

# Visiting the margins: **IN**novative **CUL**tural To**U**ris**M** in European peripheries

WP2 – COMMUNICATION AND DISSEMINATION

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INCULTUM project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 101004552.

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# Communication and Dissemination Strategy

The communication and dissemination strategy of INCULTUM is based on:

- The consistent adoption of the project's **visual identity**
- The development of the project's **website**
- The constant publication of news on the project's **blog**
- The effort to establish **collaborations** with other projects and organisations at local and international levels
- The organization of **events** and the participation in events, online and in presence, to promote INCULTUM, locally and internationally

All these points are elaborated operationally in the plan for the communication and dissemination of the project's outcomes.

# Communication and Dissemination + Exploitation

The communication and dissemination plan is part of the wider deliverable named D2.2 Dissemination, Communication and Exploitation Plan.

The deliverable is currently under preparation, for timely delivery in November 2021.

D2.2 is the result of a combined effort of WP2 and WP7:

- WP2 contributes with the part related to the communication and dissemination
- WP7 contributes with the part related to the exploitation that is based on the results of the evaluation of the pilot initiatives and the actual exploitation of the pilot results at local level

The Communication and Dissemination Plan includes:

- The description of the target audiences and the identification of the specific communication messages for the different stakeholders, taking into account the two levels, i.e. local and international ones
- The illustration of the various dissemination measures both for web-based and non-web-based actions (including scientific not-scientific publications and the INCULTUM book)
- The definition of the mechanisms for the development of the INCULTUM network, including the collaborations agreements that have already started to be established with projects and organisations, as promoted in the page dedicated on the website
- The creation of local stakeholders groups, under the lead of the pilots, to support future exploitation

## Action items:

- To maintain and improve the website and the blog
- To keep updated the sheet for collecting information of the dissemination actions done by the consortium along the project period, shared among the partners
- To set up an active collaboration with the other 4 projects financed under the topic addressed by INCULTUM
- To report final outcomes of dissemination actions (M36)

INCULTUM

# Visual identity

Logo and visual identity of the project were presented at the kick-off meeting and approved by the partners.

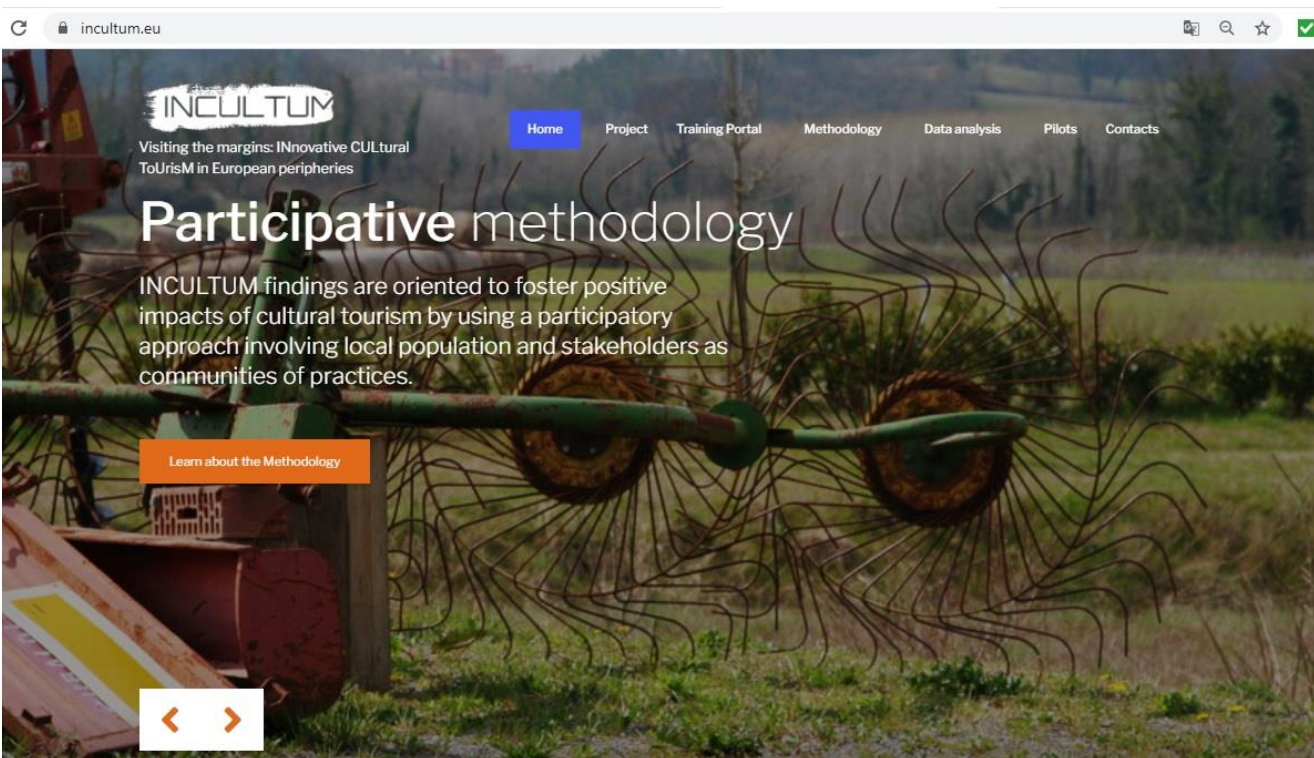
Various coloured versions are available.

These are used in all communication materials, in association with EU emblem and H2020 funding acknowledgment



The INCULTUM portal is the main communication and dissemination platform. It provides:

- Information about the project activities, services and best practices
- Each Pilot has a dedicated space, which grows as long as the Pilots progress
- Training Portal gives access to upcoming training materials and resources
- Collaboration and stakeholders are highlighted in a dedicated page
- Methodology and Data analysis are introduced



<https://incultum.eu/>



# Webpresence: INCULTUM blog

<https://www.digitalmeetsculture.net/projects/incultum-blog/>



The INCULTUM blog is hosted the e-zine Digitalmeetsculture published by Promoter.

We post news about the project, the Pilots and we'll use this channel to advertise events.

A RSS feed shows the blogposts also in the project's website.

## INCULTUM: promotion and enhancement of the village of San Pellegrino in Alpe (Tuscany)

educational, training and cultural activities are the three elements on which the touristic promotion strategy will unfold  
Posted on: 15 October 2021

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## Kicking – off the INCULTUM project

a three years journey across cultural tourism in Europe  
Posted on: 5 June 2021

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[Leave a comment](#)

On the 4th of June 2021, the large group of partners from all over Europe met online to officially start the INCULTUM project. The core activities are about researching and empowering cultural tourism in peripheral areas, also unlocking their potential by the implementation of a series of local pilot projects.

Spanning from North to South and including a variety of natural and historical sites, the pilots will enable cross border collaborations and innovative approaches to sustainable tourism and development. In fact, tourism is more than travelling and consumption: it is a way to learn and improve oneself, to enrich one's vision and improve mutual understanding. Thus it has great potential when it comes to culture, nature, knowledge and personal experiences.

Discover the INCULTUM Pilots: <https://incultum.eu/pilots/>

## INCULTUM in Sicily

under the Sicilian sun, a meeting between INCULTUM partners to discuss about the local pilot  
Posted on: 19 July 2021

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On the 6th of July 2021, INCULTUM partners [Promoter](#) a discuss about the work ongoing in the [Pilot 4 Sicilian](#) [Pilot 4 Sicilian](#)  
Scope of the Pilot is to valorise the territory and the rural heritage of an economically depressed area far from trad

## Interactive map of the Aaos valley developed in INCULTUM

discovering sites of natural, cultural and folkloristic interest in the north-west border of Greece  
Posted on: 12 October 2021

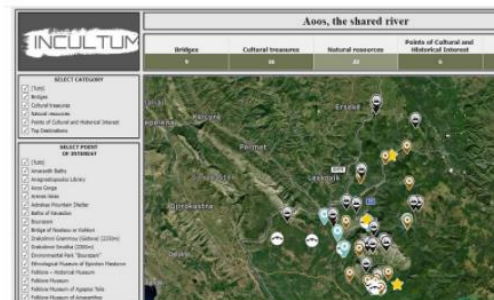
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In INCULTUM project, there is an example of cross-borders pilots which explore synergies to support sustainable tourism in peripheral areas. One of these areas is the shared valley between Greece and Albania, marked named Aaos on the Greek side and Vjosa on the Albanian side. Two pilots (8) are developed within INCULTUM project with the aim of modernizing touristic and cultural promotion of this area from both sides.

A first outcome of the [Pilot 7. Aaos, the shared river](#), coordinated by the partners of [The High Mountains cooperative](#), is a nice map of the area touristic purposes, indicating various points of interest both natural and also including local folklore.

[EXPLORE THE MAP HERE](#)



## Tourism 4.0 for the Black Sea

a project to demonstrate the potential of Data Analytics for tourism development in the area of Black Sea  
Posted on: 20 July 2021

## Visiting the margins: the INCULTUM project

Innovative CULTural ToUrisM in European peripheries  
Posted on: 19 May 2021

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Tourism is more than travelling and consumption; it has great potential when it comes to culture, nature, knowledge and personal experiences. Travelling is a way to learn and improve oneself, to enrich one's vision and improve mutual understanding.

The INCULTUM project deals with the **challenges and opportunities of cultural tourism** with the aim of furthering sustainable social, cultural and economic development. It will explore the full potential of **marginal and peripheral areas** when managed by local communities and stakeholders. Innovative **participatory approaches** will be adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.

## PILOTS in INCULTUM project

Innovative CULTural ToUrisM in European peripheries

N.	Pilot case	Location	Country	Pilot Leader
1	Coastal landscapes and ruins	Athènes de Grande	Greece	INCULTUM
2	Agricultural coastal plain	Chapelle de Paris	Portugal	INCULTUM
3	Historical resources of Central Slovakia	Bratislava	Slovakia	INCULTUM



at the Black Sea, while the challenges affecting environmental pressures, peak visits in limited ) are rising at the same rate.

project strives to enable local stakeholders from sm to increase their understanding of current and impact of visitors as well as predict the tourist driven decisions to foster more sustainable ason, collaboration of all stakeholders of tourism of data between them will be promoted to spur policies tailored to the regional challenges and





# Other webpresence



**Decisions to be taken about social media, when the project delivers its expected concreted outcomes:**

e.g. Facebook page? Twitter account? Other?

All partners are invited to publish about the project in their websites and online channels

**SDU**

Home Researchers Research Units Research outputs

**INCULTUM**

Borowiecki, Karol Jan (Project participant)

Department of Business and Economics, Econometrics and Economics

Project: EU

Overview | **Fingerprint**

**Project Details**

**Description**

Work-package leader, in charge of €360.000 out of €3.7m total project budget for the INCULTUM project (European Commission Horizon 2020).

European Commission | **CORDIS** | EU research results

English EN

HOME RESULTS PACKS RESEARCH/PEU MAGAZINES NEWS & MEDIA PROJECTS & RESULTS ABOUT US

**Visiting the Margins. INnovative CULTural ToUrisM in European peripheries**

Fact Sheet Results

**CBS** COPENHAGEN BUSINESS SCHOOL

UDANNELSE EFTER

**NEWS**

01.09.2021  
Two MSC researchers receive Best Paper award at AoM

28.08.2021  
"Behavioural Insights for a Circular Society" – new research project at MSC funded by the Novo Nordisk Foundation

**Se alle nyheder**

**EVENTS**

28.10.2021  
PhD defence: Henrik Gundelach

**Se alle arrangementer**

23/08/2021

**MSC parti 2020 proj**

**PROMOTER**  
Information technology, research and innovation

HOME

**INCULTUM: Visiting the margins**

Project official site:  
<https://incultum.eu/>

Blog:  
<https://www.digitalmeetsculture.net/projects/incultum-blog/>

**PROMOTER's role**

Promoter is responsible of dissemination and of effective framework and mechanisms for spreading awareness of project activities and outcomes.

The main tool to implement the project's Communication and Dissemination Plan is the creation of the project's website which will be keep constantly updated with news, initiatives and data collected; accompanied by a project's

A range of activities are dedicated to create a network of common interest among the stakeholders, by:

- Keeping in touch (via the website and the blog, with project's newsletters, etc.)
- Establishing cross-dissemination and specific joint initiatives
- Endorsing INCULTUM's events and Pilot's events

A very simple model is used to collect the authorization from the collaborating stakeholders, to publish news about the collaborations.

The same model is adopted also for the collaborations established at local level by the pilots.

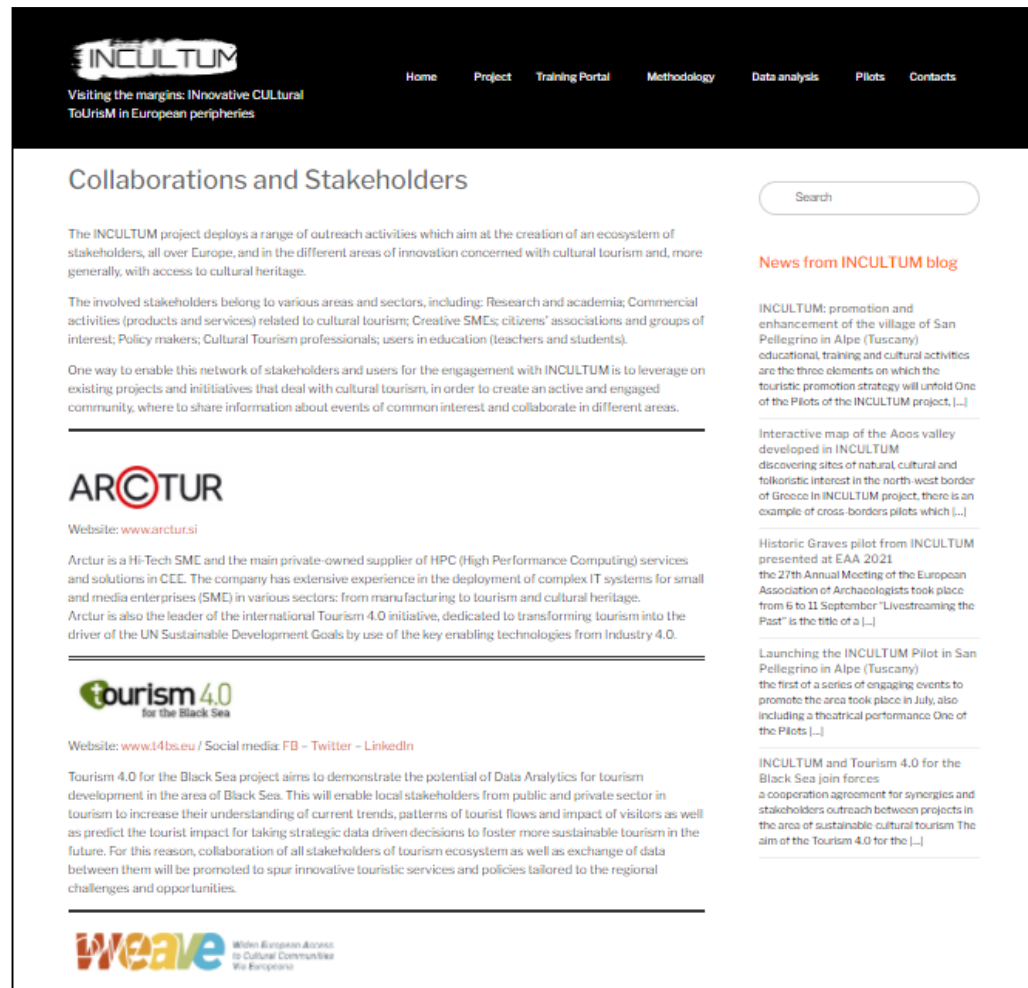
A dedicated page is created on the project's website to enlist the collaborations established with European projects, institutions, SMEs, associations and other initiatives that have interests in common with INCULTUM.

Currently, the cooperation agreements are established with other projects:

- UNCHARTED
- CITIZEN HERITAGE
- TOURISM FOR BLACK SEA
- WEAVE

and with organisations:

- ARCTUR
- PHOTOCONSORTIUM



The screenshot shows the INCULTUM website with a navigation bar at the top. The main heading is 'Collaborations and Stakeholders'. Below this, there is a paragraph about the project's outreach activities. A search bar is located on the right. The page lists several collaborations:

- ARCTUR**: A Hi-Tech SME and the main private-owned supplier of HPC (High Performance Computing) services and solutions in CEE. The company has extensive experience in the deployment of complex IT systems for small and media enterprises (SME) in various sectors: from manufacturing to tourism and cultural heritage. Arctur is also the leader of the international Tourism 4.0 initiative, dedicated to transforming tourism into the driver of the UN Sustainable Development Goals by use of the key enabling technologies from Industry 4.0. Website: [www.arctur.si](http://www.arctur.si)
- tourism 4.0 for the Black Sea**: Tourism 4.0 for the Black Sea project aims to demonstrate the potential of Data Analytics for tourism development in the area of Black Sea. This will enable local stakeholders from public and private sector in tourism to increase their understanding of current trends, patterns of tourist flows and impact of visitors as well as predict the tourist impact for taking strategic data driven decisions to foster more sustainable tourism in the future. For this reason, collaboration of all stakeholders of tourism ecosystem as well as exchange of data between them will be promoted to spur innovative touristic services and policies tailored to the regional challenges and opportunities. Website: [www.t4bs.eu](http://www.t4bs.eu) / Social media: FB - Twitter - LinkedIn
- weave**: Weave European Alliance to Cultural Communities Via Europeana

On the right side, there is a section titled 'News from INCULTUM blog' with several articles:

- INCULTUM: promotion and enhancement of the village of San Pellegrino in Alpe (Tuscany)**: educational, training and cultural activities are the three elements on which the touristic promotion strategy will unfold One of the Pilots of the INCULTUM project. [...]
- Interactive map of the Aaos valley developed in INCULTUM**: discovering sites of natural, cultural and folkloristic interest in the north-west border of Greece in INCULTUM project, there is an example of cross-border pilots which [...]
- Historic Graves pilot from INCULTUM presented at EAA 2021**: the 27th Annual Meeting of the European Association of Archaeologists took place from 6 to 11 September "Livestreaming the Past" is the title of a [...]
- Launching the INCULTUM Pilot in San Pellegrino in Alpe (Tuscany)**: the first of a series of engaging events to promote the area took place in July, also including a theatrical performance One of the Pilots [...]
- INCULTUM and Tourism 4.0 for the Black Sea join forces**: a cooperation agreement for synergies and stakeholders outreach between projects in the area of sustainable cultural tourism The aim of the Tourism 4.0 for the [...]

The promotional materials realized until now include:

- Project factsheet
- Basic presentation with content
- Empty template for presentations
- Brief for Pilot 5 about the promotion of San Pellegrino in Alpe in English and Italian language
- Brief for Pilot 7 on the history and context of the Aoos Valley





Horizon2020  
European Union Funding  
for Research & Innovation

### Project's Summary

Tourism is more than travelling and consumption; it has great potential when it comes to culture, nature, knowledge, and personal experiences. Travelling is a way to learn and improve oneself, to enrich one's vision and improve mutual understanding.

The INCULTUM project deals with the **challenges and opportunities of cultural tourism** with the aim of furthering sustainable social, cultural, and economic development. It will explore the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative **participatory approaches** are adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.

### 15 partners

An interdisciplinary group of partners including academia, municipalities and SMEs will effectively deploy knowledge and participate in the various project's activities.

### 10 local pilots

INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders.

### Data analysis

INCULTUM gathers quantitative and qualitative data on cultural tourism to produce innovative data analysis and new statistics on this phenomenon.

### Participative methodology

INCULTUM findings are oriented to foster positive impacts of cultural tourism by using a participatory approach involving local population and stakeholders as communities of practices.

### Synergies

INCULTUM fosters intercultural understanding through the implementation of bottom-up strategies that can have positive effects for both locals and tourists.

**Project name:** INCULTUM Visiting the margins: INnovative CULTural ToUrisM in European peripheries

**Grant Agreement nr:** 101004552

**Start date:** 01/05/2021

**Duration:** 36 months

**Website:** <https://incultum.eu/>

**EU Grant:** 3,487,411.25 Eur

**Contact person:** Antonella Fresa, [fresa@promoter.it](mailto:fresa@promoter.it)

**Project participants:**

- University of Granada, Spain (Project Coordinator)
- Matej Bel University, Slovakia
- Copenhagen Business School, Denmark
- Promoter S.r.l., Italy (Network Coordinator)
- SDU - University of Southern Denmark, Denmark
- University of Pisa, Italy
- Uppsala University, Sweden
- G.A.L. Elimos, Italy
- Eachtra Archaeological Projects, Ireland
- Bibracte, France
- The High Mountains cooperative, Greece
- Centre for the Research and Promotion of Historical-Archaeological Albanian Landscapes, Albania
- University of Algarve, Portugal
- Provincial Tourism Board of Granada, Spain
- Municipality of Permet, Albania

Official Media Partner

**DIGITAL CULTURE**

[www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)

## Repository

You are in top level folder

Set filter list  ☒

File name ▲

Grant Agreement	✖	✕
Kick-off meeting	✖	✕
Project Logo	✖	✕
Reporting	✖	✕
Template for deliverables	✖	✕
Templates for dissemination	✖	✕

Create new folder:

Upload file:



### Press kit



The promotional materials are available in the project's website:

- **Press kit** for public download
- **Reserved Area** for the use and re-use of the partners in editable format

Project's public events include:

- data workshop (SDU)
- policy workshop (MBU)
- final conference (UGR and PPT)

A dedicated page on project's website is created at the time of the organization of the events, to support dissemination before the event and to share event's outcomes such as reports, photos, video recordings and proceedings afterwards.

Participation in third parties' events is also foreseen for presenting either the project overall or specific activities.



the 27th Annual Meeting of the European Association of Archaeologists took place from 6 to 11 September

## **Historic Graves pilot from INCULTUM presented at EAA 2021**

"Livestreaming the Past" is the title of a talk presented by INCULTUM partner Eachtra during the renowned meeting of EAA, the European Association of Archaeologists. Eachtra is engaged in The Historic Graves project, that is a community focused, grassroots heritage ... [Continue reading](#) →

Pilots are planning the implementation of local initiatives for awareness and training events.

The aim is to stimulate the interest of local communities and to support the engagement of local stakeholders. This allows to foster interaction and participation, and to build upon the existing network of connections.

The local events are supported with promotional materials of different kinds, also in local languages, according to the specific needs of the event's communication, and are promoted via the project's website and on the blog.







the first of a series of engaging events to promote the area took place in July, also including a theatrical performance

## Launching the INCULTUM Pilot in San Pellegrino in Alpe (Tuscany)

One of the Pilots of the INCULTUM project, aiming and empowering

sustainable cultural tourism in peripheral areas with communities engagement, is coordinated by the University of Pisa and is set in the beautiful landscape of the Garfagnana in Tuscany. San ... [Continue reading →](#)

Deliverable	Responsible	Due date	Status
D2.1 Online presence	Promoter	M2	
D2.2 Dissemination, communication and exploitation plan	UGR	M6	
D2.3 Report on dissemination and communication	Promoter	M36	
D2.4 INCULTUM Book	UGR	M33	

Milestones	Responsible	Due date	Status
<b>MS2 Website launched</b>  (Official launch of INCULTUM website; Website online and working)	Promoter	M2	✓
<b>MS11 Final conference</b>  (Final conference preparation and realization of the International INCULTUM event; list of participants; report on training activities; agenda and proceedings Publications)	Promoter	M33	⌚ zzz
<b>MS13 INCULTUM edited book</b>  (Publication of the INCULTUM book as open access)	UGR	M33	⌚ zzz

**Thank you for your attention!**

**Any questions?**

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