



# 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:

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	PP10MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
Thematic	DS.2.1 Thematic scientific research themes preparation 01/10/2020 (communicate the research concept through the initial press release)  EVALUATION: The concept document has been loaded on Google Drive. The concept has been communicated via a press release to minimum 10 relevant media	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			Concept document Press release List of media Coverage received
research	D5.2.2 Thematic scientific research report 0.1/07/2021 [communicate the results through short video interviews with scientists]  EVALUATION: The research report has been loaded on Google Drive. The results have been communicated through short video interviews with scientists [minimum one]	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			The research report Short video/s
Testing measures	D.5.1.1 Testing measures actions on pilot oreas report 01/11/2022 (communicate the pilot projects through press release, images, videos)  EVALUATION: The pilot projects have been communicated through press release, images and videos to minimum 10 relevant media.	YES / NO			YES / NO				YES / NO				YES / NO		Press release, images and videos List of media Coverage received
	D5.1.2 Joint testing measures report 01/12/2022  EVALUATION: The joint testing measures report has been loaded on Google drive.				YES / NO										The joint testing measures report
	D5.2.3 Round tables (presentation of scientific research) 01/01/2021 Communicate timoge engaging video presentation, images from the event, indigraphics / scientific, images from the event enderstanding etc.  EXALUATION: The round tables have been communicated through engaging video presentation, images from the event, inflographics / iconographics for assier understanding etc. to minimum 10 relevant media.	YES / NO		YES / NO	YES / NO		YES / NO		YES / NO			YES / NO			Video presentation images from the event infographics / iconographics List of media Media coverage
	D5.3.12 Guided tours through improved accessible Adriatic heritage sites 03/14/2022 (communicate through sneek peek media tours, wirtual tours for general public)  EVALUATION: Sneak peek media tour has been organized for minimum 5 relevant media and virtual tour has been made accessible for general public.	YES / NO		Media tour list Media coverage Link to access the virtual tour											



	D2.4.1 22 public events - Images, videos, video interviews etc. for tater dissemination)  EVALUATION: Content has been created for all public events - minimum 20 images, 1 video, 1 video interview per event for later dissemination.	YES / NO	Images Videos Video interviews											
Promotional campaign for heritage site	D2.4.2 School actions and online programmes (create tailored engaging content for the younger oudience -videos, infographics / iconographics, games)   EVALUATION: Engaging content for the younger audience has been created -minimum 1 video, 1 infographic / iconographic, optional game.	YES / NO			YES / NO		YES / NO							Videos Infographics / iconographics Game concept document / screenshots
	TECHING aprile, Optionine game:  D2.4.3 Online photo competition & media compaign (choose one social media channel and adjust the mechanics)  EVALUATION: Publish and sponsor an online photo competition on one social media channel.			YES / NO			YES / NO							Photo competiion details Screenshots Social reach statistics
	D2.5.4 Online interviews with key stakeholders (disseminate through short videos)  EVALUATION: Online interviews have been recoreded and disseminated to minimum 10 relevant media	YES / NO	Online interview videos List of media Media coverage											
	D2.5.5 Set of digital story-telling content based on interviews disseminated through 20 sec viral videos  EVALUATION: Online interviews have been shared online in an engaging and						YES / NO							Social media strategy document
	channel appropriate way.  D2.5.6 Short video pills animated infographics  EVALUATION: Short animated infographic videos (minimum 12) have been created.						YES / NO							Infographic videos
Heritage interpretation collaborations with CCI	D5.3 Report on accessible natural and heritage sites 01/12/2022 (communciate through press release and images/videos of e.g. art installation progress)	YES / NO	Press release Images Media list Media coverage											
Setting groundwork for future heritage sites' sustainability	D5.3.11 Sustainable management plans 01/11/2022 (communicate the publicly ovaliable plans alongside easily understandable videos, infographics, iconographics) EVALUATION: The plan has been loaded on Google Drive and communicated publicly alongside easily understandable videos, infographics, iconographics), to minimum 10 relevant media.	YES / NO	YES / NO	YES / NO		YES / NO		YES / NO	YES / NO			YES / NO		Media annoucemnt Videos / inforaphics / iconographics Media list Media coverage



# **CORE MESSAGE 2 EVALUATION**

TAKE IT SLOW will strenghten Adriatic Region tourism chain by enhancing the capacities of all stakeholders, especially entrepreneurs, through an interactive process of creating new green tourism offering.

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PROOF POINTS	EVALUATION	LP/DNC	PP1/RERA	PP2/SKC	PP3/ZAD		PP5/FVG		PP7/ER		PP9/ABR	PP10MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
	Pax attend D3.1.3 3 Workshop: Smart specialization 01/02/2021 (ensure content creation at all workshops - images, videos, video interviews with participants for later dissemination)  EVALUATION: Content has been created at all workshops - minimum 10 images, 1 video, 1 video interview.	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO		Images Videos				
	Pax attend D3.1.4 Study trip to BCC 01/03/2021 (ensure content creation of the experience - images, short videos for later dissemination)  EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	lmages Videos				
People development	D3.2.3 Training innovative sessions 01/10/2021 (ensure content creation of the experience - images, short videos for later dissemination)  EVALUATION: Content has been created at the training sessions - minimum 10 images, 1 video, 1 video interview per partner.			YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO		lmages Videos
	Pax attend D3.3.1 Study trip 01/05/2021 (ensure content creation of the experience-images, short videos for later dissemination)  EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	lmages Videos				



	D3.4.1 Training on certification 01/02/2021 (communicate through short video interviews with the participants)  EVALUATION: The training has been communicated through short video interviews with the participants.	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO		Videos
Investment in destination	D3.4.2 Audit service support/feasibility analysis 01/10/2021  EVALUATION: The analyis to be loaded on Google Drive.	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO		The analysis document
	D3.4.3 Green certification/ ecolabel report 01/11/2022 (communicate through short video interviews with the participants)  EVALUATION: The training has been communicated through short video	YES / NO	YES / NO	YES / NO	YES / NO			YES / NO	YES / NO	YES / NO	YES / NO		YES / NO		Videos
	Interviews with the participants.  D3.2.1 Best practices showcase 01/02/2021 (communicate through videos, images, infographics / iconographics)  EVALUATION: The showcase has been communicated through available videos, images, infographics / iconographic to minimum 10 relevant media.	YES / NO		Media annoucement Media list Media coverage											
best in class	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)  EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES / NO	lmages Videos												
Slow tourism	D3.2.2 Slow tourism operator database 01/02/2021  EVALUATION: Database has been loaded on Google Drive.	YES / NO		The operator database											



| cluster                                   | D3.3.2 CB platform for QM of Adriatic destination funding and operational documentation 01/02/2022  EVALUATION: Documentation has been loaded on Google Drive. | YES / NO |          | The documentation |
|---|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------------------|
| groundwork<br>for future<br>destination's | D3.3.4 MoU signed at D1.3.5 Final conference - Dubrovnik 01/11/2022  EVALUATION: The MoU has been loaded on Google Drive.                                      |          | 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		PP9/ABR	PP10MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)
	D2.5.7 Cross fertilization online meetings (ensure the concept on all online meetings fits the online format i.e. is engaging)  EVALUATION: The concept of all online meetings fits the online format i.e. is engaging.	YES / NO		Meeting minutes Screenshots											
	D4.1.1 Database of regional stakeholders & distribution list 01/07/2020  EVALUATION: The database and distribution list have been loaded on Google Drive.	YES / NO		The database The stakeholder list											
	D4.1.2 Local Communities of Practice (LCP) 01/07/2020  EVALUATION: The list of members of LCP has been loaded on Google Drive.	YES / NO		The list of LCP members											
	EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at LCP meetings, if and when appropriate, with members consent.	YES / NO		Images Videos											
Participatory process	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)  EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at 2 round tables (per PP), if and when appropriate, with members	YES / NO									lmages Videos				



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



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



	D4.4.2 Guidelines for interpretation and													
	promotion of CB cultural and natural													
	heritage 01/12/2020													
	nentage 01/12/2020			YES / NO										The guidelines document
Marketing														
plan & specific	EVALUATION: The guidelines have been													
programmes	Iloaded on Google Drive.													
programmes	D4.4.5 Programmes for specific traveller													
	types 01/12/2021													
	(1) (2) (2) (2) (2) (2) (2) (2) (3) (3) (3) (3) (3) (3) (3) (3) (3) (3											YES / NO		The document
												TES / INU		The document
	EVALUATION: The document has been													
	loaded on Google Drive.													
	D4.4.3 Report on traveller types													
	01/12/2020													
	, , ,			YES / NO										The report
	FUMILIATION The constitution to the deal			11237 140										The report
	<b>EVALUATION:</b> The report has been loaded													
	on Google drive.													
	D4.4.6 Influencer programmes													
	01/12/2021													
												YES / NO		The document
	EVALUATION: The document has been											1257 110		The document
	loaded on Google Drive.													
	D4.4.7 Marketing and promotional													
	content													
				YES / NO			YES / NO							The content
	EVALUATION: The content has been						,							
	loaded on Google Drive.													
	D2.5.2 Digital promotional materials													
	D2.5.2 Digital promotional materials													
				YES / NO			YES / NO		YES / NO		YES / NO			The materials
	EVALUATION: The materials have been			1.25 / 1.15			1237 110		.237.10		1237 110			The materials
	loaded on Google Drive.													
	D2.3.3 Database of minimum 100													
	photographs													
HQ Content		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 photo database
		TES / NO	TES / INU	TES / INU	TES / NO	TES / INU	TES / NO	TES/ NO	TES / INU	TES / NO	TES / NO	TES / INU	TES / INU	The photo database
	EVALUATION: The photo database has													
	been loaded on Google Drive.													
	D2.3.4 Database of minimum 100													
	iconographics and ilustrations													
1														
1	EVALUATION: The database has been	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 of iconographics and illustrations
	created by PP2/SKC and loaded on Google													
1	Drive. Partners have provided input (8													
1	symbols for heritage / products)													
	D4.3.1 Local presentations/education													
	activities - min 2 01/06/2021													
		YES / NO	VES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	YES / NO	The presentations
		IL3 / NO	113 / 110	123 / 140	IL3 / NO	123 / 140	123 / 100	IL3/ NO	123/100	1L3 / NO	1L3 / NO	123 / 140	123 / NO	The presentations
1	EVALUATION: The presentations have													
1	been loaded on Google Drive.													



D4.3.2 Regional presentations/education activities - min 2 01/06/2021  EVALUATION: The presentations have been loaded on Google Drive.	YES / NO	The presentations											
D4.5.6 Report on Promotional campaign for Adriatic Region's typical products and services 01/12/2022  EVALUATION: The report has been loaded			YES / NO	YES / NO							YES / NO		The report
on Google Drive.  D4.5.5 Report on Promotion via think bloggers, vloggers, social media superstars realized 01/12/2022  EVALUATION: The report has been loaded on Google Drive.			YES / NO								YES / NO		The report
D4.5.3 Report on online add campaign 01/12/2022  EVALUATION: The report has been loaded on Google Drive.			YES / NO								YES / NO		The report
D4.3.3 National presentation/education activities 01/12/2022	YES / NO												The presentation
D4.5.1 Report on Adriatic region promotion at tourism fairs 01/12/2022  EVALUATION: The report has been loaded on Google Drive.							YES / NO						The report
D4.3.4 EU presentation/education activities 01/12/2022  EVALUATION: The presentation has been loaded on Google Drive	YES / NO												The presentation
D4.5.4 Report on branding 01/12/2022  EVALUATION: The report has been loaded on Google Drive.			YES / NO										The report



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

Promotional campaign



PE - DNC High level event (involving policy makers, presence of Programme MA/JS) held, Brussels Oct 2021  EVALUATION: The agenda, concept and supporting documentation have been loaded on Google Drive.	YES / NO												The agenda Concept document Other supporting documents
D2.5.3 Online workshops and webinares  EVALUATION: The agendas, presentations and minutes have been loaded on Google Drive.						YES / NO							Agendas Presentations Meeting minutes
Distribute copies (develop and print if applicable to you) of D2.3.5 Calendar + planner + cookbook as per plan  EVALUATION: The copies were distributed as per plan, the plan has been loaded on Google Drive.		YES / NO	The distribution plan										
Distribute (develop and produce if applicable) 250 aprons, 250 cloth bags, 450 notebooks & 450 pens.  EVALUATION: The products were distributed as per plan, the plan has been loaded on Google Drive.	YES / NO	The distribution plan											
D2.2.11 1 innovative, participatory dissemination event held  EVALUATION: Dissemination event supporting documentation has been loaded on Google Drive.			YES / NO				YES / NO		The supporting documentation				
D2.5.1 Social media project accounts  EVALUATION: The accounts have been created and maintained by PP2/SKC with the assistance of PP5/FVG for IT language.			YES / NO										Links and screenshots
D2.4.4 Fair participation to disseminate results  EVALUATION: N/A							YES / NO						N/A



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