

## Work Package: Implementation

WP No.	WP Title	WP start month	WP end month	WP budget
T1	Set-up of WONDER destinations	Feb-2020	Oct-2021	846 124.00
WP responsible partner		Municipality of Velenje		
<b>Partner involvement</b>				
Partners involved	Name: Municipality of Fano Role: LP			
	Name: Municipality of Velenje Role: PP			
	Name: Tourism Organisation of Herceg Novi Role: PP			
	Name: Municipality of West Achaia Role: PP			
	Name: Observatory for Children and Youth Rights Role: PP			
	Name: City of Novigrad - Cittanova Role: PP			
	Name: DEVELOPMENT CENTRE NOVO MESTO, Counseling and Development, Ltd. Role: PP			
	Name: Municipality of Cervia Role: PP			
	Name: City of Dubrovnik development agency Role: PP			
Name: Municipality of Preveza Role: PP				
Summary description and objectives of the work package including explanation of how many partners will be involved. Please clearly describe the role and tasks of each involved partner.				
<p>This WP aims at identifying and sharing the needs, practices, common challenges and lessons learned to set-up a child-friendly destination by involving children and local stakeholders, testing the approach and solutions identified. A child friendly city is a local system of good governance where the voices, needs and priorities of children are an integral part of public policies and services offered.</p> <p>Taking into consideration children as tourists, innovative tourism options have not been provided and tourism for children continues to be a field where it is difficult to obtain reliable data. The limited analysis of tourism for children is the first obstacle that should be overcome by public authorities, tour operators and business sector.</p> <p>This WP will give the opportunity to partners to assess the child tourism trends and to exploit the features of their territories. On the other side the bottom-up participative methodology of children's involvement will be implemented in each city. Children's views are rarely heard and rarely considered in the political process. Without special attention to the opinions of children, their views go unheard.</p> <p>Thanks to a joint transnational exchange, children's feedback and local working groups with stakeholders, partners will then be able to create their own local agendas and to implement the solutions/approaches identified.</p> <p>In this way the project will create the opportunity for partners to create multilevel and intersectoral working teams and local partnerships to increase the level of expertise and know-how, and also the impact of the project by involving children and their families.</p> <p>Based on these results, the partnership will jointly work on the WONDER Action Plan in order to collect and present a set of solutions, strategies and actions that could be adapted to local contexts, giving the opportunity to enlarge the results also to cities not directly involved in the project.</p>				

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Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T1.5	Pilot Actions for the implementation of WONDER city agendas	Dec-2020	Jul-2021	398 124.00

Each partner will test a set of actions, as defined in the local agendas, to improve their child-friendliness. The testing phase will start in winter and will then cover the spring and summer period. The aim of these pilot activities is to implement and evaluate the activities and strategies foreseen in the local agendas and based on the outcomes and inputs collected during the A.T1.1,2,3, in order to provide a precise and comprehensive scenario for the Action Plan. Partners already shared some ideas on the pilot actions to be undertaken but, in order to properly include all the inputs and outcomes from the project activities, these ideas will need to be updated and adapted according to the results achieved in the first phase of the project. Partners will present their pilot idea at the third Project Meeting in Dubrovnik.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T1.5.1	Implementation of pilot activities	Testing phase. The pilots will foresee a multilevel approach based on - continuous involvement of children and stakeholders - promotion and dissemination of the pilot action (social media campaign, promotional materials, informative panels, interactive communication tools, Mobile APP) - realisation of activities/initiatives/events (eg: food initiatives with restaurants, green flag initiative, wellbeing events, good diet promotion) - purchase and placement of specific equipment to improve the attractiveness and child-friendliness (es: playgrounds, bicycle rental points, playful sport trails, etc) - evaluation.	10.00	Jun-2021

## Work Package: Communication

WP No.	WP Title	WP start month	WP end month	WP budget
C	Communication	Feb-2020	Mar-2022	235 442.01
WP responsible partner		City of Dubrovnik development agency		
<b>Partner involvement</b>				
Partners involved	Name: Municipality of Fano Role: LP			
	Name: Municipality of Velenje Role: PP			
	Name: Tourism Organisation of Herceg Novi Role: PP			
	Name: Municipality of West Achaia Role: PP			
	Name: Observatory for Children and Youth Rights Role: PP			
	Name: City of Novigrad - Cittanova Role: PP			
	Name: DEVELOPMENT CENTRE NOVO MESTO, Counseling and Development, Ltd. Role: PP			
	Name: Municipality of Cervia Role: PP			
	Name: City of Dubrovnik development agency Role: PP			
Name: Municipality of Preveza Role: PP				
Summary description and objectives of the workpackage including explanation of how will partners be involved of activities carried out and contribution of each partner.				
<p>WONDER project's main outputs and results will have a local impact as what concern a more sustainable and healthy urban living for children but in order to have a concrete impact at national and transnational level and in order to foster the development of the territories involved, dissemination and communication have an important role. Communication activities go on a double direction: on one side, some activities are aimed at the promotion of the project, pilot actions, promotion of the agendas, children's involvement in activities and promotion of the action plan; on the other side, especially the final activities will be aimed at disseminating the new WONDER brand and network, and to find possible new partners, investors, and stakeholders interested in joining or cooperating. The PP9 (DURA) will be the WP leader, due to its experience in leading communication within EU projects. DURA will provide a first transnational communication plan and will coordinate all the activities, however all partners will be actively involved in dissemination through a local communication manager, by adapting the transnational plan to each local contests and by involving local, regional and national stakeholders. In this sense, also Associate partners will be fundamental for expanding the range of the project. A specific "Communication physical monitoring" will be designed at the beginning of the project. It refers to each communication activity as well as each deliverable. It foresees which is the responsible PP and the other involved PPs, which is the target value to reach and the one already achieved. It will also activate a feedback mechanism based on questionnaires by which target groups will be able to express their satisfaction about the attended event. Target groups will have to assign a score from 0 to 10 to each question foreseen in the questionnaires focused on the quality of the organization of the event and of the treated topics.</p>				

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Please describe activities and deliverables within the work package

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity C.1	Start-up activities including communication strategy and website	Feb-2020	May-2020	10 630.01

A transnational communication plan will be presented by the WP coordinator DURA, in order to define common strategies for the promotion and dissemination of project activities and results. The Transnational communication plan will be presented at the KoM in Fano and will define: communication methodologies, target groups addressed, strategic tools to address specific target groups, practical actions to be implemented. The plan will be agreed and then shared among partners. Each PP will then be responsible of setting up a local communication plan by adapting and integrating the transnational plan to each local contest, target groups and stakeholders, specifying the way in which they will use methodologies in their local and regional contest, which specific target groups and stakeholders they will involve and through which specific actions.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification
Deliverable C.1.1	Transnational communication plan	PP DURA will elaborate and present a transnational communication plan during the kick-off meeting in Fano. The transnational plan will present communication methodology, target groups to be address, stakeholders to involve, useful tools and practical actions to be implemented. The transnational communication Plan will be approved and then shared among partners.	1.00

Deliverable C.1.2	Local communication plans	Guidelines and actions identified in the transnational plan will be elaborated by every partner, which will elaborate a local communication plan, which will be adapted to each local/regional context, to the specific target groups and stakeholders, and in which the local actions that will be implemented by each partner will be defined.	10.00
Deliverable C.1.3	Press conferences	Each partner will organize 1 press conference for the promotion of the project in the local, regional or national context. Even partners coming from the same country will have to organize different press conference as they are going to cover different areas of the country. Partners in which a transnational meeting and/or working group is foreseen will organize the press conference in that occasion, so that also international partners can take part to it. The first press conference will be organized during the KoM in Fano.	10.00

Deliverable C.1.4	Stakeholders list	Every partner will draw up a list of possible stakeholders which could be interested in participating both to project activities and events and/or to project's results as future partners or collaborators of WONDER network. Therefore, the list will include general public of families with children, young people, national/regional and local authorities, schools and educational institutions, tourism organizations, enterprises, Chamber of Commerce and business support organisations, NGOs, non-profit associations and civil society associations working with children's rights. The list will be drawn up also by Associate partners. Considering the importance of capitalizing the project activities with the ones related to other co-funded ADRION projects, it will be asked to the WONDER partners to involve in each countries the QNeST and TRANSFER partners as main stakeholders of the WONDER project.	13.00
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Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity C.2	Public Event(s)	Feb-2020	Mar-2022	134 000.00

Local events will be organized by PPs during the project lifetime in order to promote all project activities (Local agendas, Pilot actions and the Action Plan). Different stakeholders and target groups will be invited (local authorities, public bodies, entrepreneurs, associations, childcare institutions like schools, citizens especially children), with particular attention to local authorities and interest groups engaged in the tourism sector. During these events the organizers will distribute questionnaires by which target groups will be able to express their satisfaction about the attended event. Alternatively the same questionnaires could be sent by e.mail to the participants after the event. In addition to local events, the PPs will be asked to participate to national events on coherent topics like Children festivals, tourism Fairs, etc. in order to cluster with other initiatives and exploiting new ways for disseminating the WONDER brand and network.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification
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Deliverable C.2.2	Participation to clustering initiatives	<p>In addition to events directly organized by partners, they will also participate to local and/or national initiatives on topics of interest, like Tourism or Children Fairs, festivals, presentations, etc. which will be the occasion for networking and clustering with other stakeholders and initiatives. Project's results, in particular the Action plan and the network created, will be presented also within networks of towns and municipalities, like the ANCI in Italy (National Association of Italian Municipalities), Green Flag initiatives but also European networks like the Council of European Municipalities and Regions. Each partner will participate to at least 1 clustering event or initiative. At the end of each single participation to clustering initiatives, participating PPs will release a report describing how they were involved, which were the activities done (presentations, networking, etc...) and which were the Target Groups reached in that occasion. In addition the project activities and results will be shared</p>	10.00

		with similar projects implemented and/or to be implemented in the area within the ADRION programme. In particular since the beginning (from the WONDER kick-off meeting) the project activities, main goals and objectives will be joined with the partners of the project QNeST (N. 225) co-funded in the 1st Call and of the project TRANSFER (ADRION1071). In fact in the QNeST project the Municipality of Fano has been already involved as one of the main stakeholders in order to present the possible idea of a sustainable tourist offer based on a child friendly approach. The testing of the Pilot QNeST Routes (the last activities of this project) foresees also a child friendly tourist package: these will be described during the launch of the WONDER project. In the meanwhile the LP of the TRANSFER project will be also invited to attend the WONDER kick off meeting in order to create as much better as possible the future synergies between these two projects.		
<b>Activity number</b>	<b>Activity title</b>	<b>Activity start month</b>	<b>Activity end month</b>	<b>Activity budget</b>
Activity C.3	Promotional material	Feb-2020	Mar-2022	16 970.00



The designing and realization of catchy promotional materials is very important for a project involving children and tourism; for this reason the partner DURA will realize and propose a captivating graphic for the WONDER network to use in different formats and to be used together with the programme visual identity and graphic. Partners will use the graphic to edit and print flyers and posters to distribute during local and international events, but also to distribute to cities' info points so that they can be seen by tourists. At the same time, DURA will create online graphics and a banner which will be used for publication on various websites and for publications on specialized online magazines.

<b>Deliverable number</b>	<b>Deliverable title</b>	<b>Deliverable description</b>	<b>Deliverable quantification</b>
Deliverable C.3.1	Posters and flyers	DURA will coordinate the PPs in printing phase and for the use of posters and flyers for promotional purposes, to distribute during local events, post around the city and deliver to cities info points. These communication material will be based on the pre-prepared products and requirements already provided by the Programme. The posters and flyers will also be based on the visual identity of the WONDER Network as defined in the WONDER Toolkit. 500 pieces in total per partner are foreseen.	5 000.00
Deliverable C.3.2	Banner	DURA will create the online banner to use for the promotion on different websites and online channels, both on partners' websites and also on websites for the promotion of tourist destinations or still children addressed websites. This banner will be based on the pre-prepared products and requirements already foreseen by the ADRION Programme. As WP "Communication" leader it also will coordinate the partnership in providing information to be included in the ADRION Programme official website (projects-website).	1.00

Deliverable C.3.3	Purchase of promotional pages on specialized magazines	Partners will identify magazines and journals promoting tourist destinations, children attractions, or any kind of magazine on topics coherent with the project and with a target of readers who might be interested in project activities. On these magazines partners will buy advertising spaces in which they will promote pilot actions at local level and/or the WONDER brand and network. 2 advertisements per partner.	20.00	
Deliverable C.3.4	WONDER Communication Toolkit	Partners will be provided with a Communication Toolkit, which will be distributed within the broader WONDER Toolkit in A.T2.1. Communication Toolkit will contain all the graphic materials and visual identity both of the ADRION programme and of the WONDER network, that partners can use for communication and dissemination purposes. The materials realized after the creation of the Network will be integrated in the Toolkit. It will be delivered in English and translated in the partners' languages (6).	7.00	
<b>Activity number</b>	<b>Activity title</b>	<b>Activity start month</b>	<b>Activity end month</b>	<b>Activity budget</b>
Activity C.4	Digital activities including social media and multimedia	Mar-2020	Mar-2022	73 842.00
<p>Communication will pass through social media and by the use of digital tools, as they are more captivating and more direct tools to address families and children targets. A social media campaign called #kidsgonvacation#WONDERdestination will be launched on social networks: people will express their views on children's holiday, by writing comments on their experiences and by editing pictures or videos representing some distinctive moments. However, one of the more useful instruments for the promotion of tourist destinations is the web. For this reason, WONDER network will create a website for the promotion of the brand and the related tourist destinations. The website will be also the place where it will be developed a "Software Smart City Platform". Moreover two promotional videos are foreseen: the first aimed at disseminating the project path and its final results, while the second video it will have a more specific advertising aim</p>				
<b>Deliverable number</b>	<b>Deliverable title</b>	<b>Deliverable description</b>	<b>Deliverable quantification</b>	

Deliverable C.4.1	Social media campaign	<p>The social media campaign #kidsonvacation #WONDERdestination will be launched on the main social channels including Facebook, Instagram and Twitter. People will post stories of their bad or good experiences, problems they faced on holiday with kids, pictures of children on holiday, etc. This will be a way for partners to collect some inputs directly from the civil society and it will be a first step in future promotion of the project. This large pool of valuable data are available and will be analyzed by the partners communciation managers to improve the services of the Wonder tourist destinations. The analysis of emotions aims to explore the text data to define and classify the emotional and real qualities of the provided services associated to the WONDER brand The use of social network in the project foresees a sentiment analysis with a dynamic monitoring of the brand image in general, and the ad hoc analysis of the reaction of social networks after an update or novelty in the product or service.</p>	1.00
		<p>After the creation of the official WONDER brand and network, a WONDER cities website will be created and launched at the end of the project (it will be different from the project website provided by the programme but linked with it). The WONDER cities website will contain descriptions of the cities involved in the network and their local agendas in order to highlight the characteristics that make them define child friendly cities. The website will contain specific sections dedicate to events and attractions for children during all the year and also a section dedicated</p>	

Deliverable C.4.2	WONDER destinations website	<p>to cities' environmental, social and urban characteristics more suitable for children. A section will be dedicated to families and children' opinions: feedback on their holiday in a WONDER city destination, but also suggestions for improvement, with the aim of maintaining a bottom-up approach in the future development of the network. The website will be designed as a "Software Smart City Platform" where the users (children in particular) will provide tips for other "young" users by the use of new digital tools such as: gamification - game based business solutions, UGC - User Generated Contents. Thanks to this platform it will be possible to customized "child friendly" tourist services that creates new tourism models based on Technologies of Information and Communication (TICs). The website/platform will be also equipped of Artificial Intelligent tools (authoring tool) in order to guarantee the personalization of the tourist experience and will have also a "data based reccomendations solution" incorporated and targeted on families and young users. Finally the platform will also provide personalized "Child friendly" offers using behavior tracking techniques, metadata and purchasing history. The WONDER platform will guarantee constant interconnections with the contents of the QNeST and TRANSFER project website/platform.</p>	1.00
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Deliverable C.4.3	Project promotional video	One video will collect and record project's roadmap, steps and events and it will be used for dissemination on social media and will be showed during the last months' events for promoting the project and its results. It will contain the "best moments" of the project, its development and its results, including children's involvement moments and working groups. The project promotional video will contain displayed sentences in english to explain the moments showed.	1.00
Deliverable C.4.4	WONDER promotional video	Another video will be used as commercial for the promotion of the network and WONDER brand. The spot will collect children's interviews on their ideal holiday and, alongside their answers, images and videos of WONDER destinations will be showed. The video will be spread on social media, on partners' websites and will be displayed at the final international event in Cervia. This video will be subtitled in all partners 6 different languages.	7.00