



NEWSLETTER 04
TRANEMO

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SWEDEN

IBRAVE GOES TO TRANEMO

The fourth transnational IBRAVE meeting took place in Tranemo, Sweden, where the topic- Local action plans on branding, was approached.

Prior to the fourth meeting, the partners received a questionnaire from Tranemo, containing nine questions concerning sustainable local action plans on branding. Each partner then presented all the questions, among others why one makes a local action plan, for whom one makes it and who should participate in the process when it is in the works. Each partner also gave examples of successful local action plans on branding.

The University of Almeria had a presentation of intellectual input and output and Exesios presentation “Sustainable Sustainability, planned or reactive”, gave project partners both global and local input for both living and tourism. Exesios also performed an interactive exercise with all the participants that was highly appreciated.

The partners visited Bynander's Motor Museum where the Tourism office of West Sweden gave a lecture on the new platform of branding West Sweden. The partners could also hear BoråsBorås talking about “When it stopped raining in Borås” and Manda Schillerås explaining the process of developing a local action plan on tourism in the municipalities of Svenljunga and Tranemo.

During these two days the partners were interviewed by the partners from Romania. Each participant was allowed to say his or her opinion about what the IBRAVE project has given them. The result will later become a film and will be used to spread the project.

The partners visited several beautiful sights during their stay in Tranemo. Except Bynander's Motor Museum an afternoon was spent at Glasets Hus followed by a guided tour in the medieval castle, Torpa Stenhus, and a dinner at the beautiful Hofsnäs Mansion.

The last transnational meeting will take place in September the 28th-29th, in Romania.



SWEDEN

TRANEMO TRIES NEW WAYS OF ATTRACTING VISITORS

This year those responsible for Tranemo Municipality's tourism have together with the local businesses in the municipality as well as in the neighbouring municipality Svenljunga fine-tuned the tourism strategy that has taken shape during the last two years and implement it in the work of the municipality as well as the companies that work within the tourism industry. This work has functioned well with the subjects that the project IBRAVE has worked with – one of the main points in the strategy is precisely marketing and how the municipality together with businesses in the tourism industry should work to attract more visitors and potential inhabitants. One example can be the work to develop outdoor packages with different themes, for example a Fishing Package (a result from the project's SWOT-analysis) and market them together with municipality and tourism industry.

A problem that Svenljunga and Tranemo have earlier struggled with is which channels to market the packages for example. Adverts in print media have not reached the target groups and not engineered the desired result. This summer a new "advert forum" has been tested in cooperation with something that is called TripTale. TripTale is a product of security research at Volvo Cars Group. The research showed, among other things, that the right amount of mental strain is the best. Too much or too little strain will make you a worse driver. TripTale is a smartphone app that plays personalized audio pods about the place where you are and the place you are going to, mixed with music, in a way to stimulate the brain without distracting the driver visually. Tranemo chose, through TripTale, to have two apps with focus on the biggest tourist attractions in the municipality, Torpa-Hofsnäs and Limmared with Glasets Hus as a focal point. The Tourism Manager has been interviewed about what distinguishes and differentiates the above mentioned tourist attractions from other tourist attractions in the area and why the tourists should choose to go there. After that the journalist himself has visited each tourist attraction, interviewed other visitors and finally got material for the pods.

Tranemo Municipality in itself is not known for anything "great" for the common man. One almost needs to have a reason to make a visit here. When they are here many experience a "wow-sensation" over which attractions the municipality actually has to offer and therefore gladly returns. Most of the first time visitors to the municipality are here to visit family and friends. Next time they come here they stay longer and visit tourist attractions. A

pod that gives a vivid picture of a tourist attraction expressed by an enthusiastic narrative is as close to a "live experience" as you can get without being on site physically. And it might lead to that one as a driver on route somewhere chooses to make a detour and discover what is on the way to the final destination.

In the IBRAVE-project many new innovative ways to attract visitors, potential inhabitants and businesses have been presented and to distinguish oneself as a destination in some way is vital. But the initiative and the commitment often leads to much more if it comes from more than one source. It is important that the public sector as well as the non-profit and the business sector work together and towards a common goal. When the goals have been set the joined work to reach them begin and the marketing of what one in the end wants to attract with evolves at the end of the road. But through the process of the project we have learned that the road to the end product and the marketing of it can also be interesting to show off. Responsiveness, curiosity and a little courage will be the guiding words in the continued work of this project.



BELGIUM

ROESELARE, RETAIL-CITY OF THE FUTURE

We are in somewhat turbulent times where the traditional dynamics no longer seem to apply as automatically as they used to do. Commercial centers, especially in small and mid-sized cities in Flanders are under pressure and struggle to keep up with the modern consumer. The retail landscape changes rapidly; as e-commerce continues to gain market share, shopping has never been easier and consumption behavior is changing structurally. Consumers are increasingly making choices between experience and convenience.

The city of Roeselare (61.000 inhabitants, 700 retailers and 4.000 businesses), in the region of Mid-West-Flanders (Belgium) understands that investments and joint actions are continuously needed to create an attractive city center for inhabitants, visitors and entrepreneurs. In October 2015, an ambitious comprehensive action plan 'Retail-city of the future' with 50 concrete objectives was launched to support local retail and to promote the city as an attractive city for shopping towards its inhabitants and visitors and potentially new businesses / commerce.

Mayor Kris Declercq has been intensively engaged in the realization of this action plan and in setting out the lines for the future of the city. He states: "Roeselare doesn't want to just follow trends, we want to start and set trends. We do that by thinking across all policy areas and rolling out a comprehensive plan. Making a shopping town attractive, is not just an economic story. It's about innovation, mobility, future-oriented urban development, ..."

Roeselare was the first so called 'smart city' of Flanders and continues to set the tone. Free wifi, a city app, hands free shopping (a bike courier delivers your purchases to your car) and free childcare on Saturday for the convenience of shopping parents are just some of the recent realizations.

British retail guru Bill Grimsey and professor Kim Cassidy of the Nottingham Business School, who visited the city center last year, were most impressed by the efforts the city of Roeselare continues to make to strengthen the city center's attractiveness as location area for retail and services. These world-renowned experts used Roeselare as a primary European example for the successful implementation of a strategy for tackling vacancy of shops at the occasion of a high level conference aimed at finding new solutions to tackle the high number of empty shops on Britain's high streets.



CROATIA

IBRAVE MADE US AWARE OF WRONG PERCEPTION OF OUR TOWN

Dakovo is a small town in Slavonia, a rural area of Croatia which is considered to be mainly agricultural region. It is true that the town is situated in the middle of the panonian plane and that people mainly live of food production. The standard of living is not very high and many villages are constantly being depopulated because young generations leave these areas and flee to bigger cities looking for a job. They say that it is very difficult to make a living on agriculture and that Slavonia does not offer many possibilities for successful business.

After carrying out the two questionnaires among young people, the SWOT analyses showed that they do not think of tourism as a possibility in this area, neither they want to look for job in that sector in their town.

The reason for that is because people still have a stereotype idea of tourism. They associate the tourist sector mainly with summer resorts at the seaside, and Slavonia being agricultural land far away from the sea and having a continental climate is not perceived as a region where tourism can be developed.

While working on the project tasks, our students were involved in different workshops which showed them that this sector might be very interesting for their future.

They explored the surrounding area and discovered numerous resources which can be offered to visitors and attract them all year round. This sector offers them a lot of possibilities for their creativity and many various job opportunities.

The most important thing that IBRAVE brought is the fact that local people's attitude towards tourism should be changed. They should become aware of the chances which this sector offers to each individual and, of course, look for original ideas. It is a good thing to learn from those who already have some experience, but they should apply them to the circumstances and resources they have in their neighbourhood.

As a school, we should pay more attention to raising student's awareness of the peculiarity of their town, of real possibilities of making it attractive to visitors, of making it recognisable by branding the attractions we have instead of teaching them

general theories about tourism which cover the regular curriculum of the subjects.

The four Newsletters and Handbook are excellent material for everyone involved in the tourist industry, but it can also serve as very useful teaching material for teachers and for students which can motivate the students to explore and research on their own.



CROATIA

IS ĐAKOVO ON ITS WAY TO GET BRANDED?

On September the 2nd the State Stud Farm Đakovo celebrated its 510th anniversary. It was the occasion when the premises of the Farm was open to all citizens and visitors.

The official programme started with the parade of all participants, including guests from Hungary, Slovakia and Slovenia, through the streets of the town and arriving to the new riding arena where the guests could enjoy in very attractive trained performance of horses and music.

"This event is tracing the idea that State Stud Farm is not only a brand of Đakovo, but of the whole Croatia as well. By initiating new tourist activities we want to inspire other economic agents to intensify their development.", Dr. Nidal Korabi, the general manager of the Stud farm pointed out in his interview for local media.

<http://www.radio-djakovo.hr/2016/09/korabi-ergela-treba-postati-hrvatski-brend/>

We hope that this will not remain just an idea, that Lipizzaners will really become the synonym for our town and that tourism is going to be a very important branch of the Đakovo economy. The reason for this hope is that this manifestation was accompanied by appointing the most successful SME as part of the project "As Worth as Gold" out by the Ministry of agriculture.

Apart from the mentioned performance, which is really unique in our country, visitors can participate in numerous workshops according to their preferences, like horse riding or carriage drive etc. The workshops were particularly adapted to children, the intention was to introduce the animals to youngsters and make them interested in riding and joining the sport club.

Our school contributed to this manifestation by creating special promotional material such as postcards presenting photos taken on that occasion and the film THE ĐAKOVO MAGIC OF MUSIC AND HORSES, which was based on recorded material of the Christmas performances in 2014, when the IBRAVE project started, and for the needs of the project.

The students added a new script and tranformed it into a story of music and noble animals creating a special experience for anyone who watches it.

We are extremely happy to have the opportunity to present it at this extra project meeting dedicated to vocational students' work.



CROATIA

THE IMPORTANCE OF PROMOTIONAL MATERIAL IN THE DEVELOPMENT OF TOURISM

Exposed to different programmes of vocational education, the students of Ekonomski škola braća Radić Đakovo learned a lot about the importance of marketing strategies and promotional materials in commercialising and selling products.

One of their tasks within the IBRAVE project was to prepare innovative materials intended to promote tourist destinations and sell their services to visitors and tourists or to make their stay in our town as comfortable as possible and made it memorable by pointing out a certain brand.

They were also asked to spend as little money as possible, so they were expected to be creative and do a lot of things themselves. They also had the possibility of choosing and promoting a real attraction that our town offered or promote the IBRAVE project itself since some kind of promotional material would be needed for dissemination purposes.

The first thing that students rejected were the leaflets and flyers as they were too stereotype and there was almost no difference between those promoting our town or any other places in Croatia. They all look more or less the same, they were old fashioned offering the same type of information. They decided to make them a bit different by changing its form and choosing a certain topic. The choice was to present the most attractive manifestations in the town all year round.

The second thing they rejected was the postcards. According to their opinion they were too boring, dull and unimaginative and some of them haven't changed for years. It all leaves the impression that there is nothing interesting to be shown in our town except for the Cathedral as well as neither anything ever happening there.

For that reason they took their mobile phones and looked for interesting places and details to be photographed, print them in school and make postcards of their own. They collected quite a large variety of photographs, so they decided to edit different sets of thematic postcards which can be intended for different target groups; folk festivals, trip destination, religious monuments, handicrafts, but also the photos of local contemporary artists' work.

The group that decided to deal with promotion of the project worked as if they decided to open their own business in sector of tourism. Their task was to think of those little things, actually trifles, which will bring smile to their guests' faces, and they may take them to their homes as souvenirs and show them or give them to their friends.

They thought that every guest would certainly be glad if they were welcomed by a small chocolate bar at the reception desk or in their bedroom which will be specifically decorated and represent the accommodation as a brand, or if when entering the bathroom, they found hand made little soaps of different shapes, colours and odour packed in cute little paper boxes, home made as well.

All they needed were standard pieces of soap, a grater, water some essence oil, food colour and moulds, things and tools they all have at home.

And for the amazing folded paper boxes, all they needed were pieces of paper, scissors ,an old CD and a lot of patience and some spare time.

With all this your guest will have the impression that you really cared and except for your time, ideas and effort you will not have to invest a lot in it. For simulating this kind of promotion the students used IBRAVE which replaced the logo of their imaginary enterprise, and the materials they produced will be used for dissemination purposes of the project.

(DISSEMINATION PLAN) MOŽEMO GA NAPRAVITI I DODATI.

CROATIA

WHAT WE GOT FROM TRANEMO WORKSHOP?

The longer a project lasts the more we realise how much we could learn from each other. When we woke up the first morning we were faced with a beautiful and peaceful landscape of Paarps Guard Farm. Green lanes, woods and lakes, everything seemed so quiet, I heard a bird singing and I could sit on the porch for hours. I didn't even mind the rain when it started.

I noticed a car parked and a caravan; somebody was preparing a fishing rod. Obviously someone ran away from a busy town to spend a weekend in this peace.

I remembered there are similar locations around Đakovo, yet something was missing. The lakes are very close to town, the roads are built, but there is no where offering services of accommodation. Even those that existed are closed now and dilapidated. Beautiful locations are not attractive even to local people let alone to visitors and tourists.

GLASETS HUS – GOOD EXAMPLE OF SETTLING OWNERSHIP AND MANAGEMENT

While visiting the Glasets Hus, we were faced with good examples of facilities prepared for visitors and tourists. We could visit the museum, see a beautiful collection of glass objects produced in that factory, see workshops of glass production, but we also enjoyed the meal of traditional Swedish food in the restaurant on the ground floor.

In the afternoon we worked on our project tasks in the meeting room, the premises which Tranemo municipality use for such occasions. We were told that the ownership and responsibility of managing the building is shared between Tranemo municipality and local people. The idea seemed very interesting because there are many buildings in Đakovo that have been empty for years or just not being restored and renewed because the ownership requires a long process of settling it down.

Instead of postponing the problem and leaving it to someone else, as our local government usually does, maybe similar solutions could be applied and the properties might be put into good use.



LEMVIG

IBRAVE AT UDDANN- ELSESDEBATTEN

Lemvig Kommune participated with the IBRAVE project in one of Denmark's biggest National Meeting on Education and a fair (all in one) where the country's leading thinkers, politicians and professionals met to discuss education.

It was a great opportunity to tell all the participants about IBRAVE, about our partners, both locally and at European level, and to disseminate the Toolkit. We got only positive feedback and interesting questions.

We had to explain the difference between ERAMUS+ student mobility and ERAMUS+ Cooperation for Innovation and Exchange of Good Practices. Due to the fact that the participants had an educational background, they were not that familiar with the different key actions.

The participants learned that not only students can learn from their experiences abroad and knowledge sharing, but also public institutions. Furthermore, another important aspect was sharing the relevance of establishing local cooperation between institutions, schools and students living in the area. Lemvig Kommune presented their successful collaboration with the students from Lemvig Gymnasium, collaboration that led to a very insightful SWOT analysis, branding recommendations from the younger population of our municipality, and to a very successful Youth network called UngeRåd.

Last but not least, the toolkit was disseminated and the good examples were spread among participants.

We promoted IBRAVE and the toolkit and IBRAVE promoted our municipality, our activities and the good examples from our region.



LEMVIG

WHAT LEMVIG LEARNED FROM TRANEMO

The 4th workshop was extremely educational, and we learned plenty. One of the most relevant aspects, at least relevant for the Danish partner, was the lecture and the presentation from Manda Shillerås from Turistrådet Västsverige and Susann Gustafson that works as a tourism and rural developer at Tranemo Municipality. The lecture was about the process of developing a local action plan on tourism for the two municipalities Svenljunga and Tranemo. Lemvig Kommune has similar challenges as a small municipality.

We have a tourism policy that is used as a tool and a guide for future actions in the field, but we don't have a local action plan yet. We've learned how to include the local stakeholders in developing a local action plan, and how we can prioritize the actions in the field accordingly. In Lemvig Municipality we carried two meetings with focus on developing two local action plans, one for the city of Lemvig and the other for the city of Thyborøn. Local stakeholders, local businessmen, representatives from different public and interest organisations participated actively in defining the local action plan and in prioritising the actions in the tourism field for the two cities.

LEMVIG

IBRAVE AND THE YOUNG GENERATION

Branding is extremely relevant in attracting new inhabitants, visitors and companies. We knew that before the project started and we know that now. The difference between now and then, is that we learned how to increase the local efforts, and in which direction, in order to improve our local brand. We became better at identifying the most efficient sources that can help with the image improving process and we are sure that we are on the right lane. For example before the second workshop we carried out two researches – one was how we see ourselves and the other was how others see us. Analysing the results led to a common conclusion – as a municipality we need to work more in attracting and retaining our young generations together with creating more events for young people. This is how IBRAVE's subproject was born – UngeRåd. Through UngeRåd we are always in contact with a group of young people, democratically elected as representatives for their group (young people from Lemvig). We involve them in the LAP's developing process, and also in the big decisions regarding their municipality (for example in relation with urban developing they were interviewed and their wishes and ideas will be taken into account). We consider that we took a big step towards involving them actively in the decision-making process, and that's only thanks to IBRAVE.



ROMANIA

IBRAVE RECIPE FOR LOCAL ACTION PLAN IN BUZĂU COUNTY

The competition ‘Pe Plaiuri Buzoiene’ and the magazine ‘The Key to Success in Business’ promoted our county in the IBRAVE Project.

Eight areas were visited, there were ten participating classes, 15 teachers and more than 250 students of Colegiul Economic Buzău who were involved in the local activities within the IBRAVE Project.

On Wednesday, the 20th of April, the promotional materials, which were meant to present the trips made during the first semester to Bozioru, Magura, Cislau, Berca, Minzalesti, Siriu, Dealul Istrita si Vulcanii Noroiosi, were awarded.

The evaluation was made by our partners from Spain (The Town Hall- CEUTÍ TOWN COUNCIL) and England (the advertising company-EXESIOS). The sections carefully analysed by specialists were: flyers, posters, video, Facebook page and a promotional package. At the same time, the Office for the Promotion and the Development of tourism and agro-tourism within the County Council offered portfolios with promotional materials made by their institution.

The award ceremony of the best final products continued with the launch of the fourth number of the magazine ‘The Key to Success in Business’. The 26 editor students were each offered an issue of the magazine and they were told about the role that this magazine has in the development of their journalism and entrepreneurial skills. This year, the magazine contained interviews with people who invested in tourism, stories about the tourist areas that they visited and other articles about the activities of the project.

The classes involved: IX A, IX C, IX D, IX E, X B, X C, X F, XI I, XI C, XI D, XI E. The project team is made up of the school principal, teacher Marioara Lungu, and the teachers Adriana Anton, Mariuca Budau, Roxana Buie, Catalina Ilie, Irina Costianu, Carmen Dragu, Cristina Druga, Cristina Dudu, Adina Enus, Janina Nedelcu, Catalina Postovei, Mihaela Papatoiu, Magda Popa, Doina Sandu, Cristina Tudorancea.



ROMANIA

THE INTERNATIONAL PROJECT IBRAVE PROMOTED BUZĂU AT TIFE BUCHAREST

**INTERNATIONAL TRAINING FORMS FAIR
BUCHAREST/ MAY 2016**

A new activity under the logo IBRAVE promotes Buzău. This time, the location chosen by Colegiul Economic was the International Training Firms Fair Bucharest which was held this year at the Palace of Parliament/ Unirii Hall.

It was a big event with more than 130 training firms from Romania, Bulgaria, Croatia and Czech republic.

Our students organised a stand with all the promotional materials created during the last year of the project. Students involved in the international project IBRAVE (Improving Branding of Rural Areas through Vocational Education), shared information about the most important objectives for which our county must be visited.

Our stand was a big success as a lot of visitors stopped by and asked questions about our main touristic attractions of the region.



ROMANIA

7 PLACES WITH A STORY

A TRIP INTO BUZĂU LAND

Due to a post that we followed on facebook (social media has its advantages) Saturday, September 17th we reached Lopătari to attend the opening of the museum '7 places with a Story' - an interpretation of Buzău County Geopark .

The idea of Geopark County Buzău was initiated in 2007 by representatives of the University of Bucharest in collaboration with the County Council Buzău and received a considerable boom in 2014, when the working group Geo -Team started to develop Geopark County Buzău received a grant EEA : In support of UNESCO Geopark initiative Buzău County .

Buzău County is a lost territory at the turn of hills and mountains, an area with natural and cultural values that deserves to be discovered, preserved and promoted. Centered on the natural and cultural heritage, the relationship between man and earth, and on their capacity to generate goods and services, the project Geopark propose a development program capable of generating income and jobs, strengthening local identity and developing a destination for eco-tourism geo-tourism and cultural tourism.

From the administrative point of view, the territory includes 18 villages in the hilly and mountainous northern county of Buzău, is a completely rural area with about 48,000 residents. The communes are : Berca, Scortoasa, Parscov, Cozieni, Panatau, Colti, Bozioru, Brăești, Odaile, Canesti, Chilile, Lopătari, Mînzălești, Bisoca, Valea Salciei, Sărulești, Vintila Voda and Beceni. Occupies an area of 1035.9 km² (Razvan Gabriel Popa).

In 2015 a first museum was opened in Manzalesti 'The time of human' and in 2016 the second museum was opened in Lopatari '7 places with a story'.

I met Razvan Gabriel Popa, the engine of the project, a young PhD student that is overflowing with great ideas and enthusiasm. I met many residents of the area who helped to develop the museum and who are proud of the result.

Sustainable Development is the solution for the future of these areas that I hope to be recognised as Geopark and endorsed by UNESCO.



UK

EXESIOS' WORK WITH TRANEMO AND THE 4TH IBRAVE TRANSNATIONAL MEETING/WORKSHOP

Exesios was invited by Pernilla Kronbäck (Sektionschef Näringsliv och Strategi) to advise Tranemo Municipality as part of the IBraive project in place of working with the Belgian partners who were already implementing a brand process. This was arranged to be during the preceding three days prior to the IBraive partner transnational meeting.

TRANEMO WORKSHOPS/PRESENTATIONS

Day 1 Introduction day to the council hierarchy and political head of the region.

- ▶ Tranemo-Branding - a brief history of the meaning of brand and what branding is and the reasons why they are involved in IBraive

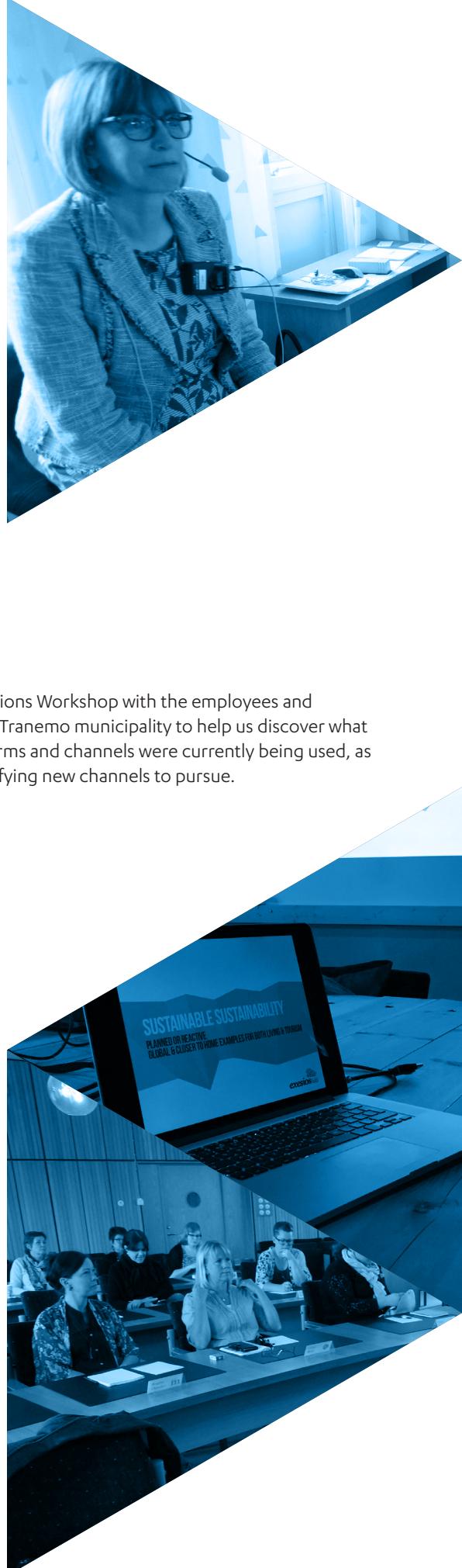
Day 2 Discovery Day - to get an understanding of the current tourist offer both locally and the adjoining municipalities.

- ▶ Visiting local tourist locations including a visit to Boras
- ▶ Discovering the local tourist offer and how it is marketed
- ▶ A visit to the Moose Park

Day 3 Advisory Day - to get to know the current communication framework.

- ▶ Tranemo Marketing and design lecture
- ▶ Presentation and showing of the video 'Naked Brand'
- ▶ Tranemo municipality website analysis and health check presentation

- ▶ Communications Workshop with the employees and managers of Tranemo municipality to help us discover what media platforms and channels were currently being used, as well as identifying new channels to pursue.



IBRAVE WORKSHOPS AND LECTURES

(4TH TRANSNATIONAL MEETING)

DAY 1 Sustainable sustainability

Paul Vincent Brammer gave this lecture on sustainability from the standpoint of a specific case study illustrating the framework used that can be adapted for small regions. A complete overview of various tourism sustainability projects and the overall worldview on sustainability and what it really is.

DAY 2 Workshop with all IBraive partners in two groups

Eleni Brammer held an interactive workshop that not only helps with strategy through business and design solutions but it's also great as a team building exercise.

The best and most effective work is always done when an organisation works as a team !!

Then all the partners spend some time going over their findings, discussing and analysing the reasons for their outcomes.

This was very well received and a positive end to the meetings.

Then a workshop similar to the one given in Tranemo but instructions and explanations were translated into Spanish.

The students were given a rare opportunity to receive lectures presented in English by a native English speaker Paul Vincent Brammer. These went down well and a healthy interaction between speaker and students on various points showed an excellent understanding of the subjects being talked about. Along with the afternoon interactive workshop in two groups allowed the students to participate and discuss a given problem about tourism and places. Initially in English then discussions in their native Spanish.

The afternoon workshop was presented by Paul and Eleni Brammer.

Of course other than the above exesios had to make sure all other items for the project such as 'evaluation forms' and 'the newsletter' were designed on brand and on time.

Additionally we also had to put together the toolkit translations done by the other partners, as well as taking care of the all the social media, statistic reports ... so another busy time !!

WHAT HAPPENED SINCE THE LAST WORKSHOP?

After our time in Tranemo we came back having a clear understanding of what we needed to do to, to help the commun.

Some of the tools we felt they needed were a well designed Tourist information leaflet & map for the Tranemo municipality. We did this for them and are waiting to see how this has worked.

We also put together a 'website review' and observations report, as well as a full summary of recommendations for them.

Then we

Attended and lectured for the Almeria University Summer School.

In July we were invited to give lectures at the Almeria University Summer School where we were excited to be included.

Four lectures were given ...

1. Exesios... who we are
2. IBraive Exesios' role and the IBraive branding process
3. Place branding... what it is
4. (a) A real destination... Bilbao... (b) Other types of destinations and reasons to visit



ALMERIA - SPAIN

DISSEMINATION OF INTELLECTUAL OUTPUT BY UNIVERSITY OF ALMERIA:



University of Almeria has promoted IBRAVE Project in different ways, talking about it in several congresses, seminars and workshop, as:

- ▶ National Congress of Tourism in Guatemala
October 2015
- ▶ International Congress of Tourism in Castellon (Spain)
April 2016
- ▶ National Congress of Marketing, Leon (Spain)
September 2016
- ▶ Workshop about "Innovative and multideestination touristic products" in Managua (Nicaragua). Organised by Central America Tourism Agency - CATA. September 2016

IBRAVE Project was presented as well in another European Project in which University of Almeria is participating, during an international meeting at UAL: TEALEAF PROJECT (European Project Erasmus+ K2) (October 2016).

During a Summer Course on July 2016, University of Almeria organised several seminars talking about IBRAVE Project and gave to the participants a copy of the toolkit "Destination branding. A compilation of success cases", an Intellectual Output of the Project.

University of Almeria also presented IBRAVE Project to students of Second Course of Tourism degree (2015-16 and 2016-17) and Social Work degree (2015-16 and 2016-17), discussing about the importance of managing place branding and positioning the image of rural areas in order to improve their economy situation and local development. Students presented at classroom different examples of good practices in place branding for tourism and local development that they identified (national and international cases) and we discussed about the keys to success.

Summer Course "Destination Branding for Local Development" at University of Almeria.

University of Almeria organised a Summer Course from 6 to 8th July, 2016, called "Destination Branding for Local Development".

This course was sponsored by Almeria City Council, Roquetas de Mar City Council, Almeria Provincial County and Cajamar (Rural Bank). The course was managed by prof. José Luis Ruiz Real and the collaboration of IBRAVE Project.

The objectives of this course were in the same line of IBRAVE Project, that means:

- ▶ Raising awareness of the importance of brand management for destinations
- ▶ Knowing the different phases for creating a brand
- ▶ Learn about different techniques and tools to create and enhance brand of tourist destinations
- ▶ Share success cases in brand management and image of destinations
- ▶ Knowing how to measure the impact that has had our marketing strategy on the destination

So the main course topics were: tourism brand management, branding and co-creation of innovative touristic product, audio-visual content creation, entrepreneurship for local development, big data and CSR in tourism destinations.

In order to highlight the relevance of IBRAVE Project, apart from prof. Ruiz Real, three more people from the project were invited to talk about best experiences and the project itself: Paul and Eleni Brammer (Exesios, UK) and Isabel Serna (from Ceuti City Council and the coordinator of this project).

After the Summer Course participants received a copy of the toolkit "Destination branding. A compilation of success cases", which is a toolkit for students, managers, public sector, companies and society in general and an intellectual output of IBRAVE Project.

This course was promoted in mass media, radio interviews and local press, apart from the dissemination through the Web of University of Almeria.

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SPAHCÓ, A WAY TO GIVE VISIBILITY OF OUR TOURIST RESOURCES TO OUR CITIZENS



One of the results from the questionnaires we carried out for the IBRAVE SWOT was that our citizens were not aware enough of what Ceutí had to offer and even less of the activities organised by the Contemporary Art Center La Conservera, managed by the Regional Government of Murcia.

Moreover, after the Grundtvig Project "Power to Resist" on which Ceutí took part, partners agreed on the importance of the mirroring effect: children copy their parents' behaviour. So we thought one way of delaying the starting drinking age in children was to encourage families to carry out a healthier lifestyle. Ceutí had adhered to the Ministry of Health National Strategy of the Promotion of Healthy Lifestyles, so this idea goes totally in line with this philosophy.

So SPAHCÓ (Stronger Parents – Healthier Communities) project idea was born. This project had been approved under the ERAMUS + Programme. During the two next years, partners with different backgrounds and experiences will collaborate to develop innovative ICT tools and methodologies for adults educators to reach parents, providing them parenting skills, making them aware of the importance of carrying out healthier lifestyles and offering them activities and tools to achieve these objectives. During the whole project we will pay special attention to social inclusion in order to reach people with fewer opportunities.

We will develop two intellectual outputs: An on-line game on healthy issues for adults and children to play together, an app which will show healthy activities taking place in your community and surrounding towns and which will serve to send awareness raising messages to parents. Healthy activities and lifestyles as the World Health Organisation considers it: to reach a state of complete physical, mental and social well-being. So this app will be one way of giving more visibility to our tourist resources, so that our citizens may act as our ambassadors.

order to design their LEADER Local Development Strategy which will define what can be granted under these UE funds.

Ceutí has participated in all sectorial meetings, bringing best practices from the IBRAVE project to the tourism, cultural and businesses ones: the importance of involving citizens, how to upgrade the apps in our territory, training on social media management, a brand umbrella, networking, the concept of ambassadorship (local stores knowing and recommending the territory and mutual promotion), how to improve shopping areas ...

Some results included in the Strategy, which was approved at the beginning of September are:

- ▶ A digital agenda of all activities happening in our LEADER territory will be created, we will promote each other territory, encouraging our citizens to visit surrounding municipalities and trying to change the tendency of people going to the shopping centre in the weekend, not just to buy but as a way to spend the day. This is a big step because until now municipalities thought that promoting other areas was bad for them.
- ▶ Creation of tourist packages involving various municipalities
- ▶ Training in the use of new technologies
- ▶ Possibility of an app which will be a tourist route guided by the locals through small videos.

DESIGN OF THE LEADER LOCAL DEVELOPMENT STRATEGY

During the last months the 12 municipalities of the local action group ADRI Vega del Segura to which Ceutí belongs have been holding numerous meetings with may different stakeholders in

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SOMETHING THAT I BROUGHT BACK

There are different best practices I have brought back from the Tranemo workshop and that I will use in the future:

- ▶ Torpa Castle visit. The difference that a good guided tour can make. This is the second time I visited this castle and I enjoyed it just as much this time, thanks to the excellent guide who makes the visits, an incredible experience time and time again. One way of adding value to your tourist resources is to hire the perfect communicator.
- ▶ Collaboration between Torpa Castle and Hofsnäs Herrgård. Sometimes it is important to make small tourist destinations aware that they win more by collaborating than competing with each other. After our LEADER meetings with surrounding municipalities we have decided to build joint tourist packs, something that has never happened before.
- ▶ Branding West-Sweden. The platform they have built will be very useful as an example to our Local Action Group. Our new LEADER Strategy includes the need to build an umbrella brand for all municipalities, having our river culture as a common value.
- ▶ Glasets Hus Limmared. It is incredible the way they have succeeded involving the population and they continue doing it. It is a marvellous place from which all citizens benefit, a very good example of what can be done by engaging the locals. The need to involve the citizens and count with them in the decisions is something that I have learnt in this project and I am implementing in different areas.

