

## **INTERREG V-A Austria-Hungary Program ATHU121 – ArcheON**

**„Joint Development and Touristic Utilization of a Historical and Archaeological  
Offer in the Border Region Austria-Hungary“**

### **JOINT PROJECT COMMUNICATION STRATEGY**



**August 2019**

**The archaeological project ArcheON (Reg. Nr. ATHU121)  
as part of the INTERREG V-A Austria-Hungary program  
will be implemented through the promotion of  
the European Regional Development Fund.**

## **The objectives of this document**

The joint trilingual communication strategy details the conditions for successfully achieving the sustainable and essential project goals: "Making common cross-border historical and archaeological values visible / perceptible from a touristic perspective". Communication in the project is an important focus and goes well beyond the objectives required by the publicity communication manual. Numerous target group-specific communication activities serve to raise awareness, with the motto that "one can only estimate the values one knows."

Target groups have been identified as the starting point for communication activities. There are different methods of disseminating information to each target group. It is necessary to classify the target groups into "categories" as different activities have to be conveyed in different styles and by different means.

## **About the project in a nutshell**




The main areas affected by the project are the region of South Burgenland and Vas County, which are among the richest regions in historical and archaeological values. This area, which has been divided by a state border for nearly a century, was previously one undivided area since the Stone Age. Archaeological treasures have always been processed at national level, and as such, there have been no intentions to consider the entire former territory, and some archaeological sites have never been the target of a cross-border cooperation. In order to present the historically unified nature of this region that is now split in two by a border, to unveil it for the public, and to develop a common touristic offer, a cross-border cooperation between museum and tourism partners is needed. This would allow to make common historical and archaeological values visible / perceptible from a touristic point of view. Combining the broad knowledge of the program area, the PPs and the involved SPs develop a "methodology / manual", which will be used to explore and jointly process the 6 most significant excavation sites in the project area to date. In 5 archaeological excavations so called info points will be established. A joint bilateral scientific workgroup will be set up, which will monitor, evaluate the professional work, and

draw up a long-term professional cooperation agreement. Building on new knowledge / achievements and existing sites, like those exhibiting archaeological and historical treasures, a treasure map & travel guide and a guide application will be prepared, then multi-day, historical and archaeological common experience packages will be created based on them. Various targeted educational activities related to the historical and archaeological values will contribute to the efficiency of the project, as well.

**For the content described above, the following project goals and results are listed:**

The overall objective of the project	The overall aim of the project is to make the common cross-border historical and archaeological values visible / perceptible from a touristic perspective.
The main results of the project	Increase in length of stay and guest nights in the program area, through a jointly developed historical and archaeological touristic experience package, complemented by existing tourism products relevant to the program area.
Project-specific objective 1	Scientific processing of archaeological finds through excavation based on a common methodology.
Project-specific objective 2	Tourism utilization of historical and archaeological treasures by developing a common cross-border experience package.
Project specific objective 3	Increasing awareness of the historical and archaeological values of the border area through targeted actions.

## How do these specific goals serve the awareness raising communication goals?

<p>Scientific processing of archaeological finds through excavation based on a common methodology</p>		<p>The staff of the organizations involved in the elaboration of the Methodological Manual will enhance their knowledge through the development process and their participation in the bilateral scientific working group.</p>
<p>Tourism utilization of historical and archaeological treasures by developing a common cross-border experience package</p>		<p>The multi-day experience program package + its online display, based on a common cross-border historical and archaeological treasure map &amp; travel guide + tour guide application contribute to raising awareness of these values.</p>
<p>Increasing awareness of the historical and archaeological values of the border area through targeted actions</p>		<p>The implementation of various targeted educational activities contributes to raising awareness of the values, with particular reference to activities designed for children / young people (e.g. Roadshow, some E-publications).</p>



**Interreg**  
**Austria-Hungary**

European Union – European Regional Development Fund

**ArcheON**



Scientific processing of archaeological finds through excavation based on a common methodology

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The staff of the organizations involved in the elaboration of the Methodological Manual will enhance their knowledge through the development process and their participation in the bilateral scientific working group.

The multi-day experience program package + its online display, based on a common cross-border historical and archaeological treasure map & travel guide + tour guide application contribute to raising awareness of these values.

The implementation of various targeted educational activities contributes to raising awareness of the values, with particular reference to activities designed for children / young people (e.g. Roadshow, some E-publications).

**Making the common cross-border historical and archaeological values visible / perceptible from a tourism point of view.**

**Increase in length of stay and guest nights (through the joint development of a historical and archaeological touristic experience package)**



## Guidelines for the use of the Program-project logo and other advertising tools

The Program-project logo was provided by the Lead Partner to the project partners. In all communication activities, the Program-project logo should be placed in a prominent visible position (right, above).

It is recommended to set up an ArcheON Roll-Up for project events. For these purposes, the Lead Partner has had various image designs created:



During the excavation work, the advertising banners produced by the Lead Partner are to be hung up at the individual excavation sites.



## Impact optimization of the measures to increase awareness

In all communication activities, project partners and strategic partners need to work closely together and mutually support each other. In this way, it is possible to involve and mobilize specific target groups along the entire Austro-Hungarian border area.

In addition to the ongoing communication on the INTERREG Project page and Facebook page, the specific target groups identified in the project can be accessed through the following activities / tools:

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### Specific target group

Primary and secondary schools in Burgenland and Vas county

### Target value

30

### Activities / Tools

- Implementation of an awareness raising archaeological roadshow in the border region: 15 stations (about 20-25 people / occasion) in AT and HU schools in the border region. The aim is that the children should become acquainted with archaeology; they should better understand their past and the historical background of their environment.
  - Producing target group-specific E-publications on historical / archaeological values
  - Organizing a thematic historical and archaeological museum tour (open day)
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### Specific target group

People living in the border regions,

Visitors of special events of the border region

Visitors / tourists with historical and archaeological interest in the border region

### Target value

135 000

### Activities / Tools

- Organization of a bilateral project kick-off and closing event
- Project promotion at thematic fairs: e.g.: Ferienmesse (Holiday Fair)
- Project Promotion during the Night of Museums and the Night of Researchers
- ArcheON Project offered as an optional program during the Savaria Historical Festival / Carnival
- Realization of a cross-border traveling exhibition with the presentation of results and excavated finds

### **Specific target group**

Non-governmental organizations (NGOs) active in the border region, dedicated to disseminating knowledge about its historical and archaeological values

### **Target value**

10

### **Activities / Tools**

- Involvement of professional organizations in the promotion of cross-border volunteer excavation days
  - Realization of a cross-border traveling exhibition with the presentation of results and excavated finds
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### **Specific target group**

Higher education institutions, research institutes with a history or archaeological institute or training in the border region

### **Target value**

10

### **Activities / Tools**

- Carrying out cross-border volunteer excavation open days
  - Realization of a cross-border traveling exhibition with the presentation of results and excavated finds
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### **Specific target group**

Amateur archaeologists;  
Professionals (museum staff, archaeologists, historians dealing with the historical period covered);  
Primary and secondary school students;  
Students in specialized training in higher education institutions;

### **Target value**

870

### **Activities / Tools**

- Producing a scientific publication to present the results of the joint historical and archaeological excavations
  - Carrying out cross-border volunteer excavation open days
  - Realization of a cross-border traveling exhibition with the presentation of results and excavated finds
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### **Specific target group**

Municipalities of settlements in Burgenland and Vas County (mainly affected by the project area)

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**Target value**  
10

### Activities / Tools

- Target group specific awareness raising events in South Burgenland and Vas County for local people, decision makers (municipal leaders) [ca. 25-30 people / occasion]
- Carrying out cross-border volunteer excavation open days

### Specific target group

Partner service providers (hosts and landlords) of the common cross-border historical and archaeological multi-day experience package

**Target value**  
15

### Activities / Tools

- Involvement through the preparation of a cross-border historical and archaeological multi-day experience package
- Organization of a bilateral project kick-off and closing event

**For all events, the official Facebook page of the project should be updated and kept up to date.**





## Schedule for each communication activity

Activity	Implementation period				
	01.06.2019.- 30.11.2019.	01.12.2019.- 31.05.2020.	01.06.2020.- 30.11.2020.	01.12.2020.- 31.05.2021.	01.06.2021.- 30.11.2021.
Common trilingual communication strategy (HU / DE / EN)					
Displaying the project on the internet with constant use of the program project logo					
Bilingual digital information project flyer with target group-specific content updates					
Bilateral project kick-off event					
Indoor and outdoor suspension advertising banner					
Target group-specific e-publications on historical / archaeological values					
Scientific publication presenting the results of the joint historical and archaeological excavations					
Common cross-border volunteer excavation open days					
Awareness raising archaeological roadshow in the border region					
Target group specific awareness raising events					
Thematic historical and archaeological museum tour (open day)					
Cross-border traveling exhibition					
Trade fair appearance					
Project Promotion during the traditional Night of Museums and Night of Researchers					
ArcheON Project as an optional program offer during the Savaria Historical Festival / Carnival					
Cross-border project closing event					

## **Conditions for the successful achievement of the sustainable and essential project goals**

*(How can the common cross-border historical and archaeological values be made visible / perceptible from a touristic point of view?)*

### **Content**

By sharing a common image (project logo as a base) and mutually using the communication channels of all partners, the WHAT, WHEN and HOW basic messages should consistently convey archaeological and historical values in a "unified" clear and plain language. This helps to maintain the interest of those affected. Main tools: INTERREG subpage of the project, Facebook page of the project, travel guide and application. It is also recommended to keep the project flyer updated with the latest programs.

### **Constancy**

Constant integration of the topic into the program during proven events. The place of the topic in the program must be consciously planned. The basic information must also be provided, so that in addition to the existing interested parties (who are already familiar with the topic) also new visitors can be won. Main tools: Savaria Historical Carnival, Night of Museums, Night of Researchers, various events.

### **Awareness raising**

In order to make the local population / people living in the area aware of the importance of historical and natural values, ongoing awareness-raising activities are needed, on a campaign basis. Although it is more difficult to make historical values on both sides of the border come to life, than the currently "living" natural values, however, it should be strived for with the widest possible coverage. In this context, awareness-raising tools include cross-border volunteer excavation open days, awareness raising events, thematic historical and archaeological museum tour (open day) [museum pedagogy], appearance at thematic fairs,

cross-border traveling exhibition presenting the finds of the project, relevant publications.

### **Raising awareness of future generations for the topic**

Carrying out ongoing awareness-raising activities to make future generations (from elementary to high school) aware of the importance of these values, thus, their long-term survival across generations can be achieved. Main tools: Implementation of an awareness raising archaeological roadshow and purchase of demonstration materials (archaeological suitcase), production of targeted educational publications for different age groups.

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