



IMPACTOUR

IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas



D7.2 – Dissemination and Exploitation Plan (DEP) Final

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Abstract

This deliverable presents the IMPACTOUR Dissemination and Exploitation Plan (DEP), which guides the dissemination of project aims, activities and results during the project's implementation. It also describes exploitation plans, considering the consortium as a whole, the stakeholders' involvement, field tests, cost-benefit, validation, relation to other research activities, publication identification, methodology, standardization and possible joint ventures and licensing agreement. The report also explains the "DEP Action Table" which the partners will use to identify all dissemination and exploitation activities arising from the project outputs.

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Further Information

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History

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Project Partners



For full details of partners go to www.impactour.eu/partners

Executive Summary

The DEP aims at outlining the project's dissemination and exploitation strategy, explaining how this strategy will be implemented to reach different stakeholder groups using a mix of tools and channels. This strategy will be designed and implemented to increase awareness, stimulate acceptance and foster uptake of project results among the IMPACTOUR community and beyond. The strategy will establish a basis for embedding and supporting, with an integrated and circular approach, the exploitation activities taking place during the project to foster the transfer and replication of results.

This Dissemination and Exploitation Plan (DEP) summarises in an easy and practical format the different

- principles
- activities
- tools
- deliverables and
- indicators

for dissemination of the IMPACTOUR project. It also provides documents and templates for reporting the dissemination activities. Dissemination activities of IMPACTOUR, targeted at supporting the creation of a sustainable cultural tourism-led economic development of European regions and urban areas, are aimed at ensuring that the research findings will reach practitioners and policy-makers throughout Europe and at different institutional levels.

The overall objective of the strategy is to strengthen the impact of the project and to maximise its translation to other contexts and into the broader European and international context. Following the project's Outreach Strategy (D7.1), the DEP has been devised to define: to whom, what, how and when results will be disseminated.

- 1. WHO.** A target audience analysis has been carried out to design and guide the creation of tailored dissemination and communication activities to specific target audiences, including the scientific/academic community, public sector officials, decisionmakers in key policy areas related to cultural tourism, urban and regional planning, NGOs and other third sector institutions, businesses, professionals and the general public. The dissemination plan will set and monitor quantitative targets and will be built to engage the identified target audiences at different levels (local, regional, national and European/International) and they will include the main target audience. (See section 1.4, Key audiences and stakeholders).
- 2. WHAT and HOW:** The identification of suitable formats (WHAT) and dissemination tools (HOW) will be carefully addressed by the IMPACTOUR partners, considering the project deliverables, the IMPACTOUR tool and all related outputs. Partners will cooperate in the development of the proper messages to be shared, the channels to be exploited, the geographical coverage of knowledge transfer and proper timing and level of intensity of all the dissemination activities, using the DEP Action Table (described below), so as to establish an efficient dissemination process. Content, target audience and intensity of dissemination activities are closely related to the specific project phases, starting with communication activities (about the project and results to multiple audiences) and