

D2.4.3 ONLINE PHOTO COMPETITION & MEDIA CAMPAIGN

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: PP9
Partners involved: PP9
Status: Final
Date: 30/06/2023

ONLINE PHOTO COMPETITION & MEDIA CAMPAIGN

PP9 ABR REG has organized together with the Region's Press Office a photo contest on promoting the cultural, natural, and historical heritage of Abruzzo in April 2023. The photo contest was publicized via the regional institutional web communication channels, while the FaceBook institutional account was used for all the activities concerning publicity, general communication and awarding of the 3 best liked photos.

The activity was implemented:

Selecting photographs along Abruzzo itineraries that best embody the idea of slow and sustainable tourism.

Sharing via FaceBook account mention @RegAbruzzo and hashtag #takeitslow #abruzzo.

Consideration given to photographs posted from March 31 to April 17, 2023



First Classified.



Second Classified.



Third Classified.