

GLOW2.0 Communication and Dissemination Actions

Daisy Silvennoinen & Outi Santaniemi

Karelia University of Applied Sciences

Interreg



Co-funded by
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Northern Periphery and Arctic

GLOW2.0. Green Energy Technologies
for Tourism Growth

19.03.2025
(Cork, Ireland)

Aim of GLOW2.0:

Assist enterprises and public organisations across NPA regions develop tourism flow during the dark months of the year using darkness of nature and Dark Sky as additional elements for diversifying the tourism package.

Project objectives:

1. **Enhancing the capacity of SMEs in delivery, marketing and promotion of tourism offers involving dark skies; introducing enterprises to accessible immersive technologies** (AR, VR);
2. Technology development of **a virtual planetarium, 360-degree photography and star gazing applications**, to be **shared and adapted across the region**;
3. **Validation and promotion of Dark Skies tourism** as a regional offer across the NPA area, which **also serves as means of safeguarding natural assets**;

Project communication objectives:

1. Dark Skies and Darkness **values and benefits for enterprises** interested in **servicing the dark nights tourism economy**
1. **Results of engagements** (service design, technology testing, materials, project activities...) with project **target groups**
2. **Technologies that can and could support Dark Nights tourism** enterprises and tourism regions, including as PLAN B (weather, ALAN...)
3. **Values and benefits from Darkness and Dark Skies** for humans, animals, biodiversity, tourism economy and tourism destinations
3. Artificial Lighting at Night (ALAN)/ **light pollution impacts and effects** on Darkness and Dark Skies
3. Find **appropriate approaches for communication**, and **venues and platforms for dissemination**

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What communication meant for GLOW2.0 partners

Brainstorming



- **what?** Objective of the activity.
- **how?** What tasks to be implemented under the activity.
- **for whom?** The target group(s).
- **where and when?** Modes and timelines of implementations.
- **by whom?** Who (partners, associated partners) should be involved in what phase of implementation.
-
- **how to attract target group(s) for engagement?** Communication.
- **who else could benefit of result(s)/ output(s)?** Dissemination.

Discussion

II. Communication & dissemination needs
 → **Mutual understanding of definitions; different countries**

Communication needs:

- Activity needing engagement with target group(s)
- how to attract the target group(s) for engagement.

Dissemination needs:

- activity (outputs/ result) worth sharing with target group(s), including those not directly involved with the project, or general public.
- best ways/ channels for sharing the activity/outputs/ results with target group(s).


Communication = two-way communication
Dissemination = one-way communication

Plan & Timelines

For each activity under each WP:

- tasks under activity;
- start date, end date;
- partners to be involved (partners, APs, WP leads) and phase(s) of involvement;
- target groups involved and phase(s) of involvement (particularly SMEs);
- communication/ dissemination needs (incl. target groups for these).

→ **First year activities (P1&P2), timelines and division of tasks is clear to all partners.**



Basis of communication for GLOW2.0

The basis of external communication:

- communicating what GLOW2.0 can offer our target groups (2-way)
- communicating GLOW2.0 activities being implemented with target groups closely working with project (2-way)
- disseminating GLOW2.0 results/ outputs/ other activities/ materials from sources related to project theme with target groups including those not working directly with the project (1-way)

GLOW project identity meant how we are seen by others i.e. the target groups. **Since the project could communicate itself**, we **“project partners”** HAD TO make the communication by defining:

- **what** we want to communicate/ disseminate
- **why** we need to/ want to communicate/ disseminate
- **who** (target audience) we want to communicate with/ disseminate to
- **when and how** to best communicate/ disseminate to reach our key target audiences

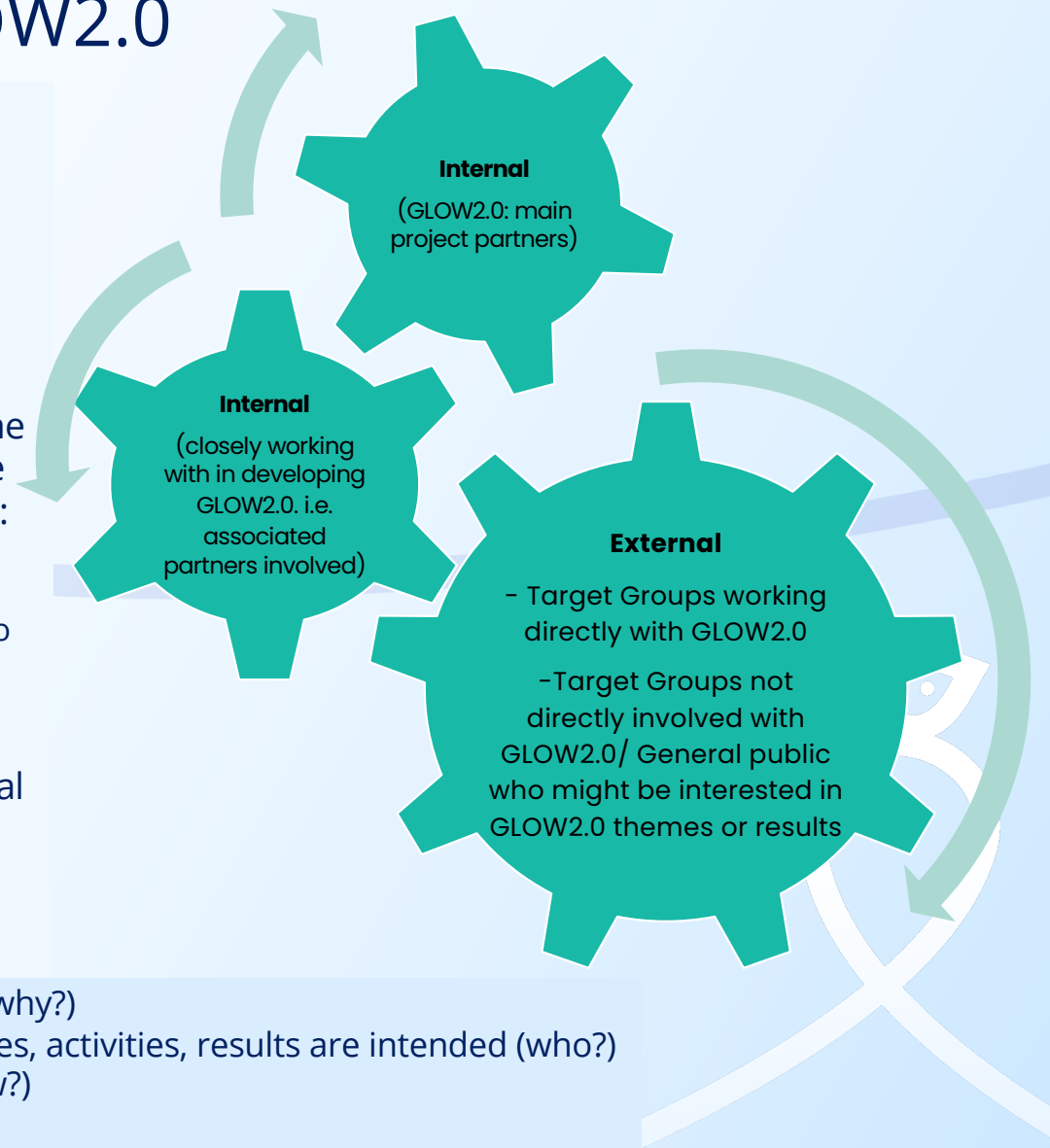
Internal communication (IC) was the cornerstone of all external communication (regional and project). Without it:

- regional outputs will be deficient
 - collective results for external communication will be deficient
- IC makes the results and **identity of the project**

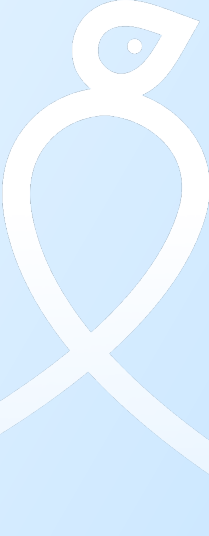
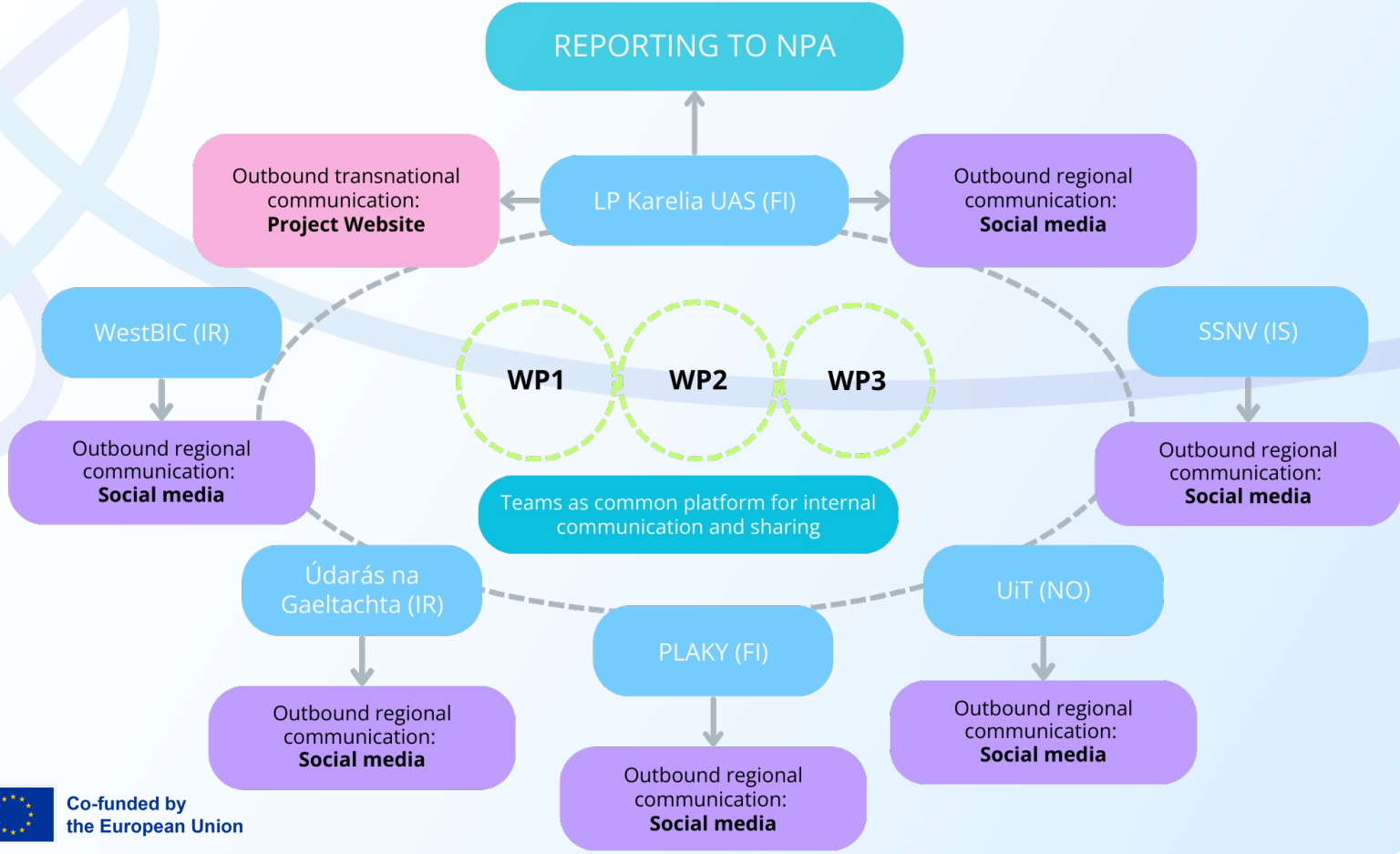
Brainstorming activity = Identify communication needs (what and why?)

Defining “target audience” = clarify to whom specific project themes, activities, results are intended (who?)

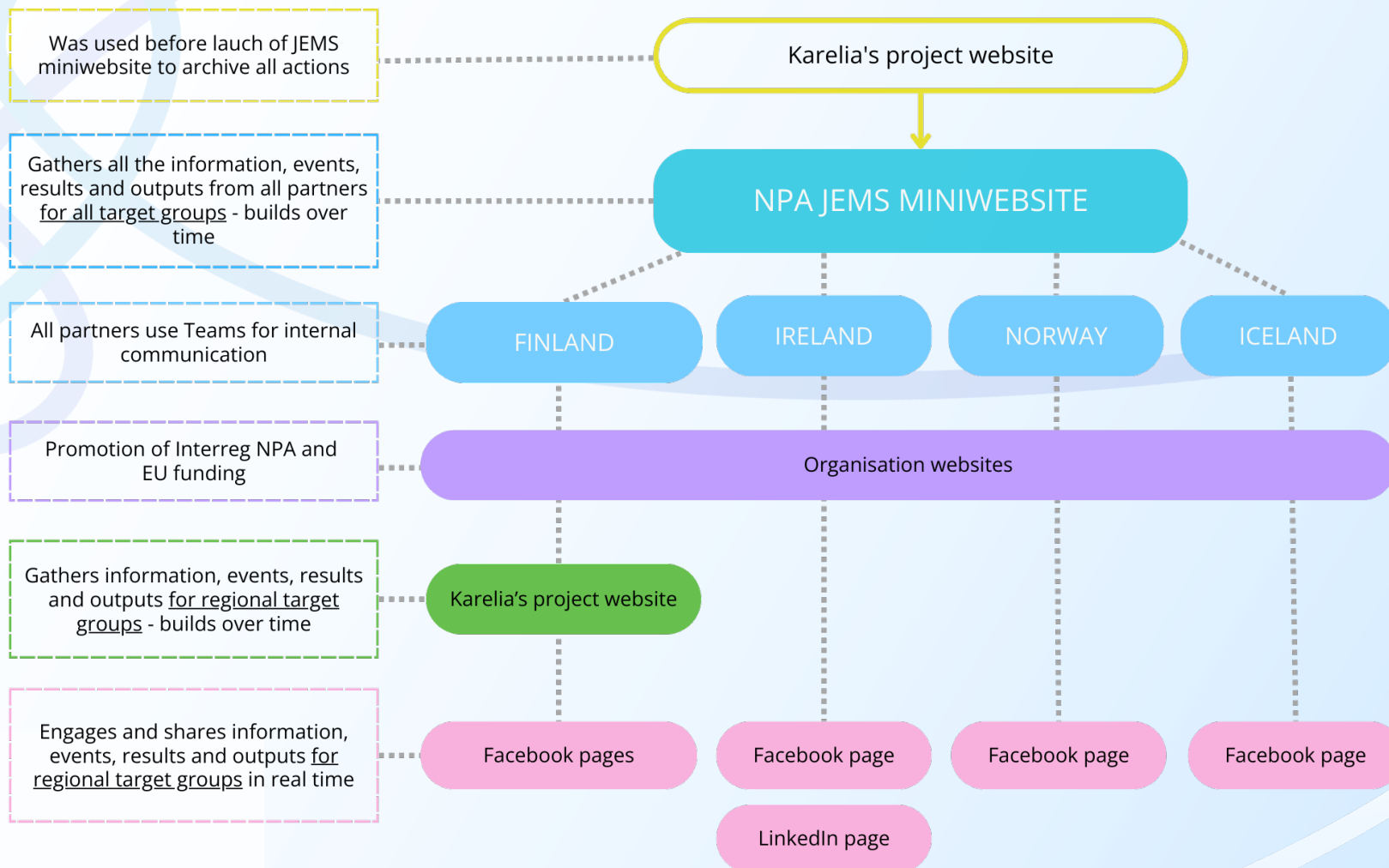
Communication plan = structure of implementation (when and how?)



GLOW2.0 Communication plan



GLOW2.0 Communication channels map



General Posts Files +

+ New Upload Edit in grid view Share Copy link

Documents > General > 2022_2025_Project implementation

- Name
- 1. Management (NPA manual...)
- 2. Communication (communication plan and activities)
- 3. Partner meetings & Learning Journeys (agenda and minutes)
- 4. Work package 1. Capacity building to develop training modules
- 5. Work Package 2. Immersive technology virtual planetarium dev...
- 6. Work Package 3. Transnational astro initiatives
- 7a. Reporting (reporting templates, timeline etc)
- 7b. GLOW2.0 Deliverables, Outputs and Results
- 8. Partner contact information (Partners, AP, WP Leads)
- 9a. Meeting of target groups_regional events
- 9b. Templates for events e.g. participant list, consent form for pho...
- 9c_JOINT EVENTS
- 9d_REGIONAL EVENTS
- 2022-2025_NPA GLOW2.0_Project activity plans and timelines.pdf
- 2022-2025_NPA GLOW2.0_Project implementation plan_template...
- Capacity Building Programme_workshops_events_timetable.xlsx

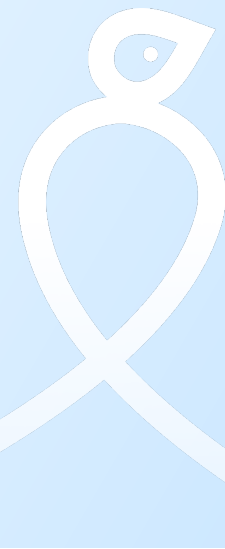
WP1. Capacity building to develop training modules.	Activity description	Mode/ stages of implementation	Period of implementation						Activity implementation		Division of tasks	Result/ output	Communication/ dissemination	Communication/ dissemination
			1	2	3	4	5	6	Start date	End date				
Activity 1.1. Verify the needs of the target audience/ engage target audience (P1-P2): Marketing awareness & skills, technical capacity in using immersive and other digital technologies, knowledge of dark skies science concepts and technologies, techniques for preserving dark skies, networking and partnerships with tourism agencies and other tourism operators.	Engaging with stakeholders for capacity building purposes (Survey and interview to determine their needs, priorities and responsiveness). Develop specification for the capacity building programme.	Survey and interviews, discussions with target groups, translation of findings into a formal capacity building programme.							2/16/2023	2/28/2023	Karelia UAS, PIAK, SSM, UiT, UnaG, WestBIC	survey in local language formats		
									3/1/2023	4/20/2023	Karelia UAS, PIAK, SSM, UiT, UnaG, WestBIC	summary of results from participating countries	project aims and objectives, survey/questionnaire	SMEs, IFS.
									4/21/2023	5/12/2023	Karelia UAS, SSMV	draft version for comments by partners, AIs*	specification of capacity training programme.	Partners, AIs.
									4/15/2023	5/22/2023	Karelia UAS, PIAK, SSM, UiT, UnaG, WestBIC	commencing phase.		
Activity 1.2. Develop capacity building materials (P3-P2): Creation of a formal capacity building and training programme as a series of modules (immersive tech, biodiversity, light pollution, tourism logistics etc.).	Develop a formal capacity building and training programme as a series of modules (immersive tech, biodiversity, light pollution, tourism logistics etc.).	Develop a formal capacity building and training programme as a series of modules (immersive tech, biodiversity, light pollution, tourism logistics etc.).							5/23/2023	5/30/2023	Karelia UAS, SSMV	survey results, capacity training possibilities to attract		IFS, SMEs, IFS.
											Karelia UAS, SSMV	summary of modules and potential beneficiaries.		
Activity 1.3. Implementation of the capacity building programme (CBP) in the different areas based on the needs of the target audience (P3-5): stakeholder and beneficiary engagements to adapt the capacity building training programme to the needs of the target	- stakeholder and beneficiary engagements with discussions (providing inputs into technical training and service design) to develop the service offer and tourist package (e.g., service design, learning	- regional workshops? Seminars or webinars? (deliverable: participant lists/ agendas/ event description).				3	4	5			Karelia UAS, PIAK, SSMV, UiT, UnaG, WestBIC	D1.3.1. Stakeholder workshops, seminars, webinars (P5).	- opportunity to participate in CBP programme, event and event activities, content (dark skies opportunity and light pollution).	- SAs (attracting SMEs, IFS), SMEs, IFS.

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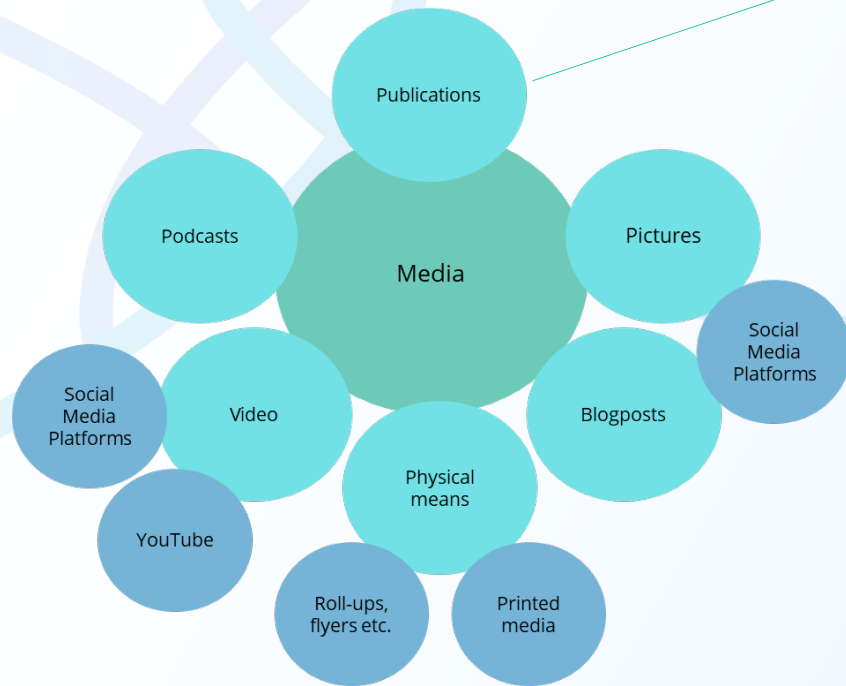
> Period 2 meetings (1.6.2023 - 30.11.2023) > Physical Partner

- Name
- Learning Journey - Belmullet images
- Minutes of meeting & related docs



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Communication = two-way communication
Dissemination = one-way communication*



<https://uasjournal.fi/2-2024/tulevaisuuden-kestava-matkailu-on-pimean-peitossa/>

New folder



Loistavat yöpilvet elokuussa. Kaavi 2018. Kuva: Olli Reijonen.

Tarja Kupiainen, Olli Reijonen & Outi Santaniemi

20.05.2024

Pimeys on leveyspiireillämme luonnonvara, jota toisinaan tuntuu olevan liikaakin. Matkailussa pimeyttä on hyödynnetty Suomessa lähinnä revontuliturismissa, mutta pimeän taivaan matkailussa on vielä paljon potentiaalia hyödyntämättä. Etenkin syrjäisten alueiden yrityksille pimeyteen liittyvät elämys- ja arvotekijät tarjoavat uusia mahdollisuuksia erottautua edukseen matkailumarkkinoilla.

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Anna Iivonen, Pekka Mäkelä,
Liisa Timonen, Kaisa Vuori (Eds.)
**Selected Perspectives on
Internationalisation
and Applied Education
and Research 2024**



B

Julkaisun pysyvä osoite on

<https://urn.fi/URN:ISBN:978-952-275-442-4>

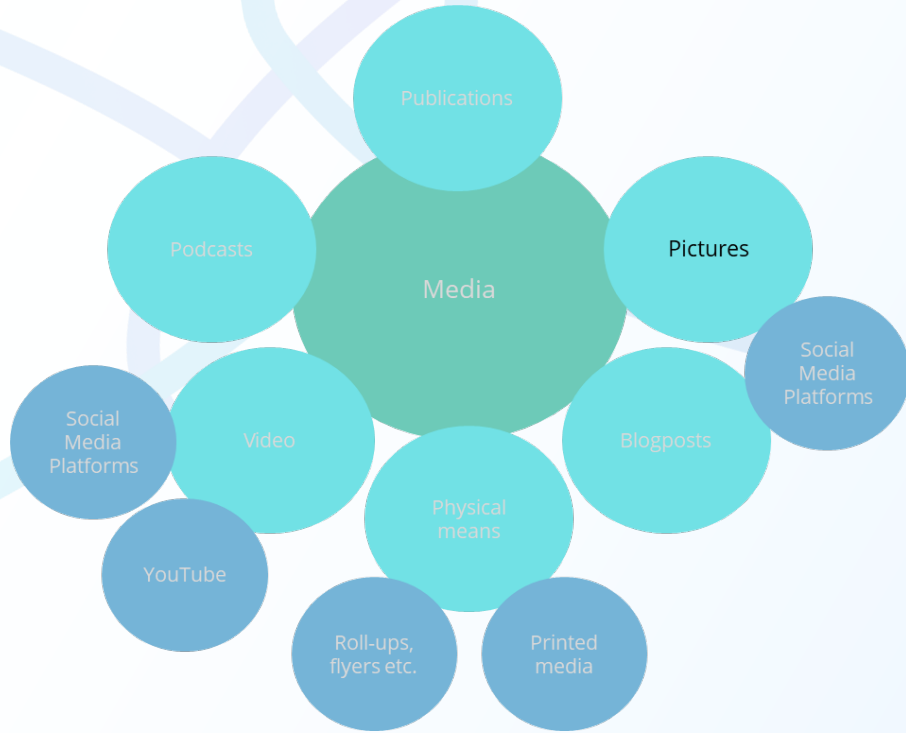
This publication addresses the key themes of Karelia University of Applied Sciences: applied education, practical research, and internationalisation. This collection of articles offers an in-depth look at how the university responds to the educational challenges and opportunities of today and the future. The publication aims to present Karelia University of Applied Sciences' strategic choices and actions that shape its operating methods and development directions.

Kokoelmat

Julkaisut

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Dissemination = one-way communication*



<p>10.12.2024 GLOW2.0 project was represented at "Under One Sky" conference 2024</p>	<p>28.10.2024 From Reykjavik to Blönduós via Sauðárkrúkur - Highlights of GLOW2.0 learning journey in...</p>	<p>28.10.2024 From Reykjavik to Blönduós via Sauðárkrúkur - Highlights of GLOW2.0 learning journey in...</p>	<p>13.05.2024 NPA GLOW2.0 international webinar attracts over 100 participants</p>

GLOW2.0 GALLERY

Project activities and events



Project activities and events



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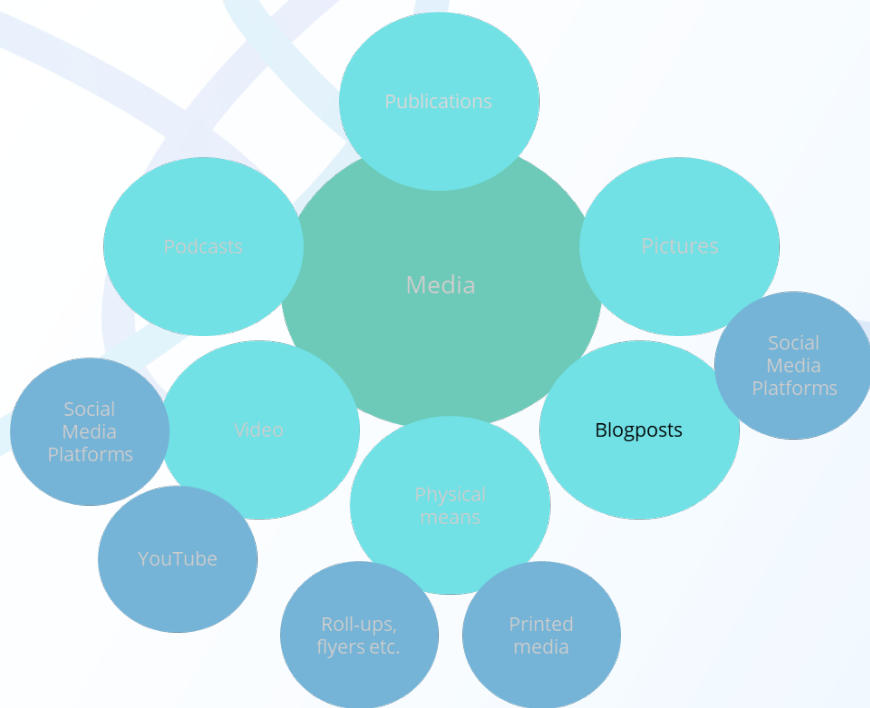
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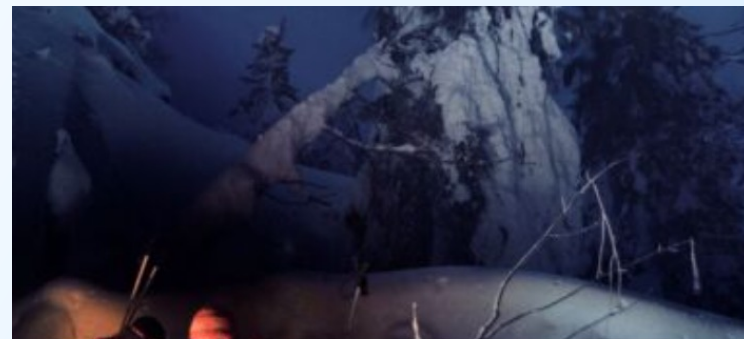
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NPA GLOW2.0 – valoa horisontissa

Miten pimeydestä on pohjoisen Suomen matkailuvaltioksi? Valaisemattoman taivaan matkailullisia mahdollisuuksia tarkastellaan Karelia-ammattikorkeakoulun GLOW2.0-hankkeessa, jonka tavoitteena on yhteistyössä paikallisten yritysten ja yrittäjien kanssa lisätä itäisen ja pohjoisen alueen vetovoimaa. Pohjois-Karjalan matkailutoimijoiden haasteina ovat pitkät välimatkat, ammattitaitoisen henkilöstön riittävyys,

nen. Viime puutetta niin nössä

ia luoda uusia kuussa 2022 1 tarjontaa ja sitä, itä teknologiaa



Projektikokouksesta Learning journeylle

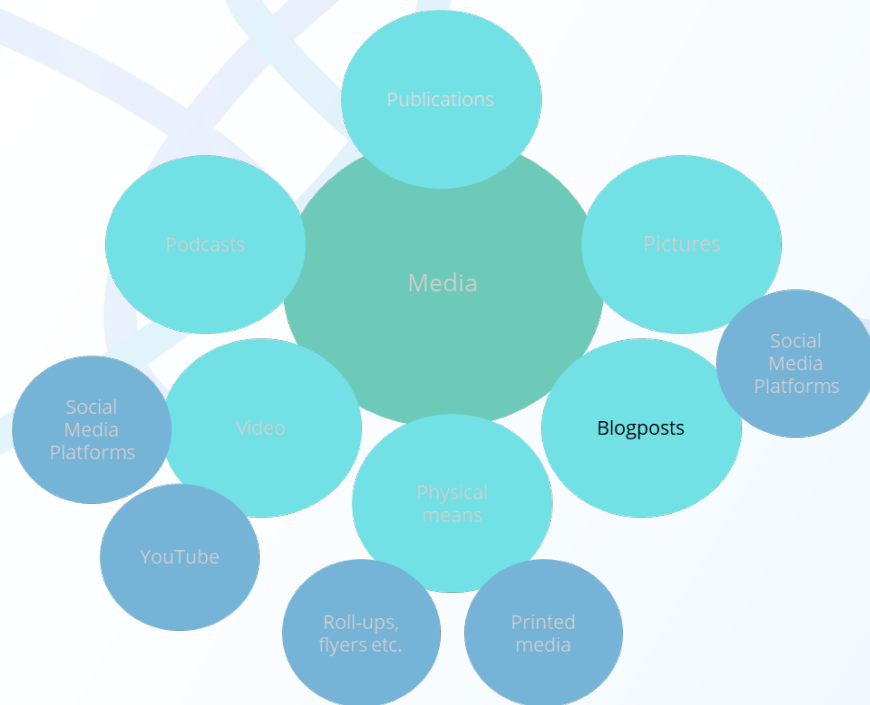
Kansainvälisissä hankkeissa kasvokkaiset tapaamiset ovat usein niitä, joissa aidosti saadaan asioita eteenpäin. Niinpä tässäkin projektikokouksessa luotiin systemaattisesti hankkeelle seuraavat askelmerkit, jotka loivat yhteistoiminnalle selkeyttä pitkälle vuoteen 2024. Samalla hankkeen toiminta valaisemattoman taivaan matkailun edistäjänä sai entistä jäsenyнемmän muodon ja selkeytti kansainvälisellä tasolla hankkeen toimintaa. Osallistujat olivat yksimielisiä siitä, että kokous oli onnistunut ja konkreettisesti hankkeen toimintaa.

Yhtäaikaisesti hankkeen projektikokouksen kanssa järjestettiin sen ensimmäinen sidosryhmien kohtaamis- ja oppimismatka, Learning journey, joita hankkeen aikana järjestetään kolmesti eri kohteisiin. Learning journeyn tarkoituksena on kirjaimellisesti oppia ja lisäksi levittää tietoa. Sidosryhmiä tutustutetaan syvemmin valaisemattoman taivaan teemaan ja pimeyden hyötyihin niin ihmisten kuin eläin- ja kasvikuntien kannalta. Keskeistä on myös tutustua erilaisiin tapoihin ja tuotteisiin, joissa valaisematonta taivasta ja pimeyttä eri maissa hyödynnetään. Learning journeyn osallistujat jakavat toistensa kanssa omia käytänteitä ja kokemuksiaan ja saavat niistä kansainvälistä vertaispalautetta. Kotikunnilleen he sitten voivat viedä mukanaan hyviksi havaitsemansa opit hyödynnettäväksi.

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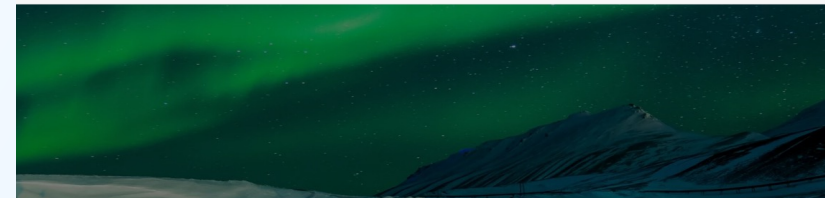
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<https://glow.karelia.fi/blogi/?query-6-page=2>

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Pimeys, valo ja valosaaste

6.6.2023

GLOW2.0-hankeessa keskitymme tarkastelemaan valaisemattoman taivaan mahdollisuuksia luoda uusia sisältöjä matkailupalveluihin ja rikastaa jo olemassa olevia tarjouksia. Pimeyden ja luonnollisen yön suojele pitää sisällään myös monia ekologisia ja kestävä kehityksen mukaisia elementtejä, joihin sukellamme syvemmälle seuraavissa blogikirjoituksissa. Kotiplaneettamme elonkiri on kehittynyt auringon, kuun ja tähtien valon ja sen voimakkuuden vaihtelun, spektrin, sekä valon ja pimeyden jaksottaisuuden...

» Lue lisää

<https://glow.karelia.fi/blogi/>

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Luonnollisen pimeyden merkitys ihmiselle

14.8.2023

Tähtitaivas ja Linnunrata ovat olleet ihmiskunnan historiassa merkittäviä inspiraation ja tiedon lähteitä. Ne ovat vaikuttaneet kulttuureihin, uskontoihin, tieteeseen ja taiteeseen. Taivaankappaleiden avulla on suunnistettu sekä opittu määrittämään aikaa ja vuodenaikaa. Valtava määrä myyttejä, legendoja ja uskonnollisia tarinoita eri kulttuureissa on saanut innoituksensa tähtitaivalta ja Linnunradasta. Taivaankappaleet ovat myös erottamaton osa kansanperinettä ja tarinoita, jotka ovat...

» Lue lisää

<https://glow.karelia.fi/blogi/>

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Hyönteiset ja valosaaste

31.7.2023

Hyönteiset ovat lajimäärältään maailman suurin eliöryhmä. Siksi niiden vaikutus ekosysteemisä on merkittävä. Ympäristön muutosten vaikutukset hyönteisiin voivat vaikuttaa dramaattisesti ekosysteemien rakenteeseen ja toimintaan, myös ihmisille tärkeisiin ekosysteemiin palveluihin kuten kasvien pölytykseen. Ruokaviraston mukaan maailman kukkivista kasveista lähes 90 % ja viljeltävistä kasveistamme noin 75 % on täysin tai osittain riippuvaisia pölytyksestä. Esimerkiksi metsämarjamme mustikka, puolukka ja...

» Lue lisää

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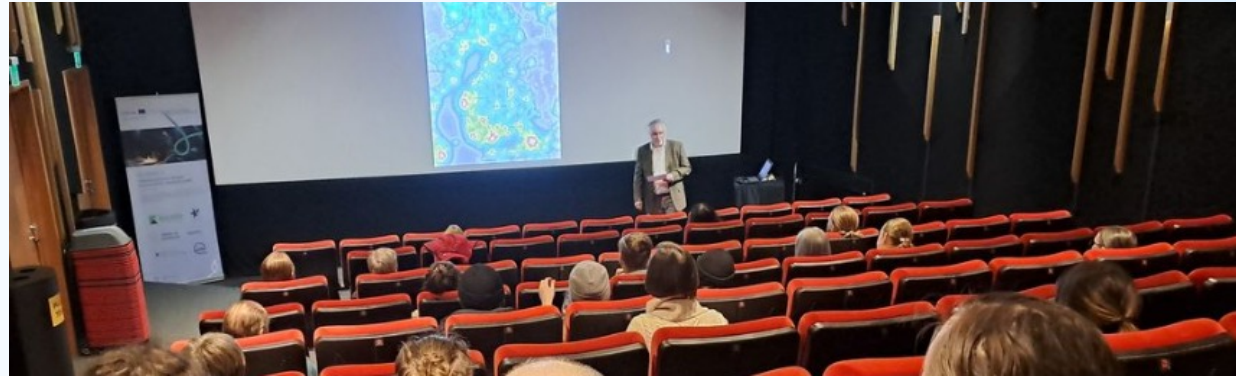
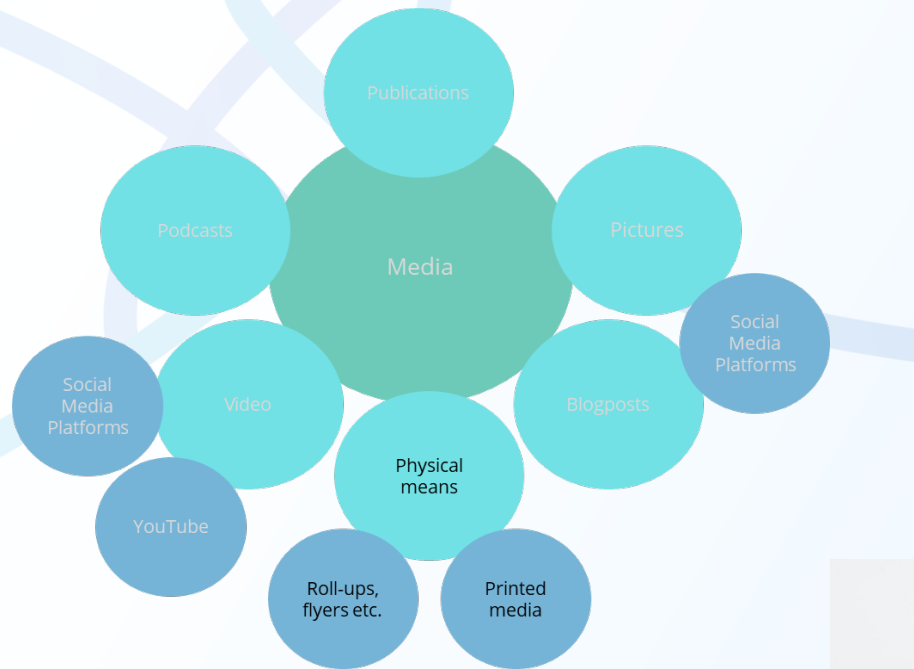
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Dissemination = one-way communication



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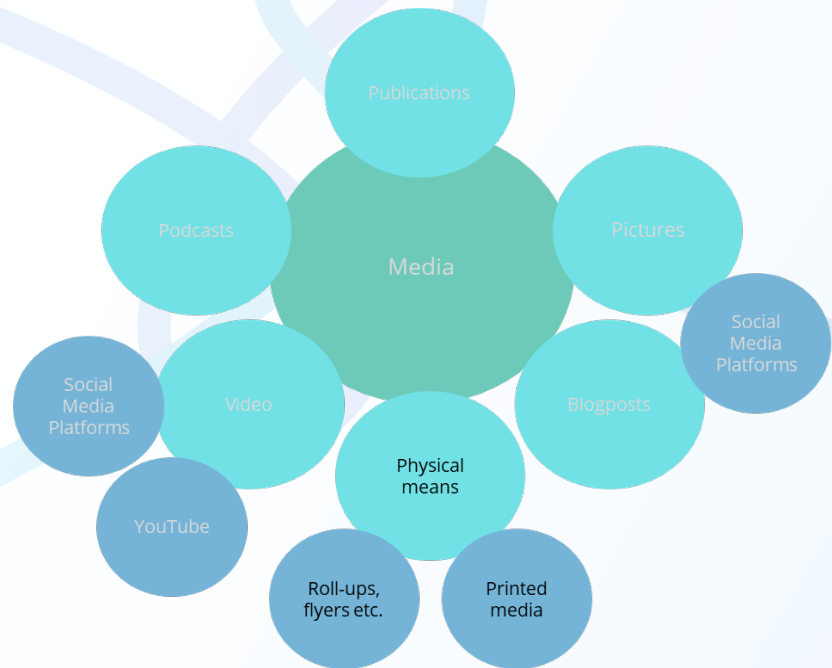
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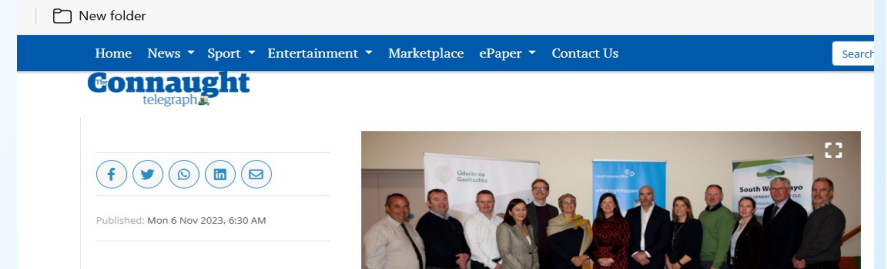
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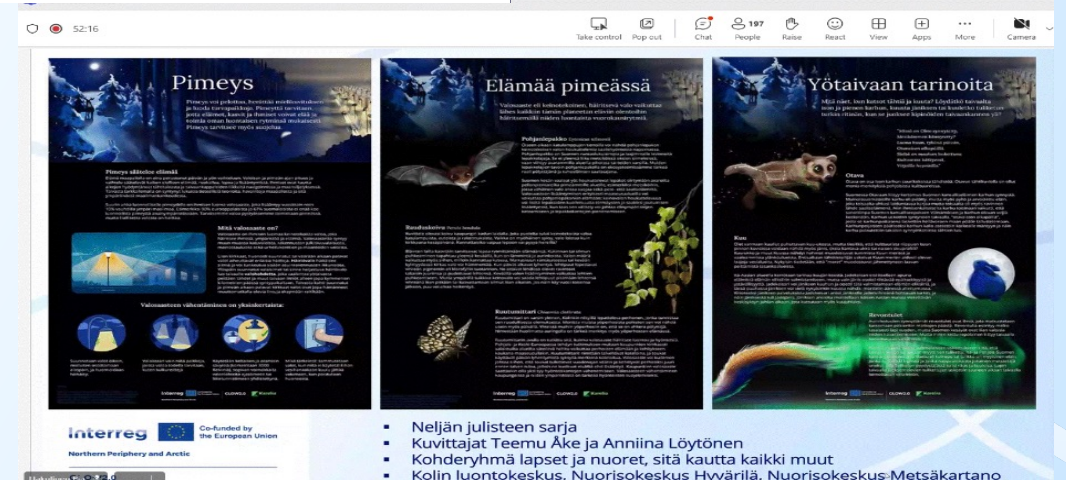
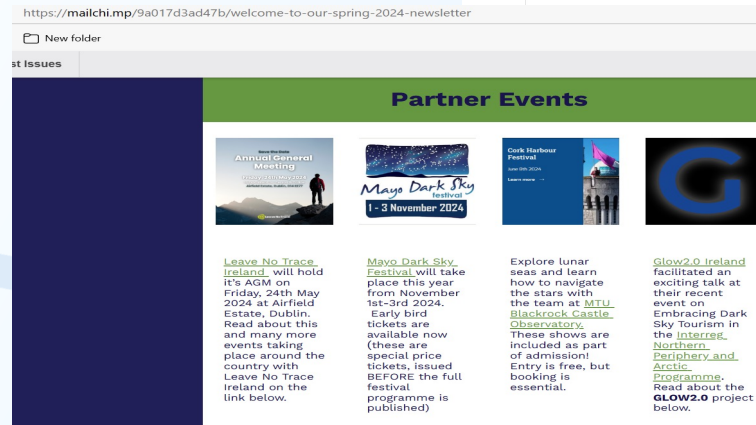


https://www.con-telegraph.ie/2023/11/06/innovative-steps-towards-sustainable-tourism-explored-at-mayo-event/



Pictured at 'Mapping the Future: Innovative Steps Toward Sustainable Tourism' were Sean Ó Coisdealbha (Údarás na Gaeltachta), Dominic Ó Morain (Joyce Country & Western Lakes Geopark project), John Magee (LEO Mayo), Olivia Kitterick (SWMDC), Rónán Mac Con Iomaire (Údarás na Gaeltachta), Sue O'Toole (SWMDC), Sabina Trench (SWMDC), Micheál Mac Donnchadha (Údarás na Gaeltachta), Martina Uí Dholáin (Údarás na Gaeltachta), Ultán Ó Fátharta (Údarás na Gaeltachta), Pamela Ní Thaidhg (Údarás na Gaeltachta), Michael Lennon (Westport Woods Hotel) and Michael Hegarty (Joyce Country & Western Lakes Geopark project) Photo: Trish Forde

Innovative steps towards sustainable tourism explored at Mayo event



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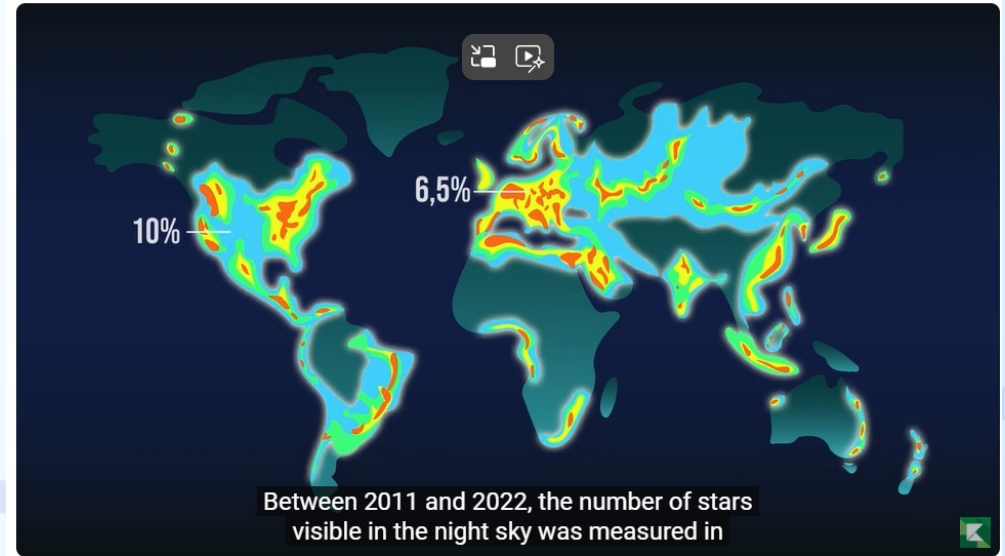
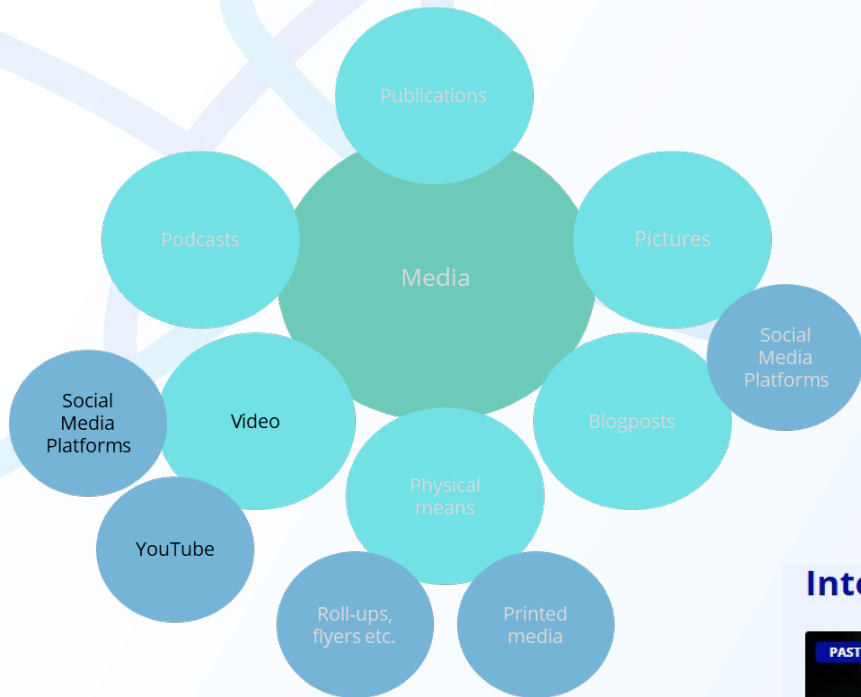
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- Neljän julisteen sarja
- Kuvittajat Teemu Äke ja Anniina Löytönen
- Kohderyhmä lapset ja nuoret, sitä kautta kaikki muut
- Kolin luontokeskus. Nuorisokeskus Hvväriä. Nuorisokeskus-Metsäkartano

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GLOW2.0 – Light Pollution

Karelia-amk - Karelia UAS
720 subscribers

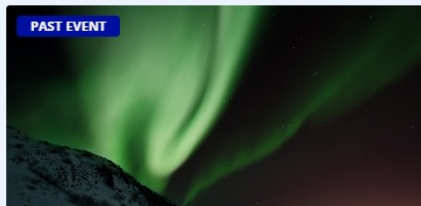
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Valosaaste ja häiriövalo on ihmisen tuottamaa keinovaloa, joka häiritsee ja tuottaa jopa haittaa ihmisille, eläimille ja kasveille. Valosaaste-animatio pureutuu valosaasteen syihin, sen vaikutuksiin ja...

International webinar



PAST EVENT

ONLINE VIA TEAMS (REGISTRATION REQUIRED)

30.04.2024

International Webinar - Embracing Dark Sky
Tourism in Northern Periphery and Arctic Region

Intro

Northern Periphery and Arctic (NPA)-projektet "GLOW2.0 - Green Energy Technologies for Tourism Growth" kartlegger reiselivsprodukter og tjenesteleverandører og reiselivsorganisasjoner om mulighetene for å utnytte vinterlys og natur

Page - College & university

glow.karelia.fi/en

Not yet rated (0 Reviews)

Photos

See all photos

Glow2.0 Norge
June 21, 2024

Along with the undeniable benefits of artificial light, light pollution has become one of the most common and fastest growing forms of environmental impacts. Light pollution is poorly directed or excessive artificial light at night (ALAN) that disturbs and impacts people, animal and plants. This light pollution animation explores the causes of light pollution, its effects and ways to reduce it. The animation was produced by third-year media students of Karelia University of ... See more



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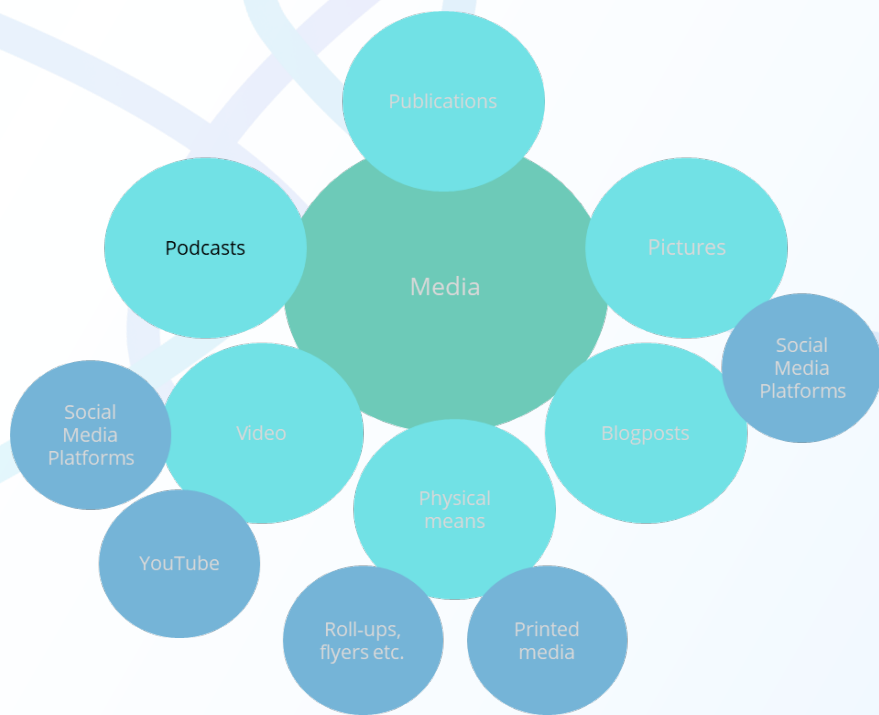
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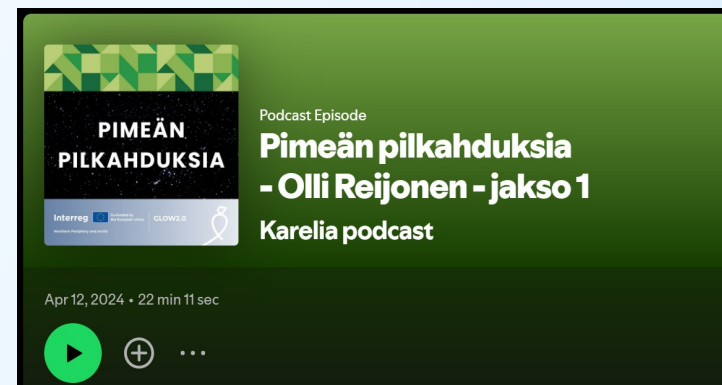
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GLOW2.0 Learnings & Recommendations

■ Align WP activities and timelines with communication plan

- *What in each WP is worth (a) communicating or (b) disseminating*

■ Identify key phases of own target groups engagement

- *When might we need to communicate an event, an output, a result?*
- *When might we have information from the project or project engagements worth disseminating?*

■ Map competence within the project

- *Where is what partner needed, who is best in what?*
- *Let your team members have a say*

■ Communication & dissemination needs

- *What do we want to achieve from the communication and dissemination efforts; to whom is what information relevant?*
- *How far do we want to engage my target groups: Regional? National? Transnational? Global?*

■ Communication and dissemination channels

- *Where are the target groups we want to reach? How best to reach each target group? Where (channels) are they?*
- *Do not underestimate your target groups, they can help further the level of project visibility*

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WHERE WE WORK

NPA programme (Interreg NPA) GLOW2.0 project

Partners★

- Karelia University of Applied Sciences, coordinator (Finland)
- Federation of Northern Lapland municipalities – PLAKY; Sodankylä, Inari, Utsjoki (Finland)
- Federation of Regional Authorities NW Iceland (Iceland)
- The Gaeltacht Authority (Ireland)
- Innovation and Management Centre WestBIC (Ireland)
- UiT The Arctic University of Norway (Norway)

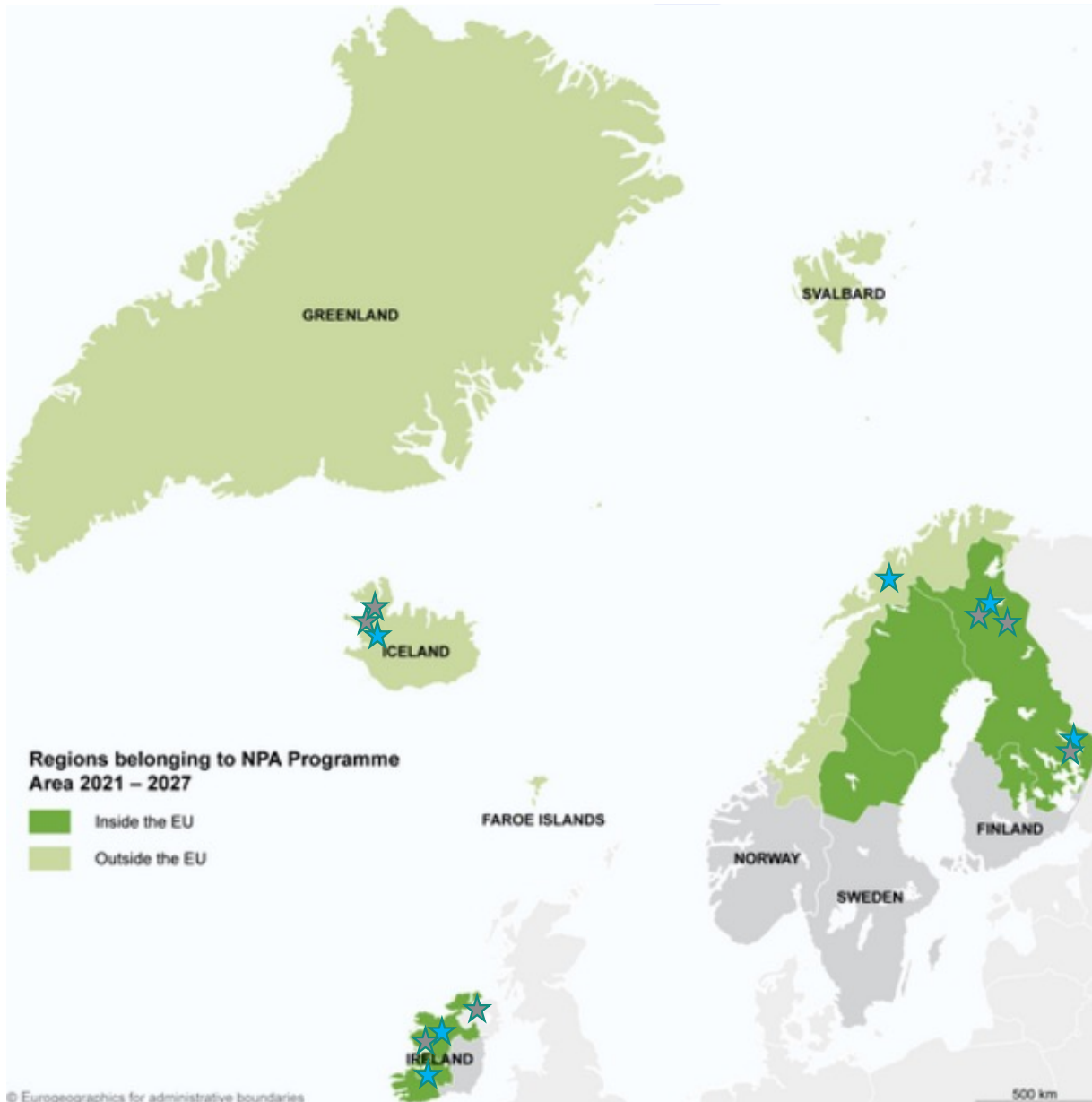
Associated partners★

- Ulster University (Northern Ireland)
- Snæfellsnes Regional Park (Iceland)
- Centre for Economic Development, Transport and the Environment/ NKBR (Finland)
- National Parks and Wildlife Services (Ireland)
- Värriö Subarctic Research Station | University of Helsinki (Finland)
- Hólar University (Iceland)
- Sodankylä Geophysical Observatory | University of Oulu (Finland)

Budget:

Total budget €1,798,328.64, ERDF-share of funding €1,366,645.00

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