DATES
European Data Space for Tourism

Deliverable D5.1

PROJECT COMMUNICATION AND ENGAGEMENT PLAN

Funded by
the European Union

30/11/2022

PROJECT INFORMATION

Project Number	101084007
Project Acronym	DATES
Project Full title	European Data Space for Tourism
Project Start Date	1 November 2022
Project Duration	12 months
Funding Instrument	Digital Europe
Funding Scheme	CSA – Coordination and Support Action
Topic	DIGITAL-2021-PREPACTS-DS-01-TOURISM
Coordinator	AnySolution S.L.

DELIVERABLE INFORMATION

Deliverable No	D5.1
Deliverable Title	Communication and Engagement Plan
Work-Package No	5
Work-Package Title	Community Engagement
WP-Leader (Name and Short Org. Name)	AnySolution, S.L. (ANYSOL)
Tasks No	T5.1, T5.2
Tasks Title	T5.1 Communication, dissemination and engagement strategy T5.2 Outreach, awareness and engagement
Task Leader (Name and Short Org. Name)	Dolores Ordóñez (ANYSOL)
Main Author (Name and Short Org. Name)	Dolores Ordóñez (ANYSOL)
Other Authors (Name and Short Org. Name)	Pierrick Le Guillou (ANYSOL); Beatrice Dorenti (INTEL); Danilo Bianchini (INTEL) Urska Starc Peceny (INTEL); Marco Codastefano (INTEL); Katarina Ceglar (ARCTUR) Urska Starc Peceny (ARCTUR)
Reviewers (Name and Short Org. Name)	
Status	Draft ☒ Final ☐
Deliverable Type	Report ☒ Data ☐ Demonstration ☐ Data ☐
Dissemination Level	Public (PU) ☒ Confidential (CO) ☐ Restricted (PP) ☐ Restricted (RE) ☐ *PU: Public; PP: Restricted to other programme participants (incl. Commission Services); RE: Restricted to a group specified by the consortium (incl. Commission Services); CO: Confidential, only for the members of the consortium (incl. Commission Services)*
Date Approved by Coordinator	22/12/22

DOCUMENT REVIEW HISTORY

Date	Version	Reviewer Name (Short Organisation Name)	Summary of main changes
05/12/2022	V2	ANYSOL	Tables complete, social networks update
07/12/2022	V3	ARCTUR	3.3.8
14/12/2022	V4	INTEL	Structure chapter 2, revision Chapter 3
16/12/2022	V5	INTEL	3.34 and 3.3.5
19/12/2022	V6	ANYSOL	Overall review, document format
28/06/2023	V7	ARCTUR	Correction of names of Other Authors

FINAL ACCEPTANCE BY COORDINATOR:

DATES CONSORTIUM			
Part. No	**Participant organisation name**	**Short Name**	**Country**
1	ANYSOLUTION SL	ANYSOL	ES
2	FUNDACION TECNALIA RESEARCH & INNOVATION	TECN	ES
3	IDC ITALIA SRL	IDC	IT
4	MINISTERO DEL TURISMO	MITUR	IT
5	INTELLERA CONSULTING SRL	INTELLERA	IT
6	AMADEUS SAS	AMAD	FR
7	INTERNATIONAL DATA SPACES EV	IDSA	DE
8	ARCTUR RACUNALNISKI INZENIRING DOO	ARCTUR	SI
9	NETWORK OF EUROPEAN REGIONS FOR COMPETITIVE AND SUSTAINABLE TOURISM ASBL	NECS	BE
10	OUTDOORACTIVE AG	OUTD	DE
11	DIH TOURISM 4.0, ZU	DIHT	CZ
12	AVORIS RETAIL DIVISION SL	AVOR	ES

LEGAL DISCLAIMER

The information and views set out in this deliverable are those of the author(s) and do not necessarily reflect the official opinion of the European Union. The information in this document is provided "as is". Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein. The DATES Consortium members shall have no liability for damages of any kind including without limitation direct, special,

indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law.

INDEX

Index of Figures

Index of Tables

List of Abbreviations and Acronyms	
CSA	Coordination and Support Action
DIH	Digital Innovation Hub
DSSC	Data Space Support Center
EU	European Union
KPI	Key Performance Indicator
SME	Small and medium Size Enterprise
WP	Work package

EXECUTIVE SUMMARY

Data Spaces are a key instrument to promote the data sharing economy by accelerating the data economy in different verticals. Tourism, being one of the most powerful industries in Europe as worldwide tourism destination, will increase its competitiveness thanks to the creation of a sound European Tourism Data Space. DATES will work intensively with the whole tourism ecosystem to set the bases of the European Data Space of tourism based on the principles of resilience and sustainability.

The Communication and Engagement Plan provides the guidelines for effectively sharing information within the consortium and with the whole tourism ecosystem at the level of the EU and beyond as well as to define a sound strategy for transferring DATES' knowledge and results to the targeted stakeholders. This plan is designed to combine contents, target audience and means, while striving to achieve sound visibility across a multi-layered community.

1 INTRODUCTION

1.1 Project Summary

To turn the vision of a **European Tourism Data Space** into reality, DATES brings together key actors of the tourism and data ecosystems and their wide public, business and research partner networks. Convinced that tourism data are crucial for the **data economy in a European Single Digital Market**, DATES will develop a measurable contribution for the digital transformation of the services sector that can significantly strengthen the European competitiveness.

The project outcomes provide a basis for **governance and policymaking** to foster innovation powered by tourism data and will enable society to make Europe most desired sustainable space for living. Starting from a mapping of the EU and non-EU tourism data landscape (with a focus on the European environment), and leveraging on initiatives on data sharing, DATES will reach out to relevant stakeholders to collaboratively develop a shared **strategy roadmap** for building a sustainable tourism data space. The process will define clear objectives and key results to inspire, support and motivate all stakeholders to contribute and use high quality tourism data as a basis for innovation.

DATES will provide **recommendations for governance and digital business models**, and it will highlight how benefits for society can be created. Key success factors will be identified, and it will be outlined how a tourism data space can create added benefits for the tourism industry and all sectors that tourism is interlinked with. In addition to providing a comprehensive inventory of existing platforms sharing relevant data, **blueprints** for addressing technical and organisational challenges will be created to spark and fuel usage of interoperability standards and participation in a tourism data space to foster the digital transformation of SMEs in tourism and relevant cross-sector industries. DATES will be a kick-start for implementation of a European Tourism Data Space by involving all players on the supply and demand side through the strong ecosystem representatives of the DATES.

1.2 Communication and Engagement Plan: Aims and Outcomes

This deliverable defines a sound and clear communication and stakeholder engagement strategy, which represents key activities for the successful delivery of the project. The objectives of this Community Engagement WP include:

- To define the **dissemination, network building and cooperation strategy** for the further development of the broad tourism data community including ecosystem, partnerships, stakeholders, other data spaces, tourism and data initiatives, as well as citizens.
- To maintain an **active and inclusive ecosystem** for all relevant tourism and data stakeholders.
- To cooperate with all existing **data sharing initiatives** related with data and tourism at local, national and EU level.
- To develop and implement an overarching effective **communication strategy** and **awareness raising activities** to keep an open and vibrant ecosystem.
- To design and operate an **Agile Stakeholder Management Strategy** as dynamic engagement framework, making sure to enlarge both in size and diversity the community of all relevant tourism and data stakeholders.
- To set up a **Coalition of key stakeholders** to validate the main outputs of the project.

The DATES objective consists in generating an interconnected Tourism Data Space, generating synergies from the local to the national level and breaking silos with other domains.
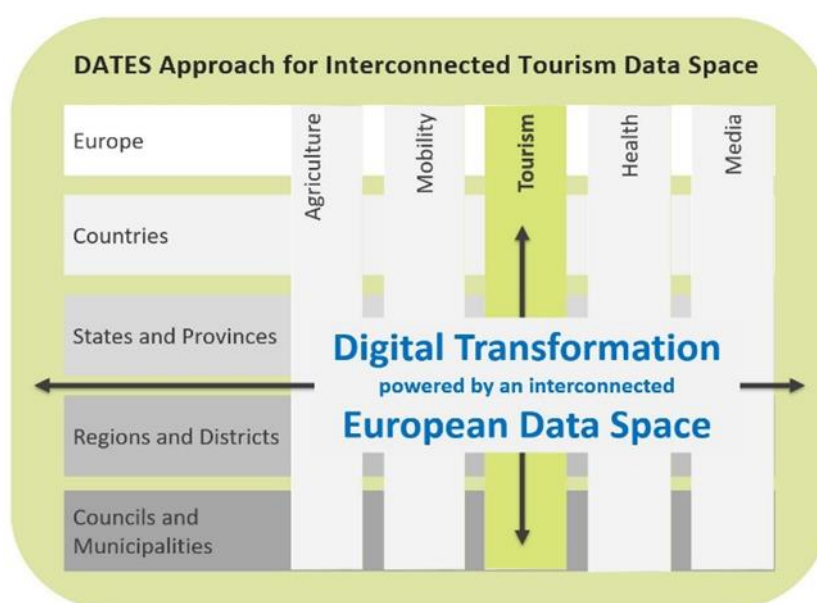

Figure 1 - DATES Approach

2 OVERALL APPROACH

2.1 Overall Methodology

The project's communication dissemination, and engagement strategy aims to inform tourism stakeholders and data communities about the **activities, results, and achievements carried out within the project**. The strategy also aims at generating **interest** and facilitating the **engagement** of key stakeholders, allowing to maintain and increase the tourism data community including businesses (especially SMEs), and tourism national administrations. The strategy, which will be periodically updated in line with lessons learnt and project progress, will include an articulation of the project **visual identity** (in line with the visual identity of the EC), the identification of **target audiences**, a set of **key messages**, appropriate dissemination **tools and channels** to reach selected target group, and a **performance monitoring framework**. The strategy will also define the key pillars for the engagement and animation of the stakeholders' community as well as the coalition of key stakeholders, also because they should be involved since the beginning of the project.

Dissemination, communication and engagement activities will follow the strategy developed in the early stage of the project. The measurable outcomes are the release of the **project portal**, active usage and engagement via **social media**, quotations on the **web** about the project, **dissemination of promotional materials**, quantity and quality of the stakeholders and journalists engaged. Projects presentations and demonstrations are also foreseen in key European and International Congresses and Events. Also, within the events organized by Consortium partners for other projects and initiatives, a focus on the data space project will be ensured. Special attention will be given to activities addressed to generate awareness at regional/national and EU level, collect input and feedback, as well as validate the project technical outputs, as described in the task 5.4. Project findings will be presented through a **major final event**.

A strong communication and engagement plan is basic for generating a long-lasting impact and will create a specific roadmap for all partners, third parties and DATES community to boost the growth of DATES ecosystem, increase awareness on tourism data space and maximize impact at a broader level.

2.1.1 Multi-actor approach

Taking into account the complexity of the tourism sector, DATES will follow a multi-actor approach in order to reach the highest number possible of stakeholders while involving the tourism ecosystem at different levels. The departure point was the submission of the proposal in which more than **50 entities** offered their support to the presentation of the project, apart from the **13 official partners** of the proposal. These entities are representing national, regional and local governments, tourism networks, SMEs, DIHs and big tourism actors.
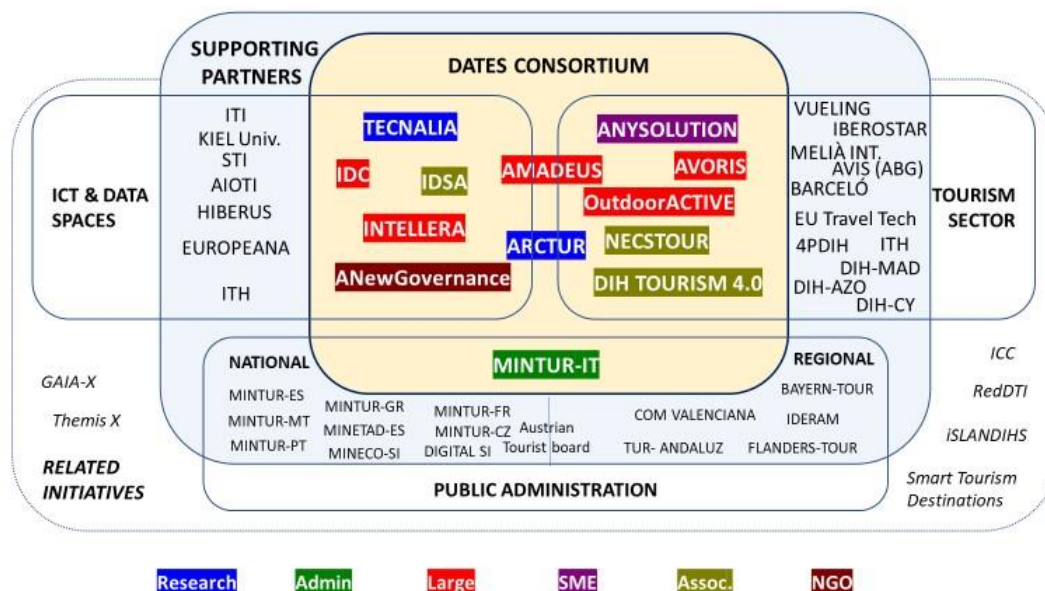
Figure 2 - DATES' Consortium and Ecosystem

As the number of companies and entities working in the tourism sector is very high, it is important to put in place an intense involvement campaign. For achieving this, a sound engagement strategy is defined. To engage stakeholders in a coordinated way, each partner will share their own contacts in a common repository, and they will be responsible for contacting them. For involving the greatest possible number of actors of the tourism ecosystem, we will rely on the contacts mapped in the derivable D2.1 "*Data sharing initiatives inventory*" of the WP2.

The first engagement activity of the project will concern the **survey** that will be launched within the perimeter of WP2. The survey will be also disseminated through the DATES website and social network accounts (Twitter and Linkedin). Moreover, the engagement of stakeholders is not restricted to the single survey, but it will be extended to the different activities of each work package, like workshops, documents review and one-to-one interactions. In this regard, in the survey we will ask for the permission to invite the respondent stakeholders to be invited to other consultation activities related to the project. Finally, a list of **Coalition members** will be a subset of this identified partners and the network of Associate partners. The Coalition will be involved through workshops to jointly define and validate all the main technical output of the study.

Different working groups and committees are being defined:

- **Interministerial committee**: this committee will be managed by the National Ministry of Tourism from Italy together with the National Ministry of Economic Affairs and Digital Transformation of Spain and it will represent all member States and associated countries.
- **Networks committee**: engaging the different networks related to tourism it will be led by NECSTOUR and it will be composed by entities as ETOA, EU Travel Tech, DIH Tourism network, DIH islands Network, etc.

Having into account that 85% of the tourism industry is represented by SMEs, it is important to engage them from the very beginning by tackling the entities that represent them as well as by identifying SME-champions that can generate an impact in this important part of the tourism value chain.

Considering all these complexities, during the project implementation, the communication and engagement plan will take into account:

- the need to use the different EU languages to ensure that messages will reach all the levels of the tourism value chain,
- using a language, vocabulary and communication channels that are appealing and audience appropriate,
- the importance to generate synergies and breaking silos,
- capitalise on existing initiatives, projects, events and connections,
- generate discussion forums at all levels in all EU countries,
- using clear messages, explaining the benefits of the European Tourism Data Space,
- using infographics and visual material,
- constant interaction and collaboration with the DSSC to generate complementarities and avoid overlapping.

Due to the variety of the partners involved in the DATES consortium, we depart from a very positive starting point:

- DATES can easily generate **synergies with other data spaces** as mobility (through Amadeus), skills (through aNewGovernance), GreenDeal (through IDC), heritage (through ARCTUR), energy (through Tecnalia) because the mentioned partners are parts also of related projects in those sectors. Additionally, the communication flows through DEP data spaces coordinating all projects.

- DATES will be linked to the main **EU initiatives related to tourism**:
  - Smart Tourism Destinations: lead by Intellera supported by AnySolution and Arctur;
  - Intelligent Cities Challenge, being AnySolution the lead partner for the digital and green transition in the Tourism vertical;
  - Mediterranean Sustainable Tourism Community: through NECSTOUR;
  - DIH Tourism Network: through Arctur, AnySolution and DIH Tourism 4.0
  - iSLANDIHS, through AnySolution
  - Tourism 4.0 Partnership through Arctur;
  - SRIPT – Strategic research and innovation partnership for tourism Slovenia through Arctur;
  - Tourism of Tomorrow Lab through NECSTOUR and Arctur.

2.2 Timeline

DATES will last for **12 months**, starting on the 1st November 2022. Due to the short duration of the project, some activities started on June 2022, such as for example, the definition of the logo and the design of the templates.

Due to the importance of this project, DATES has been already being presented in different events before the official starting date.

Due to its short duration, for DATES it has no sense to divide the time plan in the usual phases related to define: Mission - Vision; Raise awareness; multiplier effect and post project.

On the other hand, DATES, as a CSA, is setting the bases of the European Data Space of Tourism and the follow up will be defined for the next call that will use the blueprint produced by DATES and its sister project as a basis.

Figure 3 - DATES Timeline

2.3 Target Groups

Target groups have been identified to categorically define all parties that could have an interest in the project and its results. To summarize the benefit to each group, key messages have been created:

Target Groups	Members	Key Messages
Destinations	Local and regional tourism destinations	Data as accelerator of digitalization and attractiveness of destinations, increasing the decision-making procedures and contributing to boost a sustainable tourism.
Big tourism actors	Hotel chains, airlines, airports, cruises companies…	Unlock the potential of data and why a data sharing economy will contribute to increase their competitiveness.
SMEs	All tourism SMEs as part of the tourism value chain	Digitalization is fundamental to increase competitiveness. A data sharing economy will allow to increase the quality of the services as well as to develop new business models.
Research & academy	Universities, technological and research centers, networks	Contribute to cutting-edge research in the tourism industry and take advantage of the interdisciplinary opportunities and collaboration between similar goal-oriented projects.
Policy makers	From the local to the European level, all policy makers with competences in tourism	Promote the data economy and implement tourism data sharing policies addressed to increase the competitiveness of companies and destinations.
Tech companies	Software developers, AI, big Data specialists, tourism tech companies…	Be in the forefront of the digital tourism, enter in new markets, expand portfolios and network with end users, researchers and policy makers.
Other sectors	Agrifood, mobility, skills, heritage, green deal…	Tourism is one of the most transversal industries. Breaking silos will contribute to generate more efficiencies and be more sustainable.

Table 1 - DATES Target Groups Messages

Communication Activities and Channels	Target groups						
	Destinations	Big Tourism actors	SMEs	Research & Academy	Policy Makers	Tech companies	Other sectors
High-level events and campaigns	✓	✓			✓		
Community & ecosystem building	✓	✓	✓	✓	✓	✓	
Sustainability & internal comms	✓	✓	✓	✓	✓	✓	✓
Full branding & web design	✓	✓	✓	✓	✓	✓	✓
Digital & social media	✓	✓	✓		✓	✓	✓

Table 2 - DATES Target Groups Activities

3 DISSEMINATION AND COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES

3.1 Visual Identity

The visual identity of DATES is a balance between the coherence between all material that will be produced and the community that is being generated with the Data Space Support Center and the other Data Spaces. In order to easily identify DATES, a visual identity and project brand identity has been developed.

The visual identity includes **a logo and templates** for the partners, with guidelines on the rules of using the communication elements aimed at promoting the DATES project and properly acknowledging EU funding. The European flag must also be used in all communication and engagement activities following Article 17.2 — Visibility — European flag and funding statement and 17.3 Quality of information — Disclaimer of the Grant Agreement Nr.101084007.

All products being part of the visual identity of DATES, both offline and online, will be coherent to contribute to generate awareness among the targeted audience.

3.1.1 Logo

The logo will be used so that anything related with the project is easily identifiable and linked to the project.

The DATES logo includes the name and acronym of the project. The logo will be used in all internal and external communication and dissemination activities (project website, presentations, flyers, press releases etc.) to help enhance brand continuity and raise awareness.

It is simple, elegant and clear, allowing any entity to easily recognize the project and its objective. It combines the letters with a colorful symbol representing the complexity and richness of the tourism ecosystem.

Colour variations of the logo:

WHITE

GREY

BLACK

3.1.2 EU Emblem

All DATES communication and engagement material will acknowledge the requirements set out by the Grant Agreement and the EU flag will be included in all publications, etc including the source of funding at the Grant agreement number

3.1.3 Disclaimer for publications

In addition to the EU Emblem, all communication and engagement material must include the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

3.1.4 Templates

DATES will be presented in a number of different events, conferences and meetings and therefore a presentation template has been created in PowerPoint format in line with the DATES graphic identity.
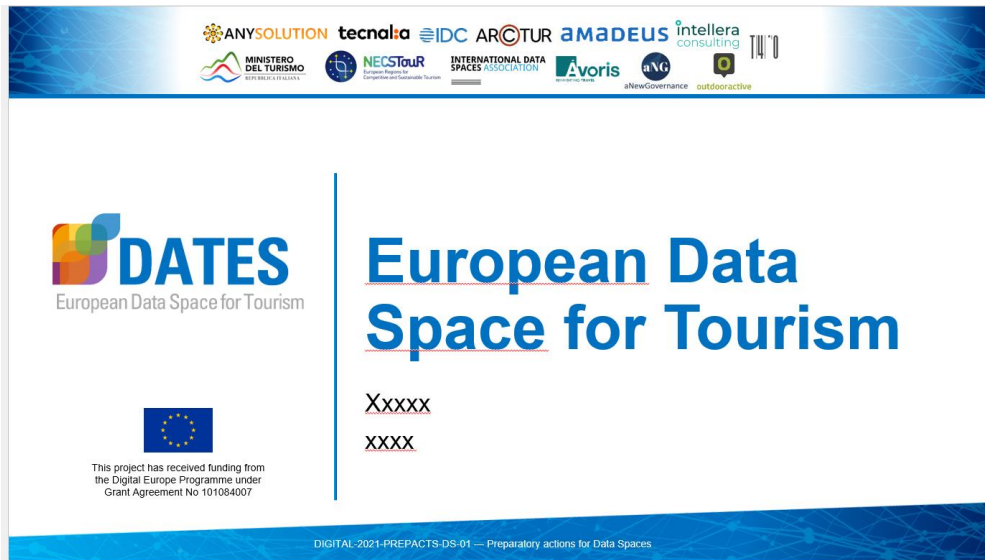
Figure 4 - Cover page of the DATES' PPT template

The DATES deliverable template is also consistent with the communication and engagement material graphic identity and will be used by the consortium partners for the drafting of all project deliverables. The deliverable template has a cover page that displays the project's logo in a prominent position, its acronym, deliverable information (number, full title, the work package number and title) as well as the writer's information.

Figure 5 - Cover Page of the DATES' Deliverable template

3.2 Communication Material

Due to the short duration of the project and in order to be resource-efficient and sustainable, during the project duration, only roll-ups are foreseen to be printed and used to make the promotion and presentation of the results arising from the project even more visible.

3.3 DATES Channel Mix

3.3.1 Website

The DATES website (www.tourismdataspace-csa.eu) will serve as a reference point to explain the project's aims and updates on its results. It will be updated with documents like public deliverables and presentations that can be downloaded. It also enables access to the project's social media accounts.

The website will be used to disseminate news on the project's activities as well as relevant information on tourism innovation, data spaces initiatives and key events. The site will be regularly updated with contributions from all partners.

The website provides a privacy policy describing data protection for the services offered to web users (eg: web account, surveys, etc). It will host all the public dissemination deliverables, promote relevant content (news, editorials, videos, events, etc.) for key stakeholder groups, thus engaging them in the content and objectives of the project. The website will also host digital visualizations of project processes and results, to make them accessible to a wider audience. Finally, the website will also be mobile friendly, increasing accessibility and maximizing the impact of the project.

The website will also facilitate interaction, collection of input and feedback from the wider stakeholder community. Social network accounts will be created (Twitter and Linkedin) to maximise the reach of the dissemination activities. In this respect, the project team will explore potential synergies with other social media accounts including those of relevant associations, as well as of the Contracting Authority, potentially liaising with its communication Unit.

3.3.1.1   Structure of the Website

The structure of the web is simple and it has been decided together with the Data Space Support Center, so once the project will be finalized, it could be included in the general web of the DSSC. In fact, the domain has unanimously agreed with the DSSC and the other Data Space projects: XXXdataspace-csa.eu so it will be easily found and it will generate at the same time a sense of community.

The main parts of the web are:

- Home: allowing to understand the project objectives.
- Events: a very important part of the project that will contribute to generate and strength the community.
- Resources: all material and documents produced during the project will be published here.
- Be part of Dates and Surveys: invitation to be part of the project and implement different surveys.
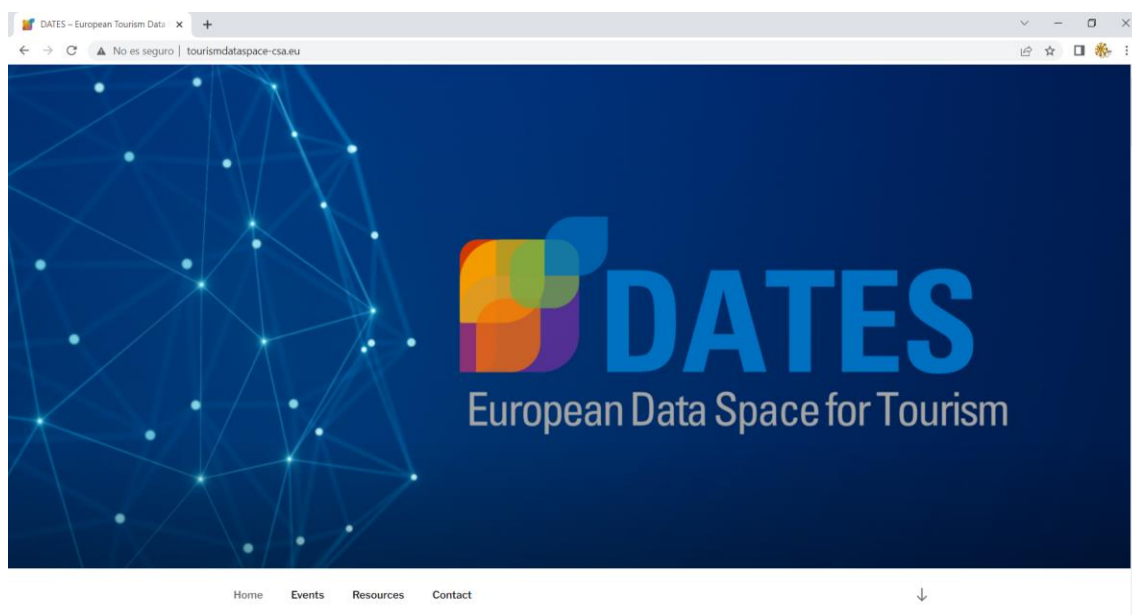- Contact.

Figure 6 - Header of the DATES webpage

3.3.2 Social Media

Even before its official start, this project had a strong social media presence, its accounts were created before the official start of the project (November 2022).

Social network accounts were created (Twitter and Linkedin) to maximise the reach of the dissemination activities. In this respect, the project team will explore potential synergies with other social media accounts including those of relevant associations, as well as of the Contracting Authority, potentially liaising with its communication Unit.

To maximise the project and its activities' visibility and impact, all partners are expected to share publish and retweet content from the DATES social media accounts and website, as well as make their own posts and tweets tagging the DATES social media, etc.

A template has been created (Annex C) to gather all the needed information from each partner (links to their official social media accounts).

Creating hashtags that are relevant to the project and its outcomes will help reach target audiences and make it easy to find DATES generated knowledge. Hashtags divide the project main topics into easily digestible and engaging keyword phrases and will help increase visibility in the social media environment, while they will make our messages stand out and influence the relevant communities. Further tracking of the hashtags is going to help the consortium to analyze quantitative and qualitative data. The project has set official distinctive hashtags such as #DATES, #DataSpaces, #DataSharing #SmartTourism which are used to monitor the posts related to the project.

After selecting the most appropriate channels there are several parameters to consider when the consortium will create social media content:

- Interactivity is the main pillar of the generated content and is the best way to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction.
- Eye-catching posts will lead to higher conversions with prioritization into visuals and graphics will make the piece unique.
- Adaptability of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximize their placement, especially taking into consideration the placement on mobile devices.

2.1.1.1 Linkedin

A LinkedIn profile was created once the project was approved: https://www.linkedin.com/company/dates-tourism-data-space.

All the activities and events in which DATES is being presented are being promoted through this network. All project results, activities and documents will be also published here. Being the most important professional network, it will serve to attract a wider audience, to engage new stakeholders and to generate a strong community exchanging ideas.
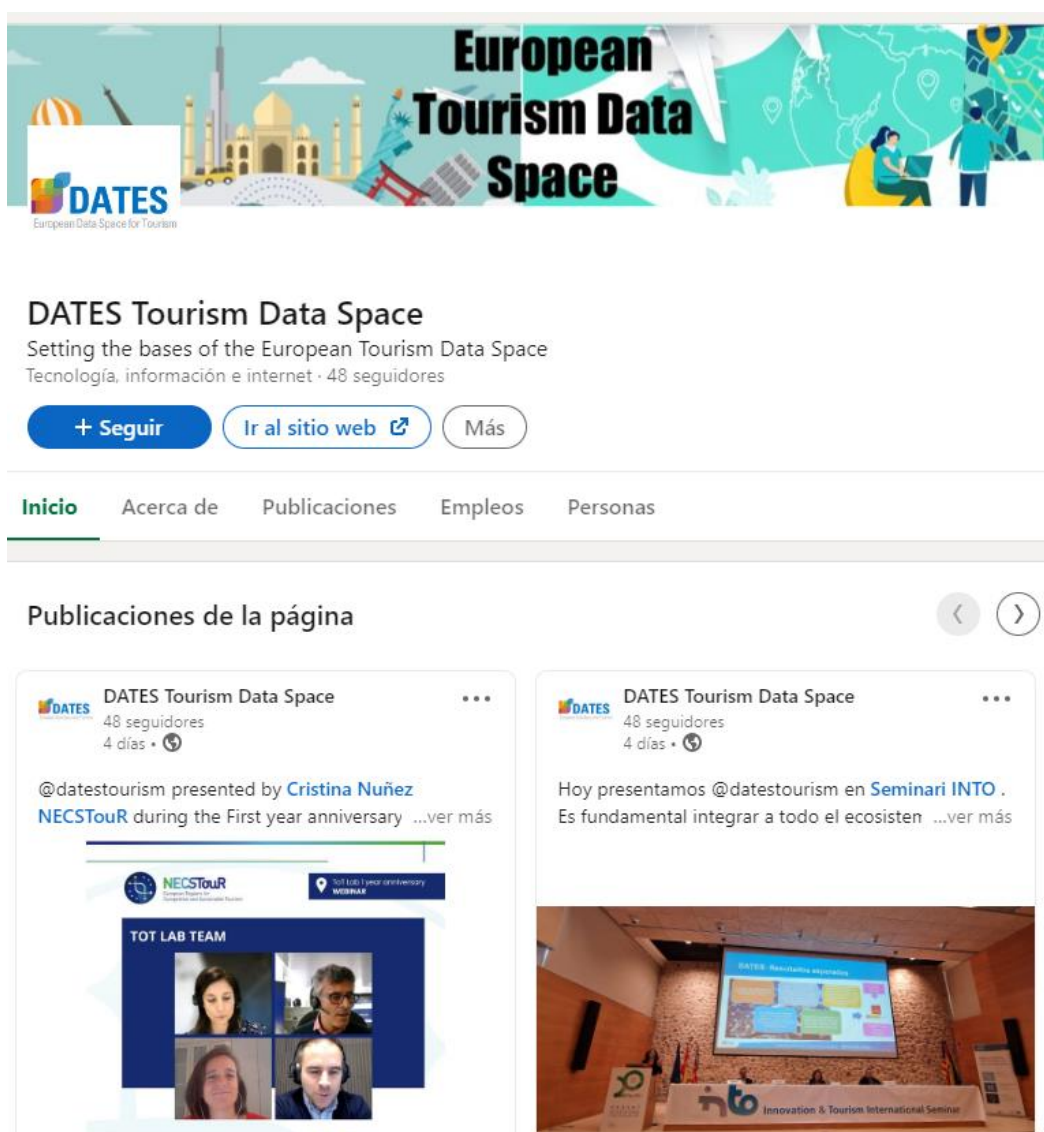
Figure 7 - LinkedIn Account of DATES

2.1.1.2 Twitter

A twitter account was created in July 2022 to increase the visibility of the project and engage all kind of stakeholders: https://twitter.com/datestourism.

The short messages allowed by Twitter will contribute to send specific and targeted messages. It is very important for the interaction with the stakeholders, and the partners will increase in widening the impact by retweeting from their own accounts.
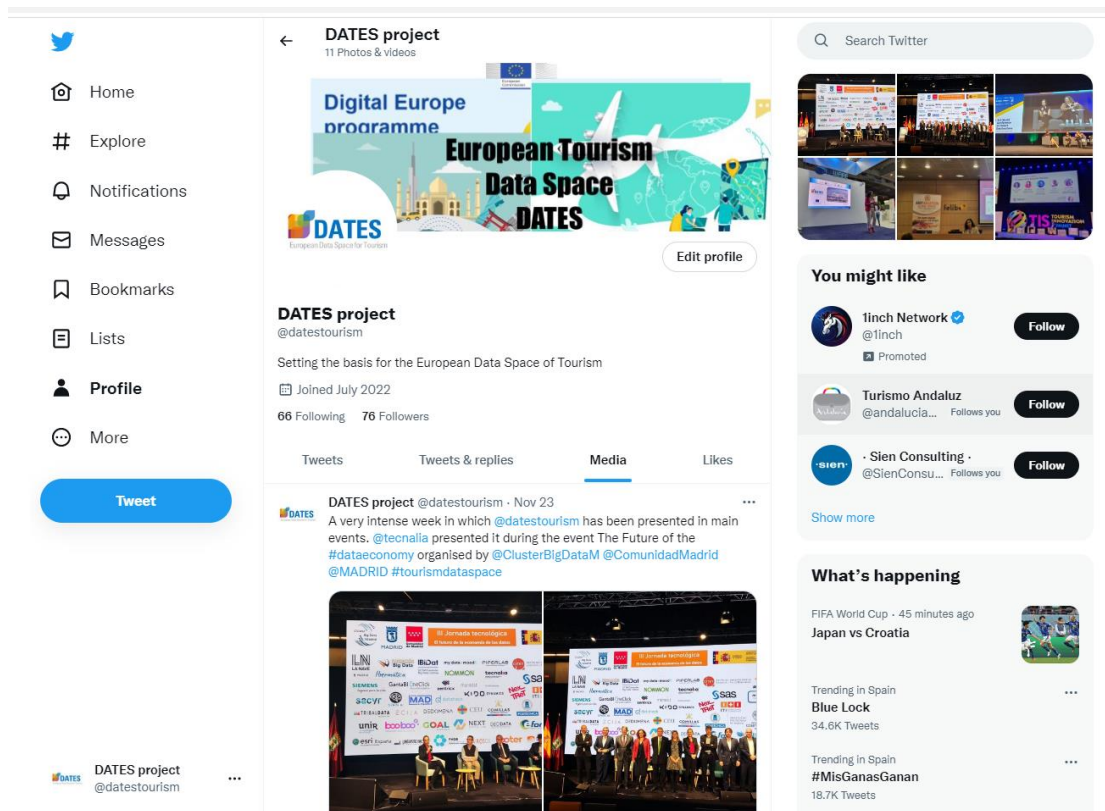
Figure 8 - Twitter account of DATES

3.3.3 Press Outreach

DATES has already been published in Spain in the national and local press, thanks to the support of the Spanish Ministry of Economic Affairs and Digital Transformation. It has also been mentioned in other partner countries, for example in Slovenia.

An official press release will be generated and translated to the partner's languages to communicate the project objectives. The support of the national ministries through the interministerial committee will be fundamental to reach the national newspapers.

Figure 9 - Extract from the website [1] of the Spanish Ministry of Economy and Digital Transformation about the DATES project

---

[1] https://portal.mineco.gob.es/es-es/comunicacion/Paginas/220621_np_dates.aspx

3.3.4   Workshops

As interactive and collaboration events will be a key pillar of the engagement plan, DATES foresee the **organization of different workshops** specially dedicated to the engagement of stakeholders. These workshops will target both the wider stakeholders community mobilised throughout the project and the members of the Coalition.

The wider stakeholders community will be engaged through **four online workshops** that will be held in key moments of the project. Such workshops will consist of interactive meetings (Q&A sessions, breakout rooms and live surveying tools such as *Slido*) facilitated by Consortium experts, allowing the project team to present the project outputs and results, collecting first-hand input and feedback from the attendees.

The engagement of the Coalition will be ensured through the organisation of other **four collaborative workshops** - which will be also opened to the attendance of other stakeholders reached by the project, on a case-by-case basis - to support the development and the validation of the project outputs. Input and feedback from the Coalition will be also requested via survey, email and one-to-one conf-calls.

Organisational aspects, contents and follow up actions of each workshop will be discussed in advance with the Policy Officer of the European Commission.

3.3.5   T5.4 Validation of outputs through a Coalition of key stakeholders

Communication activities will also concern the identification and engagement of a Coalition of key stakeholders that will be involved in co-design activities to support and validate the main outputs of the study, closely accompanying the execution of all technical tasks envisaged in each work package. The members of the Coalition will be key stakeholders, starting from the network of Associated partners and will be expanded to other pivotal stakeholders that might emerge through different interactions and activities of the project.

As previously mentioned, the engagement of the Coalition will be ensured through the organisation of four collaborative workshops. The first three workshops will be organized within the perimeter of WP2, WP3 and WP4 at least two weeks before the release of each final derivable. In particular, they will be carried out in April 2023 for WP2 and in October 2023 for WP3 and WP4. The aim of these workshops is to embed in final deliverables any input and feedback, that might emerge through interactions with Coalition stakeholders, and to define and validate the technical output.

Moreover, another workshop will be organized after the creation of a community with the **DSFT project**[2] (sister project of DATES funded under the DIGITAL-2021-PREPACTS-DS-01 Call). The workshop, probably held in June 2023, will focus on reviewing the work done so

---

[2]   https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101083920/program/43152860/details

far and on the definition of guidelines for the next steps in order to create a harmonic synergy with the sister project's.EC Tools

3.3.6 Publications

The consortium will try to communicate in all possible efficient channels and try to foster scientific, industry and policy publications as well as practice abstracts and, if time and resources will permit it, actively contribute in their creation.

3.3.7 Event planning

Partners will be asked to fill in a **calendar of events** describing the events that are already in their plans and this file will be shared on Google DRIVE (Annex A) to access the updated version. A brief description including the date, location, target groups and a preliminary suggestion as to the role/implication for DATES (i.e workshop, booth) will support the decisions making process. Several potential events have already been identified.

Event	Date	Location	Target groups	Potential DATES involvement
TIS Seville	2-5/11/2022	Seville, Spain	Tourism sector Tech companies	Presentation
European Tourism Forum	15-17/11/2022	Prague, Czech Republic	Tourism sector Tech companies	
Gaia-X Summit	17-18/11/2022	Paris, France	Data Spaces ecosystem	Presentation
European Big Data Value Forum				
FITUR	18-22/01/2023	Madrid, Spain	Tourism sector	Presentation
Meeting EU ministries	10-11/10/2023	Mallorca, Spain	Tourism sector Policy Makers	Presentation

Table 3 - DATES Events Calendar

3.3.8 Networking and Synergies

DATES focuses on the establishment and progressive expansion of a European tourism data Community for consultation purposes, consisting in a pan-European network of target tourism and data stakeholders. This will be achieved through the implementation of networking and synergies activities that are encompassed within the task T5.3 of the DATES Work Plan.

Under this task, the project will establish a network that will include both industry players – with special attention to SMEs – and public actors. It will develop a detailed action plan to launch this Community and keep it active throughout the project lifetime. The community should ensure full coverage in terms of supply chain segments, expertise, interests, geographical coverage across the EU. Thanks to a variety of methods and tools - e.g., surveys and workshops- tourism stakeholders will be involved in regular interactions and active collaboration with the project team, to provide first-hand inputs and mobilise increasingly more stakeholders in joint efforts and events. To this end, the Consortium will leverage on the width and capillarity of its network (Including Digital Innovation Hubs, Smart Tourism Destinations, ICC, Med Community, multi-level associations of relevant stakeholders, etc.), creating and nurturing synergies with the utmost research and innovation ecosystems in tourism and data as well as with other data spaces.

3.3.8.1 Tools

DATEs will take advantage of several of the tools offered by the European Commission to support its communication and engagement activities. Special use will be done of:

- **EU Survey**, in order to increase the reach of the audience

- **The publications office of the EU** in order to generate more awareness and wider the audience of the project

4 MONITORING AND EVALUATION

4.1 KPIs

During the implementation of the DATES project, different communication, dissemination and engagement activities will be implemented. A list of all these activities will be produced attaching: pictures, events carried out, social networks impacts, etc.

Key Performance Indicators (KPIs) are concrete, measurable targets used for monitoring and evaluating the project's progress and enabling adaptation when necessary. A set of dissemination and communication KPIs and targets have been identified and are presented in the following tables:

#	Communication and Engagement KPIs	Target
1	Events and campaigns	>50
2	Online workshops	8
3	Policy recommendations	1
4	Conference contributions	>50
5	Joint press releases and statements	2
6	Website	1
7	Social media and accounts	2
8	Coordinated materials (poster, brochures, fact sheets)	3
9	Notebook, folder, roll-ups, banners and stickers	1
10	Blog posts	4
11	Videos	4
12	Linkedin posts and reposts	>500
13	Twitter tweets and retweets	>500
14	Press releases	>15
15	Speeches and interviews (TV/radio)	5
16	Featured articles in magazines	3

Table 4 - Communication and Engagement KPIs

4.2 Reporting Tools

Partners have been asked to report on their dissemination and communication activities on a monthly basis. Feedback is collected from the partners using an online form.

- Event and activity reporting
- Communication and social media reporting

5 PLANNED BUDGET

The budget below relates to WP5 and its Community Engagement's activities:

Call: DIGITAL-2021-PREPACTS-DS-01 — Preparatory actions for Data Spaces – EU Grants: Application form (DEP): V1.0 – 01.11.2021
Associated with document Ref. Ares(2022)7032494 - 11/10/2022

Estimated budget - Resources (n/a for prefixed Lump Sum Grants)

Participant	A. Personnel		B. Subcontracting	C.1 Travel and subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	D.2 Internally invoiced goods and services	D.3 PAC procurement costs (for PAC Grants for Procurement)	E. Indirect costs	Total costs
ANYSOL	6,75	43.875,00	-	1.665,00	-	20.000,00		-	-	4.587,80	70.127,80
TECN	3,00	14.400,00	-	1.000,00	-	-		-	-	1.078,00	16.478,00
IDC	1,50	9.750,00	-	1.000,00	-	-		-	-	752,50	11.502,50
MTUR	2,00	16.000,00	-	1.000,00	-	-		-	-	1.190,00	18.190,00
INTEL	4,00	28.000,00	-	1.000,00	-	-		-	-	2.030,00	31.030,00
AMAD	-	-	-	1.000,00	-	-		-	-	70,00	1.070,00
IDSA	-	-	-	1.000,00	-	-		-	-	70,00	1.070,00
ARC	7,50	34.500,00	-	1.000,00	-	-		-	-	2.485,00	37.985,00
NECS	2,00	10.150,00	-	1.000,00	-	-		-	-	780,50	11.930,50
OUTD	0,75	4.500,00	-	1.000,00	-	-		-	-	385,00	5.885,00
DIHT	3,00	12.000,00	-	1.000,00	-	-		-	-	910,00	13.910,00
AVOR	1,25	6.875,00	-	1.000,00	-	-		-	-	551,25	8.426,25
Total	31,75	180.050,00	-	12.665,00	-	20.000,00		-	-	14.890,05	227.605,05

Funded by
the European Union

6 CONCLUSION

The present document "D5.1 Communication and Engagement Plan" provides an overview of the activities to be implemented during the 12 months of the project's life. The aim of this document is to present all communication and engagement activities to be implemented during DATES' duration, specifying the channels and target groups to which this project is addressed.

Being a CSA the activities to be implemented are very intensive in terms of dissemination, communication and awareness raising, and having as an objective the generation of a roadmap and a blueprint for setting the bases of the European Data Space of Tourism is very important the engagement of key stakeholders as well as the alignment with the EC, the DSSC and other CSAs.

7 ANNEX A: EVENT PLANNING TEMPLATE

DATES EVENT PLANNING

Title of the event:	
Date:	
Location:	
Organised by:	
Type of participation	- Organiser - Speaker - Round table - Exhibitor -
Dissemination	- Web - Posts (attach screenshoots)
Pictures	To be attached
Video	Link
Other	

Funded by
the European Union

8 ANNEX C: PARTNER'S SOCIAL MEDIA CHANNELS

AFFILIATION	PARTNERS' SOCIAL MEDIA PAGES			
	Linkedin	Facebook	Twitter	YouTube
ANYSOL	@AnySolution	@AnySolutionSpain	@Any_Solution	@anysolution6506
TECN	@tecnalia	@Tecnalia	@tecnalia	@tecnaliaTV
IDC	@IDC4EU		@IDC4EU	
MITUR		@Ministerodelturismo	@MTurismoItalia	
INTELLERA	@intelleraconsulting			
AMAD	@Amadeus	@Amadeusitgroup	@Amadeusitgroup	@Amadeusitgroup
IDSA	@International Data Spaces Association (IDSA)		@ids_association	@internationaldataspacesass9223
ARCTUR	@arctur @tourism40	@arctur @tourism4.0	@ArcturHPC @Tourism4_0	@arcturd.o.o.8701 @tourism4.046
NECS	@NECSTouR	@NECSTouR	@NECSTouR	@NECSTouRVideos
OUTD	@Outdooractive	outdooractive.DACH	@corporate_oa	@outdooractive_official
DIHT	@DIH Tourism 4.0	@DIH Tourism 4.0		
AVOR	@avoris		@avoristravel	@avoris3211
ANG	@aNewGovernance			