

WP2 Project Communication and Capitalization Activities Report

University of Zadar

**Excover info day
2.10.2021.**

Table of Contents

1. Communication and capitalisation activities	2
2. Graphic prepress of delivered promotional materials	4
2.1. Project leaflet adapted for Excover info day	4
2.2. T-shirt with EU elements of visibility	5
3. Documents and texts	6
3.1. Press release	6
3.2. Content for project mini website	7
4. Social media activities	9
4.1. Facebook	9
4.2. Twitter	10
4.3. LinkedIn	11
5. Photos	12

1. Communication and capitalisation activities

As a part of Dissemination Events and Participatory Planning Processes within WP2 activities, project Excover partner, University of Zadar, organised an info day on local-regional level. It was held at the biggest culture and tourism fair in Lika-Senj county – Jesen u Lici (Autumn in Lika), which attracted many exhibitors and visitors who were introduced to the project. An estimated 4,000 people attended the fair that day, while potential tourists from Austria, Slovenia, Italy and Germany visited the Excover stand. In all of that, people from more touristic parts of Croatia, like Dalmatia and Istria, were very interested in undiscovered localities that could attract tourists in Lika-Senj county, while locals got to know who they can contact if they want to promote or detect hidden gems of this area.

For better project visibility on the fair, recognisable character of Nikola Tesla was applied on promotional materials, while other items like roll-up banner and video screen that displayed project video content were there to attract visitors and exhibitors. Adapted leaflets with eye catching design was made, as well as T-shirts with Nikola Tesla character and required EU elements of visibility, which raised interest of many visitors. T-shirts were part of the prize for those who could name at least one hidden gem of Lika-Senj county, while those who had some interesting stories became part of video interviews. During Excover info day, video interview was recorded and is now in editing process, while press release was made and sent to local media with related photos after the event. Also, everything about these exhibition-research activities was posted on project Excover social media channels with estimated reach of 831 people, while report text was published on mini website on IT-HR platform.

These activities and the degree of their implementation are listed in the table below. The table shows the activity, delivery date and the resulting output, while the attachments contain framework schedule of Excover info day, as well as promotional materials and items that were produced for the purpose of info day, with related photos.

Activity	Item and Quantities	Delivery Date	Output
Communication tools and materials	1. Project leaflet adapted for info day Eye catching design with outlined character of Nikola Tesla	02.10.2021.	150 leaflets
	2. T-shirt with EU elements of visibility Green T-shirt with the illustration of Nikola tesla	02.10.2021.	20 T-shirts
	4. Press release Text/report from Excover info day was sent to local media	05.10.2021.	1 text published on University of Zadar web page
	5. Social media activities News about Excover info day in Lika was published on all project social media channels	05.10.2021.	3 posts (Facebook, Twitter, LinkedIn) with estimated reach of 831 people
	6. Content for project mini website	05.10.2021.	1 text published on project mini

	Text/report from Excover info day was published on project mini website on IT-HR platform, as well as on programme website		website www.italy-croatia.eu/excover
	7. Photos from Excover info day Photos were created during the event and bike tour and then published on all project channels (social media and website), as well as in media	05.10.2021.	17 photos was created, published and delivered in digital format
	8. Video interview Field audio/video recording, studio editing Coordination with interviewees <ul style="list-style-type: none"> - Darko Tomrlin (tourism enthusiast), - Božo Biondić (traditional handmade products from twigs and branches) Format: HD format 1920x1080px, Subtitles in ENG	01.12.2021.	2 video interviews

2. Graphic prepress of delivered promotional materials

2.1. Project leaflet adapted for Excover info day

PROJEKTI PARTNERI



PROJEKTI LOKACIJE





ISKUSIMO, OTKRIMO
I VALORIZIRAMO
SKRIVENA BLAGA
GRADOVA I ODREĐIŠTA U
JADRANSKOM PODRUČJU



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www.lsz-lira.hr

PRATI NAS ONLINE



www.italy-croatia.eu/web/excover

fb.com/project.excover

instagram.com/project.excover

Sadržaj ovog letaka uključiva je odgovornost
Zajne ustanove Regionalne razvojne agencije Ličko-senjske županije - Lira




ISKUSIMO, OTKRIMO I
VALORIZIRAMO SKRIVENA
BLAGA GRADOVA I ODREĐIŠTA U
JADRANSKOM PODRUČJU



CILJ PROJEKTA

Smanjiti jaz između resursa i turista, pridonijeti boljoj teritorijalnoj i sezonskoj raspodjeli protoka turista u Hrvatskoj i Italiji.

EXCOVER će promicati kulturnu i prirodnu baštinu u manje poznatih ili gotovo nepoznatih područja hrvatskih i talijanskih regija, kako bi se postigao održiv i uravnotežen teritorijalni razvoj na temelju bolje teritorijalne i sezonske distribucije turističkih protoka.

INFORMACIJE O PROJEKTU

- TRAJANJE PROJEKTA**
1.1.2019. - 30.6.2021.
- IZNOS EU POTPORE**
2.103.644,64 €
- UKUPNA VRIJEDNOST PROJEKTA**
2.474.876,05 €

PROJEKTI AKTIVNOSTI

- MAPIRANJE POTENCIJALA**
SWOT analiza i reputacijska analiza
- JAČANJE KAPACITETA**
Seminari s dionicima u zajednici
- SUDIIONIČKI PROCES**
Uključivanje lokalnog stanovništva u prepoznavanje kulturne baštine
- STRATEŠKI PRISTUP**
Izrada strategije pozicioniranja
- INOVATIVNA RJEŠENJA**
Dizajn turističkih proizvoda i adekvatnih smjštajnih rješenja
- POVEZIVANJE RESURSA**
Uspostava opskrbnog lanca u turizmu
- PROAKTIVNO UPRAVLJANJE**
Uspostava tvrtke za upravljanje destinacijom
- POVEĆANJE VIDLJIVOSTI**
Web promocija, prisutnost na društvenim medijima, odnosi s javnošću

KAKO MOŽETE PRIDONIJETI?

Pridružite nam se i stvorite nove turističke prilike u svom kraju. Ako ste:

- mještani/obitelji potencijalni ponuđači turističkih usluga;
- gospodarski subjekt;
- donositelji odluka, službenik lokalne / regionalne vlasti;
- organizacija (udruga, mini klaster itd.) s potencijalom za upravljanje destinacijom;
- turistički bloger ili influencer;

Kontaktirajte projektnog partnera iz svog područja i pomozite nam promovirati skrivene gradove, mjesta i iskustva u jadranskoj regiji. Učinimo to zajedno!



PRIDRUŽITE SE EKONOMIJI DJELENJA

Stvaranje potražnje uspostavljanjem opskrbnog lanca koji se temelji na ekonomiji djeljenja.

Imate li što ponuditi na turističkom tržištu (vještine, roba, sobe, automobili...)? Naučite kako koristiti platforme ekonomije djeljenja i iskoristite najbolje za razvoj vašeg odredišta.





2.2. T-shirt with EU elements of visibility



3. Documents and texts

3.1. Press release

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

Projekt Excover – Info dan u sklopu sajma Jesen u Lici

Predstavnici Sveučilišta u Zadru potaknuli lokalno stanovništvo da detektira skrivene lokalitete i doprinese stvaranju turističkih paketa

Park-šuma Jasikovac, rijeka Gacka, jezero Kruščić i selo Čanak obgrljeno brdima, uz narodne nošnje, ličke kape i šlape, te razne rukotvorine od drveta, samo su neki od skrivenih dragulja Ličko-senjske županije. Otkriveno je to na Info danu Sveučilišta u Zadru, koje je u sklopu sajma Jesen u Lici predstavilo prekogranični projekt Excover u središtu Gospića. Uz promotivne materijale, video zapise i osnovne informacije o projektu, pred gotovo 4.000 posjetitelja sajma prezentirane su aktivnosti projekta i potencijalni rezultati nove turističke ponude, koja će proizići iz suradnje projektnih partnera i podrške znanstvenih partnera poput Sveučilišta u Zadru. U promociji projekta na info danu u Gospiću je sudjelovao profesor Ivica Zdrilić s Odjela za ekonomiju Sveučilišta u Zadru, koji je sa suradnicima proveo SWOT i reputacijsku analizu.





Priče i zanimljivosti iz Like

- Malo je poznato da je u Lici krajem 19. stoljeća rođen i nekoć najjači čovjek na svijetu, hrvač Marijan Matijević, dok je početkom 20. stoljeća u Gospiću osnovan i prvi teniski klub u Hrvatskoj, upravo na prostoru park-šume Jasikovac, gdje je izgrađeno i prvo tenisko igralište – otkrio je Darko Tomrlin, jedan od posjetitelja štanda i vrsni poznavatelj povijesti i turizma Ličko-senjske županije. Takve zanimljivosti, priče i mitovi, uz neistražene lokalitete, narodne običaje i prirodne ljepote, kojima Lika obiluje, postat će osnova novih turističkih paketa koji će uz pomoć ekonomije dijeljenja biti kreirani u sklopu projekta Excover, a sve kako bi se postigla uravnotežena teritorijalna i sezonska raspodjela turista u odnosu na jadransku obalu.

Turisti i lokalno stanovništvo

Štand Sveučilišta u Zadru na sajmu Jesen u Lici posjetili su potencijalni turisti iz Europe – Slovenije, Austrije, Njemačke, pa čak i Italije, s kojom se i provodi ovaj prekogranični projekt, dok su stanovnici turističkih destinacija iz Dalmacije i Istre podržali ideju cjelogodišnjeg turizma i ravnomjernije raspodjele turista u vrijeme ljetne sezone. S druge strane, ovakvim osobnim pristupom se došlo i pretežito do lokalnog stanovništva i domaćih turističkih djelatnika, koji su pohvalili dalekosežni utjecaj projekta Excover, dok su stariji posjetitelji odmah istaknuli spomenute lokalitete koji mogu privući turiste u Ličko-senjsku županiju.

European Regional Development Fund Sveučilište u Zadru

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 www.italy-croatia.eu/excover

3.2. Content for project mini website



FROM SHARED RESOURCES
TO JOINT SOLUTIONS

UNIZD Info day at Autumn in Lika

The biggest fair in Gospić was the perfect place for University of Zadar to present project Excover in front of nearly 4.000 visitors from all over the Croatia and rest of the region. This individual approach had great effect on all visitors of the stand, while most interested in hidden gems of Lika-Senj county was Dalmatians, Istrians, Slovenians, Austrians, Germans and even Italians, who were pleased to hear that there are so many localities waiting to be discovered by tourists. tourism workers from Gospić praised Excover project and its far-reaching impact, older locals who visited the stand had great idea what are the hidden treasures of Lika-Senj. Forest-park Jasikovac, beautiful river Gacka, Kruščić lake and small village of Čanak are just some of localities and areas that could attract tourists, while interesting stories, myths, folk tradition and customs could make them stay in this area.

Forest-park Jasikovac, river Gacka, Kruščić lake and the village of Čanak surrounded by hills, with folk customs, Lika hats and slippers, and various wooden handicrafts, are just some of the hidden gems of Lika-Senj County. This was revealed at the Info day by University of Zadar, which presented the cross-border project Excover in the centre of Gospić as part of the fair Autumn in Lika (Jesen u Lici). In addition to promotional materials, videos and basic information about the project, further project activities and potential results of the new tourist offer were presented to almost 4,000 visitors. Professor Ivica Zdrilić from the Department of Economics within University of Zadar, who conducted a SWOT and reputation analysis with his associates, participated in the promotion of the project at the info day in Gospić.

Stories and hidden attractions of Lika

- Little is known that the once strongest man in the world, wrestler Marijan Matijević, was born in Lika at the end of the 19th century, while at the beginning of the 20th century the first tennis club in Croatia was founded in Gospić, in the Jasikovac forest park, where the first tennis court was built – explained Darko Tomrlin, one of the visitors of the stand and an enthusiast of the history and tourism of Lika-Senj County. Such curiosities, stories and myths, along with unexplored localities, folk customs and natural beauties, which Lika abounds, will become the basis of new tourist packages that will be created with the help of sharing economy within the Excover project. The goal is to achieve a balanced territorial and seasonal distribution of tourists in relation to the Adriatic coast.

European Regional Development Fund

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FROM SHARED RESOURCES
TO JOINT SOLUTIONS

Potential tourists and interested locals

The stand of the University of Zadar at the Autumn Fair in Lika was visited by potential tourists from Slovenia, Austria, Germany and even Italy, while residents of tourist destinations from Dalmatia and Istria supported the idea of year-round tourism and a more even distribution of tourists during the summer season. On the other hand, this personal approach reached mainly local population and local tourism workers, who praised far-reaching impact of the Excover project, while older visitors immediately pointed out the sites that can attract tourists to Lika-Senj County, noting that clean air and water, tasty food and kind people could make them stay in this beautiful area for few more days.

European Regional Development Fund

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UNIZO INFO DAY AT AUTUMN IN LIKA

Published on 05/10/2021 (last modified: 25/10/2021)

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4. Social media activities

4.1. Facebook



Excover
5 October · 🌐

[#Excover] Info day by University of Zadar in Gospić 📍

Autumn in Lika (Jesen u Lici) was the perfect place for University of Zadar to present project Excover in front of visitors from all over the Croatia and the rest of the region. This individual approach had great effect on all visitors of the stand, while most interested in hidden gems of Lika-Senj county was Dalmatians and even Italians, who were pleased to hear that there are so many localities waiting to be discovered...
See more

233 People reached

63 Engagements

[Boost post](#)

Performance for your post

233 People Reached

24 Reactions, comments & shares

20 Like
On post **20** On post **0** On shares

1 Love
On post **1** On post **0** On shares

2 Comments
On Post **2** On Post **0** On Shares

1 Shares
On Post **1** On Post **0** On Shares

39 Post Clicks

12 Photo views **0** Link clicks **27** Other Clicks

NEGATIVE FEEDBACK

0 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

4.2. Twitter



Oct 2021 • 20 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 79 impressions

#Excover Autumn in Lika (Jesen u Lici) was the perfect place for University of Zadar to present project Excover in front of visitors from all over the Croatia and the rest of the region. pic.twitter.com/m7mDoviErh



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Tweets with photos get noticed



It's true. Tweets with images **drive more engagement** and generate more responses.

[Learn how to share a photo](#)

4.3. LinkedIn

Posted by Marko Mandić • 10/5/2021 • Boost unavailable ⓘ •••


Project Excover
 12 followers
 2w • 🌐

[\[#Excover\]](#) Info day by University of Zadar in Gospić 📄➡

Autumn in Lika (Jesen u Lici) was the perfect place for University o ...see more



🌐 3

👍 Like

💬 Comment

Be the first to comment on this

Organic impressions: 63 Impressions

Show stats ▾

5. Photos

All photos from Excover info day can be found in digital format on the link:

<https://photos.app.goo.gl/ybJL8shyUXNa9yUg8>.

Several selected photos are below.



