

MID-TERM COMMUNICATION EVALUATION REPORT

D2.6.2

Final Version of September 30th 2021

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: 2.6.
Activity Title: Evaluation of communication activities
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: September 30th 2021

MID-TERM COMMUNICATION EVALUATION REPORT – FOR PERIOD: 01/06/2020-30/09/2021

Public Institution Development Agency of Šibenik-Knin County is in charge of the project communication, including communication evaluation, which is conducted for the ongoing project “TAKE IT SLOW”.

Each partner involved in the project is in charge of project communication, especially when it comes to communicating project results. Each partner is 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 is 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

On project level the evaluation system for successful implementation of Communication Strategy and project communication activities was developed and it includes qualitative and quantitative indicators:

- qualitative indicators include analyses of web statistics, social networks accounts etc.;
- quantitative indicators include number of downloaded publications, number of participants at events, number of press releases, press conferences and events organized, etc.

Example of **qualitative** indicators that include analyses of web statistics, social networks accounts etc.:

Pic 1. Example of qualitative indicators:

Analysis of web site tracking behavior for project TAKE IT SLOW:



*tracking behavior was implemented by Programme on June 15th2021

Pic 2. Example of qualitative indicators:

Analysis of social media accounts:

- Facebook account: <https://www.facebook.com/takeitslowproject>



53 posts
total posts reach 7044

360 page likes
699 page views
373 page followers



- Instagram account: <https://www.instagram.com/takeitslowproject>



34 posts
15 stories
account reach 2366

358 profile visit.
101 followers



Example of quantitative indicators include number of downloaded publications, number of participants at events, number of press releases, press conferences and events organized, etc.:

Pic 3. Example of quantitative indicators:

- **8** out of **17** **press** releases with HQ images about project and project activities;
- **543** out of **1000** **photos** for the database of photographs for promotional activities, social media accounts, press releases,....
- **2500** notebooks
- **2500** pens
- **1500** aprons
- **1500** clothbags
- **2** smart specialization workshops about smart, slow and sustainable tourism - **139 pax attended**
- joint cross-border database of more than **200** relevant media entities
- database of published project news (press clipping)



Promotional materials
(PP2/SKC for HR partners)

Evaluation process and reports are in line with TOOLKIT for evaluation of the communication activities of the European Commission whereas possible. Results of the evaluation will be transferred to PP in order to update their approach whenever possible.

Specifically, this mid-term evaluation that covers period from 01/06/2020 to 30/09/2021 provides Lead partner, WP and Task Leaders, but also each Partner, with the basis for identifying appropriate communication actions, if, when and where necessary.

EVALUATION AND RECOMMENDATIONS

Evaluation and recommendations are based on the analysis of:

- developed Monitoring system document and Evaluation system for Communication strategy and plan, that highlights project activities' state of art;
- direct experience, during project development.

In general, the project has a medium level of progress and it is recommended to boost execution. The medium level of progress can be majorly contributed to the presence of the pandemic caused by COVID-19, but partners should be aware that the activities affected by the limitations are those that require physical presence, but this should not be a problem with the activities that can be organised virtually or that do not require the organisation of participatory in person.

Regarding communication, all so far realized project activities were communicated to general public and targets groups through project web page, social media and realized press releases.

In view of the above it is recommended:

- all PPs to continue implementation of communication horizontal tools in compliance with Programmes' visibility rules and Communication Strategy Plan;
- all PPs to implement activities in accordance with D1.3.1 Project implementation plan and D2.6.1 Evaluation system for Communication Strategy and Plan;
- all PPs to archive published news and provide the data for joint database of published news;
- all the project events, press releases to have innovative elements (hybrid, multi channel) and accompanied with images, videos , interviews and media coverage ;
- social media profiles to be update regularly with content and boost posts to further disseminate project activities
- project website to be updated regularly with project content (news and events) to further

For further dissemination of project activities, all PPs are advised to increase knowledge and raise awareness on the project topics and key messages by informing about the existence of project and its activities, to focus on communicating the project results and outputs to the identified target groups and to promote participation in the project and further use of the knowledge and material produced.

Annex

1. D2.6.2. Mid-term communication evaluation report – detailed excel report