

# ONLINE PHOTO COMPETITION&MEDIA CAMPAIGN

# TAKE IT SLOW CROSS-BORDER PHOTO CONTEST

Deliverable Number D2.4.3 Final Version of May/2023 WP2 - PROJECT COMMUNICATION

European Regional Development Fund

www.italy-croatia.eu/take-it-slow



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:	2.4
Activity Title:	Public events organization and participation
Partner in Charge:	PP2
Partners involved:	All PP's
Status:	Final



PP2/SKC as partner in charge of WP2 has realized a cross-border photo contest 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 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.

Acceptable were photos taken exclusively in the Adriatic area:

• **Croatia:** Istria County, Zadar County, Sibenik-Knin County, Split-Dalmatia County and Dubrovnik-Neretva County;

• **Italy:** Friuli Venice Giulia Region, Veneto Region, Emilia-Romagna Region, Marche Region, Abruzzo Region, Molise Region and Puglia Region.

The contest was conducted through the <u>Facebook page</u> of the TAKE IT SLOW project and the author of the photo that collected the most regular "likes" had the opportunity to win a valuable prize: the new photo camera.

Submissions of photos were made from May 2nd, 2023 at 12:00 p.m. to May 9th, 2023 at 12:00 p.m.

The gallery with submitted photos was published as photo album on May 10th, 2023 at 12:00 p.m. on the <u>Facebook page of the TAKE IT SLOW project</u>, where everyone was able to show their support for their favorite by "like" until May 16, 2023 (until 24:00h).

In total 21 (twenty-one) application meet the conditions of the photo contest.

In accordance with the <u>RULES&REGULATIONS</u> of the <u>TAKE IT SLOW Photo contest</u>, the Expert Committee performed an analysis, i.e. a review of the collected likes for the published photos and established that the photo of the applicant, i.e. the author MLADEN SMOLICA, collected the most regular likes (511 likes) with 25 shares and a significant engagement rate.



"Terra Magica Motovun" captured thorugh the lenses of Mladen Smolica was the most liked photo through the TAKE IT SLOW cross-border photo contest, which was organized by the Public Institution Development Agency of Šibenik-Knin County within the TAKE IT SLOW Project.





TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj • April 25 · •

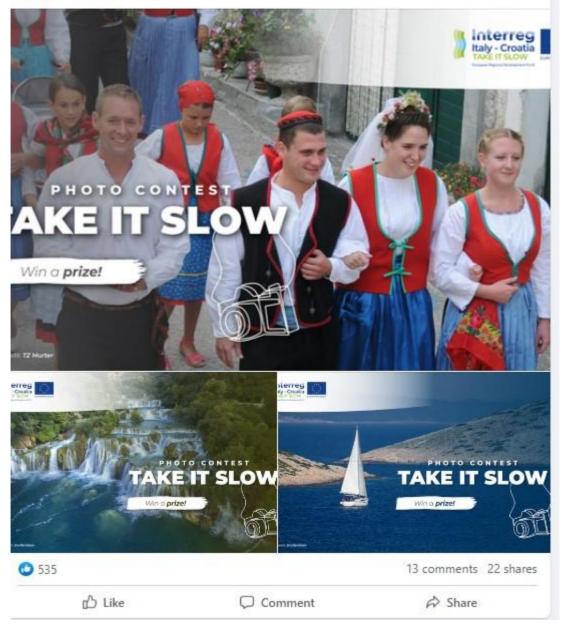
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📾 🛫 🏂 TAKE IT SLOW Photo contest!

👖 🤹 Participate and win a new CANON EOS 4000D! 👖

The Public Institution Development Agency of Šibenik-Knin County is launching a cross-border photo contest within the TAKE IT SLOW Project Interreg Italy Croatia with the goal of advertising and promoting the project itself, but also the Adriatic region as a sustainable, green, and smart European tourist destination.

🔵 👖 ... See more



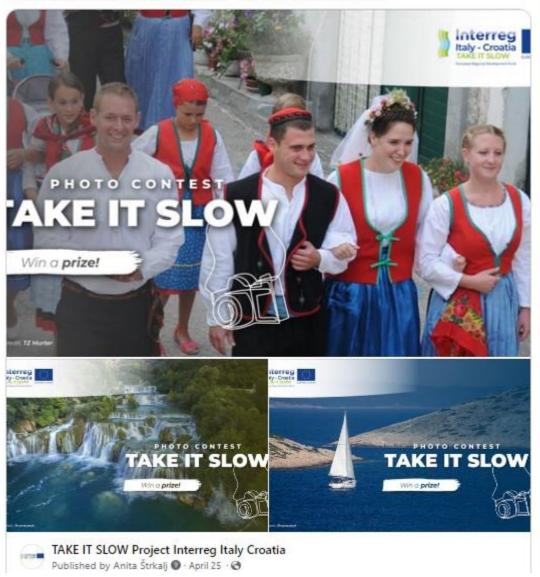


TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj 💿 · May 5 · 🕥

■ 👕 🏈 Send a photo that best represents the idea of slow and sustainable tourism in the Adriatic region and win a new CANON EOS 4000D!!!

Photos submitted until May 9th, 2023, 12:00 pm (noon) will be taken into consideration.

The gallery with submitted photos will be published on May 10th, 2023 at 12:00 p.m. on the Facebook page of the TAKE IT SLOW Project Interreg Italy Croatia, where everyone will be able to show their support for their favorite by "like" until May 1... See more



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Published by Anita Štrkalj • May 10 · •

TAKE IT SLOW CROSS BORDER PHOTO CONTEST - LIKE THE BEST PHOTO!

Presenting album of submitted photos from both sides of the Adriatic: Croatia and Italy in the TAKE IT SLOW Photo Contest.

Like the photo/photos that for you best represent the idea of slow and sustainable tourism in the Adriatic: our specific, authentic lifestyle, and our natural and cultural-historical heritage.

Voting (likes) is open until May 16th, 2023 (until 24:00pm).

II The most liked photo and its author will win a valuable prize: the new CANON EOS 4000D!!!

We would like to thank all the authors, i.e. photographers for submitting photos and wish them good luck.

The TAKE IT SLOW photo contest is organized with the goal of advertising and promoting not just the TAKE IT SLOW Project Interreg Italy Croatia and Programme Interreg Italy Croatia, but also the Adriatic region as a sustainable, green, and smart European tourist destination.

For more about the project visit: https://www.italy-croatia.eu/web/take-it-slow and follow us here on Facebook and other social networks:

👉 Instagram: takeitslowproject

👉 Twitter: TAKEITSLOWAdria

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic Interreg Italy-Croatia Programme

#DUNEA #RERA Razvojna agencija Šibensko-kninske županije Sveučilište u Zadru Odjel za turizam i komunikacijske znanosti Istarska županija - Regione Istriana Friuli Venezia Giulia Turismo Regione del Veneto Regione Emilia-Romagna SVEM - Sviluppo Europa Marche Srl Regione Abruzzo Regione Molise Teatro Pubblico Pugliese Progetti TPP Regione Puglia



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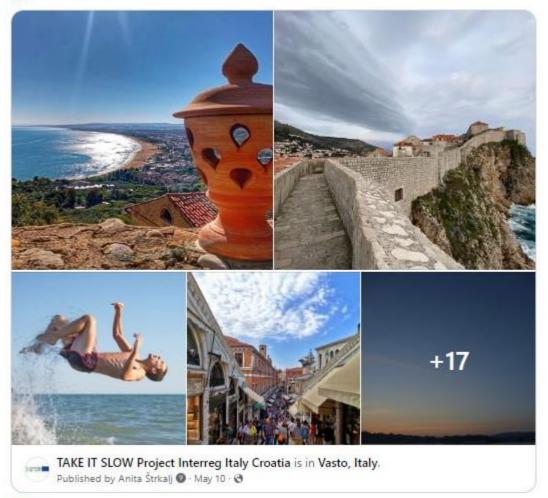
TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj 🖉 · May 10 · 🎯

TAKE IT SLOW CROSS BORDER PHOTO CONTEST - LIKE THE BEST PHOTO!

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Like the photo/photos that for you best represent the idea of slow and sustainable tourism in the Adriatic: our specific, authentic lifestyle, and our natural and cultural-historical heritage.

II ... See more



COO You and 78 others

10 shares

6

...

European Regional Development Fund



### Album TAKE IT SLOW PHOTO CONTEST - LIKE THE BEST PHOTO!



TAKE IT SLOW Project Interreg Italy Croatia is in Vasto, Italy. Published by Anita Štrkalj ② · May 10 · ③



C You and 105 others

5 comments 43 shares

...



TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj 🕲 · May 22 · 🕲

🕰 "Terra Magica Motovun" captured through the lenses of Mladen Smolica.

Presenting the most liked photo by You through the TAKE IT SLOW cross-border photo contest, which was organized by the Public Institution Development Agency of Šibenik-Knin County within TAKE IT SLOW Project Interreg Italy Croatia.

Congratulations to the winner and a big thank you to all photographers for their engagement and wonderful photos of our Adriatic region.

The TAKE IT SLOW cross-border photo contest was organized with the goal of advertising and promoting not just the TAKE IT SLOW Project Interreg Italy Croatia and Interreg Italy-Croatia Programme, but also the Adriatic region as a sustainable, green, and smart European tourist destination.

For more about the project visit: https://programming14-20.italy-croatia.eu/web/take-it-slow and follow us here on Facebook and other social networks:

Instagram: takeitslowproject
Twitter: TAKEITSLOWAdria

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic Interreg Italy-Croatia Programme

#DUNEA #RERA Razvojna agencija Šibensko-kninske županije

Sveučilište u Zadru Odjel za turizam i komunikacijske znanosti Istarska županija - Regione Istriana Friuli Venezia Giulia Turismo Regione del Veneto Regione Emilia-Romagna SVEM - Sviluppo Europa Marche Srl Regione Abruzzo Regione Molise Teatro Pubblico Pugliese Progetti TPP Regione Puglia



TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj @ · May 10 · @

"Terra Magica Motovun"

...



# REACH

Post details ID: 609045747802792

#### Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.



Post performance

There may be delays in stats reporting. To see the most up-todate stats please go to your live post.

Ad summary

MAY 5 - COMPLETED \$100.00 Spent

# 37.462

Accounts Center accounts reached 
95% from boosted posts

 1.562 organic
 35.900 paid

 Operations
 15 comments

 599 reactions
 15 comments

 543 on post
 13 on post

 56 on shares
 2 on shares

1 014 aliaka

Boost again

×



### Post details

ID: 612590100781690

### Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.

TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj @ • May 2 • @ 📷 🚞 TAKE IT SLOW Photo contest starts today at 12:00 pm (noon). Acceptable are photos taken exclusively in the Adriatic area: Croatia: Istria County, Zadar County, Sibenik-Knin County, Split-Dalmatia County, and Dubrovnik-Neretva County; Italy: Friuli Venezia Giulia Region, Veneto Region, Emilia-Romagna Region, Marche Region, Abruzzo Region, Molise Region and Puglia



Post performance There may be delays in stats reporting. To see the most up-todate stats please go to your live post.

0 paid

# 372

....

Accounts Center accounts reached 0

0% from boosted posts

372 organic

# 0

### Post engagements 0

13 reactions	0 Comment	
13 on post	0 on post	
0 on shares	0 on shares	
1 share	8 clicks	
1 on post	2 photo clicks	
0 on shares	3 link clicks	
	0 clicks to play	
	3 other clicks	

Boost unavailable

×



### Post details

ID: 616857003688333

### Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.

TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj @- May 10 - @

TAKE IT SLOW CROSS BORDER PHOTO CONTEST - LIKE THE BEST PHOTO!

e Presenting album of submitted photos from both sides of the Adriatic: Croatia and Italy in the TAKE IT SLOW Photo Contest.

→ W Like the photo/photos that for you best represent the idea of slow and sustainable tourism in the Adriatic: our specific, authentic lifestyle, and our natural and cultural-historical heritage.

### II ... See more



Post performance There may be delays in stats reporting. To see the most up-todate stats please go to your live post.

### 1.211

0

...

### Accounts Center accounts reached **0** 0% from boosted posts

1.211 organic

### Post engagements 0

100000 0000 0000		
87 reactions	1 comment	
87 on post	0 on post	
0 on shares	1 on shares	
10 shares	1.590 clicks	
10 on post	1.115 photo clicks	
0 on shares	13 link clicks	
	0 clicks to play	
	462 other clicks	

0 paid

Boost unavailable



### Post details

ID: 227067413407962

### Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.

TAKE IT SLOW Project Interreg Italy Croatia Published by Anita Štrkalj • May 22 - 👁

easily "Terra Magica Motovun" captured through the lenses of Mladen Smolica.

Presenting the most liked photo by You through the TAKE IT SLOW cross-border photo contest, which was organized by the Public Institution Development Agency of Šibenik-Knin County within TAKE IT SLOW Project Interreg Italy Croatia.

Congratulations to the winner and a big thank you to all photographers for their engagement and wonderful photos of our Adriatic region.

### ... See more



Post performance There may be delays in stats reporting. To see the most up-todate stats please go to your live post.

### 95

...

Accounts Center accounts reached 0% from boosted posts

95 organic

### 0

### Post engagements 0

16 reactions	0 Comment	
16 on post	0 on post	
0 on shares	0 on shares	
0 Share	36 clicks	
0 on post	16 photo clicks	
0 on shares	1 link clicks	
	0 clicks to play	
	19 other clicks	

0 paid

Boost unavailable

×





# TAKE IT SLOW PHOTO CONTEST

# WIN THE NEW CANON EOS 4000D!

The Public Institution Development Agency of Šibenik-Knin is launching a photo contest 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 photo contest is 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.

Acceptable are photos taken exclusively in the Adriatic area:

- **Croatia:** Istria County, Zadar County, Sibenik-Knin County, Split-Dalmatia County and Dubrovnik-Neretva County;
- **Italy:** Friuli Venice Giulia Region, Veneto Region, Emilia-Romagna Region, Marche Region, Abruzzo Region, Molise Region and Puglia Region.

All you have to do is send a photo of the above mentioned area that best represents the idea of slow and sustainable tourism, i.e. show the coast and inland whose lifestyle has remained authentic, in harmony with the environment and based on traditional knowledge and skills.

The contest will be conducted through the <u>Facebook page</u> of the TAKE IT SLOW project and the author of the photo that collects the most "likes" wins a valuable prize: the new **CANON EOS 4000D**!!!

### How to participate in the TAKE IT SLOW photo contest?

Adult and registered members of Facebook who are followers of the page/profile of the <u>TAKE IT</u> <u>SLOW project</u> have the right to participate in the photo contest.

To participate at the contest send the application at the e-mail address of the TAKE IT SLOW project: <a href="mailto:project.takeitslow@gmail.com">project.takeitslow@gmail.com</a> with:

1. Your photo exclusively in digital form, in JPG or PNG format - minimum dimensions of 2500 to 3500 pixels (height and/or width of the photo), resolution 300 dpi.

### Send the following information with the photo:

- 2. Location of the photo taken with a short description in English (max 200 characters)
- 3. Name and surname of the author and year of birth
- 4. Contact of the author (phone, e-mail, facebook profile)
- 5. A signed statement / consent in .pdf format

Each author can send **only 1 (one)** photo.

Submissions can be made from May 2nd, 2023 at 12:00 p.m. to May 9th, 2023 at 12:00 p.m.





The gallery with submitted photos will be published **on May 10th, 2023 at 12:00 p.m.** on <u>the Facebook</u> <u>page</u> of the TAKE IT SLOW project, where everyone will be able to show their support for their favorite by "like" until **May 16, 2023 (until 24:00h)**.

The photo with the most "likes" wins a valuable prize: **the new CANON EOS 4000D.** 

You can find detailed informations on how to apply in the "RULES AND REGULATIONS of the TAKE IT SLOW photo contest" and also on <u>TAKE IT SLOW web page</u>.

### We are looking forward to your applications and photos!

"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."

Contact: Anita Štrkalj PI Development Agency of Šibenik-Knin County <u>anita.strkalj@rra-sibenik.hr</u> <u>TAKE IT SLOW web page / Facebook / Instagram / Twitter / YouTube</u>

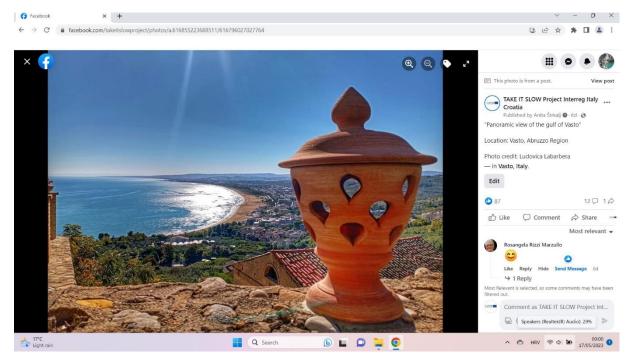




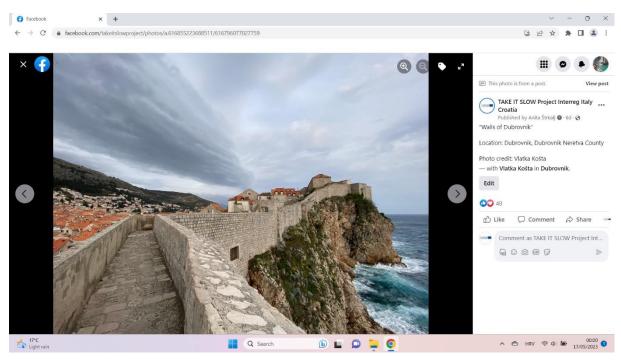
### **Attachment 1 Overview of collected LIKES**

### Facebook page TAKE IT SLOW – album TAKE IT SLOW PHOTO CONTEST - LIKE THE BEST PHOTO!: https://bit.ly/45dr8BC

### Photo 1 : LUDOVICA LABARBERA - LIKES 87



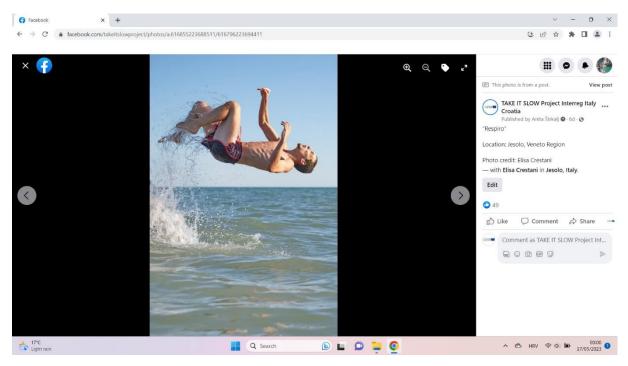
### Photo 2 : VLATKA KOŠTA – LIKES 48



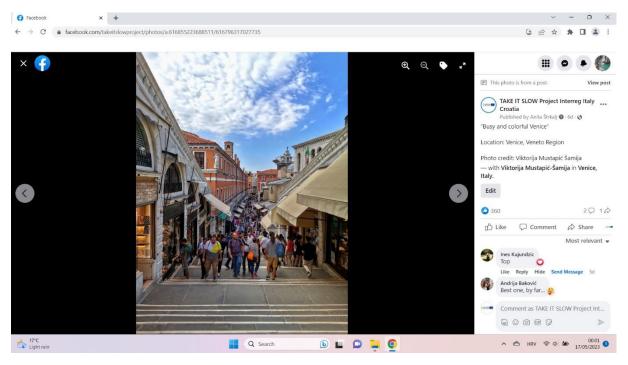




### Photo 3: ELISA CRESTANI – LIKES 49



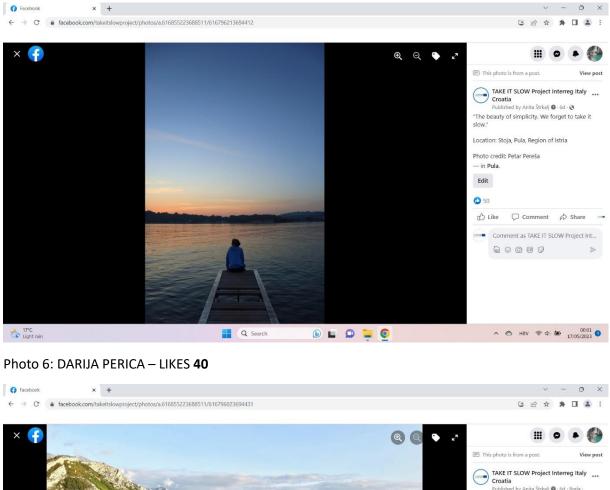
### Photo 4: VIKTORIJA MUSTAPIĆ ŠAMIJA – LIKES 360







### Photo 5: PETAR PEREŠA – LIKES 50

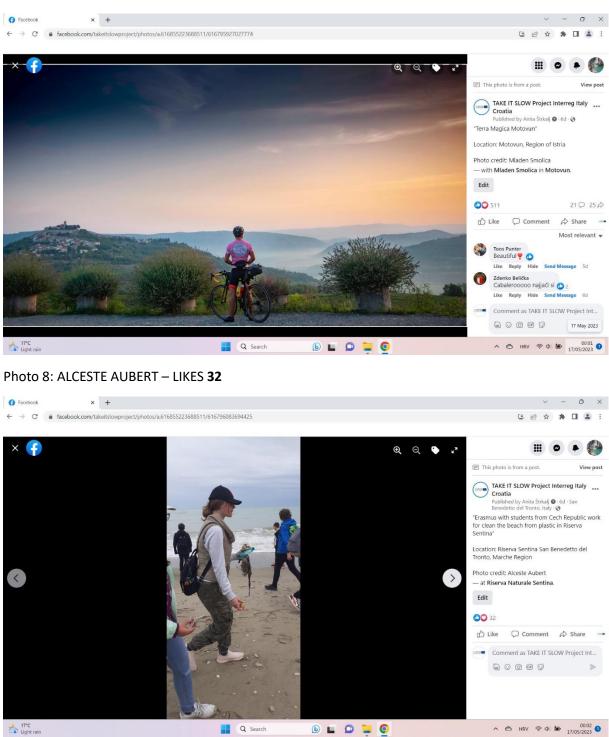






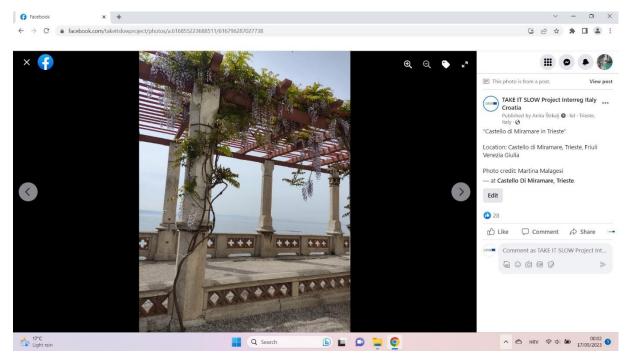


### Photo 7: MLADEN SMOLICA - LIKES 511

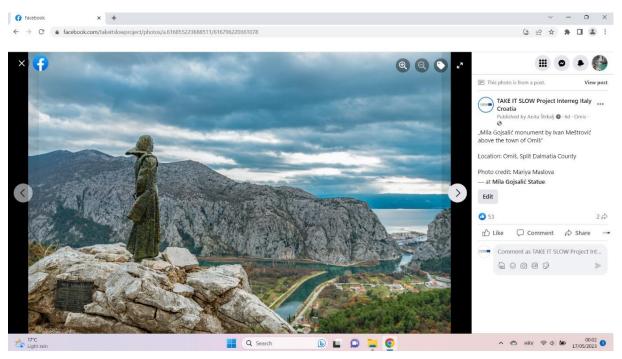






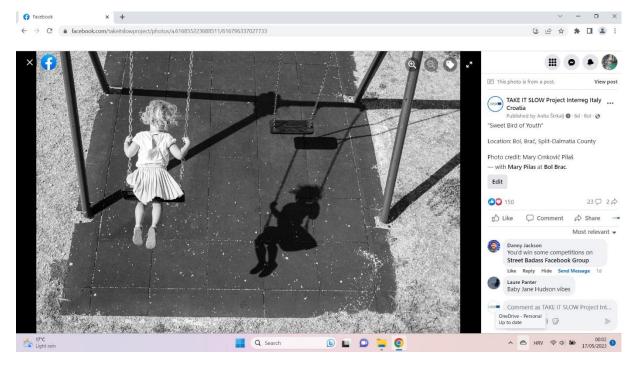


### Photo 10: MARIYA MASLOVA - LIKES 53

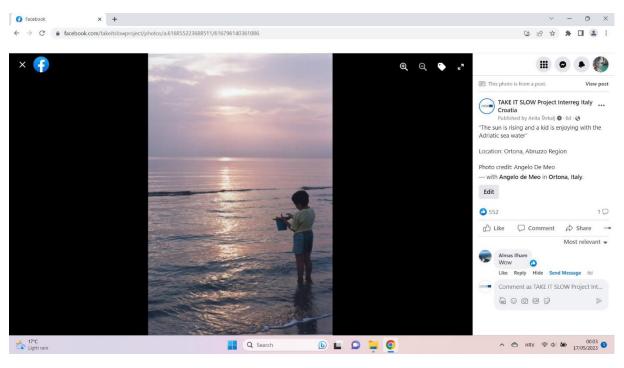








### Photo 12: ANGELO DE MEO - LIKES 552

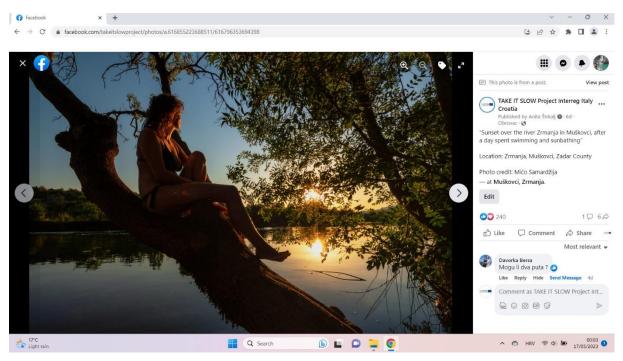






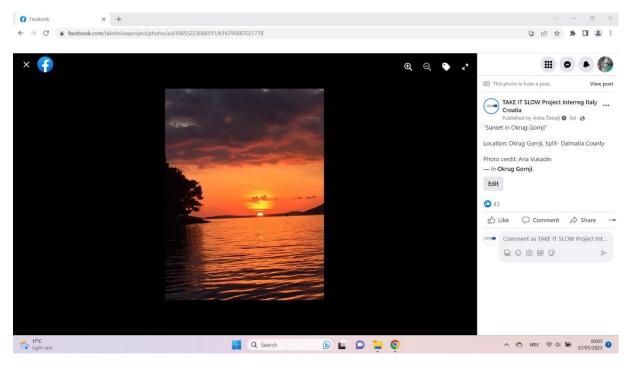
G Facebook × + ~ - 0 × G & \* 🖬 😩 : III o 🔺 🍪 × 🗲 Ð Q • This photo is from a post. View post TAKE IT SLOW Project Interreg Italy ... Croatia Published by Anita Štrkalj @ • 6d • @ "Apulian traditions - The warm color represents the antiquity of flavours" Location: Puglia Region Photo credit: Antonella Fornarelli with Antonella Fornarelli in Puglia, Italy. Edit < 319 71 💭 10 🛱 🖒 Like 🗘 Comment 🖨 Share 🚥 Most relevant 👻 Tripolini Antonio 4 Like Reply Hide Send Message 5d Toro Biancorosso Comment as TAKE IT SLOW Project Int... AF 17°C Light rain ∧ ⊘ HRV ⊗ Φ 🆢 00:03 🕽 Q Search 🕒 🖬 💭 📜 🥥

### Photo 14: MIĆO SAMARDŽIJA – LIKES 240

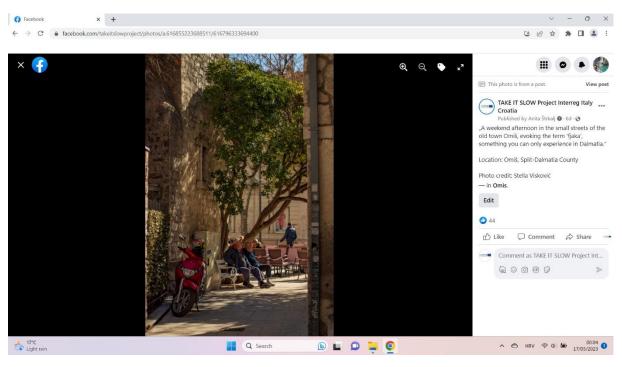








### PHOO 16: STELLA VISKOVIĆ – LIKES 44

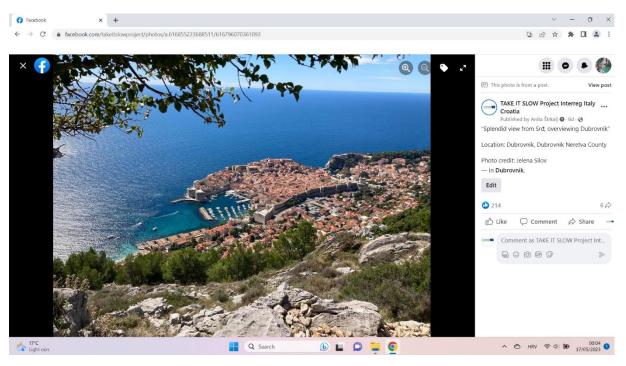






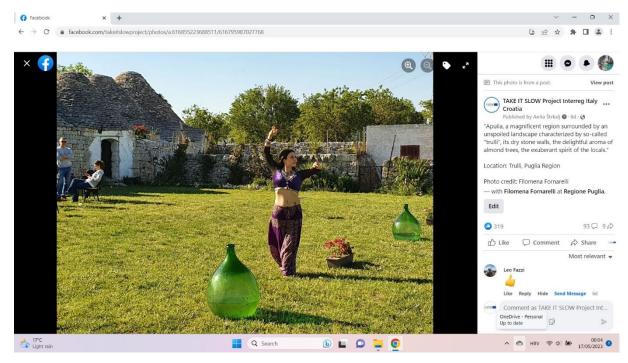
Facebook × + ~ - 0 X  $\leftarrow \ \ \, \rightarrow \ \ \mathbf{C} \quad (\texttt{a} \ \ \, \texttt{facebook.com/takeitslowproject/photos/a.616855223688511/616796387027728})$ 6 6 A B 4 : III 💿 🔺 🍪 00 f € This photo is from a post. View post TAKE IT SLOW Project Interreg Italy ... Croatia Published by Anita Štrkalj 💿 · 6d · 🎯 Location: Split, Split-Dalmatia County Photo credit: Mariano Zonna — in Split, Croatia. Edit 30 80 133 🖒 Like 🗘 Comment 🖒 Share 🚥 Most relevant 👻 Comment as TAKE IT SLOW Project Int... ∧ ⊘ HRV 奈 Φ 🆢 00:04 🚺 17°C Light rair Q Search 🕒 🖬 🚨 📮 🥥

### Photo 18: JELENA SILOV – LIKES 214

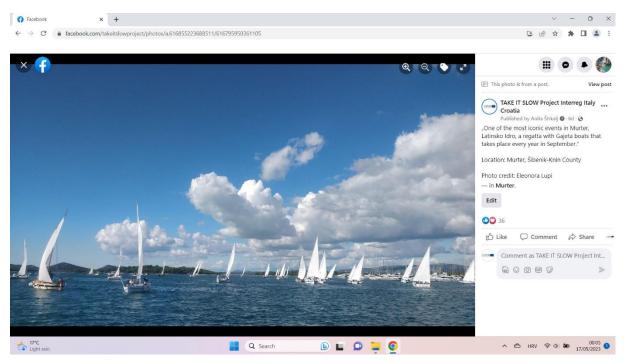








### Photo 20: ELEONORA LUPI - LIKES 36







🚯 Facebook X + ~ - 0 X 월 년 ☆ 🗰 🖬 😩 : ← → C ● facebook.com/takeitslowproject/photos/a.616855223688511/616796147027752 × 주 Đ Q 🏷 🖉 This photo is from a post. View post TAKE IT SLOW Project Interreg Italy ... Croatia Published by Anita Štrkalj 🕲 - 6d - Buje - 😋 "Awakening of the Istrian liquid gold tree. ISTRIA the world's best region for extra virgin olive oils rocks!" Location: Bresani, Buje, Region of Istria Photo credit: Eveline Vogel — at Buje, Istra. Edit 18 🖒 Like 🗘 Comment 🔗 Share 🚥 Comment as TAKE IT SLOW Project Int... OneDrive - Personal Up to date 17°C Light rain ∧ 🙆 HRV ⊚ Φ 🖢 00:05 **0** Q Search 🕒 🖬 🗭 📜 🧕