HORIZON 2020

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

IMPACTOUR

D7.4 - 1st Report on Communications and Visibility Actions
Final

Deliverable Lead and Editor: ENAT

Contributing Partners: All Partners

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Abstract

This document presents the first report on the IMPACTOUR communications activities during Months 1 to 6 of the project. It records the visibility of the project in various publicity and dissemination channels and formats. The Report will be updated at 6-monthly intervals throughout the project implementation period.

Grant Agreement

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Further Information

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History

Document History	
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Project Partners

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

Executive Summary

This document, **D7.4**, is the first report on the Communication and Visibility of the IMPACTOUR project, as of 30th June 2020 (Month 6).

It describes the project's various digital and print publications and records the visibility in the dissemination channels that were foreseen in the project workplan, providing an overview of the outreach to stakeholders and the general public.

Publications and formats produced to date:

- IMPACTOUR Logo – digital
- Project Website – digital
- Online Community (Open Social community website for team members, pilot sites and invited experts) – digital
- Project Roll-up banner – digital for offset printing
- 1st Project Newsletter – digital PDF
- Project Postcard – digital (1st example of a series of 15)
- 1st Project Webinar – presentation on YouTube
- Social Media channels – Twitter and Facebook accounts.

The first analytical reports of posts to social media and other activities are presented with screenshots and summary statistics.

It is foreseen to update this report at 6-monthly intervals throughout the project implementation period. As the project activities increase and communications evolve further, the next editions of this report will contain more extensive summaries of outreach statistics, reporting on the visibility and impact of the combined project communications.

Taking into account the COVID-19 pandemic, which has disrupted – or at least delayed – the project's plans for events and face-to-face meetings, the project Outreach Strategy (D7.1) foresees the adaptation of external communications, in order to ensure the best possible interaction with stakeholders under the present constraints on travel and social gatherings.

The Project Coordinator, together with the Dissemination and Exploitation Manager and project Steering Committee will actively monitor the ongoing communications and visibility of the project over the coming months, using the analytical tools described in this report and will introduce appropriate mitigation actions where necessary in order to meet communications targets.

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1 IMPACTOUR Project Communication and Dissemination

The Project Communications are directed according to the IMPACTOUR Outreach Strategy, as described in deliverable D7.1.

The large majority of communication actions in the first 6 months of the project concerned setting up the channels of communication and developing specific digital and print publications to establish the foundation for outreach to actors and stakeholders in the Research, Cultural Tourism and Urban/Rural Planning fields.

The following Table 1.1, sets out the main channels established and planned in M1 to M6.

Table 1.1 – IMPACTOUR Communication and Dissemination Channels

Channel	Description	Location
Website	IMPACTOUR Website	https://www.impactour.eu
Community	Project Online Community space for project team, pilot sites and invited stakeholders, experts and advisors.	https://www.impactour.eu/group/1/stream
FaceBook	Social Media communications	https://www.facebook.com/impactour.impactour.9
Twitter	Social Media communications	https://www.twitter.com/h2020_impactour
YouTube / Vimeo	Project platform for dissemination of video content	(Not yet launched) To be decided
CORDIS	EC H2020 IMPACTOUR Project Fact Sheet	https://cordis.europa.eu/project/id/870747
Partners' websites and social media channels	Project content distribution via partners' channels (multipliers)	Websites and social media channels listed on the project's List of Stakeholders (shared Google Spreadsheet) https://tinyurl.com/y34ypt4e

1.1 Document Structure

This document has the following sections:

- Section 1: IMPACTOUR Project Communication and Dissemination
- Section 2: IMPACTOUR Logo and Style Guide
- Section 3: IMPACTOUR Website
- Section 4: IMPACTOUR Events & Webinars
- Section 5: Print Publications
- Section 6: Social Media

- Section 7: Academic Publications
- Section 8: Outreach KPIs and Outreach
- Section 9: Outreach Targets and Stakeholders
- Section 10: Engagement with Data Pilots and Validation Pilot Sites
- Section 11: Dissemination Key Performance Indicators (KPIs)
- Section 12: Conclusions

1.2 Target Audiences of this Report

This Outreach Strategy document aims primarily at the IMPACTOUR project participants, who are "co-creators" of the project dissemination strategy.

1.3 Document Status

This document is listed in the Description of Action as "confidential" since it provides information for project internal usage only.

1.4 Document Dependencies

This document is the first version. It will be updated during the project lifetime and a final version will be submitted in Month 38.

2 IMPACTOUR Logo and Style Guide

The IMPACTOUR Logo and Style Guide can be downloaded from the following website:

https://cloud.eworx.gr/index.php/s/5W2J35ZxmGQjzFG

Figure 2.1 – IMPACTOUR logo

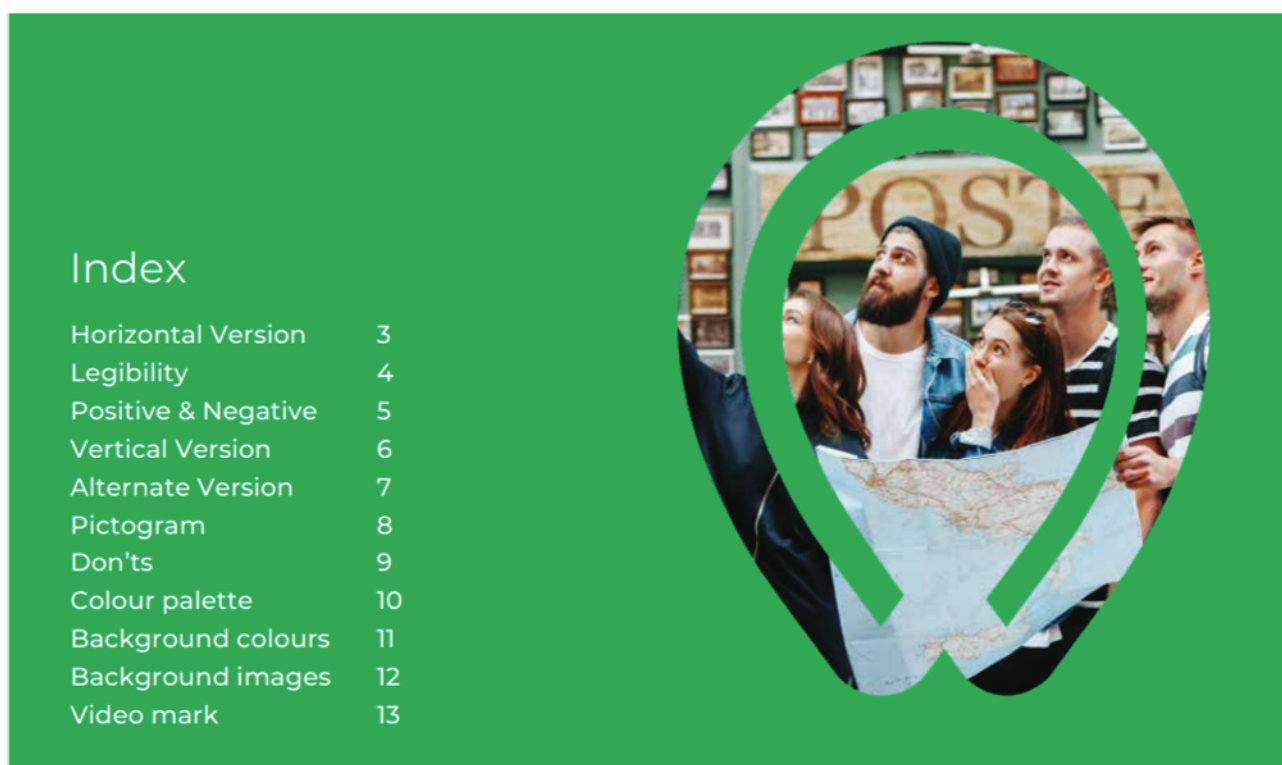Figure 2.2 – Style Guide (Index page)

3 IMPACTOUR Website

IMPACTOUR's online presence was established in March 2020, (Month 3 of the project) with the launch of the project website at www.impactour.eu
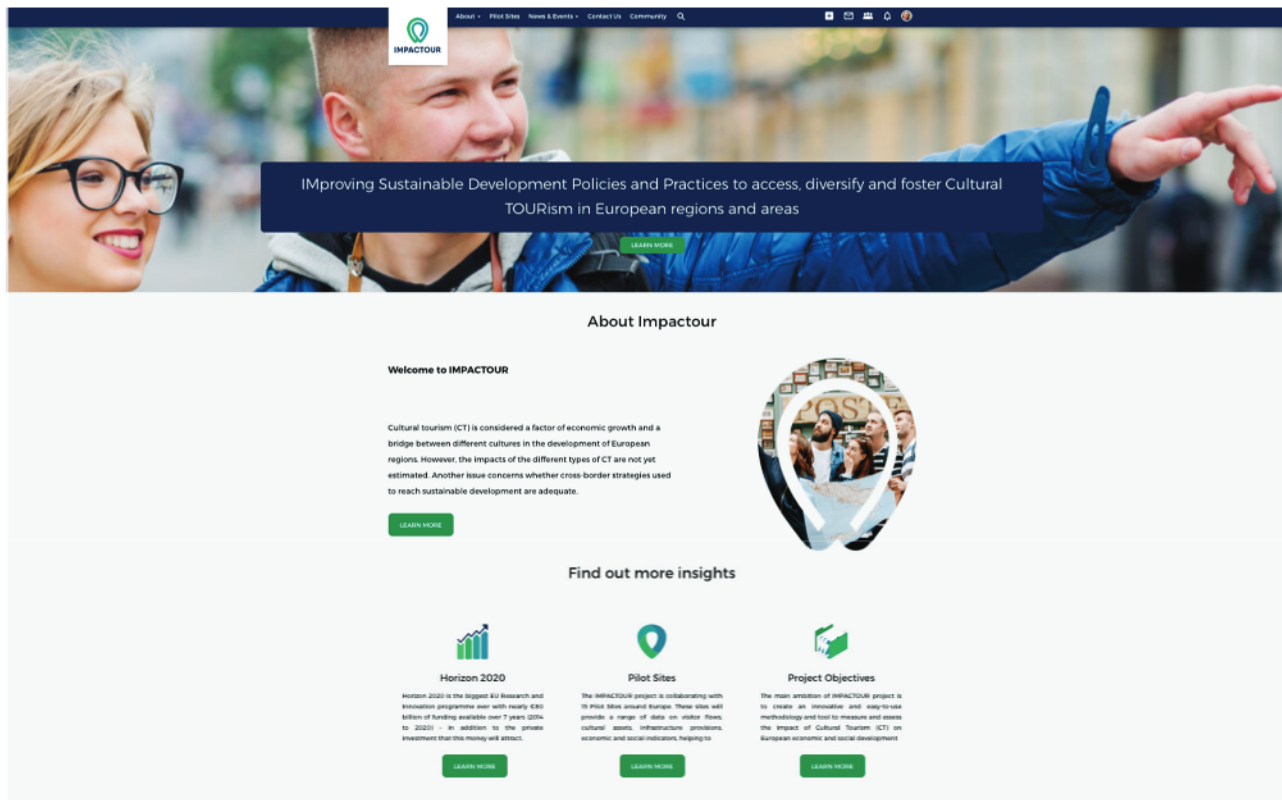

Figure 3.1 – IMPACTOUR Website Home Page (top section only)

The IMPACTOUR Site Map is shown on the following page in Figure 3.1. Not all sections are published at present (e.g. Deliverables) and further sub-sections will be added as project outputs are produced. The site map is presented in Figure 3.2.
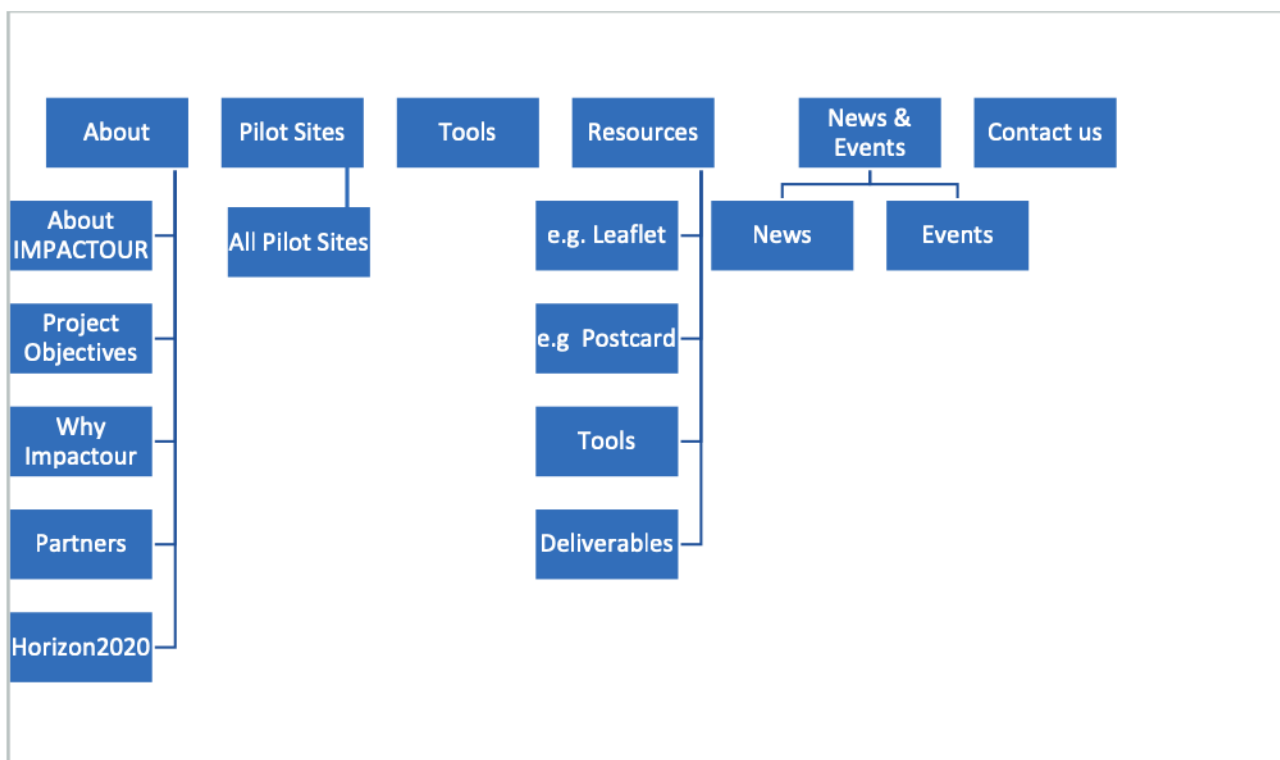
Figure 3.2 – IMPACTOUR Site Map

Footer Menu Links are as follows:

- Sitemap;
- Privacy;
- Contact us;
- Facebook;
- Twitter.

3.1 Web analytics

Google Analytics has been added to the IMPACTOUR website in July 2020, after which time data will be collected and presented in the 6-monthly Communications and Visibility Reports.

3.2 IMPACTOUR Online Community

The IMPACTOUR Community was launched in March 2020 and is online at:

https://www.impactour.eu/group/1/stream

This is a private online community, with membership by invitation only. It is managed by ENAT and was developed by EWORX, using the open source software platform, 'Open Social'.

Figure 3.3 – IMPACTOUR Community Home Page

On 30.6.2020 there were **80** registered members. These include:

- IMPACTOUR project team members (about 60 members, connected to the partners);
- Pilot Sites' representatives (about 20 members).

The number of members will gradually increase throughout the life of the project as additional, personal invitations are sent to:

- IMPACTOUR Advisory Board members;
- External experts;
- European Commission staff;
- EU Policymakers;
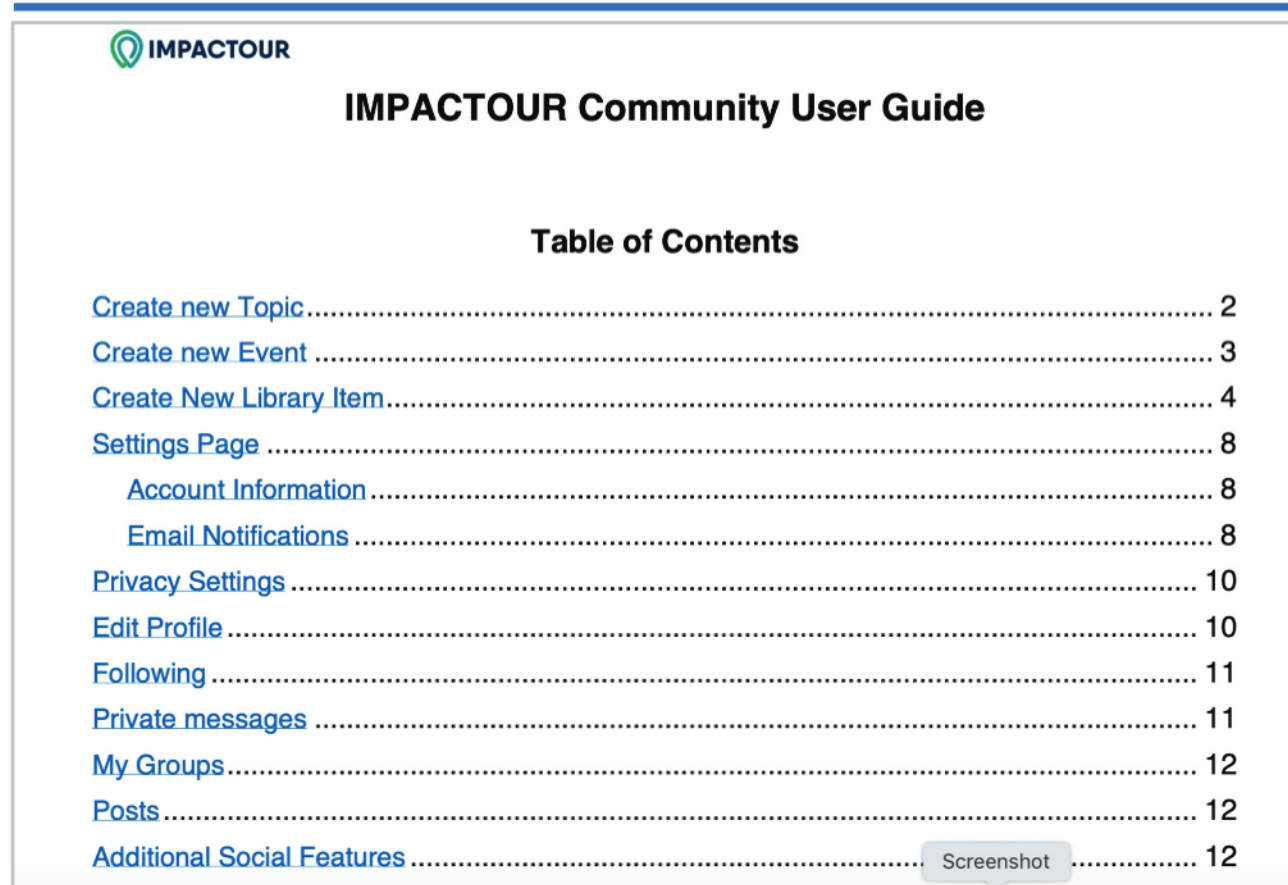- New Data Pilots' representatives.

Each partner has nominated a Dissemination Contact Person (DCP) who will act as moderator and facilitator of discussions on the Community platform, ensuring a high degree of interactivity among the team members and invited stakeholders. The DCPs are listed in D7.1 Outreach Strategy.

3.3 User Guide

A User Guide for the Community website has been produced by EWORX S.A. The first edition was published on 14 April 2020. The Guide may be consulted and downloaded by the members at:

https://www.impactour.eu/system/files/2020-03/IMPACTOUR%20Community%20User%20Guide%20v1.0%2020200323_0.pdf

The contents of the Community User Guide are shown in the screenshot, below.

Figure 3.4 – IMPACTOUR Online Community: User Guide

In the period March to June 2020 the IMPACTOUR Community members began to share items with amongst them, publishing over 30 items, including 2 Events, 20 Library items, 7 Topics and 12 Basic Pages.

Lively discussions and exchanges took place in the Community as members became more familiar with the possibilities offered by the Open Space platform with, for example, the Topic, *"Definition of Cultural Tourism"* attracting two initial contributions and 8 analytical comments from team members.

4 IMPACTOUR Events and Webinars

4.1 Kick-off Meeting, UNINOVA-CTS, January 2020

The project Kick-off Meeting (KOM) was organised by the Coordinator, UNINOVA, and took place on 28 and 29 January 2020 at UNINOVA location, Portugal, with the participation of all project partners. The event was publicised in a Press Release on partner websites, in the IMPACTOUR Websites and via Social Media, as noted in the shared **Dissemination Activity and Social Media log files** at:

https://docs.google.com/spreadsheets/d/1dcC5PkMwC9AOmqS40MSH2FVobrKQzFr0bM
ufgw9skhU/edit?usp=sharing

A short video of the KOM was made by partner, CUT and is posted on Facebook at:
https://bit.ly/2ZaFjaq

4.2 1st IMPACTOUR Webinar, 4th June 2020.

Over 40 participants from the IMPACTOUR partners and Pilot Sites took part in the **First internal webinar** held by Zoom on 4th June 2020. (Only one of two screens of the ZOOM meeting is shown in the figure bellow).
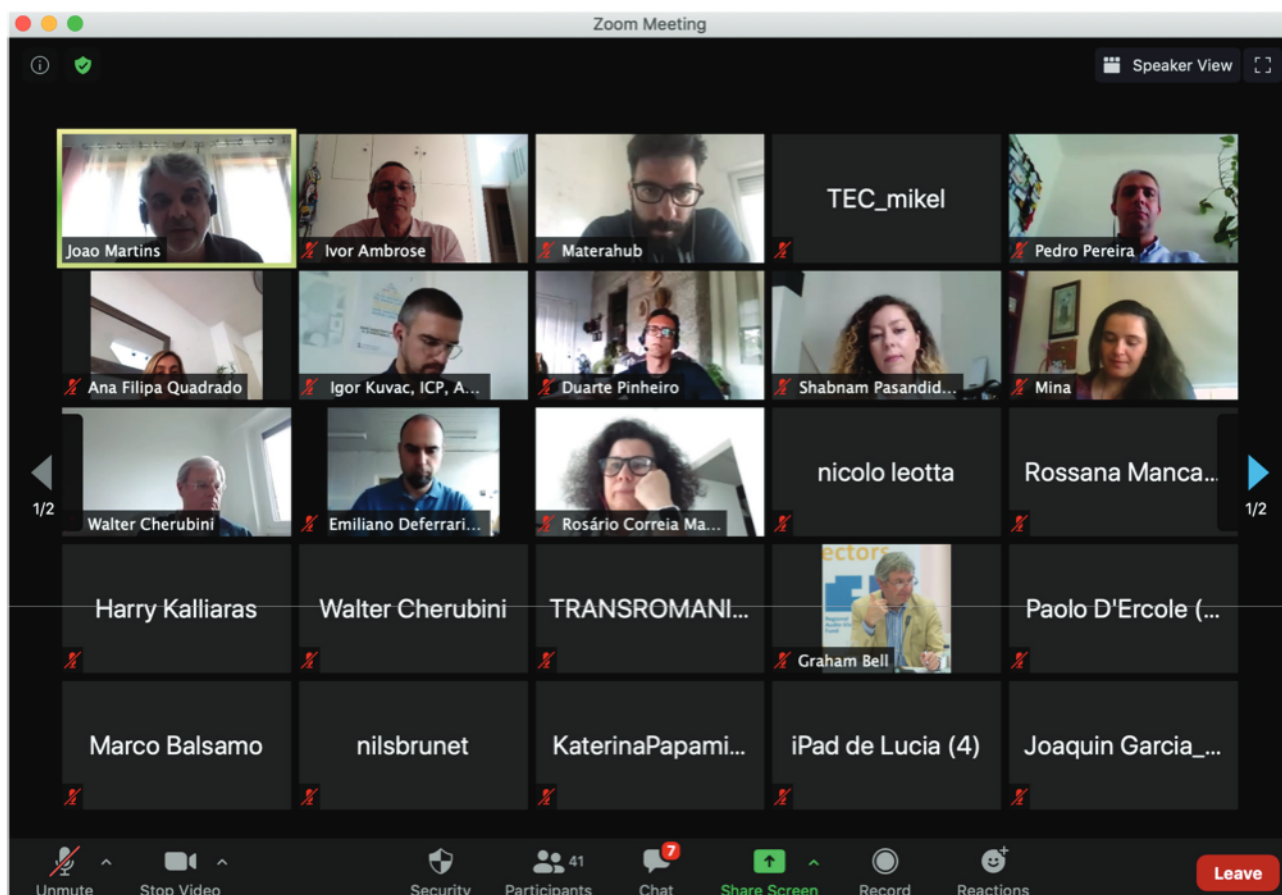

Figure 4.1 – Screenshot of 1st IMPACTOUR Webinar participants

This was the first opportunity for the research teams and data pilots to "meet" each other all together. The Webinar was designed to share information about the project with the pilot sites and "break the ice" to some extent, by engaging the participants in discussion about the project's objectives and approach.

The Webinar included a slideshow which was recorded as a YouTube video, shared with the participants after the meeting.

- 1st IMPACTOUR Webinar YouTube video (34 Minutes).

  https://youtu.be/CfJifS1GU54

This slideshow presents:

1. General Introduction about the H2020 IMPACTOUR project on Managing Cultural Tourism Impacts,
2. Involvement of Data Pilots;
3. How project team members and Data Pilot teams can participate in the IMPACTOUR online Community.

5 Print publications

IMPACTOUR print publications have been produced as digital PDF files and are accessible for downloading from the IMPACTOUR Website.

The Project Leaflet and the first Newsletter are currently available in English and will be published in some of the languages of the project partners.

5.1 IMPACTOUR Leaflet

IMPACTOUR leaflet intends to describe the project at-a-glance and is available at:

https://cloud.eworx.gr/index.php/s/QaLmrMMzCsZa9tq

This PDF file is intended for off-set printing as a 2-sided, A4 document which is folded as a "triptych" flyer. The images below show its two sides in reduced size.

Figure 5.1 – IMPACTOUR Leaflet (sides 1 and 2)

5.2 Roll-up banner

IMPACTOUR Roll-up banner is shown on the next figure and can be found at:

https://cloud.eworx.gr/index.php/s/fspg7QzRGSWTjbs

This PDF file is intended for off-set printing as a roll-up banner, 180 cm x 80 cm in portrait format.

Figure 5.2 – IMPACTOUR Roll-up Banner

5.3 Postcards

The Communications team at EWORX will create 15 digital "greeting" cards to publicise the IMPACTOUR project. The A5 print-ready PDF cards show images from the Pilot Sites involved in data collection. Postcards will be available for download from the IMPACTOUR website and will also be distributed by email. The first example is shown below.

Figure 5.3 – IMPACTOUR Postcard (sides 1 and 2)

5.4 1st Newsletter, June 2020

The first edition of the IMPACTOUR Newsletter is available as a PDF document at the IMPACTOUR website for reading or downloading/printing, at the following URL:

https://www.impactour.eu/system/files/2020-07/Impactour-NEWSLETTER%201_June%202020_EN_0.pdf

The newsletter is also disseminated via email to project newsletter subscribers and via the websites and mailing lists of project partners. This 1st Newsletter is reproduced below, in reduced format.

Figure 5.4 – IMPACTOUR Newsletter

Each of the 6 planned Newsletters will feature profiles of two partner organisations and an invited Guest Article by one of the project Advisory Board Members or another expert. Future Newsletter editions will also include feature articles on the IMPACTOUR Pilot Sites, summaries of key Deliverables and project news, written for a general audience.

6 Social Media

6.1 Facebook

As foreseen, dedicated Facebook and Twitter pages were created. Continuous updates on project news, events and discussions, with contributions from all partners will be continuously posted. Figure 6.1 presents the publication related with the project's kick-off meeting, in Lisbon. The Facebook page can be found at:

https://www.facebook.com/impactour.impactour.9

Figure 6.1 – IMPACTOUR Team Photo at Kick-off Meeting, FaceBook post

During the reporting period, IMPACTOUR has posted 1 FaceBook post. IMPACTOUR's Facebook page has reached 124 page likes, with the most popular country being Italy and most popular age group being 35-44 for both women and men.

Table 6.1 – FaceBook Post views (first post)

Key figures	February 7 – June 30
Total daily views (range)	Between 0 and 11
Most Referrer site	Materahub.com, on average 0-1 person/day
Page likes	124
Country	Italy (53)
Language	Italian (50)
Most popular age group	35-44 years old (58% women, 40% men)
Most popular type of device	Mobile

There are 148 backlinks in total pointing to impactour.eu. Backlinks are hyperlinks that point from one website to another. The following table presents the top-8 referring domains. Referring domains are websites from which the target website or web page has one or more backlinks.

Table 6.2 – Top-8 Referring Domains

URL	Website Title
https://www.accessibletourism.org/?i=enat.en.projects	ENAT
https://www.eworx.gr/?i=eworx.en.our-work	EWORX
https://digitalheritagelab.eu/research/ongoing-projects/	Digital Heritage Lab
https://www.materahub.com/beni-culturali-turismo/	materahub
https://vorumaa.ee/turism/projektid/impactour/	Vorumaa Arenduskeskus
http://www.cts.uninova.pt/Projects.html	Centre of Technology and Systems
https://pro.europeana.eu/page/discovering-europe	europeana pro
https://chemins-compostelle.com/projets-europ-ens	Agence des chemins de Compostelle

6.2 Twitter

IMPACTOUR Twitter account can be found at:

https://twitter.com/H2020_impactour

Since the creation of the account in February, 6 tweets were posted on IMPACTOUR's Twitter account. Currently, (30th June 2020), the IMPACTOUR Twitter account has gained 48 followers and 2,673 impressions in total. Table 6.3 presents the twitter metrics summary. The following figures present the top tweets.

Table 6.3 – Twitter metrics summary

	February	March	April	May	June
Impressions	1,800	307	165	133	268
Tweets	6	0	0	0	0
Engagement rate	4.2%	0	0.7%	0	0.5%
Link clicks	14 - On average, you earned 1 link click per day	0 - On average, you earned 0 link clicks per day	1 - On average, you earned 0 link clicks per day	0 - On average, you earned 0 link clicks per day	0 - On average, you earned 0 link clicks per day
Retweets	5 - On average, you earned 0 Retweets per day	0 - On average, you earned 0 Retweets per day	0 - On average, you earned 0 Retweets per day	0 - On average, you earned 0 Retweets per day	0 - On average, you earned 0 Retweets per day
Likes	29 - On average, you earned 1 likes per day	0 - On average, you earned 0 likes per day	0 - On average, you earned 0 likes per day	0 - On average, you earned 0 likes per day	0 - On average, you earned 0 likes per day

Tweet activity   ✕

IMPACTOUR @H2020_impactour
News from @FundacionSMLRPH partners!
http://www.santamarialareal.org/noticias/el-proyecto-europeo-
impactour-trabajara-para-afianzar-el-turismo-cultural-como-eje-
de-desarrollo?fbclid=IwAR0vZ0WDx4kShv0XNSr6pMFic-
Yw0zXem7QBYExKson74EN8WmaSaq0mngI …

Impressions	1,043
Total engagements	31
Profile clicks	15
Link clicks	8
Likes	5
Retweets	2
Detail expands	1

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started
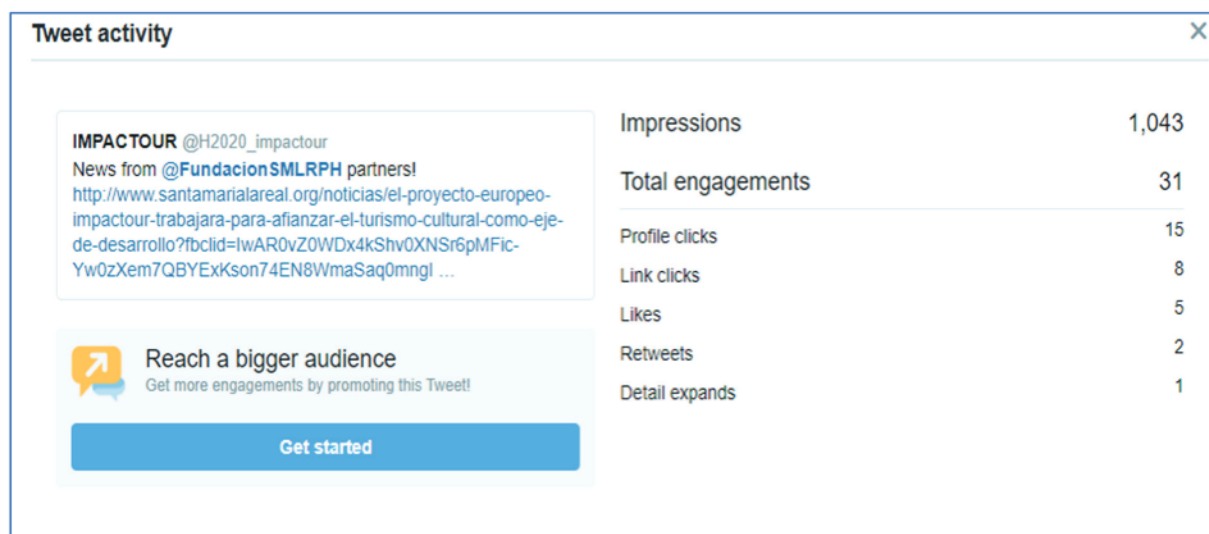
Figure 6.2 – Most successful tweet during the reporting period
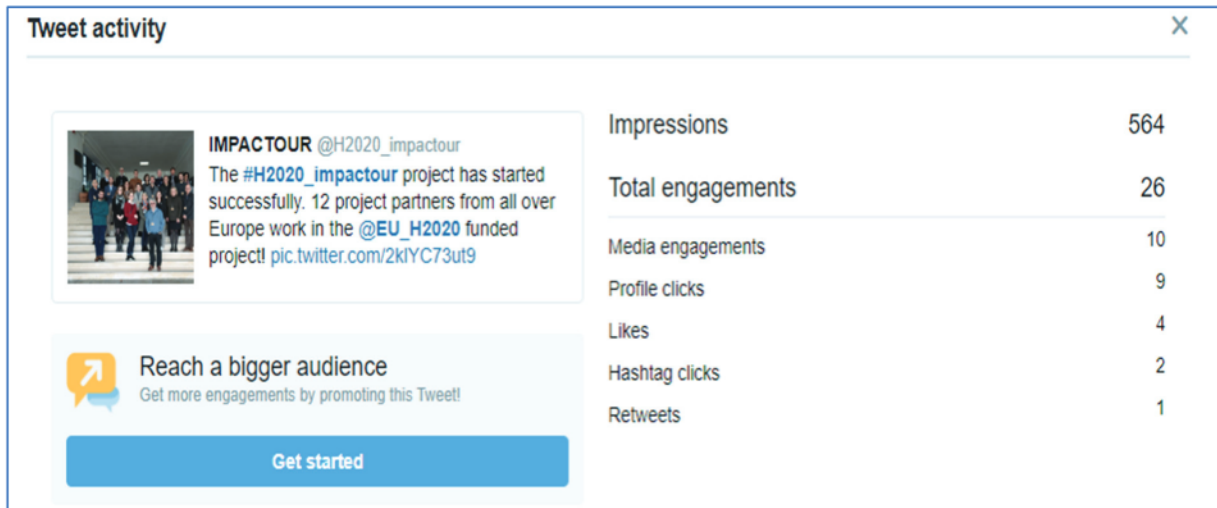
Figure 6.3 – Second most successful tweet during the reporting period
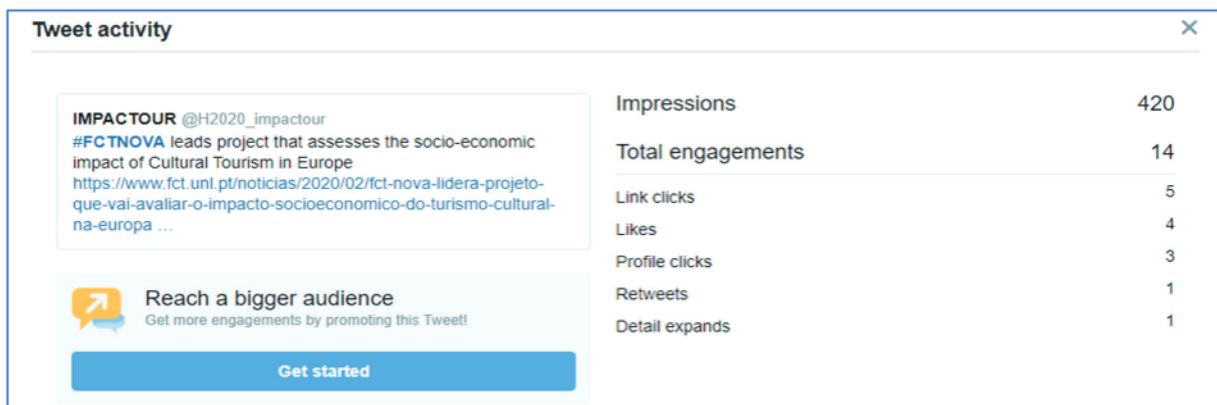
Figure 6.4 – Third most successful tweet during the reporting period
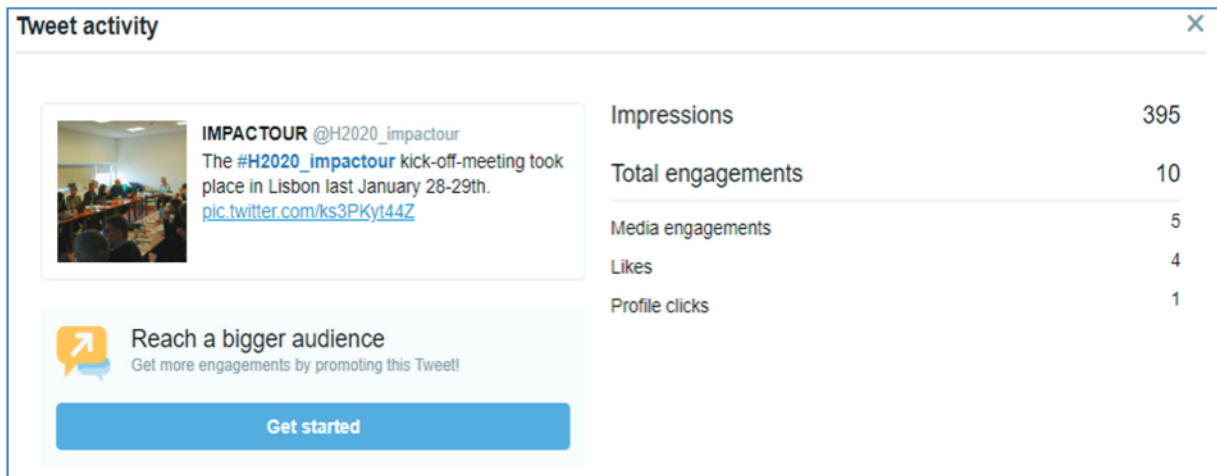
Figure 6.5 – Fourth most successful tweet during the reporting period
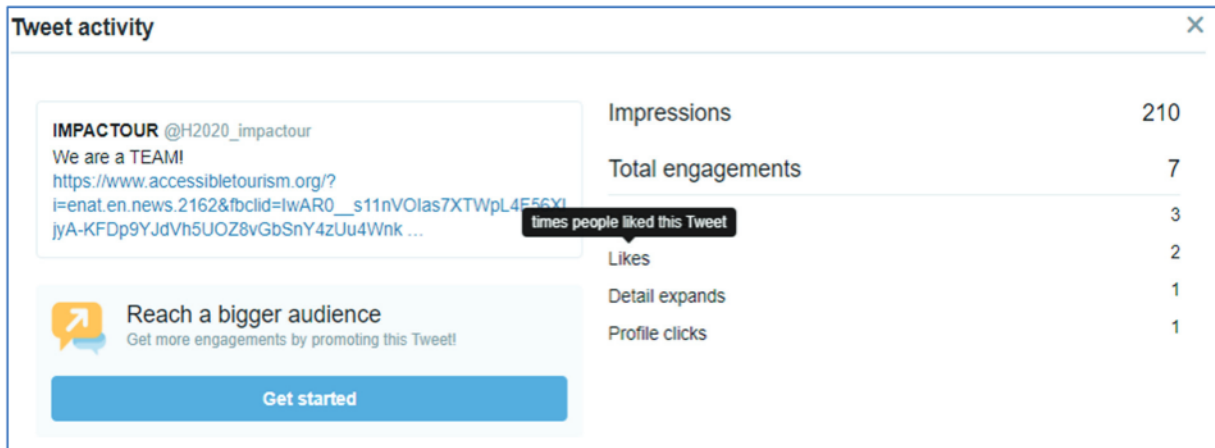
Figure 6.6 – Fifth most successful tweet during the reporting period

7 Academic publications

As expected there is no academic publication in the first Months 1 to 6. However first steps were taken regarding dissemination in academic circles:

> João Martins (Project Coordinator) participated in the special Issue "A European Perspective on Cultural Heritage as a Driver for Sustainable Development and Regional Resilience" of the journal "Sustainability" (https://www.mdpi.com/journal/sustainability/special_issues/Regional_Resilience). Work is going on preparing articles to be submitted based on the IMPACTOUR results.

- For the conference Mobile Tartu 2020, an abstract was proposed: "Improving Cultural Tourism Impact Assessment Based on New Sources of Social and Economic Data" by Tarmo Kalvet, Marek Tiits, Maarja Olesk, Joaquín García Álvarez, Héctor Aliaga. This publication was accepted in February 2020.

8 IMPACTOUR KPIs and Outreach

The following table sets out the project communication activities, as stated in the proposal and in the Outreach Strategy (D7.1).

Table 8.1 – Communication activities

Activity	Channel	Description	KPIs	Timing
Corporate identity	On/ offline	Logo and funding logo usage. Colours and layouts and guidance for communication	IMPACTOUR Design Guide	M2 **DONE**
Website	Online	WCAG AA (Web Content Accessibility Guidelines) and GDPR compliant Website with sections: Home, About, Resources, Data, Results, Community and Contact. (IMPACTOUR and EU HORIZON 2020 branded site, with EU funding acknowledgement).	At least 8000 unique page views by end of project. At least 150 items published in total (all sections)	M2 – M42 **Ongoing**
Comm Material	Print	Project Flyer, Postcard, Pop-up poster	Printed material delivered **(Ongoing)**. Digital material **Published.**	M4 – M6
Video	Online	3-minute video about IMPACTOUR with sub- titles for general audience.	Video distribution via YouTube and social media	M24
Press releases	Online	At least every 6 months. Announcing progress of the project activities and presenting actions at Pilot Data sites, with focus on local actors in collaboration with IMPACTOUR partners.	Publication of Press releases: - on project website - on at least 4 external websites. **1 PR done**	M6 to M42
Social Media	Online	Dedicated Facebook and Twitter pages. Continuous updates on project news, events and discussions, with contributions from all partners. Led by ENAT with co-administrators: UNINOVA, CULTUR.	At least 1000 followers/likes by end of project. At least 150 posts by Project Partners by end of project	M1 to M42 **Ongoing**
Newsletter	Online	Every 6 months. Public document announcing progress of the project activities, rotating presentations of partners and Data Pilot sites; sequential thematic section in each edition based on S & I objectives and policy goals.	Publication: - on project website - read/downloaded by at least 50 site visitors - launch / release through the clustering lists **1st Newsletter published**	M6 to M42
Mass media	Online	Engagement with local media channels at Data Pilot sites and Validation sites. Coordination with on-site events.	- At least one national media event/interview in at least 3 countries.	M6 to M42

		International news outlets targeting: Euronews;	**Pending**	
Mass media	Online	BBCWorld/Click and The Travel Show; DW- SHIFT.	At least one international media event/interview. - Press coverage of final conference in Brussels. **Pending**	M6 to M42

Content, target audience and intensity of dissemination activities are closely related to the specific project phases, starting by communication activities (about the project and results to multiple audiences) and incorporating gradually dissemination activities (about the results that will be produce for the audience that may use of them). A tentative scheduling is provided in Table 8.2 where the **IMPACTOUR Dissemination Activities draft plan** is presented.

Table 8.2 – Dissemination Activities draft plan

Period	Activity	Target	Coverage	Expected impact
M3	Spread of project objectives awareness	Consortium partners	European	Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review and release with a detailed timetable
From M6 on	Clustering with other EU projects	Researchers Stakeholders General public	European National Regional Local	Create a wide stakeholders list to mobilize and contact stakeholders from several related areas and obtain feedback from them
From M6 on	Dissemination material	Researchers Stakeholders General public	European National Regional Local	Tools and contents to present the project and its results (social media, press releases, flyers, presentations, fact sheets). Electronic tools will be preferred to printed materials. The latter will be kept to minimum quantities (500 brochures printed and distributed at events)
M6, M12, M18, M24, M30, M36, M42	Periodical dissemination outputs eNewsletters (6 editions, 1 every 6 months)	General public Researchers Stakeholders	European National Regional Local	eNewsletters provide regular updates on the IMPACTOUR community about its progress. Distribution via email to registered users, the website, the partners' networks to a community of min. 600 people

From M8 on	Data Information Pilots community	Researchers Stakeholders	European National Regional	Consolidate the Data Information Pilots community with 45 entities involved.
After M12, when concrete results available are	Participation in external Events	Researchers Stakeholders	European National Regional	Partners' participation in conferences, seminars and workshops to represent the project and network with key players and practitioners. At least 6 events to be attended
After M12, when concrete results available are	Participation in external Events	Stakeholders General public	European National Regional Local	Partners' participation in public conferences, seminars and workshops to present the project to practitioners and general public. At least 8 events to be attended
After M12, when concrete results are available	Academic publications, conferences	Researchers	Global European	4 articles submitted for peer reviewed articles, targeting open access journals, and conference presentations.
M38	White paper	Researchers Stakeholders	European National Regional	Spread the White paper among all stakeholders to create awareness and establish a solid base on how to face sustainable cultural tourism. Reach 600 recipients.
M30-M42	Webinars	Researchers Stakeholders	European National Regional Local	Disseminate the policy recommendations and best practices among the policy makers and practitioners and reach at least 100 participants.
M40	Academic publications, conferences	Researchers	Global European	6 more articles submitted for peer reviewed articles, targeting open access journals, and conference presentations.
M40	Final Conference	Researchers Stakeholders	European National	Present the IMPACTOUR methodology and tool to 80 practitioners and policy makers of high European level.

9 Outreach Targets and Stakeholders

During the first 6 months of the project the IMPACTOUR partners have prepared an initial **List of Project Stakeholders** and **List of Journals** (for academic publications), which is maintained in the project's online folder and may be consulted at the project google drive (WP7>Stakeholders):

https://tinyurl.com/yaowhuon

Table 9.1 – Generic list of target audiences

Audience groups	Target audience	Targeted content
Research	Researchers, academics, PhD students	R&D publications, academic references
Stakeholders	Policy makers, Public authorities, Practitioners, Cultural heritage and tourism experts and professionals, Related associations, Related NGOs, CCIs, Related international networks, Innovators	Recommendations, Reports, Comparative assessment studies, key success factors definition, IMPACTOUR methodology and tool

IMPACTOUR expects to publish at least 10 academic articles and make academic presentations at 10 conferences over the course of the project. Academic outlets and conferences we aim come from the domains of tourism (journals like Tourism Management, Applied Geography, Computers, Environment and Urban Systems; conferences like International Conference on Location Based Services), ICT governance (Government Information Quarterly; eGov/ePart, HICSS, ICEGOV, EGPA), as well as software engineering (such as Sustainable Cities and Society; International Conference on Digital Heritage, International Conference on Engineering, Technology and Innovation). However, due to COVID-19 pandemic several of the conferences have been cancelled or have more limited attendance than expected. To reach academic community, as a mitigation measure, we are aiming to publish longer academic articles in highly ranked and cited journals (e.g. those indexed by Web of Science and/or SCOPUS, to compensate for the smaller number of publications and conference participations.

10 Engagement with Data Pilots and Validation Pilot Sites

The IMPACTOUR project is initially collaborating with 14 Pilot Sites around Europe. These sites will provide a range of data on visitor flows, cultural assets, infrastructure provisions, economic and social indicators, helping to define, build and eventually test the new IMPACTOUR tools for destination management.

Data Information Pilots

1. Fajã dos Cubres, Portugal (linked to AMRAA)
2. Almada, Portugal (External pilot - UNINOVA)
3. Rab, Croatia (External Pilot - UNINOVA)
4. Kyperounta, Cyprus (External Pilot - CUT)
5. Aldeia dos Biscoitos, Portugal (linked to AMRAA)
6. Kaunas, Lithuania (External pilot - IBS)
7. Võru County, Estonia (External pilot - IBS)
8. Vidzeme, Latvia (External pilot - IBS)
9. Trikala, Greece (External pilot - ENAT)
10. Palentian romanesque, Spain (External pilot - Cultur)
11. Camino de Santiago - Castile and León, Spain (External pilot - Cultur)
12. Murgia National Park, Italy (External pilot - Materahub)
13. Chemin de Compostelle en Aveyron, France (linked to ACIR Compostelle)
14. Trebinje, Bósnia-Herzegovina (External pilot - UNINOVA)

Initial contacts have already been established with the pilot sites in the first 6 months of the project. WP3 sets the framework for establishing a positive working relationship with the pilot sites, which is scheduled to begin in M8. The 14 pilot sites and their respective partners are listed on the project website at:

https://www.impactour.eu/pages/pilot-sites

Each pilot destination will have its own profile on the IMACTOUR website from M8. Pilot site representatives have been admitted to the IMPACTOUR online Community.

The first Webinar with representatives of the pilots was held on 4th June 2020 in which the project was presented. The Webinar also included a briefing on the Pilot Sites' expected involvement in the project and they were introduced to the online IMPACTOUR Community website, where all Pilot representatives are enrolled as members.

Throughout the project, the **IMPACTOUR Dissemination and Exploitation Plan (D7.2)** will include actions for engaging the pilot sites in project dissemination to the key audiences and stakeholders through relevant publications, events, online articles and social media posts.

11 Dissemination Key Performance Indicators (KPIs)

The Outreach Strategy includes a number of targets for project communications and dissemination actions throughout the course of the IMPACTOUR project.

Table 11.1 – IMPACTOUR Impact-related KPIs contribution

Description	Minimum Target value	Achieved by Month 6	Related WP
Participants in IMPACTOUR stakeholders' community (engaged with Data Information Pilots)	45	**80**	WP3
Number of non-partners policy makers involved in IMPACTOUR	50	**0**	WP1, WP2, WP6
Number of private/public partnerships analysed	10	**N/A**	WP1, WP2
Number of assessed Cultural Tourism policies and practices analysed (including Data Information Pilots)	40	**15**	WP1, WP2
Number of identified appropriate Cultural Tourism strategies	15	**N/A**	WP1
Number of Key success factors identified	30	**N/A**	WP4
Number of identified KPIs to measure Cultural Tourism impact	15	**N/A**	WP4
Number of R&D documents published	10	**N/A**	WP1-7
Number of countries reached in dissemination	40	**Over 20**	WP7
Number of Cultural Tourism Stakeholders' dissemination views (Web & newsletter)	3000	**Pending**	WP7
Number of Cultural Tourism Stakeholders participating in training activities (Face-to-Face and Webinars)	100	**40**	WP7

The Dissemination Lead Partner ENAT, and Associated Partner EWORX, continue to monitors the above KPIs continuously. This periodic report was produced with the use of a variety of analytical tools, including:

- **Google analytics** – https://analytics.google.com/analytics/web/
  - o for the IMPACTOUR website and web content
- **Twaku** - https://www.twaku.com/
  - o for Twitter activity about IMPACTOUR on IMPACTOUR Twitter account and Partners' Twitter accounts
- **FaceBook Activity Log**
  - o for FaceBook activity, including mentions, shared links, likes, friends, …
- **FaceBook Insights:** - Page views, Likes, Reach, Engagement (Clicks, Reactions, Comments, Shares), and Reach.

12 Conclusions

This first report on the communications and visibility of the IMPACTOUR project has provided an overview of the first 6-month period of activities related to WP7 Communications, Dissemination and Exploitation.

The main focus in this initial phase has been on the establishment of the visual and graphic identity of the project through a collaborative work process led by EWORX and ENAT, in cooperation with the Coordinator, UNINOVA. All partners were involved in the key decisions regarding the design of the project website, the online "Open Social" Community and the content of key publications (project leaflet, roll-up banner, Newsletter and postcards).

Due to the COVID-19 pandemic, the project Outreach Strategy (D7.1) has been modified, taking into account the delay or possible cancellation of face-to-face events. Accordingly, the first IMPACTOUR Webinar was held in June 2020, attended by representatives of the data pilots.

The Coordinator, together with the Dissemination and Exploitation Manager and project Steering Committee will closely monitor developments regarding meetings and events to adapt the communications and outreach, as necessary, given the uncertainties brought by the pandemic.

The present report, produced with contributions from all partners, has laid a framework for continuous monitoring, evaluation and reporting of the future communications and dissemination of the IMPACTOUR project. Regular six-monthly updates of the Communications and Visibility Report will create a continuous record of the project outreach, which will help to guide the project outreach, encouraging active engagement of the cooperating pilot sites stakeholders in the work ahead.

Annex A: List of Acronyms/Abbreviations

Acronym/ Abbreviation	Description
AB	Advisory Board
CA	Consortium Agreement
CDP	Communication and Dissemination Plan
CT	Cultural Tourism
DCP	Dissemination Contact Person (appointed by project partner)
DEM	Dissemination and Exploitation Manager
DEP	Dissemination and Exploitation Plan
E	Exploitation Objective
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
IMPACTOUR	IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI	key performance indicator
OS	Outreach Strategy
PC	Project Coordinator
PCB	Project Coordinator Board
PCDM	Pilots Coordinator and Data Manager
PM	Project Manager and Scientific Coordinator
SC	Steering Committee
SoA	State of the Art
UNWTO	World Tourism Organization
WCAG	Web Content Accessibility Guidelines
WP	Work package
WPL	Work Package Leader