

Terms of Reference

D 3.3.2 ToR for bloggers and invitations

1. Introduction

The #RomansWineDanube project invites selected bloggers and influencers to participate in a curated cultural journey along the Danube River, where Roman heritage, wine tradition, and sustainable travel intersect. The initiative is designed to promote responsible cultural tourism through immersive, low-impact experiences across historic sites, vineyards, and local communities located along the Roman Emperors and Danube Wine Route.

By taking part in this cross-border blogger trip, participants will experience and interpret the route as a living cultural landscape, shaped by shared Roman history and centuries-old wine culture. Through authentic storytelling and high-quality digital content, selected content creators will help bring the route closer to contemporary audiences, while supporting the project's broader objectives of sustainability, inclusiveness, and transnational cooperation..

2. Background

The Danube region represents one of Europe's most culturally and historically rich areas, shaped over centuries by trade, migration, and empire. Among its most significant legacies is the Roman presence, which established a network of cities, military camps, roads, and wine-growing areas along the river corridor. These historical layers form the foundation of today's Roman Emperors and Danube Wine Route, a cultural itinerary that connects heritage, landscape, and local traditions across national borders.

Building on this shared heritage, the #RomansWineDanube project—co-financed by the Interreg Danube Region Programme—aims to develop the Roman Emperors and Danube Wine Route into a sustainable, innovative, and market-ready transnational cultural tourism product. The project combines heritage interpretation, community involvement, and creative storytelling with environmentally responsible travel concepts, encouraging visitors to explore the Danube region in a slower, more conscious, and locally embedded way.

Within this framework, Activity 2.5: Development of Green Travel Tourism Products focuses on designing and testing sustainable cultural itineraries that integrate public transport, cycling, walking, and other low-emission mobility solutions. These green travel products are intended to reduce the environmental footprint of tourism while enhancing visitor experience and strengthening local value chains, particularly in rural and lesser-known sub-destinations.

To support the evaluation, refinement, and promotion of these green travel products, the project applies a reflective and experience-based approach through curated blogger and influencer trips. Rather than functioning solely as promotional actions, these trips serve as experiential testing and storytelling tools, enabling selected content creators to assess the attractiveness, feasibility, accessibility, and narrative potential of the developed itineraries. The insights and feedback generated through this process will contribute to the further improvement of the route and to the project's overall communication, dissemination, and knowledge-sharing objectives.

3. Objectives of the assignment

The objective of this assignment is to engage selected bloggers and influencers in a curated multi-day experiential trip, organised along selected sections of the Roman Emperors and Danube Wine Route, as further specified in the Scope of Work.. The assignment is designed to support both the communication and the evaluation of green travel tourism products developed within the #RomansWineDanube project.

The specific objectives of the assignment are to:

- Experience and interpret the Roman Emperors and Danube Wine Route through a structured itinerary lasting at least five (5) days, highlighting Roman heritage, wine culture, and sustainable mobility solutions.
- Create high-quality, authentic digital content that communicates the values of responsible cultural tourism, sustainability, and cross-border cooperation to diverse international audiences.

- Test and assess the feasibility, attractiveness, accessibility, and narrative potential of the green travel itineraries developed under Activity 2.5 – Development of Green Travel Tourism Products.
- Promote lesser-known destinations and rural areas along the route, strengthening their visibility and integration into the transnational cultural tourism offer.
- Generate experiential insights and qualitative feedback that can support the further refinement, transferability, and long-term sustainability of the route and its green travel products.

The assignment combines content creation with experiential evaluation, ensuring that the blogger and influencer trips contribute not only to outreach and visibility, but also to the continuous improvement and strategic positioning of the Roman Emperors and Danube Wine Route as a sustainable cultural tourism product..

4. Scope of work

Selected bloggers and influencers will participate in a curated, partner-led green travel itinerary of a **minimum duration of five (5) consecutive days** along selected sections of the Roman Emperors and Danube Wine Route. The itinerary will be designed and coordinated by the project partners in cooperation with local stakeholders and destination management organisations.

The scope of work includes the following elements:

- Active participation in a multi-day programme lasting at least five (5) consecutive days, excluding travel days to and from the destination where applicable. Each active day will include a combination of cultural heritage visits, wine and gastronomy experiences, and green mobility components.
- Engagement in Roman heritage interpretation, including visits to archaeological sites, museums, historic towns, and cultural landscapes connected to the Roman Emperors and Danube Wine Route.
- Participation in wine- and gastronomy-related experiences reflecting local traditions, short supply chains, and sustainable production practices.

- Use and testing of low-emission and sustainable mobility options, such as public transport, walking, cycling, or other environmentally friendly travel solutions integrated into the itinerary.
- Interaction with local communities, cultural institutions, creative professionals, and tourism stakeholders, contributing to authentic storytelling and place-based narratives.
- Creation of digital content during and after the trip in accordance with the deliverables defined in this Terms of Reference.
- Provision of qualitative feedback and experiential insights related to the itinerary, including its feasibility, accessibility, visitor experience, and narrative potential, upon request by the project partners.

The itinerary will follow a pre-defined programme and will not be subject to individual modification by participants. Detailed schedules, locations, and logistical information will be provided to selected participants in advance of the trip.

5. Deliverables

Selected bloggers and influencers will be required to produce and deliver a defined set of digital content outputs related to their participation in the #RomansWineDanube green travel itinerary. All deliverables must reflect the values of responsible cultural tourism, sustainability, and authentic storytelling, and must be aligned with the communication objectives of the project.

Unless otherwise agreed in advance, the expected deliverables include:

- A minimum of one (1) permanent post or article published on the participant's primary digital platform (e.g. blog, Instagram feed post, Facebook post, or equivalent), presenting the overall experience of the Roman Emperors and Danube Wine Route.
- A minimum of three (3) live stories for the duration of the trip (as per the bloggers' choice, covering all the main activities, sharing their personal impressions).

- Where relevant and appropriate to the creator's platform, one (1) short-form video content piece (e.g. Reel, Short, or similar format), focusing on immersive storytelling and experiential aspects of the itinerary.

The exact choice of platforms and formats will be agreed in advance between the selected participant and the responsible project partner, taking into account the creator's audience profile, content style, and platform relevance.

All content must:

- Clearly reference the #RomansWineDanube project and the Roman Emperors and Danube Wine Route.
- Include agreed project hashtags, partner tags, and visibility elements related to EU co-financing, in line with the project's communication and branding guidelines.
- Be published within the timeframe defined by the project partners and communicated to participants in advance.
- Respect ethical, cultural, and sustainability principles outlined in this Terms of Reference.

Feedback and Reporting

In addition to content publication, selected participants will be required to submit a short feedback report reflecting on their experience of the itinerary. To ensure consistency and relevance of the collected information, the feedback will be provided using a standardised template prepared by the project partners, clearly indicating the expected type of information.

The feedback template may include, among others, qualitative inputs related to:

- overall visitor experience,
- feasibility and attractiveness of the itinerary,
- sustainability and green mobility aspects,
- accessibility and inclusiveness,
- narrative and storytelling potential of the route.

Where available, participants may also be asked to share basic content performance insights (e.g. reach or engagement figures), strictly for internal evaluation, learning, and project reporting purposes.

Rights and Usage of Content

The use of produced content will be governed by a separate and more detailed Rights and Usage Agreement, to be signed by selected participants prior to the trip. This agreement will explicitly define:

- the project partners entitled to use the content,
- the scope, duration, and territorial extent of usage rights,
- permitted forms of content reuse for project communication, dissemination, and promotional purposes.

The Rights and Usage Agreement will be based on existing best practices and, where applicable, on standard templates commonly used by tourism organisations and destination management agencies.

6. Participant profile

The assignment is open to bloggers and influencers who demonstrate a strong interest and proven experience in cultural tourism, sustainable travel, heritage interpretation, or related fields. Participants should be capable of producing high-quality, authentic digital content that aligns with the values and objectives of the #RomansWineDanube project.

Applicants are expected to meet the following profile criteria:

- Demonstrated experience in travel, culture, heritage, gastronomy, or sustainable tourism storytelling, evidenced through active digital platforms and previously published content.
- An established and engaged audience relevant to the themes of the Roman Emperors and Danube Wine Route, with a focus on quality of engagement rather than follower quantity alone.
- Ability to communicate experiences in a reflective, narrative-driven, and responsible manner, avoiding overtly promotional or purely commercial content styles.
- Interest in, or experience with, sustainable travel practices, including slow travel, green mobility, and environmentally conscious tourism behaviour.

- Willingness and availability to actively participate in a multi-day itinerary of a minimum duration of five (5) consecutive days, in line with the Scope of Work.
- Openness to engage with local communities, cultural institutions, and project partners in a respectful and collaborative manner.
- Readiness to comply with project requirements related to deliverables, feedback reporting, content usage rights, and EU visibility obligations.

The project encourages applications from content creators addressing diverse target groups, including families, young travellers, senior travellers, persons with disabilities, and culturally curious audiences. Content that contributes to greater awareness of accessibility, inclusiveness, and lesser-known destinations along the route will be particularly valued.

Final selection of participants will be carried out by the project partners based on relevance, content quality, audience alignment, and overall suitability for the objectives of the assignment.

7. Timeline

The implementation of the blogger and influencer trip will follow the general timeline outlined below. Specific dates and locations will be confirmed in coordination with selected participants and local partners:

- Call for Applications Published: [3rd February 2026]
- Application Deadline: [2nd March 2026]
- Participant Selection and Notification: [13-16th March 2026]
- Pre-Trip Briefing & Coordination: [18-20th March 2026]
- Blogger Trip Implementation: [20 – 24th April 2026]
- Content Delivery Deadline:
 - Daily content: during the trip (real-time publication)
 - Blog post and short video: within 7-10 days post-trip
 - Multimedia materials and feedback report: within 14 days post-trip
- Final Evaluation & Project Reporting: [Insert Date – typically 1 month after the trip ends]

8. Compensation and coverage

All selected participants will receive support to ensure a smooth and enriching experience throughout the blogger trip. The following costs and benefits will be covered or provided:

- **Travel Expenses:**
 - Transportation to and between destinations along the itinerary, with a focus on sustainable modes (train, bike, boat, etc.)
 - Economy-class tickets or equivalent for long-distance travel
 - Local transport and transfers during the trip
- **Accommodation:**
 - Fully covered for the duration of the trip
 - Lodging will be in locally owned, mid-range guesthouses, boutique hotels, or similar, aligned with sustainability principles
- **Meals and Cultural Activities:**
 - All meals during the trip (breakfast, lunch, dinner)
 - Entry fees, guided tours, and scheduled tastings
- **Honorarium:**
 - A flat-rate **honorarium** will be offered to each participant upon full completion of the deliverables
 - Amount and payment terms to be specified in the agreement
- **Visibility and Networking:**
 - Participants will be featured on official #RomansWineDanube channels
 - Opportunities to network with local stakeholders, winemakers, and heritage professionals

9. Ethical and sustainability commitments

All participants are expected to uphold the values and principles of responsible tourism, cultural sensitivity, and environmental awareness throughout the duration of the blogger trip. The following commitments must be observed:

- **Cultural Respect:**

- Engage with local communities and heritage sites in a respectful and inclusive manner.
- Accurately represent Roman history, traditions, and cultural narratives, avoiding stereotypes or misinformation.

- **Environmental Responsibility:**

- Prioritize the use of sustainable and low-impact transport options (e.g., train, bicycle, e-vehicle, walking) whenever possible.
- Avoid the use of single-use plastics and minimize waste during the trip.
- Support local businesses that follow environmentally conscious practices.

- **Authenticity and Transparency:**

- Clearly disclose the sponsored nature of the trip in all published content in accordance with relevant advertising standards and platform guidelines.
- Share honest and balanced impressions of destinations and experiences while aligning with the project's communication goals.

- **Inclusive Communication:**

- Ensure that all content is respectful, inclusive, and accessible to diverse audiences.
- Avoid offensive, discriminatory, or insensitive language and imagery.

- **Alignment with Project Objectives:**

- Promote the core values of the #RomansWineDanube project: sustainable tourism, cultural heritage preservation, cross-border cooperation, and community involvement.

Failure to adhere to these commitments may result in the termination of the participant agreement and withdrawal of project support.

10. Content right and use

To ensure visibility and impact of the #RomansWineDanube project while respecting the rights of content creators, the following terms apply:

- All content created within the framework of the blogger trip must include clear references to the #RomansWineDanube project and relevant partner organizations (e.g. through hashtags, mentions, or logos as applicable).
- Participants retain full ownership of all content produced.
- By participating in the trip, creators grant project partners **non-exclusive, royalty-free rights** to use the submitted content for non-commercial purposes, including but not limited to:
 - Digital and print promotion of the project
 - EU project reporting and dissemination
 - Social media campaigns, websites, exhibitions, and educational material
- Any use by project partners will include proper credit to the original creator.
- Participants must ensure that all content complies with GDPR and intellectual property rights.

11. Monitoring and evaluation

To assess the effectiveness of the blogger trip and its contribution to the project's objectives, the following monitoring and evaluation measures will be applied:

- **Real-time Monitoring:**
 - Project partners will track and document all published content (blogs, posts, videos, etc.) using agreed hashtags and links.
 - Engagement metrics such as reach, likes, shares, comments, and click-throughs will be collected where accessible.
- **Post-Trip Evaluation:**

- Each participant will submit a brief feedback report (1-2 pages) summarizing their experience, travel logistics, impressions of destinations, and content performance insights.
- Partners will conduct an internal review of content quality, thematic alignment, and overall visibility.
- Key findings will inform future promotional activities and the final project communication outputs.

12. Requirements relating to the use of European funds

Participants are advised that the financial support provided is funded by the European INTERREG programme funds. This results in an obligation to disclose data (personal data, invoices) to the EU Commission, e.g. in reports and audits. Audits may be carried out up to five years after the end of the project, i.e. until 2031.

13. Contact and coordination

Roman Emperors and Danube Wine Route Contact Point:

danuberomanwineroute@gmail.com