

Zero Waste Blue: Growing jointly promoting the value of natural cultural heritage awareness

Activity 5.1.1. – MARKETING STRATEGY

INTRODUCTION

The success of a project and its economic sustainability over time strongly depend on the identification of an integrated analysis and promotion strategy. Only by meeting the wishes (expressed and not) of the targets and only through focused communication actions, the project objectives and the Zero Waste Blue brand can be spread, becoming a point of reference for all those who are in search for active and sustainable holidays, as well as for those who, despite their special needs, have the desire to live a holiday full of sport.

A marketing Plan has been developed including those actions aiming at the promotion and the Brand Awareness. It is important to stress these are exemplificatory actions, which should be shaped and suited in relation to the available budget. As Zero Waste Blue is based on the cooperation among different partners – each of them is the owner of one single event – the following marketing plan has been developed and explained in order make each partner autonomous in carrying out each single phase.

OUTPUT A

Zero Waste Blue Brand development and Concept Explanation

1) CONTEXT ANALYSIS

In order to define the frameworks of Zero Waste Blue, a context analysis is necessary. This analysis aims at pointing out the current situation, underlying all opportunities in this field. Here following a short context analysis: each destination has to focus on an analysis about the microcontext. Sport tourism is presented by ENIT1 (National Agency of Tourism) as a key point to enhance territories, networks – international and public-private partnerships – as well as social inclusiveness. Intrinsically depositary of positive values and symbols, sport has become a more and more essential asset in the choice of modern tourists. Indeed, nowadays trends show the great interest of tourists in combining a traditional stay with sport activities (i.e. trekking, cycle-tourism, Nordic walking, canoe, sailing, riding, kite-surf, surf,...), shifting from the philosophy of “sport on holiday” to “sporty holiday”. Just to hint at the opportunities linked to this tourism’s segment and without considering foreign countries, these are the data by ENIT as far as “active holiday” is concerned:

- more than 10 million trips and more than 60 million overnight stays in Italian venues

- 6,3 billion euros business

- 25% of Italians choose the destination of their holidays considering the sport's offer 1 ENIT (National Agency of Tourism) – Development Plan 2016-2018

http://www.enit.it/images/amministrazionetrasparenteepe/Piano%20triennale%202016_2018.pdf

- 27 million Italians practice a sport (20 million as a hobby, 6,5 mln are amateurs and more than 10 thousand at a professional level)

The sport's industry, with the multiplication of events in every discipline and the relative business, moves not only an increasing number of sportsmen, but also fans. Sport tourism bears therefore great opportunities for the economic and socio-cultural development of a destination, as the participation to a sport event is often integrated through cultural visits. As far as the microcontext analysis, each city hosting a Zero Waste Blue event has to deeply analyze its own destination, considering the following points:

Analysis of the reference market: trend of arrivals and overnight stays, divided into countries and regions. the analysis of Tourists' flows will be useful to understand how to deseasonalise the arrivals and on which tourists target the communication.

Analysis of the destination: analysis of the points of interest and of the tourist offer. It deals with a list of elements and plus considered as appealing for the targets. The distinctive elements have to refer to different fields and not only to sport an accessibility. The analysis of the destination is the preliminary phase to build the tourist offer and the ancillary activities to suggest in addition to the sport event.

Microcontext Analysis: each town has to analyze its own social panorama and its stakeholders, as to integrate as many associations as possible in order to shape an event which is really for all.

2) TARGET ANALYSIS

After the context definition, an analysis about the different segments potentially interested in Zero Waste Blue. Defining targets is necessary to communicate the event in a proper manner, choosing the right channels. In order to define targets, these are the following steps:

Segments analysis: all categories are segmented and classified, focusing on socio-demographics, geographic, psychographic elements (lifestyle, social classes) and behavioral elements. This step consists in defining the profile of those who may be interested in a sport event or in an accessible one.

Defining targets: after analyzing all segments of interest for a sport and/or accessible events, targets are identifying, that is to say all categories Zero Waste Blue considers as interesting.

Identification of personas (target identikit): it is an identikit of the identified targets. This profile will be very useful to set the communication strategy, as concrete actions will be implemented by taking into account receivers. This is an abstract of the identified identikits (for further details, see attachment n.3)

An identikit on targets ZWB/1

- Amateur practitioners (eg. ski clubs, sailing clubs, amateur sports associations for each discipline) who travel to participate in: competitions, trainings, stages, tournaments, etc.
- Professionals and non-professionals who travel for professional - working reasons (eg. medical staff, physiotherapists, trainers, nutritionists).
- Staff, management, and employees of both professional and amateur sports clubs.
- Referees and juries predisposed for checks, assessments, and regular runs of events.
- Journalists, television and radio crews who travel to comment and shoot sports competitions.
- "Sportsmen" who travel to watch sports events (eg. fan club organizations or individual fans)
- Sports tourists who travel to learn how to practice the sport (s)he has always wanted or what is "trendy".

An identikit on targets ZWB/2

- They prefer activities involving active participation, compared to passive entertainment activities. Example: typical tasting experience, compared to visiting the Museums.
- They are attentive and curious towards folk stories and anecdotes, which tell our culture's way of living and always represent a strong point
- A great interest is shown for "enogastronomic" (food and wine) side of table etiquette or for showcooking, as well as for the "Italian style" and a tour that offers "personal shopper".
- Itineraries can be based on daily experiences to be mixed depending on the needs or on real & proper tours always organized with themes including enogastronomic and active tours (from 3 days to maximum 7 days)
- This type of traveler also chooses the destination regarding whether or not (s)he can practice a certain sport in spare time

3) PRODUCT ANALYSIS: BRAND IDENTITY DEFINITION

Once the context and the target profile identified, brand identity and its distinctiveness are expressed. These are the elements which will give all events a coherence. This is an abstract of the identified mission, vision and core values (for further details, see attachment attachment n.1)

Mission e Vision

Zero Waste Blue has been meant to organize sport events in delicate areas (historical centers, parks and natural reserves) enhancing territories, reducing environmental impact and promoting accessibility. Nowadays events present in general two problems: on the one hand they collect in a physical and temporal restricted area a huge number of people with negative consequences for the environment because of the high rate of pollution and waste. On the other hand, the majority of events doesn't take into consideration participants with specific requirements, thus resulting most of the times inaccessible. Concerning sport events, there is a paradox: although sport is always presented as a driver for social inclusion, sport events quite always create a separation between "standard athletes" and participants with disabilities. Zero Waste Blue is conceived to fill these two gaps through the identification of guide lines and standards useful to certificate inclusive and accessible events. The main objective will therefore be the promotion and valorization of territories through a sport event in order to concretely show that it is possible to create inclusive events with a low environmental impact. Starting from the assumption the project belongs to a cross-border cooperation, the affix "trans" can be considered as a gateway for the whole project's ethic universe, "trans" meaning both "between" and "beyond". Therefore, we can define that ZWB is a project:

Transregional: it is addressed to Italy and Croatia, the two sides of Adriatic Sea, In the first step, these sport events will take place in some Italian and Croatian locations. Thanks to the creation of a certification with specific criteria, the brands aims to spread out and involve other regions and cities. For this reason, the project may be defined as trans-regional, because of its double goal: from "among the regions", Zero Waste Blue will become a project "beyond the regions".

Transgenerational: ZWB is presented as a brand certifying inclusive events, able to engage all generations, from children to adults and elderly people, as well as people with special needs. Following the payoff "Be the hero and waste zero", everyone will be the hero of his or her run, living the territory without feeling himself/herself excluded.

Transcultural: thanks to sport events with a strong international appeal, ZWB will facilitate not just sustainable tourism, but also cultural exchanges among all participants. Making leverage on sport's universal values, events will promote the overcoming of cultural barriers, even with the support of local stakeholders.

Trans-conventional: ZWB is a brand promoting events beyond the classic social conventions. They are events beyond conventions because they imagine sport in fragile areas; they are events beyond conventions, because they preserve and enhance territories through a massive event; they are

events beyond conventions, because they are able to transform a massive event, often connotated negatively, into a quality one, not impacting on environment; they are events beyond conventions, because they don't create a division between sport and para-sport.

ZWB project has multiple values, that will be concretely conveyed by events. These are the values:

Enhancing of territories: in ZWB sport will be the driver to enhance landscape and culture heritage. The choice of delicate locations will promote these territories, letting them be experienced through a run and a healthy competition. Important events, thanks to the linked communication strategies, will put in evidence the special characteristics of any location: the track, passing through historic centers or combining different places, will allow the participants to cross and live the territories also in their less known corners.

Accessibility: ZWB proposes a new inclusive approach, aimed at minimizing differences in order to enhance personal skills. Being accessible means taking into consideration the complexity of travelers and participants: inclusive and accessible events must be able to approach people with special needs (physical, intellectual and sensorial), as well as children and elderly people. The project will boost the development of a qualitative offer: starting from the requirements of people with disabilities, all operators will have to improve structural, relational, logistic and organizational aspects, in order to increase the level of experience. For people with physical, intellectual and sensitive disability, in the same way of people having special food requirements, some proposals may be difficult to experience. Nonetheless, it is necessary to recognize that people with special needs are not different from others, and they must be approached with respect and dignity, avoiding compassionate attitudes. The key element in accessibility is destroying all prejudices, fears and cultural barriers. These events assume therefore a considerable importance: more than a simple economic driver, an event is a synonym of aggregation, culture and promotion of good practices and behaviors, leaving an important positive heritage on territories and on their habitants. Taking into account the theme of accessibility means learning and considering the events from a different point of view, the one of the user. In this way, integration will be enhanced, as far as ages, ability, health and culture are concerned. This goal can be achieved by focusing on the quality of participants' experience, studying solutions able to suit all needs. Participation must involve not only event's participants but also local operators, stakeholders, associations, creating lasting synergies. Regarding the accessibility, three dimensions should be considered:

Structural Accessibility: possibility for all to access, move and use inclusive and not discriminatory spaces and places before, during and soon after the event (means of transport, hotels, toilets, etc.)

Transport Accessibility: possibility for all to find clear, reliable and updated information about accessibility, services and solutions, thanks to different communication methods and supports suitable for people with different kind of disabilities.

Experience Accessibility: possibility for all to participate, enjoy, communicate, understand and live the events, becoming in their turn brand ambassadors through a spontaneous word-of-mouth.

Several are the benefits linked to the organization of an accessible event:

Widening of interested Targets: making a sport event accessible means addressing to different participants and stakeholders, identifying new targets and increasing the positive economic effects. In order to conceive an event for all, organizers have to overcome the idea of shaping a product just for people with disabilities, as well as they have to go beyond the simple execution of legislation in order to have an inclusive approach.

Improvement of Reputation: an accessible event is a concrete demonstration of the operator's commitment to enhance inclusion and social responsibility. A targeted communication strategy can improve reputation and the profile of the event, attracting a large number of participants.

Social Benefits: the event can have positive effects for the surrounding territory, creating solutions and opportunities able to improve accessibility both in a temporary and permanent way. For this reason, events have to draw inspiration from the principle of "universal participation", studying inclusive solutions through the Universal Design and Design for all methods.

Accessibility (online and offline): the new inclusive approach pairs with the value of innovation. It deals not only with a new way to live a mass event, but also and especially with methods and instruments making it possible. ZWB events will have almost paperless registration and communication methods, implementing in a tangible way the value of sustainability. At the same time, this innovative communication will be based on the principle of "pluriversality", defining and implementing a multiplicity of options allowing everyone to choose his/her own preferred modality. Innovation will affect all spheres of the event and will be based on the sharing economy.

Sustainability: ZWB events meet the goal of environmental, tourism and economic sustainability:

Environmental Sustainability: following the previous Zero Waste project, ZWB events tend to be zero impact, by reducing CO₂-emissions and pollution through innovative solutions and best practices. The sport events appointed by the ZWB certification will meet specific requirements, proving to be effectively eco-friendly.

Sustainable Tourism: all ZWB events aim to a deseasonalisation of touristic flows. All Sport events shall take place in off-season periods. On the one hand, this has a good economic effect – enhancing business in a less intensive period. On the other hand, they will boost territories, because all participants may know them in a different period of the year. At the base of sustainable tourism there is a new approach of hospitality. If Hospitality is defined as "everything you can do to put the tourist in a comfortable situation, making him/her live a satisfying experience and letting him/her become a destination ambassador", this means

that it cannot be reduced at the simple respect of standards, techniques and procedures, but it involves first of all a great level of personalization: starting from the requirements of tourists with disabilities, the purpose is indeed to raise the level of quality and care for any tourist.

A tourist destination is able to:

- 1- Implement and qualify the offer, especially in accommodation, thanks to the introduction of target facilities for disabled people;
- 2- Engage and include different local operators through interactions and collaborations in order to make the own territory accessible;
- 3- Offer tourists with special needs different types of facilities, as far as culture, sport, transport and entertainment are concerned;
- 4- Having a transport system able to guarantee to disabled people the possibility to move in the destination area;
- 5- Offer an information system able to respond to guests, even via web;
- 6- Having commercial activities presenting offers for people with special needs.

Economic sustainability: thanks to the collaboration of local operators and the implementation of accessible solutions, ZWB events increase the quality level of facilities for the population, generating an economic result for local companies. Furthermore, ZWB aims at organizing events that are economically sustainable, taking advantage of the brand awareness, the use of paperless methods and sharing economy solutions.

The goal of Zero Waste Blue is to create a brand which is synonym of quality and universality. Some criteria have been defined in order to help organizers to assess an event as a Zero Waste Blue event. For a detailed explanation of the criteria for the “event for all” label, see attachment n. 4)

Brand Identity: Logo & Brand Book (Att. 1)





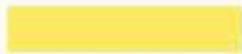
PANTONE: Blue 0821 C



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PANTONE: 806 C



PANTONE: 100 C



The "Zero Waste" recycling symbol is declined in the blue colour in order to evoke the sea, the linking element in the Adriatic-Ionian Macroregion.

The sportive element is to be found in the dynamism of the running characters.

The choice of an overlaying man, woman and child - each of them represented through one of the three primary colours – conveys the inclusiveness, aggregation and accessibility of the events, suitable for anyone without distinction.

There is no icon directly evoking accessibility, because the aim is to stress the innovative approach of the project, for which there is no disability but just different shades of living the same event.

Output B: Format for the creation of tourist packages linked to Zero Waste Blue events

The creation of tourist packages linked to the first 10 events of Zero Waste Blue aims to open new opportunities for the promotion of the territory, having good impact on local operators too. The methodology for the development of the packages will therefore be explained in detail. Based on current trends in tourism and namely on Tourism Experience Design, a format will be identified. The outlined format must be:

- **Repeatable**: the identified guidelines will allow all project partners to independently study and implement the tourist packages linked to their destination.
- **Customizable**: thanks to the provided methodology, which takes into consideration every aspect and stage for the creation of tourist packages, each partner will then be able to study ad hoc contents, fitting them to the single destination, in order to create an attractive touristic offer, strongly linked to each territory.

THE METHODOLOGY OF TOURISM EXPERIENCE DESIGN

Zero Waste Blue represents an excellent opportunity to enhance the creation of a network of operators. Through the protocol they will be able to independently create encompassing travel experiences with a strong emotional involvement. This formula draws inspiration from the methodology defined TED (Tourism Experience Design), which represents a real innovation in the tourist experience. It is a new way of understanding vacation and travel, constantly looking for the authenticity of the territory and its historical, cultural, social and natural features, through a synergy between local administrations, economic and cultural operators. As a starting point, the **experiential concept** will be defined, identifying how to create relevant values for the market segment linked to active/sport tourism. This information will be then concretely translated into the choice of external services (hotels, spas, restaurants, wineries, guides, etc.) with the aim of giving the tourist a "final product" telling about an encompassing and involving **journey/dimension**. The TED methodology is very helpful to build travel experiences, combining activities strongly linked to one or more of the following dimensions:

1. **playful dimension (game, competition)** through activities that emphasize the playfulness aspect of an experience and the Edutainment factor, for example through recreative activities and group involvement especially during sport events
2. **narrative dimension** thanks to moments of dialogue with local guides and inhabitants (sharing of authentic anecdotes, experiences)
3. **dimension of the status symbol and of the recognition**: doing something others haven't done yet, like exclusive visits to monuments usually closed or the possibility to have a special guide.

4. **creativity dimension**, i.e. through a cooking lesson focused on sport nutrition, with easy-to-make recipes.
5. **deepening dimension (learning to do)**. It is a wider extension of the creative dimension, combining moments of entertainment with focusing information about sport and its benefits.
6. **dimension of being together**: enhancing sharing moments among the participants and between them and the inhabitants (i.e. thanks to the interaction with local sports organizations and associations)
7. **relax dimension**, allowing participants to share their experiences and to live relaxing moments after sporting events
8. **security dimension**: the perception everything is under control through the ongoing presence of organizers and professionals.
9. **self-expression dimension**, allowing each one to live the travel experience in a friendly environment, while feeling more at ease through empowering moments.
10. **variety dimension (doing different things)**: tours and experiences should have a great range of alternatives in order to ensure the involvement of all travelers.

In the attachment, each single dimension is deeply explained and an itinerary throughout the area of Ancona is presented as an example. The product is an example and it may be not marketed directly by Zero Waste Blue without the intermediation of a travel agency or tour operator.

Output B: Development of a Marketing strategy

We will present here following some marketing & communication activities useful for Zero Waste Blue Brand Positioning. These activities depend on the definition of a specific budget and will be linked to a strategic plan for brand awareness.

Definition of multichannel communication goals: the project aims at increasing the Brand Awareness and conveying the values of Zero Waste Blue. The communication project has to enhance all those values presented in the mission and the vision. The suggested activities will be divided into two main areas: online and offline, that is to say traditional printed paper and digital communication.

OFFLINE

- Printed paper

- brochure
- leaflet
- postcards

Brand Identity (i.e. envelopes, pens, giveaways to be given during the events)
Totems

- **Outdoor advertising** (fix and mobile billboards): on the basis of the most strategic circulation points, an outdoor billboard planning has to be carried out in order to promote the events: i.e. airports, harbours, main streets in town and nearby.
- **Participation to trade fairs** (sport, accessibility): the presence at fairs, workshops and institutional events will be useful to present the overall project and the single offer. It will be useful to participate both to B2C events (targeted on athletes looking for accessible events) and B2B events. In the latter case, it will be important to present the offer to Tour Operators and Buyers able to convey the offer to end users.
- **Partnership with companies for a co-marketing purpose**: one of the main values of Zero Waste Blue is synergy and cooperation. Involving local companies in comarketing and goods exchanges can be useful to increase the number of interested people and the power of word-of-mouth. The involvement of well-known brands specialized in sport will be of a great importance as well.
- **Press and Tv advertorials**: it will be fundamental to plan advertorials, interviews and advertising pages on the printed paper, blogs and in sector websites. Involving also local television stations and national broadcasters could be useful to give resonance to the events and the values conveyed.
- **Non-conventional marketing activities (i.e. flash mob, presence of artists or sportsmen)**: it is desirable to think of non-conventional actions, requiring a very low budget, in order to promote events. It deals with creative, out-of-the boxes moments, able to create a media resonance.
- **Participation of Patronesses and VIP guests**: involving VIP guests, whose profile is coherent with ZWB values, means generating buzz and, on the other hand, enlarge the number of interested people. It is essential, however, that the patron of the event conveys and embodies the same values of the project.

ONLINE

- **Creation of a responsive and accessible website**: the website must present the project with a focus on the values and themes of accessibility. It should present sections dedicated to individual destinations and a focus on the event, with precise indications on accessibility. The website must also contain in-depth information on the points of interest and the attractions of the territory of each event. In order to organic position the site, the texts must be written paying attention to the SEO strategy, giving importance to the chosen keywords. The site must be constantly updated. In order to better convey the values of the project and to encourage traffic on the site, it is possible to create a "Blog" section with constant contributions (texts, audio, videos, telling about the stories, places and people connected to Zero Waste Blue).

- **Presence on social networks (Instagram, Facebook):** word of mouth is essential for the promotion of events of this type. Social profiles must be consistent and must follow an editorial calendar. By editorial calendar, we mean a planning and scheduling of posts with their topics. Posts will need to maintain the balance between the sponsorship of events and more narrative information. Each post should be built taking into account the strategy of storytelling in order to excite and engage. Having a coherent and consistent communication strategy means defining and respecting a Tone of Voice, the way in which and the mood in which the brand expresses itself. Choosing a Tone of Voice rather than another will determine the difference in the emotions aroused.
- **Newsletters to increase the loyalty rate:** Zero Waste Blue can count on a wide range of interested people. The more the project manages to engage and retain, the more word of mouth will have its importance. The construction of a continuously updated database of contacts interested in Zero Waste Blue will allow the organizers to send information about events and project developments
- **Advertising:** studying a program of sponsored posts and ads on Google Adwords allows you to direct the message to a selected and potentially interested audience. The analysis of the public to be reached will be fundamental for a targeted communication.
- **Influencer Marketing:** identifying and involving influencers who talk to their public about Zero Waste Blue will help to increase the level of word of mouth.
- **Presence on blogs and referral websites:** it is useful to plan articles on specialized blogs and on referral websites (sites presenting the Zero Waste Blue offer and which refer directly to the Zero Waste Blue site).