



EVALUATION SYSTEM FOR COMMUNICATION STRATEGY AND PLAN DEVELOPED

Deliverable D2.6.1
WP2 – 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: 6
Activity Title: Evaluation of communication activities
Partner in Charge: PP2
Partners involved: LP
Status: Final

CORE MESSAGE 1 EVALUATION

TAKE IT SLOW will raise accessibility and promote slow tourism experience of tangible and intangible heritage through valorization and interpretation by CCI.

PROOF POINTS	EVALUATION	LP/DNC	PP1/RERA	PP2/SKC	PP3/ZAD	PP4/IST	PP5/FVG	PP6/VEN	PP7/ER	PP8/SVIM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
Thematic research	<p>D5.2.1 Thematic scientific research themes preparation 01/10/2020 (communicate the research concept through the initial press release)</p> <p>EVALUATION: The concept document has been loaded on Google Drive. The concept has been communicated via a press release to minimum 10 relevant media.</p>	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			<p>Concept document Press release List of media Coverage received</p>
	<p>D5.2.2 Thematic scientific research report 01/07/2021 (communicate the results through short video interviews with scientists)</p> <p>EVALUATION: The research report has been loaded on Google Drive. The results have been communicated through short video interviews with scientists (minimum one).</p>	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			<p>The research report Short video/s</p>
Testing measures	<p>D5.1.1 Testing measures actions on pilot areas report 01/11/2022 (communicate the pilot projects through press release, images, videos)</p> <p>EVALUATION: The pilot projects have been communicated through press release, images and videos to minimum 10 relevant media.</p>	YES / NO			YES / NO				YES / NO				YES / NO		<p>Press release, images and videos List of media Coverage received</p>
	<p>D5.1.2 Joint testing measures report 01/12/2022</p> <p>EVALUATION: The joint testing measures report has been loaded on Google drive.</p>				YES / NO										<p>The joint testing measures report</p>
	<p>D5.2.3 Round tables (presentation of scientific research) 01/01/2021 Communicate through engaging video presentation, images from the event, infographics / iconographics for easier understanding etc.)</p> <p>EVALUATION: The round tables have been communicated through engaging video presentation, images from the event, infographics / iconographics for easier understanding etc. to minimum 10 relevant media.</p>	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			<p>Video presentation Images from the event Infographics / iconographics List of media Media coverage</p>
	<p>D5.3.12 Guided tours through improved accessible Adriatic heritage sites 01/11/2022 (communicate through sneak peek media tours, virtual tours for general public)</p> <p>EVALUATION: Sneak peek media tour has been organized for minimum 5 relevant media and virtual tour has been made accessible for general public.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	

Promotional campaign for heritage site	<p>D2.4.1.22 public events <i>(ensure content creation at all events - images, videos, video interviews etc. for later dissemination)</i></p> <p>EVALUATION: Content has been created for all public events - minimum 20 images, 1 video, 1 video interview per event for later dissemination.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos Video interviews
	<p>D2.4.2 School actions and online programmes <i>(create tailored engaging content for the younger audience - videos, infographics / iconographics, games)</i></p> <p>EVALUATION: Engaging content for the younger audience has been created - minimum 1 video, 1 infographic / iconographic, optional game.</p>	YES / NO			YES / NO		YES / NO							Videos Infographics / iconographics Game concept document / screenshots
	<p>D2.4.3 Online photo competition & media campaign <i>(choose one social media channel and adjust the mechanics)</i></p> <p>EVALUATION: Publish and sponsor an online photo competition on one social media channel.</p>			YES / NO			YES / NO							Photo competition details Screenshots Social reach statistics
	<p>D2.5.4 Online interviews with key stakeholders <i>(disseminate through short videos)</i></p> <p>EVALUATION: Online interviews have been recorded and disseminated to minimum 10 relevant media.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Online interview videos List of media Media coverage
	<p>D2.5.5 Set of digital story-telling content based on interviews disseminated through 20 sec viral videos</p> <p>EVALUATION: Online interviews have been shared online in an engaging and channel appropriate way.</p>						YES / NO							Social media strategy document
	<p>D2.5.6 Short video pills animated infographics</p> <p>EVALUATION: Short animated infographic videos (minimum 12) have been created.</p>						YES / NO							Infographic videos
Heritage interpretation collaborations with CCI	<p>D5.3 Report on accessible natural and heritage sites 01/12/2022 <i>(communicate through press release and images/videos of e.g. art installation progress)</i></p> <p>EVALUATION: The report has been loaded on Google Drive, and communicated through a press release and images/videos of e.g. art installation progress, to minimum 10 relevant media.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Press release Images Media list Media coverage
Setting groundwork for future heritage sites' sustainability	<p>D5.3.11 Sustainable management plans 01/11/2022 <i>(communicate the publicly available plans alongside easily understandable videos, infographics, iconographics)</i></p> <p>EVALUATION: The plan has been loaded on Google Drive and communicated publicly alongside easily understandable videos, infographics, iconographics), to minimum 10 relevant media.</p>	YES / NO	YES / NO	YES / NO		YES / NO		YES / NO	YES / NO		YES / NO		Media announcement Videos / infographics / iconographics Media list Media coverage	

CORE MESSAGE 2 EVALUATION

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.

PROOF POINTS	EVALUATION	LP/DNC	PP1/RERA	PP2/SKC	PP3/ZAD	PP4/IST	PP5/FVG	PP6/VEN	PP7/ER	PP8/SVIM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
People development	<p><i>Pax attend D3.1.3 3 Workshop: Smart specialization 01/02/2021</i> (ensure content creation at all workshops - images, videos, video interviews with participants for later dissemination)</p> <p>EVALUATION: Content has been created at all workshops - minimum 10 images, 1 video, 1 video interview.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos
	<p><i>Pax attend D3.1.4 Study trip to BCC 01/03/2021</i> (ensure content creation of the experience - images, short videos for later dissemination)</p> <p>EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos
	<p><i>D3.2.3 Training innovative sessions 01/10/2021</i> (ensure content creation of the experience - images, short videos for later dissemination)</p> <p>EVALUATION: Content has been created at the training sessions - minimum 10 images, 1 video, 1 video interview per partner.</p>			YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos
	<p><i>Pax attend D3.3.1 Study trip 01/05/2021</i> (ensure content creation of the experience - images, short videos for later dissemination)</p> <p>EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos

Investment in destination sustainability	<p><i>D3.4.1 Training on certification 01/02/2021 (communicate through short video interviews with the participants)</i></p> <p>YES / NO</p> <p>EVALUATION: The training has been communicated through short video interviews with the participants.</p>	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO	Videos
	<p><i>D3.4.2 Audit service support/feasibility analysis 01/10/2021</i></p> <p>YES / NO</p> <p>EVALUATION: The analysis to be loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO	The analysis document
	<p><i>D3.4.3 Green certification/ ecolabel report 01/11/2022 (communicate through short video interviews with the participants)</i></p> <p>YES / NO</p> <p>EVALUATION: The training has been communicated through short video interviews with the participants.</p>	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO	Videos
Promotion of best in class	<p><i>D3.2.1 Best practices showcase 01/02/2021 (communicate through videos, images, infographics / iconographics)</i></p> <p>YES / NO</p> <p>EVALUATION: The showcase has been communicated through available videos, images, infographics / iconographic to minimum 10 relevant media.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Media announcement Media list Media coverage
	<p><i>Attend D3.1.5 Smart tourism conference (PP8/SVIM to organize) 01/03/2022 (ensure content creation of the experience - images, short videos for later dissemination)</i></p> <p>YES / NO</p> <p>EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO
Slow tourism	<p><i>D3.2.2 Slow tourism operator database 01/02/2021</i></p> <p>YES / NO</p> <p>EVALUATION: Database has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The operator database

<p>thematic cluster</p>	<p>D3.3.2 CB platform for QM of Adriatic destination funding and operational documentation 01/02/2022</p> <p>EVALUATION: Documentation has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The documentation
<p>Setting groundwork for future destination's sustainability</p>	<p>D3.3.4 MoU signed at D1.3.5 Final conference - Dubrovnik 01/11/2022</p> <p>EVALUATION: The MoU has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The signed MoU

CORE MESSAGE 3 EVALUATION

TAKE IT SLOW will:

1. develop smart and effective tourism framework for management, marketing and promotion and
2. enable transfer of methodology and know-how to actors on local, regional, national and EU level

PROOF POINTS	EVALUATION	LP/DNC	PP1/RERA	PP2/SKC	PP3/ZAD	PP4/IST	PP5/FVG	PP6/VEN	PP7/ER	PP8/SVIM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
Participatory process	<p><i>D2.5.7 Cross fertilization online meetings (ensure the concept on all online meetings fits the online format i.e. is engaging)</i></p> <p>EVALUATION: The concept of all online meetings fits the online format i.e. is engaging.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Meeting minutes Screenshots
	<p><i>D4.1.1 Database of regional stakeholders & distribution list 01/07/2020</i></p> <p>EVALUATION: The database and distribution list have been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The database The stakeholder list
	<p><i>D4.1.2 Local Communities of Practice (LCP) 01/07/2020</i></p> <p>EVALUATION: The list of members of LCP has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The list of LCP members
	<p><i>D4.1.3 LCP meetings 01/09/2020 (ensure content creation at all meetings - images, videos, video interviews with participants for later dissemination)</i></p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at LCP meetings, if and when appropriate, with members consent.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos
	<p><i>D4.2.1 Round tables SAP 01/10/2020 (ensure content creation at all round tables - images, videos, video interviews with participants for later dissemination)</i></p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at 2 round tables (per PP), if and when appropriate, with members consent.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	Images Videos

Strategic framework	<p>D2.2.9.2 Sets of hybrid Workshop for media representatives: webinars + masterclass + onsite session (ensure the concept on fits the online format i.e. is engaging, create content - screenshots, videos, images)</p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the workshops, if and when appropriate, with members consent.</p>	YES / NO		YES / NO											Images Videos	
	<p>D2.2.10 Innovative, engaging and educative networking dinners events of media with key stakeholders (communicate through images, videos, video interviews etc.)</p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the dinners, if and when appropriate, with members consent.</p>	YES / NO		YES / NO											Images Videos	
	<p>D4.1.4 Assessment of natural & cultural heritage state of art, key stakeholders and target groups on project area 01/10/2020</p> <p>EVALUATION: Supporting documentation has been loaded on Google Drive</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO		Supporting documentation
	<p>SC #2 - PP1/RERA 01/01/2021 SC #3 - PP11/PUG 01/07/2021 (ensure content creation - images, videos, presentations for later dissemination)</p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the meetings, if and when appropriate, with members consent.</p>		YES / NO											YES / NO	Images Videos	
<p>D4.1.5 Working methodology report 01/10/2020</p> <p>EVALUATION: The report has been loaded on Google drive. Each PP has published the report on their website.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO		The methodology report Published report website screenshot	

Framework	<p><i>D4.1.6 Policy instruments for diversification of CB tourism offer based on natural and cultural heritage (5) 01/10/2020</i></p> <p>EVALUATION: The policy instruments document has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The policy instruments document
	<p><i>D4.1.7 Monitoring system for Smart specialization framework 01/10/2020</i></p> <p>EVALUATION: The monitoring system document has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The monitoring system document
	<p><i>SC #4 - Šibenik 01/01/2022</i> <i>SC #5 - PP9/ABR 01/07/2022</i> <i>(ensure content creation - images, videos, presentations for later dissemination)</i></p> <p>EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the workshops, if and when appropriate, with members consent.</p>			YES / NO							YES / NO			Images Videos
Smart Action Plan	<p><i>D4.2.4 Reports on Smart Action Plans (12) 01/11/2022</i></p> <p>EVALUATION: The reports have been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The reports
	<p><i>D4.2.3 (Defining) Testing measures for supporting innovative CB tourism products and services based on natural and cultural heritage (7) 01/11/2020</i></p> <p>EVALUATION: The testing measures document has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The testing measures document
	<p><i>D4.4.1 Destination marketing plan 01/12/202</i></p> <p>EVALUATION: The plan has been loaded on Google Drive.</p>			YES / NO										The plan
	<p><i>D4.4.4 Piloting matchmaking actions (with common branding) 01/12/2021</i></p> <p>EVALUATION: The supporting documents have been loaded on Google Drive.</p>										YES / NO			The supporting documentation

Promotional campaign	<p><i>D4.5.2 Digital presentation of Interpretation centre (LP/DNC) 01/12/2022</i></p> <p>EVALUATION: The presentation has been loaded on Google Drive</p>	YES / NO													The presentation	
	<p><i>D2.2.3 Multi-channel and hybrid format press conferences (2 per HR PP, 1 per IT PP) with innovative elements</i></p> <p>EVALUATION: The agenda, concept and all supporting documents have been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The agenda Concept document Other supporting documents
	<p><i>D2.2.4 press releases (2 per HR PP, 1 per IT PP)</i></p> <p>EVALUATION: The press releases have been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The press releases
	<p><i>D2.2.5 6 Advertisement/printed or digital publication in relevant publication in English/Italian/Croatian</i></p> <p>EVALUATION: The advertisements have been loaded on Google drive (graphics, screenshots etc.)</p>	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The advertisements (graphics, screenshots etc.)
	<p><i>D2.2.6 Digital advertising campaign</i></p> <p>EVALUATION: The campaign plan has been loaded on Google Drive.</p>			YES / NO				YES / NO								The campaign plan
	<p><i>D1.3.5 Final conference - Dubrovnik 01/11/2022</i></p> <p>EVALUATION: The agenda, concept and supporting documentation have been loaded on Google Drive.</p>	YES / NO														The agenda Concept document Other supporting documents
	<p><i>D2.2.8 2 TAKE IT SLOW hybrid format press trip</i></p> <p>EVALUATION: The agenda, concept and supporting documentation have been loaded on Google Drive.</p>			YES / NO			YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The agenda Concept document Other supporting documents Media list Media coverage
	<p><i>D2.2.7 Database of published project news (press clipping)</i></p> <p>EVALUATION: The media coverage report has been loaded on Google Drive.</p>	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The media coverage report

<p><i>D2.5.8 Monthly report on Social media communication of the project and active participation in Programme social media communication</i></p> <p>EVALUATION: The monthly reports have been loaded on Google Drive.</p>			YES / NO												Monthly social media reports
<p><i>D2.6.2 Mid-term communication evaluation report</i></p> <p>EVALUATION: The report has been loaded on Google Drive.</p>			YES / NO												Mid-term report
<p><i>D2.6.3 Final communication evaluation report</i></p> <p>EVALUATION: The report has been loaded on Google Drive.</p>			YES / NO												Final report
<p><i>D2.3.2 Project short videos</i></p> <p>EVALUATION: The project videos have been loaded to Google Drive.</p>			YES / NO												Project videos