



FOST INNO



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Fostering tourism innovation system in Adriatic - Ionian Region

COMMUNICATION PLAN

-v1-
April 2018

SUMMARY

Project **FOST INNO** is funded from Interreg IPA ADRION cross-border cooperation program under the Priority Axis 1: **Innovative and smart region** and Specific Objective 1.1: **Support the development of a regional Innovation system for the Adriatic-Ionian area**. Total value of project FOST INNO is 1.266.482, 17 EUR, where co-financing rate from EU funds is 1.076.509, 79 EUR which is 85%. The implementation of project started on January 1, 2018, it is going to last 24 months, until December 31, 2019 and it covers the territory of 6 countries.

Besides University of Rijeka - Faculty of Tourism and Hospitality Management (Croatia) as a leading partner other project partners are School of Advanced Social Studies in Nova Gorica (Slovenia), RDA of Northern Primorska Ltd. Nova Gorica (Slovenia), Municipality of Perugia (Italy), Molise Region (Italy), Department for Development and International Projects of Zenica-Doboj Canton (Bosnia and Herzegovina), Shkodra University “Luigj Gurakuqi”(Albania) and Municipality of Tivat (Montenegro). University Mediterranean (Montenegro) is associated partner.

Project FOST INNO aims to contribute to the long term growth of tourism in the Adriatic Ionian region through innovations capacity building. Common challenges of the programme area as; prolonging tourism season, improving quality in tourism and fostering better tourism employment conditions, are going to be tackled in accordance with sustainability principles to reinforce region’s competitive position. The overall objective of the project is to improve and ensure long term competitiveness of the Adriatic-Ionian area by enhancing innovation capacity in sustainable tourism. Hence, the main project intervention objective is to change current practise of insufficient incentives for innovations in sustainable tourism through main project outputs and deliverables: developed strategy for fostering innovations in sustainable tourism in Adriatic-Ionian area, established networking structure and increased knowledge transfer between business, users, academia and institutional stakeholders through Adriatic-Ionian Tourism Innovation Centre. Joint strategic framework for innovation in sustainable tourism is going to improve Adriatic-Ionian cooperation in tourism; giving common directions for policy makers’ actions and providing incentives for innovations. Networking structure embodied in future Adriatic-Ionian Tourism Innovation Centre is a multipurpose tool, foreseen as a learning and dissemination platform. Innovation incubation will be main purpose of Centre’s activities, designated to facilitate market access for innovative ideas. In order to provide valuable contribution in exchange of cooperation opportunities and best practices, networking structure has to become knowledge base and information hub for different actors such as; SMEs, universities and research centres, relevant tourism authorities, regional authorities, etc. In order to ensure sustainable competitive position of the Adriatic-Ionian area in the tourism market, transnational approach is needed for responding to challenges shared by participating countries. Given the current fragmented situation at macro-regional level, joint development of innovation system will facilitate promotion of innovative activities and transfer of project results into policies and practice. This project aims to create a long term knowledge transfer related to the innovation in sustainable tourism development in order to contribute solving tourism issues that are common for all partner countries involved.

This **communication plan** contains a summary of project FOST INNO planned communication activities. The plan is a living document and it can be changed during project implementation. The table below shows an overview of communication activities/ tasks that are organized in accordance with project activities and aligned with the responsible partner and period of implementation.

The project is implemented by: University of Rijeka - Faculty of Tourism and Hospitality Management from the Republic of Croatia, School of Advanced Social Studies in Nova Gorica and RDA of Northern Primorska Ltd. Nova Gorica from the Republic of Slovenia, Municipality of Perugia and Molise Region from Italian Republic, Department for Development and International Projects of Zenica-Doboj Canton from Bosnia and Herzegovina, Shkodra University “Luigj Gurakuqi” from the Republic of Albania and Municipality of Tivat from Montenegro.

1. INTRODUCTION

1.1. PROJECT DETAILS

Overall objective: The main overall objective of the project is to improve competitiveness of the Adriatic-Ionian area and create more and better jobs by enhancing innovation capacity in sustainable tourism.

Specific objectives:

1. Raising awareness of regional tourism stakeholders on the opportunities that the sustainable development offers as an important driver for innovation and growth.
2. Achieving a better recognition and understanding of innovation practices that link sustainable development and regional tourism growth in a mutually reinforcing way.

Duration: 24 months.

1.2 KEY MESSAGE(S)

Tourism, as one of the important drivers of the Adriatic-Ionian area that contributes to the overall social development of the all area with a firm relevance for economic growth, suffers from a number of weaknesses such as seasonality and insufficient action in the field of sustainable development of the tourism sector. It is a regional problem that requires joint cooperation that can be beneficial for all sides included.

Project FOST INNO is addressing different key transboundary issues through establishing of regional platform for fostering innovations in field of sustainable tourism. Starting point is a view in which introducing of innovative solutions has clear potential to enhance regional tourism competitiveness while reducing environmental pressures.

This project promotes cooperation on **local, regional and interregional level through all its activities**. The partnership was constituted in order to represent the majority of States facing Adriatic and Ionian seas - Croatia, Slovenia, Italy, Bosnia and Herzegovina, Montenegro and Albania. The geographic coverage of this partnership is allowing effective broadening of project's impact across most of the eligible area in line with macro-regional approach of Adriatic-Ionian cooperation programme. Structure of the partnership was formed having in mind that effective delivery of project results and achievement of project goals requires well balanced mix of skills/expertise and policy influence. It brings together 3 higher education institutions, 1 sectoral agency, 2 regional public authorities and 2 local public authorities from 6 different countries to work together on the achievement of defined goals. Higher education institutions together with local and regional public authorities, as well as the sectoral agency, make a perfect mix of competencies needed for establishing regional innovations system. Fostering of innovations requires complete innovation system put in place, which cannot be done without influential networking structure in terms of stakeholders gathering and policy agenda setting. Partnership structure is chosen as mix of knowledge, political and business support organisations in order to create independent entity with potential for gathering partners from all the innovation dimensions. Strong platform is needed for fully integrating all three sides of the 'knowledge triangle' (i.e. higher education, research and business) and to provide effective institutional support for innovations in sustainable tourism.

Competencies in the Adriatic-Ionian for innovations development are sufficient regarding necessary knowledge and institutional framework and could be found in each country, but without high degree of integration and efficient governance, present situation where innovations developed in sustainable manner are the “result of chance”, will persist. Involved higher education institutions will be responsible for strategy development, transfer of know-how and best practices regarding the innovation process. The importance of public authorities is highlighted in the part of application and diffusion of defined strategy and action plans. Moreover, they should assure the sustainability of these results after the end of the project. Sectoral agency would be in charged for effective support to innovations development through pilot program envisioned for testing and promotion of best innovations. All partners obligation would be to share knowledge about the project and its activities on its own territory, as well as to promote its results among all relevant actors.

1.3 TARGET AUDIENCE

Local public authority (80): cities, municipalities, local tourism organizations and local innovations support organizations.

Regional public authority (20): regions, counties, regional agencies for sustainable development and regional tourism boards.

National public authority (10): National Ministries of Regional Development, Tourism, Environment, and Government agencies for Research and Development, Sustainable Development.

Sectoral agency (10): Sectoral agencies for regional development, tourism bodies and Institutions for different types of tourism.

Interest groups including NGOs (10): Local NGOs involved in sustainable tourism and environment.

Higher education and research (20): Universities, polytechnics business schools, R&D organizations and public research institutes.

Enterprise, excluding SME (50): Companies in tourism sector (tourism agencies, hotel and leisure companies, transport companies...).

SME (200): SME in the field of tourism (travel agencies, hotels, restaurants, transportation).

Business support organisation (10): National, regional, local chambers of commerce.

1.4 COMMUNICATION OBJECTIVES

Within project FOST INNO two communication objectives are set: to raise awareness and to increase knowledge. This will be achieved through set of activities: start-up activities, publications, public and capitalization events, promotion material and digital activities. The communication on project results will be primarily e-based working towards “paperless” implementation with the production of e-newsletters; dissemination material will be downloadable from the project website within the ADRION programme website. In order to increase the impact of project dissemination, all partners will put the project web page link to their official (organizational) webpage. Traditional activities and tools will also be used to spread project objectives and results at regional and EU level, involving all target groups and the general public. An effort will be made to promote the coordination of the project with other similar or complementary initiatives implemented within the EU context. Promotion of the project will mostly be done by the digital media in order to insure sustainable aspect of the project. The only exceptions are two bilingual brochures that will be created.

Main message to be carried out by project FOST INNO is about benefits of introducing stakeholders in tourism and general public with importance of fostering innovations in sustainable tourism.

To communicate the message to the stakeholders and general public project partners will:

1. Publish **two bilingual brochures** that will be created at the beginning and at the end of the project. One partner per country will translate the English version to their own language (in Italy, PP4; in Slovenia, PP2). Brochures will be printed by every partner: 200 copies of the 1st brochure and 200 copies of the 2nd brochure and disseminated at the local events.

The purpose of the 1st brochure will be enhancement of knowledge about the importance of sustainable tourism development for the destination and the local community living in it.

The focus of the 2nd brochure will be on the importance of innovation development in tourism. It will also contain guidelines for implementation of innovations in tourism offering, marketing, management, etc. - this is crucial for future competitiveness of destinations of the Adriatic-Ionian region on the tourism market.

2. Organize **public events**:
 - **Local events**- Each country will organize at least 2 local thematic events and every partner (1 per country) will involve approximately 60 stakeholders on their local events.
 - **Press conference**- Lead partner will organize 2 press conferences and every partner will organize at least 1 press conference in order to disseminate the project results.
 - **Capitalization events**- Lead partner will participate in 2 capitalization events organized by the JS in order to create possible synergies and cooperation/exchange of experience and knowledge sharing with similar projects implemented in the area
3. Perform **digital activities**:
 - **Media communication**- Every partner will publish at least 2 TV/ radio/web media edits.
 - **Media campaign summary**- document containing all articles published and all other actions to media taken by the partners, as well as the report about all local events.
 - **Electronic e-newsletter**- Every four months, partners will create and disseminate e-newsletter to the stakeholders of the common list created within the communication plan. 800 copies of newsletter in total will be disseminated.

Furthermore, to ensure proper visibility of the project and INTERREG IPA CBC HR-BA-ME funding, **project logo is designed** by using INTERREG visual identity according to the Programme communication strategy.



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The logo must be always placed in a central and visible top position of the produced material (i.e.: in the first/main page of a publication); only in very exceptional cases duly authorised by MA/JS it can be placed on the back cover of the publication and it can never be smaller than any other logo included in the same output; it shall have at least the same size, measured in height or width, as the biggest of the other logos. When the logo is displayed on a website or other electronic application, it shall be visible inside the viewing area of a digital device without requiring a user to scroll down the page. On other communication products such as conference bags, exhibition roll-ups or presentations, the logo has to be placed in a prominent place. The size of the logo should be reasonable and recognizable. A monochrome version might be used only in justified cases. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Promotional material - project gadgets: 500 copies of pads of paper, 500 copies of pens and 500 copies of folders will be printed by every partner with the logo of the project and the ADRION programme. All the promotional material will be produced accordingly and used to promote project within project's events: local events, workshops, webinars, one-day training, etc.

| WP /ACTIVITY/DELIVERABLE | INITIAL start | FINAL date | Note | Partners involved |
|--|-------------------|-------------------|--|--|
| WP C Communication | Jan - 2018 | Dec - 2019 | | PP8 - TIVAT |
| (C.1) Start - up activities, including communication strategy and website | Jan - 2018 | Mar - 2018 | Municipality of Tivat will be responsible for project website feeding (within Adrian Programme website). Updating until the end of the project | PP8 - TIVAT |
| (C.2) Publications | Feb - 2018 | Dec - 2019 | | |
| C.2.1 Educational bilingual brochures - preparation, print and dissemination | May - 2019 | Dec - 2019 | The focus of the 2 nd brochure will be on the importance of innovation development in tourism. It will also contain guidelines for implementation of innovations in tourism offering, marketing, management, etc. - this is crucial for future competitiveness of destinations of the Adriatic- Ionian region on the tourism market. All partners will participate in the creation of its English version and then translate it to their own language (in Italy, PP4; in Slovenia, PP2). It is presumed that every partner will print 200 copies of the 2 nd brochure and disseminate it their own country (1600 copies in total). | All partners |
| (C.3) Public Event(s) | Jan - 2018 | Dec - 2019 | | |
| C.3.1 Local events | Jan - 2018 | Dec - 2019 | At least 2 per each country (in the form of promotional events and workshops). Each partner will participate in up to 2 events in other partner's country to share the project acknowledgements - ERDF partners will travel to 1 ERDF and 1 IPA partner's country, and IPA partners to 1 ERDF and 1 IPA country. | All partners |
| C.3.2 Number of stakeholders in local events | Jan - 2018 | Dec - 2019 | Every partner will involve approximately 60 stakeholders on their local events. | All partners |
| C.3.3 Press conference | Jan - 2018 | Dec - 2019 | 9 in total (2 in LPs country, 7 in other partner's countries). | All partners |
| C.3.4 Capitalization events | Jan - 2018 | Dec - 2019 | LP will participate in 2 capitalization events organized by the JS in order to create possible synergies and cooperation/exchange of experience and knowledge sharing with similar projects. | LP - FTHM |
| (C.4) Promotional material | Feb - 2018 | Oct - 2019 | Project gadgets | |
| C.4.1 Project gadgets - dissemination | | Dec - 2019 | Project gadgets will be distributed among stakeholders during local events, workshops, webinars, one-day training, etc. | All partners |
| (C.5) Digital activities including social media and multimedia | Jan - 2018 | Dec - 2019 | The project will also be promoted through each partner's website as well as social media. Check your budget- you can promote it in the professional journal too. | |
| C.5.1 Media communication | | Dec - 2019 | Every partner will publish at least 2 TV/radio/web media edits in order to increase the dissemination of the project and project results. All partners should send every media as soon as it is published to the PP8. | All partners |
| C.5.2 Media campaign summary | | Dec - 2019 | Will be prepared by PP8 on the basis of Media communication - media edits and reports from local events organized in every country (Activity C.3) from all partners. | PP8 - TIVAT (with input from all partners) |
| C.5.3 Electronic e-newsletter | Feb - 2018 | Dec - 2019 | Every 4 months, partners will create and disseminate e-newsletter to the stakeholders of the common list created within the communication plan. 800 copies of newsletter in total will be disseminated. | PP8 - TIVAT (with input from all partners) |