



Be.CULTOUR:

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



HORIZON 2020

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Deliverable 5.5 Project Newsletter

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Dissemination Level

-
- PU:** Public
 - CO:** Confidential, only for members of the consortium (including the Commission Services)
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Executive Summary

The Deliverable D5.5, Project Newsletter, falls within the project work package focused on Communication, Dissemination, and Exploitation (WP5) and, precisely, within Task 5.3, Implementation of communication and dissemination activities envisaged (M1-M36).

The present report illustrates how the Be.CULTOUR newsletter has been designed, implemented and disseminated to ensure a regular flow of information about the Project to all interested stakeholders with the intention to:

- Raise awareness about the project;
- Inform target groups about both the scientific and substantive progress of the project;
- Invite target groups and interested public to all project events;
- Invite all partners of the project to foster new partnerships at the EU level.

The newsletter structure and contents are described here, as well as the platforms used for the dissemination. In addition, overviews of the different newsletter campaigns are provided.

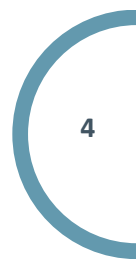


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1. Description of the Project

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-



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. Be.CULTOUR newsletter overview

Throughout the course of the project, Be.CULTOUR has consistently communicated its progress, insights, and key outputs through a series of newsletters. Although the Grant Agreement initially planned for three newsletters, the Be.CULTOUR partners produced 19, categorised into three different campaigns, each serving a distinct purpose:

- **Be.CULTOUR newsletter:** to keep potential stakeholders and target groups informed about the project, its progress and main outputs.
- **Be.CULTOUR newsletter on funding opportunities:** to inform stakeholders and target groups about open calls and opportunities regarding circular cultural tourism.
- **Be.CULTOUR newsletter special edition:** to inform the Be.CULOTUR Community about specific events of the project, to foster participation and increase knowledge sharing.

2.1 Be.CULTOUR newsletter

The Be.CULTOUR newsletter served as a key channel for disseminating crucial project information, ensuring that potential stakeholders and target groups stayed informed about the latest developments, milestones, and overall objectives. The newsletter was designed to inform the Be.CULTOUR community about project updates and related opportunities. It aimed to keep them abreast of the latest news, trends, events, and publications in the cultural tourism sector, with a special focus on innovative and sustainable, human-centred solutions for developing and enhancing circular cultural tourism. Throughout the course of the project, six project newsletters have been issued:

- [Be.CULTOUR newsletter: get to know the project!](#)
- [Be.CULTOUR newsletter: June 2022 edition](#)
- [Be.CULTOUR newsletter: October 2022 edition](#)
- [Be.CULTOUR newsletter: December 2022 edition](#)
- [Be.CULTOUR newsletter: June 2023 edition](#)
- [Be.CULTOUR newsletter: November 2023 edition](#)

All the news items showcased in the newsletter were published on the Be.CULTOUR website. The newsletter featured these items in short summaries, each linking to its dedicated webpage. Below is an overview of the different sections featured in the project newsletter, including an example from the [Be.CULTOUR December 2022 edition](#):

- **Be.CULTOUR in progress:** this section provides an update on the current status of the project and recent updates.



Figure 1 Be.CULTOUR newsletter section: Be.CULTOUR in progress

- **Meet the Be.CULTOUR community:** This section highlights Be.CULTOUR pilot heritage sites and representatives from the Be.CULTOUR mirror ecosystems. Its aim is to share best practices among the Be.CULTOUR community and beyond.

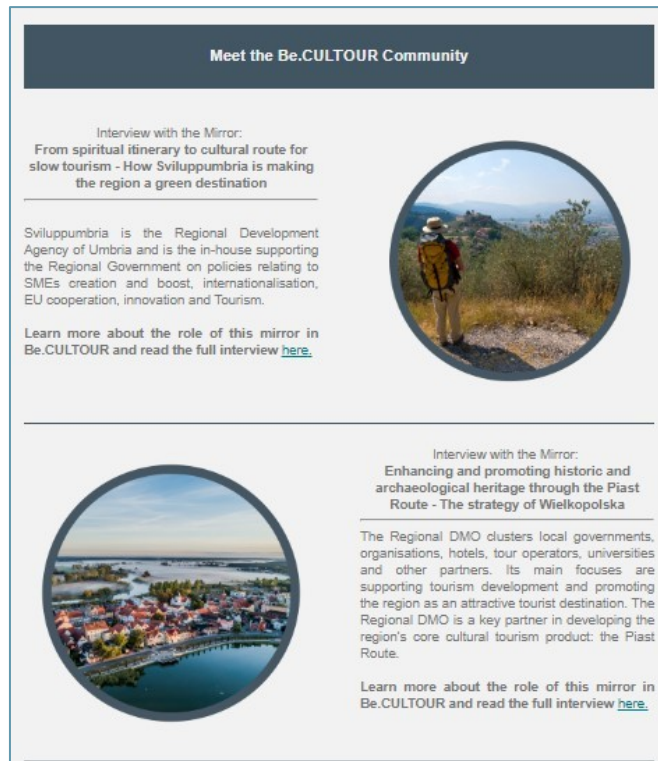


Figure 2 Be.CULTOUR newsletter section: meet the Be.CULTOUR community

- **Project Events:** The newsletter serves as a reference for stakeholders and individuals interested in circular tourism and cultural heritage, keeping them updated on upcoming project events.

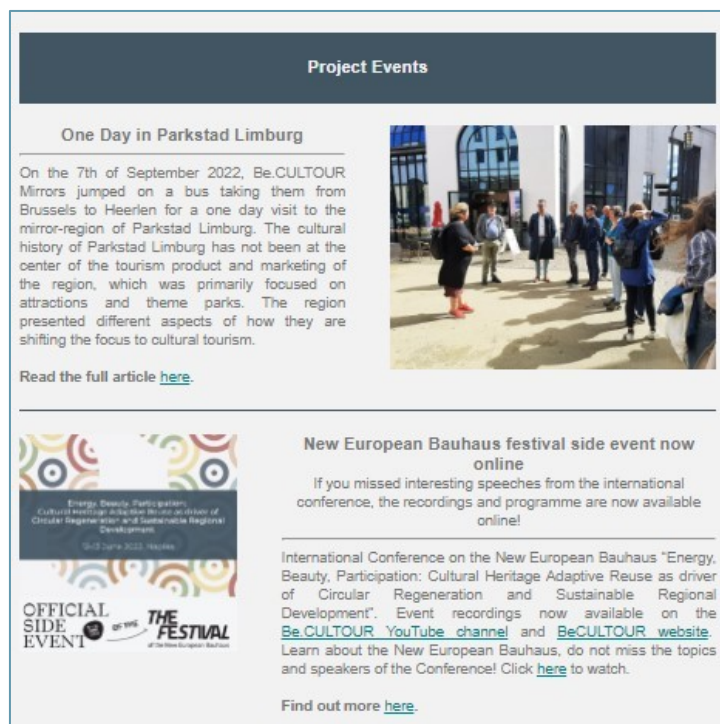


Figure 3 Be.CULTOUR newsletter section: project events

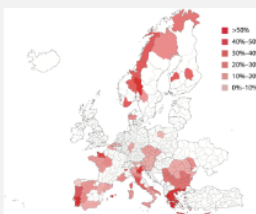
- Cultural trends and insights: through this section, external references and links to various topics and trends related to circular cultural tourism were provided.


Cultural Trends & Insights

Smart Specialisation Strategies for sustainable cultural tourism sector
Policy analysis and use of ESIF, IPA and ENP funds

Almost all (84%) of the over 2300 European Regional Development Fund calls for proposals foresee an alignment with the Smart Specialisation Strategies. This clearly identifies the need for Be.CULTOUR pilots to align their Actions Plans or single activities with their national and more importantly regional Smart Specialisation Strategies. While the smart specialisations approach is getting to be a key instrument for identifying regions' opportunities for growth, development and circular economy, tourism, together with Cultural and Creative industries are addressed only by 9% S3 strategies in the EU.

Find out more [here](#).





Policy roundtable of EU-funded projects on sustainable cultural tourism

Be.CULTOUR contributed to the policy discussion on sustainable cultural tourism organized by the European Commission with funded research and innovation projects

Last October 2022, a policy round table was held between European policy-makers and representatives of the research and innovation projects funded by the European Commission on the Horizon 2020 Call **Transformations** on Innovative approaches to urban and regional development through cultural tourism.

Read the full article [here](#).

Figure 4 Be.CULTOUR newsletter section: cultural trends and insights

- Follow us: This section features the Be.CULTOUR website and social media accounts, inviting followers to stay up-to-date with the project's progress.

Follow us for more information!

Follow our activities and boost the impact on your community:

- Twitter: @BeCultour
- Facebook: BeCultour
- Instagram: BeCultour

Website: www.becultour.eu

Subscribe to the Be.CULTOUR newsletter [here](#)



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Figure 5 Be.CULTOUR newsletter section: follow us

2.2 Be.CULTOUR newsletter on funding opportunities

The Be.CULTOUR newsletter on funding opportunities aimed to provide members and partners of the Be.CULTOUR community with key information on new funding opportunities, relevant events, and policy initiatives. This aligns with the project's overarching goal of co-creating and testing sustainable, human-centred innovations for circular and sustainable cultural tourism. Throughout the course of the project, 8 projects newsletters on funding opportunities have been issued:

- [First funding opportunities edition](#) – July 2022
- [Second funding opportunities edition](#) – September 2022
- [Third funding opportunities edition](#) – November 2022
- [Fourth funding opportunities edition](#) - January 2023
- [Fifth funding opportunities edition](#) – March 2023
- [Sixth funding opportunities edition](#) – May 2023
- [Seventh funding opportunities edition](#) – July 2023
- [Eighth funding opportunities edition](#) – October 2023

Below an overview of the different sections featured in the newsletter on funding opportunities, including an example from the [Fourth funding opportunities edition](#) - January 2023.

This newsletter included two main sections:

- **Funding opportunities:** this section features a series of open calls regarding circular cultural tourism to inform target audience about potential project opportunities.

FUNDING OPPORTUNITIES

The New European Bauhaus Prizes 2023 are open to applications

The Prizes will award up to EUR 30 000 for exemplary initiatives linking sustainability, aesthetics and inclusiveness - the three complementary values of the New European Bauhaus. They recognise and reward existing projects and young people's concepts, which demonstrate that the sustainable solutions promoted by the European Green Deal can also be inclusive and beautiful, bringing high-quality experiences to people's everyday lives.

Three Prizes will be awarded in each of the four thematic categories: Reconnecting with nature; Regaining a sense of belonging; Prioritising the places and people that need it the most; The need for long-term, life-cycle thinking in the industrial ecosystem.

Deadline: January 31st, 2023 at 19:00 CET
[For more information](#)

Tourism 4.0: call for selection of tourism SMEs now open

The Tourism4.0 project aims at developing a capacity building, technology transfer, support, and assistance program to enable tourism sector SMEs to adopt and leverage emerging digital technologies, to improve their productivity, sustainability, and overall business performance.

Tourism4.0 will provide support, coaching, mentoring, and guidance towards adopting solutions offered by experts and enabling organizations that will facilitate and build capacity via training, webinars and peer learning activities, supporting selected SMEs based in Italy, Portugal, Spain, Malta and Croatia with a voucher for services valued at up to €7000.

Deadline: January 18th, 2023 at 17:00 CET.
[For more information](#)

The European Space Agency launches the call "Space for Tourism"

The European Space Agency (ESA) has published a call for the development of space-based services enabled by innovative digital solutions to support the tourism and travel industry. The tender will benefit companies, startups and SMEs.

The purpose of the call is to foster the development of potential space technologies to accelerate good practices towards sustainable development that will help the tourism sector achieve the 2030 Agenda, such as:

- the use of digital and connectivity solutions to help the sector embrace the new business models required as a result of the Coronavirus pandemic;
- seamless travel: introduction of technologies and services to ensure transparency and traceability according to relevant protocols (including border controls) and allow efficient implementation of new regulations.
- safe travel: applications and services to help the tourism sector become more resilient to natural/man-made disasters and health issues.
- guide investments and measure the tourism impact.

Deadline: March 31st, 2023
[For more information](#)

Figure 6 Be.CULTOUR newsletter on funding opportunities

- **News and events:** this section aims to inform the audience of the Be.CULTOUR newsletter about relevant events and policy initiatives, e.g. the adoption of a new work programme by the European Commission, matchmaking events, information days, etc.

NEWS & EVENTS

Horizon Europe: the Commission publishes the work programmes for 2023-24

The Commission has adopted the main Horizon Europe work programme 2023-24, with around €13.5 billion to support researchers and innovators in Europe to pursue breakthrough solutions for environmental, energy, digital, societal and geopolitical challenges.

As part of the broader EU €95.5 billion research and innovation programme, Horizon Europe, this funding will contribute to the EU reaching its climate goals, increasing energy resilience, and developing core digital technologies.

[For more information](#)

Horizon Europe info day dedicated to Cluster 2 to take place on 17 January 2023

The European Commission announces that the Info Day for Horizon Europe Cluster 2 (Culture, Creativity & Inclusive Societies) will be held as a virtual event on 17 January 2023. The Info Day will present the research and innovation topics proposed for 2023 under the Work Programme 2023-2024 of Horizon Europe Cluster 2.

The sessions will give the opportunity to prospective applicants to learn more about the funding options under the new Work Programme with focus on, among others, the safeguarding and promotion of cultural heritage, citizen participation and how to respond to and shape multifaceted social, economic, technological and cultural transformations.

[For more information](#)

Figure 7 Be.CULTOUR newsletter on funding opportunities - news and events

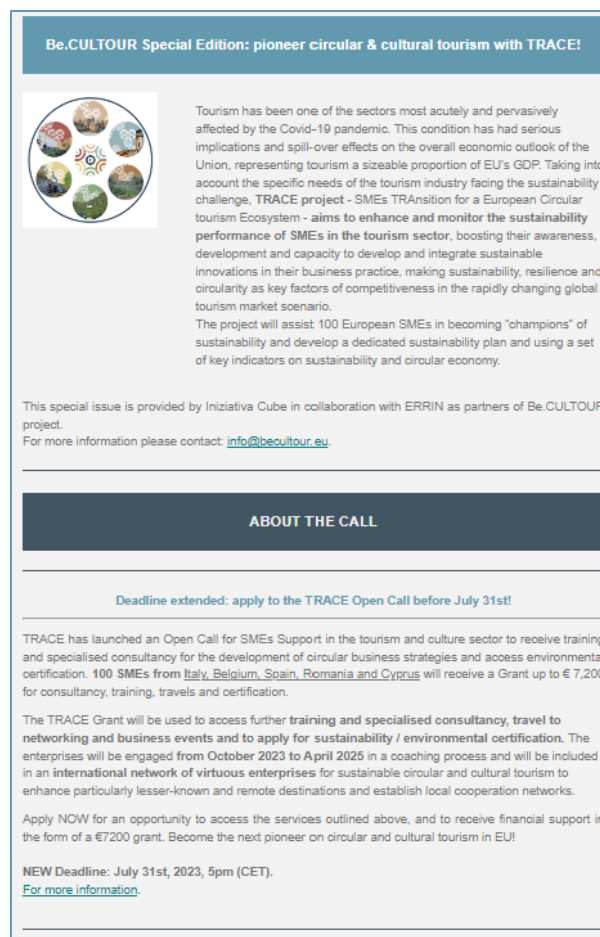


2.3 Be.CULTOUR newsletter special editions


In addition to the project newsletter and the edition on funding opportunities, five special editions were issued to inform the Be.CULTOUR community about crucial events and opportunities within the project to maximise the outreach and engagement.

Below the list of the special editions issued:

- [Newsletter special edition: Be.CULTOUR Hackathon call](#)
- [Newsletter special edition hackathon - Policy Learning Lab - Study Visit](#)
- [Newsletter special edition on Be.CULTOUR Webinars](#)
- [Newsletter special edition on TRACE project open call](#)
- [Newsletter special edition on Breakfast @ Sustainability](#)



Be.CULTOUR Special Edition: pioneer circular & cultural tourism with TRACE!



Tourism has been one of the sectors most acutely and pervasively affected by the Covid-19 pandemic. This condition has had serious implications and spill-over effects on the overall economic outlook of the Union, representing tourism a sizeable proportion of EU's GDP. Taking into account the specific needs of the tourism industry facing the sustainability challenge, **TRACE project - SMEs TRAnSition for a European Circular tourism Ecosystem - aims to enhance and monitor the sustainability performance of SMEs in the tourism sector**, boosting their awareness, development and capacity to develop and integrate sustainable innovations in their business practice, making sustainability, resilience and circularity as key factors of competitiveness in the rapidly changing global tourism market scenario.

The project will assist 100 European SMEs in becoming "champions" of sustainability and develop a dedicated sustainability plan and using a set of key indicators on sustainability and circular economy.

This special issue is provided by Iniziativa Cube in collaboration with ERRIN as partners of Be.CULTOUR project.
For more information please contact: info@becultour.eu.

ABOUT THE CALL

Deadline extended: apply to the TRACE Open Call before July 31st!

TRACE has launched an Open Call for SMEs Support in the tourism and culture sector to receive training and specialised consultancy for the development of circular business strategies and access environmental certification. **100 SMEs from Italy, Belgium, Spain, Romania and Cyprus** will receive a Grant up to € 7,200 for consultancy, training, travels and certification.

The TRACE Grant will be used to access further **training and specialised consultancy, travel to networking and business events and to apply for sustainability / environmental certification**. The enterprises will be engaged from **October 2023 to April 2025** in a coaching process and will be included in an **international network of virtuous enterprises** for sustainable circular and cultural tourism to enhance particularly lesser-known and remote destinations and establish local cooperation networks.

Apply NOW for an opportunity to access the services outlined above, and to receive financial support in the form of a €7200 grant. Become the next pioneer on circular and cultural tourism in EU!

NEW Deadline: July 31st, 2023, 5pm (CET).
[For more information.](#)

Figure 8 Be.CULTOUR newsletter special edition

3. Newsletters promotion and distribution

3.1 Newsletter distribution

All the aforementioned newsletters were prepared with intention to:

- Raise awareness about the project;
- Inform target groups about both the scientific and substantive progress of the project;
- Invite target groups and interested public to all project events;
- Encourage all partners of the project to foster new partnerships at EU level.

The target groups that the Be.CULTOUR newsletter intended to reach have been identified as it follows:

- Regional urban and rural policymakers, 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.

According to the Grant Agreement, three newsletters were planned to be issued during the project. The Be.CULTOUR consortium has gone beyond this target, releasing 19 editions. The newsletters were distributed in various campaigns with a flexible interpretation of the time frame between each newsletter following the rhythm of the project, depending on the results achieved in each work package and the relevance of the information. Furthermore, some newsletters have been published as part of a broader communication strategy, integrating the campaigns in the whole work package of communication and dissemination.

The newsletters were distributed through the Mailchimp tool. Registrations for the newsletter were taken electronically via the [project website](#), in line with the provisions of the GDPR. The processing of personal data was clearly stated and the [Be.CULTOUR privacy policy](#), as well as the [Mailchimp](#) one, were transparently indicated when [subscribing](#) to the newsletter. The option of unsubscribing at any time was indicated at the bottom of each newsletter.

The table below represents the results in terms of recipients, openings and clicks. The number of recipients has been growing constantly over the three years of the project, reaching almost 700 people. Another positive data is the percentage of openings, indeed, the average is 38,41% with peaks above 50% in the issues 12, 17, 18.

Num.	Date	Recipients	Opens	Opens %	Clicks	Clicks %
#1	17/03/2022	134	50	38.2	16	12.2
#2	03/05/2022	180	66	37.5	10	5.7
#3	21/06/2022	313	114	38.6	17	5.8
#4	07/07/2022	315	109	35.9	19	6.3
#5	31/08/2022	248	134	29.8	17	5
#6	15/09/2022	354	130	37.9	20	5.8
#7	27/10/2022	356	136	39.2	16	3.7
#8	16/11/2022	360	135	38.6	20	5.7
#9	15/12/2022	357	134	37.5	24	6.8
#10	11/01/2023	354	130	37	27	7.7
#11	18/01/2023	357	123	34.7	18	5.1
#12	16/03/2023	481	238	50	35	7.4
#13	10/05/2023	571	280	49.6	39	6.9
#14	13/06/2023	592	165	28.2	40	6.8
#15	05/07/2023	594	271	46.1	33	5.6
#16	10/07/2023	594	255	43.2	20	3.4
#17	03/10/2023	658	337	52.2	70	10.8
#18	09/10/2023	660	326	50.5	39	6
#19	16/11/2023	666	289	44.4	47	7.2

Table 1 : Results in terms of recipients, opens and clicks from 'Campaigns' page of Be.CULTOUR account on Mailchimp

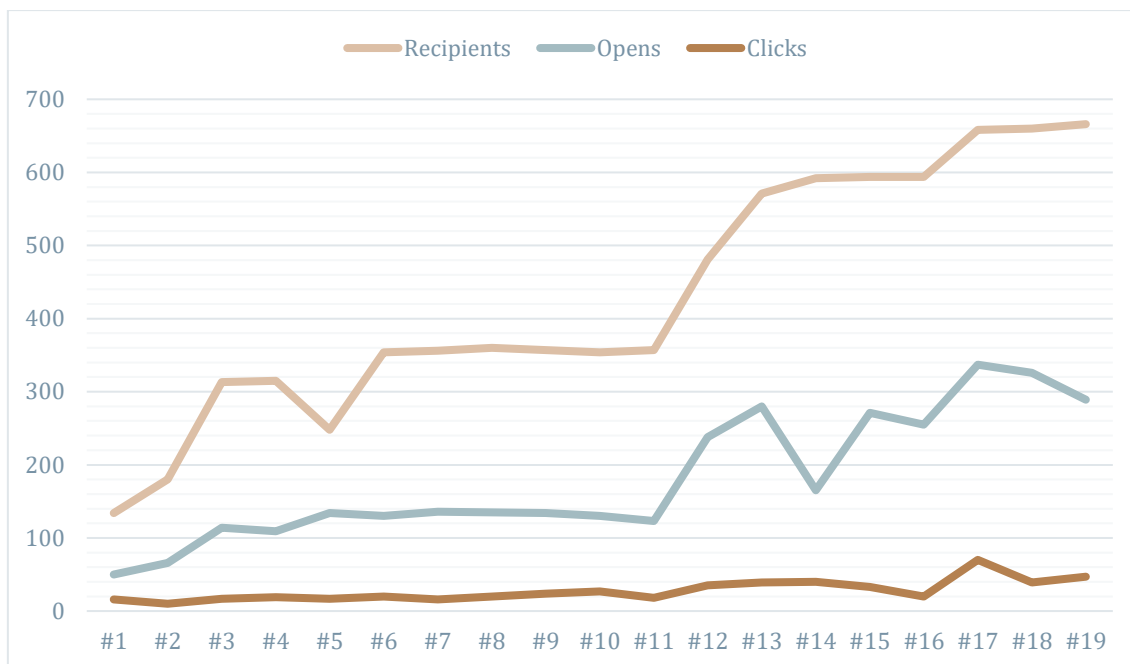


Table 2 Graph on the trend of data on the number of subscribers, opens and clicks

Looking at the metrics of Be.CULTOUR newsletters, the results appear very good. In order to have some terms of references, some research have been doing in order to understand when the performance of a newsletter is considered good or at least acceptable. Taking Mailchimp as reference, the 'average email campaign stats of Mailchimp customers by industry' illustrates some benchmarks (<https://mailchimp.com/resources/email-marketing-benchmarks/>):

Benchmark Mailchimp	Results Be.CULTOUR
Average open rate is 21.33%	Average open rate is 38.41
Average click rate is 2.62%	Average open rate is 6.52

Table 3 Average open rate and click rate

3.2 Website

A dedicated [webpage](#) for the newsletters was created on the Be.CULTOUR website. This page consolidates all different editions in one place and offers interested stakeholders opportunity to subscribe.

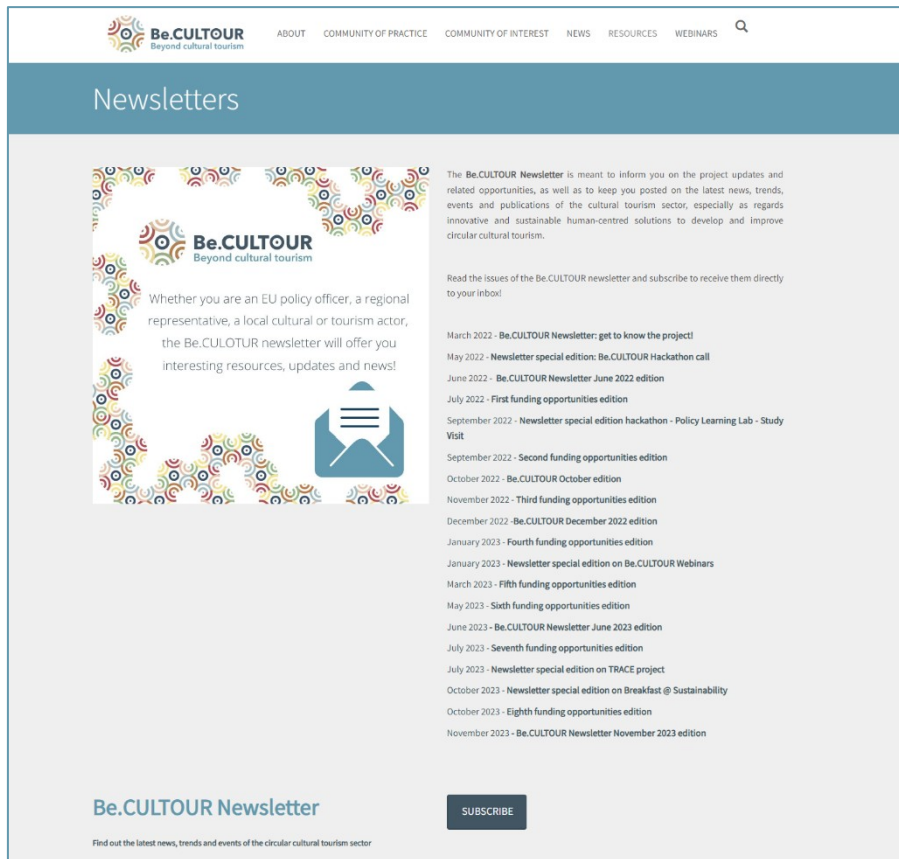


Figure 9 Be.CULTOUR website - newsletter page

3.3 Social media channels

The newsletters were constantly promoted across various Be.CULTOUR social media channels. All relevant platforms were used for this purpose, including [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), to promote the newsletters and disseminate project information. A few days before releasing a new edition, Be.CULTOUR followers were informed, and a call to action to subscribe to the newsletter was launched:

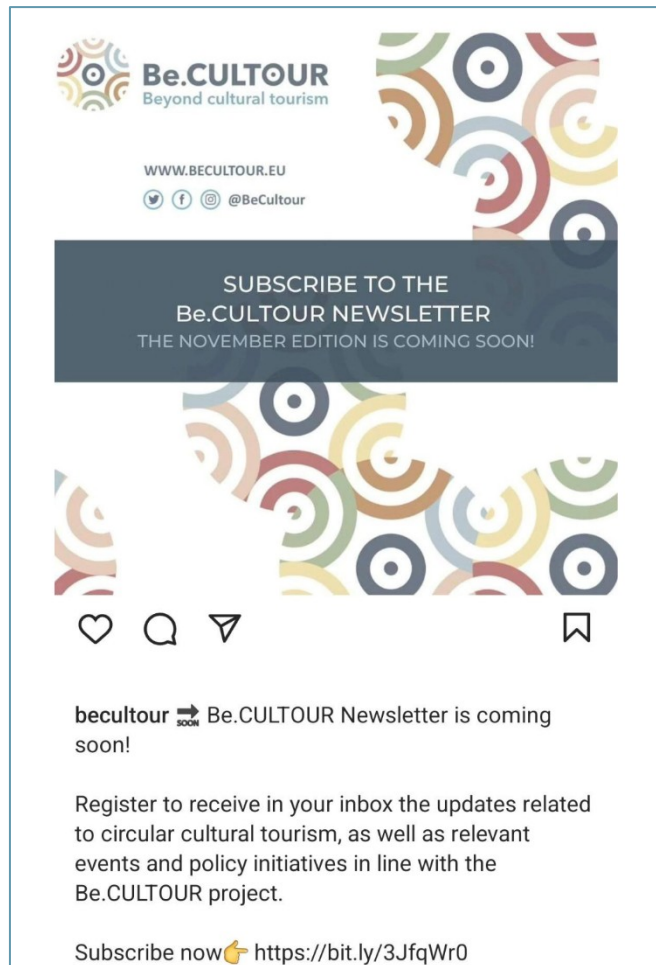


Figure 10 Example of newsletter promotion on Be.CULTOUR social media

Just after releasing the newsletter, the newsletter was also promoted through the different Be.CULTOUR social media accounts: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#).

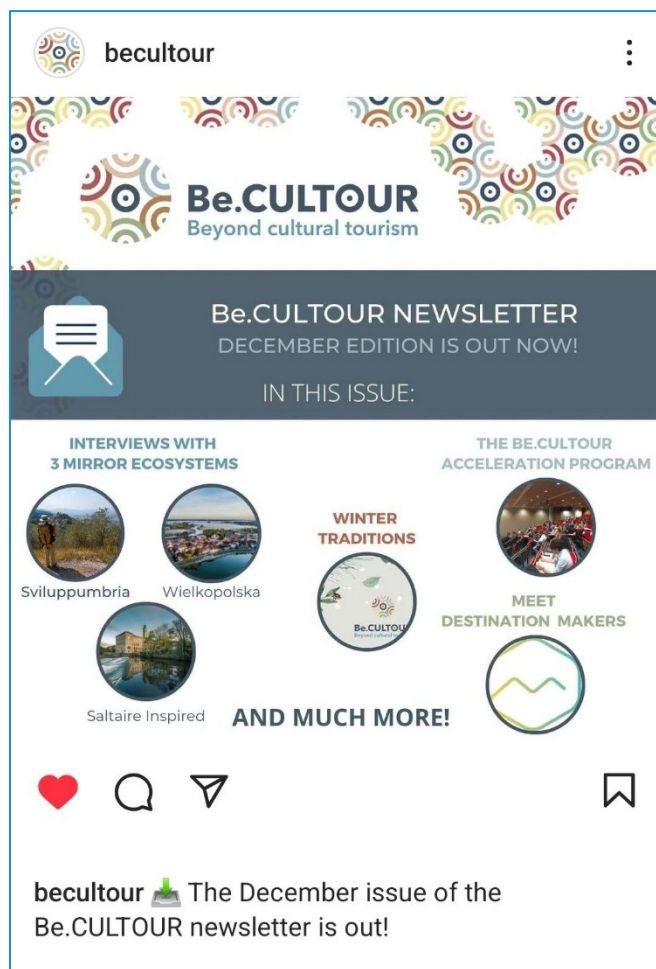


Figure 11 Example of newsletter promotion on Be.CULTOUR social media

In addition to the project's channels, all partners were encouraged to disseminate the newsletters with their networks through their accounts.

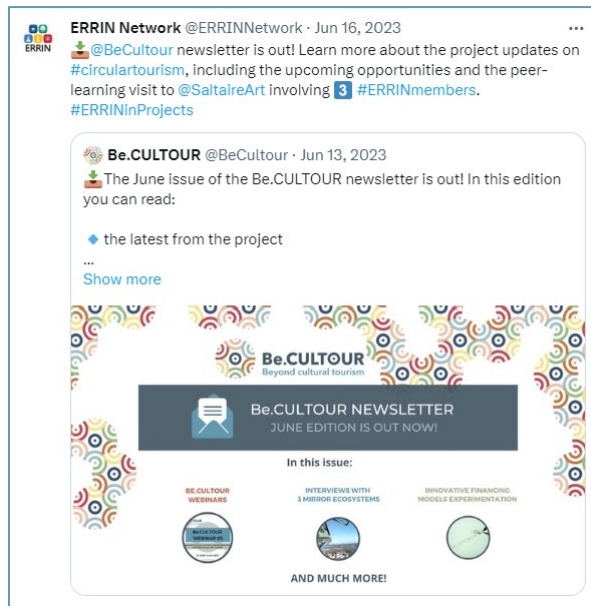


Figure 12 Example of consortium partners promoting the Be.CULTOUR newsletter

4. Conclusions

In conclusion, the Be.CULTOUR newsletters have played an important role in fulfilling the communication and dissemination objectives as part of the Communication, Dissemination, and Exploitation work package (WP5).

Through its various campaigns, the Be.CULTOUR newsletter has gone beyond the initially planned three issues, producing a total of 19 newsletters. Categorised into different campaigns, the newsletter has been a dynamic tool for raising awareness, informing target groups, and engaging stakeholders throughout the M1-M36 timeframe of the project.

The implementation of the Be.CULTOUR newsletter has provided valuable insights and lessons learned throughout its various campaigns. Some key lessons include:

- The use of different newsletter campaigns tailored to specific purposes proved effective in addressing diverse audience needs. This approach ensured that stakeholders received relevant information based on their interests and involvement in the project.
- The adaptability and flexibility demonstrated by exceeding the initially planned three newsletters allowed for a more responsive and dynamic approach to keeping stakeholders informed.

- The quality of the content, a layout that fosters readability and the use of visual elements seemed to be crucial components of a successful newsletter. This not only made the information more digestible but also added an engaging element, capturing the attention of stakeholders and encouraging them to explore the content further.
- The use of different platforms to disseminate the newsletters, including a dedicated website page and various social media channels, contributed to wider accessibility and engagement among different target groups.
- Regularly measuring the impact of newsletters and incorporating feedback from stakeholders proved to be essential for refining the communication strategy. This process allowed the project to continuously improve the effectiveness of its communication efforts.

These key lessons learned from the Be.CULTOUR newsletter's design, implementation and dissemination can provide valuable insights for future projects aiming to enhance communication, engagement and collaboration with diverse stakeholder groups.

The newsletter not only served to raise awareness of the project, but also became a strategic resource to foster engagement, community building and effectively inform target groups about the scientific results achieved by the project.



5. Annex 1. List of all Be.CULTOUR newsletters

[#1 March 2022 - Be.CULTOUR newsletter: get to know the project!](#)

[#2 May 2022 - Newsletter special edition: Be.CULTOUR Hackathon call](#)

[#3 June 2022 - Be.CULTOUR newsletter June 2022 edition](#)

[#4 July 2022 - First funding opportunities edition](#)

[#5 September 2022 - Newsletter special edition hackathon - Policy Learning Lab - Study Visit](#)

[#6 September 2022 - Second funding opportunities edition](#)

[#7 October 2022 - Be.CULTOUR October edition](#)

[#8 November 2022 - Third funding opportunities edition](#)

[#9 December 2022 -Be.CULTOUR December 2022 edition](#)

[#10 January 2023 - Fourth funding opportunities edition](#)

[#11 January 2023 - Newsletter special edition on Be.CULTOUR Webinars](#)

[#12 March 2023 - Fifth funding opportunities edition](#)

[#13 May 2023 - Sixth funding opportunities edition](#)

[#14 June 2023 - Be.CULTOUR Newsletter June 2023 edition](#)

[#15 July 2023 - Seventh funding opportunities edition](#)

[#16 July 2023 - Newsletter special edition on TRACE project](#)

[#17 October 2023 - Newsletter special edition on Breakfast @ Sustainability](#)

[#18 October 2023 - Eighth funding opportunities edition](#)

[#19 November 2023 - Be.CULTOUR newsletter November 2023 edition](#)



6. Annex 2. Example of Be.CULTOUR newsletter



Welcome to the December edition of Be.CULTOUR Newsletter!

Be.CULTOUR, “[Beyond Cultural Tourism](#)” is a Horizon 2020-funded project engaging local communities all over Europe to co-create and test sustainable human-centred solutions for circular cultural tourism through innovative methodologies and improved investment strategies.

In times of growing uncertainties, which can be the role of cultural tourism? Well, in Be.CULTOUR project, we believe that culture, cultural heritage and cultural tourism have a great potential to strengthen relationships and cohesion between European peoples and beyond, building on common roots and values. Moreover, Be.CULTOUR promotes the implementation of sustainable human-centred strategies and circular economy in the tourism industry, promoting a culture of responsibility at all levels.

Whether you are an EU policy officer, a regional representative, a local cultural or tourism actor, this newsletter will offer you interesting resources, updates and news relevant to your work.

The Be.CULTOUR Newsletter is meant to inform you on the project updates and related opportunities, as well as to keep you posted on the latest news, trends, events and publications of the cultural tourism sector, especially as regards innovative and sustainable human-centred solutions to develop and improve circular cultural tourism.



Winter Traditions - What do they mean and how to make them sustainable

A few examples from our mirrors and pilots

How is Be.CULTOUR Community celebrating the Winter festivities?

What are the local tales and traditions that bring people together and what do they mean for European heritage?

Are these traditions still sustainable?

Let's find out more!

Read the full article [here](#).

Be.CULTOUR in progress

Be.CULTOUR webinar series gets under way

A cycle of 9 webinars on – and beyond – cultural tourism

A new cycle of webinars on cultural tourism will be launched soon! Various experts and stakeholders will present and discuss, analyzing innovative approaches to networking, circularity, heritage, sustainable tourism, cultural Europeanisation, creativity as well as data management, entrepreneurship, finance and more. The guiding principles are those of peer learning and replicability, open the full article to see topics and dates and stay tuned!

Read the full article [here](#).

Check the full program and register for the first webinar [here](#).



Be.CULTOUR acceleration program Implementation and next steps

Be.CULTOUR acceleration program kicked-off on 25 October 2022 with the participation of Be.CULTOUR's 19 innovative circular cultural tourism solutions. Three acceleration sessions took place between October and December 2022. A fourth acceleration session will take place in January 2023 and a final pitching session will take place between end of January and beginning of March 2023 in Be.CULTOUR's six Pilot Heritage Sites, namely: Vulture-Alto Bradano area, Basilicata Region, Italy; The cultural park of Rio Martin, Teruel province, Aragon region, Spain; Larnaca rural cultural landscape, Larnaca Region, Cyprus; Forsvik and Rydal Industrial Heritage Sites, Västra Götaland Region, Sweden; Bač, Sremski Karlovci and Irig in Vojvodina Region, Serbia & The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area.

Read the full article [here](#).



Meet Destination Makers

Harnessing the potential of circular cultural tourism through targeted branding strategies

Destination Makers is a boutique consulting company active since 2014 with the aim to enhance, promote and motivate destinations through shared paths with local communities and according to the

latest market trends, with the aim of generating a real impact on territories.

The team strongly believes in the potential of marginal areas and has demonstrated with lots of initiatives, now internationally considered best practice, that even off the beaten track territories can become attractive to visitors thanks to destination strategies that combine the needs of new travelers with happiness of the local community.

Through destination marketing, destination management, training and events in line with the best international examples, Destination Makers creates Happy Destinations for the traveler, but above all for the local community.

Read the full presentation [here](#).



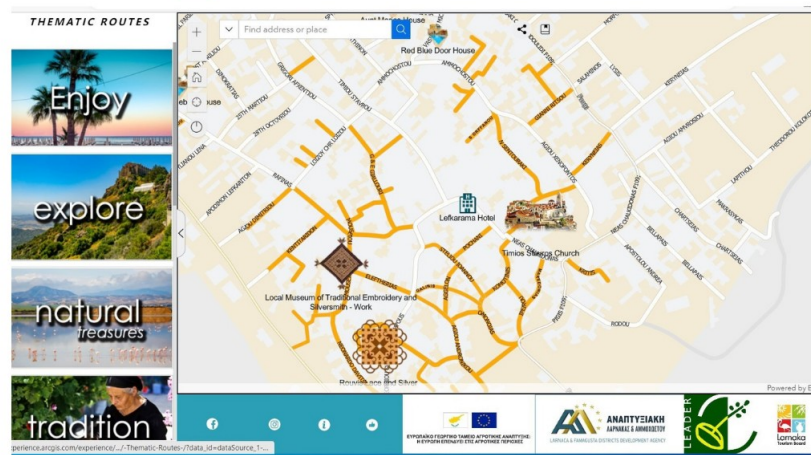
destination makers

Larnaka Interactive Map

The Larnaka Interactive Map emerged from the Be.CULTOUR workshops and included into the Larnaka Pilot Area Action Plan

The Larnaka Interactive Map is an online, interactive map of Larnaka region. It covers the city and rural and mountainous communities, highlighting all the points of interest. The Larnaka Interactive Map emerged from the Be.CULTOUR workshops and included into the Larnaka Pilot Area Action Plan. Each point of interest on the map is featured with a clear icon indicating the type of attraction, from beaches and natural beauty spots, to museums, monuments and leisure establishments, as well as nature and cycling trails.

Read the full article [here](#).



European Cultural Tourism Network Awards 2022

BeCULTOUR Community member Sciacca 5 Senses Open-air Museum received 1st prize of ECTN Awards 2022 - Destination of Sustainable Cultural Tourism

in the category of 'Cooperation between Museums and Cultural Heritage Sites'. The prize was given to cultural tourism destinations that have produced significant results related to improving the visitor experience while respecting traditions and involving local hostcommunities.

Read the full article [here](#).



Basilicata, the hidden gem of Italy

This Mediterranean region is Italy's new frontier for sustainable and active tourism

In Basilicata, one's gaze runs along broad horizons beneath sunny skies. Bell towers of villages perched on hilltops dot the landscape, rivers flow down valleys toward a crystal-clear sea. This is a land rich in history and diversity, an expression of cultures that have survived the test of time, and from time have forever been revitalized. Here one senses the relationship between man and nature in the clear signs of an ancient civilization that is ever welcoming, and has generated many extraordinary places, such as Matera, a splendid rupestrian town, European Capital of Culture in 2019. It is a land just waiting to be discovered, where we can find what we look for while being in vacation, far from mass tourism and globalization.

Read the full article [here](#).



Meet the Be.CULTOUR Community

Interview with the Mirror:
From spiritual itinerary to cultural route for
slow tourism - How Sviluppumbria is making
the region a green destination

Sviluppumbria is the Regional Development Agency of Umbria and is in-house supporting the Regional Government on policies relating to SMEs creation and boost, internationalisation, EU cooperation, innovation and Tourism.

Learn more about the role of this mirror in Be.CULTOUR and read the full interview [here](#).





The Regional DMO clusters local governments, organisations, hotels, tour operators, universities and other partners. Its main focuses are supporting tourism development and promoting the region as an attractive tourist destination. The Regional DMO is a key partner in developing the region's core cultural tourism product: the Piast Route.

Learn more about the role of this mirror in Be.CULTOUR and read the full interview [here](#).

Interview with the Mirror:
Building on the creativity of the local community, blending heritage, the arts, diversity and inclusivity - Get inspired by Saltaire Village

Saltaire Inspired is an ambitious arts charity, creating quality contemporary arts events in a unique historical & contemporary context of Saltaire Industrial Village, a UNESCO World Heritage Site. We involve residents, schools, community groups & businesses, ensuring cultural experiences for all who live, work & visit Saltaire.



Learn more about the role of this mirror in Be.CULTOUR and read the full interview [here](#).

Project Events

One Day in Parkstad Limburg

On the 7th of September 2022, Be.CULTOUR Mirrors jumped on a bus taking them from Brussels to Heerlen for a one day visit to the mirror-region of Parkstad Limburg. The cultural history of Parkstad Limburg has not been at the center of the tourism product and marketing of the region, which was primarily focused on attractions and theme parks. The region presented different aspects of how they are shifting the focus to cultural tourism.

Read the full article [here](#).



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Be.CULTOUR Newsletter: December Edition New European Bauhaus festival side event now

If you missed interesting speeches from the international conference, the recordings and programme are now available online!

International Conference on the New European Bauhaus “Energy, Beauty, Participation: Cultural Heritage Adaptive Reuse as driver of Circular Regeneration and Sustainable Regional Development”. Event recordings now available on the [Be.CULTOUR YouTube channel](#) and [BeCULTOUR website](#). Learn about the New European Bauhaus, do not miss the topics and speakers of the Conference! Click [here](#) to watch.

Find out more [here](#).

Co-creation workshop on circular cultural tourism strategies announced in Perugia

Be.CULTOUR co-creation workshop announced in Perugia, Italy, with Mirabilia, Chambers of Commerce and SviluppoUmbria

A new co-creation workshop will be held in Perugia, Italy next January 2023. The workshop will contribute to the initiative of “The Cultural Route of St Francis”, with tourism enterprises, institutions and civil society organisations develop a shared strategic action plan towards sustainable and circular cultural tourism, strengthening the local heritage innovation network and enhancing the visibility of the heritage route at national and international level.

Read the full article [here](#).

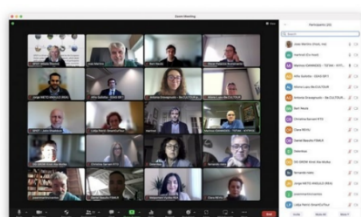
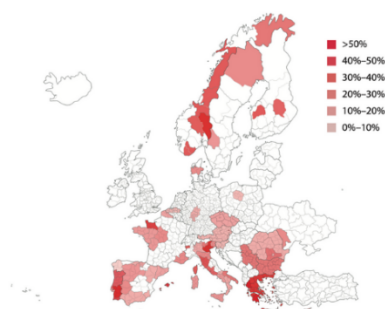


Cultural Trends & Insights

Policy analysis and use of ESIF, IPA and ENP funds

Almost all (84%) of the over 2300 European Regional Development Fund calls for proposals foresee an alignment with the Smart Specialisation Strategies. This clearly identifies the need for Be.CULTOUR pilots to align their Actions Plans or single activities with their national and more importantly regional Smart Specialisation Strategies. While the smart specialisations approach is getting to be a key instrument for identifying regions' opportunities for growth, development and circular economy, tourism, together with Cultural and Creative industries are addressed only by 9% S3 strategies in the EU.

Find out more [here](#).



Policy roundtable of EU-funded projects on sustainable cultural tourism

Be.CULTOUR contributed to the policy discussion on sustainable cultural tourism organized by the European Commission with funded research and innovation projects

Last October 2022, a policy round table was held between European policy-makers and representatives of the research and innovation projects funded by the European Commission on the Horizon 2020 Call "Transformations" on Innovative approaches to urban and regional development through cultural tourism.

Read the full article [here](#).

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Follow our activities and boost the impact on your community:

Twitter: @BeCultour

Facebook: BeCultour

Instagram: BeCultour

Website: www.becultour.eu

Subscribe to the Be.CULTOUR newsletter [here](#)



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