



Civil engagement, integration and better management of the national intangible heritage to raise awareness of European common values - EU context, perspectives and active citizenship

TRAINING PLATFORM PROMOTION

As part of its dissemination strategy, the InThrace project has been actively promoted across the Greek media landscape by project partner University of West Attica (UNIWA), reaching readers well beyond its academic network.



**Co-funded by
the European Union**

Amplifying the Project's Reach

Since early 2026, UNIWA has coordinated a media campaign spanning regional newspapers, national outlets, and partner-meeting announcements, ensuring InThrace's activities and pilot testing reach students, institutions, and the wider public.

Coverage Facts

- Nine media appearances across Greek regional and national press since March 2026.
- Conference coverage reaching international audiences through TravelDailyNews and other outlets.
- Dedicated announcements thanking pilot-testing participants and partner institutions.
- Continuous updates shared through partner meetings and university communications.





Regional Press Releases

To maximise the visibility of the InThrace project among the general public, UNIWA secured coverage in the Greek regional press, publishing dedicated announcements that introduced the project and its goals to local readers across several regions.

Sfedona (sfedona.gr)

- A regional announcement introducing InThrace and its objectives to readers across the wider area.

Korinthia (korinthia.net.gr)

- A parallel announcement carried by the Corinthia regional press, reaching readers across the Peloponnese.

Sikionia (sikionia.gr)

- A further regional announcement describing the project's methodological framework for intangible cultural heritage.

Ptolemaida News (ptolemaidanews.gr)

- An additional regional announcement extending the project's press coverage to northern Greece.

Together, these regional announcements ensured that InThrace's mission reached diverse communities across Greece, well beyond the university's immediate academic network.

Featured Outlets

 Sfedona — sfedona.gr

 Korinthia — korinthia.net.gr

 Sikionia — sikionia.gr

 Ptolemaida News — ptolemaidanews.gr



Conference & Pilot Coverage

Beyond regional press releases, UNIWA also secured coverage of the InThrace pilot testing and final conference in dedicated departmental and specialised media, reaching both academic and general audiences.

Pilot Testing — UNIWA (acefir.uniwa.gr)

- An announcement thanking the students and staff who took part in the InThrace pilot testing sessions.

Conference Coverage — UNIWA Department Announcement (ba.uniwa.gr)

- A department announcement, held under the patronage of the Hellenic Parliament and the Greek National Tourism Organisation, on cultural and religious tourism, illustrated with photographs of the large audience in attendance.

TravelDailyNews (traveldailynews.gr)

- Coverage by one of Greece's oldest electronic newspapers, reaching an international readership across Europe, Asia, and the Americas.

Dina Nikolaou (dinanikolaou.gr)

- An additional announcement reaching an outlet with roughly 197,000 followers, featuring the same conference photograph with the InThrace and ReligiTour banners.

These features placed the final conference and pilot testing in front of academic, cultural, and general-interest readers across Greece and abroad.

Ερευνητικό Εργαστήριο Διοίκηση Έρευνα Διδασκαλία





Partner Meetings & Media

The InThrace project has also been promoted directly through the project's own network of transnational partner meetings (TPMs), where partners share updates on dissemination and promotional activities.

💛 4th Transnational Partner Meeting — UNIWA (ba.uniwa.gr)

- An announcement marking the fourth partner meeting, hosted at the University of West Attica in a festive atmosphere, bringing together all six InThrace partner institutions.

Together, these regional press features, conference articles, and partner-meeting announcements form a comprehensive record of how the InThrace project has been shared with academic communities and the wider Greek public throughout its dissemination phase.

For the full set of promotional materials and press coverage, visit the InThrace media kit.



🌐 Visit: inthrace.unitbv.ro/media-kit/

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