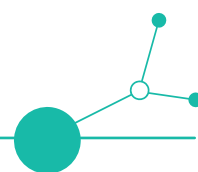


D.3.2.3 - Report on dissemination and networking events and publications



Version 1

11 2025





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1. Introduction

1.1. General WP3 objective:

Work Package (WP) 3's, titled Ensuring the sustainability of developed solutions in ICTr innovation network and their transferability, the objective is to ensure uptake and sustainability of developed ICTr solutions and their multiplier effects through improved innovation skills and competences of the ICTr innovation network, and to ensure transferability to other similar products and areas. For WP3, we have defined special communication objectives:

1. to generate interest of SMEs and public organisations to participate in mentoring activities by promoting their benefits → connected to WP3, A.3.1 - Enhancing competences and co-designing stewardship along the ICTr, D.3.1.4 - Report on implemented mentoring and qualification activities
2. to attract cyclists across Europe to the ICTr by promoting it as a bookable product with all services,
3. to clearly present the benefits of the developed solutions, in order to support uptake, mainstreaming, sustainability and transfer of new solutions to other EuroVelo routes, protected areas and similar long-distance cycling routes. → connected to WP2, A.2.4 - Pilot testing of the environmental footprint calculator and impact measurement system and presenting the innovative climate-neutral travel innovative solution, D.2.4.2 - Report on promoting the innovative solution that benefits the community via promo events

The communication impact we expect is to ensure that the achievements and results of the project are used for further support to regional tourism development. We will achieve this by establishing grounds for post-project communication with the main target group representatives, to maintain access to a wide audience of individual target group representatives.

1.2. Activity 3.2 Raising awareness with impact communication about the ICTr and its unique collective memory

We will raise awareness of the innovative transformation that is occurring with our project along the ICTr. To fully position the message of the uniqueness of the ICTr product on the market, we will communicate the IC's unique historical and environmental appeal of the Green Belt. The strategy will expose the uniqueness and contrasts of the area, and the social cause and environmental benefits that we integrated into the design of a unique market-attractive product. Target audiences are SMEs, public and private organisations along the trail, and similar organisations and visitors across Europe interested in visiting the ICTr.

This activity included:

- preparing an impact communication strategy,
- implementing several communication events and publications, including the updates of the ICTr 13 website and the app (www.eurovelo.com)
- developing a system for monitoring effects on target groups,
- preparing final report.



1.3. Target numbers

The target numbers stated in the application form represent expectations for the entire project, not only for Work Package 3. They reflect the overall targeted outreach and engagement goals set for all project actions combined:

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



2. D.3.2.1 - Action plan for impact communication to tourists and visitors

Dissemination activities in WP3 focused on raising awareness of the Iron Curtain Trail (EuroVelo 13) and promoting the newly developed transnational cycling tourism product. The aim was to ensure the uptake, visibility, and long-term sustainability of project results among key stakeholder groups.

The communication strategy (D3.2.1. Action plan for impact communication - annex 1) targeted SMEs, business support organisations, and tourists, using consistent key messages on the cultural, historical, and natural significance of the EuroVelo 13 - Iron Curtain Trail, as well as its potential for sustainable tourism development and extended tourism seasons. Dissemination activities highlighted the trail's unique attractions, cross-border cooperation opportunities, and benefits related to digitalisation and the green transition. More details on the impact communication strategy can be found in the annexes, where a comprehensive overview of planned communication objectives, key messages, and channels is provided.

Project partners used a combination of events, online media, and printed media to reach the target groups. Activities included participation in tourism fairs and conferences, publication of articles on partner and project websites, and contributions to regional and national printed and online media. These channels helped promote the ICTr product, project updates, mentoring activities, and innovative solutions developed within the project. All activities were systematically tracked using a shared reporting system established in the shared Google Drive folder.

Common branding guidelines and GDPR-compliant procedures ensured consistent, professional, and legally compliant communication across all countries involved. Dissemination efforts are also tied directly to related deliverables, including cross-border promo events (D3.2.1. Action plan for impact communication final), mentoring activities (D.3.1.2 - Mentoring and qualification plan for improving competences of SMEs & other target groups along ICTr), promotion of innovative solutions (D.2.4.2 - Report on promoting the innovative solution that benefits the community via promo events) and the promotion of the ICTr tourism product through the EV13 website and mobile app (D.3.2.2 - Presenting new integrated ICTr tourism product at existing EV13 website & update of EV13 mobile app).

To support partners in effectively communicating project activities and results, we prepared a set of core communication materials designed to make dissemination tasks easier and more consistent across regions. These materials include:

- the general ICTr-CE presentation,
- the Innovative Tools (IMS) presentation,
- a project leaflet,
- a leaflet presenting the project results,
- and several ready-to-use articles for dissemination purposes,
- as well as any additional materials requested by project partners.

Together, these resources provide partners with clear, aligned content that can be readily adapted for events, online publications, and printed media, ensuring coherent and targeted communication throughout the project.

Overall, the dissemination activities strengthened stakeholder engagement, increased the visibility of the ICTr-CE tourism product, and supported the project's broader goal of fostering sustainable, cross-border cycling tourism along the former Iron Curtain.

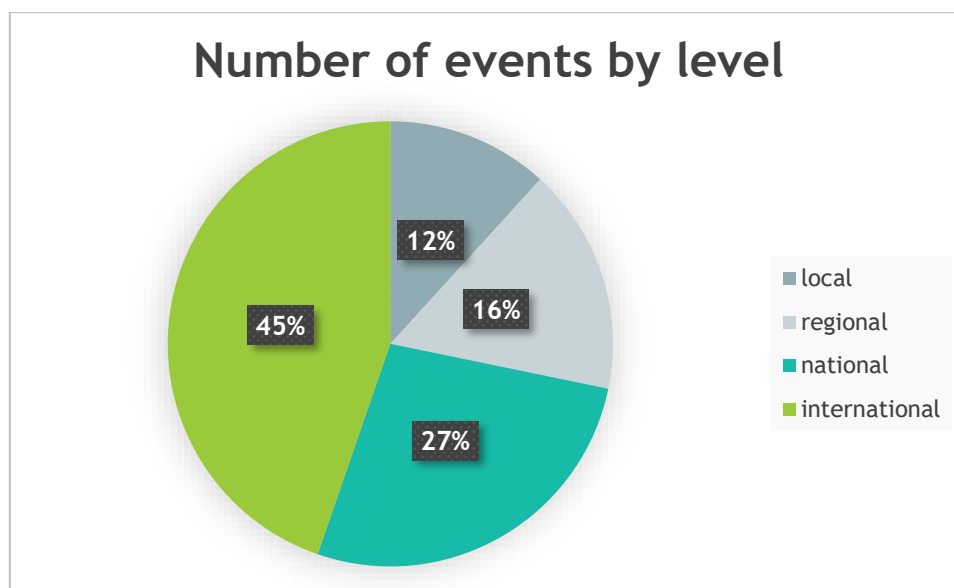


3. Impact at Various Events

Promoting the project at events and conferences has been a central part of our dissemination efforts, ensuring visibility among key stakeholders and strengthening engagement across all partner regions. By participating in relevant tourism fairs, cycling conferences, regional development events, and local stakeholder gatherings, partners presented the ICTr-CE project, its objectives, and its emerging results to diverse audiences. These events provided opportunities to showcase the new ICTr tourism product, highlight the benefits of sustainable cycling tourism, and connect with SMEs, business support organisations, and tourism professionals. Through presentations, networking, and distribution of communication materials, the project reached a broad audience and fostered interest, collaboration, and recognition of the ICTr as a meaningful cross-border tourism initiative.

Project partners presented the ICTr-CE project at many events, a total of 85 events. The events we participated in were organised on different levels of recognition, such as international, national, regional and local levels. The partnership participated and presented the ICTr-CE project at 10 local events, 14 regional, 23 national and 38 international events (figure 1). The event data shows a very high level of dissemination activity across all partner regions and more (Figure 2).

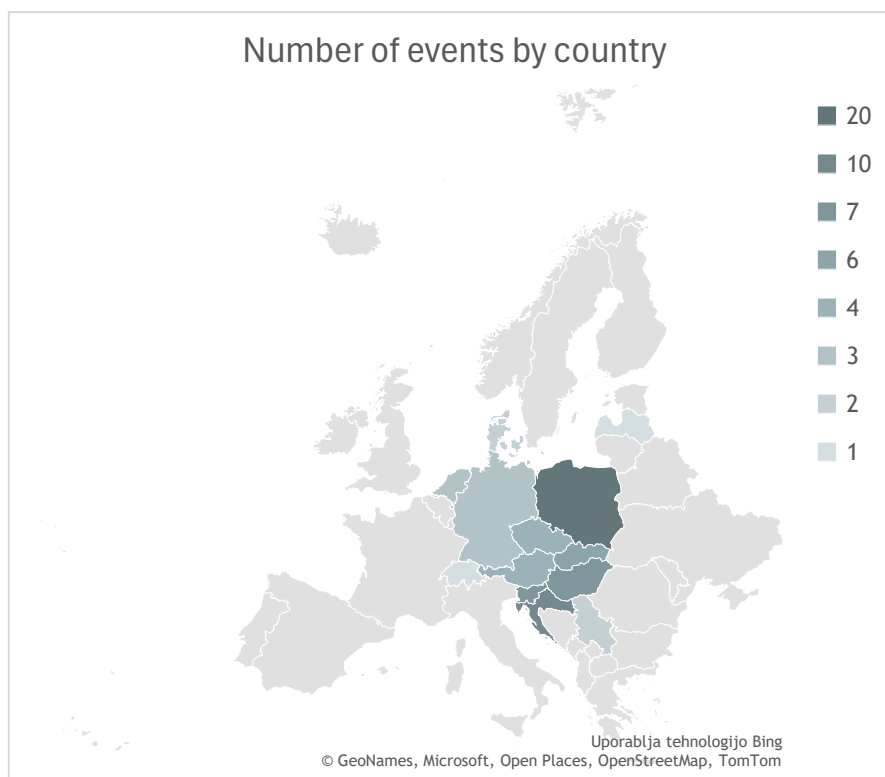
Figure 1: Pie Chart Presentation of Implemented Events by Level



Source: Author, 2026



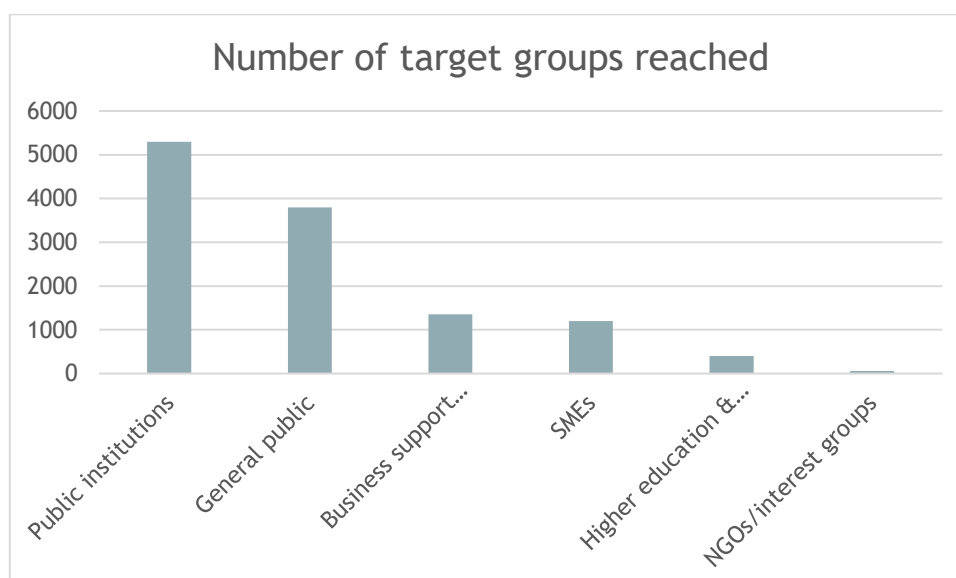
Figure 2: Participation at Events by Country



Source: Author

Activities ranged from major cycling tourism conferences, trade fairs and cross-border events to local festivals, sports events, info-days and workshops. This demonstrates that partners reached highly diverse audiences—from SMEs and tourism boards to academic institutions, local authorities, NGOs and the general public.

Figure 3: Representation by Target Groups



Source: Author



Table 1: Representation of Target Groups

| Target group | People reached (sum) |
|--------------------------------|----------------------|
| Public institutions | 5.280 |
| General public | 3.780 |
| Business support organisations | 1.330 |
| SMEs | 1160 |
| Higher education & research | 390 |
| NGOs / interest groups** | 65 |

Source: Author

Across the reporting period, partners participated in numerous key events targeting all relevant groups, including several large-scale international conferences such as:

1. ITB Berlin – Berlin, Germany – Conference – March 2023, 2024, 2025

Figure 4: ITB 2024 Berlin, DE



Source: ECF, 2024



2. Velo-city – Ghent, Belgium (2024) and Gdansk, Poland (2025) – Conference

Figure 5: Velo-city in Ghent, Belgium in 2024 (left) and in Gdansk, Poland in 2025 (right)



Source: left - ECF, 2024; right - ECF and Gdansk, 2025



3. EuroVelo & Cycling Tourism Conference – Viborg, Denmark (2024) and Balatonfüred, Hungary (2025) – Conference

Figure 6: EuroVelo & Cycling Tourism Conference in Balatonfüred, HU



Source: Iskriva, Westpannon, UP FTŠ, ECF, 2025

4. Cycle Summit – Bern, Switzerland – Conference – October 2024



5. Fiets en Wandelbeurs – Utrecht, The Netherlands – Trade Fair – February 2024, 2025, 2026

Figure 7: Fiets en Wandelbeurs in Utrecht, NL



Source: WPZ, 2026

6. ADFC Cycling Tourism Conference – Bremen, Germany – Conference – May 2025
7. Best Belt Conference – Jurmala, Latvia – Conference – October 2024
8. Polish-German Cycle Tourism Days – Szczecin, Poland – Organisation of a Conference – February 2024 and 2025



Figure 8: Polish-German Cycle Tourism Days in Szczecin, PL



Source: WPZ, 2025

National and regional-level events were also well-covered, particularly in Slovenia, Poland, Croatia, Austria, and Slovakia, ensuring strong territorial visibility of the ICTr-CE project. Below some photos from the events.

Figure 9: National cycle conference in Kosice, SK



Source: Ekopolis, 2024



Figure 10: 19th Cycling Recreation Festival in Koprivnica, HR



Source: KKZ, 2025

Figure 11: Zabava brez meja in Veržej, SI



Source: Iskriva, 2024



Figure 12: Inclusive Tourism as a Development and Investment Opportunity in the Danube Region in Moravske Toplice, SI



Source: Iskriva, 2025

A significant portion of events directly supported project deliverables (notably D.3.2.3, D.1.3.3, and D.2.4.2), focusing on:

- presenting the ICTr-CE tourism product
- promoting innovative tools (IMS, GIP)
- engaging SMEs in mentoring and training
- strengthening cross-border cooperation
- showcasing cycling tourism opportunities along EuroVelo 13

The sheet also indicates substantial reach: several events attracted hundreds or even thousands of participants, particularly large festivals, trade fairs, and cross-border promotional days. Many events provided strong opportunities for networking with stakeholders in tourism, mobility, and regional development.

Overall, the collected event data confirms broad, continuous, and well-distributed dissemination, leveraging existing high-visibility events and ensuring that ICTr-CE maintained a robust public and professional presence throughout the project period.



4. Impact on Online Media

This summary provides an overview of the communication and dissemination activities implemented within the ICTr-CE project, based on the entries submitted by partners in the shared reporting table. The analysis focuses primarily on webpages, newsletters, and major online communication channels, while also acknowledging that additional promotion activities took place across partner social media accounts and personal profiles, but were not fully documented in the reporting table.

The findings below, therefore, reflect only the data submitted by project partners; the real communication outreach is considerably broader.

4.1. Websites (Project Website, Partner Websites)

Project partners used their websites consistently to publish project updates, calls to action, and thematic articles. Typical content included: project kick-off and goal descriptions, SCOM summaries (e.g., Fertőd, Portorož, Valtice, Koprivnica, Gdańsk), Explorer Tour reports (North & South), invitations to surveys and trainings, and updates connected to EuroVelo 13 - Iron Curtain Trail recertification and related achievements. Based on available entries, articles typically generated an estimated few thousand views per post, with some items likely higher; exact statistics were not available for all pages and therefore were not aggregated here, but an estimation is that we have reached more than 8 million views.

The European Cyclists' Federation (ECF) played a particularly strong role with international articles featuring:

- Carbon footprint measurement - CARMACAL
- Good Impact Cycling for reducing negative impacts
- Bookable offers created by official booking centres connected to EuroVelo 13 - Iron Curtain Trail
- Impact Measurement System (IMS)

These pieces positioned ICTr-CE within the broader European cycling-tourism community and sustainability discourse.

4.2. Newsletters

Newsletters, although fewer in number compared to website and social media entries, served as **high-quality and targeted impact dissemination tools**.

Reported newsletter activities include:

- **ECF newsletters** featuring ICTr-CE tools and recent project articles
- **STO (Slovenian Tourist Board)** weekly newsletter invited people to participate in a survey, announced the final event and signature ceremony and will continue to disseminate project results also after the project end.
- Several partners distributing **organisation-level newsletters** that included project updates, webinar invitations, and progress summaries

These newsletters ensured that information reached wide, established audiences, including:



- Tourism institutions
- SMEs
- Business support organisations
- Regional/national authorities

These channels strengthened visibility across partners' professional networks and sustained engagement among key stakeholders, occasionally leading to new cooperation opportunities with SMEs, tourism bodies, and public institutions.

4.3. Social Media

Although this report does not focus on the detailed breakdown of social media activities, it is important to highlight the **general patterns** observed.

The submitted data show that project partners engaged in:

- Frequent Facebook posts
- Regular LinkedIn updates
- Webinars and workshops streamed or promoted online
- Influencer participation (e.g., Explorer Tour reports)

The reporting table contains a selection of social posts (Facebook, LinkedIn, occasional Instagram), webinar promotions, video clips, and influencer content (e.g., Explorer Tours). However, social media activity was much broader than the entries indicate. Numerous additional posts were published on partners' official pages and team members' personal profiles (FB/LinkedIn). These were not systematically tracked, and no consolidated reach or engagement totals are presented here. As such, the documented social media should be read as a minimum baseline of actual activity.



5. Impact in Printed Media

The ICTr-CE project was also presented in printed media. These publications represent formal, traditional media outreach and contribute to the long-term visibility of the EuroVelo 13 - Iron Curtain Trail and the project's activities in mainstream and regional audiences.

In total, the officially reported print media activities provide:

- Coverage in several countries (Croatia, Poland)
- High-quality promotional placement in premium travel magazines (National Geographic)
- Reinforced visibility of EuroVelo 13 - Iron Curtain Trail and ICTr-CE project across mainstream audiences
- Long-lasting value thanks to print media's durability and reputation

While limited in number (5), the impact quality of these printed outputs is high, especially the National Geographic Traveller features and regional Croatian press coverage.

Figure 13: Photo of an article about the ICTr-CE published in the Croatian news magazine



Source: KKZ, 2024



Figure 14: Photo of an article published in the magazine Meridijan



Source: KKZ, 2025

Figure 15: Photo of an article published in the magazine National Geographic



Source: WPZ, 2025



6. Result and Further Plans

During the implementation, ICTr-CE project partners implemented a coherent, multi-channel communication approach that combined events, webpages, newsletters, and print to reach SMEs, tourism bodies, public institutions, and cyclists across Central Europe. The project website, project partners' websites and newsletter channels provided a consistent backbone for credible, reusable information, while social media (though only partially captured in the reporting sheet) amplified messages rapidly across partner and personal networks.

Quality placements, such as ECF editorial content on sustainability tools (IMS, CARMACAL, Good Impact Cycling) and national/regional media, elevated the project narrative from local updates to European-level relevance, reinforcing EuroVelo 13's position as a culturally and environmentally significant route supported by innovative, transferable solutions.

It is important to note that the evidence summarised here reflects only partner-reported actions; additional communication, especially on social media, took place on institutional channels and personal accounts but was not systematically recorded. Therefore, the true communication reach and engagement exceed the figures presented in this report.

Looking ahead, partners can build on this foundation by

- retaining the website/newsletter core for durable updates,
- leveraging ECF and EuroVelo platforms for international visibility, and
- adopting a lightweight social-media logging routine (shared spreadsheet or tagging protocol) to capture more of the organic promotion that demonstrably occurs beyond formal reporting.



7. Conclusion

The dissemination and communication activities carried out within the ICTr-CE project demonstrate a broad, continuous, and multi-layered outreach effort across all partner regions. While the number of people reached through events, online media, and printed media is partly based on estimations provided by project partners, the available data confirms extensive visibility across local, regional, national, and transnational levels. Social media engagement, although not fully reported due to the difficulty of tracking organic and personal-account promotion, undoubtedly amplified this reach even further.

In contrast to these estimated dissemination numbers, the mentoring and qualification programme (D.3.1.4) provides precise, verifiable outreach results. A total of 285 SMEs, 98 business support organisations, 164 public institutions, 8 higher education and research organisations, and 93 other organisations participated in the mentoring modules, representing over 1.200 unique participants across the ICTr corridor. These figures reflect confirmed attendance and therefore provide a solid quantitative basis for assessing the project's stakeholder engagement.

When this verified mentoring data is viewed together with the wide dissemination realised through:

- Cross-border promotional events (D.1.3.3), which mobilised 108 organisations across all pilot regions
- Promotion of innovative tools (D.2.4.2), which showcased the IMS and CARMACAL at key European events and conferences
- Online and printed media coverage documented under this deliverable (D.3.2.3)

...it becomes clear that the project has achieved a truly comprehensive communication impact.

Taken together, these deliverables complement each other and demonstrate a consistent, integrated communication approach:

- D.1.3.3 activated stakeholders through in-person engagement and cross-border cooperation.
- D.2.4.2 promoted innovative solutions and positioned the project within the broader European cycling and sustainability discourse.
- D.3.1.4 provided structured capacity building and measurable uptake.
- D.3.2.3 consolidated all dissemination outputs into a single, coherent overview.

Table 2: Summarised results

| Target group | Dissemination (people reached) | Mentoring (organisations reached) | Total number (tracked and estimated) |
|--------------------------------|--------------------------------|-----------------------------------|--------------------------------------|
| SMEs | 1.160 | 285 | 1.445 |
| Business Support Organisations | 1.330 | 98 | 1.428 |
| Public Institutions | 5.280 | 164 | 5.444 |
| Higher Education & Research | 390 | 8 | 398 |
| NGOs / Other | 65 | 93 | 158 |

Source: Author



Considering the combination of estimated dissemination figures and exact mentoring numbers, it is evident that the ICTr-CE project has more than exceeded the target numbers from the Application Form. The project successfully reached the required numbers of SMEs, BSOs, higher education institutions, and public institutions—often surpassing them—and ensured high visibility among the general public and specialised audiences alike.

Overall, the dissemination activities have not only created strong visibility for the EuroVelo 13 - Iron Curtain Trail and the ICTr-CE project but also laid the groundwork for the long-term sustainability, transferability, and future expansion of the developed solutions. The combined communication, mentoring, and promotional efforts leave behind a well-informed, motivated, and increasingly connected stakeholder community that is prepared to support the continued development of a coordinated, cross-border cycling tourism product in Central Europe.



8. Annexes

- 1_D3.2.1. Action plan for impact communication
- 2_EuroVelo BrandGuide
- 3_ICTr.CE leaflet ang.
- 4_ICTr.CE leaflet ang. 2026 result
- 5_ICTr-CE IMS.pptx
- 6_ICTr-CE Media articles
- 7_ICTr-CE presentation
- 8_ICTr-CE Collection of media presence