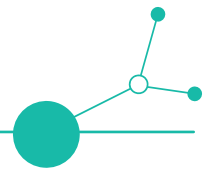


# ACTION PLAN FOR IMPACT COMMUNICATION TO TOURISTS AND VISITORS

Deliverable 3.2.1



Version 1

04 2024





Work Package Number and Title	WP3 Ensuring sustainability of developed solutions in ICTr innovation network and their transferability
Activity Number and Title	A3.2 - Raising awareness with impact communication about the ICTr and its unique collective memory
Deliverable Number and Title	D.3.2.1 - Action plan for impact communication to tourists and visitors
Responsible Partner	ISKRIVA
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# 1. ICTr Impact Communication Factsheet

The innovative ICTr project enables business opportunities for SMEs along the Iron Curtain Trail – Eurovelo 13 cycling trail. By creating bookable cycling packages for tourists, the service providers along the trail join the international network that is marketed globally and prolongs their tourism season.

	WHO	OBJECTIVE	KEY MESSAGES	CHANNELS
<b>SMEs</b>	<ul style="list-style-type: none"> <li>- accommodations</li> <li>- restaurants</li> <li>- tourism agencies</li> <li>- rent-a-bike providers</li> <li>- experiences</li> <li>- other</li> </ul>	<b>1. Increase international business opportunities for SMEs along ICTr; this includes:</b> <ol style="list-style-type: none"> <li>Enhanced digital skills and an online presence of their offer</li> <li>Prolonging the tourist season</li> <li>Reduce negative and increase positive impact of travel, realising the EU green transition</li> </ol>	<ol style="list-style-type: none"> <li>1. Iron Curtain Trail (ICTr) – EuroVelo 13 is a long-distance cycling trail that follows the path of the former Iron Curtain. The trail covered in the ICTr-CE project spans over 3.000 km across Germany, Poland, Czechia, Austria, Slovakia, Hungary, Slovenia, and Croatia.</li> <li>2. Along the ICTr – EuroVelo 13 route, cyclists encounter a wide range of attractions, including border crossings, museums, monuments, and remnants of the Iron Curtain such as watchtowers and barbed wire fences. The trail passes through scenic countryside, national parks, and urban areas, providing cyclists with a unique perspective on Europe's past and present.</li> <li>3. The ICTr represents an opportunity for sustainable business: <ul style="list-style-type: none"> <li>- It is one of the longest cycling trails in Europe and one of the most recognised brands for cyclists.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>- <b>Events</b> (fairs, conferences, exhibitions...)</li> <li>- <b>Social Media</b> (FaceBook, Instagram, Youtube...)</li> <li>- <b>Printed Publications</b></li> <li>- <b>Other</b></li> </ul>
<b>Business support organisations</b>	<ul style="list-style-type: none"> <li>- tourism boards and info centres</li> <li>- municipalities</li> <li>- regional development agencies</li> <li>- NGOs</li> <li>- other</li> </ul>	<b>2. Encourage business support organisations to actively support SMEs along the ICTr in:</b> <ol style="list-style-type: none"> <li>Increasing local and international cooperation in joint promotion</li> <li>Increase cooperation by actively engaging business support organisations to participate in mentoring activities</li> <li>Raise awareness of the environmental, economic, and social impacts of travel</li> </ol>	<ol style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>- We create and promote cycling vacation packages targeted at cyclists looking for unique cycling holidays.</li> <li>- Through the European Cycling Federation, we have access to over 1 mio of European cyclists.</li> </ul> </li> <li>- In the ICTr cycling vacation packages, we connect service providers along the ICTr to enable their marketing across Europe. The packages connect accommodations, restaurants, tour operators, attractions, bike rentals, transfers, and experiences.</li> <li>4. By embracing the opportunities presented by the Iron Curtain Trail, SMEs can extend their reach and profitability by creating a compelling online presence to showcase their offerings to a global audience, and have the potential for prolonged tourist seasons, ensuring sustained economic growth and vitality.</li> <li>5. SMEs along the Iron Curtain Trail can actively contribute to the EU's green transition agenda by championing sustainable tourism practices, thereby reducing the negative environmental impact of travel while accentuating its positive societal and ecological contributions.</li> </ol>	
<b>Tourists</b>	<ul style="list-style-type: none"> <li>- one day visitors</li> <li>- tourists</li> <li>- anyone using cycling paths</li> </ul>	<b>3. Attract tourists to visit less populated places along the ICTr by:</b> <ol style="list-style-type: none"> <li>Promoting its cultural and natural significance</li> <li>Promoting sustainable travel and mobility</li> <li>Develop innovative tourism products that will increase demand and prolong the tourism season</li> </ol>	<ol style="list-style-type: none"> <li>6. Collaborating with tourism boards and other business support organizations, SMEs can foster local and international partnerships, and enhance knowledge and digital skills, amplifying their visibility and appeal through joint promotional efforts along the Iron Curtain Trail.</li> <li>7. For tourists, the Iron Curtain Trail offers a rich tapestry of cultural and natural wonders to explore, promoting sustainable travel and mobility practices while fostering awareness of the environmental, economic, and social impacts of their journeys, ultimately contributing to a more responsible and enriching tourism experience.</li> </ol>	

Source: Authors





## 2. Introduction

The ICTr-CE project (Innovative participatory sustainable business model for cycling along the Iron Curtain Trail) develops a common tourism product along the former Iron Curtain cycling route, from Poland to Serbia. The project aims to create a single cycling route, link different organisations along the route and develop a business model to give cyclists the possibility to book cycling holidays on the ICTr.

The purpose of the Action plan for impact communication to tourists and visitors is to give guidance to the project partners of the ICTr-CE project to ensure that the communication about the Iron Curtain Trail and the ICTr-CE project achieves desired impact at the target groups.

The European green transition is not just about environmental sustainability. This transition recognises the incredible historical, cultural, and ecological value of our environment and seeks to preserve these aspects for future generations. One of the key aspects of this transition is inclusivity. The aim is to create pathways that are inclusive for everyone, welcoming to all visitors, and accessible in terms of public transport connectivity. This is particularly relevant when we consider the growing trend of cycling holidays.

Cycling, being one of the most accessible forms of transport, plays a significant role in this green transition. It's not just about getting from point A to point B, but about experiencing the journey, connecting with the environment, and appreciating the cultural and historical aspects of the regions we travel through.

Innovation comes into play when we consider the creation of a transnational bookable product. This concept takes the green transition a step further by making it easy for people to plan their cycling holidays across different countries, experiencing diverse cultures, histories, and landscapes along the way. This innovative approach not only promotes sustainable tourism but also encourages cultural exchange and understanding, making the green transition a truly global movement.

Iron Curtain Trail (EuroVelo 13) is in this way a perfect opportunity to develop the regions so that they can become more sustainable, accessible and inclusive through cycling tourism and the culture (14 UNESCO heritage attractions) that can be found along the way. Providing the organisations with new opportunities and cooperation is an overall objective of the ICTr-CE project.

This document presents the framework for impact communication of the ICTr-CE project and includes communication objectives, key messages and channels as a guideline for all project partners.



### 3. Background

The Iron Curtain divided Europe into two parts: Western Europe, known for its commitment to democratic values and individual liberties, differs from Eastern Europe, which experienced the establishment of communist regimes influenced by the Soviet Union. The boundary was fortified by military presence, propaganda, and censorship, leading to significant geopolitical implications during the Cold War. Families were separated, the movement was restricted, and various alliances and defence pacts were established. The Iron Curtain fell in the late 1980s and early 1990s due to reforms in the Soviet Union and popular uprisings in Eastern Europe, leading to the reunification of Europe.

The cycling trail EuroVelo 13, also known as the Iron Curtain Trail, follows the path of the former Iron Curtain. It is a long-distance cycling route that spans over 10.000 km and passes through 20 countries. Along the EuroVelo 13 route, cyclists can encounter a wide range of attractions, including border crossings, museums, monuments, and remnants of the Iron Curtain such as watchtowers and barbed wire fences. The trail passes through scenic countryside, national parks, and urban areas, providing cyclists with a unique perspective on Europe's past and present.

In a testament to its cultural significance and historical importance, EuroVelo 13 has been officially recognized as a Certified Cultural Route by the Council of Europe since 2019. This prestigious certification highlights the trail's role in promoting cultural heritage, fostering dialogue, and connecting people across borders. Along the EuroVelo 13, you can also find 14 UNESCO heritage sites such as:

- Curonian Spit, Lithuania / Russia
- Wartburg Castle, Germany
- Lednice-Valtice UNESCO Cultural Landscape, Czechia
- Schloß Hof, Austria
- Early Christian Necropolis of Pécs

As well as natural habitats protected under UNESCO:

- Fertő / Neusiedlersee Cultural Landscape
- 5-country Biosphere Reserve Mura-Drava-Danube
- The whole territory along the trail is known as the Green Belt of Europe.

The ICTr-CE project (Innovative participatory sustainable business model for cycling along the Iron Curtain Trail) develops a common tourism product along the former Iron Curtain cycling route, from Poland to Serbia. The project aims to create a single cycling route, link different organisations along the route and develop a business model to give cyclists the possibility to book cycling holidays on the ICTr. The project focuses on three main target groups as well as three types of objectives.

- To Increase international business opportunities for SMEs along ICTr,
- To encourage business support organisations to actively support SMEs along the ICTr,
- To attract tourists to visit less populated places along the ICTr.





Cycling is a growing trend and by the reports on EuroVelo Data Hub, there is a noticeable increase in cycling, between the years 2019 and 2023, not only over the weekend but also throughout the week. Almost three-quarters of traffic is now observed in summer and spring creating an extended tourism season.

Figure 1: EuroVelo Usage Monitoring Report 2023

## EuroVelo Usage Monitoring Report (2023)



Source: (ECF, 2024)

### 3.1. Council of Europe Values

Iron Curtain Trail is recognised as a cultural route by the Council of Europe since 2019 due to its historical and natural heritage. A well-established cycling trail not only offers a journey through time but also provides a unique opportunity to raise awareness, visibility and appreciation of both the trail itself and the historical monuments situated along its path and in its vicinity.



»The Iron Curtain Trail is first and foremost a route that brings together European history, culture and landscape. Following the borders between neighbouring countries and regions, visitors experience the values of the Council of Europe first-hand in a reunited Europe. The route is a symbol of a newly shared pan-European experience, focussing on Europe's democratic values and permanent intercultural dialogue across European borders.«

The recognition of the Iron Curtain Trail as a European Cultural Route proves its significance and provides an additional added value to promote it as an international business and development opportunity.

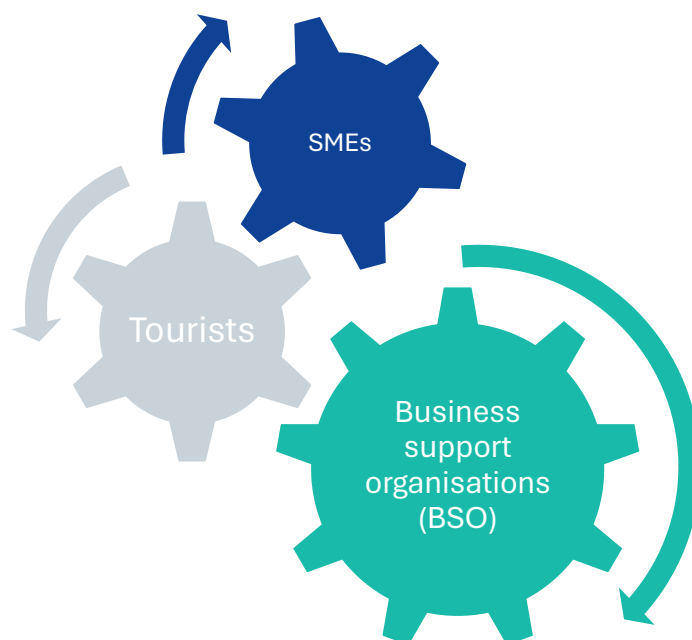


## 4. Impact Communication

Promotion and dissemination of the Iron Curtain Trail as a business opportunity is targeted at three main groups:

- Service providers along ICTr (SMEs)
- Business support organisations (BSO)
- Cyclists and visitors (tourists).

*Figure 2: ICTr impact communication target groups SMEs, Business support organisations and tourists*



Source: author

In the application form, the following target numbers were set for the engagement of different target groups. We need to reach the numbers during the implementation of the project as listed below:

- **SMEs: 400 organizations:** accommodations, mobility services, tourism agencies, experience providers tourism guides...
- **Business support organizations: 36 organisations:** national, regional and local tourism boards, chambers of Commerce...
- **Higher education and research organizations: 50 organizations**
- **Public institutions: 40:** museums, galleries, visitor centres...
- **General public:** cyclists, visitors...



The main objective of attracting **SMEs, as the primary target group**, is to increase international and local business opportunities along the ICTr. It is important to work on enhancing their skills and online presence of their offer by offering them different workshops and mentoring activities (Mentoring activities will be further elaborated in the deliverable D.3.1.2 - Mentoring and qualification plan for improving competences of SMEs & other target groups along ICTr). With the new skill set and knowledge they will be able to be more present on the internet and social media, consequently bringing more attention to them and their offer, resulting in longer tourism season and higher demand. By promoting cycling as a main tourism offer, they will be also promoting sustainability.

By encouraging **business support organisations, as the secondary target group**, to actively support SMEs along the ICTr, there will be new opportunities to engage with local business environment, more local and international cooperation and an opportunity for a joint promotion of regions along the ICTr. Business support organizations have knowledge and skills that are valuable to SMEs, with the project we aim to transfer the knowledge and skills from one to another. As described above, by cooperation and innovative business development, new tourism products and services will emerge promoting sustainability in general as well as sustainable mobility.

## 4.1. The Main Objectives

To summarise the main goals and objectives, we aim to:

1. Increase international business opportunities for SMEs along ICTr; this includes:
  - a. Enhanced digital skills and an online presence of their offer
  - b. Prolonging the tourist season
  - c. Reduce negative and increase positive impact of travel, realising the EU green transition.
2. Encourage business support organisations to actively support SMEs along the ICTr in:
  - a. Increasing local and international cooperation in joint promotion
  - b. Increasing cooperation by actively engaging business support organisations to participate in mentoring activities
  - c. Raising awareness of the environmental, economic, and social impacts of travel.
3. Attract tourists to visit less populated places along the ICTr by:
  - a. Promoting its cultural and natural significance
  - b. Promoting sustainable travel and mobility
  - c. Developing innovative tourism products that will increase demand and prolong the tourism season.



## 4.2. Key Messages

The following key messages should be used in communication with target groups. They have to be tailored to each communication activity.

1. Iron Curtain Trail (ICTr) - EuroVelo 13 is a long-distance cycling trail that follows the path of the former Iron Curtain. The trail covered in the ICTr-CE project spans over 3.000 km across Germany, Poland, Czechia, Austria, Slovakia, Hungary, Slovenia, and Croatia.
2. Along the ICTr - EuroVelo 13 route, cyclists encounter a wide range of attractions, including border crossings, museums, monuments, and remnants of the Iron Curtain such as watchtowers and barbed wire fences. The trail passes through scenic countryside, national parks, and urban areas, providing cyclists with a unique perspective on Europe's past and present.
3. The ICTr represents an opportunity for sustainable business:
  - a. It is one of the longest cycling trails in Europe and one of the most recognised brands for cyclists.
  - b. We create and promote cycling vacation packages targeted at cyclists looking for unique cycling holidays.
  - c. Through the European Cycling Federation, we have access to over 1 mio of European cyclists.
  - d. In the ICTr cycling vacation packages, we connect service providers along the ICTr to enable their marketing across Europe. The packages connect accommodations, restaurants, tour operators, attractions, bike rentals, transfers, and experiences.
4. By embracing the opportunities presented by the Iron Curtain Trail, SMEs can extend their reach and profitability by creating a compelling online presence to showcase their offerings to a global audience, and have the potential for prolonged tourist seasons, ensuring sustained economic growth and vitality.
5. SMEs along the Iron Curtain Trail can actively contribute to the EU's green transition agenda by championing sustainable tourism practices, thereby reducing the negative environmental impact of travel while accentuating its positive societal and ecological contributions.
6. Collaborating with tourism boards and other business support organizations, SMEs can foster local and international partnerships, and enhance knowledge and digital skills, amplifying their visibility and appeal through joint promotional efforts along the Iron Curtain Trail.
7. For tourists, the Iron Curtain Trail offers a rich tapestry of cultural and natural wonders to explore, promoting sustainable travel and mobility practices while fostering awareness of the environmental, economic, and social impacts of their journeys, ultimately contributing to a more responsible and enriching tourism experience.

## 4.3. Communication Channels

During the project, we will be using different channels to disseminate our key messages and reach our objectives and purpose. Our goal is not to create new channels but **to use existing and well-established ones** as well as engage business support organisations in the regions to help with the promotion and



dissemination to SMEs. Through the help of your network and connections with business support organisations in your area, you can target SMEs as well as other business support organisations.

Our communication channels are:

- Online media (existing websites, on-line newspapers, travel blogs and vlogs, newsletters, social media etc.)
- Printed media (existing relevant professional and general publications)
- Existing relevant events at international, national, regional and local level (traditional tourism events, fairs, festivals etc.).

When communicating on social media channels please do not forget to use the hashtags:

- #EuroVelo
- #EuroVelo13
- #IronCurtainTrail
- #Cycling
- #Tourism
- #MoreCyclingTourism

The crucial task of each partner is to address existing traditional events, online media sites and printed media in your area/region, your place to be if you need to share a message. For example:

- Events:
  - > ITB Berlin, Germany
  - > Velo-City, Ghent, Belgium
  - > Cycle Summit, Bern, Switzerland
  - > EuroVelo & Cycling Tourism Conference, Viborg, Denmark
  - > Yearly tourism fairs and related events in your country
  - > Yearly key events, e.g. Days of Slovenian Tourism.
- Printed Media
  - > Professional media
  - > General media
- Online Media
  - > Project website
  - > All partners' websites
  - > EuroVelo channels
  - > Tourism organisations' channels at the national, regional and local levels along the ICTr (e.g. Slovenian Tourist Board...)
  - > On-line specialised travel magazines
  - > On-line newspapers



- > National and regional news portals
- > Regional Development Agencies
- > Other relevant business support organisations' channels.

To be efficient in collecting publications from all partners, a spreadsheet is available on Google Drive (<https://docs.google.com/spreadsheets/d/1abUUCaYUCinje9j332pC5WiJ-9pqCc1e/edit#gid=551557170>) to report on events, online and printed media. Each partner has to regularly update the table with the requested information:

- Level (international/national/regional/local)
- Type (fair/conference/workshop/exhibition...)
- Name of the event/publication
- City
- Country
- Date
- Planned/Implemented
- Partner responsible or attending partner
- Other partners attending
- Target audience and number reached
  - > SMEs
  - > Business support organisations
  - > General Public
  - > Higher education and research organizations
  - > Public institutions
  - > Other
- Names of organisations that were reached
- Link to any additional info
- Short description



## 5. GDPR rules and regulations

To ensure the proper implementation of the GDPR (General Data Protection Regulation) and the safety of personal information, all project partners must include the following disclaimers when organizing public events.

### On the list of participants:

“Consent to the Processing of Personal Data

By signing the attendance list you grant consent to the **Name of the organization** (hereinafter referred to as **the abbreviation of the organization**), registered office at **Street and number, Postcode, City, identification number** (hereinafter referred to as “the Administrator”) by means of the Regulation (EU) No 2016/679 of the European Parliament and of the Council

on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing of Directive 95/46 / EC (General Regulation on the Protection of Personal Data) (hereinafter referred to as “the Regulation”) to process the following personal data: name and surname; institution name/abbreviation, email address and signature of the participant. This data can be processed by the Administrator based on your consent to document the event of the project CE0100401: ICTr-CE Interreg CENTRAL EUROPE 2021-2027.

Please note that you will be attending an event where photographs and/or audio-visual footage may be taken. By attending this event, you freely provide your agreement that you accept to be photographed, filmed, or recorded. You also agree that the above-mentioned photos and video or sound recordings may be used, reproduced, distributed, and communicated to the public for any other purposes by the Interreg CENTRAL EUROPE 2021-2027 Programme on websites or other information tools, such as social media or electronic or printed publications.”

### On the registration forms:

“The collection of personal information is intended only for the express purpose of organizing and managing the event. We are committed to respecting and protecting the privacy of the personal data collected. We regard your personal data as confidential information and will never communicate it to third parties. This information may be disseminated electronically or on paper and conferred to other participants in the interest of facilitating communication among them, proving their attendance with the signature list to EU-funded control systems, as well as for the promotion of future events on this subject and on similar subjects.”

### On the newsletter subscription:

“By subscribing to this newsletter, you are accepting to receive from time-to-time Danube Transnational Programme’s/Project’s newsletter issues in your email inbox. We are committed to respecting and protecting the privacy of the personal data collected. We regard your personal data as confidential information and will never communicate it to third parties. Your personal data are used mainly for the express purpose of receiving the newsletter. The data you have entered may also be used by the DTP and its projects for information and dissemination purposes strictly related to the program and its projects.”

### Concerning the use of photos:

“Please note that you will be attending an event where photographs and/or audio-visual footage may be taken. By attending this event, you freely provide your agreement that you accept to be photographed,





filmed, or recorded. You also agree that the above-mentioned photos and video or sound recordings may be used, reproduced, distributed, and communicated to the public for any other purposes by the Danube Transnational Programme on websites or other information tools, such as social media or electronic or printed publications.”



## 6. Implementation Plan

**Our obligation is to keep track of all promotional activities: i.e. to regularly update the spreadsheet in Google Drive as well as upload any necessary documents.** This is why we kindly ask you to fill out the Excel sheet before each event or publication as well as after. For each event/publication create a separate folder and upload proof documents:

- Agenda (obligatory)
- Attendance list (obligatory)
- Photos (obligatory)
- Presentations
- Any other useful materials.

Each partner has to provide in the table their channels to maximise the communication impact (until **24.5.2024**):

- At least 2 relevant events
  - > for each level: national, regional, local
  - > for 2024 and 2025
- At least 2 on-line media
- At least 2 print publications.
- <https://docs.google.com/spreadsheets/d/1abUUCaYUCinje9j332pC5WiJ-9pqCc1e/edit#gid=551557170>

Each partner identifies 2 events on each level (International, national and regional) on which they can present ICTr-CE and its activities. The point is not only to attend the event but also to have an official presentation approx. 30 min. Each partner must also identify at least 2 online media and at least 2 print publications. This proposal aims to maximise the communication impact.

**The minimum obligation for each partner is:**

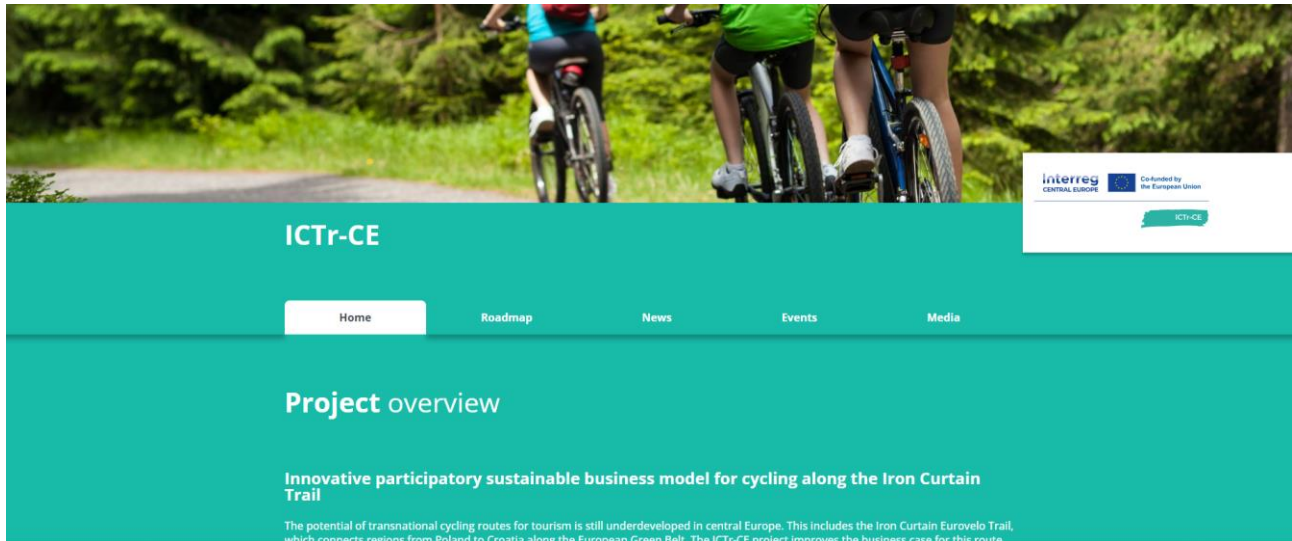
1. To attend one event at national level, one event at regional level and one event on local level, in year 2024 and in year 2025 (i.e. minimum 6 events per partner) where the partner presents the Iron Curtain Trail and its opportunities for sustainable cycling tourism to the target audience of the event.
2. To publish the information presenting the Iron Curtain Trail and its opportunities for sustainable cycling tourism in at least one relevant online medium in 2024 and 2025.
3. To publish the information presenting the Iron Curtain Trail and its opportunities for sustainable cycling tourism in at least one relevant printed publication in 2024 and 2025.

**If we give an example:** Iskriva identified two relevant tourism events in Slovenia: Dnevi Slovenskega Turizma (Days of Slovenian Tourism; national) and tourism fair Alpe Adria (national). They are organised every year at approx. the same time and a place to be for anyone in the tourism industry. We will contact the organisers to agree on having a presentation of the Iron Curtain Trail and its opportunities for sustainable cycling tourism to the target audience of the event.



Since the project website needs to be regularly updated with news and events we kindly ask you to fill out the templates available on Google Drive with interesting news, facts, and events in your region... ([https://drive.google.com/drive/folders/16CMucsVZTXZ\\_k9Fro8rlk\\_FGL9WQcy-d?usp=drive\\_link](https://drive.google.com/drive/folders/16CMucsVZTXZ_k9Fro8rlk_FGL9WQcy-d?usp=drive_link)) so we can publish them on the project website.

Figure 3: Screenshot of the project website



Source: Authors



## 7. Deliverables linked to communication activities

This chapter summarizes the project deliverables linked to the communication activities. This Action plan for impact communication to tourists and visitors provides general guidelines for all communication activities in the project and is thus relevant for all listed deliverables.

Firstly, the Factsheet table summarizes the engagement of partners for the linked deliverables.

Secondly, the deliverables are presented that are part of the joint communication activities.



## FACTSHEET of deliverables relevant for communication

	General dissemination D.3.2.3 - Report on dissemination and networking events and publications	D1.3.3 - ICTr cross-border promo events to launch the pilot actions	D.2.4.2 - Report on promoting the innovative solution that benefits the community via promo events		D.3.1.2 - Mentoring and qualification plan for improving competences of SMEs & other target groups along ICTr	D.3.2.2 - Presenting new integrated ICTr tourism product at existing EV13 website & update of EV13 mobile app
PARTNER/Responsible partner	ISKRIVA	ISKRIVA	CROST, ÖTE, Westpannon	Promotion on international level	ISKRIVA	ISKRIVA, ECF
WESTPANNON	X	South PA	X	X	X	
CROST	X	South PA	X		X	
ISKRIVA	X	South PA	X	X	X	X
UP FTS	X		X		X	
TRAIL ANGELS	X	Central PA	X	X	X	
PARTENRSTVI	X	Central PA	X		X	
WPZ	X	North PA	X		X	
GDANSK	X	North PA	X		X	
EKOPOLIS	X	Central PA	X		X	
ECF	X		X	X	X	X
KKZ	X	South PA	X		X	
ÖTE	X	North PA	X		X	

Source: Authors





## 7.1. Deliverable 1.3.3 - ICTr cross-border promo events to launch the pilot actions

Iskriva will prepare separate guidelines on how to organise ICTr cross-border promo events to launch the pilot action. The task of regional partners is to promote these events and to utilise these events to present Iron Curtain Trail and its opportunities for sustainable cycling tourism to the target audience of the event.

Time plan for implementation: Autumn 2024

Responsible partners:

- Pilot area North: ÖTE, WPZ, GDANSK
- Central: TRAIL ANGELS, ECOPOLIS, PARTNERSTVI
- South: ISKRIVA, WESTPANNON, CROST, KKZ

Target groups:

- Service providers along ICTr (SMEs)
- Business support organisations (BSO)
- Cyclists and visitors (tourists).

Purpose of the event/presentation: to present the newly developed Bookable Iron Curtain Trail Cycling package

Minimum criteria:

- At least 20 participants
- Representatives of SMEs along the trail and business support organisations are present
- Partners present from at least 2 countries.

Obligations of partners:

- To organise the event/presentation
- To list the planned event in the Communication Table on Google Drive
- To inform Iskriva about the planned event so that it will be included on the ICTr-CE project website
- To invite all partners
- To implement the event
- To report the event as instructed above.

## 7.2. Deliverable 2.4.2 - Report on promoting the innovative solution that benefits the community via promo events

Partners responsible for innovative solutions in WP2 (CROST, ÖTE, WESTPANNON) will prepare materials to communicate the innovative solutions (presentation text and pdf presentation). Afterwards, a more detailed plan will be presented how the innovative climate friendly solutions will be presented.



### 7.3. Deliverable 3.1.2 - Mentoring and qualification plan for improving competences of SMEs & other target groups along ICTr

Iskriva will prepare the Deliverable 3.1.2 Mentoring and qualification plan for improving competencies of SMEs & other target groups along ICTr. Each partner will promote the mentoring and workshops organised by regional partners (WPZ, Gdansk, ÖTE, Partnerstvi, Ekopolis, Iskriva, Trail Angels, KKZ, Crost, Westpannon). Each workshop will be posted on the project website.

### 7.4. Deliverable 3.2.2 - Presenting new integrated ICTr tourism product at existing EV13 website & update of EV13 mobile app

ECF will prepare guidelines and materials on how to promote the ICTr at their website and mobile app. They will be the main partners promoting the benefits of a new integrated ICTr tourism product





## 8. Tools and Useful Materials

On Google Drive, you will also find useful materials that should be used for all communication:

- Programme brand book  
([https://drive.google.com/file/d/1BMSltcDSPRTwU1uVBo0VcWAGoJa7fm\\_S/view?usp=drive\\_link](https://drive.google.com/file/d/1BMSltcDSPRTwU1uVBo0VcWAGoJa7fm_S/view?usp=drive_link))
  - > How to use the logo
  - > General branding rules
- Logo of ICTr-CE and EuroVelo ([https://drive.google.com/drive/folders/1UZMYQp6azv47oDO-52gdulPKtpw4MDgs?usp=drive\\_link](https://drive.google.com/drive/folders/1UZMYQp6azv47oDO-52gdulPKtpw4MDgs?usp=drive_link))
- Templates  
([https://drive.google.com/drive/folders/1yFUvzi9DQ9LYc\\_EKAKcl3bdunpBODWQP?usp=drive\\_link](https://drive.google.com/drive/folders/1yFUvzi9DQ9LYc_EKAKcl3bdunpBODWQP?usp=drive_link))
  - > Word
  - > PowerPoint
  - > Lists of attendance (GDPR)
- EuroVelo brand book  
([https://drive.google.com/file/d/1zA6hb\\_EM37sJ5WYyVD08awGIVaqJzcED/view?usp=drive\\_link](https://drive.google.com/file/d/1zA6hb_EM37sJ5WYyVD08awGIVaqJzcED/view?usp=drive_link))
  - > How to use logo
  - > General branding rules
  - > PowerPoint presentation from the workshop
- Google Drive folder  
([https://drive.google.com/drive/folders/1CcU8dXz6vHxd7u8gSnnlqk3CZLRd\\_Kjs?usp=drive\\_link](https://drive.google.com/drive/folders/1CcU8dXz6vHxd7u8gSnnlqk3CZLRd_Kjs?usp=drive_link))
  - > Excel sheet of events/online media/printed media
- ICTr-CE fact sheet  
([https://drive.google.com/file/d/1LCzENFzFYCaYYjnlTSiy97ZKBumGkwal/view?usp=drive\\_link](https://drive.google.com/file/d/1LCzENFzFYCaYYjnlTSiy97ZKBumGkwal/view?usp=drive_link))
- Communication tool kit  
([https://drive.google.com/file/d/19IF9NmK9GEAbwqK8myhvK4KZp8Wncfsl/view?usp=drive\\_link](https://drive.google.com/file/d/19IF9NmK9GEAbwqK8myhvK4KZp8Wncfsl/view?usp=drive_link))
  - > Tips on events, newsletters, storytelling, presentations, websites and social media