



**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 5.4 Project promotional material

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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

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

Be.CULTOUR aims to empower European regions to co-create innovative, circular solutions for heritage regeneration and regional development beyond cultural tourism. The objectives and impact of the project are based on the implementation of co-creation activities, the development of Local Action Plans and innovative solutions for circular cultural tourism in six pilot ecosystems located in Italy, Spain, Cyprus, Sweden, Serbia and the cross-border region of North-East Romania-Moldova. As a partner to the consortium, each pilot ecosystem has identified a specific Pilot Heritage Site on which the project's methodology will be applied, tested, and validated. This will be done together with the local stakeholders engaged in local Heritage Innovation Networks, working together amongst each other and actively involved in the participation in the Be.CULTOUR Community of Practice. In parallel, a Community of Interest is developed to engage additional organisations (mirror ecosystems) committed to engaging in a peer-learning programme and replicating the Be.CULTOUR methodology in their territory, with their resources.

This document introduces a set of created promotional materials and established means for disseminating the activities of the Be.CULTOUR project.

This set includes:

- the project website
- the project communication package that is composed of the branding identity, project templates, leaflet, postcards and flyer, and
- other promotional materials, such as a number of dissemination channels that enable the active and constant presence of the project on social media (Twitter, LinkedIn, Instagram, Facebook, YouTube)

## Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 Coordinator	CONSIGLIO NAZIONALE DELLE RICERCHE, Institute for Research on Innovation and Services for Development	CNR IRISS	
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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## 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 realising 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 deindustrialised 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 six 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

Be.CULTOUR aims to empower European regions to co-create innovative, circular solutions for heritage regeneration and regional development beyond cultural tourism. The objectives and impact of the project are based on the implementation of co-creation activities, the development of Local Action Plans and innovative solutions for circular cultural tourism in six pilot ecosystems located in Italy, Spain, Cyprus, Sweden, Serbia and the cross-border region of North-East Romania-Moldova. As a partner to the consortium, each pilot ecosystem has identified a specific Pilot Heritage Site on which the project's methodology will be applied, tested, and validated. This will be done together with the local stakeholders engaged in local Heritage Innovation Networks, working together amongst each other and actively engaged in the participation in the Be.CULTOUR Community of Practice. In parallel, a Community of Interest is developed to engage additional organisations (mirror ecosystems) committed to engaging a peer-learning programme and replicating the Be.CULTOUR methodology in their territory, with their resources.

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### 2.1 Document structure

The document is structured as follows:

Section 1 described the Be.CULTOUR project in brief;

Section 2 introduced the objectives of this document;

Section 3 provides information on WP5 "Exploitation of Be.CULTOUR innovative solutions, dissemination and communication";

Section 4 describes the Communication package, including the project logo and symbol, the project templates, the project presentation, the project infographics and the specific graphics for the six pilots;

Section 5 describes the rebranding of the Be.CULTOUR website;

Section 6 presents an overview of the project's social media profiles and

Finally, Section 7 outlines the next steps foreseen



### 3 WP5 Exploitation of Be.CULTOUR innovative solutions, dissemination and communication

The objectives of Work Package 5 are to Exploit Be.CULTOUR innovative solutions developed in WP1, WP2 and WP3, exploit project results in the larger Community of Interest built in WP4, as well as communicate, disseminate and exploit the project's findings at a broad European and international scale, promoting the results on a national, European and global level. In order to do this, a number of promotional materials were created and produced.

The results of WP5's main goals and objectives highly depend on the partners' active role and participation in all the tasks and activities. All partners are responsible for individual dissemination tasks, attending the events and communicating the project's activities and results.



### 3 Communication Package

The project's Communication Package is composed of the **overall project visual identity**, the **project's presentation template** and **flyers**. These materials will be used for dissemination purposes by consortium partners, Community of Practice and Community of Interest. Updated versions of these materials will be released regularly, incorporating the latest developments.

The Package was created to help raise awareness of the project and maximise the impact of its dissemination activities. The majority of the dissemination materials produced in the first months of the project in support of the marketing activities are presented in this chapter of the deliverable.

#### 3.1 Project logo and symbol

To maximise the visibility and launch the project's existence online, the logo was produced at the beginning of the project's duration. In line with the visual identity, the logo and symbol include six colours representing the Pilots.



Figure 1 – Project logo and symbol

The concept of the Communication Package was to use six different colours representing six Pilot Regions that have a major role in the project. A part of the visual identity guidelines and project branding can be seen in figure 2, to go declination.

## LOGO DECLINATION.

Whenever they wish to develop context-based materials or events, pilot ecosystems can use the following color versions of the logo.

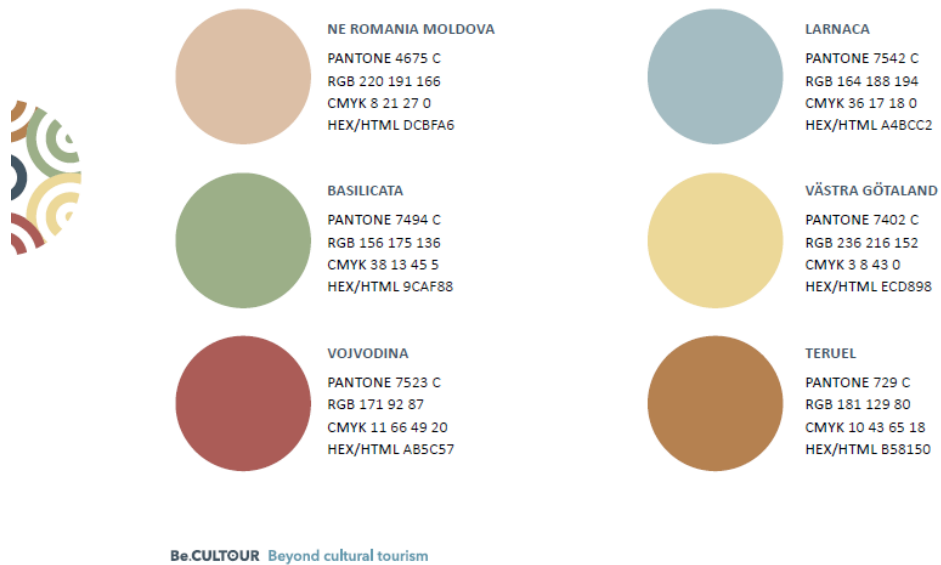


Figure 2 - Logo declination

A graphic pattern was realised to use when creating layouts for documents and dissemination purposes.



Figure 3 - Graphic pattern

## 3.2 Project templates

A series of project templates were created to cover the partners' needs. There are project templates suitable for deliverables, documents, agendas, reports, presentations, and the newsletter. The design of the slides is consistent with all the other dissemination materials that were created, and the project logo is also adapted in all the slides of the presentation. The main purpose of this dissemination tool is for all project partners to use it for their internal and external meetings such as Community Conversations, Pilots MeetUps and Local Workshops. The templates are available in the Teams channel that the consortium is using.

### 3.2.1 Project presentation template



Figure 5 - Slide 1 of the project presentation template

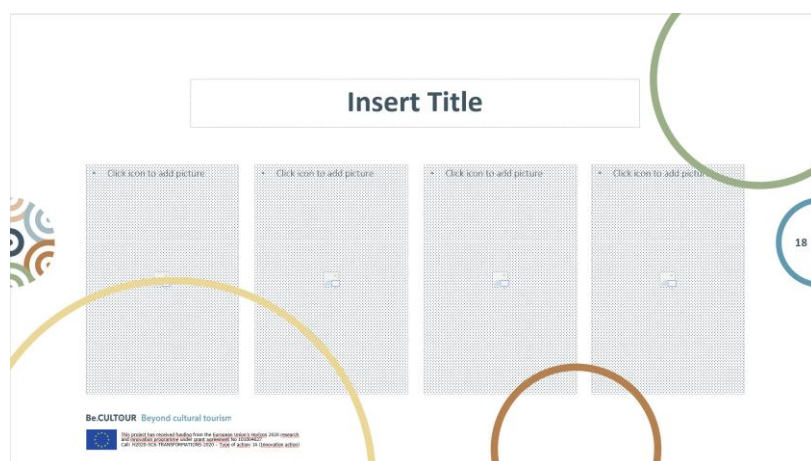
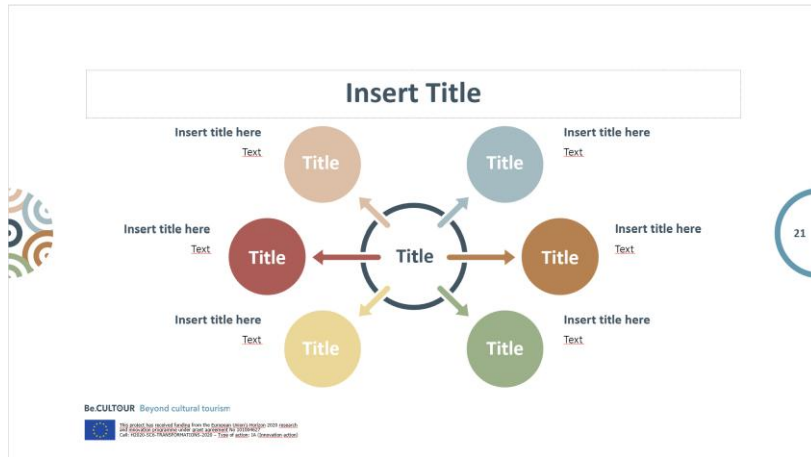
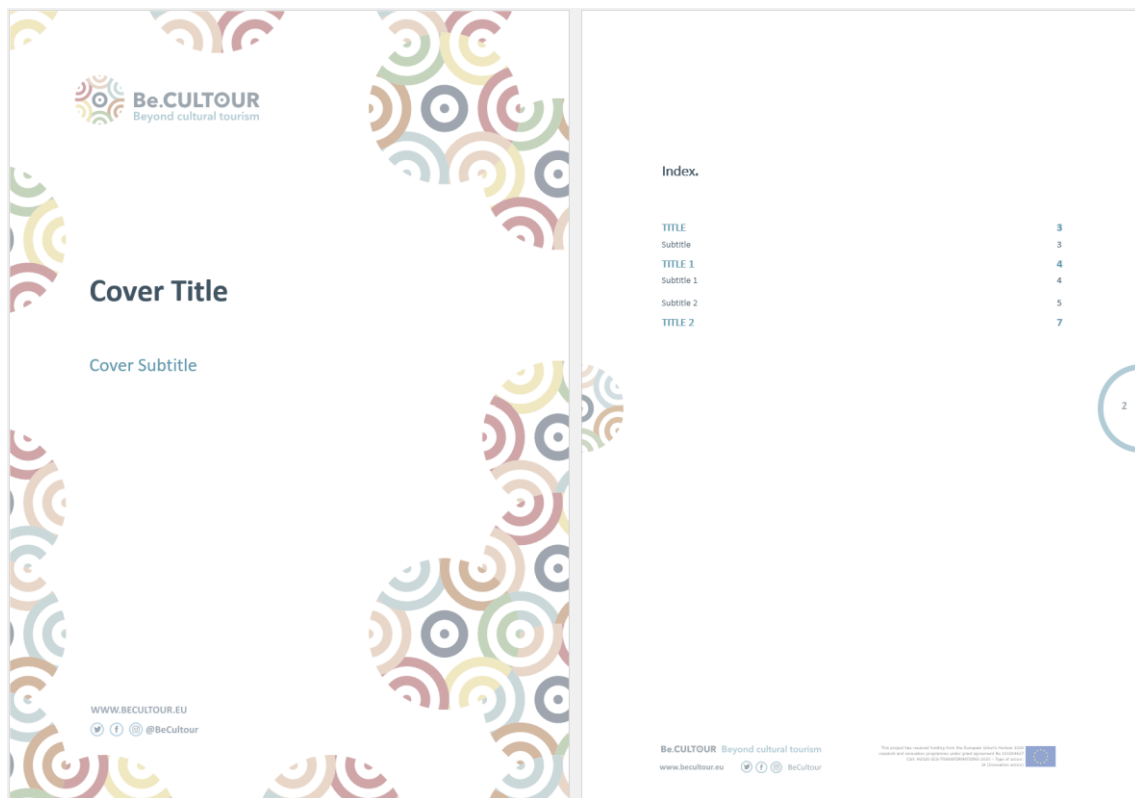


Figure 6 - Slide 18 of the project presentation template



**Figure 7 – Slide 21 of the project presentation template**

### 3.2.2 Report template



**Figure 8 - Report template**

### 3.2.3 Agenda template

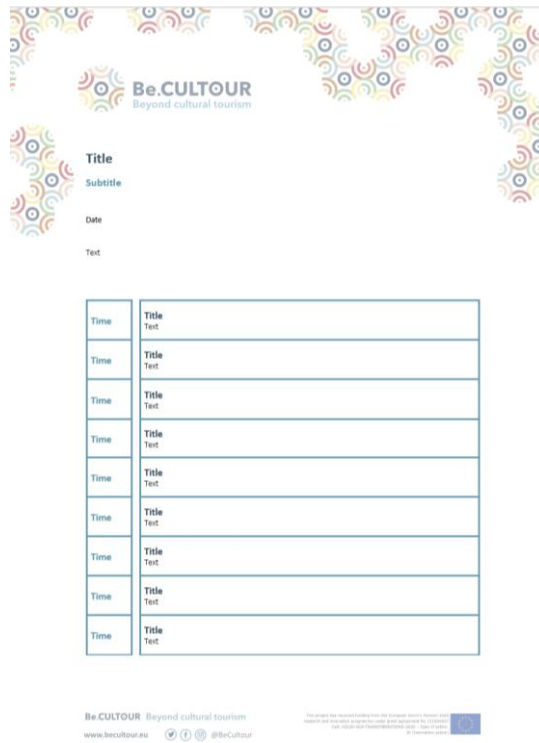


Figure 9 - Template agenda

### 3.2.4 Document template

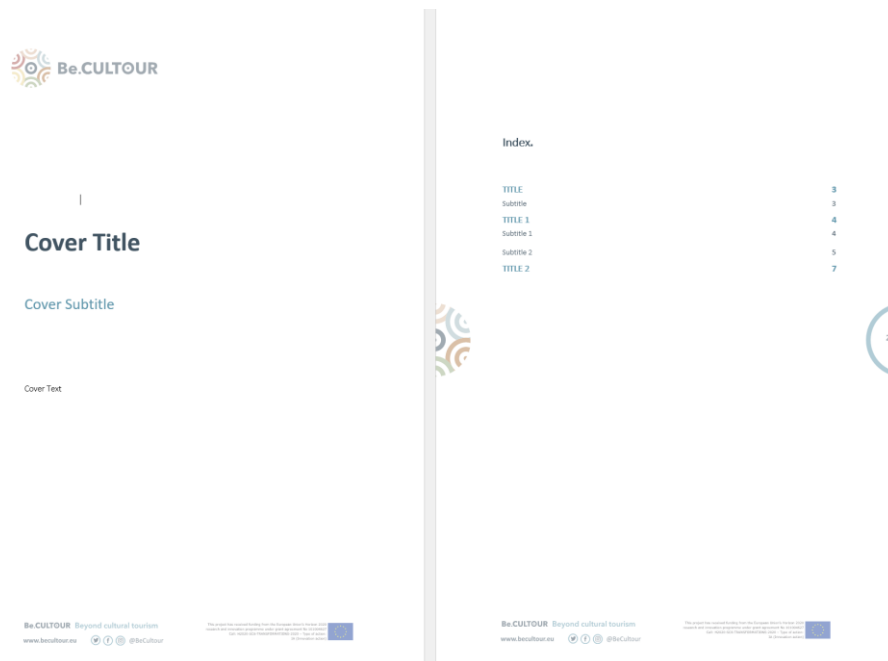


Figure 10 – Document template



### 3.3 Project Presentation

A project presentation was created to present the project during internal and external events.



Figure 11 - Slides from the Project Presentation

### 3.4 Project infographics

In the frame of the Communication Package developed for the purpose of the project, a set of infographics was designed to explain, present and bring together the main goals and structure of the project.

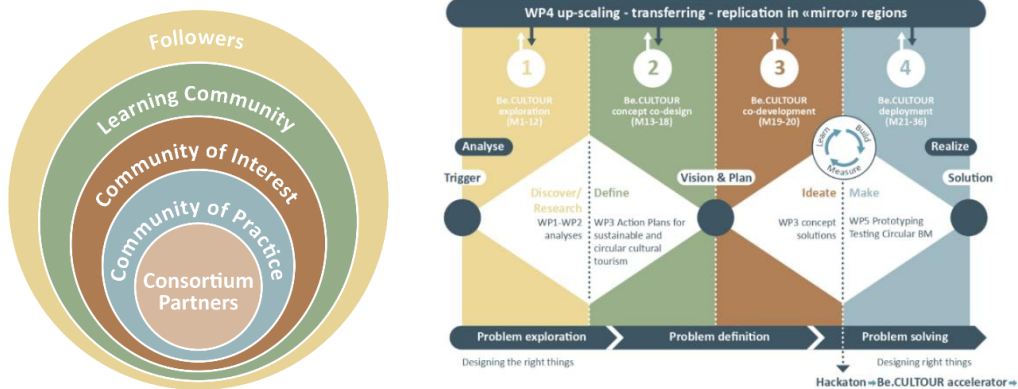


Figure 12 - Project infographics

Project: Be.CULTOUR  
 Deliverable Number: 5.4  
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### 3.5 Specific graphics for the 6 Pilots

Six additional graphics were created specifically for the six Be.CULTOUR pilots in line with the project identity, using the six colours representing the Pilots and photos from the local heritage sites.



Figure 13 - Graphic for Teruel



Figure 14 - Graphic for Teruel



Figure 15 - Graphic for Larnaca



Figure 16 - Graphic for Romania-Moldova



Figure 17 - Graphic for Vastra Gotaland



Figure 18 - Graphic for Vojvodina

### 3.6 Project leaflet

One project leaflet is in the making. It will be a *single sheet, letter size, double-fold brochure in English, with a clean, modern and attractive design was created for dissemination purposes. The brochure is being developed to be distributed for communication/dissemination and awareness raising purposes to stakeholders interested in the project during local workshops, events, conferences, etc.*

### 3.7 Project postcard

Seven project postcards are in the making. For the first side of the postcards, *one version will present the project graphic while the other six will be dedicated to the Pilots presenting their dedicated graphic and colours. The second side of the postcards will give short and easy to understand information about the project and its goals.*



## 4 Project website

The Be.CULTOUR project website ([www.becultour.eu](http://www.becultour.eu)) is designed with the project's colours reflected in the project branding guidelines. It includes all the relevant information about the project, its goals and objectives, the consortium partners, its WPs, methodology, work plan, Innovation Areas. There is also a dedicated news & events section, and a webpage for the Community of Practice. Another section on the Community of Interest is being created.

In February 2022, the project feature and structure have been updated, including new sections dedicated to the 16 Mirror Ecosystems. The website is being continuously developed and will consist in future of more sections, such as the Newsletter editions and public deliverables.



Figure 19 - Project website

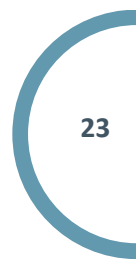
## 5 Project social media profiles

The social media platforms used by the Be.CULTOUR project are Twitter, Facebook, LinkedIn and Instagram. The social media channels are shared among different project partners, and all of them provide information that can be posted on the social media platforms, or post information on their own channels and tag Be.CULTOUR in the posts.

All content on the Be.CULTOUR social media channels is published in English. The target audience for the communication on the social media platforms are policy makers, other H2020 NBS projects, the general public, businesses and local actors. The social media channels are shared among different project partners, and all of them provide information that can be posted on the social media platforms or post information on their own channels and tag Be.CULTOUR in the posts.

The social media accounts for the project are:

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



## 6 Next steps

Based on the exchanges and needs of the partners, the promotional material will be further developed and improved. The focus for the project's impact will be put on the project's website and social media, where the WP leader (ERRIN) will make sure to publish all relevant content related to the project's activities, plans, open opportunities, reports, deliverables and any other relevant content for the project.

