

FINAL COMMUNICATION EVALUATION REPORT

Deliverable number D2.6.2

Final Version of June 30th 2023

WP 2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW
Project ID Number: 1025547
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: June 30, 2023

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

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

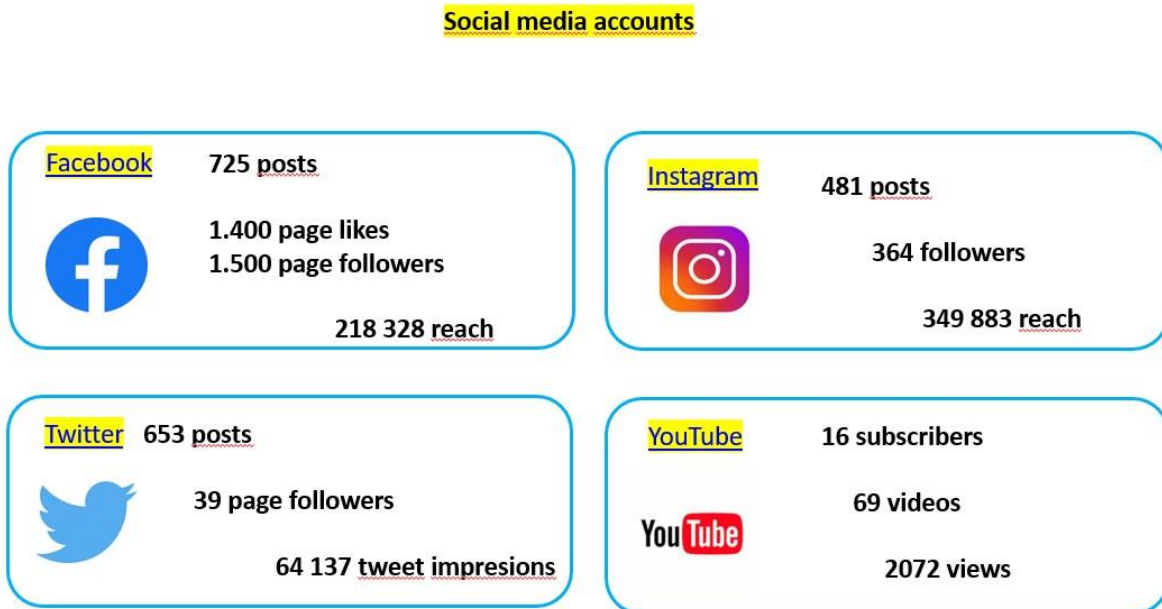
- qualitative indicators include analyses of web statistics, social networks accounts etc.;
- quantitative indicators include number of downloaded publications, number of participants at events, number of press releases, press conferences and events organized, etc.

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

Pic 1. Example of qualitative indicators – PROJECT WEB PAGE:



Pic 2. Example of qualitative indicators – PROJECT SOCIAL MEDIA ACCOUNTS:



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:



Evaluation is 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 had a good level of progress during its implementation, taking in the consideration that the majority of the implementation was under the presence of the pandemic caused by COVID-19 and lots of activities that required presence were organized online or in hybrid format (both online or in person) – meetings, webinars, trainings, etc..

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

- all PPs implemented activities in accordance with D1.3.1 Project implementation plan and D2.6.1 Evaluation system for Communication Strategy and Plan;
- social media profiles were updated regularly with content and boost posts to further disseminate project activities
- project website was updated regularly (daily /monthly) with project content (news and events, multimedia and realized deliverables)
- all the project events, press releases and activities were accompanied with images and media coverage

To conclude, all PPs have increased knowledge and raised awareness on the project topics and key messages by regularly informing about the existence of project and its activities and had communicated the project results and outputs to the identified target groups and have promoted participation in the project and further use of the knowledge and material produced.

Annex

1. D2.6.3 Final communication evaluation report – detailed excel report

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/SVEM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)	FINAL REPORT
Thematic research	D5.2.1 Thematic scientific research themes preparation 30/06/2023 (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		YES	YES				YES				YES	YES	Concept document Press release List of media Coverage received	PPs have realized Thematic scientific research themes preparation. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1Aiq0Fe3-xu7t5qrvJyBA_KCi8ISAb6mL
	D5.2.2 Thematic scientific research report 30/06/2023 (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										The research report Short video/s	PP3/ZAD has realized joint Thematic scientific research report. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1gSMWGemVnApHoUfwZfuPxcRvLP00LqY
Testing measures	D5.1.1 Testing measures actions on pilot areas report 30/06/2023 (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	YES	YES	YES	YES		YES	YES	YES	YES	YES	YES	YES	Press release, images and videos List of media Coverage received	PPs have realized Testing measures actions on pilot areas report. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1-sBirkkAG4ICVB9VDF1j7rtwNdzKBlyW
	D5.1.2 Joint testing measures report 30/06/2023 EVALUATION: The joint testing measures report has been loaded on Google drive.				YES										The joint testing measures report	PP3/ZAD has realized Joint testing measures report. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1-sBirkkAG4ICVB9VDF1j7rtwNdzKBlyW
	D5.2.3 Round tables (presentation of scientific research) 30/06/2023 Communicate through engaging video presentation, images from the event, infographics / iconographics for easier understanding etc.) 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.	YES		YES	YES				YES				YES	YES	Video presentation Images from the event Infographics / iconographics List of media Media coverage	PPs have realized their Round tables. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1Ujx9E4gJQOQ4B86ykhWQc32A08a88far
	D5.3.12 Guided tours through improved accessible Adriatic heritage sites 30/06/2023 (communicate through sneak peek media tours, virtual 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	YES	YES	YES	YES			YES	YES	YES	YES	YES	YES	Media tour list Media coverage Link to access the virtual tour	PPs have realized their Guided tours. Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1cobCBEIxEjSoVgJhXn-dj_DvJTOiDE24
	D2.4.1 22 public events (ensure content creation at all events - images, videos, video interviews etc. for later dissemination) EVALUATION: Content has been created for all public events - minimum 20 images, 1 video, 1 video interview per event for later dissemination.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	Images Videos Video interviews	PPs have organized their public events which were accompanied with images Accompanied documentation for events was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1YapTvU00Z4dzwtqHloWerOluvk13Jq9k

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	<p>D2.4.2 School actions and online programmes (create tailored engaging content for the younger audience - videos, infographics / iconographics, games)</p> <p>EVALUATION: Engaging content for the younger audience has been created - minimum 1 video, 1 infographic / iconographic, optional game.</p>						YES	YES							<p>Videos Infographics / iconographics Game concept document / screenshots</p>	<p>PP5/FVG and PP6/VEN have organized their school actions and online programmes which were accompanied with images Accompanied documentation for programmes was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1ALvacBdj8IS6HianVnuul-MTV2rT-nfF</p>
	<p>D2.4.3 Online photo competition & media campaign (choose one social media channel and adjust the mechanics)</p> <p>EVALUATION: Publish and sponsor an online photo competition on one social media channel.</p>			YES			YES								<p>Photo competition details Screenshots Social reach statistics</p>	<p>PP2/SKC, PP5/FVG and PP9/ABR have organized online photo competition to promote the project and project area. The PP2/SKC competition was cross-border contest which further promoted the project and programme Accompanied documentation for competition was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1owszwmqrRQgqVfvak0DmYGpkdY-zwjN</p>
	<p>D2.5.4 Online interviews with key stakeholders (disseminate through short videos)</p> <p>EVALUATION: Online interviews have been recorded and disseminated to minimum 10 relevant media.</p>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		<p>Online interview videos List of media Media coverage</p>	<p>All PPs have realized their Online interviews with key stakeholders Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1mNZXFgPyTSUPd76p_AcDOE-HEnQRzi52 and videos were uploaded on project YouTube page: https://www.youtube.com/watch?v=F4hH5sNp7EM&list=PLnIJOo8q4C02AazT2CaOjnxkQOMBiz-W_</p>
	<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	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		<p>Social media strategy document</p>	<p>PP5/FVG has realized Set of digital story-telling content Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1opYz99y1r4bP7pjr1hPpNgHrLBOebK and videos were uploaded on project YouTube page: https://www.youtube.com/watch?v=0_YMmRjQtSw&list=PLnIJOo8q4C00TbsHlmcuAFz6fLUXam2w6</p>
Promotional campaign for heritage site	<p>D2.5.6 Short video pills animated infographics</p> <p>EVALUATION: Short animated infographic videos (minimum 12) have been created.</p>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		<p>Infographic videos</p>	<p>PP5/FVG has realized Short video pills animated infographics Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1CeLqXT4idmCgY48w7JG284Z6TLhBTOtN and videos were uploaded on project YouTube page: https://www.youtube.com/watch?v=12gOiyhX7NU&list=PLnIJOo8q4C00tghFoyA1FkJGHsdiQvO3q</p>
Heritage interpretation collaborations with CCI	<p>D5.3 Report on accessible natural and heritage sites 30/06/2023 (communicate through press release and images/videos of e.g. art installation progress)</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	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		<p>Press release Images Media list Media coverage</p>	<p>PPs have realized their Report on accessible natural and heritage site Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1oKM3h3OS7dHIQADVpbIC9pyvTXHXNVA7</p>
Setting groundwork for future heritage sites' sustainability	<p>D5.3.11 Sustainable management plans 30/06/2023 (communicate the publicly available plans alongside easily understandable videos, infographics, iconographics)</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	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		<p>Media announcement Videos / infographics / iconographics Media list Media coverage</p>	<p>PPs have realized their Sustainable management plans Accompanied documentation was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/13gU1e-A6ZRoc2JzbyPrt31Qjdj7mWry</p>

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/SVEM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)	FINAL REPORT
People development	<i>Pax attend D3.1.3 3 Workshop: Smart specialization 01/02/2021</i> EVALUATION: Content has been created at all workshops - minimum 10 images, 1 video, 1 video interview.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Images Videos	PP3/ZAD has realized 3 workshops in online format: May 26, 2021; June 24th, 2021; July 7th, 2021. All workshops were accompanied by images and video (online recording). All PPs participated, more than 100 pax. Accompanied documentation for workshops was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1_bBN2DTFUZxvC74pFa5_Yxqqnf4N3n9m
	<i>Pax attend D3.1.4 Study trip to BCC 30/06/2023</i> EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	Images Videos	PP3/ZAD has organized study trip to BCC at the beginnig of the November 2022. All PPs participated at the trip. The trip was accompanied by images and videos on social media and press releases. Accompanied documentation for study trip was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/11zcYgqyJF1MgOfapFLFPIMAAIF3ETPvx
	<i>D3.2.3 Training innovative sessions 30/06/2023</i> EVALUATION: Content has been created at the training sessions - minimum 10 images, 1 video, 1 video interview per partner.			YES	YES		YES	YES	YES	YES				YES	Images Videos	PP2/SKC, PP3/ZAD, PP5/FVG, PP6/VEN, PP7/RER, PP8/SVEM, PP9/ABR, PP11/TPP have organized their innovative training sessions regarding smart and sustainale torurism, eco certificates. The trainings were both in online or in person (depending on the partner) Accompanied documentation for trainings was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1Nikbl4t7q_q2SHMuO8PF5MYDsDacWG4Y
	<i>Pax attend D3.3.1 Study trip Baltic 30/05/2022</i> EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	Images Videos
Investment in destination sustainability	<i>D3.4.1 Training on certification 30/06/2023</i> EVALUATION: The training has been communicated through short video interviews with the participants.	YES	YES	YES	YES			YES		YES	YES		YES		Videos	LP/DNC, PP/RERA, PP2/SKC, PP3/ZAD, PP6/VEN, PP8/SVEM, PP9/ABR, PP11/TPP have organized their training on certification The trainings were both in online or in person (depending on the partner) Accompanied documentation for trainings was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1Db707hpaLM_1BNvClaEUgFvSkc1pxpkM
	<i>D3.4.2 Audit service support/feasibility analysis 30/06/2023</i> EVALUATION: The analysis to be loaded on Google Drive.	YES	YES	YES	YES			YES	YES		YES		YES		The analysis document	LP/DNC, PP/RERA, PP2/SKC, PP3/ZAD, PP6/VEN, PP7/RER, PP9/ABR, PP11/TPP have realized their analysis document The documents are loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1cmciCQE_7VhC3EopgEoR3zF9N2kptx9I
	<i>D3.4.3 Green certification/ ecolabel report 30/06/2023</i> EVALUATION: The training has been communicated through short video interviews with the participants.	YES	YES	YES	YES			YES	YES		YES		YES		Videos	LP/DNC, PP/RERA, PP2/SKC, PP3/ZAD, PP6/VEN, PP7/RER, PP9/ABR, PP11/TPP have realized certifications The certification was accompanied by images and videos on social media and press releases The reports about certificates are loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1JPiQaAHlQ1wF2Z3Jzuk00Xwg-8w6-JPx
Promotion of	<i>D3.2.1 Best practices showcase 30/06/2021</i> EVALUATION: The showcase has been communicated through available videos, images, infographics / iconographic to minimum 10 relevant media.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Media annoucement Media list Media coverage	The best practice database was created by each PP and loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1eG7mx_sgHAVS44GfKR0QTxmIhheOJUxi On project web page and social media press release was published about relized database. Also partners promoted the database in their media

best in class	Attend D3.1.5 Smart tourism conference (PP8/SVIM to organize) 30/06/2023 EVALUATION: Content has been created at the study trip - minimum 10 images, 1 video, 1 video interview per partner.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	Images Videos	PP8/SVEM has organized high level 2-day Smart tourism conference in Ancona at the end of September 2022 Conference was accompanied by images, video, news reporting and press releases All PPs participated Accompanied documentation for conference was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1q-7ylnqkRn7A98v8tz8TO5Irq8M1723q
Slow tourism thematic cluster	D3.2.2 Slow tourism operator database 30/06/2022 EVALUATION: Database has been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The operator database	The operator database was created by each PP and loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1eG7mx_sgHAVS44GfKR0QTXmIhheOJUxi
	D3.3.2 CB platform for QM of Adriatic destination funding and operational documentation 30/06/2023 EVALUATION: Documentation has been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The documentation	PP7/RER has prepared the report about the platform and its implementation
Setting groundwork for future destination's sustainability	D3.3.4 MoU signed at D1.3.5 Final conference - Dubrovnik 30/06/2023 EVALUATION: The MoU has been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The signed MoU	The MoU was signed by PPs at the end of the project and saved at the designated folder: https://drive.google.com/drive/folders/1wVsp4x_PFUN50POPY-J9NEEMlcsoSF3k

CORE MESSAGE 3 EVALUATION

TAKE IT SLOW will:

PROOF POINTS	EVALUATION	LP/DNC	PP1/RERA	PP2/SKC	PP3/ZAD	PP4/IST	PP5/FVG	PP6/VEN	PP7/ER	PP8/SVEM	PP9/ABR	PP10/MOL	PP11/TPP	PP12/PUG	PROOF DOCUMENTATION REQUIRED (to be loaded in partner's designated folder on Google Drive)	FINAL REPORT	
Participatory process	D2.5.7 Cross fertilization online meetings EVALUATION: The concept of all online meetings fits the online format i.e. is engaging.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Meeting minutes Screenshots	LP/DNC, PP1/RERA, PP2/SKC, PP3/ZAD, PP4/IST, PP5/FVG, PP6/VEN, PP7/ER, PP8/SVEM, PP9/ABR, PP10/MOL AND PP11/TPP have organized meetings that were accompanied with images and report that was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1UdwkqSqObiyvFIQvPWCv_70K731crtR	
	D4.1.1 Database of regional stakeholders & distribution list 01/12/2020 EVALUATION: The database and distribution list have been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		The database The stakeholder list	Database of regional stakeholders & distribution list by each PP has been loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1bSj3271aZpVWgH45fCGRpntx8XXch1-	
	D4.1.2 Local Communities of Practice (LCP) 01/12/2020 EVALUATION: The list of members of LCP has been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		The list of LCP members	The list of LCP members by each PP has been loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1KXUBkcGf7wzxinzB3v0kNqdMHsX-XzZ	
	D4.1.3 LCP meetings 30/06/2023 EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at LCP meetings, if and when appropriate, with members consent.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Images Videos	LP/DNC, PP1/RERA, PP2/SKC, PP3/ZAD, PP4/IST, PP5/FVG, PP6/VEN, PP7/ER, PP8/SVEM, PP9/ABR, PP10/MOL AND PP11/TPP organized meetings that were accompanied with images and report that was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1S311NbAIRvZWldbt8qRo-CuCDVvmZZUA	
	D4.2.1 Round tables SAP 30/06/2023 EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at round tables, if and when appropriate, with members consent.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Images Videos	LP/DNC, PP1/RERA, PP2/SKC, PP3/ZAD, PP4/IST AND PP10/MOL organized round tables that were accompanied with images and report that was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1j-SNeCNzy8G8rkckJXbhcoj-1PcQsZRV	
	D2.2.9 2 Sets of hybrid Workshop for media representatives (webinars + masterclass + onsite session) EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the workshops, if and when appropriate, with members consent.				YES											Images Videos	PP2/SKC has organized workshops for media that were accompanied with images and report that was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1bRcF_ZQK2opAqitBYb-SWruqV90edtSO
	D2.2.10 Innovative, engaging and educative networking dinners events of media with key stakeholders EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the dinners, if and when appropriate, with members consent.	YES			YES											Images Videos	LP/DNC and PP2/SKC have organized dinner event for media that were accompanied with images and report that was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1j1ITc4A34wFZP9kHh8FJS446XMFyUBhY
Strategic	D4.1.4 Assessment of natural & cultural heritage state of art, key stakeholders and target groups on project area 30/06/2023 EVALUATION: Supporting documentation has been loaded on Google Drive	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES		Supporting documentation	Supporting documentation (questionnaire by each PP) has been loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1ae-pmyKGM30_PC_CTa85cvQ2X69KR3J8	
	SC #2 - PP1/RERA 01/01/2021 SC #3 - PP11/PUG 01/07/2021 EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the meetings, if and when appropriate, with members consent.		YES											YES		Images Videos	SC #2 - PP1/RERA was organized in online format and was accompanied by images of participants. SC #3 - PP11/TPP was organized in hybrid format (online and in person) in Fasano, Puglia and was accompanied by images of participants. Supporting documentation has been loaded in designated folders on Google drive: https://drive.google.com/drive/folders/1a7HFUnUB4YPByaPTcqaCsc0fTm-4Arqw
	D4.1.5 Working methodology report 01/12/2021 EVALUATION: The report has been loaded on Google drive.				YES											The methodology report	The working methodology report created by PP3/ZAD has been was loaded in designated folder on Google drive for all partners to be used: https://drive.google.com/drive/folders/1yBwixWB3X52bVU7meiBbu9wSAT56J4FY

Strategic framework	D4.1.6 Policy instruments for diversification of CB tourism offer based on natural and cultural heritage (5) 01/12/2021 EVALUATION: The policy instruments document has been loaded on Google Drive.			YES											The policy instruments document	The policy instrument document was created by PP1/RERA and has been loaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/17BbtTVyKa3Zx8WiQIZWw9zmBfr8zqEp
	D4.1.7 Monitoring system for Smart specialization framework 01/12/2021 EVALUATION: The monitoring system document has been loaded on Google Drive.				YES										The monitoring system document	The monitoring system document was created by PP3/ZAD and has been loaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1dNVYIYaD4h7xKbqvQDP6d0j12jiSvP7
	SC #4 - PP2/SKC 01/01/2022 SC #5 - PP9/ABR 01/07/2022 SC #6 - PP1/RERA 01/02/2023 EVALUATION: The opportunity was used to gather content (images, videos, video interviews) at the workshops, if and when appropriate, with members consent.		YES	YES							YES				Images Videos	SC #4 - PP2/SKC was organized in online format and was accompanied by images of participants. SC #5 - PP11/TPP was organized in hybrid format (online and in person) in Vasto, Abruzzo and was accompanied by images of participants. SC #6 - PP1/RERA was organized in hybrid format (online and in person) in Split, Croatia and was accompanied by images of participants. Supporting documentation has been loaded in designated folders on Google drive: https://drive.google.com/drive/folders/1a7HFUnUB4YPByaPTcqaCsc0fTm-4Arqw
Smart Action Plan	D4.2.4 Reports on Smart Action Plans (12) 30/06/2023 EVALUATION: The reports have been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The reports	All PPS have prepared report on implementation of Smart action plans. Supporting documentation has been loaded in designated folders on Google drive: https://drive.google.com/drive/folders/1xNo88m42b5jqdti-D9FTzcX8KYWepnj
	D4.2.3 (Defining) Testing measures for supporting innovative CB tourism products and services based on natural and cultural heritage (7) 30/06/2022 EVALUATION: The testing measures document has been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The testing measures document	The testing measures document was created by PP1/RERA and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1HCqMc-mAcQAektcxZ3cMuWk_49DFEFRv
Marketing plan & specific programmes	D4.4.1 Destination marketing plan 01/12/2021 EVALUATION: The plan has been loaded on Google Drive.			YES											The plan	The Destination marketing plan was created by PP2/SKC and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1PnGGA1AqLVZXMTQ6cYnikm3g5zG6A_D
	D4.4.4 Piloting matchmaking actions (with common branding) 30/06/2023 EVALUATION: The supporting documents have been loaded on Google Drive.										YES				The supporting documentation	The Piloting matchmaking actions document was created by PP10/MOL and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1ZF-1HbvzHt0VQ11-H7470COyRg8vbSt
	D4.4.2 Guidelines for interpretation and promotion of CB cultural and natural heritage 01/12/2021 EVALUATION: The guidelines have been loaded on Google Drive.			YES											The guidelines document	The Guidelines for interpretation and promotion document was created by PP2/SKC and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1PnGGA1AqLVZXMTQ6cYnikm3g5zG6A_D
	D4.4.5 Programmes for specific traveller types 30/06/2023 EVALUATION: The document has been loaded on Google Drive.										YES				The document	The Programmes for specific traveller types document was created by PP10/MOL and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1RnK-BM8sAFI2f8XbkGtpoiqP-gM-QN4t
	D4.4.3 Report on traveller types 01/12/2021 EVALUATION: The report has been loaded on Google drive.			YES											The report	The Report on traveller types document was created by PP2/SKC and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/15SucEnui6xmisj4yIQZlmNyVKPas5M0
	D4.4.6 Influencer programmes 30/06/2023 EVALUATION: The document has been loaded on Google Drive.										YES				The document	The Influencer programmes document was created by PP10/MOL and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/19bpinKVQ52TOoJH0p9Wi6tDQxMt5y1Z
HQ Content HQ text (data driven content, style adapted to target group)	D4.4.7 Marketing and promotional content EVALUATION: The content has been loaded on Google Drive.			YES											The content	The Marketing and promotional content document was created by PP2/SKC and has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/17-04FpHdiHYjaliJCCGaQ7c6O2rfz_c_z
	D2.5.2 Digital promotional materials EVALUATION: The materials have been loaded on Google Drive.			YES			YES								The materials	The Digital promotional materials were created by PP2/SKC in cooperation with PP5/FVG and report has been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1czip3WgWWqQsd1bBr_5x2_1irYgLDUWE

Target group and HQ visuals (photo, video, iconographic, illustrations, sound, etc.).	D2.3.1 15 Poster (minimum A3) produced EVALUATION: The materials have been loaded on Google Drive.			YES														The materials	PP2/SKC has created 60 different posters (5 per PP) and posters have been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1v_8bevTsGAjvo0IQWcuoklvacb5SiOep 15 posters were printed by selected PP.
	D2.3.4 Database of minimum 100 iconographics and illustrations EVALUATION: The database has been loaded on Google Drive.			YES														The database of iconographics and illustrations	PP2/SKC has created database of iconographics and illustrations that have been uploaded in designated folder on Google Drive for all partners to be used: https://drive.google.com/drive/folders/1UKJFXwAF-Y9aDxbOWL-FRM-wurkD_GaD
	D4.3.1 Local presentations/education activities - min 1 30/06/2023 EVALUATION: The presentations have been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES				The presentations	PPs have organized their local presentations and materials / reports have been uploaded in designated folder on Google Drive : https://drive.google.com/drive/folders/1aEPwgcbGEO96gKt_DPC1jE7tkd2n3Eb
	D4.3.2 Regional presentations/education activities - min 1 30/06/2023 EVALUATION: The presentations have been loaded on Google Drive.	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES				The presentations	PPs have organized their regional presentations and materials / reports have been uploaded in designated folder on Google Drive : https://drive.google.com/drive/folders/15WVGenXzqAg49USZNh9oU-PCsybxPA38
	D4.5.6 Report on Promotional campaign for Adriatic Region's typical products and services 30/06/2023 EVALUATION: The report has been loaded on Google Drive.			YES														The report	Report on Promotional campaign for Adriatic Region's typical products and services by PP2/SKC has been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1NsawJiNa3jb_krWmSGY_cPPs29nZOarg
	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														The report	Report by PP2/SKC on Promotion via think bloggers, vloggers, social media superstars has been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1zF4EpYFH4Xd49_ydR4m2z0iBVXd19hv
	D4.5.3 Report on online add campaign 30/06/2023 EVALUATION: The report has been loaded on Google Drive.			YES														The report	Report by PP2/SKC on online add campaign has been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1deDlMkU6OSsW8-5OdXkL6rxutvSy3n2H
	D4.3.3 National presentation/education activities 30/06/2023 EVALUATION: The presentation has been loaded on Google Drive	YES																The presentation	LP/DNC has organized presentations and materials / reports have been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1RJzs9xKStfPPoPaHY45CHYxzHG70cl-
	D4.5.1 Report on Adriatic region promotion at tourism fairs 30/06/2023 EVALUATION: The report has been loaded on Google Drive.			YES														The report	Report on Adriatic region promotion have been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1azQu1hkW0Mw2o3hR2gDoia6kXS3eq3RF
	D4.3.4 EU presentation/education activities 30/06/2023 EVALUATION: The presentation has been loaded on Google Drive	YES																The presentation	LP/DNC has organized presentations and materials / reports have been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1zoTssmkwJ29DbP429ROq_IewJq2iDIBV
	D4.5.4 Report on branding 30/06/2023 EVALUATION: The report has been loaded on Google Drive.			YES														The report	Report by PP2/SKC on branding has been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1c3dov2hWGMwU-5z61x3OSsCApHmole
	D4.5.2 Digital presentation of Interpretation centre (LP/DNC) 30/06/2023 EVALUATION: The presentation has been loaded on Google Drive	YES																The presentation	LP/DNC has organized presentations and materials / reports have been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1dFbrzTzANNrX1K1NrUcBL0mcb0H4irMU
	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	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES				The agenda Concept document Other supporting documents	PPs have organized their press conferences and materials have been uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/1gEiMbE2zYdR3YBsc6uWeMo2RVG1D6TGK
	D2.2.4 press releases (2 per HR PP, 1 per IT PP) EVALUATION: The press releases have been loaded on Google Drive.	YES		YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES				The press releases	PPs have issued their press releases All published press releases were accompanied with images and uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1ssENBD8At9bW3fgr-_Kq9twi6xbrcoCP

Promotional campaign

<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	YES				YES	YES	YES	YES	YES		The advertisements (graphics, screenshots etc.)	PPs have realized their advertisement All published advertisement are uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1hhRMBNcatxw70HypbyQjvLW7Y4lw_R07
<p><i>D2.2.6 Digital advertising campaign</i></p> <p>EVALUATION: The campaign plan has been loaded on Google Drive.</p>			YES											The campaign plan	PP2/SKC has realized digital advertising campaign which is uploaded in designated folder on Google Drive: https://drive.google.com/drive/folders/10An-OtHkhcvrjOuF78JfAolgW1oXNTU
<p><i>D1.3.5 Final conference - Dubrovnik 30/06/2023</i></p> <p>EVALUATION: The agenda, concept and supporting documentation have been loaded on Google Drive.</p>	YES													The agenda Concept document Other supporting documents	LP/DNC has organized final conference in Dubrovnik. All PPs participated. Supporting documentation has been uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/17X3zWetecbUYA5YQW637in_NualySw0P
<p><i>D2.2.8.2 TAKE IT SLOW hybrid format press trip.</i> <i>* IT PP will organize press trip in IT.</i></p> <p>EVALUATION: The agenda, concept and supporting documentation have been loaded on Google Drive.</p>			YES			YES		YES	YES			YES		The agenda Concept document Other supporting documents Media list Media coverage	PPs have organized their press trips with the aim to promote the project Supporting documentation has been uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1AEmzcnw5Eu_5vz6ziBCFv0vSvRt_k_Ma7
<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	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The media coverage report	Database of published project news (press clipping - excel table) was created and regularly updated with info about published project news by each PP. Database was updated by PPs https://drive.google.com/drive/folders/1sdFq3SEtPON6Hk1TneZuUEXuouFS1Pxm
<p><i>D2.5.3 Online workshops and webinars</i></p> <p>EVALUATION: The agendas, presentations and minutes have been loaded on Google Drive.</p>						YES								Agendas Presentations Meeting minutes	PP5/FVG has organized Online workshops and webinars with the aim to promote the project and its goals Supporting documentation has been uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1xE5tjSgDz26viX5ShDuXJYQDcmpCswW6
<p><i>Distribute copies (develop and print if applicable to you) of D2.3.5 Calendar + planner + cookbook as per plan</i></p> <p>EVALUATION: The copies were distributed as per plan, the plan has been loaded on Google Drive.</p>			YES											The distribution plan	PP2/SKC has created cross-border calendar Calendar has been uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/15T9Fqjvq0cThRmHWRJFG_TvYmqSYMTE
<p><i>Distribute (develop and produce if applicable) 250 aprons, 250 cloth bags, 450 notebooks & 450 pens.</i></p> <p>EVALUATION: The products were distributed as per plan, the plan has been loaded on Google Drive.</p>	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	The distribution plan	PP2/SKC has produced 1500 aprons, 1500 cloth bags , 2500 notebooks and 2500 pens for HR partners. The report including distribution plan was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1i3JGj1NkzSvxESQsUDPHnBsDwjzCBNP https://drive.google.com/drive/folders/1ERS9roalnWTswhCAXpGvlp34dSdYtRRY https://drive.google.com/drive/folders/14YZdeZEXvi8Say4tenK1CzLl7T0iZT0g https://drive.google.com/drive/folders/10vOkywFOX3KDeYD5AGUOZ0gqVSh5cSjN IT partners will produce materials for themselves
<p><i>D2.2.11.1 innovative, participatory dissemination event held</i></p> <p>EVALUATION: Dissemination event supporting documentation has been loaded on Google Drive.</p>			YES				YES	YES	YES	YES	YES			The supporting documentation	PPs have organized innovative, participatory dissemination events held during the project implementation The supporting documentation report with minutes and images was uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1CLMKi8vmQpO2gu-LXbjwpCiqZf35mVc
<p><i>D2.5.1 Social media project accounts</i></p> <p>EVALUATION: The accounts have been created and maintained.</p>			YES											Links and screenshots	Project social media accounts: Facebook Twitter Instagram YouTube were created and are regularly updated. The report with links and screenshots was loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1X-3u6Q8BQv41G6fr11XqTdXBAQIWukrk
<p><i>D2.4.4 Fair participation to disseminate results</i></p> <p>EVALUATION: N/A</p>							YES							N/A	PP6/VEN has participated in fair (Venice marathon) to promote the project and its activities The supporting documentation report was uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1SJ6ClntMDSHP4zB5hvp4-NxMLVy9CxQ
<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											Monthly social media reports	Monthly social media reports (no. 29) during the project implementation were created and loaded in designated folder on Google drive: https://drive.google.com/drive/folders/10MXsH3i3w2JoWwVSh3ZGnAK5s7uq5ZPy

<p><i>D2.6.2 Mid-term communication evaluation report</i></p> <p>EVALUATION: The report has been loaded on Google Drive.</p>			YES										Mid-term report	<p>The Mid-term report (word and excel table) loaded in designated folder on Google drive: https://drive.google.com/drive/folders/13L8-jQyXyS6iA4B5Bjg53B503q77T0k6</p>
<p><i>D2.6.3 Final communication evaluation report</i></p> <p>EVALUATION: The report has been loaded on Google Drive.</p>			YES										Final report	<p>The Final report (word and excel table) loaded in designated folder on Google drive: https://drive.google.com/drive/folders/1nr6UwwG0TDyx06kF-VsdrbqT15Y-6xrO</p>
<p><i>D2.3.2 Project short videos</i></p> <p>EVALUATION: The project videos have been loaded to Google Drive.</p>			YES										Project videos	<p>PP2/SKC has created two (2) project videos for promotion of the project Videos have been uploaded in designated folder on Google drive: https://drive.google.com/drive/folders/1VGGUesZbbDTbQZpHUDr9mxJnmV2gGbTj</p> <p>Additionally PPs have created their short promo videos</p>