical character of the place.

### Be.CULTOUR Challenge:

The most important challenges concerning the Vulture-Alto Bradano pilot area for which we want to propose innovative solutions through the Be.Culture project are to:

- Contribute to the **circular and sustainable development of rural areas**, in line with the global objectives related to the twin transition
- **Increase the employment level of young people and women** in the tourism and culture sectors
- **Differentiate** the cultural tourism offer by proposing innovative experiences, attracting different targets of visitors (both Italian and foreign), **proposing new solutions to enhance natural landscapes and cultural sites**;
- **De-seasonalise and increase** the cultural and tourist offer with special attention to **new emerging target groups** (e.g. remote workers, digital nomads, proximity travellers, etc.);
- **Improve and innovate** the cultural tourism offer in support of local tourism, **building up loyalty programmes**

We want to accelerate virtuous processes that push the actors of cultural tourism sector in Basilicata (public and private) to have a circular and sustainable approach, which will allow the region to reuse and valorise cultural heritage sites, reduce the excessive consumption of resources, to face the seasonality of tourism and to decrease the pressure and the risks for culture and local identity, addressing 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 drop of -45% in arrivals and -47% in overnight stays. 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 lower population density and safety provided in remote areas.

**Innovation Areas:** Contemporary meanings of Heritage; Remote Working Destination; Sensorial Heritage Experience; Nature As Heritage; Proximity Travel

**Key Stakeholders:** The Regional government, hospitality and tour operator consortiums, all the Municipality & Villages in the area, the Vulture Park, the Basilicata Creativa Cluster, networks of companies in the area (tourist enterprises, agri-food, crafts, performing arts, heritage, etc.), Basilicata Chamber of Commerce, the University of Basilicata, the startups born from University spin-offs and regional incubators, banks operating in the area, and other interested subjects at local, national and European level.



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Figure 15 – Community of Practice pages structure. Basilicata’s page example



### 3.2.5 Community of Interest

Be.CULTOUR has built a community of passionate regional representatives committed to shaping the future of cultural tourism in their territory. The 16 selected applicants build the “Community of Interest” and participate in a peer-learning scheme based on the pilot/mirror approach: for three years a programme made of a blend of offline and online activities will foster collaboration and knowledge transfer between the representatives of six pilot ecosystems, already partners in the consortium, with the 16 additional regional representatives.

This section includes:

- The links to the 16 pages dedicated to the Mirror Ecosystems, describing their challenges, goals and expertise.
- The links to the advisors’ websites.

## Community of Interest

Be.CULTOUR has built a community of passionate regional representatives committed to shaping the future of cultural tourism in their territory.

Be.CULTOUR has built a community of passionate regional representatives committed to shaping the future of cultural tourism in their territory.

Sixteen applicants have been selected as “Mirror Innovation Ecosystems” and will work together with the representatives of six pilot ecosystems in Aegean (Spain), Basilicata (Italy), Lorraine (Cyprus), Västernorrland (Sweden), Vojvodina (Serbia), and the cross-border area of North-East Romania and Moldova.

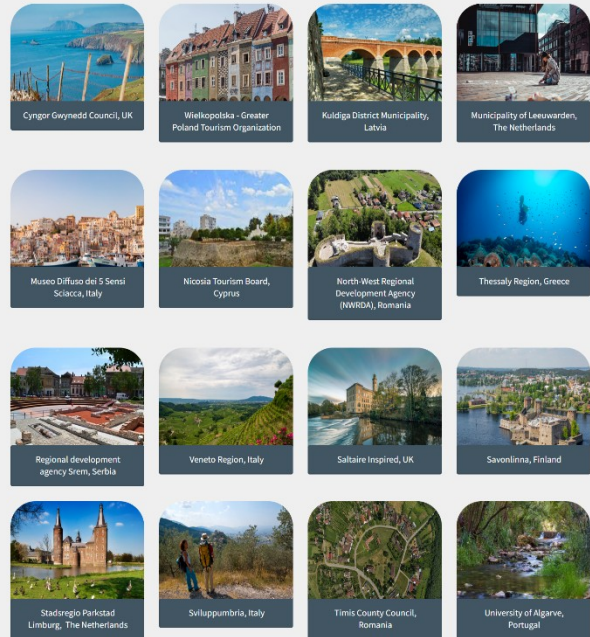
The 16 selected applicants will build the “Community of Interest” and participate in a peer-learning scheme based on the pilot/mirror approach for three years a programme made of a blend of offline and online activities will foster collaboration and knowledge transfer between the representatives of six pilot ecosystems, already partners in the consortium, with the 16 additional regional representatives.

Together, the 6 pilot and 16 mirror innovation ecosystems form the Be.CULTOUR Community and will learn methodologies, tools and practices fostering regional development through circular cultural tourism. Starting from the shared challenge linked to degraded, remote or over-exploited areas, the selected participants will mirror the resources developed throughout the project. They will then adopt the resources to their territory while actively engaging in networking and training activities dedicated to the transfer and uptake of innovative solutions. Territories featuring unique heritage assets will be at the heart of a learning journey that will focus on how to create attractive destinations after the COVID-19 pandemic. The Be.CULTOUR community will be managed by the European Regions Research and Innovation Network (ERRIN).

Managed by ERRIN, the 23 organisations in the Be.CULTOUR community will be actively involved and invited to share their best practices by participating in the project’s co-creation, peer learning and capacity-building activities. The community members will have access to a peer-learning scheme 100% funded by Horizon 2020 and dedicated to passionate practitioners in charge of shaping the cultural tourism sector of the future!



### Be.CULTOUR Mirror Ecosystems



Take a look at the past Call

### Be.CULTOUR Advisors

In addition to the 16 Be.CULTOUR mirror ecosystems, three inspiring examples of circular and human centred cultural tourism in heritage, have been selected to join the Be.CULTOUR Community as Advisors.

They present an added value as “multiplier networks” and “network of networks” with particular experience in Be.CULTOUR main innovation dimensions, which will add value to the Be.CULTOUR Community: Historic Environment Scotland, and two networks – LREAIJUN and Future for Religious Heritage.



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### 3.2.6 Resources

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

Figure 16 – Community of Interest overview page

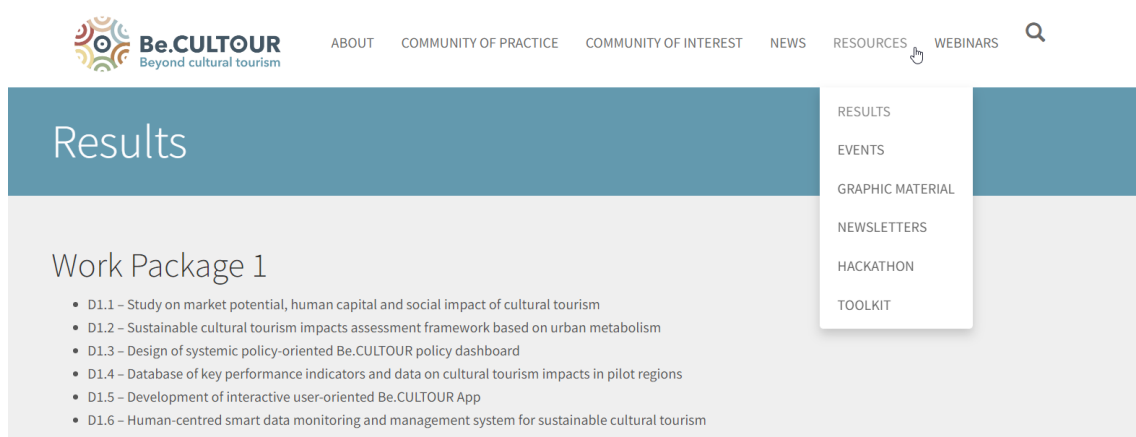




Figure 17 – Resources sub-menu

- **Results:** This section hosts a list of all project deliverables and a publicly accessible link for the available ones.



ABOUT   COMMUNITY OF PRACTICE   COMMUNITY OF INTEREST   NEWS   RESOURCES   WEBINARS   

## Results

### Work Package 1

- D1.1 – Study on market potential, human capital and social impact of cultural tourism
- D1.2 – Sustainable cultural tourism impacts assessment framework based on urban metabolism
- D1.3 – Design of systemic policy-oriented Be.CULTOUR policy dashboard
- D1.4 – Database of key performance indicators and data on cultural tourism impacts in pilot regions
- D1.5 – Development of interactive user-oriented Be.CULTOUR App
- D1.6 – Human-centred smart data monitoring and management system for sustainable cultural tourism

### Work Package 2

- **D2.1 – Policy analysis and use of ESIF, IPA and ENP funds, including Smart Specialization Strategies**
- D2.3 – Maximisation of ESIFs implementation in sustainable cultural tourism sector – Guidance for policies-makers and implementing bodies (v2)
- D2.5 – Scouting of funding alternatives to support sustainable cultural tourism Action Plans in pilot regions (v2)
- D2.6 – Reports of the Task Force on circular financing and business models for cultural heritage in European regions and cities

### Work Package 3

- D3.2 – Protocol / methodology for HC innovation in sustainable cultural tourism (v2)
- **D3.3 – Heritage innovation networks and Be.CULTOUR Community of Practice webpages**
- **D3.4 – Report on Challenge-driven innovation in Be.CULTOUR regions**
- **D3.5 – Action Plans and concept solutions for sustainable cultural tourism in pilot heritage sites**
- D3.6 – Report of Be.CULTOUR Hackathon best innovative solutions for sustainable cultural tourism
- D3.7 – Report on after-project sustainability of Action Plans in pilot and mirror regions

### Work Package 4



- **D4.1 – Database of Be.CULTOUR Community of Interest of “mirror regions”**
- **D4.2 – Set of articles on the Be.CULTOUR “mirror ecosystems”**
- D4.3 – Be.CULTOUR peer-learning guidebook
- D4.4 – Report of peer-learning scheme with pilot and mirror regions
- D4.5 – Be.CULTOUR Webinars


### Work Package 5

- **D5.3 – Project website**
- D5.4 – Project promotional material
- D5.5 – Project newsletter
- D5.6 – Scientific publications
- D5.7 – Series of press articles
- D5.8 – Conference set of documents/video
- D5.9 – Project video
- D5.10 – Plan of after-project exploitation activities
- D5.11 – Business model and business plans of innovative solutions for sustainable cultural tourism
- D5.12 – Pilot Heritage Sites Brand Strategy, Analysis, Brand Systems
- D5.13 – Be.CULTOUR Guidebook “Beyond Tourism”
- D5.14 – Report of policy roundtable on sustainable and circular cultural tourism
- D5.15 – BeCULTOUR policy brief

### Work Package 6

- D6.2 – Data Management Plan

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Figure 18 – 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



### 3.2.7 Partners

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

Project Partners



[ABOUT](#) [COMMUNITY OF PRACTICE](#) [COMMUNITY OF INTEREST](#) [NEWS](#) [RESOURCES](#) [WEBINARS](#)

## Partners

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.

The Consortium includes research organisations, provincial and regional authorities, consultancies specialised in financial services, NGOs, municipalities, non-profit organisations, as well as umbrella organisations representing respectively local and regional governments (ERRIN and ICLEI).


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 <p><b>IRISS CNR</b> CONSIGLIO NAZIONALE DELLE RICERCHE</p>	 <p><b>ERRIN</b> EUROPEAN REGIONS RESEARCH AND INNOVATION NETWORK</p>	 <p><b>ICLEI</b> ICLEI EUROPEAN SECRETARIAT GMBH</p>
 <p><b>INI</b> INIZIATIVA CUBE SRL</p>	 <p><b>UU</b> UPPSALA UNIVERSITET</p>	 <p><b>ICHEC</b> HAUTE ECOLE ICHEC - ECAM - ISFSC</p>
 <p><b>OUNL</b> OPEN UNIVERSITEIT NEDERLAND</p>	 <p><b>APT-BAS</b> AGENZIA DI PROMOZIONE TERRITORIALE DELLA BASILICATA</p>	 <p><b>PGT</b> DIPUTACION PROVINCIAL DE TERUEL</p>
 <p><b>ANETEL</b> ANAPTYXIAKI ETAIREIA EPARCHION LARNAKAS - AMMOCHOSTOU LTD</p>	 <p><b>LAONA</b> IDRYMA LAONA GIA TIN ANAVIOSI KAI PROSTASIA TIS KYPRIAKIS YPAITHROU LIMITED</p>	 <p><b>VGR</b> VÄSTRA GÖTALANDS REGIONEN</p>
 <p><b>SCTM</b> STALNA KONFERENCIJA GRADOVA I OPSTINA</p>	 <p><b>NERDA</b> AGENTIA PENTRU DEZVOLTARE REGIONALANORD-EST</p>	 <p><b>VEM</b> ASOCIATIA OBSTEASCA VERDE E MOLDOVA</p>



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### 3.2.8 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.

**Be.CULTOUR**  
Beyond cultural tourism

This project has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No 101016217  
Call: H2020-SC2-IA-016217-2019 - Type of action: IA (Innovation action)

**SIGN UP TO BE.CULTOUR NEWSLETTER**

Email Address \*

Preferred format

HTML

Plain-text

**Permission to stay in touch with you**

Be.CULTOUR will use the information you provide in this form to send you newsletters. Please tick the box to confirm that you have read and agree to the Be.CULTOUR privacy policy available here: <https://www.becultour.eu/privacy-policy/>

I have read and agree to the Be.CULTOUR privacy policy

You can unsubscribe at any time at the footer of each newsletter.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe

Grow your business with mailchimp

Figure 19 – Newsletter form to subscribe

### 3.2.9 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.

**Be.CULTOUR**  
Be.CULTOUR project

ABOUT | CONTACT OF PRACTICE | CONTACTS OF INTEREST | NEWS | RESOURCES | OTHERS

## Privacy Policy

### PRIVACY POLICY

ACCORDING TO ART. 17 OF REGULATION (EU) 2016/679  
(General Data Protection Regulation (GDPR))

THIS WEBSITE POLICY DESCRIBES ALL THE INFORMATION THAT YOU NEED TO KNOW IN ORDER TO KNOW AND UNDERSTAND HOW WE HANDLE YOUR PERSONAL DATA. WE REQUEST YOUR PERMISSION TO COLLECT AND PROCESS YOUR PERSONAL DATA. WE REQUEST YOUR PERMISSION TO COLLECT AND PROCESS YOUR PERSONAL DATA. WE REQUEST YOUR PERMISSION TO COLLECT AND PROCESS YOUR PERSONAL DATA.

**Be.CULTOUR PROJECT**

Be.CULTOUR stands for 'Be.CULTOUR: Initiatives for Sustainable Cultural Heritage in the Netherlands'. It is a research project that aims to explore the role of cultural heritage in the development of sustainable societies. The project is led by the University of Twente, in cooperation with various research institutions and stakeholders. The project is funded by the European Commission, the Dutch Ministry of Education, Culture and Science, and the Dutch Ministry of Economic Affairs and Climate Policy.

**RISKS AND DISCOMFORTS**

There are no risks or discomforts associated with your participation in the project. If you do not wish to participate, you can withdraw your consent at any time.

**BENEFITS**

The project will contribute to the development of sustainable societies and the preservation of cultural heritage. The project will also provide you with the opportunity to participate in the project and to contribute to the development of sustainable societies.

**VOLUNTARY PARTICIPATION**

Participation in the project is voluntary. You can withdraw your consent at any time.

**PURPOSE OF DATA PROCESSING**

Personal data will be processed for the purposes of organizing the project, managing personal data, reporting, and other activities related to the project. The data will be processed for the purposes of organizing the project, managing personal data, reporting, and other activities related to the project.

**DATA CONTROLLER**

The project is led by the University of Twente, in cooperation with various research institutions and stakeholders. The project is funded by the European Commission, the Dutch Ministry of Education, Culture and Science, and the Dutch Ministry of Economic Affairs and Climate Policy.

**DATA STORAGE**

Personal data will be stored in a secure and confidential manner. The data will be stored in a secure and confidential manner. The data will be stored in a secure and confidential manner.

**RIGHTS OF DATA SUBJECTS**

You have the right to access, rectify, erase, and restrict the processing of your personal data. You also have the right to object to the processing of your personal data and to request the portability of your personal data.

Figure 20 – Privacy policy

## 4. Technical info, security and privacy

### 4.1 Hosting choice

It is crucial for websites, such as Be.CULTOUR, to be hosted within the EU and ensure data is not transferred outside of the EU in order to maintain GDPR compliance. The General Data Protection Regulation (GDPR) is a comprehensive data protection framework that governs the handling of personal data within the European Union. When a website's hosting and data storage are located within the EU, it is easier to adhere to the strict privacy standards set by the GDPR.

Hosting the Be.CULTOUR website on a virtual server provided by ERRIN, through the Belgium-based company [HostYou](#), is a strategic decision aimed at safeguarding user data. By keeping the data within the EU, the website can guarantee better control over data protection and privacy, preventing unauthorised access and minimising the risk of data breaches. Furthermore, GDPR mandates that data transfers to countries outside the EU must ensure an equivalent level of data protection, which can be a complex and resource-intensive process.

By opting for a hosting provider with servers based in the EU, Be.CULTOUR is demonstrating its commitment to the privacy and security of its users' personal information, ensuring compliance with GDPR and maintaining trust within its user community.

### 4.2 Content management system

The Be.CULTOUR website has been developed using Drupal CMS. Drupal was chosen as it is commonly used by the European Commission as a Content Management System (CMS), specifically for the europa.eu domain<sup>1</sup>.

Drupal has gained popularity in the European Commission and other governmental institutions for the following reasons:

1. Open-source: Drupal is open-source software, which means it is free to use, modify, and distribute. This makes it cost-effective for governmental organizations to adopt without incurring licensing fees.
2. Security: Drupal is known for its strong security features, with a dedicated security team that continuously works on identifying and fixing vulnerabilities. Governmental websites often handle sensitive information, making security a top priority.

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<sup>1</sup> <https://www.drupal.org/european-commission>



3. Flexibility and Scalability: Drupal is highly flexible, allowing developers to create custom modules and extend its functionality. It also scales well to accommodate growing traffic and content needs, which is essential for large organizations.
4. Multilingual support: The European Commission operates in a diverse linguistic environment, and Drupal supports multilingual websites, making it easier to cater to the different language needs of EU citizens.
5. Active community: Drupal has a large and active community of developers and contributors, who continually work on improving the platform and provide support to users. This ensures that the platform remains updated and relevant.
6. Accessibility: Drupal is designed with accessibility in mind, ensuring that websites built using the platform adhere to web accessibility standards, making content accessible to a wide range of users, including those with disabilities.
7. Integration capabilities: Drupal can easily integrate with various third-party services and APIs, which is crucial for organisations that require seamless communication and data exchange between different systems.

It is worth noting that many European institutions and agencies have adopted Drupal for their websites. For example, the European Commission's Europa Web Guide (<https://wikis.ec.europa.eu/display/WEBGUIDE/1.+Introduction>) recommends Drupal as a suitable CMS for European Commission websites due to its flexibility, security, and other features that align with their needs.

### 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/>

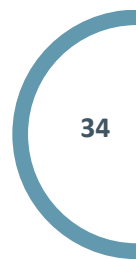
The project level Data Controller is the CNR represented by the Director of CNR IRISS (Institute for Research and Innovation and Services for Development, National Research Council, Italy), addressed at Via G. Sanfelice 8, 80132 Napoli, Italy.

## 5. Evaluation

### 5.1 Data Collection

The Be.CULTOUR website utilises the Drupal Visitors module (<https://www.drupal.org/project/visitors>) to collect user data, effectively eschewing the need for Google Analytics. This method offers greater privacy protection for users, as personal data such as IP addresses are securely stored on a server located within the EU. With this module, Be.CULTOUR can obtain valuable insights into user behaviour, such as recently visited pages, frequently hit pages, and monthly, daily, and hourly page view counts. Additionally, the module allows for monitoring of access logs, user activity reports encompassing hits, nodes, and comments, and a comprehensive referral list. The implementation of the Drupal Visitors module ensures that user data collection is both efficient and privacy-oriented, aligning with the values of the Be.CULTOUR community.

In order to ensure the Be.CULTOUR community is active, it is essential to monitoring the number of hits on a website. Regularly assessing this metric allows for effective oversight of communication and dissemination efforts, ensuring that they consistently meet high-quality standards. By tracking a core set of attributes to gauge the website's performance, it becomes possible to identify areas of improvement and optimise user engagement. Over time, additional attributes may be introduced at the project's inception or during its ongoing development to further enhance the understanding of the website's effectiveness. Ultimately, keeping a close eye on website hits helps organizations make data-driven decisions, adapt their strategies, and achieve their goals for online presence and user interaction.



WEB ANALYTICS			
		Unique visitors	Page Views
March 2022	M14	1020	8018
April 2022	M15	1697	4714
May 2022	M16	1693	4868
June 2022	M17	1700	4752
July 2022	M18	1696	4330
August 2022	M19	1693	6258
September 2022	M20	1697	4351
October 2022	M21	1699	2909
November 2022	M22	1699	3550
December 2022	M23	1700	3497

Table 1 – KPIs for website monitoring and evaluation



## 6. Conclusions

The Be.CULTOUR website serves as the primary communication platform for the project, consolidating all communication tools and content in a single, accessible location. Regular updates ensure that the site remains current with news, events, and project outputs.

Dedicated sections for the Community of Practice and Community of Interest enable us to showcase the work being done in various regions. Additionally, the website functions as a repository for webinars and recordings, promoting knowledge sharing and collaboration.

As the main online tool for communicating the project and disseminating its results and events, the Be.CULTOUR website will be frequently updated by our partners to provide the latest news, significant results, and breakthroughs. The website will remain available for five years after the project's completion, with continuous improvements and updates made as the Be.CULTOUR project progresses.

To further enhance the website, partners will be requested to provide additional topic specific content, such as, protection status and values, state of conservation. The fundamental goal is to collect as much data as possible throughout the project's duration and curate the most valuable content for dissemination.



## 7. 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]

