SUSTOURISMO

Sustainable Tourism & Mobility hand by hand Development

D.C.1.1 C&D STRATEGY	VERSION 1 17/03/2020

Executive Summary

Work Package	Communication
Activity	A.C.1 – Start Up Activities
Task	n/a
Deliverable No	D.C.1.1
Deliverable Title	Communication and Dissemination Strategy
Responsible Partner	Central European Initiative Executive Secretariat
Author	Alice Pappas
Editor	Peter Canciani
Due Deliverable date	04/2020
Actual Submission date	
Level of Dissemination	PU
Publishable executive summary	SUSTOURISMO Communication & Dissemination strategy is designed as a guide throughout communication activities, which are designed to encompass an extensive range of specific actions and target a broad set of recipients. Implementation of this communication strategy foresees the active participation of all partners, and particularly those operating in target countries. This document also aims at facilitating project partners in their active participation in communication activities in order to achieve better dissemination and outreach results.
Publishable executive summary in national language	N/A
Notes/Comments	This initial document will be revised and further detailed in the following months of project implementation based on the results of the activities deployed

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1. Communication in Interreg ADRION

The ADRION programming period 2014- 2020 has given great emphasis to communication and to the need of regularly informing the wide public on efforts done and goals achieved in order to "**ensure a high visibility** and **harmonized visual identity** of European Union Cohesion Policy Projects." (ADRION Project Brand and Visibility Guidelines, 2018)

Effective communication can **strengthen the involvement of relevant partners** in the Programme implementation through raising awareness about the Adriatic-Ionian area, unveiling its potentials and opportunities and **contributing in spreading wide political concepts**. Communication is what makes the ADRION Programme known, allows promoting ADRION outcomes and **constituting an ADRION community**, acting as a multiplier engaged in preparing the ground for future activities likely to be supported and implemented in the framework of the macro regional strategy (ADRION Communication strategy, 2016).

2. Introduction – About SUSTOURISMO

SUSTOURISMO seeks to relief environmental & political toll of the growing car use by tourists while travelling in the ADRION region. It approaches tourism under the spectrum of tourists engagement in eco-friendly sightseeing through increasing modal share of active transportation (walking, cycling), Public Transport (PuT), lower-carbon mobility concepts (car sharing – car-pooling, electromobility).

Having as starting point the natural ADRION gates - transport hubs (airports, ports, railway stations) while expanding to the tourism attraction poles/territories – cities and their catchment areas (city centres, coastal areas, points of interest) -, "SUSTOURISMO" aims at:

- Identifying crucial tourism & mobility services providers and involved key players

- Exploring tourist needs

- Building cooperation among identified players for developing a win- win environment; evoke sustainability responsibility to tourists while increasing tourism & mobility sectors profitability

- Exploiting the powers of new technologies for travellers' engagement in 'green' travelling – "SUSTOURISMO" app

- Delivering methodologies for transferring and adopting the lessons learned by the pilot cases to other ADRION regions

- Providing ADRION policy makers with a Sustainable VolunTourism Boost Action Plan (ROADMAP) that concentrates guidelines for reaching sustainable tourism goal

The SUSTOURISMO project is a 30 months project (starting at 01/02/2020), funded under the Interreg V-B Adriatic-Ionian ADRION Programme 2014-2020 2nd call, in the Priority Axis 'Sustainable Region' and in the specific objective 'Promote the sustainable valorisation and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area'.

3. SUSTOURISMO Communication Strategy

Communication is a key aspect of the project as it serves directly one of the main aims of the project, which is to influence the tourism industry attitude with regard to integrated sustainable tourism mobility. Communication activities such as dissemination events or active promotion on the social media will actively help to raise awareness on the project's developments and outputs and create communication channels with relevant stakeholders.

This Communication strategy has therefore been designed as a guide of the different communication activities throughout the project lifetime. It includes an extensive range of specific actions and target a broad set of recipients. To maximize their potential, all the communication activities have been adapted to the scope of the project.

The WPC Leader (CEI-ES) has the overall responsibility of the correct implementation of the Communication Strategy and will coordinate and supervise communication and dissemination activities. However, **some activities such as Publications (C.2) are in charge of ITL and Digital Activities (C.3) are in charge of PED – Epirus** always in close collaboration with the WPC Leader.

Moreover, to ensure the successful implementation of this communication strategy **all partners will need to participate actively** and particularly those operating in target countries. Having in mind communication objectives, expected results, target audience, available tools and time-plan, it also aims, therefore, at facilitating project partners in their active participation in communication activities in order to achieve better dissemination and outreach results.

This initial document will be revised and further detailed on **Month 12** of project implementation basing on the results of initial activities deployed in in WP1 (1.4 first steps on pilot plans), WP2 (SUSTOURISMO app architecture and pilots progress) and WP3 (1st round table).

4. Communication Objectives in SUSTOURISMO

The main Objectives of the SUSTOURISMO Communication strategy, in line with the overall objective of the project are:

A) Objectives
- To engage tourism industry in a sustainable path - train them on the need to promote sustainable mobility options for decreasing tourism carbon footprint by paving the way for interventions incorporation into business models of tourism agencies and services providers.
- To educate tourists in making responsible travel choices through the SUSTOURISMO app
- To train decision makers on better tackling the environmental limits to growth and climate change challenges of tourism through app testing, touristic packages provision, bringing together the different actors of the tourism – mobility systems (local, national and international policy makers)
- Outreach to the larger stakeholder community and the relevant communication backbone
- Inform and raise awareness of relevant actors from key institutions, administrations, passenger transport operators, etc.
- Winning attention and backing for project objectives assuring sustainability of results
- Gather feedback from relevant stakeholders on tools, outputs and project communication to achieve a sense of ownership and to propose customized and usable tools, based on different requirements.

Table 1. Objectives in the Application Form.

Project specific objectives	Communication objectives – What can communications do to reach a specific project objective?	Approach/Tactics – How do you plan to reach the communication objective?
To engage tourism industry in a sustainable path - train them on the need to promote sustainable mobility options for decreasing tourism carbon footprint	Influence attitude	Led by example/paving the way for interventions incorporation into business models of tourism agencies and services providers - getting actors moving in the same direction to achieve a common goal, this of integrated sustainable tourism-mobility promotion
To educate tourists in making responsible travel choices	Change behaviour	SUSTOURISMO app has a double scope; to engage tourists in decision making by asking them their opinions on specific topics (crowd-sourcing) and giving them appropriate motivation for selecting active modes (cycling, walking) and Public Transport.
	Raise awareness	Creating awareness to tourists for the benefits of their active participation in tourism-mobility planning - SUSTOURISMO app will be exploited also as a channel for providing the necessary information to tourists for leaving private or rented cars
To train decision makers on better tackling the environmental limits to growth and climate change challenges of tourism	Increase knowledge	SUSTOURISMO results evaluation (SUSTOURISMO app testing and touristic packages provision) is estimated to reduce resistance to change of both private and public bodies towards the benefits of sustainable tourism services provision.
	Influence attitude	Open (sustainable mobility) "SUSTOURISMO"dialogue, involve cross-sectoral bodies, impart knowledge & generate interest at ADRION level; bring in touch the different actors in tourism-mobility systems (local, state, international legislators, policy makers

In order to meet these goals, the different communication activities shall focus on generating **visual impact** focusing on creating concrete opportunities to expand sustainable mobility tourism.

B) Expected impacts
- **Potential tourists and general public** should receive better information regarding actual capacities and potentials of sustainable mobility solutions in the target countries. This should raise awareness on how sustainable tourism can improve the quality of life in cities and also the quality of tourism itself, and how each one of us can help to shape our future and move to a low carbon transport system in the city.

- **Relevant authorities** should have an increased knowledge and understanding of the contribution of sustainable mobility related solution to the decrease of air pollutants and the protection of areas with high cultural and natural value.

  In particular, **local authorities** should benefit from SUSTOURISMO communication channels to reach out to actors of the local society and involve citizens in a process of identifying the needs of tourists and stakeholders to move to more sustainable tourism solutions. The events organised during the project shall emphasize the need for cross-sector collaboration and multilevel dialogue to better identify and implement commonly agreed interventions.

  Regional authorities, should receive better information, and eventually transfer the knowledge and best practices of each partner country at European level.
- **For stakeholders**: Get them to understand the project and inspire their upcoming plans for sustainable mobility transition through improved information, better coordination, new opportunities.
- The wide communication of the project to the different target groups should maximize project results uptake (detailed further in the chapter on how to engage with target groups)

5. Communication Approach

Communication is much more than sharing information. It is a social behavior, capable of having a great impact, to make a change by transferring powerful messages to key audiences. Finding the right communication approach leads to better and more sustainable activities with the aim to **engage stakeholders** and keep them engaged, to keep project teams motivated, and increase knowledge of the people involved.

The Communication Strategy should be seen as a powerful tool to meet project's goals.

SUSTOURISMO Communication Strategy has been designed as a horizontal activity and an integral action of project's activities directly responding to meet project's objectives. A multilevel and multifactor approach will ensure the maximization of impact of communication activities.

Communication will help the entire partnership to assess the problems and challenges faced during the implementation of foreseen activities and explore possibilities for further development.

Specific objectives of SUSTOURISMO Communication Strategy:

- Developing an effective project communication and dissemination strategy to be implemented during the project's life;

- Development of SUSTOURISMO communication tools
- Increase project visibility
- Inform about and promote results and impact to key stakeholders and to a wider audience
- Raise awareness about potentials and opportunities by delivering key messages to strategic stakeholders
- Establishing a SUSTOURISMO network and activities in the targeted countries
- Provide updated information to specific audience about the achievements of the project, particularly at national and regional level.
- Raise awareness about SUSTOURISMO activities

This leads to the identification of 4 main aspects of communication:

1. INTERNAL COMMUNICATION: to ensure internal involvement of all partners

Objective: Ensure integration among the results obtained in the different activities of the project and the different communication dimensions.

Activities on the different WPs are interlinked; hence, regular communication among partners is essential for meeting the results that are based on a proactive collaboration.

Periodical meetings and virtual meetings (video conferences) as well as regular update on working groups' results are foreseen in order to achieve this goal. Regular communication by e-mail and phone will also be crucial for a smooth and project implementation.

Time plan with virtual meetings

M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21
Partner meeting			Virtual meeting		Partner meeting			Virtual meeting			Partner meeting

M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22

		Virtual meeting		Partner meeting		Virtual meeting		Partner meeting

M25 M26 M27 M28 M29 M30

Feb 22 Mar 22 Apr 22 May 22 Jun 22 Jul 22

		Virtual meeting		Partner meeting

In parallel, to facilitate communication and ensure smooth and easy ways to track information, CEI proposes to mention the Work Package_Project_Deliverable in the title of the email.

To ensure that all materials are easily reachable and accessible among partners, the LP has created a storage/archiving space where all the communication materials will be uploaded (i.e logos, brochure etc.)

Given that CEI is responsible for updating regularly the SUSTOURISMO website on the ADRION platform and uploading information related to all the events on EMS during reporting periods, CEI will provide a **template** on reporting methods of events and activities. It will also closely monitor the reporting and archiving and ensure data collection throughout the lifetime of the project.

Lastly, CEI will be appointed as Mediator with the Horizontal projects, while each partner will appoint a contact person for communication related activities or participating in some events.

2. DISSEMINATION of project activities and results

Objective: Deliver information to increase knowledge.

Lack of access to information might be one reason for low participation of Adrion region countries. To maximize the access to information at local level, dissemination of project activities and exploitation of project results will be strategically made by providing the information also in national language by each partner through their institutional social media profiles or a dedicated Facebook page on the basis of the information provided by the WPC Leader on the project main social media profiles and website.

In the same way, **the main conclusions and key results of the project should be translated into national languages**, disseminated through social media channels and distributed/published during national workshops to reach specific targets.

Finally, different types of Events will be organized within SUSTOURISMO project to help disseminate project results to identified actors in tourism in each SUSTOURISMO case (local public events, Final Conference and Capitalization events). Those events will act as information provision opportunities and knowledge windows to trigger engagement in the project goals.

3. RAISE AWARENESS Communication to ensure engagement of stakeholders
mobilize awareness among the stakeholders and groups of interest

Objective: Create concrete opportunities to build a tourism community

- **Common Tourism identity:** Low involvement of users and participation in defining tourism plans is might be one of the constraints on the growth of the tourism sector. Thus, a survey will be conducted in the target areas to understand both the needs and challenges of tourists and stakeholders (T1.3). These surveys will be implemented in the form of round tables and interviews, and involve regions, municipalities, archaeological bureaus, hotelier organisations, transport authorities etc.

- **SUSTOURISMO App:** This smartphone application through which tourists will get involved in sustainable tourism and mobility hand by hand planning is the core product of the project. The app will be tested under real life conditions with small groups of tourists to make sure that the latter can provide their opinion and suggestions and that the app meets their needs. Stakeholders will also play a crucial role, as they will be consulted for further improvements. The CEI will monitor the general and local activity on the app with the help of PPs to adapt the strategy in case the goal in terms of quantity and quality is not met.

- **Roundtables**: Three Roundtables (T3.) will be organised and take place with the key players in each pilot area with the aim to discuss SUSTOURISMO local context and needs, identify interventions and inject valuable real life based knowledge on the project deliverables. Furthermore, the RTs aim at bringing in the front the discussion of identifying measures and incentives for mobilizing tourists in SUSTOURISMO app and SUSTOURISMO touristic packages use. This will be an occasion also to engage with targeted organisation from ADRION area that do not participate in the project to enhance its capitalization. These roundtables should help to create several cooperation schemes that will engage the key local players in an active role for sustainable tourism, providing them the ownership feeling of being part of tourism planning.

- **Capacity Building activities**: Four webinars (T3.3.1) will be organised informing representatives of policy makers of local administration, community of practitioners (tourist operators and businesses) as well as end-users (tourists, involved in other activities) of the main outputs of the project, opening in this way the path towards wider capitalization actions as well as acting as a capacity building tool.

4. OUTREACH /SCALING UP (Communication for multiplying and scaling up results)

Objective:

- **Capitalization Events: PP4** will participate to two events out of the ADRION Programme within the tourism sector in order to expand and strengthen the development of the Sustainable tourism community beyond the project area.

- **Transnational Network:** The engaged stakeholders along with the community of engaged tourists will consist of the SUSTOURISMO transnational network, which guarantees the durability of the project results. In that sense, partners are also encouraged to mobilize their respective networks even after the end of the project to maximize the project outreach and lastingness.

6. Key Messages and Target Groups

Key messages are crucial to make the SUSTOURISMO Communication strategy work. They will be tailored and delivered through channels carefully selected and elaborated to reach key audiences in accordance to the specific project objectives.

Information regarding tourism, eco/green/sustainable tourism is massive out there. To transmit effectively the main strategic information of the project, it is essential to create a few key messages since the beginning of the project to the targeted audiences. These key messages will be conceived and refined by all PPs who will actively contribute to this process, especially when the pilot activities will be defined.

The key message can be featured across our tools and tactics. They can be used in all communications of the project, for instance on the roll-ups, brochures, on the social media pages, on the title of the Newsletters, as part of a ready-to-go description of the project when partners need to present SUSTOURISMO.

Examples of key messages: *"Developing Sustainable Tourism in the Adriatic Region will foster local economies while contributing to meeting sustainable development goals"*

"SUSTOURISMO promotes sustainable tourism through active and responsible travelling"

"SUSTOURISMO generates innovative tourism models based on real tourists needs and using the power of new technologies to protect our environment"

Moreover, SUSTOURISMO will set up several tools to reach its target audience (as described in chapter 7.).

Target audiences are key for effectively implementing SUSTOURISMO communication strategy, given that its final goal is to effectively reach and engage specific target stakeholder groups. This will lead also to reach project communication objectives.

Involvement of stakeholders is essential for sharing results, building and consolidating networks, establishing collaboration.

SUSTOURISMO main target groups can be divided in:

• Sectoral agencies (tourism, environment, Transport organisations)
• Companies involved in the tourism, environment and transport sector
• Regional actors in the focus countries
• Sub-national authorities/National Authorities/policy makers
• General public

Project partners should identify members of each target group at local, national, regional and transnational level.

How to engage with the target audience?

To ensure that we manage to gather the input needed from stakeholders, tourists and public we need to develop specific actions to engage each target group at local level, which will help to trigger their interest to the project. Here is an example of actions depending on the target groups:

Stakeholders
A key target group of SUSTOURISMO are the Stakeholders that interact directly or indirectly with tourists including sectoral agencies, companies, regional actors, national authorities, policy makers. The aim is to make them support the project, see the benefits of it so that they can also promote it within their sector/localities and feel actively part of shaping sustainable mobility transitions in their city. Here are some practical steps to undertake to engage with them:
- Identify stakeholders for each activity (as you did for example for the social media). You need to know who they are. I would recommend you to create a **stakeholders register.** Identify their interest in the project, if they are direct or indirect stakeholders, who are the most important ones, identify who are the representatives to talk to.
- Contact stakeholders to present yourself and the project and ask them if they would be happy to be updated about the project (also because with the current privacy rules you cannot spam without prior consent).
- Invite them to meetings, webinars, and roundtables to meet and talk to each other and eventually create a network.
- Ask them questions about their perspective and use their feedback to plan your pilot activities and priorities.

- Keep a constant communication with your local stakeholders (regarding pilot activities, pre and post events, webinars…) to break down their input into concrete deliverables and tasks so that they feel that there are concrete results.
- Highlight the benefits of participating and contributing actively to SUSTOURISMO.
- Communicate with them through different channels and personalize your messages, mails, yes, but also twitter, Facebook. Respond to messages, emails, even sometimes just to say "thank you", the stakeholders enjoy these little differences, it creates a direct link.

Tourists:
- Reach them through the surveys to better understand and address their needs, questions and concerns.
- Invite them to use the app and get their feedback for improvement.
- Use eco-friendly touristic packages to trigger their interest in the project, and incentivize them to turn to sustainable solutions by making them feel that they will undertake a unique experience.
- Attract them by showing how the use of the app/of a more sustainable mobility solution has a direct impact on the environment in a measurable way (numbers).
- For young travelers advertise close by the university.
- Take advantage of the image-conscious nature of eco-tourists. Most of them are connected to social media profiles (Instagram in particular). They are responsive to ads on their personal devices. Create targeted personalized campaigns to attract this audience.

General Public:
- Provide clear and concise information about the project through storytelling. Try to give practical examples and sharing "personal details" because people relate to and love stories.
- Use visual contents as much as possible through the social media: videos, pictures, infographics, people are visual by nature.
- Mobilise games and gamifications
- Ask straight questions
- Involve them actively to the pilot activities by asking for their feedback, incentivize them to express their opinion by opening discussions on related topics.

7. Communication channels and tools

An overview of the communication channels and tools used for different target groups and in different stages of the project is provided below:

- **SUSTOURISMO visual identity and branding**

A pre-defined logo has been given by the Programme to provide a clear visual identity of the project, which facilitates dissemination of information about the project. The logo is an essential communication element and has to be included in any dissemination document, promotional material, and in all type of communication related to the project, in line with the Brand an Visibility Guidelines of the Programme (ADRION Brand and Visibility Guideleines, August 2018). Templates for deliverables (in word), presentations (PPT) and databases or attendance lists and similar documents (excel) have been shared through the cloud platform.

- **Printed materials**

Printed materials will be used during all the conferences, workshops, seminars, external events where SUSTOURISMO will participate to promote the project and its activities. This includes;

A Poster containing the main information of the project and two Brochures that will be designed to communicate the goals and the main results of the project. Additionally, ten roll-ups will be produced and translated in the language of each partner to enlarge the dissemination circle of SUSTOURISMO audience. Finally, a digital publication with main results of Thematic WPs and recommendations will be produced and also made available online.

- **Website**

SUSTOURISMO Website has been provided by the ADRION Programme to ensure the dissemination of project activities to a wide audience. News must be updated at least every two months. The website is the display case of SUSTOURISMO and partners should try to refer to it as much as possible to re-direct the local audience to it. The Website has a section on the project objectives, past and present activities, news, library and contacts.

Link to the project's website: **sustourismo.adrioninterreg.eu**

- **Newsletters and Press releases**

Five Newsletters will be released within the project's duration to keep the stakeholders and the public updated with regard to SUSTOURISMO activities and the project's progress. Press releases also play an important role to support a constant project dissemination.

- **Social Media**

Social media are used to support SUSTOURISMO ongoing communication. When used strategically and constantly, they provide opportunities to connect directly with the target groups and public

through two-way conversation and consequently allow creating a greater impact on the SUSTOURISMO community.

Partners have been asked to prepare a stakeholder's map, which has allowed following strategically the target groups on the different social media. It is important to note that in most of the partner countries stakeholders use mainly Facebook as a social media. Twitter comes in a second place and although LinkedIn is supposed to be the more "professional tool", it is barely used by the local stakeholders targeted.

Considering the project objectives and target groups:

- o **Facebook & Twitter**: A Facebook Page and Twitter account has been created (Resp. PED). Social Media need to be fed regularly - **at least once per week** - with interesting content to trigger the interest of the public and create real followers. Posts will be prepared by PED with the help of all PPs and communicated to CEI and CERTH/HIT for review. Facebook should allow us to engage with local, national stakeholders in particular. Twitter on the other hand is more helpful to engage with regional, European, transnational stakeholders but also new individuals that are following related thematic and hashtags.
  Note: To maximize the impact at local level, it is crucial that all the partners keep their institutional Facebook page active by re-posting and posting in national language at least once a week. If they cannot publish on the institutional Facebook page then they should designate a Communication contact that will create through his/her personal profile a project's Facebook page.
- o **LinkedIn:** A LinkedIn account has been created as a tool for creating a professional network and give support to the activities foreseen by the project.

- **Local media**: press releases and surveys will be elaborated according to the needs, to engage directly and communicate SUSTOURISMO results to targeted audience (stakeholders and tourists).

- **Promotional Video**

"If a picture is worth a thousand words, then a video is worth a million." To increase engagement and outreach, a promotional Video featuring the main activities and expected impacts and results of SUSTOURISMO will be produced and uploaded on the project's website and social media in the middle of the project's implementation.

- **Promotional Materials**

A series of Promotional Materials will be designed and produced to capture the attention of the different target groups and increase awareness of the project during local events, capitalization events and the final conference.

- **Events**

Two Local public events per case will be organised during the project lifetime to present the project activities and results at a local level. Events are an occasion to meet the stakeholders and the general public to create a network. To increase participation to those events, they may be organised in tandem with other related events taking place at national/regional/local level or with other SUSTOURISMO activities (such as the technical roundtables).

As WPC Leader, CEI will participate to two events out of the ADRION Programme to foster the project's capitalization in particular for the tourism sector, targeting in particular the political decision making level of stakeholders to make the project more visible and empower it at international level.

A Final Conference will be organised at transnational level to present the results of the project and encourage cross-fertilize/capitalize the project to ensure its transferability and durability.

WPC DELIVERABLES

Table summarizing WPC Deliverables and their scope for supporting communication targets:

D.C.1.1 – Communication and Dissemination Strategy	Guideline through all WPC activities for partners
D.C.1.2 – Project's branding image adaptation	Ensure the visual identity of the project is harmonized among partners
D.C.1.3 – Programme Website feeding	Contribute to the online visual impact of the project to raise awareness and inform target groups bout the project's activities and results
D.C.2.1 - Newsletters	Support project dissemination by keeping the stakeholders up to date with the project's latest activities
D.C.2.2 – Press releases	Support project dissemination by keeping the stakeholders up to date with the project's latest activities
D.C.2.3 – Digital Publication	Support project dissemination and contribute to visual impact and transferability of the project by presenting the main project's results and recommendations.
D.C.3.1 – Promotional Video	Contribute to the online visual impact of the project to raise awareness and inform target groups bout the project's activities and results
D.C.3.2 – Social Media	Contribute to the online visual impact of the project to raise awareness and inform target groups bout the project's activities and results
D.C.4.1 – Promotional Material	Used to stand out from other projects, and engage with the target groups in a more ludic manner. With the logo always present, they increase the project's promotion while offering something useful and constantly used by the public/stakeholders.
D.C.4.2 – Roll-ups	Accompany the presentation of the project during events, thus contributing to consolidating the visual identity.
D.C.4.3 - Brochures	Communicate the goals and results of the project in a concise and visual manner to raise awareness about the project and inform target groups.
D.C.5.1 – Local dissemination events	Contribute to creating a solid network cross-sector among local stakeholders and

	disseminating the project's pilot activities and results. Increase the visibility of the project also to the public.
D.C.5.2 – Final Conference	Contribute to consolidating a transnational network and disseminating the project's results to increase its transferability and durability and trigger capitalization.
D.C.5.3 – Capitalization events	Contribute to enhancing the visibility of the project outside the ADRION programme and trigger capitalization.

	M1 Feb 20	M2 Mar 20	M3 Apr 20	M4 May 20	M5 Jun 20	M6 Jul 20	M7 Aug 20	M8 Sep 20	M9 Oct 20	M10 Nov 20	M11 Dec 20	M12 Jan 21	M13 Feb 21	M14 Mar 21	M15 Apr 21	M16 May 21	M17 Jun 21	M18 Jul 21	M19 Aug 21	M20 Sep 21	M21 Oct 21	M22 Nov 21	M23 Dec 21	M24 Jan 22	M25 Feb 22	M26 Mar 22	M27 Apr 22	M28 May 22	M29 Jun 22	M30 Jul 22
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