

FINAL PROMO REPORT

Deliverable number D2.3.12

Final Version of June 30th 2023

WP 2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: Project communication
Activity Number: 2.3
Activity Title: Promotional materials
Partner in Charge: PP2/SKC
Partners involved: LP/DNC, PP1/RERA, PP3/ZAD, PP4/IST, PP5/FVG, PP6/VEN, PP7/ER, PP8/SVEM, PP9/ABR, PP10/MOL, PP11/TPP, PP12/PUG
Status: Final
Date: June 30, 2023

FINAL PROMO REPORT

What was communicated?



- created data driven content, style adapted to target group and visuals - photos, videos, iconographics, illustrations, different sets of promotional materials;
- the project activities through the press releases with images, videos, infographics, iconographics to relevant media, social media accounts;
- people development (events, workshops, training innovative sessions) through pax attended, images, videos.



Each partner involved in the project was in charge of project communication, especially when it comes to communicating project results. Each partner was responsible for local communication and dissemination activities, complying with the deadlines set for the delivery of communication actions.

According to Communication Strategy and Plan, the 3 key core messages on project level were defined:

- TAKE IT SLOW will raise accessibility and promote slow tourism experience of tangible and intangible heritage through valorization and interpretation;
- TAKE IT SLOW will strengthen Adriatic Region tourism chain by enhancing the capacities of all stakeholders, especially entrepreneurs, through an interactive process of creating new green tourism offering;
- TAKE IT SLOW will develop smart and effective tourism framework for management, marketing and promotion and enable transfer of methodology and know how to actors on local, regional, national and EU level.

To support core messages of communication strategy and plan, each PP was responsible to

- create data driven content, style adapted to target group and visuals (photos, videos, iconographics, illustrations, sound);
- communicate the project activities through the press releases with images, videos, infographics, iconographics to relevant media and social media accounts;
- communicate people development (events, workshops, training innovative sessions) through pax attended, images, videos.

START-UP COMMUNICATION ACTIVITIES

COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.1. START-UP ACTIVITIES		
2.1.1. Kick of meeting	The kick-off meeting of TAKE IT SLOW project took place online on 29th and 30th July 2020. Through the official start of the project, partners had the opportunity to meet each other, get all information needed and the Lead Partner could ensure a project start-up with the same level of understanding of the project.	<ul style="list-style-type: none"> • 1 Kick off meeting
2.1.2. Communication strategy and plan	The Communication Plan of the TAKE IT SLOW project has been prepared by the Lead Partner Dubrovnik Neretva Region in cooperation with Public Institution Development Agency of Šibenik- Knin County, Work Package Leader of WP2 Communication and responsible for its implementation, with the support of all project partners.	<ul style="list-style-type: none"> • 1 Communication strategy and plan
2.1.3 Project poster	<p>Project poster was prepared by Public Institution Development Agency of Šibenik-Knin County, Work Package Leader of WP2 Communication for each partner as per template prepared by Programme.</p> <p>The posters were placed in a visible locations within the premises of partner headquarters.</p>	<ul style="list-style-type: none"> • 12 project posters (one per each PP)
2.1.4 Project office templates	Project office templates were prepared by Public Institution Development Agency of Šibenik-Knin County, Work Package Leader of WP2 Communication for all PPs to use as per templates prepared by Programme.	<ul style="list-style-type: none"> • 1 set of project office templates (word, excel, ppt,..)
2.1.5 Project communication & promotion templates (for social networks, online adds, etc.)	Project communication & promotion templates (for social networks, online adds was prepared by LP – Dubrovnik-Neretva County and Public Institution Development Agency of Šibenik-Knin County for all PPs to use when communicating about the project	<ul style="list-style-type: none"> • 1 set of Project communication & promotion templates (for social networks, online adds, etc.)

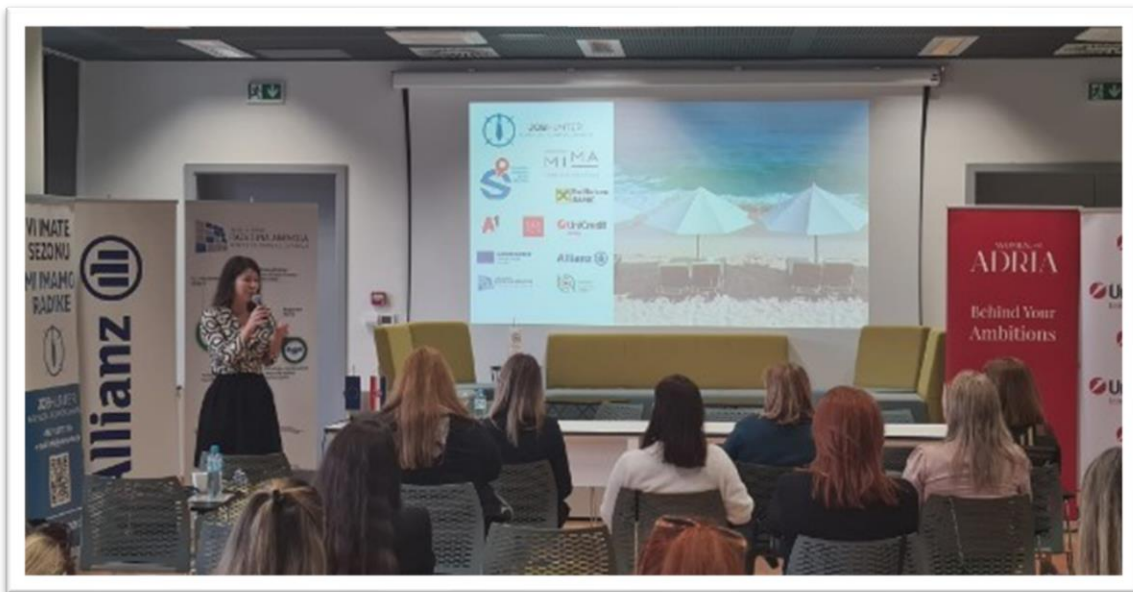
2.1.6 Project webpages on partners' websites	All project partners have created webpage/section for TAKE IT SLOW project on their official websites with short description about the project with photos	<ul style="list-style-type: none"> • 12 webpages/sections about TAKE IT SLOW project on partners websites
2.1.7 Project website at Programme web platform update	The Project webpage was one of the most important information and publicity tools used as it constitutes the project's main information gate. It has enabled the information of the vast community of recipients about the project, its findings, and the progress that have been made. Public Institution Development Agency Sibenik Knin County as a WP2 Leader was in charge of updating the website on a regular basis with project's contents and news, to raise awareness and inform a large audience.	<ul style="list-style-type: none"> • 1 Project website at Programme web platform with : <ul style="list-style-type: none"> ○ 122 project news published ○ 56 events announced ○ 22.600 pageviews ○ 3.121 new users

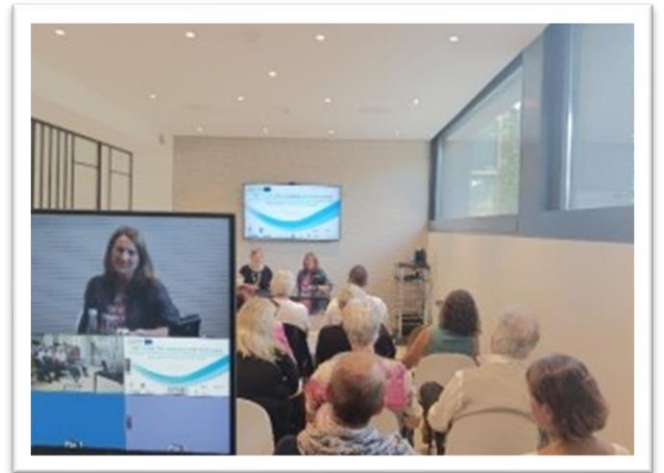
MEDIA RELATIONS

Throughout the project implementation, the project was promoted in local/regional/national media which contributed to overall positive presentation of the project.

The tools that were used included :

- **Multi-channel and hybrid format press conferences**
- **Press releases**
- **Advertisements**
- **Digital advertising campaign**
- **Press trips**
- **Workshop for media representatives**
- **Innovative, engaging and educative networking dinners events of media with key stakeholders**
- **Innovative, participatory dissemination events held**





COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.2. MEDIA RELATIONS		
2.2.1 12 regional databases of relevant media	Each PP has gather relevant media on regional level, especially those specialized in tourism, entrepreneurship, agriculture, CCI, gastronomy, heritage.	<ul style="list-style-type: none"> • 12 regional databases of relevant media
2.2.2 Joint cross-border database of relevant media	Database of national (Croatian and Italian) and international (EU and worldwide) relevant media.	<ul style="list-style-type: none"> • 1 Joint cross-border database of relevant media
2.2.3 17 Multi-channel and hybrid format press conferences (2 per HR PP & 1 per IT PP) with innovate elements	<p>Each PPs has decided on realization of multi-channel (online streaming / Youtube / Facebook / PPs web page) hybrid (on-site and online) press conference and decided on innovative elements :</p> <ul style="list-style-type: none"> • LP/DNC has realized 2 press conferences: « Press conference - Signed contracts with the contractor and expert supervision on the Interpretation centre project in Ston » and « Opening evening of Interpretation centre in Ston » • PP1/RERA has realized 2 press conferences: « SLOW TRIP TO THE BLACA HERMITAGE » and « DOL "ČELINJOK" – SLOW LIFE » • PP2/SKC has realized 2 press conferences: «OPENING OF THE OPEN-AIR MUSEUM "MURTER VIEWS" » and "HIDDEN SECRETS OF DALMATIAN GARDENS" • PP3/UNIZD has realized 2 press conferences: «SLOW FOOD FROM RAVNI KOTARI » and « RAVNI KOTARI: GASTRONOMY - CULTURE – NATURE » • PP4/IST has realized 2 press conferences: « ISTRIAN CASTLES « and 	<ul style="list-style-type: none"> • 17 realized multi-channel and hybrid format press conferences on project level

	<p>« OPENING OF HOUSE OF CASTLES IN MOMJAN »</p> <ul style="list-style-type: none"> • PP5/FVG has realized 1 press conference : « FVG IN MOVIMENTO 10.000 PASSI DI SALUTE » • PP6/VEN has realized 1 press conference : «RIVIERA ACCESSIBILE» • PP7/RER has realized 1 press conference : «SQUARDI DAL MARE» • PP8/SVEM has realized 1 press conference : «GRAND OPENING OF CULTURAL HERITAGE INTERPRETATION CENTER OF FONTE AVELLANA » • PP9/ABR has realized 1 press conference : « Improvement of accessibility of the Costa dei Trabocchi » • PP10/MOL has realized 1 press conference : « IL CAMMINO DELLE 7 CHIESE » • PP11/TPP has realized 1 press conference : « TERRE DI FASANO – GUIDED TOUR AND PRESS TRIP « 	
<p>2.2.4 17 press releases</p>	<p>Each PP has decided on realization of their press releases in local/regional/national media promoting the project and its activities :</p> <ul style="list-style-type: none"> • LP/DNC has realized 9 press releases • PP2/SKC has realized 27 press releases • PP3/UNIZAD has realized 2 press releases • PP4/IST has realized 4 press releases • PP5/FVG has realized 1 press release • PP6/VEN has realized 3 press releases • PP7/RER has realized 10 press releases • PP8/SVEM has realized 7 press releases • PP9/ABR has realized 1 press release • PP10/MOL has realized 2 press • PP11/TPP has realized 10 press releases 	<ul style="list-style-type: none"> • 76 realized press releases promoting the project and its activities

<p>2.2.5 6 Advertisement/ printed or digital publication on relevant paper magazine in English/Italian/ Croatian</p>	<p>Selected PPs have created high quality content and published advertisement in print/digital media :</p> <ul style="list-style-type: none"> • PP2/SKC has realized 2 advertisements in digital media : www.hrturizam.hr and www.total.croatia.news.com • PP3/ZAD has realized 2 advertisements in digital media : www.hrturizam.hr and www.turizam24.hr • PP7/RER has realized 2 advertisements in local/regional printed media • PP8/SVEM has realized 3 advertisements in local/regional printed media • PP9/ABR has realized 1 advertisement in paper Platinum/Sole 24 Ore • PP10/MOL has realized 1 advertisements in specialised magazine "Lonely Planet Magazine Italia" • PP11/TPP has realized 1 advertisements in specialised magazine "Lonely Planet Magazine Italia" 	<ul style="list-style-type: none"> • 12 realized advertisements in local/regional/national printed/digital media about project and its activities
<p>2.2.6 Digital advertising campaign</p>	<p>PP2/SKC as partner in charge of WP2 has realized digital advertising campaign promoting the project and its activities by boosting :</p> <ul style="list-style-type: none"> • 2 digital photo presentation / 2 adds about project, partners and its project activities / project pilot areas with the the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks. 	<ul style="list-style-type: none"> • 1 Digital advertising campaign : <ul style="list-style-type: none"> ○ 2 adds on Facebook with the total reach of =56.055: <ul style="list-style-type: none"> <u>-First add</u> <u>19.031</u> <u>-Second add</u> <u>37.024</u>
<p>2.2.7 Database of published project news (press clipping)</p>	<p>All PPs have archived info about published project news and provide PP2/PI DA SKC with the data for joint database of published news.</p>	<ul style="list-style-type: none"> • 1 joint database of published project news

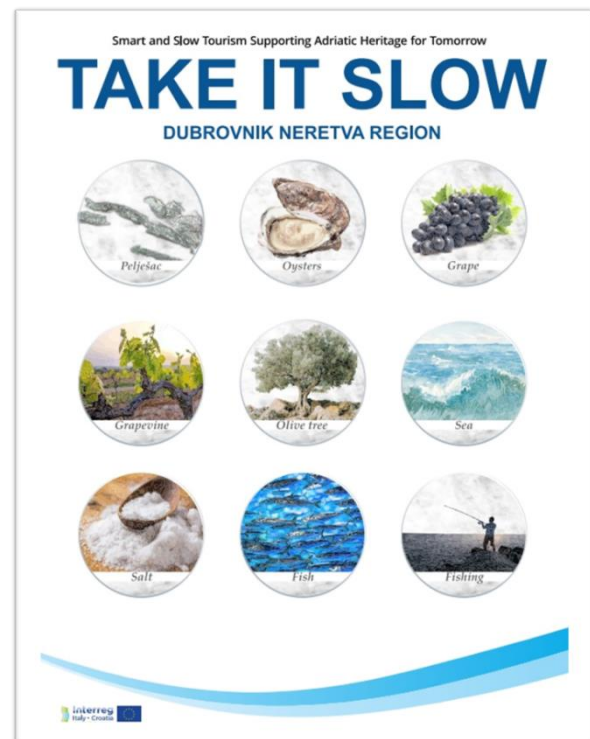
<p>2.2.8 2 TAKE IT SLOW hybrid format press trip</p>	<p>Selected PPs have organized the press trip for local/regional/national media representatives and local stakeholders with the aim to promote the TAKE IT SLOW project and its realized activities :</p> <ul style="list-style-type: none"> • PP2/SKC ; PP5/PTFVG ; PP7/RER ; PP8/SVEM and PP11/TPP have all organized press trips. Some of the trips were cross-border with media from HR and IT participating (PP5/PTFVG) 	<ul style="list-style-type: none"> • 5 TAKE IT SLOW hybrid format press trips
<p>2.2.9 2 Sets of hybrid Workshop for media representatives</p>	<p>Selected PPs have realized workshops for media representatives (masterclass + workshop + site visit) with the aim to promote the project and its activities :</p> <ul style="list-style-type: none"> • PP2/SKC has organized the sets of workshops (3 sets of workshops) dedicated to local stakeholders and media about the importance of sustainable projects and promotion of the projects, especially projects in tourism. Education included topics on: environmental, social and economic sustainability; sustainability and sustainable projects in the tourism sector; smart specialization in tourism and examples of projects; the role of the media in promoting sustainability and sustainable tourism, and practical workshops on digital marketing and making video clips. 	<ul style="list-style-type: none"> • 3 set of workshops dedicated to the media representatives with the participation of more than 50 representatives.
<p>2.2.10 2 Innovative, engaging and educative networking dinners events of media with key stakeholders</p>	<p>PP2/SKC has organized dinner event for local media representatives and local stakeholders with the aim to promote the TAKE IT SLOW project and its realized activities. The aforementioned dinner contained precisely gastronomic and other stories based on natural and cultural heritage of Šibenik-Knin County.</p> <p>LP/DNC has also organized dinner event for local media representatives and local</p>	<ul style="list-style-type: none"> • 2 innovative, engaging and educative networking dinners events of media with key stakeholders



	stakeholders with the aim to promote the TAKE IT SLOW project and its realized activities.	
2.2.11 6 innovative, participatory dissemination events held	<p>Selected PPs have realized innovative events with the aim to promote the project and its activities :</p> <ul style="list-style-type: none"> • PP2/SKC; PP6/VEN; PP7/RER; PP8/SVEM; PP9/ABR and PP10/MOL have all organized innovative events. 	<ul style="list-style-type: none"> • 7 innovative, participatory dissemination events

PROMOTIONAL MATERIALS

Through the project implementation, different sets of promotional materials were created to further disseminate project and its activities, with materials having cross-border component:

- Poster
- Project videos
- Photographs
- Iconographics and illustrations
- Calendar
- Promotional brochure
- Advertorial



TASTES OF VENICE IN ISTRIA

Influences and Fusions

Rich Traces of the Past in Istrian Gastronomy

Tell me what you eat, and I will tell you who you are. This celebrated aphorism by Jean Anthelme Brillat-Savarin, French lawyer and politician, epicurean and gastronomist, rings equally true when transferred from one's personal menu to the food culture of a particular region or nation. Each meal and each menu from breakfast to lunch and family dinner reflects geography and climate, history and cultural influences, as well as traditions, customs, and identities of the gastronomy of particular peoples and spaces.

The same is true for Istrian gastronomy, which, as explained by Franko Lukač, the leading connoisseur of Istrian gastronomy, "faithfully mirrors all historical, geographical and climate features of this territory. The tumultuous Istrian past has left a significant mark on gastronomy as well."

ISTRIAN REGION

EMBRACE THE FACE OF ADRIATIC HERITAGE EXPERIENCE

STON CAKE

ISTRIAN BIRJDET

PIADINA WITH ANCIENT GRAIN FLOURS

BRODETTO ALLA VASTESE

ORECCHIETTE PASTA WITH TURNIP TOPS

Supporting vibrant Heritage for Tomorrow

Bigoli in Salsa

INGREDIENTS

for the fresh pasta bigoli: 400 g flour 00, 4 medium-sized eggs, a pinch of salt

for the salsa: 8 anchovy fillets in oil, 45 g extra virgin olive oil, 300 g onion, salt to taste

Preparation of sauce:

In a large pan, cook the finely chopped onion until it becomes translucent, if necessary, adding a bit of hot water. Wash the anchovies under running water, make fillets removing the central and side bones and chop them into pieces. Add them into the pan on the sauteed onion and allow them to dissolve slowly and completely, adding pasta water until the sauce becomes well blended. Add pepper to taste.

Preparation of fresh pasta bigoli:

Combine all the ingredients and knead the dough on the board for at least 10 minutes until it becomes soft and well blended. Shape into a ball and let it rest at room temperature for around 30 minutes. Once the dough has rested, divide it into smaller pieces and make bigoli using the machine. Lay the pasta flat on the board dusted with flour without touching and cook in lots of salted water. Put the drained bigoli into the pan with the previously prepared hot salsa. Combine making sure the pasta soaks up all sauce. Serve hot.

ricette.cialozafferani.it/Ricoli-in-salsa.html

RECIPES



COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.3.	PROMOTIONAL MATERIALS	
2.3.1	15 Poster	<ul style="list-style-type: none"> 15 posters (printed copies) with 60 digital different versions
2.3.2	2 Project short videos	<ul style="list-style-type: none"> 2 project short videos (10 min version and 5 min version in 3 versions: English, Croatian and Italian subtitles) *extra 3 promotinal videos by selected PPs: <ul style="list-style-type: none"> 2 videos by SVEM Marche and 1 video by Abruzzo Region
2.3.3	Database of minimum 1000 photographs	<ul style="list-style-type: none"> 2341 photos of natural and culturale heritage of Adriatic region

		<p>representing in total 234% than what was planned.</p> <p>The photos can be found at: https://bit.ly/3HoxvXk</p>	
2.3.4	Database of minimum 100 iconographics and illustrations	<p>PP2/SKC has created visual interpretation of regional and Adriatic symbols (based on input from all PPs) in the form of iconographics and illustrations for communication and promotion</p> <p>The illustrations can be found at: https://bit.ly/46JoPH9</p>	<ul style="list-style-type: none"> • 100 illustrations and 12 iconographics of natural and culturale heritage of Adriatic region
2.3.5	300 Calendar	<p>PP2/SKC has created concept, design and graphic template and each PP has deliver requested information for the creation of the calendar as a part of a promotion of cross-border cooperation.</p> <p>The Calendar was inspired by the cultural and natural heritage of the Adriatic with insight into gastronomy on both sides of the Adriatic, including recipes for famous dishes.</p> <p>The calendar can be found at : https://bit.ly/3PDy8AH</p>	<ul style="list-style-type: none"> • 300 printed copies of calendar (1 calendar in digital form with 300 printed copies by PP1/PI RERA SD, PP2/PI DA SKC and PP8/SVEM, each 100 copies)
2.3.6	1500 aprons	<p>PP2/SKC as a partner has developed and produced 1500 aprons for HR partners on the project level. The developed and produced aprons were distributed to HR partners in equal quantities (300 per partner).</p>	<ul style="list-style-type: none"> • 1500 aprons
2.3.7	2000 cloth bags	<p>PP2/SKC as a partner has developed and produced 1500 cloth bags for HR partners on the project level. The developed and produced cloth bags were distributed to HR partners in equal quantities (300 per partner).</p> <p>PP7/RER has developed and produced 450 cloth bags as promotional materials that were used for overall promotion of the project, results, achievements and</p>	<ul style="list-style-type: none"> • 2800 cloth bags

outputs. They were shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP8/SVEM has developed and produced 500 cloth bags to distributed at the Fonte Avellana Cultural Heritage Interpretation Centre as SVEM pilot action and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.

PP9/ABR has developed and produced 250 cloth bags to distribute during project activities and events.

PP10/MOL has developed and produced 100 natural cotton shoppers (cloth bags) to distribute during programmed activities as local and regional presentations, study visit and activities, along the paths of the project, involving the local target groups.

PP2/SKC as a partner has developed and produced 2500 notebooks for HR partners on the project level. The developed and produced notebooks were distributed to HR partners in equal quantities (500 per partner).

PP7/RER has developed and produced 200 notebooks as promotional materials that were used for overall promotion of the project, results, achievements and outputs. They were shared among target groups via innovative, participatory and all-inclusive dissemination events.

• **3200 notebooks**

2.3.8 2700 notebooks

PP9/ABR has developed and produced 500 notebooks as promotional materials that were used for overall promotion of the project, results, achievements and outputs. They were shared among target groups via innovative, participatory and all-inclusive dissemination events

2.3.9 **2700 pens**

PP2/SKC as a partner has developed and produced 2500 pens for HR partners on the project level. The developed and produced pens were distributed to HR partners in equal quantities (500 per partner).

• **3800 pens**

PP7/RER has developed and produced 200 pens as promotional materials that were used for overall promotion of the project, results, achievements and outputs. They were shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP8/SVEM has developed and produced 600 pens as promotional materials that were used for overall promotion of the project, results, achievements and outputs.

PP9/ABR has developed and produced 500 pens as promotional materials that were used for overall promotion of the project, results, achievements and outputs.

2.3.10	1 Promotional brochure	<p>PP8/SVEM has designed and produced brochure on TAKE IT SLOW project and SVEM pilot action (the “Fonte Avellana Cultural Heritage Interpretation Centre”) in order to distribute them at the Centre and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.</p> <p>PP4/IST has designed and produced brochure on TAKE IT SLOW project and Region of Istria pilot action (House of Castles in Momjan) in order to distribute them at the Centre and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.</p> <p>PP4/IST has designed and produced brochure in form of picture book for children and adults in 3 languages (ENG, HR and IT) promoting TAKE IT SLOW project, Istrian Castles and joint cross border Venetian heritage through mythological creatures still present in folk tradition.</p> <p>PP5/FVG has designed and produced brochure for all those who love nature and good life quality, who enthusiastically strive together, environmentally, socially and economically, to preserve and enhance this vast heritage within an ‘integrated vision of the different dimensions of development.</p>	<ul style="list-style-type: none"> • 6 promotional brochures
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PP6/VEN has realized 10 promotional materials/virtual guides/brochures of Venetian Villas or historical sites in CAA – AAC: augmentative and alternative communication.

PP10/MOL has produced 4000 pocket-sized tourist maps/brochure that feature the "Cammino delle 7 Chiese" (Path of the 7 Churches) itinerary. These maps are double-sided and provide descriptions of the municipalities along the route as well as the main churches. The maps are available in three languages: Italian, English, and Croato-Molisano (nanaso language). The maps were distributed during the project's institutional events in limited print runs. Each municipality received approximately 500 copies each to be used within their local territory as a communication tool for tourists.

2.3.11 **Advertorial** PP6/VEN has realized advertorial «FARSI PARCO». It is focusing the regional natural areas of Veneto, target groups are the primary schools, children but also their families. This advertorial has been conceived as an education instrument to the respect of nature, plants, trees, animals and insects protected in the regional parks.

- **2 advertorial**

PP8/SVEM designed and realised advertorial, published in n. 2 regional newspapers in order to improve the visibility of the TAKE IT SLOW project and the SVEM pilot action "Centre for the Interpretation of the Intangible Heritage of the Camaldolese Monks"

2.3.12	Final promo report on TAKE IT SLOW project	PP2/SKC as a partner in charge has realized Final promo report on TAKE IT SLOW project	<ul style="list-style-type: none"> • 1 Final promo report
*Additional promo materials		<p>*Additionally selected project partners have created following materials :</p> <p>PP4/IST has created a digital Cookbook in 6 languages with traditional Istrian recipes of Venetian origins, emphasizing cross-border heritage. The cookbook is accompanied by a calendar with a planner and can be found at : https://bit.ly/3LHk9bU</p> <p>PP4/IST has also created calendar promoting Istrian Castels and realized House of Castels in Momjan. The calendar can we found at : https://bit.ly/3t8MFN3</p> <p>PP7/RER has developed and produced 400 little cotton sacks that were used for overall promotion of the project, results, achievements and outputs. They were shared among target groups via innovative, participatory and all-inclusive dissemination events.</p> <p>PP8/SVEM has designed and produced 1000 brochure on TAKE IT SLOW project and SVEM pilot action (the “Fonte Avellana Cultural Heritage Interpretation Centre”) in order to distribute them at the Centre and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.</p>	<p>*extra promotional materials :</p> <ul style="list-style-type: none"> • 1 digital cookbook with calendar in digital form (in 6 languages) • 1 calendar in digital and printed form • 400 little cotton sacks • 1000 brochures • Set of Backpacks, Laptop bags, Wireless headphones, Water bottles, Luggage tags, Lidded food containers, Beach ashtrays, Umbrellas and Power banks • 400 paper folders • 500 reusable water bottles • 1000 recycled cotton shoppers • 500 recycled cotton neck warmers • 500 biodegradable ponchos

PP3/ZAD procured additional promotional materials to secure a long-term and widespread promotion of the TAKE IT SLOW project (Backpacks, Laptop bags, Wireless headphones, Water bottles, Luggage tags, Lidded food containers, Beach ashtrays, Umbrellas and Power banks).

PP7/RER has developed and produced 400 paper folders with 8 postcards inside (300 folders in Italian and 100 in English).

PP8/SVEM has developed and produced 500 reusable water bottles.

PP5/PTFVG has developed and produced 1000 recycled cotton shoppers to distribute during programmed activities as local and regional presentations, visits and activities with schools, walking and activities, along the paths of the project, with target groups.

PP5/PTFVG has developed and produced 500 recycled cotton neck warmer to distribute during programmed activities as local and regional presentations, visits and activities with schools, walking and activities along the paths of the project, with target groups.

PP5/PTFVG has developed and produced 500 biodegradable and compostable poncho made of corn starch to distribute during programmed activities as local and regional presentations, visits and activities with schools, walking and activities along the paths of the project, with target groups.

- 1000 sprout pencils
- 50 thermal bags
- 100 recycled cardboard notepads
- Hardcover Folders
- 50 picnic blankets
- 50 backpacks
- 50 kit of handcrafted products

PP5/PTFVG has developed and produced 1000 sprout pencils with seed on the top that can be planted after use to distribute during programmed activities as local and regional presentations, visits and activities with schools, walking and activities along the paths of the project, with target groups.

PP10/MOL has developed and produced 50 thermal bags for distribution during scheduled activities such as local and regional presentations, study visits, and project-related events, engaging with local target groups.

PP10/MOL has developed and produced 100 recycled cardboard A6 notepads with an included pen for distribution during scheduled activities such as local and regional presentations, study visits, and project-related events, engaging with local target groups.

PP10/MOL has developed and produced Hardcover Folders with Inner Pockets for distribution during scheduled activities such as local and regional presentations, study visits, and project-related events, engaging with local target groups.

PP5/PTFVG has developed and produced different types of gadgets in order to distribute them during programmed activities as local and regional presentations, visits and activities with schools, walking and activities along the paths of the project, with target groups : 50 picnic blankets and 50 backpacks.

PP11/TPP has realized as promotional material, 50 kit of handcrafted products representative of the territory able to narrate project activities (Keyring in hand-sewn fabric, Hand-painted T-shirts, Hand-painted shoppers, kit of 10 postcards).

PUBLIC EVENTS ORGANIZATION AND PARTICIPATION

Events were organized with the aim to engage target groups and promote the project, results and outputs and for maximal engagement and participation of target groups and key stakeholders.



COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.4. PUBLIC EVENTS ORGANIZATION AND PARTICIPATION		
2.4.1 22 public events	<p>All PPs have organized public events for the engagement of target groups, key stakeholders, and promotion of the project, results and outputs :</p> <p>LP/DNC organized 2 public events to promote project and project activities among the relevant stakeholders : « FIVE TOURIST OFFICES » and « ENGAGING STUDENTS TO DISCOVER EU-FUNDED PROJECTS »</p> <p>PP1/PI RERA SD organized 2 public events to promote project and project activities among the relevant stakeholders : »SLOW TRIP TO THE BLACA HERMITAGE» and «DOL "ČELINJOK" – SLOW LIFE»</p> <p>PP2/SKC organized 12 public events to promote project and project activities among the relevant stakeholders : set of ongoing 11 events «HIDDEN SECRETS OF DALMATIAN GARDENS» and 1 event «CONFERENCE FOR FEMALE ENTREPRENEURS IN TOURISM»</p> <p>PP3/UNIZD organized 2 public events to promote project and project activities among the relevant stakeholders : «SLOW FOOD IZ RAVNIH KOTARA» and «RAVNI KOTARI – ZALOG(AJ) BUDUĆNOSTI»</p> <p>PP4/IST organized 2 public events to promote project and project activities among the relevant stakeholders :</p>	<ul style="list-style-type: none"> • 45 public events

« EXHIBITION ISTRIAN CASTLES « and
« PROMOTION OF 12xII Calendar 2023 »

PP5/PTFVG organized 2 public events to promote project and project activities among the relevant stakeholders : «UNDER THE COLOURS OF THE SUNSET» and «MUOVINSIEME: schools and local communities for the promotion of an active and healthy lifestyle»

PP6/VEN organized 2 public events to promote project and project activities among the relevant stakeholders: «CARTA EUROPEA PER IL TURISMO SOSTENIBILE» and « SVILUPPO TURISTICO SOSTENIBILE »

PP7/RER organized set of 11 public events to promote project and project activities among the relevant stakeholders.

PP8/SVEM organized 3 public events to promote project and project activities among the relevant stakeholders : « La REGIONE MARCHE ALLA XXXIII EDIZIONE DEL SALONE INTERNAZIONALE DEL LIBRO DI TORINO »PESARO 2024 A FONTE AVELLANA » and « CENTRE FOR THE INTERPRETATION OF THE INTANGIBLE HERITAGE OF THE CAMALDOLESE MONKS OF FONTE AVELLANA »

PP9/ABR organized 2 public events to promote project and project activities among the relevant stakeholders,

members of the LCP, interested SMEs and associations operating along the trabocchi's coast.

PP10/MOL organized 2 public events to promote project and project activities among the relevant stakeholders : « C7C OPENING » and « SCIENTIFIC WORKSHOP ».

PP11/TPP organized 3 public events to promote project and project activities among the relevant stakeholders : « TERRE DI FASANO PROMOTIONAL MATERIAL OF THE TAKE IT SLOW », « THE PEDAL STORYTELLER » and « NARRATION OF THE TERRE DI FASANO FOLK TRADITION »

2.4.2 2 School actions and online programmes

PP5/FVG and PP6/VEN ensured involvement of schools for information and education about slow and sustainable visits and organize outdoor activities and realize.

PP5/FVG has in cooperation with the Regional School Department, online meeting with some school and presented the project TAKE IT SLOW as a best practice of cooperation for developing a sustainable model for tourism (1st action).

After that, in cooperation with Local Folk Group Val Resia, a full day of activities in Val Resia: a particular place located in the middle of a regional natural park (Parco Prealpi Giulie) where the population, a community of Slav origin, preserves an ancient language and ancient traditions, unique

- **5 specialized School actions and online programmes on sustainability in tourism**

in the context of Slavic speaking communities but also for residents' life. (2nd action).

PP6/VEN organized a specific programme for students in the period October 2021 – January 2022 (1st action) and January – April 2022 (2nd action). The aim was the involvement of youngster attending schools for tourism to be familiar and closer to the theme “sustainability” of tourism offer of the territory, its valorization, its preservation.

The programme included development of a 1/2 minute video product made by the students (one per class) to be promoted on social media to express "from their point of view" why sustainable tourism along navigable waterways is a source of attractiveness of the area and study trip to Euganean Hills and rowing in Venice.

PP9 ABR REG has organized a specific initiative to implement this activity and achieve the deliverable.

Since the school ITIS “Tito Acerbo” of Pescara was engaged into a project of “Open Coesione” with the objective of realize a civic monitoring of the TAKE IT SLOW project, ABR REG Team held with the pupils of the school several meetings between February and May 2023, and activities to realize a specific video object of them work with “Open Coesione”.

2.4.3 Online photo competition & media campaign

PP2/SKC as partner in charge of WP2 has realized a cross-border photo contest & media campaign within the TAKE IT SLOW project with the goal of advertising and promoting the project itself, but also the Adriatic region as a sustainable, green and smart European tourist destination.

The goal of the cross-border photo contest was to promote the Adriatic region, but also to encourage professional photographers and amateurs to think about the region in a unique way and to show the details and interesting things of the region through the lenses of their cameras, thereby strengthening its identity and brand with the total reach on social media of 39.140

PP5/PTFVG has realized « FOTO CHALLENGE : JOIN THE FLOW TAKE IT SLOW ! » on Instagram (more than 50 photos along the itineraries of « FVG in Movimento 10.000 passi di salute » were shared on their profile with the hashtag #jointheflowfvg, with 4 of most liked published on PTFVG webpage.

PP9/ABR has realized the photo competition within the TAKE IT SLOW project which was organized with the aim to promote and raise awareness of the wonderful cultural, artistic, historical and naturalistic heritage of the regional territory, part of the common heritage of the Adriatic region.

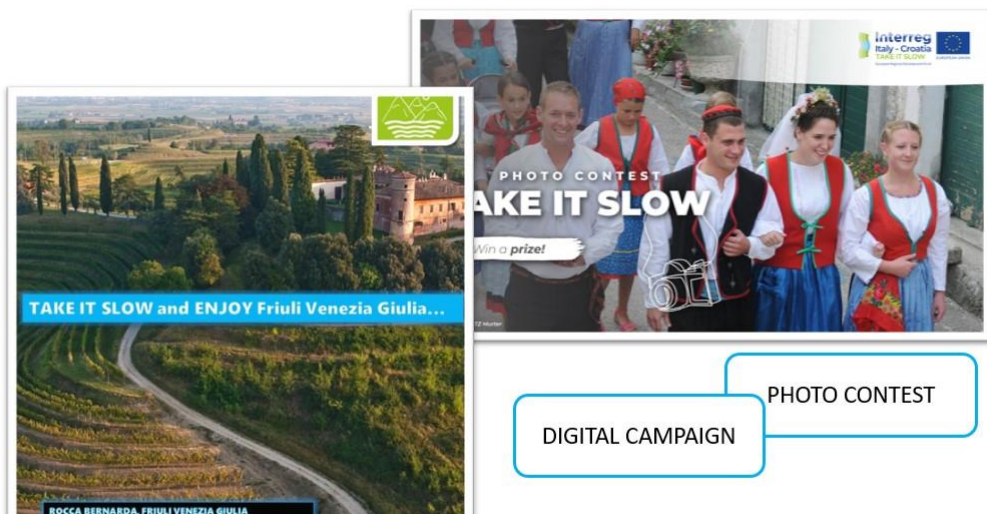
- **3 online photo competition & media campaign**

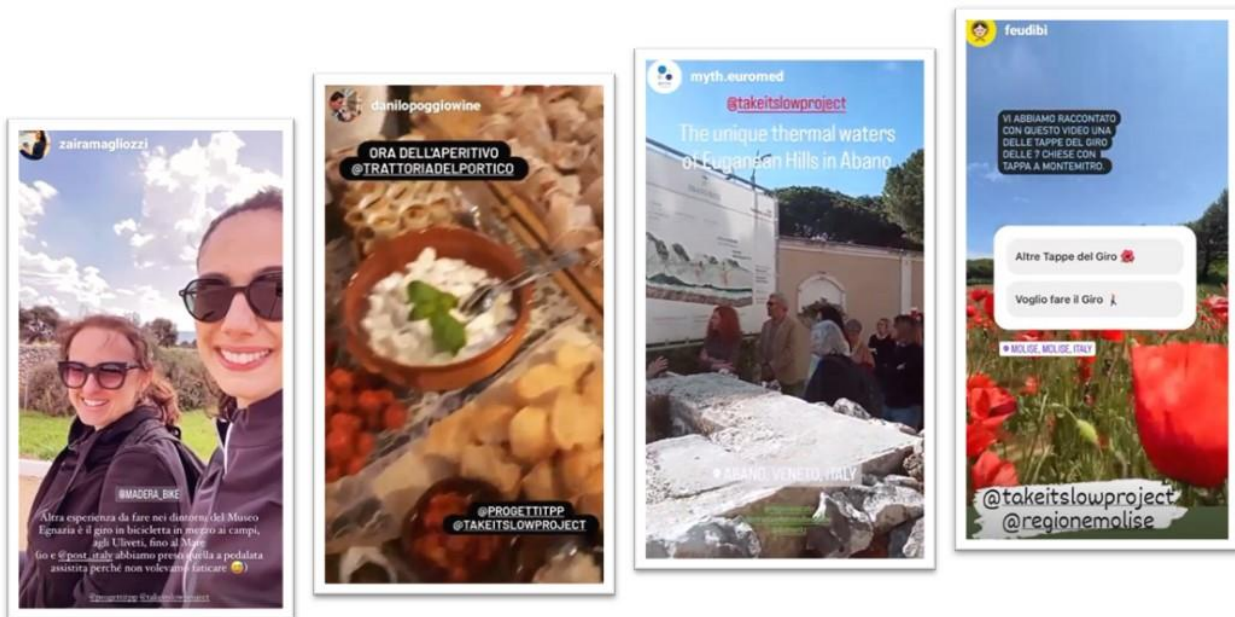
<p>2.4.4 1 Fair participation to disseminate results</p>	<p>For the further promotion of the project and its activities, PP6/VEN with TAKE IT SLOW Project has participated in 2022 Moonlight Halfmarathon (July 2022) and 2022 Venice Marathon (October 2022), an international running competition scheduled in Venice.</p> <p>The TAKE IT SLOW roll-up developed by PP6/VEN was be placed the days before the race in the Expo Village and the day of the run at the arrival in Riva 7 Martiri in Venice.</p>	<ul style="list-style-type: none"> • 2 Fair participations to disseminate results
<p>2.4.5 IT - HR Programme events</p>	<p>LP/DNC as a lead partner has participated at 1 online meeting « STRATEGIC PROJECTS INTERREG ITALY-CROATIA 2021-2027 PROGRAMME »</p> <p>PP2/SKC as project communication manager attended 2 online trainings held by Interreg Italy-Croatia Programme that was primarily intended for strategic and cluster project communication managers.</p> <p>PP2/SKC as project communication manager attended 1 workshop for strategic and cluster project communication managers held by Interreg Italy-Croatia Programme divided into two different macro-themes: content and design.</p> <p>PP2/PI DA SKC and PP7/RER participated in the “Strategic initiatives shaping the future: results of the Strategic projects from the 2014-20 programming period” event in Ferrara on 14th June 2023. On the event Interreg Italy-Croatia present the results achieved by the 11 Strategic</p>	<ul style="list-style-type: none"> • 5 IT - HR Programme events

projects, financed during the 2014-2020 programming period.

DIGITAL AND WEB ACTIVITIES

CROSS-BORDER COMPONENT





COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.5. DIGITAL AND WEB ACTIVITIES		
2.5.1 1 Social media project accounts	<p>Social media accounts on Facebook, Instagram, Twitter and YouTube were opened. All accounts were regularly updated with content in an easy-to-understand language and used to share information about project progress in bits & pills.</p> <p>PP2/SKC was responsible for creation of the content and management of the project social media. Coordination of the activity for HR & EN and PP5/PTFVG was for IT language content :</p>	<ul style="list-style-type: none"> • 1 report about Social media project accounts
2.5.2 1 Digital promotional materials	<p>PP2/SKC in cooperation with PP5/PTFVG has created :</p> <ul style="list-style-type: none"> • 12 short social media posts about project partners and its project activities with the goal of promoting cross-border cooperation 	<ul style="list-style-type: none"> • 1 Digital promotional materials

	<p>and promoting participatory content on targeted themes via social networks;</p> <ul style="list-style-type: none"> • 1 digital photo presentation about project partners and its project activities / project pilot areas with the the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks; 	
2.5.3 2 Online workshops and webinars	<p>PP5/PTFVG has organized in collaboration with FEDERSANITY ANCI FVG and ORDINE DEI GIORNALISTI FVG one (1) webinar for journalist dedicated to slow and sustainable tourism.</p> <p>PP5/PTFVG has organized in collaboration with FEDERSANITY ANCI FVG and DIREZIONE SALUTE FVG one (1) webinar dedicated to slow and sustainable tourism for tourist guides, the reception staff of the FVG Info Points and IATs</p>	<ul style="list-style-type: none"> • 2 Online workshops and webinars dedicated to slow and sustainable tourism for journalist and tourist guides
2.5.4 Online interviews with key stakeholders (and videos)	<p>All PPs have realized their online interviews with the key stakeholders in the form of videos which are saved on the project official YouTube channel : https://bit.ly/43E54OI</p>	<ul style="list-style-type: none"> • 12 online interviews with the key stakeholders
2.5.5 Set of digital story-telling content based on interviews disseminated through 20 sec viral videos	<p>PP5/PTFVG, as a partner in charge, has realized set of digital story-telling content based on interviews, in the form of videos, which are saved on the project official YouTube channel : https://bit.ly/43E54OI</p>	<ul style="list-style-type: none"> • 12 digital story-telling videos
2.5.6 Short video pills animated infographics	<p>PP5/PTFVG, as a partner in charge, has realized 12 short video pills animated infographics, in the form of videos, which are saved on the project official YouTube channel : https://bit.ly/43E54OI</p>	<ul style="list-style-type: none"> • 12 short video pills
2.5.7 Cross fertilization online meetings	<p>All PPs have realized their Cross fertilization meetings, on topics dedicated to sustainability, online or in person.</p>	<ul style="list-style-type: none"> • 12 Cross fertilization online meetings

<p>2.5.8 Monthly report on Social media communication of/for project and active participation in Programme social media communication</p>	<p>PP2/SCK was in charge of managing project social media accounts :</p> <ul style="list-style-type: none"> • <u>Facebook</u> : <ul style="list-style-type: none"> o total followers 1.601 o total account reach 130.000 during project life • <u>Instagram</u> : <ul style="list-style-type: none"> o total followers 391 o total account reach 35.000 during project life • <u>Twitter</u> : <ul style="list-style-type: none"> o total followers 41 o total account reach 60.000 during project life • <u>YouTube</u> : <ul style="list-style-type: none"> o subscribers 17 	<ul style="list-style-type: none"> • 29 monthly report on Social media communication of/for project and active participation in Programme social media communication
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COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.6. EVALUATION OF COMMUNICATION ACTIVITIES		
<p>2.6.1 Evaluation system for Communication strategy developed</p>	<p>LP/DNC and PP2/SKC have determined qualitative and quantitative indicators for monitoring of quality of implementation of Communication strategy and plan.</p>	<ul style="list-style-type: none"> • 1 Evaluation system for Communication strategy
<p>2.6.2 Mid-term communication evaluation report</p>	<p>PP2/SKC has realized Mid-term communication report with input from all PPs.</p>	<ul style="list-style-type: none"> • 1 Mid-term communication evaluation report
<p>2.6.3 Final communication evaluation report</p>	<p>PP2/SKC has realized Final communication evaluation report with input from all PPs.</p>	<ul style="list-style-type: none"> • 1 Final communication evaluation report

MAIN COMMUNICATION ACHIVEMENT



- TAKE IT SLOW has raised accessibility and promoted slow tourism experience of tangible and intangible heritage through valorization and interpretation.
- TAKE IT SLOW has strengthened Adriatic Region tourism chain by enhancing the capacities of all stakeholders, especially entrepreneurs, through an interactive process of creating new green tourism offering.
- TAKE IT SLOW has developed smart and effective tourism framework for management, marketing and promotion and enabled transfer of methodology and know-how to actors on local, regional, national and EU level.



"Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow " ("TAKE IT SLOW") is a strategic tourism project worth more than 3.7 million euros, co-financed (85%) from the European Fund for Regional Development through the Italy-Croatia cross-border cooperation program. The leading partner is Dubrovnik-Neretva County, and the project partners are Public Institution RERA SD for Coordination and Development of Split-Dalmatia County, Public Institution Development Agency of Šibenik-Knin County, University of Zadar, Istria County, PROMOTURISMOFVG, Veneto Region, Emilia-Romagna Region , Development Agency of the Marche Region , Region of Abruzzo , Region of Molise , Public Theater of Puglia - Regional Consortium for Art and Culture, and Region of Puglia . The project was designed with the aim of managing and promoting the Adriatic as a green, smart, sustainable, accessible and slow cross-border tourist destination."

[TAKE IT SLOW web](#) / [Facebook](#) / [Instagram](#) / [Twitter](#) / [YouTube](#)