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Call: SORT-COS-TOUR-2015-3-04/COS-TOUR-2015-3-04-1

Project Title: Seniors on Reciprocal Tourism

Acronym: SORT

### Dissemination Activities Descriptive Report

This deliverable covers the entire duration of the project (March 2016 – August 2017) and describes all the activities of the partners regarding the promotion and promotion actions of the SORT Project. According to the initial project plan, all project partners followed a series of actions to promote SORT project, which included the sending of press releases at local and national mass media, contact with operators and businesses involved in the tourism sector, contacts with municipalities and Local Authorities, promotional actions through the internet and presentation of the Guide to local event.

Great attention was paid to the presentation, promotion and distribution of the SORT Guide in each partner country. Each Partner organizes at least 2 events in order to present the SORT Guide:

Country	Event No	Participants
BG	3	141
HR	2	93
HU	2	187
IT	3	192
RO	2	133
SI	2	64
GR	2	86

The presentations of the SORT guide have the following structure and the principles of effective communication, mutual respect and active citizenship:

- General information about the project
- Discussion on current conditions in the tourism sector, both for adults, for the local economy and for voluntary organizations, while at the same time conducting a survey of the needs, objectives, expectations, knowledge and experiences of the participants.
- Presentation of the SORT GUIDE and the main points of the Sort model and the new holiday experience that suggests changing the current situation. The partners each time sought out the techniques (dialogue, brainstorming, role play) that would lead to better results, depending on the target group.
- Questions, Findings and Positions of Participants
- Answering the questions and encouraging participants to participate in partner programs in order to continue the program.
- Invitation for a more detailed presentation of the SORT model to those interested.

In conclusion, we can say that there were positive comments during the presentations, both for the project and especially for the driver who described it as "Analytical, detailed, informative". Small and medium-sized enterprises and micro-enterprises that form the foundation of the tourism economy in the regions of the project partners expressed their desire and interest, both individually and through their associations, to accommodate adults at particularly attractive rates in low and average tourist season. Of particular interest was both individual citizens - adults as well as NGOs and institutional bodies - for their active participation in the project. The results that we extracted from the dissemination actions:

- Increase the number of people who have been informed about the SORT model and interest in the model's actions. New partnerships with businesses and organizations at national level active in the tourism sector.
- Awareness of the needs /potential in active participation of the senior 55+. We have identified, updated



- and become more aware the tourism psychological needs of seniors 55+, such as active participation, occupation with new programs, the ability to establish new interpersonal relationships between seniors 55+.
- Promoting the idea of volunteering.
  - The extension of the tourist season through alternative forms of tourism (interconnection with volunteering, primary sector, culture).
  - Developing a different tourism model through the SORT model will contribute to the sustainable development the regions of the partners, as these are less developed and not first-class destinations.
  - Strengthening the extroversion and networking of small and medium-sized businesses, resulting in increased competitiveness.
  - Through the networking of local operators, the promotion of local traditional products will be enhanced.

All partners, in order to be able to promote the SORT project at European level, have been contact with cooperating partners from other European countries. They have been briefed on the actions of the Project and received the English version of the SORT Guide. Participation in two international tourism fairs also helped to promote and disseminate the project at a transnational level.

The main objective of all project partners is to continue and further promote SORT project and its actions beyond the end of funding period. In order to be able to maintain the sustainability of the project, we have discussed some steps that we believe will ensure the continuation of the project:

- Use of the activities and actions of the SORT Model in every area at both transnational and national level.
- Continue actions between partners and attract new partners, either as a consortium or in smaller partnerships (e.g. expanding partnerships with new partners or creating new partnerships)
- Including the SORT model or parts of the activities of the model in touristic offers that refer to our area (getting into contact with touristic agents or agencies that organize tours / cruises / etc.)
- Contacts and promotion of the SORT project to organizations that there are active in the field of Voluntarism, in order to enrich the model with new volunteer activities.
- Periodical presentations of the model to the Pensioners' club and setting up group of interested people that are willing to experience the SORT model elsewhere and creating contacts with partner entities.
- Intense usage of the SORT guide as promotional material and to gain interest by distributing it in the local community but also at all locations which are a tourist destination, so that all restaurants / hotels / winery has it available.
- Networking of Businesses and Organizations involved in the tourism sector.
- Constant and continuous information through letters, bulletins, participation in tourism fairs (national and international).
- Inform the chambers and associations of enterprises active in the tourism sector.
- Create new attractive touristic packages for seniors 55+
- Finding donors to participate in follow-up actions and supporting the effort through special gifts for seniors 55+.
- Meetings with regional and national public administrations responsible for tourism.

Apart from the contacts of partners with partners from other countries to communicate with the project, we will work together as a partnership to be able to network in the tourism market and to sell the SORT project. In order to achieve this goal, we will try to participate in Tourism Exhibitions, not everyone but as a partnership, with a key tool for promoting the Project Guide.

Each partner in the partnership will contact tour operators in the neighboring countries in order to increase the number of partners. We will also inform the networks of town-twinned towns in order to incorporate the SORT model into their actions, but also to attract new stakeholders to promote the SORT project.

In our next plans are to create a promotional tool, we will begin to work on the design and implementation of an online Learning Platform to educate new businesses, organizations and individuals on the actions of the SORT model. In this way, we intend to attract new entrants, creating a new customer base, training them on the actions and activities of the SORT model, and in turn these new "clients" to attract new stakeholders. Through this process, we are succeeding in continuing the project at transnational level and ensuring that the Model operates properly.

## **BG - Goranov I&V Ltd**

The dissemination and promotional activities began shortly after the start of the project.

Press releases were sent to the media in May, 2016, several meetings were carried out with the Varna Municipality Directorate for Tourism officials to be involved with the promotion of the project, and dissemination of the SORT brochure during Varna Municipality participation at Tourism Fairs.

The SORT logo and information, in English and in Bulgarian about the project have been posted on the official web site of Varna Municipality [www.vist.varna.bg](http://www.vist.varna.bg)

SORT brochures are being distributed among visitors at the city Tourist Information centre.

SORT was presented among representatives of the tourism business – travel agents, hoteliers, Varna Municipality officials during a two day excursion to Preslav and Ovcharovo winery on 5-6 May 2017.

At that stage the brochure was not published yet, nor did we have the required list of participants with signatures. The attendance was documented with a set of photographs attached to this report. Total number of participants – 25.

After the printing of the SORT brochure two Dissemination activities have been carried out using the premises of Vladislavovo hospital with small buffet with sweets, wine, soft drinks, water.

Most of the participants are members of the Bulgarian Cancer Patients Association, plus friend and relatives, from Varna and other parts of Bulgaria, coming on a specified date for after treatment vaccine application. Total number of participants – 108.

Another event is planned for the Day of Varna celebration at the Cancer Patients Association Centre during the first decade of August, 2017.

## **IT - Antroposervice Sas**

The dissemination activities have been planned in order to maximize the impact of dissemination to target groups by leveraging Antroposervice and partner grassroots associations contacts and networks, both at local and regional level. It is worth mentioning how the Antroposervice Sas, as founding member and main organizational partner of the Festival of the two Parks ([www.festivaldeidueparchi.it](http://www.festivaldeidueparchi.it)), can reach thousands of persons and associations who take part or have taken part to the Festival events since 2010 and before.

Hence, the dissemination strategy have been planned as follows:

Organization of a main SORT dissemination event, held on Sunday 16<sup>th</sup> July;  
dissemination of SORT results within already planned Festival of two Parks events: Sundays 23<sup>th</sup> July and 6<sup>th</sup> August.

The specific SORT dissemination event was aimed to involving more directly the local community, especially the town of Ascoli Piceno, its suburbs and more in general its province.

The dissemination activities within the Festival events aimed to involve people from other provinces, if not from other Italian administrative regions, who usually take part to the events.

Main dissemination event, Sunday July the 16<sup>th</sup>, at Sestiere di Porta Romana headquarter:

creative and artistic encounters with the Festival of the two Parks

The main dissemination event was held on Sunday 16<sup>th</sup> of July, in one of the most relevant location in the town of Ascoli Piceno, the headquarter of Sestiere Porta Romana, one of the neighborhoods taking part to the Historical Medieval Reenactment and Tournament named Quintana.

This is a highly felt town event, renowned at local, national and international level, which can count on a highly intense involvement and commitment by most of the citizens. The Sestiere Porta

Roman headquarters, located in the western side of the ancient town is naturally one of the hottest meeting point in town during the summer months.

The idea behind this event was to attract and entertain people, especially seniors over 55, through a dance and music review in cooperation with the Festival of two Parks, giving life to the SORT dissemination activities within this lively and amusing context. As a matter of fact the Festival of two Parks had originally played the role of hosting context in which embedding the social activities of the SORT pilot in Italy. The interconnection between Antroposervice and the Festival is of mutual interest and very effective in the multiplying and magnifying of SORT project results and impacts.

Dance schools and musicians were invited to take part to the event; this have naturally attracted both audience willing to attend and enjoy the spectacles as well as parents and relatives of the performing dancers, especially those of younger dancers.

The space was open and close to a very populated area and the entry was free, so that a lot of people walking by, were attracted and took part to the event, also if not informed before.

The dissemination event have been organized according to the following schedule:

- 18.30 registration of participants and delivery of the SORT catalogue;
- 19.30 presentation of SORT project
- 20.30 coffee break
- 21.00 start of dance and music programme.

The registration desk was located next to the door, so that every one entering was informed as regards the SORT project along with the delivery of a catalogue. (see annexed pictures).

The event has been marketed through a multi-channel promotional campaign which entailed the following: direct contact with local seniors clubs, emailing and SMSs, posting on social networks pages of partner grassroots organizations, counting thousands of contacts, press releases to local newspapers and blogs.

All local (in the range of 25 Km) seniors club have been listed and their representatives contacted by telephone to fix an appointment. The LWG coordinator and administrative expert later visited the seniors clubs to disclose some of the SORT project scopes and objectives, as well as results and impact and for a direct invitation of the representatives and all the members.

The overall strategy have proven effective, since the participation from seniors clubs members have been remarkable. A total of 131 participants signatures have been collected, even though the participation was a lot larger, but not everyone has been willing to sign.

As agreed before with the clubs representatives, in the days following the dissemination event the seniors club were visited again to distribute additional SORT catalogue to the benefit of the members who have not attended the dissemination event.

Dissemination event n° 2: Sunday July the 23th

2<sup>nd</sup> Eco-Trail of the Flowering of Castelluccio di Norcia

The second edition of this running event in the trails of the Sibillini Mountains National Park was held in a very famous Castelluccio di Norcia plateau, a Natura 2000 site, located at nearly 1500 meters of altitude, renowned world-wide for its astonishingly beautiful flowering of lentils in June and July. The flowering attracts every year thousand of visitors from Italy and abroad. The site and the spectacular flowering were unreachable this year as a consequence of the tremendous earthquake which hit the region in 2016 and early 2017; the roads are in fact still closed to traffic. The Antroposervice Sas along with the Festival of the two Parks were among the few entities entitled with special permission to reach the area for the Eco-Trail of Sunday 23<sup>rd</sup> of July.

Because of this a huge number of people (runners, hikers, parents with children, etc.), more than 500 people, took part to the event. That's the reason why the Antroposervice decided to use the event as a

dissemination platform; in fact, among other things, has been discovered, thanks to a statistical analysis, that approximately 30% of participants to this kind of event of the Festival were seniors over 55. However, even the dissemination to other target groups, with the consequent spill-over effect was thought as a very effective dissemination strategy for the SORT project.

The SORT project was presented to all those who registered to the event with the delivery of the SORT catalogue. The outreach was remarkable and additional 28 people agreed to sign the SORT register. As a matter of fact the dissemination has involved a much greater number of people.

It is worth mentioning that most of the participants came from other regions of Italy: Abruzzo, Umbria, Lazio, Lombardia, Puglia (just to mention a few) as well as other provinces of Le Marche.

Dissemination event n° 3: Sunday August the 6th

7<sup>th</sup> Eco-Trail of the two Parks

This was the seventh edition of this pivotal event of the Festival of the two Parks, held in the territory of the two National Parks of the Sibillini Mountains and Gran Sasso and Monti della Laga, in the village of Arquata del Tronto, one of the symbols of the recent earthquake.

The event was chosen as a dissemination platform for the same reason of the above mentioned Eco-Trail of the Castelluccio di Norcia Flowering. The Eco-Trail of the two Parks is one of the oldest events of the Festival and counted thousands of participants in its seven editions.

Approximately 250 people (runners, hikers, parents with children, etc.), took part to the event.

The SORT project was presented to all those who registered to the event with the delivery of the SORT catalogue. The outreach was remarkable and additional 33 people agreed to sign the SORT register. As a matter of fact the dissemination has involved a much greater number of people.

It is worth mentioning that most of the participants came from other regions of Italy: Abruzzo, Umbria, Lazio, Lombardia, Puglia (just to mention a few) as well as other provinces of Le Marche.

## **HU - Chamber of Commerce and Industry Pecs-Baranya**

Chamber of Commerce and Industry of Pécs-Baranya as a representative of interests for enterprises has 22 000 registered members in Baranya County. More than 800 SME-s, the voluntary members of the Chamber are forming a strong, co-operative business circle in the county. 50 SME-s of this circle are related to tourism: travel agencies, hotels, restaurants, touristic attractions.

The whole SORT program was presented on the **website** of our organization (**[www.pbkik.hu](http://www.pbkik.hu)**). The links of the articles:

19/07/2016

<http://www.pbkik.hu/hu/kereskedelemfejlesztes/cikkek/lezarult-a-sort-projekt-masodik-szakasza-92738>

27/10/2016

<http://www.pbkik.hu/hu/kereskedelemfejlesztes/cikkek/szlovenek-baranyaban-magyarok-isztrian-kepes-beszamolo-a-sort-projekt-probautjairrol-94604>

16/06/2017

<http://www.pbkik.hu/hu/kereskedelemfejlesztes/cikkek/uj-dimenzio-az-idoskoruak-turizmusaban-92160>

27/07/2017

<http://www.pbkik.hu/hu/kereskedelemfejlesztés/cikkek/idosen-es-aktivan-megjelent-a-sort-kiadvany-100554>

The average weekly number of the readers of the website was about 13 100 in 2016.

Those articles – or abbreviated versions were also issued in the **magazine** of the CCI-PB, Del-Dunantuli Gazdaság (**South-Transdanubian Economy**). Moreover, since the topic was found very exciting, the main subject of the 10/2016 issue was focusing on aging in the economy.

DDG – 10/2016 online version:

[https://issuu.com/pbkik/docs/ddgazd\\_16\\_08\\_online](https://issuu.com/pbkik/docs/ddgazd_16_08_online)

South-Transdanubian Economy is printed in 3000 copies, sent out to 2700 companies. According to our queries, the average number of readers of a single copy is 4 persons, so in total more than 10 000 readers were reached in that way. The online version of the magazine is sent out to all the registered companies with valid email address (cc 14 000).

The Chamber has also possibility to present their news in the Pannon TV – a regional TV channel. The SORT program was introduced in several times, see the list below:

<https://www.youtube.com/watch?v=8FFsshF1-rM&feature=youtu.be>

10:45-15:52

[https://www.youtube.com/watch?v=wdeJ1\\_NJ\\_7k&t=953s](https://www.youtube.com/watch?v=wdeJ1_NJ_7k&t=953s)

0:45-6:54 (Mr. Alvari's report on their pilot project)

<https://www.youtube.com/watch?v=6UNE7HVG59Q>

The Hungarian version of the SORT Guide was issued in June, 2017 so we continued the dissemination of the project after its appearance. Beside the senior people we also focus on the enterprises which can be interested in the program like travel agencies, touristic companies.

Details of the list of dissemination activities:

Presentation of the SORT project for the members of Marketing Club and Business Women Club of the Chamber\_14/06/2017 Hotel Laterum (24 participants)

The Clubs of the Chamber regularly have workshops, sessions in different topics. The last session before summer holiday was in a popular Hotel in Pecs. The audience was very interested in SORT project. 100 copies of the SORT Guide were distributed.

Presentation of the SORT project among seniors\_08/07/2017 Mr. Alvari's Home. (15 participants)

Mr. Karoly Alvari was the senior member of our Local Working Group. He is retired but still active as a tour guide in Pecs. After the pilot program he decided to organize a group to Istria according to the SORT model. He presented the model for 12 interested persons. 300 copies of the SORT Guide were sent to Mr. Alvari to be sent out to his clients, tourists.

Presentation of the SORT project for touristic companies\_11/07/2017 Tensi Tours (14 participants)

We made a presentation in a Travel agency whose office director (Mrs. Emi Vetek) was a member of our Local Working Group. Out of the 3000 printed copies 1500 copies of SORT Guide will be distributed for the senior clients and partners of the Agency. Their interest toward the program and the senior tourism is so high, that the company is now applying for an INTERREG Cross-Border program with Croatian partners focusing on the bordering regions, senior tourists in low season.



Presentation of the SORT project in the Twilight Home participated in the project\_18/07/2017 Timar street Twilight Home (22 participants)

The project was presented to the workers and the inhabitants of the home. Some of the workers were the voluntary members of our Local Working Group, and one of the voluntary activity of the Pilot program was organized here. 250 copies of SORT Guide were left to be apportioned to the inhabitants, their relatives and their partner institutes, organizations.

Presentation of SORT project for the members of Association of Transportation Science\_21/07/2017 South-Transdaubian Transportation Center (15 persons)

It is an association of former (pensioner) and current colleagues of Transportation Companies (Bus Services, Railways, Taxis etc). They are interested in the model as representatives of the companies but also as association members, since the regional section of the association is regularly organizes 4-5 day-long touristic programs in European countries mainly in low season. 300 copies of SORT Guide will be distributed for the senior members of the Association.

Presentation of SORT project for seniors, colleagues and interested people\_27/07/2017 Chamber of Commerce and Industry of Pecs-Baranya (20 persons)

The model was also presented for the employees and the partners of the Chamber. The rest of the SORT Guides – cc. 550 pc – remains here for dissemination during our events in autumn and winter (Open4Business Matchmaking Events, other Club sessions (e.g.: Senior Club), Committee Sessions, general assembly, etc.

### **SI - Jarina Zadruga za razvoj podzelja z.o.o**

During first phase of the SORT project we had several meetings with different stakeholders in broader region of Kamnik where pilot implementation in Slovenia took place. We presented project goals and discussed details of implementation with representatives of the Municipality of Kamnik, Kamnik tourism organization, and different stakeholders involved in tourism, cultural, sport and local food activities as well as to organizations related to seniors in the region. Preparation of 6 days pilot in Slovenia was also promotional activity.

In this first project phase we published general info on SORT project on Jarina webpage (<http://www.jarina.si/turisticni-programi/za-upokojska-drustva/sort/130>) and add logo with link on first page of this portal. Key promotional activities for wider public started in Autumn 2016 after pilot implementation. We published information on project in several channels of the Kamnik municipality. Article was published on municipality webpage in news / projects section and in municipality newspaper that is distributed to all households.

Journalist of national newspaper Dnevnik find approach of SORT project very interesting and published two pages article on its goals, pilot programme implementation in Slovenia that was attended by Italian seniors as well as pilot programme implementation in Hungary that was attended by Slovenian seniors. Also some other news portals published short info on project.

In spring 2017 we presented project and its results to the Municipality of Kamnik representatives that are in charge of development and tourism. Also two representatives of the Development Centre of the Heart of Slovenia, that is in charge of local and tourism development and coordinates networks, like the network of communities and municipalities, the network of tourist bidders, network of kindergartens and schools, the network of farmers, the network of craftsmen, the network of entrepreneurs, attended this meeting. Key meeting conclusion was that SORT project approach has good tourism potentials. All institutions present will actively participate to its further development and implementation.



In early summer 2017, after SORT guide brochure with all partners programme was prepared, we organized presentations for seniors, associations related with senior activities and tourism in the region. We presented project goals, development phases and results of implementation pilot tourist programme in all countries. Participants received printed brochure in Slovene language. Short info on these events was published on Jarina webpage.

To ensure further disseminations brochure were delivered to tourism organization Zavod prijetno domače za kulturo, turizem, promocijo, informiranje in upravljanje Jurčičeve domačije in Ivančna Gorica. Several copies of brochure was delivered to the Development Centre of the Heart of Slovenia which will distributed them through its several networks in the fields related to tourism and senior activities. Copies of brochure were delivered also to Slovenian seniors that attended pilot programme in Hungary as they are very active members in their senior organisations.

## **RO - Ecological Tourism Association “ Camena “**

The SORT project was promoted using different means, as described below:

Press release published in the local newspaper and online (Camena site and Facebook page) at the beginning of the project – April 2016

Online photo galleries published on website and Facebook page with images from the pilot application in Romania (October 2016)

Project poster displayed at local pensioners' club, Camena quarters, local NGOs (throughout the project)

Flyers of the project distributed in local events (Youth Organisations Fair, Pensioners Clubs meetings, dissemination events) – starting with December 2016

We organized 2 major dissemination events in May 2017, as follows:

The **first** meeting we planned was organized in Orsova, on the 15<sup>th</sup> of May. Orsova is a small town on the Danube shore, that is part of the SORT model schedule with its attractions. The meeting was hosted by the local pensioner's club. In the meeting, we presented the concept of the project and how it was implemented and explained how low season touristic flows are an excellent opportunity for seniors to travel and explore new countries and communities and we encouraged them to be involved in this type of activities.

We projected images from different moments of the pilot application in all the countries involved and also, presented in brief the content of the guide (that was later on sent to the clubs).

In the second part of the meeting, we visited the local center of the Iron Gates Natural Park.

The meeting gathered 67 participants and as results, we can mention:

- 67 participants received information about the project and the opportunities that European projects create
- an interactive and dynamic meeting in which a lot of ideas and questions were put and a strong interest was added
- the participants started to get more interested in European projects and started to evaluate themselves in terms of nonformal approaches and activities they can deliver for a community
- increased visibility of the COSME Programme, of the project and its results.

The **second** meeting was held in the “Constantin Negreanu” school in Drobeta Turnu Severin (date: the 29<sup>th</sup> of May) and we gathered for this second dissemination event teachers aged 50 or plus to disseminate and explain the project (objectives, results, activities, etc). We targeted this type of audience because we think that teachers get in contact with more people of their own age as they participate in various activities and also, they have a stronger approach for delivering voluntary activities for the community.



Also, we invited local SMEs that are active in tourism (small hotels, restaurants, transportation companies, etc.) in order to explain them the concept of the project and to get them to know a market approach that can be used: low season flows that can be exploited for business.

Also, we showed images from different moments of the pilot application in all the countries involved and also, presented in brief the content of the guide (that was later on sent to the schools and businesses).

The meeting gathered 66 participants and as results, we can mention:

- 66 participants received information about the project and the opportunities that European projects create
- an interactive and dynamic meeting in which a lot of ideas and questions were put and a strong interest was added
- the participants started to get more interested in European projects and started to evaluate themselves in terms of nonformal approaches and activities they can deliver for a community
- local businesses got information on the model and on the business opportunities that can be created in low season and they can adjust / create offers dedicated to seniors
- increased visibility of the COSME Programme, of the project and its results.

## **HR - Turisticka zajednica sredisnje Istre**

07.07.2016.

Public presentation of SORT project in Pazin (Spomendom).

12.09.2016.

All informations about SORT project were published on the website of Regional Express (Osnovne informacije o SORT projektu, at 17:00 o'clock <http://www.regionalexpress.hr/site/more/osnovne-informacije-o-sort-projektu>) where were presented details and the contact where interested can apply.

On the official web page of TZSI was published a text (<http://www.central-istria.com/sort>) about all partners of SORT project and local team that is working on SORT project.

12.-13.09.2016.

Public call for potential senior tourists willing to travel to Romania (on official website of Central Istria and in newspaper Glas Istre (printed version and online)).

13.09.2016.

SORT project was also mentioned on the website of the iPazin.net (Imaš 55+ i nijetidosta? – Putuj!, published at 09:17 o'clock <http://www.ipazin.net/imas-55-nije-dosta-putuj/>) where are also all details of the SORT project and it was prominent the application deadline.

On the official web page of TZSI was published a text where and how can all interested apply for SORT project (<http://www.central-istria.com/hr/archive>).

15.09.2016.

Media release about ongoing SORT project (Glas Istre, [http://www.glasistre.hr/vijesti/pula\\_istra/seniori-kao-gosti-izvan-glavne-sezone-533130](http://www.glasistre.hr/vijesti/pula_istra/seniori-kao-gosti-izvan-glavne-sezone-533130) ).

26.09.2016.

On facebook page of TZSI ([https://www.facebook.com/pg/centralistria/photos/?tab=album&album\\_id=1312291475448676](https://www.facebook.com/pg/centralistria/photos/?tab=album&album_id=1312291475448676)) you can find the photos of Hungarians who were in Istria for 6-10 days.

04.10.2016.

Official site of Pazin also promoted the SORT project(<https://www.pazin.hr/tzsi-ugostila-sudionike-sort-projekta/>), in a way that was written about seniors from Hungary and it's touristic and voluntary activities, places that they had visit. It's mentioned that at the beginning of October four people from Croatia, who applied, travelled to Romania. The same text was published at the website of Local Croatia (National service for local news)(<http://lokalnahrvatska.hr/vijest.php?rss=246116>)and also at issuu (Uploaded publications) (<https://issuu.com/lokalnahrvatska/docs/lokalna-hrvatska-20161004>).

04. – 05.10.2016.

Media report on SOTR pilot visit in Pazin and media report about SORT pilot in Romania (Glas Istre, <http://www.pazin.hr/tzsi-ugostila-sudionike-sort-projekta/> ).

05.10.2016.

About Hungarians, who had visit Istria, people could read at iPazin.net (<http://www.ipazin.net/page/55/?m=uangbskdxndyl>).

15.12.2016.

Tourist board uploaded on their official website working and financial program, where it's mentioned SORT project (<http://www.central-istria.com/images/upload/Program%20rada%20i%20financijski%20plan%20za%202017%20TZSI.pdf>).

January 2017

Writing and sending Evaluation Report.

February, March, April 2017

Translating a content for SORT Guide (in English and Croatian), sending translation to P1, correcting and designing a brochure for SORT Guide.

20.06.2017.

Printing SORT Guide (3 000 copies).

10.07.2017.

Torist board put on a news that the final conference will be held at July 12<sup>th</sup> in the afternoon at Hotel Lovac, in Pazin and it was also an invitation for all interested – who had to registrated by sending an e-mail to TZSI. (<http://www.central-istria.com/>). The same informations was shared on Facebook page of Central Istria (<https://www.facebook.com/centralistria/>).

12.07.2017.

Tourist board of Central Istria shared picture on theirs Facebook page of final conference and all particiapnts (<https://www.facebook.com/centralistria/>). The same news was published on the official page of TZSI (<http://www.central-istria.com/hr/>).

13.07.2017.

Tv Istra published a short video that was taken on final conference and took a statement from the project users (<http://www.tvistra.hr/video-u-pazinu-odrzana-zavrсна-konferencija-projekta-seniori-u-reciprocnom-turizmu/>).

Istarski.hr also published an article about final public presentation (<http://www.istarski.hr/node/43122-tz-sredisnje-istre-o-aktivnim-putovanjima-za-starije>) and Regional Express (<http://www.regionalexpress.hr/site/more/putovanja-koja-objedinjuju-turistike-i-volonterske-aktivnosti>).

14.07.2017.

Newspaper (Glas Istre) write an article about SORT project – a different way of traveling for seniors.



## **GR – MENTORES Social Enterprise / Region of Thessaly**

Press releases to inform the general public and local authorities on the project activities and their development. Posts to the site of the project all the latest news concerning the project, advertisements in newspapers and news site.

Participation in the two-day Congress sustainable and creative tourism “Alternative Tourism” held in Volos on 10-11 /12 / 2016 and was organized by local authorities and the Region of Thessaly.

The Thessaly region took a chunk of promoting both through the large range that has as a public service but also through various promotional activities such as participation in tourism exhibition in Thessaloniki (Philoxenia 2016 18-20 November).

Participation in the tourism affair of Warsaw (Grecka Panorama 3-4 December 2016). Also partners in the second meeting of Larissa had the opportunity to meet the Thessaly’s Regional Governor, the president of the Hoteliers union of Larissa and the manager of the tourism promotion of the Municipality of Larissa in order to promote the project.

Distribute of the Guide through a local a monthly magazine in the wider region.

Interview, regarding the SORT project, in magazines of Pan-Hellenic range.

Presentation of the project to Municipalities of the wider region of the region of Thessaly. Small presentations at the neighboring Municipalities.

Presentation of the SORT GUIDE on 16 June 2017 in cooperation with the Municipality of Larissa (Participants 46). At the event took part Local Organizations active in the field of Voluntarism and social economy, Local SMEs active in the field of Tourism, seniors, Local media and responsible of the Elderly center of the Municipality

Promotion and presentation of the SORT GUIDE at the International folk festival at the city of Elassona (28-30 August 2017). Promotion and distribution of the SORT Guide in info kiosk during the Festival and presentation of the SORT Project at the Foreign (Serbia-Brazil-Italy-Georgia) and local Organizations.

