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Be.CULTOUR
Beyond cultural tourism

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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Dissemination Level

☒	**PU:**	Public
☐	**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.

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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	

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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: • Analytics • Remove taskforces • Available for 5 years after the end of the project	ERRIN
2	23/03/2023	**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.	ERRIN

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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-

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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, 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, 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.

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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.

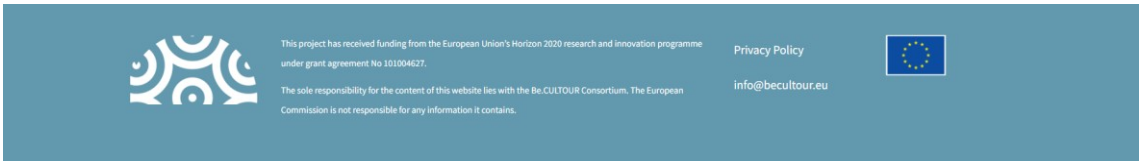

Figure 1 – Footer including reference to Horizon2020 funding

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.

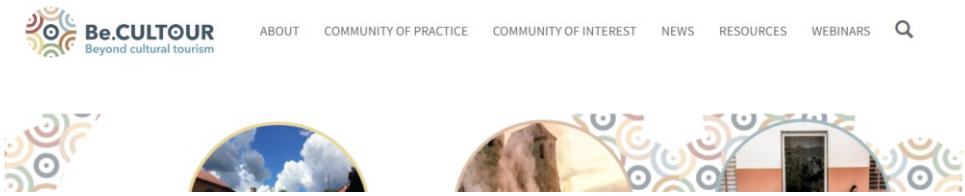

Figure 2 – Navigation menu

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.

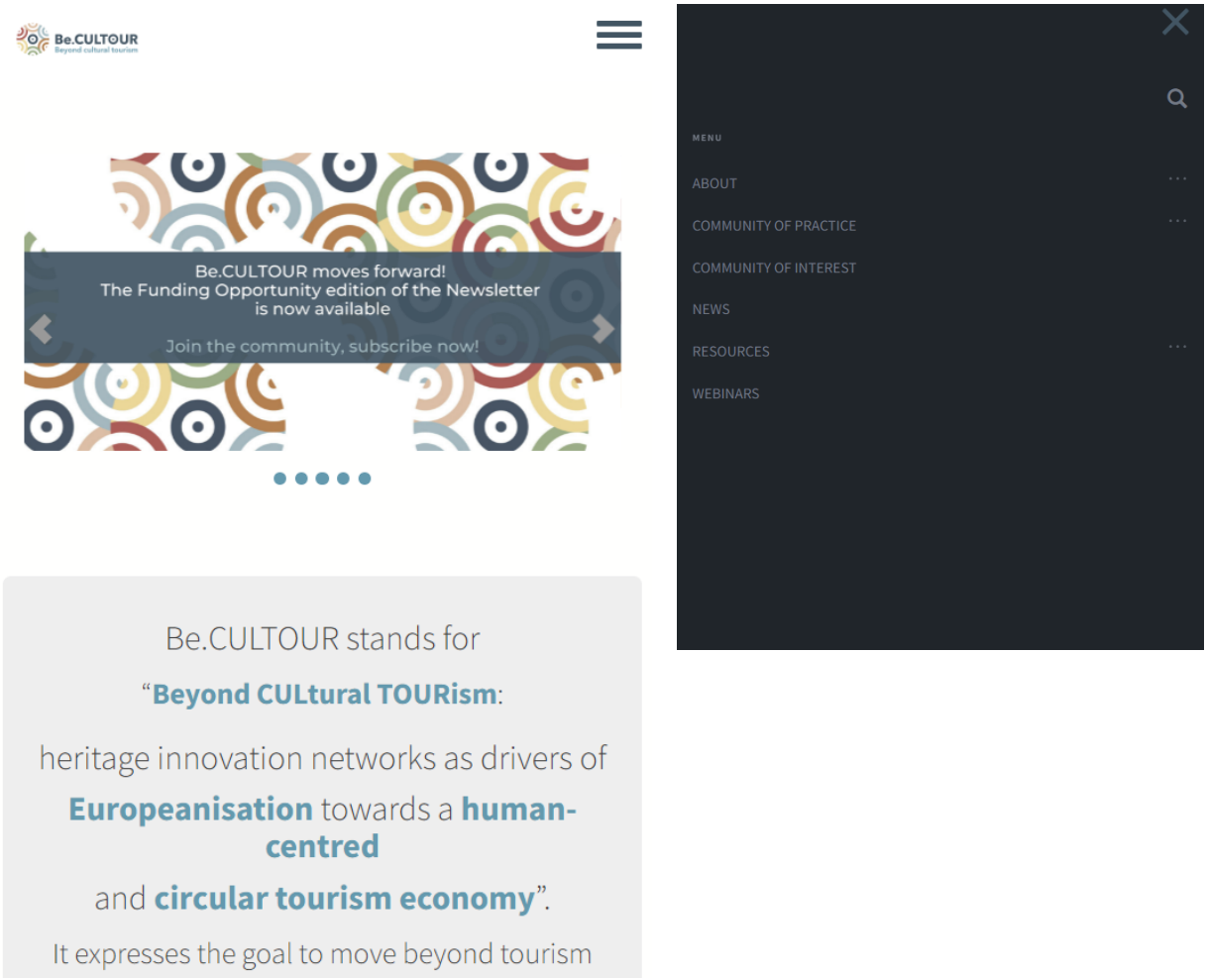

Figure 4 – Mobile responsiveness

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.

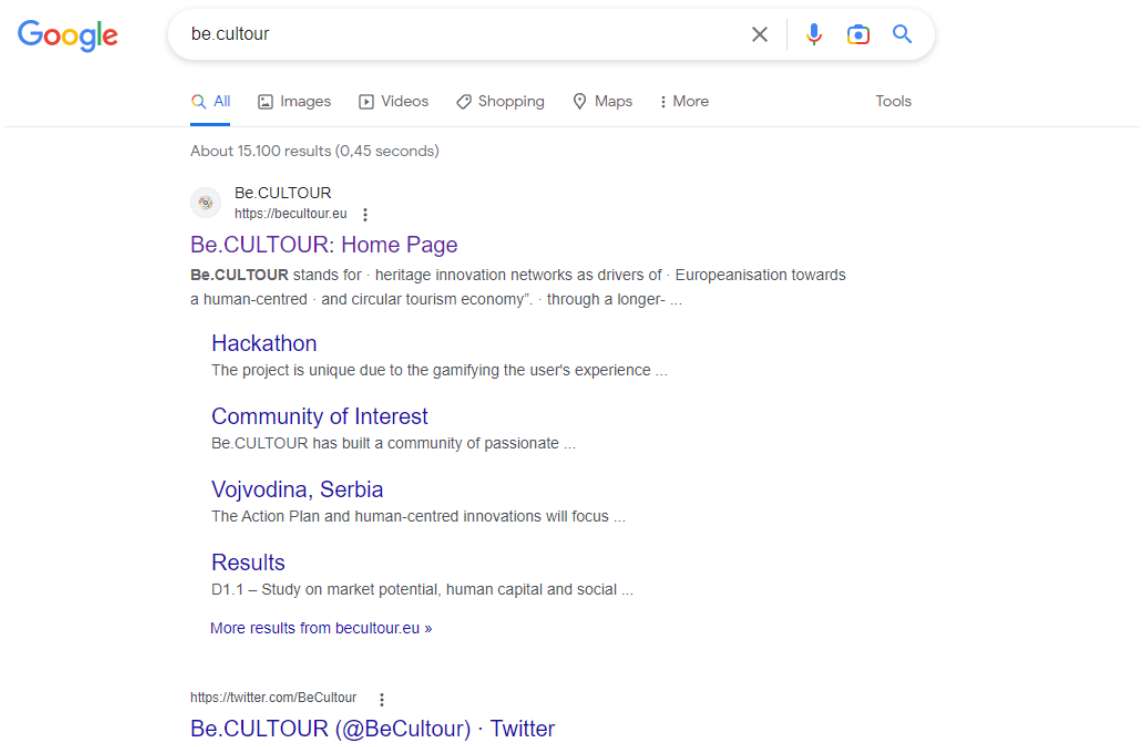

Figure 5 – Google search of Be.CULTOUR

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.

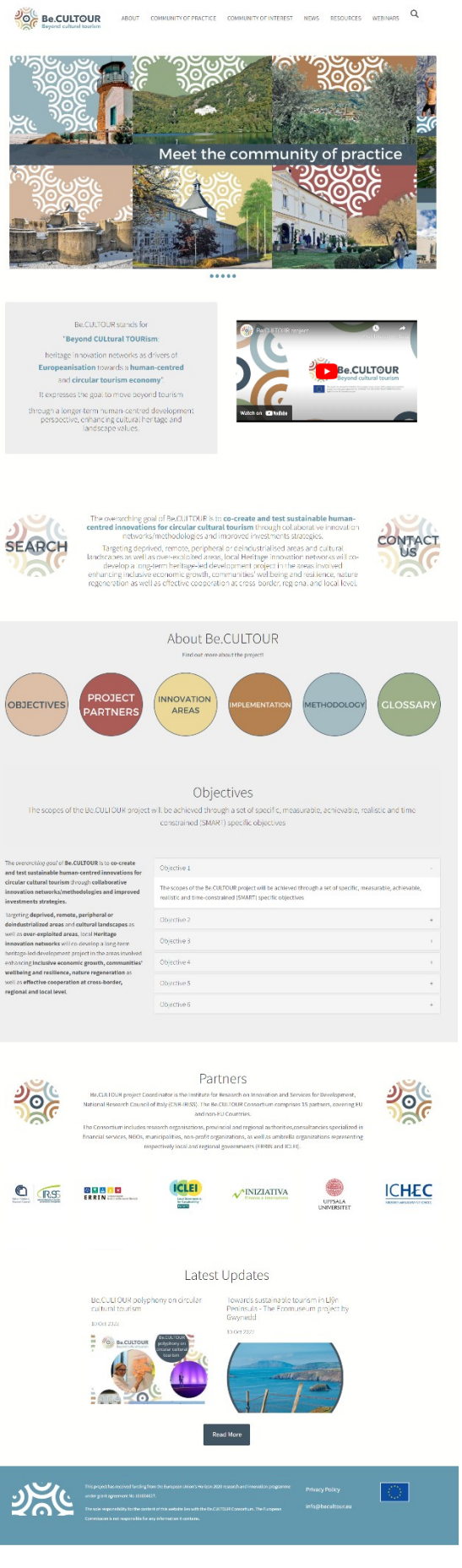

Figure 6 – Homepage, top and bottom parts

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

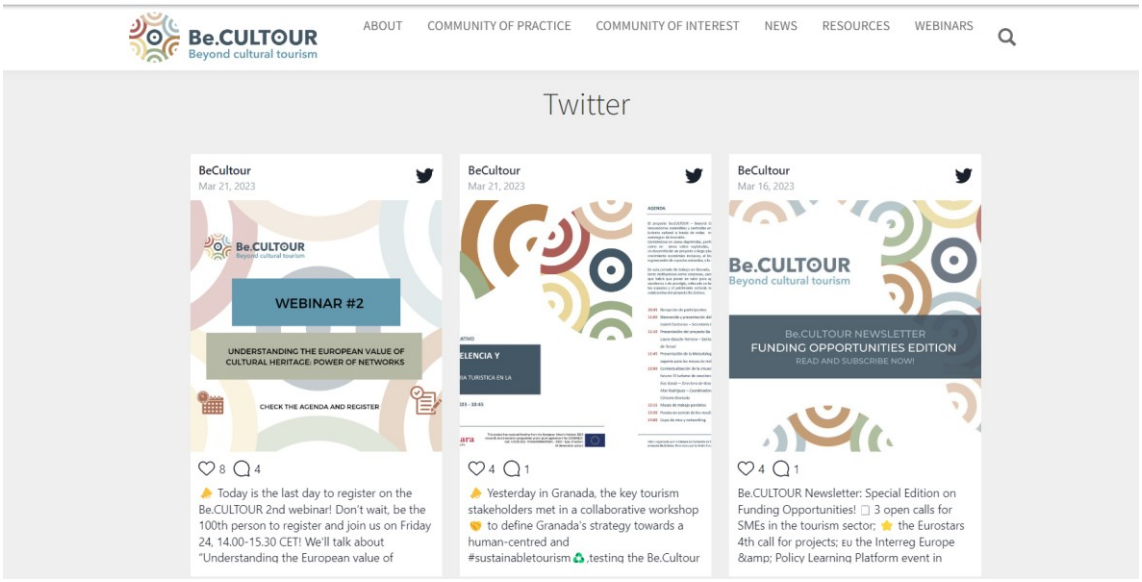

Figure 7 – Twitter Feed

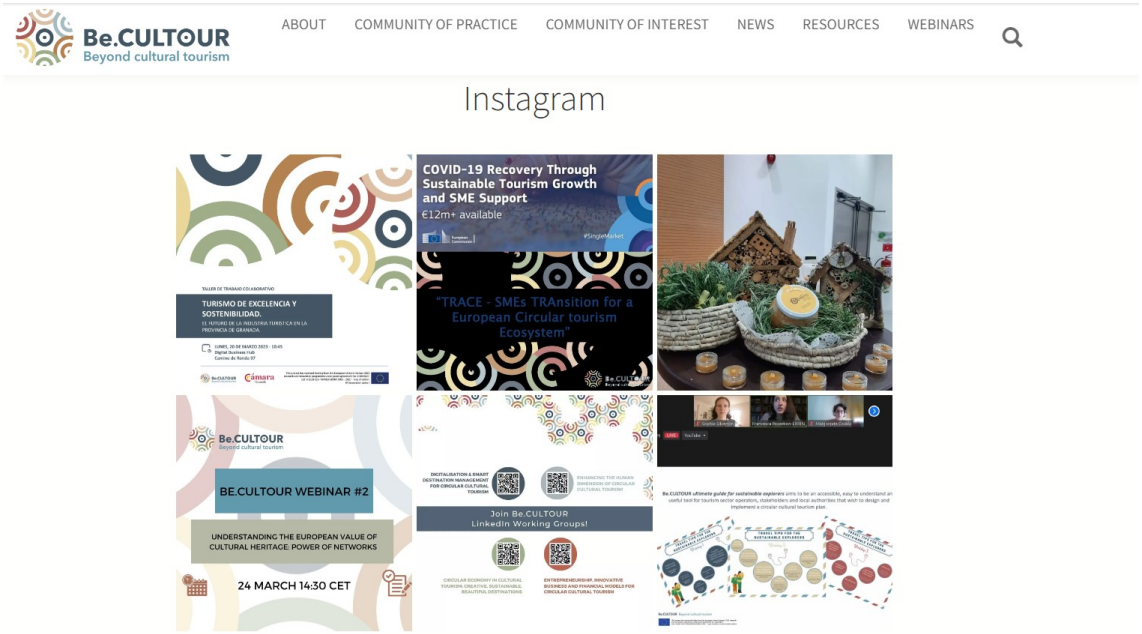

Figure 8 – Instagram Feed

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.

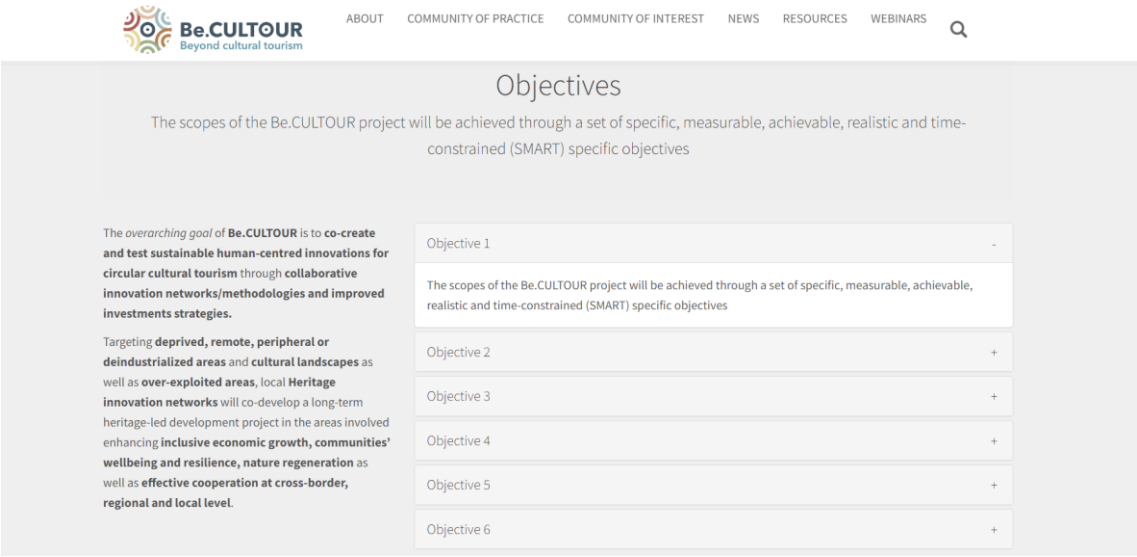

Figure 9 – Objectives

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

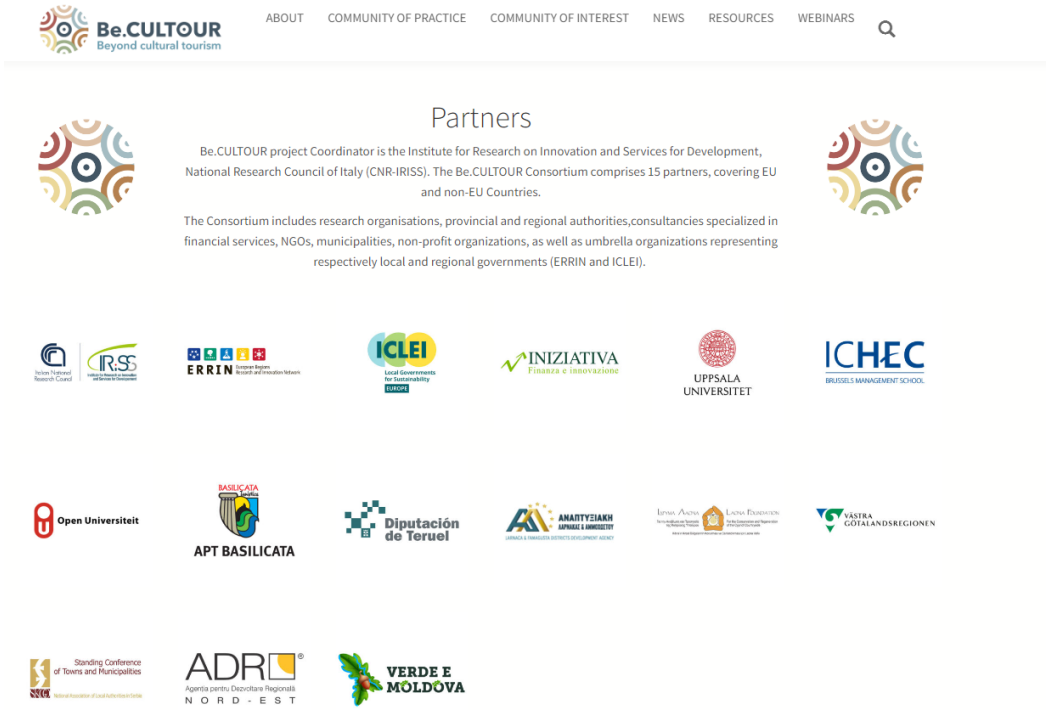

Figure 10 – Partners

- **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.

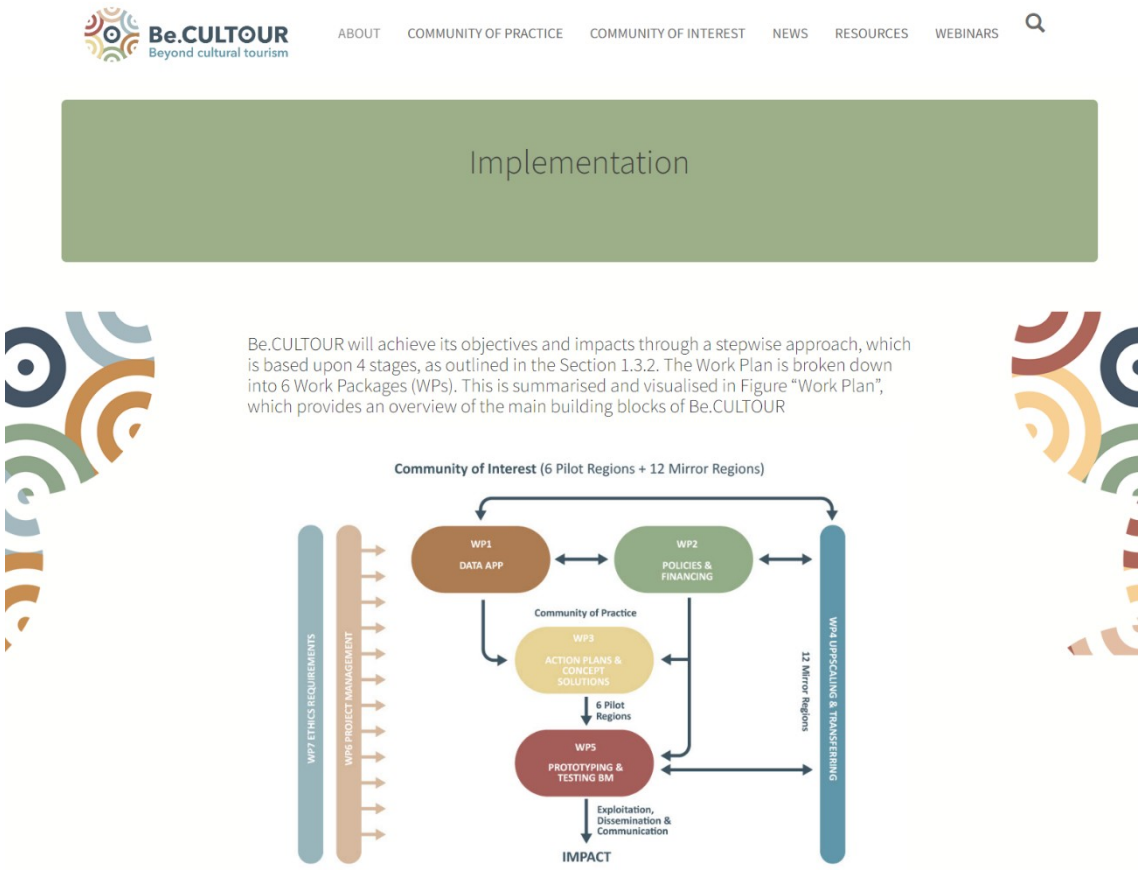

Figure 12 – Workplan

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

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.

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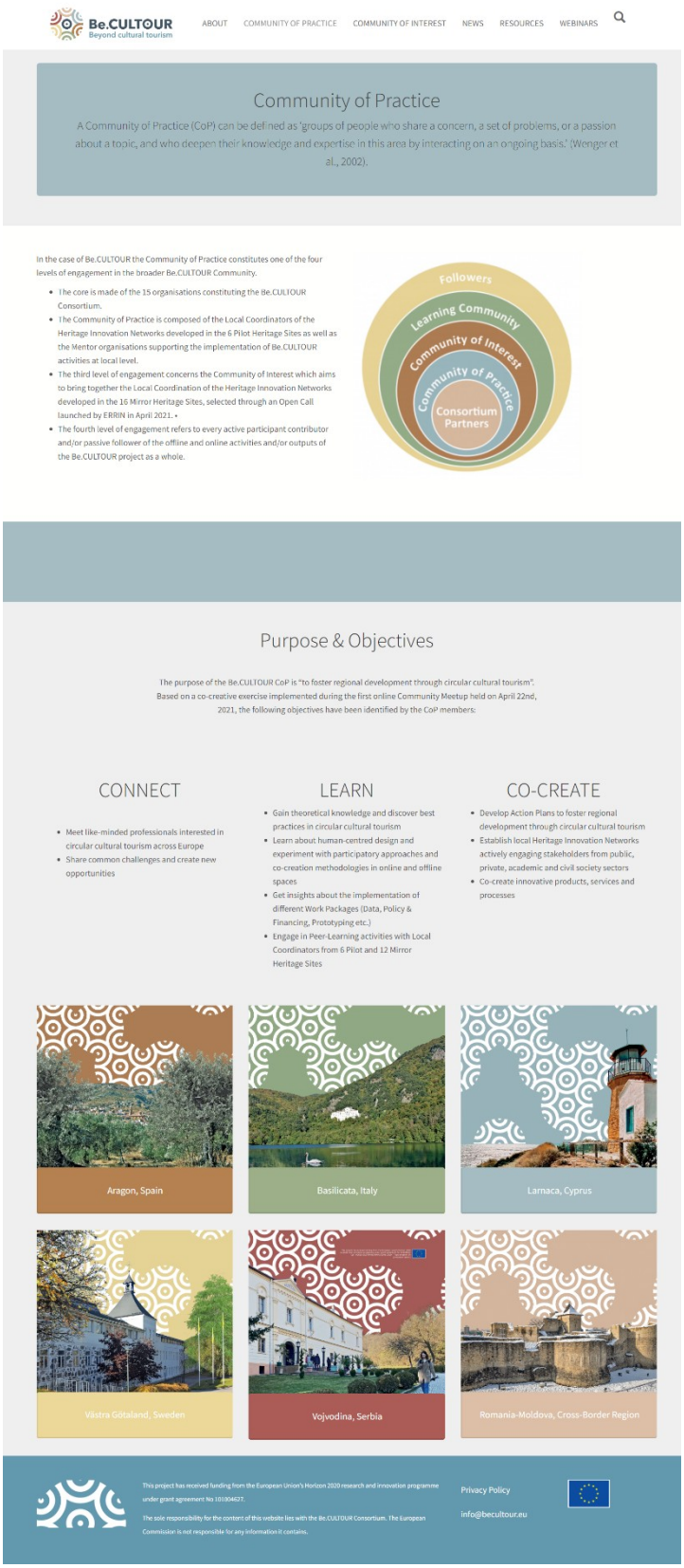

Figure 14 – Community of Practice overview page

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.

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

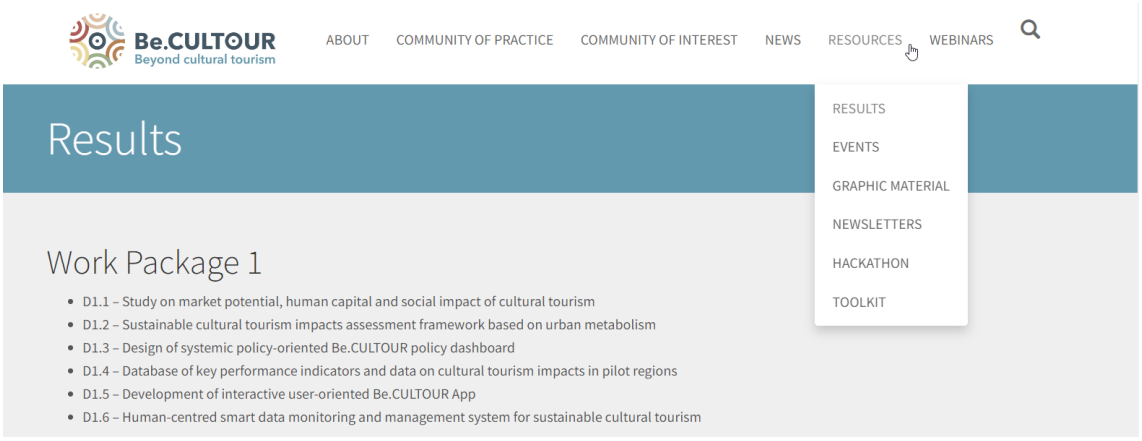

Figure 17 – Resources sub-menu

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

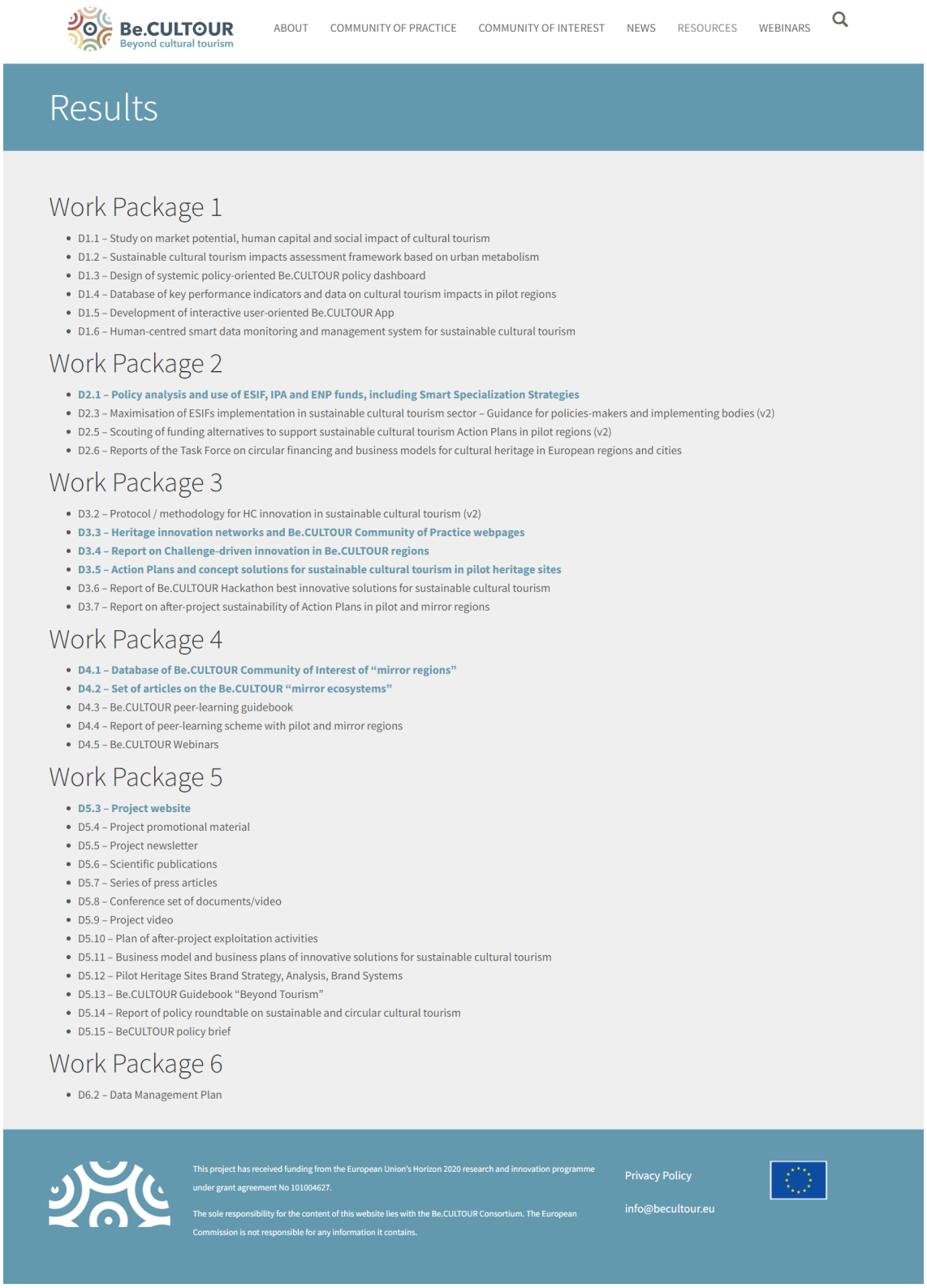

Figure 18 – Results

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.

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.

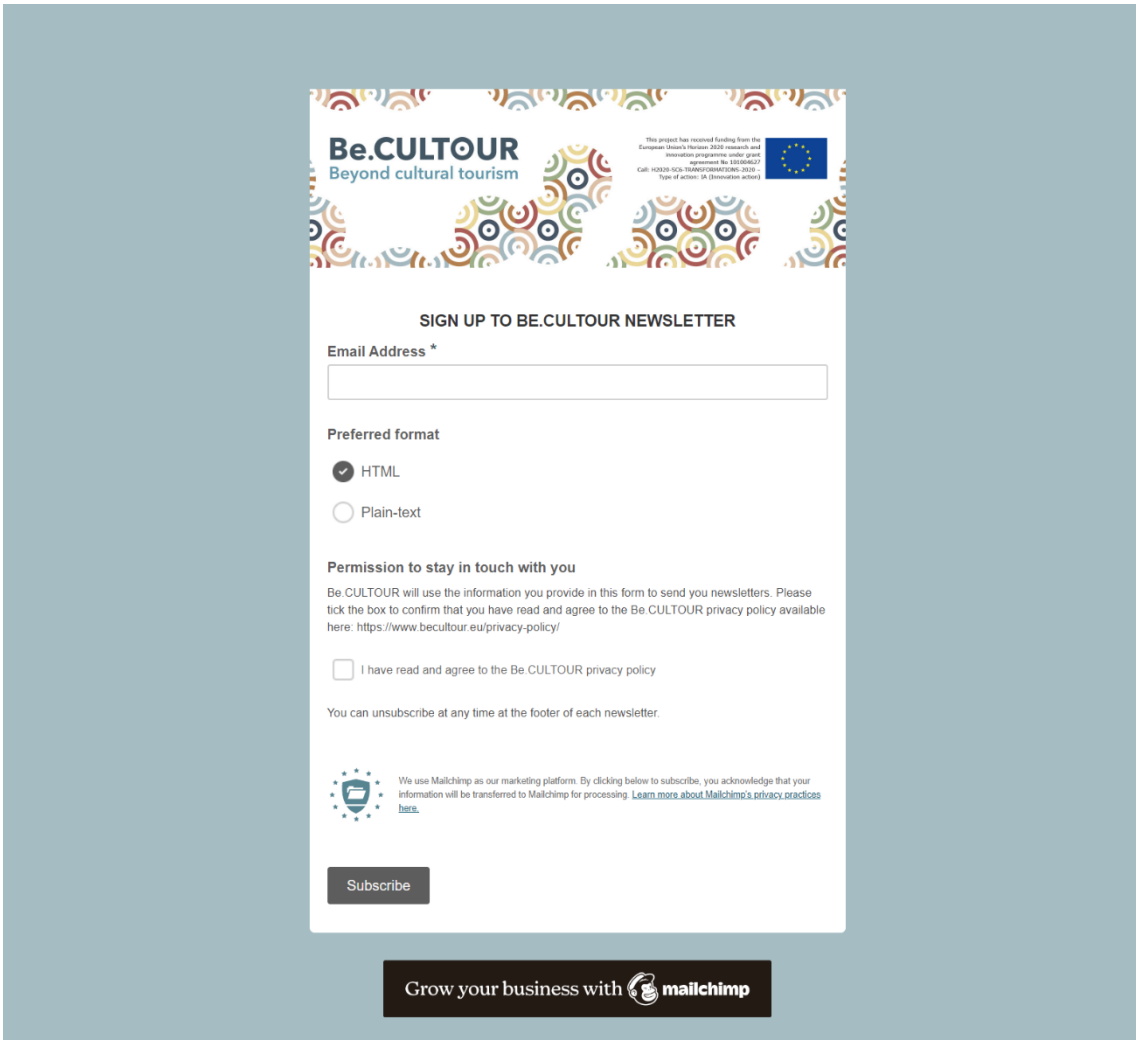

Figure 19 – Newsletter form to subscribe

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.

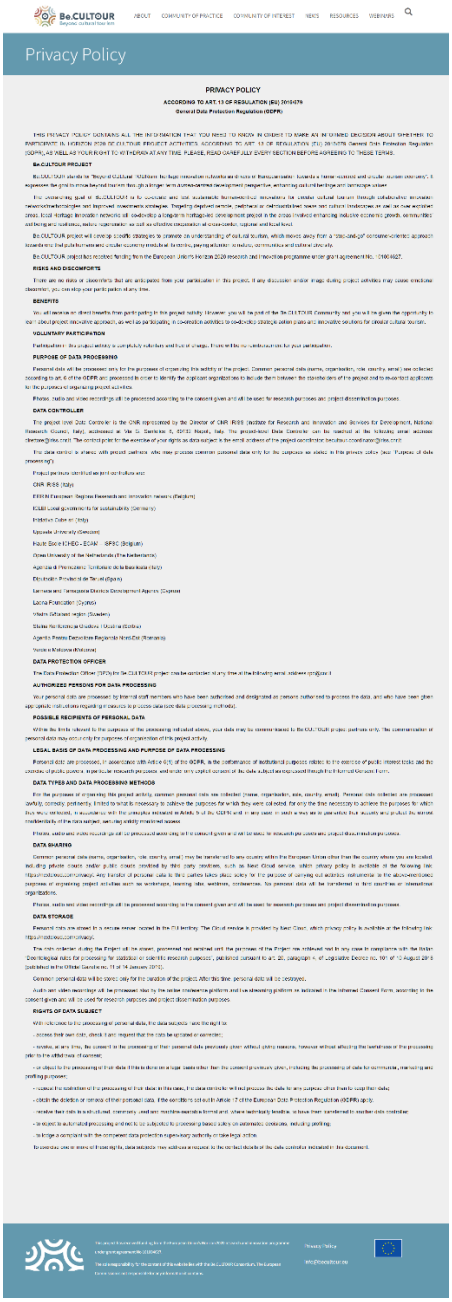

Figure 20 – Privacy policy

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 the it is commonly used by the European Commission as a Content Management System (CMS), specifically for the europa.eu domain[1].

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.

[1] 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.

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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]