



# Cult-CreaTE

Interreg Europe



European Union  
European Regional  
Development Fund

# COMMUNICATION



ECTN  
EUROPEAN  
CULTURAL  
TOURISM  
NETWORK

The logo for ECTN (European Cultural Tourism Network) features a cluster of stars in various shades of blue and purple above the text.

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# Communication Strategy

External communication will focus on informing activities & dissemination of results to wider audience at:

- local/regional/national level (launch event/conference, local dissemination events)
- programme level (IE events, Policy Learning Platform)
- EU level (European Week of Regions & Cities, ECD, European Tourism Day & Tourism Forum, Culture Forum, European Year of Cultural Heritage 2018 & its legacy)
- final event.

Dissemination of the results will be supported by information/communication materials in digital format (leaflets, posters, newsletters, press releases, video clips, interviews). For reaching the online community, the Strategy will be based on several channels (website, social media).

ECTN will coordinate/assist production of materials, organise EU/international events & final event on the achievements/results, present the project in other relevant external events, highlight results to EU institutions (EC, CoR, EP, EESC), disseminate outputs to a wider audience of destination authorities, relevant institutes, pan-European/international networks & associations.

Project Partners 1-8 will implement the Strategy at local/regional/national level.

ECTN will undertake communication & dissemination activities at EU level.

# Communication objective 1

**To raise the awareness about the project objectives, activities, results, achievements & impacts within each of the partner regions, incl. local/regional policy makers**

- 2 local/regional dissemination events (in semesters 2 & 5)
- Participation in the IE policy learning platform
- Information & dissemination & communication materials
  - 5 Newsletters
  - 5 Press releases
  - links of the project web in the partner & stakeholders websites
  - social media
  - Leaflets
  - Posters
  - photo & video recordings of actions in the partner regions
  - video clips on action plans

# Communication objective 2

**To intensify collaboration at local/regional, European and international level between destinations, policy makers, CCIs with creative tourism sector involving relevant stakeholders**

- Event during EWRC
- High level final event with politicians and decision makers
- Participation in the IE Policy learning platform + other events
- Participation at other EU events (EWRC, ECD, ETF, ETD, EHD, etc)
- Linked project activities with EYCH 2018 and its legacy
- Information, dissemination & communication materials (in English and translated in local languages of partners)

# Communication objective 3

## To ensure and facilitate internal communication between project partners

- Participation at SGMs
- Day-to-day communication regarding project management and Coordination
- Internal reporting activities with time frame to LP/MC Team
- Using defined joint communication tools (email, skype, drive for documentations and information exchange, etc.)

# Expected Outputs

- Poster
- Website
- Social media
- 2 Dissemination events per Partner`s region (16 in Total)
- Event at the EWRC 2020 (ECTN)
- Press Releases (project+ local/regional I evel)
- Newsletters (5 No)
- Leaflets (translated by each partner)
- Video recordings of events
- Video clips by each partner on Action Plans
- Final high-level event (ECTN)



# COMMUNICATION STRATEGY

Guidelines for external & internal communication

# Programme requirements

## Progress reporting

**2 Required communication indicators**

**Intra-project communication monitoring**

**Storytelling (for Progress Reports):**

***what are you particularly proud of in the reporting period?***



# Indicator 1

Number of appearances in media  
*(for example the press)*

Earned news' not 'own news'

- Media, not social media

Number: in progress report

Evidence: on website

**Do not count your own publications in your own websites (only material published by others counts)!**

Target in AF: 28

*All Partners disseminate, monitor, keep records (newspaper cuts, links, screenshots in pdf, publications, etc.)*

# Indicator 2

Average number of sessions at the project pages per reporting period

Measured by Google Analytics  
Monthly report cumulated, six-monthly figure reported

Target in AF: 1000

PP-team/LP

# Internal Activity Report by Partners

**Partners complete the form after  
each semester end (within 1 month)**

**Submit to LP / MC Team**

*incl. to communication manager PP9  
ECTN*

# PROJECT POSTER

**Insert photo/illustration (can be changed)**

**The rest of design of the poster must stay as it is  
(*colors, shapes, filters, typeface, graphics...*)**

**It is not allowed to create extra colors!**

**For electronic version: PNG  
For printing: high quality PDF**

**Additional information or make any other changes - at the own responsibility**

**TV screens, roll-up banners cannot replace the poster**

**Each project partner is obliged to display the poster (by 30 November 2018)  
*EU regulation No 1303/2013.***

**The poster needs to stay visible for the whole duration of the project**

# POWERPOINT TEMPLATE

- provided by the Programme
- adapted for the project within the limits of the overall identity guidelines (on use of colours, typeface etc.)
- available for downloading at the project drive

**All project partners is required to use this template for all project meetings and events**

**Partners` s Stakeholders can use their own templates for presentations, but Cult-CreaTE + Partner logos must be included/added**

# NO GIFTS & GIVEAWAY!

bags, pens, notebooks, USB sticks ...



**Costs will NOT be accepted as eligible**

# Next Steps

1. Each partner to nominate a Communication contact person
2. Press release 1 about project launch – translated / adapted and to be published by end November 2018 by each partner
3. Newsletter No 1: partners to send brief articles to LP (1 page max, plus 1 photo / illustration)
4. Leaflet : to finalise and translate by each partner
5. Website News
6. Website Library (PPTs in pdf format to upload)
7. Local/Regional Dissemination event No 1 for press and media during semester 2, ie by May 2019 (No 2 during semester 5)



Thank you!

[www.interregeurope.eu/cult-create](http://www.interregeurope.eu/cult-create)

