



Meeeting #2: STARLIGHT - Skills for Tourism and Recognition of the Importance of Dark Skies

04th to 5th of October 2022 in Pino Torinese/Italy

Participants

On site:

Daniele Gardiol, INAF, Italy
Salvatore Mancuso, INAF, Italy
Carlotta Serventi, for INAF, Italy
Susanne Nilsson, for INAF/GAL EVV, Italy
Remy Baltieri, GAL EVV, Italy
Susanna Gardiol, GAL EVV, Italy
Karin Drda-Kühn, Kultur und Arbeit eV, Deutschland
Greti Manfreda Todorovic, RRANG, Slovenia
Črtomir Špacapan, RRANG, Slovenia
Elena Gonzales Maestro, FCL, Spain
Johannes Kostenzer, TyEO, Austria
Stefanie Pontasch, TyEO, Austria
Verena Ringler, TyEO, Austria

Online:

Atanas Kranchev, NBDN, Bulgaria



DAY 1 – 04th of October 2022

09:15 Welcome of participants

Greetings and presentation of the agenda.

09:30 PR1 – the TOOLKIT: state of the art and discussion

Daniele Gardiol (INAF) starts the discussion, showing the webpage where project contents are temporarily located (<https://starlight.oato.inaf.it/>, the final website dominion will be www.starlight-europe.eu as decided in the Kick-off meeting).

In particular, the page dedicated to the toolkit is presented. It is subdivided into three main sections, one per topic: Culture & Heritage; Biodiversity, Human Wellbeing and Health; Astronomy and stargazing.

In each topic dedicated page, there is the relative list of contents. INAF already worked to 5 sheets and shows them to the other partners, in order to assess the structure:

- Textual part to explain the topic
- Images and short description (external websites)
- Videos (Youtube)
- Online resources (links to external websites)
- Further readings (links to external websites)
- Teaching material (links to external websites)
- For kids (links to external websites).

TyEO presents the work done so far: the topic they deal with (Biodiversity) has a lot of substructures. They decided to simplify, following the rule that less is more, some paragraphs have been unified and, in the textual part, sentences are short, verbs used are strong and paragraphs are made of not too many characters.

Then, the discussion moves to the use of quotes and the references to resources used for the text. KuA suggests to pay attention to quote and references, in order not to have problems in the future.

The same attention should be paid to images and videos taken from external websites. “Self-made” thumbnails cannot be used: also the thumbnail must belong from the original website and references must be written below. Concerning videos, Youtube videos must be embedded.

What comes out from the discussion among partners is:

- The structure has to be reviewed to be more attractive, especially for people outside EU projects and visiting the website for the first time >> TyEO suggests to add a box with “learning objectives” or some introduction to what the visitor will find in the website, INAF suggests the use of pictures;
- Partners must be careful in using typical expressions of Erasmus+ projects, maybe not fully understandable by “external people” (KuA), like for example “toolkit”, “results”, etc. These words must be somehow explained to the public.
- To build more interest in people, a tag selection can be done;



- General project material should be provided in partners' languages and give the possibility to visitors to select their language;
- The homepage must be more attractive and explain easily what is in the website (e.g. put a sort of infographic as menu, a widget to social media contents, etc.);
- The Toolkit should provide more information as possible in a comprehensive way and easing the reading
- Too many quotes makes the text less nice to be read;
- INAF suggests to have a glossary for some words/expressions used in the toolkit and not explained, to ease the reading for people approaching the topic for the first time;
- Thumbnails must not be "self-made"

Decisions taken about the toolkit / website structure:

- TyEO will work on a proposal for a more attractive structure of the website, with particular attention to the pages dedicated to the Toolkit. The proposal will be put on the Google Drive shared folder, in order to allow all partners to propose changes and validate the structure.
- The text of the toolkit must be written/ re-written by partners avoiding copy/paste and – as much as possible – quotes.
- For quotes, a test with references will be made for each section.
- Quotes must be done using hyperlinks (Wikipedia style) and putting references in another page in order not to have too heavy pages. Karin (KuA) will prepare a sheet as example/template to be discussed with partners. The idea is not to use numbers but to have a sheet for topic with sections clearly identified and under each section the list of references.
- Texts written since now will be re-checked in line with the decisions above.
- GAL EVV will ask to its data protection officer how to deal with copyright issues (in particular for images and videos): it will collect all partners' issues and send an e-mail with specific questions.
- When you access an external page (e.g Youtube) to look at material uploaded there, the visitor of the STARLIGHT website must be informed on that and a pop up must appear with the following message: **In accordance with the European data protection declarations, we would like to point out that you send data to Youtube as soon as you click on a Youtube link. We cannot prevent that.**
- This sentence protects the website owner from any people who might come back declaring that their data protection was broken by our website.
- For copyrighted images: put a link and a description, in order to explain the picture and make the visitor willing to open the link;
- Data protection must be added;
- Pop-up for cookies must be added (there is a widget in wordpress, it only has to be activated)

12:15 EVALUATION PLAN (Karin Drda-Kühn, KuA)

Karin informs that the Handbook for project evaluation is on the shared Google Drive folder, focusing on internal and external evaluation and procedures. The Handbook contains templates for many evaluation documents.

For internal monitoring, partners are asked to fill in a questionnaire with specific questions on project management and activities. The analysis of all questionnaires' results through project life will show the progresses done (or not) during STARLIGHT implementation.

Particular attention is paid to dissemination, which is a very relevant aspect of this project.

Then, partners are guided through a brainstorming to define relevant indicators to measure:

- **the toolkit and its relevance**
- **project effectiveness**
- **project efficiency**
- **reaching of impacts**

Identified KPIs for Relevance
expressions of interests from our target groups to use the toolkit
clicks on the homepage, persons come back to our website
no law suits on copyright issues
new tourism packages are created
political and public feedback: public authorities express an opinion about the toolkit
decrease in light pollution
increase in employability
interest in our call, the webinars and the summer school / participation in the call
new initiatives against light pollution
inclusion in the agenda of regional authorities

Identified KPIs for Effectiveness
increase employment
awareness raised on light pollution



• number of participants f tool kit
• improved wellbeing

Identified KPIs for Efficiency
• workload stayed within the estimation of the application
• efficient cooperation with partners, i.e. high ability to cooperate
• efficient cooperation with stakeholders
• reduction of CO2 emissions by travelling with train to the transnational meetings
• appreciation of users that they get a high-profiled training for free

Identified KPIs for Impacts
• regional authorities develop a certificate for a new professional profile
• knowledge increase about astronomy, astro tourism and regional development (learning on “speaking the same language”)
• raised awareness of locals on light pollution
• free accessible knowledge
• training/upskilling of knowledge in regions
• new knowledge gained for a region (e.g. about data protection issues)
• new tourist offers (guided tours)
• increase in attractiveness of a region by astrotourism
• New services acquired (e.g. consultancy for other EU regions interested in star tourism and the reduction of light pollution)

• New projects and business opportunities with project partners and beyond
• New business fields for partners: astrotourism, services linked to light pollution, highly specialised training
• Inspiration from other partners on the STARLIGHT topics
• Common new funding application of the partnership
• Unforeseen spill-over effects
• A contribution to strengthening the EU vision
• Having reached the dissemination success indicators of the application (e.g. invitation for talks and presentations, requests to be included in distribution lists, invitations to give a training)

13:00-14:30 LUNCH BREAK

14:30 – 16:00 VISIT TO THE ASTRONOMY AND SPACE MUSEUM / PLANETARIUM INFINI.TO (Pino Torinese)

16:00 Discussion on the Call for participants (Remy Baltieri – GAL EVV)

Overview of the draft to share some doubt with partners.

The approach is to try to be more open as possible, opening the experience not only to young people with studies and degree in tourism but also to those that have an interest in project topics.

Part of the discussion is around the widening of requirements to improve the chances to find participants. Main concerns refer to:

- not finding enough participants with the requirements set in the application form (age, degrees/qualifications, etc.)
- amounts to be paid to participants
- timing

Main decisions taken are:

- concerning requirements, the call will be in line as much as possible with the AF. In case the minimum number of participants is not reach they will be widened. The call will explain that priority will be given to people with the requirements expressed in



the application form, but potentially the target of participants can be wider (up to 35 year-old, with a degree or VET qualification not only on tourism, etc.);

- concerning the amounts to be paid, as Karin (KuA) suggested, the call can inform potential participants of the maximum amount that can be covered by each partner. If something more has to be paid, it must be at participants' premises.

Other requests made by partners refers to:

- Anticipate to February the beginning of webinars (TyEO);
- Publish before the end of the call all toolkit contents, as participants will surely want to know what the activities will be about.

These requests open the debate about a re-scheduling of project timetable, which continued the day after.

The meeting closes at 18:00

20.00 Social dinner

DAY 2 – 05th of October 2022

09:00 Discussion on Multiplier event 1 and Webinars (PR2) (Greti Manfreda, RRANG)

Webinars

Greti presents RRANG proposal for Webinars implementation to partners.

Main decisions taken are:

- Webinars will be organized in the period from April to July 2023;
- Main presentations of the webinars will be translated and put on YouTube, which allows subtitles for videos of max. 15 minutes;
- Webinars will be 3 in 3 sessions of 60 participants each (not 9 with 20 participants as suggested in the AF);
- Webinars will be translated once uploaded on the website;
- RRA will hire Zoom platform for webinar purposes and webinars will be recorded;
- It is better not to have too long webinars (best options are 1,5 h + break + 1,5 h or 2 h + break + 2 h);
- (Potential) participants will be informed in advance of webinars dates and that they will be held in working hours (morning/ early afternoon). In the call there must be an obligation to assist to webinars;
- **DEADLINE – late January / early February:** provide to RRA the final agreement on topics, speakers, and agenda in order to check it and have an overview.
- At the beginning of each webinar an introduction should be made on what this projects is for, which are the benefits for participants, etc.

Some proposals for Webinar 1 structure have been done by (Daniele – INAF, Stefanie – TyEO, Susanne – GAL EVV):

- a first part of the webinar will be dedicated to storytelling, showing a video (max. duration: half an hour). Possibly, during the storytelling the Toolkit could be explored. The idea is to use the toolkit as source of knowledge and choose a journey showing how Toolkit contents can be used in developing a tourist offer.
- Then, TyEO might involve an expert on light pollution with ideas on its reduction, to be complementary to the storytelling and have an homogeneous result.
- Finally, participants could work together to develop a story on light pollution reduction (workshop).

Re-scheduled timetable

The final timescheduling for STARLIGHT next steps is the following:

Deadline	Partner	To do
Oct 15, 2022	GAL	Call sent to all partners

Oct 16 – 31, 2022	all	Preparation of call in the countries of the partnership (translation, preparation of dissemination material)
Oct 28, 2022	INAF/GAL	Dissemination material delivered to partners
Nov 1, 2022	all	Publication of call in all partner countries
Nov 1, 2022	all	Dissemination start
Nov 18, 2022	All	Materials for toolkits at task leader INAF
Dec 1, 2022	all	Application deadline
Dec 15, 2022	INAF	All material of the toolkit published at the website
Dec 20, 2022	All	choice of candidates
Jan - April 2023	participants	familiarisation of participants with the toolkit material
Jan 31, 2023	all	agenda draft webinar 2 to task leader RPRANG
February	All	Partner meeting, ME Slovenia,
April 2023	INAF/FCL	Webinar 1
16 May 2023	ACW/TEO	Webinar 2
June 2023	NBDN, GALEVV and RRANG	Webinar 3

Multiplier event

The first multiplier event will be organized in Slovenia in February.

Event title: Dark skies and stargazing: new skills for new jobs in tourism sector

The structure of the event:

FIRST PART

- Opening greetings from director of RDANG
- Opening greetings from Mayor of Municipality of Nova Gorica – to be confirmed
- Promotion and presentation of the project (STARLIGHT activities and achieved results through the video) – INAF or RDANG- to define
- Dissemination of the first result (what content were produced as a training material, how it will be available and how to use it) – INAF or RDANG – to define
- Presentation of all project partners (their institution, and the main role in the project) – all project partners
- Results will be presented via power point presentations, printed materials.

SECOND PART



- Presentation of the Starlight training material: ASTRONOMY, BIODIVERSITY, CULTURAL AND NATURAL HERITAGE and how light pollution affects all three fields and how dark sky recovery can become a competitive tourist asset – to define with partners
- Event will also have an aim of raising awareness towards the topic of light pollution
- Presentation of the second results? – depend of the stage of the webinars

Possible speakers: Association of Dark skies in Slovenia

Number of participants: at least 50, we have to invited 150 persons. Partners can invite relevant stakeholders and agree with RRA to pay part of the costs for travelling. Partners staff cannot be counted as participant.

Venue: Probably Perla Nova Gorica, conference room. A catering will be organized

The language of the conference will be in English.

10:30 Discussion on Communication and Dissemination (INAF /GAL EVV)

Main information on communication are on the Dissemination Plan, which is still drafted as results of the stakeholder analysis are still missing, as also decisions taken during the Communication Managers' meetings.

As already decided, each partner will be responsible for two months for dissemination activities. In particular, it is asked the effort to publish contents on social networks on a monthly basis.

INAF is the responsible now and it shred the plan for communication, which is open to be integrated by partners.

A meeting occurs – at the end of each period. among the 2 interested partners, but it is open to everybody.

TyEo asks to tag partners on social media, in order to ease the spread of information.

Karin (KuA) suggests to have a checklist and a dissemination kit, especially to spread the call launch. GAL EVV will deal with the dissemination kit development in relation to the call launch. Partners agree it should contain:

- **PRESS RELEASES:** the first one will focus on the background of the project and benefits for participant + call launch. GAL EVV will prepare a text in English that the other partners will translate in their own language (deadline : 01/11); the second will communicate the outcome of the call, how many people have been selected from each country/region, when they will start to work, etc.
- **SOCIAL MEDIA CONTENTS** (Facebook, Instagram, LinkedIn): some posts will be issued before the 01/11 and others while the call is open. Posts will have this structure: 3 lines of information (call for action. E.g. "Are you between 18 and 30)+ images and hashtags
- **REPOSTING** on partners pages and in different languages.



- VISUAL: GAL will provide a background image and text above, to be modifiable by partners;
- Publication on project and partners websites;
- Publication of the call on EPAL, to maximise its dissemination;
- Newsletters (of PPs institutions), distribution lists, etc.;
- Check for events (online conferences, tourism fairs, etc.) and participation;
- Dedicated e-mails to stakeholders or interested parties / institutions that can disseminate (multipliers)

GAL EVV is working on a video to present the project (2-3 minutes), that will be ready by the end of the month. It will be in English and subtitles in English can be done. Then they will be sent to partners to be translated and re-uploaded on the video.

Other tasks

Risk Analysis: it will be integrated with what has arisen from the discussion and uploaded on the Google Drive to be read and eventually integrated/modified by partners

Stakeholder Analysis: some contribution still has to be integrated. The final result will be shared with partners as soon as possible.

Fotos of Kick-Off Meeting

<https://drive.google.com/drive/u/0/folders/1iFHJaBOffzKKw9Q6ZAel-oGIFUIV0QeK>
