



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

meeting minutes

ZOOM meeting n°7, Wednesday, December 02, 2020, 2 – 3:30 p.m.

host: LAG Zeitkultur Oststeirisches Kernland – Barbara Stumpf

participants:

LAG Zeitkultur et al (Barbara Stumpf), LAG Urfahr West (Sigrid Gillmayr and Nikola Wiesinger), Office Régional de Tourisme Centre-Ouest asbl et al. (Fons Jacques), LAG Valle Umbra e Sibillini (Marco Parroni, Manuela Ciri and Andrei Berteau), LAG Cittadella del Sapere (Maria Cristina Porfidio), LAG Märkische Seen (Laura Blehschmidt), LAG Nedre Dalälven (Henrik Thomke and Charlotta Heimersson), LAG Alytus District (Henrieta Miliauskienė), LAG Start 2020 (Giuseppe Melillo)

MEETING AGENDA

1) WELCOME (5 minutes)

- address of welcome by the lead partner

2) HMC Marketing (15 minutes)

- presenting financial plan / transnational payments

3) Website and Placement (20 minutes)

- status quo of website, open tasks

4) Socializing and Open Questions (20 minutes)



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1) WELCOME TO ZOOM! ☺

Barbara welcomed all participants to the 7th and last ZOOM-Meeting in 2020.

- **pre-christmas online meeting** was scheduled from Grit Körmer on 10th of December (it is not obligatory)

2) Project Management

Financial report:

- Since it is end of the year, Barbara made a short financial report during this meeting.
- transnational budget stays the same: € 43.154,82 (gross sum) for each partner
- actual budget is available on G-Drive platform (project management – budget plan)
- project prolongation until end of June 2022
- due to the changing of partnership and also due to the project prolongation minor budget shiftings between the budget lines were necessary:
 - staff costs were increased since we have to calculate with a longer project duration
 - management travel costs were reduced, and also the support of Helga Bauer
 - Train the Trainer seminars are designed in a constructive way, therefore also here we needed a little budget shifting
 - **website texting and translation is done by Andie Katschthaler (also budget line 13 is used for that. Therefore, every destination has around € 2.500,- available for translations of Regiondo products and all texts) → all participants agreed with this changing!**
 - HMC Marketing presented the new PR concept because of COVID-19 at the last meeting. The budget will stay the same, it is € 25.000 for PR releases and € 28.900 for PR Trips.
 - Also a little budget shifting in budget line 21, CI Manual for the additional illustration on our website were needed



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AP M: Management

budget line	common action	contractor	total costs (net)	€ costs for each partner (brutto)
1a	staff costs	Barbara Stumpf	€ 86.850,-	€ 9.650,-
1b	management travel costs	Barbara Stumpf	€ 2.427,46	€ 269,72
1c	management transnational	Helga Bauer, Personalagentur	€ 7.328,55,-	€ 977,14
2	transnational moderation	-	-	€ 0,-
3	external support	St. Elmo's Tourism Marketing	€ 20.000,-	€ 2.622,21
total sum			€ 116.606,01	€ 13.519,07



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AP B: Product Development

budget line	common action	contractor	total costs	€ costs for each partner (brutto)
6	Train the Trainer seminars	St. Elmo's Tourism Marketing	€ 14.650,-	€ 1.903,34
total sum			€ 14.650,-	€ 1.903,34



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AP C: Placement and Distribution

budget line	common action	contractor	total costs	€ costs for each partner (brutto)
10	website transnational	crosseye Marketing	€ 25.375,-	€ 3.383,34
12	website map	crosseye Marketing	€ 7.500,-	€ 1.000,-
13	website text	St. Elmo's Tourism Marketing	€ 18.000,-	€ 2.400,-
14	website translation	Andie Katschthaler	€ 6.750,-	€ 900,-
15	photo concept	Bernhard Bergmann	€ 400,-	€ 53,33
15a	photo shooting	Bernhard Bergmann	€ 1.200,-	€ 160,-
16	website SEO	crosseye Marketing	€ 10.270,-	€ 1.369,33
17	website SEM	crosseye Marketing	€ 29.096,-	€ 3.879,47
18	online booking tool	Regiondo	€ 29.975,-	€ 3.996,67
19	Creation and fill Regiondo-contents	-	€ 0,-	€ 0,-
total sum			€ 128.566,-	€ 17.142,14

website: copywriting and translating

- invoice Nr. 1, June 2020: € 1.102,50
- invoice Nr. 2, July 2020: € 1.800,-
- invoice Nr. 3, August 2020: € 1.755,-
- invoice Nr. 4, September 2020: € 3.442,50
- invoice Nr. 5, November 2020: € 1.597,50

total sum: € 9.697,50



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website: copywriting and translating

- general texts: € 1.350,-
- Eastern Styria: € 922,50
- **Danube Upper Austria: € 1.845,-**
- Southwestern Basilicata: € 1.260,-
- Southeastern Basilicata: € 315,-
- Germany: € 292,50
- Lithuania: € 585,-
- Valle Umbra: € 810,-
- Sweden: € 1.530,-
- Luxembourg: € 787,50

total sum: € 9.697,50



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AP D: Promotion and Communication

budget line	common action	contractor	total costs	€ costs for each partner (brutto)
20	PR concept	HMC	€ 25.000,-	€ 3.333,36
21	CI Manual	St. Elmo's, Taska	€ 16.127,-	€ 2.150,27
22	PR trips	HMC	€ 28.900,-	€ 3.853,33
24	Final report	Insider	€ 7.450,-	€ 993,33
26	Final report layout	Annette Wörgötter	€ 1.950,-	€ 260,-
total sum			€ 79.427,-	€ 10.590,29



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All Slow Trips Experiences



New Slow Trips Experiences



Unusual Accommodations



Hidden Secrets

There are many different ways to experience slow travel so we've created some themes to bundle our Slow Trips Experiences. Find your favourite one:



Activities & People



Mobility & Slow Motion



Regional Food & Farming



Nature, Mind & Soul



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Proposal of new budget



- Classical PR Measures as planned (9 press releases, ongoing press relation)
- Ongoing social media measures as planned
- 9 individual visits of journalists (one journalist per region, travel cost included, program on spot to be paid by partners)

Overall budget: 25.000,- net

- Content Production: 3 clips per region for social media, footage for virtual trips (travel cost HMC included)
- Virtual press trips: production, organisation & handling of participants, 2x
- 1 Co-operation with relevant influencers per region, travel cost included, program on spot to be paid by partners
- Social media ads for awareness (€ 1.600,- net over whole period included)

Overall budget: 28.900,- net

Not included: translation costs if needed (other than english/german)



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total sum: AP A, B, C & D

work package	total costs	€ costs for each partner (brutto)
AP M: Management	€ 116.606,01	€ 13.519,06
AP B: Product Development	€ 14.650,-	€ 1.903,34
AP C: Placement and Distribution	€ 128.566,-	€ 17.142,14
AP D: Promotion and Communication	€ 79.427,-	€ 10.590,28
total sum	€ 339.249,01	€ 43.154,82

total sum: transnational invoices

invoice nr	total costs	€ costs for each partner (brutto)
1) ST06 – XX - 2019	€ 8.499,60	€ 849,96
2) ST10 – XX - 2019	€ 29.916,33	€ 3.988,85
3) ST01 – XX - 2020	€ 40.330,62	€ 5.377,42
4) ST02 – XX - 2020	€ 26.106,12	€ 2.900,68
5) ST10 – XX - 2020	€ 17.802,-	€ 2.373,60
total sum	€ 122.654,67	€ 15.490,51

#	what	who	until when
1	explanation letter to all budget shiftings	lead partner	mid of January 2021
2	Transnational invoice for staff costs until end of December 2020	lead partner	mid of January 2021

3) website and placement

Barbara asked all project partners to look up the open tasks which were discussed from the last Zoom Meeting to get our website texts and Regiondo offers done.

And then Barbara continued with the status quo of the Regiondo offers:

- **Lithuania:** 3 offers are ready, translation part is missing
- **Nedre Dalälven:** 6 offers are ready, more in pipeline, translation part checking
- **Seenland Oder-Spree:** 1 offer is ready
- **Southwestern Basilicata:** contracts of Regiondo, bank details are missing
- **Southeastern Basilicata:** no contracts are signed yet
- **Valle Umbra e Sibillini:** translations problems with the offers, checking
- **Guttland:** contract is signed, offer is not ready yet
- **Danube Upper Austria:** new colleague Niki is supporting Sigrid from up to now, first offers will be soon available on Regiondo



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- **Eastern Styria:** 5 Regiondo accounts ready, 2 offers online

#	what	who	when
1	Dummie text cancellation fee for Regiondo	all partners, Barbara will prepare an example	as soon as possible
2	Integration of cultrips.org texts into our Slow Trips website	Barbara	December 2020
3	Regiondo offer integration and connection with DMO account	all partners	as soon as possible
4	There are still no contracts signed!	Southeastern Basilicata	as soon as possible!!

4) CONCLUSION

Reminder for pre-christmas online Zoom Meeting: 10th of December (just socializing)

4) Open
questions,
socializing 😊



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