

## Danube GeoTour

Valorisation of geo-heritage for sustainable and innovative tourism development of  
Danube Geoparks

## Communication Plan

Programme: Interreg Danube Transnational Programme

PA2: Environment and culture responsible Danube region

Project Duration 01/2017 to 06/2019

Reference No.: DTP1-226-2.2



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## 1. Communication working group

The main coordinator of communication activities shall be Eisenwurzen Geopark who shall supervise carrying out the activities, as stated in the Communication Plan. In accordance with the Communication Plan, a special team was established within the partner network, which it consists of representatives of every project partner. Each of the partners will be responsible for disseminating information on their local and national levels, while the main coordinator (Eisenwurzen Geopark) will share the results on an international level.

Project Partner	Contact person	e-mail	Tasks
Eisenwurzen Geopark	Oliver Gulas	<a href="mailto:oliver.gulas@eisenwurzen.com">oliver.gulas@eisenwurzen.com</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Austria</li> <li>Take care of sharing the results on the international level</li> </ul>
Idrija Heritage Centre	Mojca Gorjup Kavčič Urška Bajec Rupnik	<a href="mailto:mojca.gorjup-kavcic@geopark-idrija.si">mojca.gorjup-kavcic@geopark-idrija.si</a> <a href="mailto:urska.b-rupnik@geopark-idrija.si">urska.b-rupnik@geopark-idrija.si</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Slovenia</li> <li>Supporting the main coordinator if necessary</li> </ul>
Balaton-felvidéki National Park Directorate	Dr. Annamária Kopek (Head of the Ecotourism and Environmental Education Dept., responsible for the press)	<a href="mailto:kopek@bfnp.hu">kopek@bfnp.hu</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Hungary</li> <li>Supporting the main coordinator if necessary concerning the harmonization with future WP6 Marketing Plan</li> </ul>
Bakony & Balaton Regional Tourism Nonprofit Ltd.	Eszter SIGMOND (managing director of the company)	<a href="mailto:sigmond.eszter@bakony-balaton.hu">sigmond.eszter@bakony-balaton.hu</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Hungary</li> <li>Supporting the main coordinator if necessary concerning the harmonization with future WP6 Marketing Plan</li> </ul>
Public Institution "Nature Park Papuk"	Goran Pavic	<a href="mailto:goran_pavic@yahoo.com">goran_pavic@yahoo.com</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Croatia</li> </ul>
ARGE Geopark Karavanks	Gerald Hartmann	<a href="mailto:gerald.hartmann@geopark-karawanken.at">gerald.hartmann@geopark-karawanken.at</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local levels</li> </ul>



Bohemian Paradise Geopark non-profit organization	Jan Čermák	<a href="mailto:jan.cermak.jr@seznam.cz">jan.cermak.jr@seznam.cz</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in the Czech Republic</li> </ul>
University of Bucharest	Adina Popa	<a href="mailto:adina_m_popa@yahoo.com">adina_m_popa@yahoo.com</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Romania</li> </ul>
University of Presov	Mojmir Pridavok	<a href="mailto:mojmir.pridavok@tuke.sk">mojmir.pridavok@tuke.sk</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Slovakia</li> </ul>
Public Enterprise National Park Djerdap	Ivan Svetozarevic	<a href="mailto:svetozarevic@gmail.com">svetozarevic@gmail.com</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Serbia</li> </ul>
Institute of the Republic of Slovenia for Nature Conservation	Martina Stupar	<a href="mailto:martina.stupar@zrsvn.si">martina.stupar@zrsvn.si</a>	<ul style="list-style-type: none"> <li>Responsible for the communication activities on its own local and national levels in Slovenia</li> </ul>

## 2. Project Main Goal and Objectives

### 2.2. Main Project Objective

The MAIN PROJECT OBJECTIVE is to improve management capacities and strategies and to develop practical solutions for the activation of geodiversity/geoheritage and to seize positive market trends for sustainable tourism development in 8 Geoparks of the Danube region.

The project shall result in a joint Danube GeoTour that appears in the form of a variety of itineraries and comprises a set of innovative geoproducts and geointerpretation sites based on the unique natural, cultural and geographical heritage of the Danube region.

Implementing an integrative approach, the project shall address four common challenges:

- Avoid and/or handle negative pressures and environmental impacts of new forms of Geopark tourism;
- Seize the potential of Geopark values and brand for socio-economic development while inspiring local residents and small businesses to develop new, sustainable and innovative geoproducts along the defined Danube GeoTour;
- Present geodiversity in a comprehensive, understandable and attractive way;
- Use the synergies of joint learning and marketing for greater awareness of Geoparks of the Danube region.



## 2.3. Specific Objectives

- 2.2.1. To jointly address the challenge of establishing an appropriate balance between preservation and geotourism development in Geoparks. This involves defining and analysing common opportunities and constraints of sustainable geotourism development and forming a set of measures for managing the increased pressure of the most common pressures, negative variations and new forms of tourism in Geoparks such as the collection of fossils, adrenalin parks, etc.
- 2.2.2. To develop, demonstrate and evaluate joint Danube GeoTour comprising innovative geoproducts and the interpretation of the geosites of 8 participating Geoparks. Acting in close collaboration with partners, visitors and local inhabitants the project shall create, test and implement a set of specialized and authentic geoproducts (geoCulture and geoOutdoor) along with modern interpretation methods and techniques, all also facilitated by gamification approaches.
- 2.2.3. To strengthen transnational partnerships and establish joint marketing through the creation of joint Danube GeoTour using innovative digital concepts, creative marketing and collaboration tools.

Geoparks are rather new but highly dedicated and open entities of the Danube territory. Each of them acts rather isolated in its emphasis for the promotion of geoheritage. Hence, the sharing of experiences and collaboration towards agreed common objectives within the Danube territory can mean significant progress and a breakthrough for the rural areas they represent.

## 3. Communication Objectives

### 3.1. Establish smart balance between preservation and geo-tourism growth

The preservation of geoheritage depends on its understanding on the ground - among local authorities (planners), local tourism businesses & investors (mostly SMEs), local populations (general public, schools) and Geopark visitors. Each Geopark will therefore motivate local target groups to participate in Geopark activities and thereby stimulate greater awareness of its values and importance.

### 3.2. Develop Danube GeoTour as a unique sustainable tourism product

The uniqueness of the transnational Danube GeoTour product can be reached only through unique products of individual providers in Geoparks, such as local restaurants, guides, (mostly SMEs) and others that manage specific attractions (e.g. museums). Within the WP4, Geoparks will approach all potential local tourism operators to create a joint innovative geoproduct. At the same time, transnational



stakeholders shall be addressed through international events and WP6 marketing campaigns.

### 3.3. Increase visibility of Danube GeoTour and Geoparks

The Danube GeoTour will gain value when recognized as a best practice within the international Geopark community. Hence, a network of Geoparks and similar interest organizations as well as specialized media will be targeted through active presentations of the project by the LP and all PPs at specialized international conferences and events.

## 4. Target Groups

Our project needs to resonate with the target groups mentioned below. They are all characterized by different features and needs. In general, the following order applies (according to the target value of the application form):

Target group	Dissemination and communication activities
General public	The most important point is to inform the local communities and tourists in individual Geoparks about our activities. In most Geoparks there is a vast lack of information about geological heritage and the parks themselves. Although each partner organization is characterized by individual circumstances, we must focus on strengthening the knowledge transfer. Public events serve as a good opportunity to involve and inform the general public. Social media activities can serve as a tool to reach diverse online communities. Additionally, we need to use press releases in local media such as radio or newspapers in order to reach the “offline” community as well.
Interest Groups including NGOs	Interest Groups already know about Geoparks, their purposes and aims. Interest groups thus prefer more detailed information about the activities within this project. Newsletters, updates on the project website, and information on the partner’s websites are common tools to reach these groups. Special events such as presentations, press conferences or even public events offer another opportunity to invite interest groups and let them interact and exchange their knowledge.
Local public Authority	Knowledge transfer between Geoparks and local public authorities includes special invitations to the upcoming project events and meetings as well as sending newsletters and press releases via e-mail or post.
SMEs	On the one hand, SMEs such as local restaurants or guides are already strongly involved in the daily business of UNESCO Global Geoparks. On the other hand, they probably have only a vague idea what Geoparks actually



	are. This means that, for example, Geopark guides can be informed about the project through the channels mentioned above. The focus lies on the less informed SMEs. One good way to transfer knowledge would be to involve them in public events, for example by having a local restaurant provide the catering. Furthermore, they should also receive information via channels like social media and press releases. It would be great if the SMEs in every partner region transported the idea of the project and furthermore of UNESCO Global Geoparks.
Education/Training Centre and School	Direct communication would be a proper way to reach schools and education centres. Involved project staff or Geopark staff members could hold seminars, trainings and events especially for this target group. They could also be involved in public events.

## 5. Key Messages

Three key messages can be described within the project and Communication Plan. These messages should be used within the different communication activities to inform our target groups in a proper way. The first message is in fact the subtitle of the project but sums the topic up almost perfectly:

- a) **Valorisation of geo-heritage for sustainable and innovative tourism development of Danube Geoparks**
- b) **Danube GeoTour connecting people with geoparks – nature and culture.**
- c) **Innovative GeoProducts within the Danube region – new opportunities to discover Geoparks.**

## 6. Communication activities

### 6.1. Project website

The project website is the most important online channel throughout the whole project period. All updates are published first on this website including press releases, photos, videos, graphics etc. Newsletters are going to be generated and sent out to relevant target groups. The website is also the most important tool for internal communications.

### 6.2. Social media

The growing ubiquity of cell phones, especially the rise of smartphones, has made social networking just a finger tap away. Social media are getting more and more popular. Thus, it is important to be present at some of the social media channels as well.



Project activities and results shall be disseminated on Facebook on a newly created page called “Interreg Danube GeoTour”. The posts need to be up to date, short in message, and should including pictures as well as links to the project website.

For all posts on social media channels, the hashtag: #danubegeotour shall be used.

### 6.3. Partner’s website

All project partners will publish information about the project on their institutional websites. A short description of the project, its aims and results should be provided. The information about the project has to include the programme logo set in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project sub-website should be added for more information about the project’s activities.

### 6.4. Press releases

Press releases shall be published for local and national target groups in the respective languages. International publications shall be released in English. Press releases shall be sent mostly to newspapers and magazines but also to local or nationwide television and radio stations - if possible. As in all activities, including the project logo as well as attractive pictures is obligatory. Stories should be emotional, novel and memorable. For a good story a message is essential. For the story, the concerned audience, a plot, and characters should be defined. Truthfulness and precision are fundamental.

### 6.5. Public events (including press conferences and presentations)

Depending on the target group, different events such as public events, seminars, press conferences, meetings etc. need to be organized. It is essential to establish a clear connection between the event and the Danube GeoTour project. This means, that every document such as invitations, flyers, posters and so on need to display the logo as well as references to the funds. It is also essential to put up the flag of the European Union in a proper manner within the event location. The following pictures show our Roll-up template (left) and Poster template (right) which the partners are going to use during public events. Furthermore, a poster shall hang at every partner’s office or visitor centre during the project period.







**Interreg**   
 Danube Transnational Programme  
 Danube GeoTour

**Danube GeoTour**  
 Valorisation of geo-heritage for sustainable and innovative tourism development of Danube Geoparks

The Danube GeoTour project faces a challenge: a sustainable use of the exceptional wealth of Geopark's natural resources and heritage through sustainable tourism development that avoids the negative environmental impacts.

**The MAIN PROJECT OBJECTIVE**  
 is to improve management capacities and strategies and to develop practical solutions for the activation of geodiversity/geoheritage and to seize positive market trends for sustainable tourism development in 8 Geoparks of the Danube region.

**THE MAIN RESULT will be a JOINT DANUBE GEOTOUR**  
 that appears in the form of a variety of itineraries and comprises a set of innovative geo-products and geo-interpretation sites based on the unique natural, cultural and geographical heritage of the Danube region.



**Total budget:** 1 666 362,50 EUR  
**ERDF:** 1 328 063,36 EUR  
**IPA:** 88 344,75 EUR  
**ENI:** 0,00 EUR



[www.interreg-danube.eu/approved-projects/danube-geotour](http://www.interreg-danube.eu/approved-projects/danube-geotour)  
 Project co-funded by the European Union Funds (ERDF, IPA)



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[www.interreg-danube.eu/approved-projects/danube-geotour](http://www.interreg-danube.eu/approved-projects/danube-geotour)



## 7. Internal communication

A sound communication between partners represents one of the key points for the project's success.

The communication will be done:

- on personal level during the project meetings
- online communication via e-mails, Skype, and on the project website.

Tools used for internal communication:

- E-mail
- Telephone
- Skype
- Website: <http://www.interreg-danube.eu/>
- 4PM - <https://4pm.si/eng/> (monitoring and communication)

In order to give all partners access to information while allowing for easy editing of the communication activities template, relevant documents on the website will be used as a kind of intranet. All partners will be able to down- and upload documents, thus facilitating communication among them. One of the most important tools for internal communication is going to be 4PM. This project management tool helps the partners to exchange documents, fulfil and monitor their tasks and collect their inputs and comments for a better output.

## 8. Performance indicators

	Indicator	Time Plan
1	Kick-off public event in Slovenia	03/2017
2	Information about the project on each partner website with the project logo and a link to the project website	02/2017 – 06/2017
3	Hanging the project posters (including the logo) in the most important tourist information centres/office (minimum) of each partner organization (the posters should be visible during the whole project period)	02/2017 – 06/2017
3	Minimum of 3 local publicity actions in the respective Geopark / Partner	1 <sup>st</sup> half-year 2017, 1 <sup>st</sup> half-year 2018, 1 <sup>st</sup> half-year 2019: one press conference, media



		communication, adverts or promo event
4	Establishing the Danube Geo Tour social media tool, manage and update with a minimum of 30 posts during the whole project duration	01/2017 – 06/2019
5	Minimum of 3 presentations of Danube Geo Tour project at selected specialized conferences or events, for example at the EGN or GGN conference	01/2017 – 06/2019
6	Publishing a minimum of 5 articles on the Danube Geo Tour model in international or EU media, such as GeoHeritage magazine, GeoTrends, EGN magazine, etc.	01/2017 – 06/2019
7	Minimum of 2 updates on the project website semi-annually	01/2017 – 06/2019
8	Minimum of 2 newsletters on the project website semi-annually	01/2017 – 06/2019
9	Minimum of one press release in English annually	01/2017 – 06/2019
10	Minimum of one press release in every partner nation annually	01/2017 – 06/2019
11	1 final event in each partner region during the week of European Geoparks (Slovenia, Hungary, Austria, Croatia, Czech Republic, Romania, Slovakia and Serbia)	01/2019 – 06/2019

## 9. Budget

All ERDF PPs	Work Package 2 in €
Staff costs	55.830,00
Office and administrative expenditures	08.374,50
Travel and accommodation costs	17.500,00
External expertise and services costs	49.500,00

All IPA PPs	Work Package 2 in €
Staff costs	1.200,00
Office and administrative expenditures	180,00
Travel and accommodation costs	2.000,00
External expertise and services costs	4.000,00



Depending on the local needs and the internal expertise of the individual partner organisations, the required external expertise may vary. For the WP Coordinator Styrian Eisenwurzen requires € 13.000 for international and transnational communication and dissemination (WP 2.3.).

## 10. Use of Interreg Danube logo

More information concerning this topic can be found in the visual identity guidelines <http://www.interreg-danube.eu/uploads/media/default/0001/03/4182fb685fec6d741229f1826a7f41eaf64e1f44.pdf>

### 10.1. Guidelines for the usage of the European Union logo

The common branding for all EU-funded actions is the EU emblem. Whatever the size, scope or objectives of an action, the EU flag must be prominently displayed on all materials produced by the Programme bodies or implementing partners together with a reference to the European Union (to be placed under the EU flag).

In case of the Danube Transnational Programme, the EU emblem has already been included in the programme logo, thus no further display of this emblem is needed.

Rules and downloads for the European Union flag can be found at:

[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)



### 10.2. Project logos and visual identity

The Regulation (EU) No 1303/2013 (Annex XII, Article 2.2) requires all beneficiaries to follow a number of rules regarding the use of the logo of the European Union and the respective fund. The logo must be always visible in a prominent place and with a comparable size to other logos used. The Danube Transnational Programme logo already respects all the programme requirements, and all approved projects are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it in events). DTP projects are not allowed to develop their own project logo. Developing a logo is costly, it has a limited lifetime and so many logos bring confusion to the audience. For this reason and in order to limit costs, projects will share the programme's brand just adding the project acronym below in the colours of the priority each project belongs to. The minimum usable size of the Interreg logo is 38,1 mm. From this data we get the minimum usable DTP logo size as 45,5 mm.



According to Article 4 point 5 of the Commission Implementing Regulation No 821/2014: "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos." Taking this into consideration, if a DTP project would like to display in its materials any additional logo (e.g. the partner institution one), the EU emblem included in the project logo (in other words: DTP logo including the project acronym) should be of at least the same size in height OR width as other logos displayed. Thus, other logos cannot exceed the EU emblem in height and width.

A specific logo might exceptionally be considered for an output/result with a lifetime going beyond the project if well justified in the application form and approved by the Joint Secretariat. The Joint Secretariat will help the projects in fulfilling all the requirements included in this Visual Identity Manual and it will support them constantly in all their communication activities.

### 10.3. Typography

For programme and project logos (programme and project name) and the reference "Programme co-funded by the European Union" the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

### 10.4. Fund mention

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated. EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI). Considering this, the general reference "Project co-funded by the European Union" needs to be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific funds should be mentioned. This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Montserrat font can be substituted by Cambria.

The colour of the text can be

- white
- reflex blue
- grey (CMYK 0.0.0.50)

As for the position, the fund mention must be placed on the left bottom of the page. In case the slogan is already placed there, it can be written under the name of the project or vertically on the right-hand side of the layout.



## 10.5. Application of the Visual identity

Detailed information about the Application can be found in the Visual identity guidelines can be found here:

<http://www.interreg-danube.eu/uploads/media/default/0001/03/4182fb685fec6d741229f1826a7f41eaf64e1f44.pdf>

## 11. Contacts

The UNESCO Global Geopark Styrian Eisenwurzen is responsible for the overall communication activities. They design, manage and monitor all activities. In doing so, they are responsible for checking statistics/indicators, collecting evaluations, preparing reports, and sharing them with partners.

On an operational level, the following person is responsible for communication:

Oliver Gulas

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