



CROSSDEV

Cultural Routes for Sustainable Social
and Economic Development
in Mediterranean

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A development/humanitarian NGO established in 1983 with headquarters in Rome.

CISP's principles and objectives are summarized in our Declaration of Intent "**Rights, Change and Sustainability**"

Through partnerships with international agencies, companies, public institutions, universities, research institutes, associations, international and local NGOs, CISP has implemented and continues to implement **development, rehabilitation and humanitarian aid projects** in **30+ countries** in Africa, Latin America, the Middle East, Asia and Eastern Europe.

Cultural **RO**utes for **S**ustainable **S**ocial and economic **DEV**elopment in Mediterranean

Promoting policies and practices of sustainable tourism as a tool for boosting local socio-economic development.

- **Countries:** Italy, Jordan, Lebanon, Palestine
- **Total budget:** € 2.507.656 // **EU contribution:** € 2.256.890 (90%)
- **Duration & implementation period:** 36 months, September 2019 - August 2022

The Programme's requirements

The ENI CBC MED Programme demands a communication strategy able to showcase at the same time the **SPECIFIC AND GLOBAL** impact of our projects.

Hence, we need to disseminate **2 different messages** aimed at **2 different audiences**.

MESSAGE 1 - SPECIFIC

- The immense value of environmental, cultural and historical heritage of a place can be turned into the key factor for the socio-economic empowerment of that very place
- The project affects real people's lives

AUDIENCE 1

The locals

MESSAGE 2 - GLOBAL

- Joint solutions to cross-borders issues are possible and the EU is actively promoting them
- Good practices are developed and can be replicated on a wider scale

AUDIENCE 2

Institutions/authorities, local/international policy makers



WEBPAGE News and Events equally represent all partners' actions. Editorial plan + calendar make sure all implementation areas are highlighted and able to show their progresses towards the project's goals.

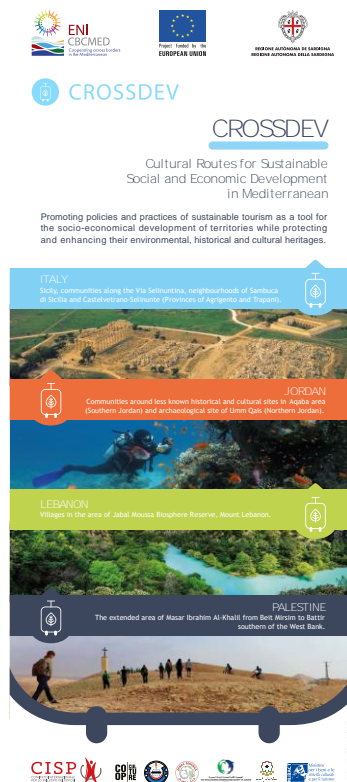
SOCIALS Twitter to reach policy makers/institutions; Instagram to reach stakeholders/tour operators.

VISIBILITY MATERIALS Official templates for posters, roll-ups, leaflets, PPTs, letterhead created at the beginning and disseminated in open format to allow each partner to adapt to their local needs while keeping the same *flair* (same colors, fonts, structures, different contents).

OFFICIAL COMMUNICATION TOOLS



Sample of official
visibility materials
created and
disseminated in an open
format so that each
partner can use the
templates to create their
own local versions.





Examples of local versions of visibility materials.

For their roll-ups, **Italy** and **Jordan** used same colours and structure with customised content.

This ensures strong visual identity while allowing partners to disseminate individual messages.





We created a strategy to magnify the reach of our messages while keeping partners and stakeholders active and involved and still making sure to have control on messages and correct use of logos.

PARTNERSHIP Each partner is required to share CROSSDEV's official messages through their own institutional websites and socials (FB, TW, IG, YouTube). This way, we benefit of large audiences already acquired by each partner in the previous years instead of building audiences from scratch at the beginning of the project.

STAKEHOLDERS In collaboration with local authorities, we create banners, short videos and other visibility materials to be shared via their own institutional websites/social pages. Such actions keep institutions involved and allow us to reach local people with our messages.



Sample of visual materials created to promote/disseminate our messages in Palestine using the local authorities' media accounts and resources (sub-grants promotion).



CROSSDEV

المواطنین الكرام

مواطنینا الكرام، نعلمكم أن مسار ابراهيم الخلیل سوف یتمد لیمر من قرینتا\مدینتا قریبا جدا وهذا سيعمل على تعزيز السیاحة المجتمعية لدينا، سوف ترون خلال السنوات القادمة الكثير من الزوار من فلسطين وخارجها یتجولون في منطقتنا، ولهذا يجب أن تكون مستعدين، لاستقبالهم لابراز تراثنا وتاریخنا وحسن ضیافتنا، وجمال طبیعتنا.

هل اتم جاهزون؟
ما رأيكم؟

CROSSDEV_Social

crossdev_social

Masar Ibrahim Al-khalil



فرصة لمنحة بقيمة 3700 شيقل الى 11.100 شيقل

یقدمها اتحاد مسار ابراهيم الخلیل
ضمن مشروع المسارات الثقافية للتنمية الاجتماعية
والاقتصادية المستدامة في البحر الأبيض المتوسط
«CROSSDEV»

لاهالي قرینتا

لتطوير بیوت الاستضافة لاستقبال الزوار المحليین والاجانب
وعمل مشروعك/ي الخاص
اذا لديك/ي مكان مكن استخدامه لاستقبال الضیوف
وعندك /ي الرغبة
توجه الى منسق المجلس القروي لمعرفة تفاصيل المنحة
وكيفية التقديم

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EQUAL REPRESENTATION According to the project's communication plan, each partner must provide at least one news/event per month and at least one social media post per week. This ensures equal representation of all project's activities and progresses and involvement of all partners at all times.

RESPECT OF INDIVIDUAL CHARACTER Writing, shooting or storytelling styles can be very different from partner to partner. We believe it's important to ensure each partner maintains their own character. This ensures correct representation of all partners involved and allows us all to get to know/understand each other, which is also one of the goals of the European Neighborhood Initiative.

CONSTANT COLLABORATION At project level, all actions are discussed through participatory processes so to guarantee that the messages are shared by the entire partnership before reaching the audience.



Videos: Published in partners' YouTube channels and then uploaded on project's library section.
Samples: Way Marking the new trail in Palestine and Exhibition opening in Lebanon.

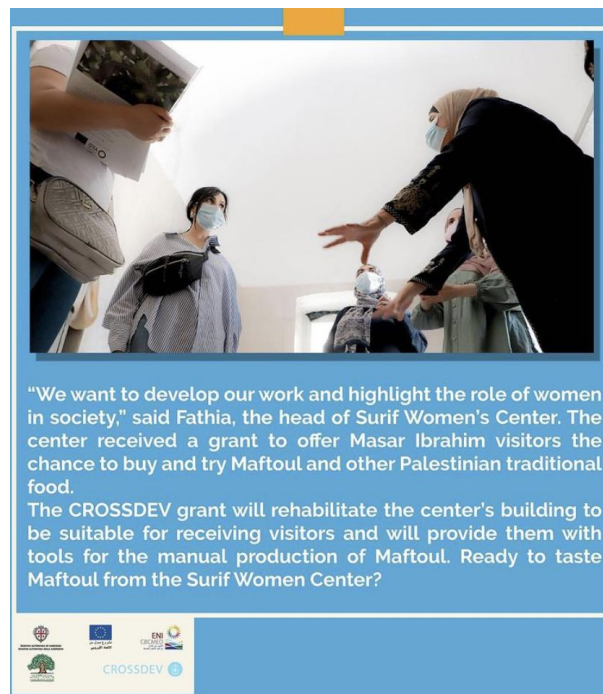
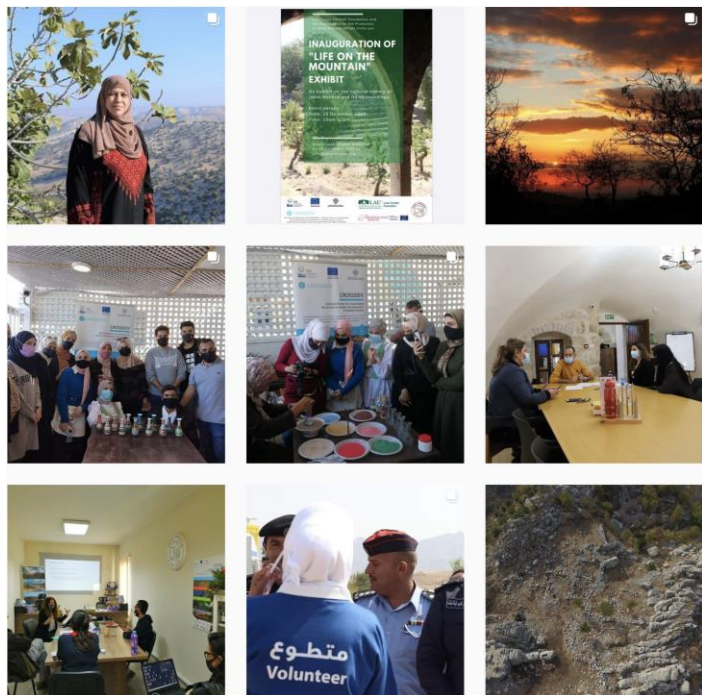
Campaign: #CROSSingPaths - a joint social media campaign to promote cultural similarities across our project's implementation areas. Shared by all partners + other relevant stakeholders and anticipated by a press release.

News/Event: testimonial's storytelling: Tour guide Muhammad in Palestine; relevant stakeholders' contributions: International Institute of Gastronomy, Culture, Arts and Tourism and International Social Tourism Organisation.

WHAT WORKED BEST Examples



Sample of online materials: Instagram page, a layout for testimonials, a banner with logo to bring to the field for visibility purposes.





Overall, we can say that in our strategy some *immaterial aspects* are crucial not only for the implementation of the communication plan, but to achieve the ultimate goals of our project whilst contributing to the goals of the whole Programme.

PRACTISING COOPERATION: It's surely a keyword for all partners involved in our project. We work in constant communication so to understand each other and help each other achieve our individual and team goals. We also keep contact with other sustainable tourism project of the Programme. *All for one and one for all.*

BELIEVING IN NEIGHBORHOOD POLICY: ENI CBC MED Programme is about cooperation in Mediterranean both for socio-economic development AND for – ultimately – peace. This huge goal can only be achieved through real commitment in getting to know each other and working together, overcoming competition.

SETTING THE EXAMPLE: We want to be the living proof that our goals of peace, mutual understanding, collaboration and improving lives for all is possible. And we act accordingly.



One year and a half into the project's implementation, we are far from reaching all our goals. However, we are happy to share three great results.

All partners constantly involved. Let's say it once again. This is a truly crucial aspect for all our goals and activities.

Participation to the national/international debate on sustainable practices applied to the tourism sector. We have organized talks and events with relevant stakeholders and have been invited to share our experiences, best practices and ideas within events organized by others. We adapted to the Covid situation with dedicated trainings for tourism stakeholders.

Two students' final university dissertations about our project. Students living in all implementation areas have been involved in CROSSDEV from day one. We have organized lectures, awareness activities, advocating campaigns for sustainable development and students' exchange experiences.



<http://www.enicbcmmed.eu/projects/crossdev>



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CISP
COMITATO INTERNAZIONALE
PER LO SVILUPPO DEI POPOLI



**CO
OP** | **CUL
TURE**



Ministero
per i beni e le
attività culturali
e per il turismo



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