



## ***Communication and dissemination guidelines for Pilots***

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This document aims to provide practical information to the partners and in particular to the Pilot leaders about the communication and dissemination activities that are expected to be carried out in the frame of the INCULTUM project.

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## Introduction

Through the communication, the INCULTUM Pilots are expected to call for the attention of multiple audiences and stakeholders about the activities carried out on the territory and to promote the project's as a whole, in a way that can be understood also by non-specialists.

According to EC's recommendations, a good **communication** should

- start at the outset of the action and continue throughout its entire lifetime
- be strategically planned and not limited to ad-hoc efforts
- identify and set clear objectives (e.g. Are final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?)
- be targeted and adapted to audiences that go beyond the project's own community, including stakeholders, media and the general public
- choose pertinent messages (e.g. How does the action's work relate to everyday lives of the targeted audiences? Why does the target audience need to know about the action?)
- use the right medium and means (e.g. Is the communication adapted to the right level - local, regional, national, EU-wide? Does it use the right ways to communicate - one-way exchange such as website, press release, brochure, etc. or two-way exchange such as exhibition, school visit, internet debate, etc.? Where relevant, does it include measures for public/societal engagement on issues related to the action?)
- be proportionate to the scale of the action

Additionally, under Horizon 2020 beneficiaries should engage in dissemination activities and prepare for further exploitation. As Horizon 2020 is financed by EU citizens, the results of the funded projects should benefit to the largest number and the fruits of the research should reach the society as a whole.

**Dissemination** means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. By sharing your experiments and research results with the rest of the scientific community, you are contributing to the progress of science in general.

**Exploitation** is the use of results for commercial purposes and/or in public policy-making.

The following figure 1 is taken from the guidelines provided by the European Commission to illustrate the scope of the communication, dissemination and exploitation activities to be carried out by the Horizon 2020 funded projects.



Figure 1 – EC map

## Communication and dissemination in INCULTUM

There's often some overlap between dissemination, exploitation and communication, especially for close-to-market projects. This is the case in particular of the INCULTUM project that is an Innovation Action. As a reference, please consider the role of the following WPs in the INCULTUM workplan:

WP Number	Title	WP Leader
WP2	Communication and Dissemination	Promoter
WP7	Impact, evaluation and exploitation plan	CBS

In addition to WP2 and WP7, two other areas of work are complementary and need to be taken into account in the implementation of the communication and dissemination efforts, i.e.:

- Policy recommendations, tackled in WP4, led by UMB
- Training and networking, tackled in WP6, led by UNIFI.

All the partners have resources to be used for the scope of these WPs.

It is extremely important that the communication and dissemination actions that the partners do are well documented, so that it is possible to claim their costs appropriately, under project's budget. In this light, it is highly recommended that all the communication and dissemination efforts (events, meetings, papers and publications, printed materials, other tools, web-dissemination) are always reported. For this scope, a shared sheet was prepared to collect the list of communication and dissemination actions. This sheet is expected to be filled by all the partners, with reference to what they have done.

**>>> REMEMBER**

Always add information about your communication activities in the reporting sheet:

[https://docs.google.com/spreadsheets/d/1QHznsIBgXhvd6AqoEXtE9c29sdcQhDp28Ex5qEu\\_os/edit](https://docs.google.com/spreadsheets/d/1QHznsIBgXhvd6AqoEXtE9c29sdcQhDp28Ex5qEu_os/edit)

There are three categories that you can choose:

- Online publications
- Events organized or attended
- Paper and academic publications

## Project's visual identity and communication templates

The INCULTUM's logo is available in various formats and colours.

All the versions can be found in the project's repository.

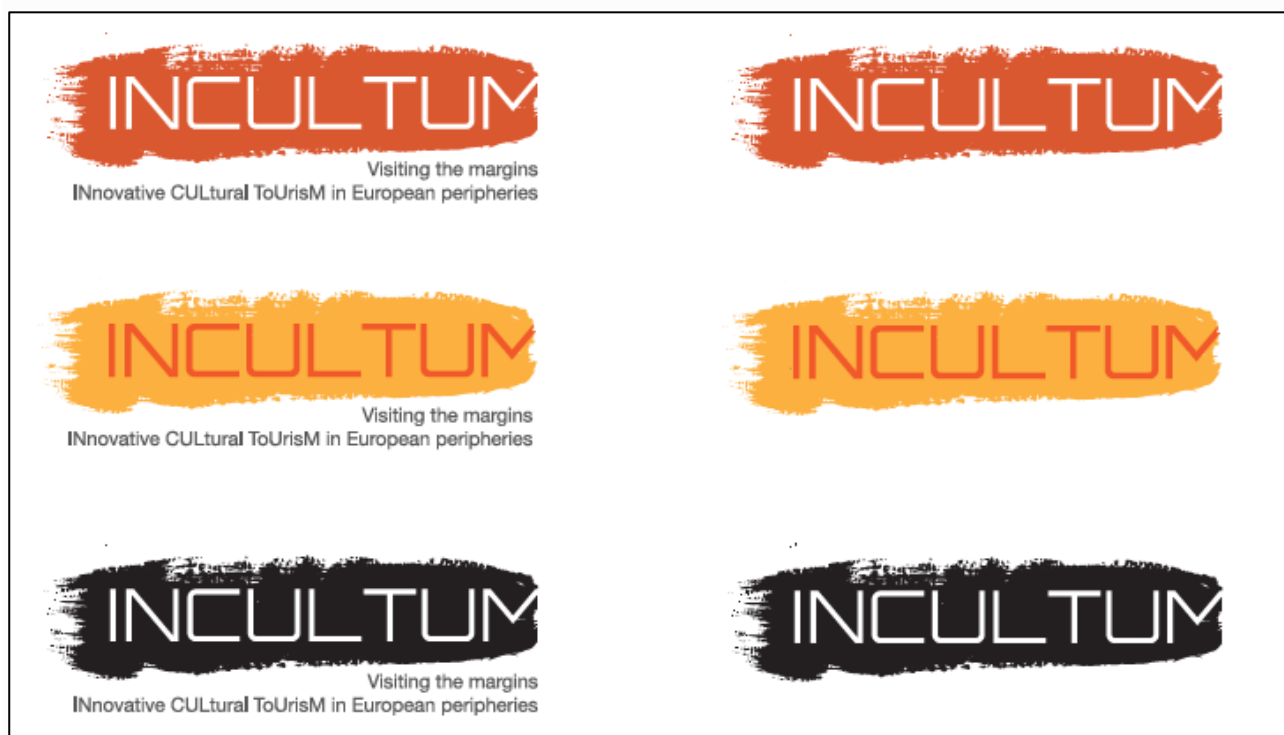


Figure 2 – INCULTUM logos

The INCULTUM logo is inserted in the following communication materials and templates that were developed for the use by the partners. They are available for download from the project's repository:

- Project's factsheet
- Ready-to-use powerpoint general project's presentation
- Empty powerpoint template

Also, a Press kit page of the website collects ready-made communication materials, about the project, its research and about the Pilots. The page grows as long as new materials are produced and made available by the Pilots. All these materials are available for download, for public use.

**>>> REMEMBER**

Useful links:

Project's repository: <https://incultum.eu/project/reserved-area/> (for partners only)

Press kit page: <https://incultum.eu/project/press-kit/> (publicly available)

## Commitment by the Grant Agreement

The beneficiaries of the EU funded projects must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the model grant agreement).

In other words, it is mandatory to give explicit visibility of the EU funding in all the communication and dissemination tools, by including:

- EU emblem (basic version available in the project's repository)
- Acknowledgement of EU funding in an explicit sentence

For example, the sentence can say:

e.g.: The INCULTUM project 2021-2024 is financed by the H2020 programme of the European Union under Grant Agreement n. 101004552

e.g.: This event is realized as part of INCULTUM project financed by the European Union

e.g.: This activity is part of H2020 INCULTUM project, financed by the European Union

**>>> REMEMBER**

Include always the project's logo and provide visibility of EU funding in any material you use and produce for communication and dissemination.

## The INCULTUM Communication, dissemination and exploitation plan D2.2

Deliverable D2.2 provides the initial plan that details activities and strategies for dissemination and communication, for both the project overall and for the local communication by the Pilots. It also provides insight on the development strategy for an INCULTUM network of stakeholders and followers.

In practical terms, in order to support project's communication and dissemination, this plan aims to clarify key messages, main project outputs and target audiences and to select appropriate tools and channels in order to meet the information needs of a wide, differentiated audience.

All the INCULTUM partners are committed to promote the project in the ways they consider most appropriate for maximizing outreach.

There are two levels to keep in consideration:

### 1. European level (project as a whole)

The communication at European level aims to reach stakeholders who are not yet informed about the INCULTUM initiative and those who have expressed their interest to be kept informed. The main tools to achieve this objective are:

- The project's website
- The project's blog
- The project's newsletter
- Participation in third parties' events (e.g. conferences, workshops and meetings)
- The project's final conference
- The INCULTUM Book

Furthermore, efforts to establish cooperation agreements with other projects and initiatives in the area of cultural tourism and cultural participation are deployed in order to create a network of stakeholders at European level. A page of the project's website is constantly updated with the lists the collaborations established: <https://incultum.eu/collaborations-and-stakeholders/>

The communication and dissemination of the project as a whole is coordinated by partner Promoter s.r.l.

#### >>> REMEMBER

Please, collaborate to project's promotion by sharing news and information in your own communication channels and networks of colleagues, stakeholders, and peers.

A good idea is to create a page about INCULTUM on the websites of your own organisation.

### 2. Local level (Pilots)

The communication at local level is managed within the Pilots, with the aim to stimulate the interest and to support the engagement of local stakeholders.

Use of national languages is important to establish a better interaction with local communities and policy makers and thus it is recommended.

Various tools can be put in place by the Pilot leader as appropriate, including meetings, seminars, dissemination materials, promotional events, etc.

**>>> REMEMBER**

Please, always inform Promoter about any communication activity or tool that you implemented for your Pilot, so that we can give visibility to your actions, in the project’s website and through the blog.

**Target Audience**

At local level, the communication and dissemination actions aim at sharing information about the Pilot approaches and to encourage the use of their outcomes for the cultural promotion of the respective areas.

The following table extracted from the D2.2 provides a synthetic view of the components of the ecosystem of local stakeholders that is targeted by INCULTUM, as well as the scope of the actions carried out and the tools put in place by the project to interact with this ecosystem. Of course, this table is not exhaustive and Pilot leaders are free to address their audiences in the ways they deem most appropriate.

Local stakeholders	Scope of communication and dissemination, and example of tools
Local public administrations and policy makers	<p>Communication:</p> <ul style="list-style-type: none"> <li>- To provide information and to raise awareness of the benefit of the Pilot at social and cultural levels, in the territory</li> </ul> <p>Dissemination:</p> <ul style="list-style-type: none"> <li>- To get endorsement and to support the Pilot actions during the project period</li> <li>- To foster the development of sustainability actions to continue the promotion of the area in the future</li> </ul> <p><i>Examples of tools: Policy papers, meetings with local administrators</i></p>
Tourism industry on the territory	<p>Communication:</p> <ul style="list-style-type: none"> <li>- To provide information and raise awareness of the benefit of the Pilot for local SMEs and tourism businesses</li> </ul> <p>Dissemination:</p> <ul style="list-style-type: none"> <li>- To establish cooperation and networking to enlarge the impact of the project</li> </ul> <p><i>Examples of tools: Training within the framework of the Pilots; training portal; Pilot sessions on the website</i></p>
Local communities, citizen action groups, etc.	<p>Communication:</p> <ul style="list-style-type: none"> <li>- To provide information and to raise awareness of the Pilots</li> </ul> <p>Dissemination:</p>

	<ul style="list-style-type: none"> <li>- To involve the local communities in the Pilot and to endorse the local events organized by the project</li> <li>- To foster a participative approach from the local communities to contribute to the cultural tourism in their territory</li> </ul> <p><i>Examples of tools: Direct contacts; organisation of meeting between representatives of the local communities of the territory and the participants in the Pilots</i></p>
Academia on the territory	<p>Communication:</p> <ul style="list-style-type: none"> <li>- To provide information and raise awareness of the outcomes of the Pilot, which can be useful to launch new research in the domain of cultural tourism</li> </ul> <p>Dissemination:</p> <ul style="list-style-type: none"> <li>- To promote data and research outcomes of INCULTUM to support new investigations</li> </ul> <p><i>Examples of tools: Direct contacts; organisation of meeting between representatives of the academies of the territory and the participants in the Pilots</i></p>
Educational sector on the territory	<p>Communication:</p> <ul style="list-style-type: none"> <li>- To provide information and to raise awareness of the Pilots</li> </ul> <p>Dissemination:</p> <ul style="list-style-type: none"> <li>- To encourage joint activities between schools, high-schools and university students and the Pilot</li> </ul> <p><i>Examples of tools: Direct contacts; organisation of meeting between representatives of the local communities of the territory and the participants in the Pilots; training portal</i></p>

Table 1 – extract from D2.2

## Additional resources

- EC's Communication and Visibility Requirements for beneficiaries: the document is available here in English, Spanish, Portuguese and French: [https://ec.europa.eu/international-partnerships/communication-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/communication-visibility-requirements_en)
- Guidelines on the use of EU emblem: [https://ec.europa.eu/info/files/use-eu-emblem-context-eu-programmes-2021-2027\\_en](https://ec.europa.eu/info/files/use-eu-emblem-context-eu-programmes-2021-2027_en)
- EU emblem in various formats: [https://european-union.europa.eu/principles-countries-history/symbols/european-flag\\_en#download](https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en#download)