

**Cultrips 2.0 European Slow Travel Experiences /  
European Agricultural Fund for Rural Development (EAFRD) / LEADER 2014-2020**



The European  
Agricultural Fund for  
Rural Development:  
Europe investing in  
rural areas



## **Invitation to an online meeting via ZOOM**

Thursday, April 30, 2020

Time: 2 P.M. – 3:30 P.M.

Link: <https://zoom.us/j/91128760480>

Meeting-ID: 911 2876 0480

<b>invitation to</b>	<b>invitation accepted from</b>	<b>participants</b>
0 – LAG Zeitkultur (AT)	Barbara Stumpf	
1 - LAG Urfahr West (AT)	Follow up with Sigrid Gillmayr, Susanne Rechberger on Monday, May 4, 2020	
2- Office Régional de Tourisme Centre-Ouest asbl (LU)	Nadine Schanck Fons Jacques	
3 – Valle Umbra (IT)	Marco Parroni Luciano Posti Manuela Ciri	
4 – LAG Cittadella del Sapere (IT)	Maria Cristina Porfidio	
5 – LAG Märkische Seen (DE)	Katrin Riegel	
6 – LAG Nedre Dalälven 3 (SE)	Follow up with Henrik Thomke, Charlotta Heimersson on Wednesday, May 6, 2020	
7 – LAG Alytus District (LT)	Henrieta Miliauskienė	
8 – LAG Start 2020 (IT)	Gianluca Gariuolo Giuseppe Melillo	
9 – Marting Schobert (St Elmo's Marketing)		
10 – HMC Marketing (Bettina Haas), PR Agency	Bettina Haas	
11 – crosseye Marketing (website developer)	Evelyn Götz Edda Merana	

**Cultrips 2.0 European Slow Travel Experiences /  
European Agricultural Fund for Rural Development (EAFRD) / LEADER 2014-2020**



The European  
Agricultural Fund for  
Rural Development:  
Europe investing in  
rural areas



**Final Agenda:**

**1) WELCOME 😊 (5 minutes)**

- Address of welcome by the lead partner
- Giving an overview to the final meeting agenda
- Question to all participants: Are there any open questions to the meeting minutes from 2<sup>nd</sup> Zoom meeting?

**2) Placement and Distribution (implementation) (30 minutes)**

- Status quo of the implemented website texts by crosseye Marketing
- Giving an overview about main topics, structure and next steps for the website implementation from Evelyn, crosseye Marketing.
- Questions to all participants: Do you agree with this structure? Do you have remarks to the main topics? Are there any other inputs or open questions?
- Time planning for Go-Live of first website version by the lead partner

**3) PR Marketing & Press Releases (20 minutes)**

In order to plan our first press releases, Bettina from HMC Marketing, asked us to fill in our positioning in the provided template with the 8 brand principles of Slow Trips. This file was delivered with our last meeting minutes:

Positioning of the 9 LEADER regions (March 2020)								HMC
	Hidden Treasures	Contact to locals	Authenticity	Learning together	Economic sustainability	Social sustainability	Ecological Sustainability	Storytelling
<b>LAG Zeitkultur Oststeirisches Kernland</b>	Nature and easy hiking tours through gentle hills (target group 2)		culinary highlights made from regional sources (target group 4)					Join a drive on a historic steam train; take a look into the local gardens, etc. (target group 1-4)
<b>LAG Urfahr West</b>	Enjoy nature through biking (development of a new mountain bike trail) (target group 2,3 and possibly 1)	Integration of all social groups is key (target group 1+4)		High environmental awareness of local residents (target group 1-4)		Integration of all social groups is key (target group 1+4)	Public transport options are available (target group 1-4)	renewable energy sources are a very important topic in this area (target group 1-4)
<b>LAG Atert-Wark</b>	Biking (EuroVelo-route) and hiking (target group 2+3)	special offers for kids / families (farms, climbing gardens, etc.) (target group 2)	cultural offers (castles, museum, etc.) (target group 1+4)	cultural offers (castles, museum, etc.) (target group 1+4)				special offers for kids / families (farms, climbing gardens, etc.) (target group 2)
<b>LAG Valle Umbra e Sibillini</b>	UNESCO world cultural heritage: St. Francis of Assisi (target group 4)	Get to know local culture through local cuisine (target group 1,4)	cultural offers (castles and fortresses, museum, etc.) (target group 1+4)	cultural offers (castles and fortresses, museum, etc.) (target group 1+4)			sustainable agriculture (target group 1,3,4)	Very diverse and exciting landscape (target group 1,3,4)
<b>LAG La Cittadella del Sapere</b>	unique landscape (sea on both sides of the area, mountains, etc.) (target group 1,4)	Get to know local culture through local cuisine (target group 1,4)	Culinary enjoyment is key (citrus fruits (especially lemons), olives, olive oil, wine, cheese) (target group 1+4)					Experience Italy with all of your senses (target group 1,3,4)
<b>LAG Märkische Seen</b>	rich in water and forest (target group 2+3)			cultural offers (exhibitions...) (target group 1+4)			E-Bike-tourism (target group 2+3)	Local cuisine: attend a cooking course (target group 1+3+4);
<b>LAG Nedre Dalälven 3</b>		fishing (target group 1+2+3)						try fishing on your holiday (target group 1+2+3)

- Explanation from Bettina, HMC Marketing which information is necessary from every destination to make first press release suggestions.

We should also continue with our Social Media contents:

- Explanation from Bettina, HMC Marketing which information is necessary from every destination to plan the next Facebook and Instagram postings.

**4) FEEDBACK and CONCLUSION (5 minutes)**