

# Czech-UNDP Challenge Func

## Milestone Reporting



**Project Title: SMART DESTINATION MANAGEMENT AND INNOVATIVE DIGITAL GUIDE INFRASTRUCTURE FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE REPUBLIC OF MOLDOVA**

<b>Milestone number</b>		<b>4</b>
<b>Innovator</b>		<b>SmartGuide s.r.o.</b>
<b>Local Partner</b>		<b>Invest Moldova and ANTREC</b>
<b>Project Locations</b>		<b>Moldova</b>
<b>Start date – End Date</b>		<b>1.10.2022 - 30.9.2023</b>
<b>Funding (total USD)</b>	<b>UNDP Award</b>	<b>Co-Funding</b>
<b>68 572</b>	<b>39 758</b>	<b>28 814</b>

## I. SUMMARY

*The executive summary is a concise brief on the progress toward the expected results during the reporting period. The section should include context and key developments of the project; progress against expected results; key challenges and risks faced in the implementation (and what has been done to mitigate them); lessons learned as appropriate; utilization update - mention the total project budget (as proposed in the application); report on cumulative utilization (indicating the % utilization in brackets) on utilization during the reporting period; key recommendations. Suggested length – 1-page maximum*

The project started with a kick-off meeting of SmartGuide, Invest Moldova, and ANTREC on October 20. We introduced the team, responsibilities, project manager, overall plan, and milestones during the meeting. We have agreed on the initial destinations we want to start the digitization and make as a showcase for future authors. The master content will be worked on in English, and once finalized, it will be translated into Romanian. Invest Moldova will provide the sources for Master Content. The presentation of the meeting and the list of participants are enclosed.

The work on the content started immediately. So far, there have been 61 places of interest for Chisinau digitized and 37 points for Gagauzia. SmartGuide Team has also organized training for the Invest Moldova Team to work with the content management system.

Invest Moldova organized local outreach to all B2B partners at the end of November - Destinations and Attractions (castles, monasteries, museums, galleries) were informed about the UNDP project and invited to participate and promote the destination/attraction.

The Meeting and Training of the B2B Partners was organized on December 12. We have realized the language issue, so we have hired a translator for simultaneous translation English - Romanian. To make it easier, we prepared a training video with the Romanian voiceover. This way, it can be reused for any future training. We have presented the SmartGuide Application, the Content Management System, and how they can register. The Meeting was well-received; partners raised questions, and new partners registered right after the meeting.

Our Community platform team is already onboarding partners, helping them to create accounts and start to create content - add POIs, create tours, and add other language options - almost 46 partners registered for the training, and about 40 of them joined.

At the end of the training, we have launched the campaign “Moldova: A place to find yourself,” a competition where the 10 best guides will be awarded. The campaign ran from Dec 2022-August 2023, during which partners created content, published, implemented marketing, and started getting users. The press release for the campaign is enclosed.

2 days after the training, 10 partners registered and created content. Our team for the Community Platform still helps the authors prepare their best guides.

The launch of the application was done as planned, with media coverage on both sides; the Moldova stand at ITB was designed with the SmartGuide QR code, and so was one side of the SmartGuide stand. Our marketing manager has prepared a detailed marketing plan, which was introduced to the Invest Moldova Team. We have

designed and printed material for all the tourist info centers and handed them over to the ITB Berlin team in person.

The author contest was extended till the end of August to get more authors and continue monitoring app usage.

We have evaluated the number of published points of interest, number of tours and downloads. e have shared the results with the Invest Moldova. Created vouchers for the first 10 authors and Invest Moldova has made the announcement during the event. All authors received the voucher for 500 EUR Cash or credit for services - adding more content, content optimization, fixing the phonems, adding more language options or adding an AR picture, recently added new feature. So far received half of the forms filled out.

We provide the dashboards and heatmaps, continue to create marketing collaterals and publicity.

Written a blog [SmartGuide leads Moldova's digital tourism marketing with digital travel guides for the entire country](#) which is shared as a use case for regions.

## II. BACKGROUND

*This section should provide a short introductory of the project, including an overview of the situation analysis, objectives and changes in the context/situation. It should be kept brief, expand only on key changes that might affect implementation. This part should include brief background of project and its rationale; context including linkage to other ongoing projects/programs; Project Approach, including Project Set up and management and coordination arrangements; listing of the main responsible parties. Suggested length - half a page maximum*

The plan is to create a digital guide for the Republic of Moldova to accelerate sustainable tourism development in the country and prevent local destinations from reinventing the wheel. We will connect to the local travel partners - destinations, cities, municipalities, attractions, and local guides. We will train and encourage them to join the global platform, bring their local places, culture, and history to share with more than 700,000 mostly Western travelers, and join the 700 destinations around the globe.

To work on our objectives, communication was done via video calls and emails almost daily. The project plan is shared online on Google Drive. Invest Moldova received proper training for using our content platform, and their team was able to create content in the Romanian language. Following our December 12 meeting, they had all the materials and information necessary to share with local partners in Moldova for them to do the same.

There have been no changes so far that would affect our current objective. Our objective for this milestone was to spread training information to B2B partners in Moldova with the help of Invest Moldova. This was possible with the December 12th meeting, where we introduced all the training information. This was a brief overview of the website and how to use it, and the training material was shared with all participants afterward with Invest Moldova's help. This includes a 40-minute overview video of our CMS platform for publishing content with a Romanian voiceover.

With this information, all involved parties are on track to completing future objectives, including the launch of the campaign, "Moldova: A place to find yourself" competition. This opportunity and incentive for content creation was announced at our Dec. 12 training, so anyone can still participate even if they join later.

### III. MAIN ACTIVITIES AND KEY RESULTS

*This section should focus on results backed by evidence of achievements. Give an overall and clear sense of the 'before-and-after' of the project intervention. Describe and analyze activities but emphasize on linking them more solidly to expected results by also including references and evidencing how the total number of activities helped to reach the results within the reporting period. Suggested length – 1-3 pages.*

#### **Content digitization by SmartGuide**

With the help of the SmartGuide platform, our team was able to work with Invest Moldova to digitize and implement their existing tourist content into our app in English and Romanian. So far, we have added the capital city, Chisinau, and a district outside of it to provide two examples of what SmartGuide can do for all of Moldova. Before, we had no guides for Moldova, but now the content is used for training purposes and is currently being perfected by Invest Moldova to make it public for all SmartGuide users. This allows us to expand content in the area as soon as possible.

#### **Training of the new authors**

To expand on SmartGuide's content digitalization, we have already trained almost 40 B2B partners of Invest Moldova. The trainees were primarily representatives for cities and districts across the country. Once registered on our Content Platform website, SmartGuide's Content Platform team is prepared to walk these new users through every step of digitalizing their content. Our platform did not have any Romanian content before, and now we have registered users ready to share their content.

#### **Content digitization by Moldova partners**

With Milestone 2, we have successfully completed all necessary steps that will allow us to work on Milestone 3, which focuses on getting full digital coverage of tourist content in Moldova! We will continue to push registration and swiftly address any roadblocks that may occur for all B2B partners as they integrate as SmartGuide CMS users. Our Content Team and Marketing teams will also continue their work supporting Invest Moldova.

#### **Developed and launched new feature Regional function**

An essential part of the project and our co-share investment was the development of the regional function, which started in December, was developed, tested in February, and launched, the details are enclosed further.

#### **Implementation and distribution Action Plan**

Due to reorganizational changes in Invest Moldova, the scope of activities on the Moldovian side was not performed as expected. We had to prepare a detailed action plan, which we worked on together.

We needed to align across the new organisational structure - Ministry of Culture - Invest Moldova - Antrim + possibly others, to make sure that they all worked with the tool and continued to develop it - promote, add new content, integrate with all newly prepared materials, and during all events.

We will onboard more authors not only from destinations but also attractions, we will do detailed outreach together. Originally, it was expected to be done by the IM team, but due to the organisational changes, the project is now in the hand of Valentin, which is not that experienced and has language limitations. So, we drove local outreach more, prepared a list of tasks for IM, and prepared the messages for relevant verticals.

We introduced the concept of working with universities and students with a tourism curriculum. Students practice their digital skills and can then help the partners with the digitization. With the students' help, we added more content over the summer.

Our team has identified historical places, hidden gems, and places ideal for rural tourism as this one is now trending; we added those in addition to the original plan by September. The plan also includes distribution via main transporters - we started the implementation with Air Moldova, which launched direct flights from Prague but now is on hold due to their problems. Ion is opening negotiations with Moldovian railways.

Since their situation is a bit delicate, I have agreed with Ion to work together, get introduced to all key players, and help Valentin with implementation.

#### IV. PARTNERSHIP AND SUSTAINABILITY

*Briefly describe all partnerships, including new ones built in the course of the reporting period. Report on the major impact that these partnerships have on results. How stakeholders, counterparts and/or local communities are/were engaged in the implementation of the project to ensure the sustainability of the project. Suggested length – half a page*

With the help of Invest Moldova, our guide competition campaign has reached most tourist-related agencies and representatives in Moldova. We have done this via email directly and on both of our respective social media platforms.

Some partners we are directly in contact with via our Content Management System site where they have already registered as users to create content, include

- National Association of Rural, Ecological & Cultural Tourism in Moldova (ANTREC)
- Centrul de Informare Turistică raionul Călărași
- Centrul Informare Turistică Cahul
- Directia Cultura, Turism, Tineret si Sport or. Drochia
- Muzeul Național de Etnografie și Istorie Naturală
- Secția Cultură Ialoveni
- Sectia Cultura si Turism Glodeni
- Secție Cultură Basarabeasca
- Tourism at Government of Moldova

##### **Destination published:**

- [Aleea - Istoria unei epoci](#)
- [Bălți \(Бельцы\)ru](#)
- [Cahulro](#)
- [Cantemirenro](#)
- [Chișinăuenruro](#)
- [Cricovaen](#)
- [Drochiaro](#)
- [Edinet Districtenro](#)
- [Gagauziaenro](#)
- [Gallery with 2 Guinnessesro](#)
- [Moldovan Wooden Churchesenro](#)
- [Raionul Ialoveniro](#)
- [Regiunea Cahulro](#)
- [Soroca Districtenro](#)
- [Stephen the Great Routeenro](#)

## V. KEY CHALLENGES LESSONS LEARNED AND RECOMMENDATIONS

*Mention key challenges encountered during the implementation period and lessons learned as well as the way forward. For each of them, describe successful approaches taken to address challenges and highlight recommendations for future consideration in implementing the Project. This should include any modifications that are needed or need to be made to proposed targets as well as data collection and monitoring to track progress. Suggested length –1 page*

The communication is going very well. The partner is cooperating, and the only issue is the language barrier at times, but that is quite easy to handle thanks to modern tools like DeepL, which all utilize.

Email communication has proved to be the best way to handle this, as the partner can be comfortable translating anything he/she does not understand fully, and we can consistently clarify ideas and plans with multiple emails without issue. Our Content, Platform, and Marketing teams are well equipped and experienced to work with multilingual clients so we continue forward without a problem.

The timing for the project was not under the best conditions; we were concerned about the war situation and energy crisis. Just a couple of days before the training, news was published about the energy crisis in Moldova, but all the Moldova partners were enthusiastic, positive, and willing to participate. We were eased of any concern directly by the partners who remain optimistic, and we are in agreement!

The disappointment is that the other partner ANTREC completely withdraw from the project and stopped communicating. We never received an explanation.



## VI. MEDIA COVERAGE AND PUBLIC OUTREACH

*(Please summarize the media coverage and public outreach; include links to relevant articles and media)*

<https://www.facebook.com/neampornit/>

[https://www.linkedin.com/feed/update/urn:li:activity:7008402794156019712?updateEntityUrn=urn%3Ali%3Afs\\_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7008402794156019712%29](https://www.linkedin.com/feed/update/urn:li:activity:7008402794156019712?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7008402794156019712%29)

<https://www.facebook.com/SmartGuideApp>

[https://diez.md/2022/12/12/moldova-va-aparea-ca-destinatia-turistica-pe-platforma-smartguide-creati-ghiduri-si-obtineti-premii/?fbclid=IwAR1GwlnARuFOC-\\_2su8j9CuptvraQjGAW9Q6xeWmVSWDt\\_O73MqOjNgwDis](https://diez.md/2022/12/12/moldova-va-aparea-ca-destinatia-turistica-pe-platforma-smartguide-creati-ghiduri-si-obtineti-premii/?fbclid=IwAR1GwlnARuFOC-_2su8j9CuptvraQjGAW9Q6xeWmVSWDt_O73MqOjNgwDis)

Many of our partners and even colleagues did not have deep knowledge of the Moldova country before the project started. This has now changed. The Moldova project will be part of our showcases (once published in the application) we present daily globally to partners or during various events where SmartGuide is invited as a speaker, such as the European Travel Forum in Prague in November 2022.

[https://mc.gov.md/ro/content/moldova-lanseaza-smartguide-primul-ghid-audio-digital-pentru-calatori?fbclid=IwAR3S9sfR6GD76BC-epA-r\\_vA-yGaN9N3rUrYItFtD5nek8DiuuCbWQVEblg](https://mc.gov.md/ro/content/moldova-lanseaza-smartguide-primul-ghid-audio-digital-pentru-calatori?fbclid=IwAR3S9sfR6GD76BC-epA-r_vA-yGaN9N3rUrYItFtD5nek8DiuuCbWQVEblg)

<https://www.facebook.com/mc.gov.md/posts/pfbid02PNFajgbFRBntkHGTryWaSMRhhvQTbCguVoCixTAKvxAQgXqzWrVjKoRNuLFRqGzal>

<https://www.facebook.com/neampornit/posts/pfbid02o2ay4QbDJrLdtAFRb3n9yiPAkmh4MNzS4azu3AE4tByb3W5yFVvWBnEVA35p2EqtI>

[https://www.linkedin.com/feed/update/urn:li:activity:7072634011503763456?updateEntityUrn=urn%3Ali%3Afs\\_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7072634011503763456%29](https://www.linkedin.com/feed/update/urn:li:activity:7072634011503763456?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7072634011503763456%29)

[https://www.linkedin.com/posts/smart-guide\\_smartguide-leads-moldovas-digital-tourism-activity-7072538663431077889-dWZK?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/smart-guide_smartguide-leads-moldovas-digital-tourism-activity-7072538663431077889-dWZK?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/smart-guide\\_moldova-va-ap%83rea-ca-destina%83Bie-turistic%C4%83-activity-7008402794156019712-UbTR?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/smart-guide_moldova-va-ap%83rea-ca-destina%83Bie-turistic%C4%83-activity-7008402794156019712-UbTR?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/smart-guide\\_moldova-smartguide-travel-activity-7039511092229730304-2Eh1?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/smart-guide_moldova-smartguide-travel-activity-7039511092229730304-2Eh1?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/smart-guide\\_digitalguide-audioguide-smartguide-activity-7034096893626318849-NHnt?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/smart-guide_digitalguide-audioguide-smartguide-activity-7034096893626318849-NHnt?utm_source=share&utm_medium=member_desktop)

[https://blog.smart-guide.org/en/smartguide-leads-moldovas-digital-tourism-marketing-with-digital-travel-guides-for-the-entire-country?fbclid=IwAR0l8KpUubvgRh1GP7mRe-5yjM5mh7AJqpo8dCdQe701\\_PGJvnQZe\\_AX30](https://blog.smart-guide.org/en/smartguide-leads-moldovas-digital-tourism-marketing-with-digital-travel-guides-for-the-entire-country?fbclid=IwAR0l8KpUubvgRh1GP7mRe-5yjM5mh7AJqpo8dCdQe701_PGJvnQZe_AX30)

## VII. PROJECT'S FINANCIAL PERFORMANCE

*Please attach the original budget sheet and add the report current utilization of budget to the email.*

## VIII. DELIVERABLES AND ANNEXES

*Please include (attach to the email or share via online storage) deliverables listed in the Contract.*

Deliverable 1: Notes from testing, including brief description of any problems and solutions.

In a January 19th email, Valentin shared: "For the test notes I can tell you that all the destinations that are currently on SmartGuide have been tested by me personally and they look good and work okay. Also some colleagues from the destinations have been tested and are okay."

January 23: for the test notes I can tell you that all the destinations that are currently on SmartGuide have been tested by me personally and they look good and work ok. Also some colleagues from the destinations have been tested and are ok. I am glad that there are destinations and sights that have been personally entered. It will

Deliverable 2: At least 10 participants have been trained. Innovator provides list of attendees and report from the training.

We had 50+ participants in our December 12th training meeting, which included a Romanian translator. We filmed the training in English and Romanian for any interested party that could not attend. [The videos can be found here](#) and were shared with all attendees afterward.

Deliverable 3: Outline of the Marketing Strategy including media and partners that had been/will be contacted to promote the solution.

### **1) Marketing of Moldova and individual destinations**

In collaboration with the Ministry of Culture of the Republic of Moldova, marketing packages for individual destinations prepared with Invest Moldova (15), including multiple free ad designs for their content in the SmartGuide app prepared in bilingual EN/RO and QR codes linking directly to content to share with customers. We also provided our Branding Kit for external marketing for as much visibility as possible.

### **2) ITB Launch**

Designs and printables were delivered to Invest Moldova for their ITB stand to the manager, Elena. SmartGuide was integrated into the exhibition, and the deliverables included materials for Elena to hand over to tourist information centers in person. As of now, Valentin reports they were not delivered to said tourist points. Gagauzia had a stand with SmartGuide at their tourism exhibition in Chisinau, "Tourism&Travel Expo" with our marketing materials.

Deliverable 4: Official launch of the app – app is launched and accessible.

The content has been live in the SmartGuide app since November 2022.

Deliverable 5: Overview of the competition and evidence of the evaluation process and awards being distributed.

The competition will be evaluated at the end of the participation period, which ends on August 31st. Details on the competition and the evidence we have of participants to evaluate are in section IV. PARTNERSHIP AND SUSTAINABILITY.

Deliverable 6: High-quality visibility materials (graphics and video) from the launch and PR campaign shared with the CUP

Please preview many of these materials below. [Here is where one can find the marketing designs](#) shared externally and QR codes for individual destinations are [here](#).

*Please include any additional information such as articles, leaflets, publications, reports and drafts of studies developed during the project implementation.*

*Please include up to 3 photos relevant to the project implementation relevant for the current milestone.*

<https://blog.smart-guide.org/en/smartguide-leads-moldovas-digital-tourism-marketing-with-digital-travel-guides-for-the-entire-country>

Press release to the launch of Regional function

## SmartGuide supporting regional tourism with easy-to-make **regional tours**

**Exciting news for regional tourism organizations! SmartGuide has revolutionized the audio guide industry yet again by becoming the first platform in the world to support regional tourism with multilayered guides and regional tours.**

**Thanks to the new content architecture, you can now inspire independent travelers to explore lesser known spots on a self-driving adventure across the whole region. Tourists can learn more on self-guided walking tours across its destinations and then indulge in museum exhibits all in one seamless user experience.**



## New destination types on the SmartGuide platform

To bring the best experience to travelers and support regional DMO and National Tourism Boards, SmartGuide created new destination types: Region, Municipality and Attraction. Each of these unique destination types has features suitable for its specific visitors.

**Why is this change so important?** Before, every destination on SmartGuide (or on any other audio guide platform for that matter) was a standalone entity. This brought certain limitations especially for regions that wanted to create tours across a larger area and connect several municipalities or attractions into a regional digital audio guide.

Exclusively on SmartGuide, **it's now possible to create regional tours and layered audio guides across an entire region.**

## Audio guides for regions with GPS-based travel tips

Regions on SmartGuide include the list of towns, cities, villages or attractions in the region that have an audio guide available on the platform. Regions are highlighted with a Region icon on the main destination page and also on the map.

Regions have all the functionality of the former Destinations on SmartGuide but now also feature their own municipalities, tours, attractions or must see places.

Regions on SmartGuide also have their own home screen, with a specific layout. The new user interface and features will help users better navigate through the guide's content. It also brings better promotion and cross-promotion opportunities to our B2B partners.

## Game-changing audio guide features for geographical regions

With the new Regions on SmartGuide, geographical sets of cities, towns, or villages can have their own common home screen that joins them into a region. This home screen contains various sets of content carousels that SmartGuide offers.

There are specific carousels relevant for a region, such as:

- **Nearby** (points of interests or destinations nearby current geographical position of the user),
- **Self-guided tours**
- **Top destinations** (most interesting destinations in the Region with distance from current position of the user),
- **Must-see** (with iconic places to see in the Region),
- **Experiences** (activities from local tour operators where you can directly book and buy tickets or admission),
- and last but not least **Tips for trips** (where other regions or cities within day trip distance are offered).

## Collection of places or destinations for an interest group

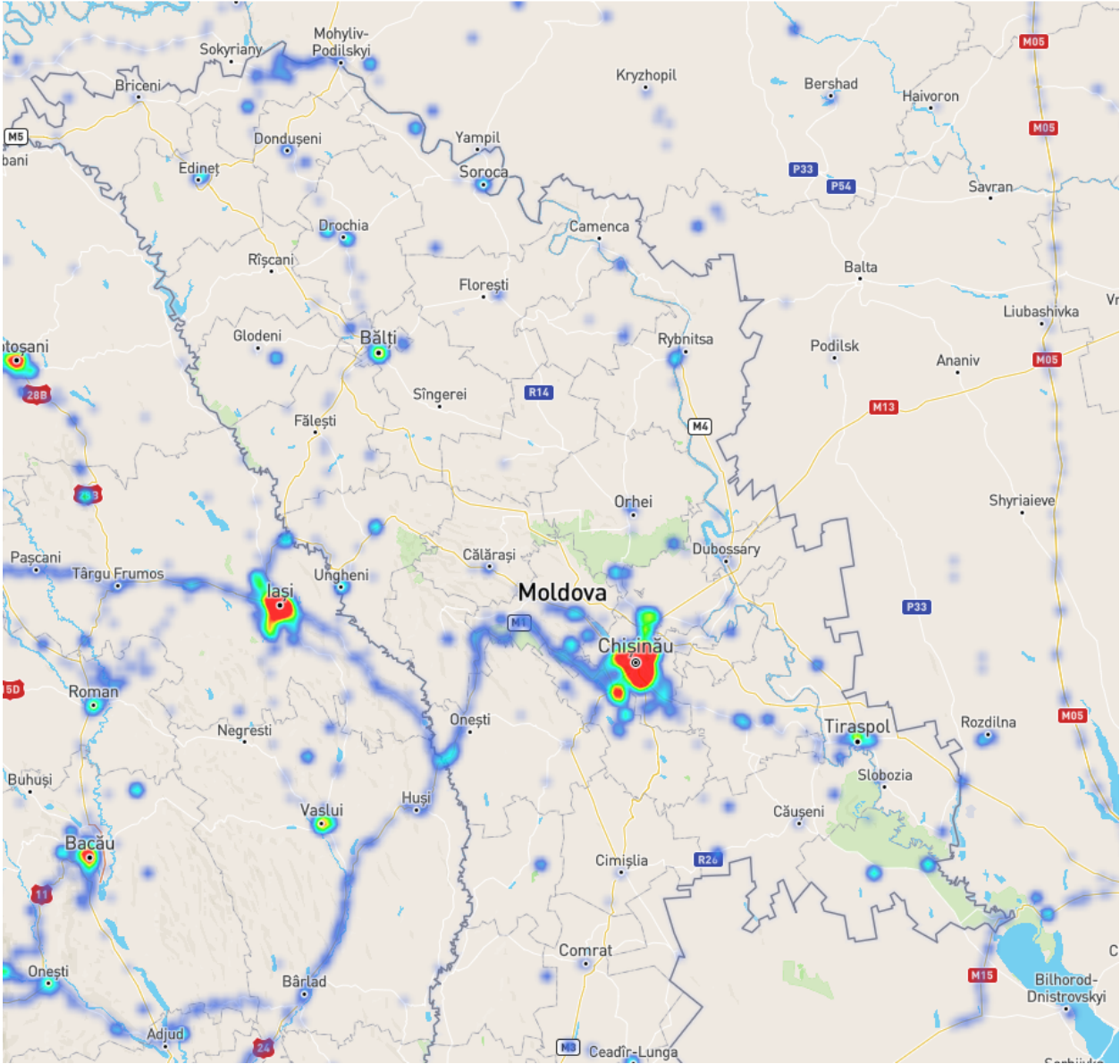
Even a set of churches, museums or any other topical or otherwise connected attractions now have the possibility to create its own home screen.

Wine cellar tours, country-wide outdoor exhibitions, routes across the most popular castles in a country, top beaches across an island... Those are but a few examples of the new variability of guides now supported on SmartGuide.

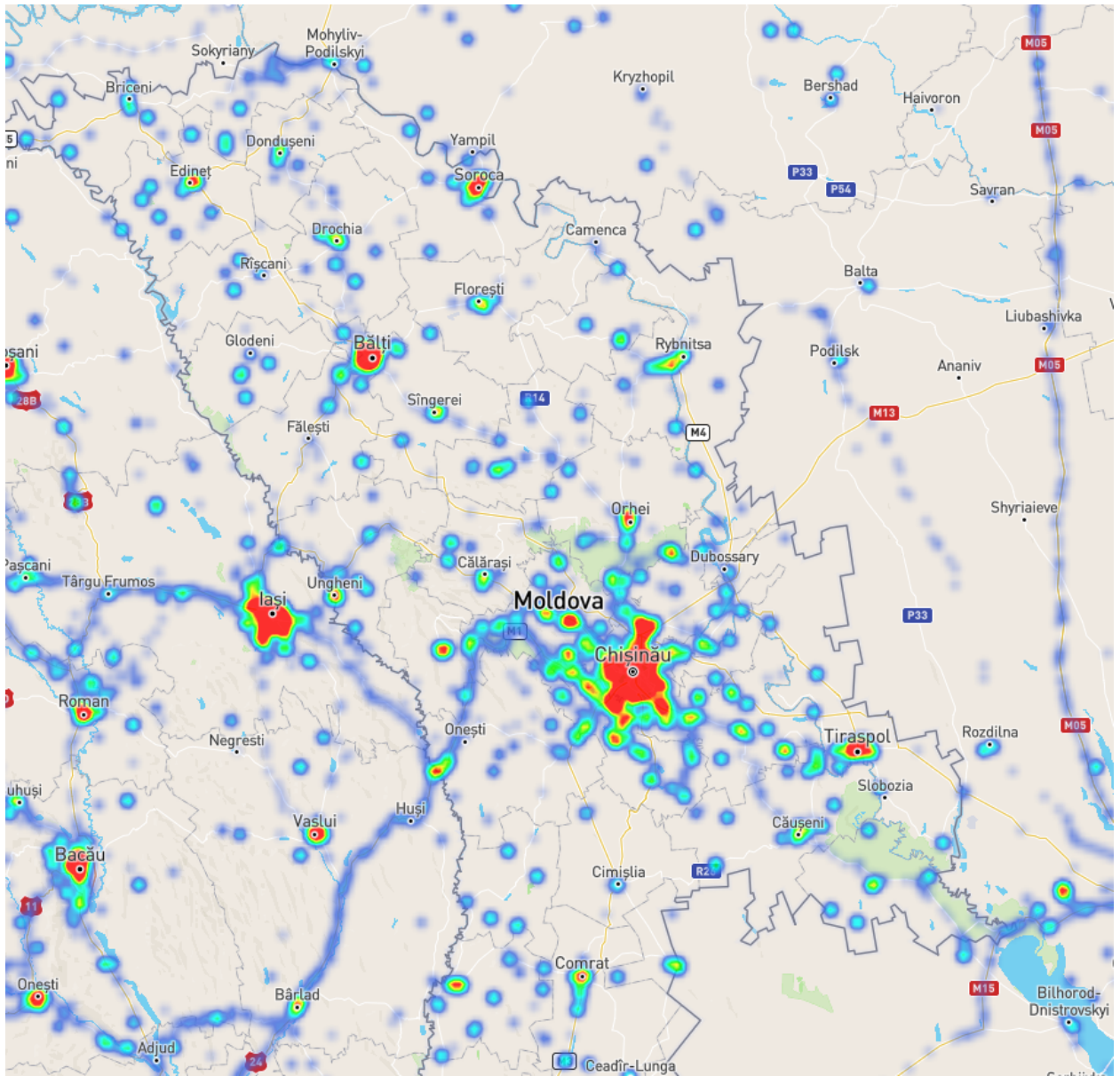
## Inspiring travelers to visit off the beaten path spots in regions

SmartGuide developed the regional functionality while creating the official digital audio guide of the entire country of Moldova\* where many sights are not in traditional destinations, but rather scattered across the countryside. For example, the first regional tour on SmartGuide covers Moldovan wooden churches.

Heatmap showing the app users 01-12/2022



Heatmap showing the app users 01-09/2023



## Moldova digitizes guides for the entire country



Single guide for the whole country in cooperation with the government agency, travel partners, rural tourism and airlines

Deliverable 8: Visibility campaign on Facebook, Instagram and websites, updated list of contacted partners and media is provided.

For contacts, please see section 6, Media Coverage and Public Outreach.



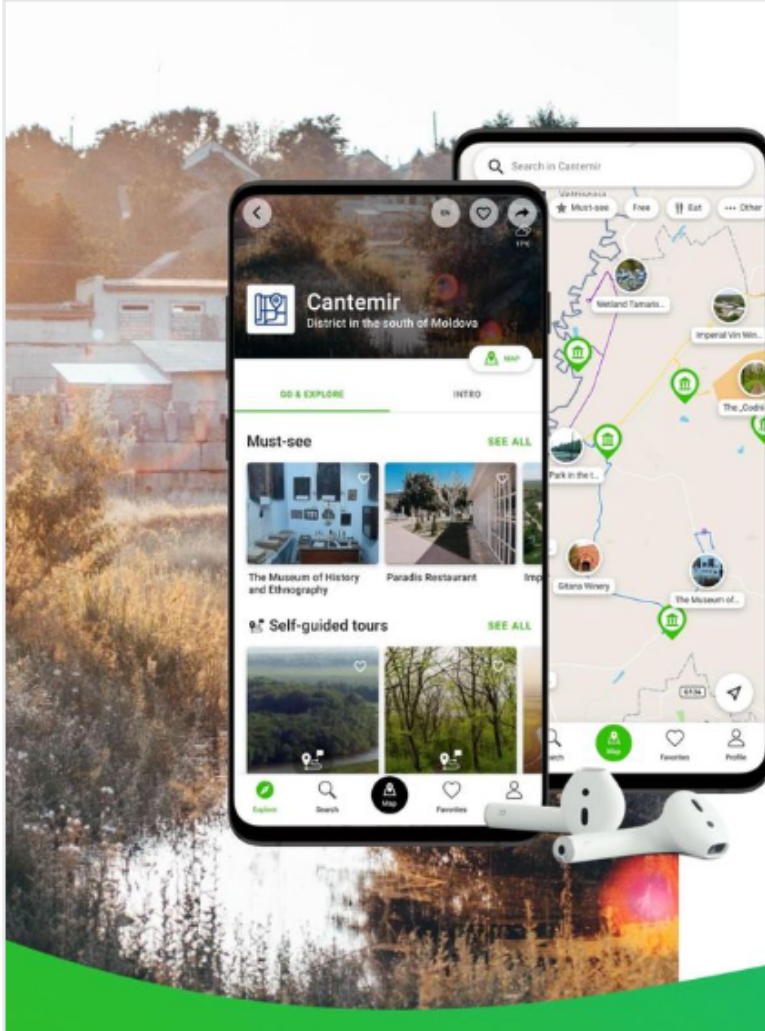


SmartGuide

Zveřejněno Veronikou Kašparovou · 15. květen v 10:00 · 🌐



Bearing the name of a writer 📖, scientist 🔬, and Prince of Moldavia 👑 Dimitrie Cantemir, celebrated in Moldova on November 8th. While visiting, you can explore Tigheci Hills 🏞️ which stretches in the southwestern part of the republic, or let your taste buds discover a part of the famous wine region Trajan's Wall 🍷!



Did you know that **Cantemir** is the youngest city in Republic of Moldova?



SmartGuide



SmartGuide

Zveřejněno Romanou Olexovou · 5 d · 🌐

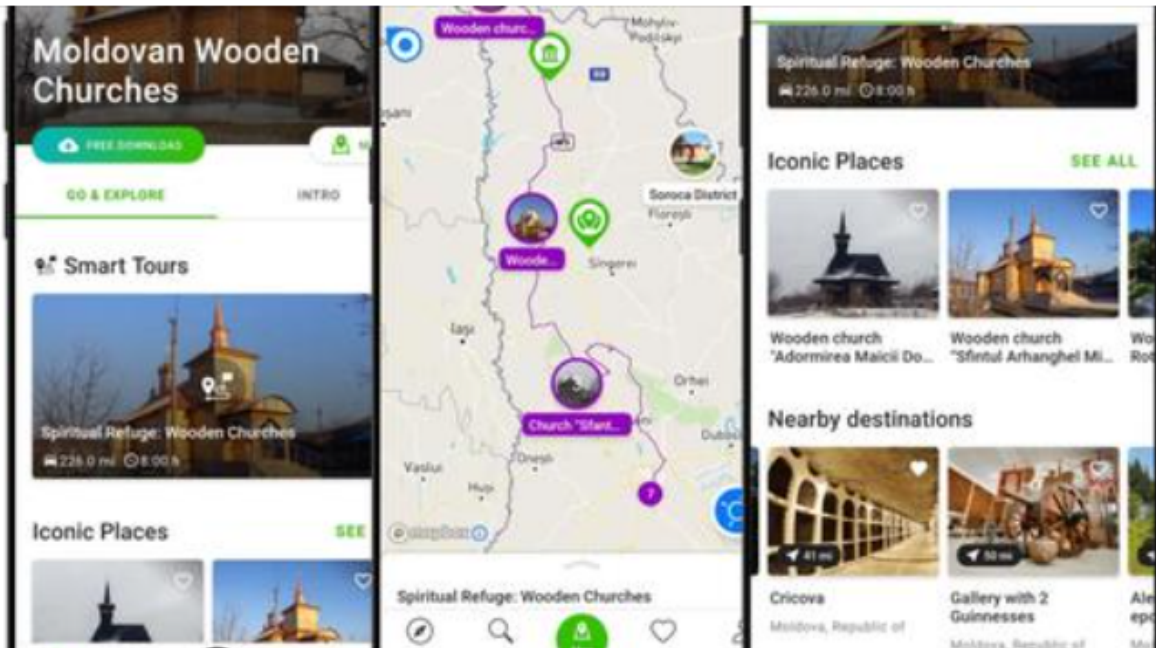


🌐 Discover how SmartGuide is revolutionizing the tourism industry in our latest case study featuring Moldova.

We're leading the digital transformation in one of Europe's least-visited countries, providing comprehensive digital travel guides and reshaping their tourism marketing strategy.

Our platform currently offers 16 digital guides of Moldovan destinations in English, Romanian, and Russian language, making Moldova's rich cultural heritage and stunning landscapes access...

Zobrazit víc



[BLOG.SMART-GUIDE.ORG](http://BLOG.SMART-GUIDE.ORG)

SmartGuide leads Moldova's digital tourism marketing with digital travel guides for the entire country



SmartGuide

Zveřejněno Romanou Olexovou · 9. březen ·



Exciting news! Moldova has launched its first official digital audio guide on the SmartGuide platform! 🎧 Visitors can now explore the country's top tourist destinations and immerse themselves in engaging stories. 🌍 Discover Moldova's rich culture, history, and natural beauty with SmartGuide >>> <https://get.smart-guide.org/Kr0kNZrsuxb>

Also, it is still possible to visit Moldova's stand today at [ITB Berlin 2023](#), hall 1.1., stand no. 206.

👉 #Moldova #SmartGuide #Travel #Exp... Zobrazit víc

The image shows a promotional graphic for the SmartGuide app. On the left, a smartphone displays the app's interface for Moldova. The screen shows a title 'Moldova' with a Romanian flag icon, followed by a grid of six travel-related images: Chişinău, Stephen the Great Route, Gagauzia, and Soroca District. At the bottom of the phone screen are navigation icons for Explore, Search, Map, Favorites, and Profile. To the right of the phone is a large QR code. Above the QR code is the text 'Scan the QR code and go explore Moldova'. In the top right corner of the graphic is the SmartGuide logo, which consists of a green square with a white location pin icon containing a speaker symbol, and the text 'SmartGuide' below it. The background of the graphic is a night-time photograph of a modern building with blue and yellow lights.



**Ministerul Culturii al Republicii Moldova**

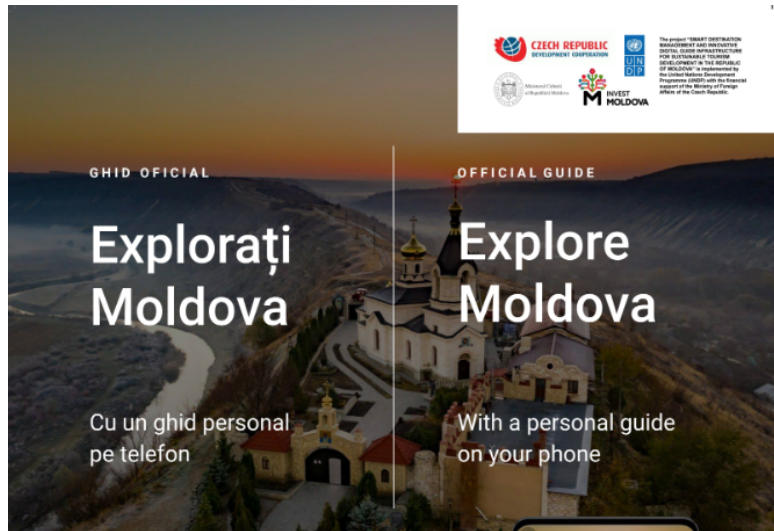
9. března · 🌐

👉 În cadrul expoziției **ITB Berlin 2023**, a fost lansat primul ghid audio digital pentru călătorii prin Moldova! Acum, vizitatorii țării noastre pot fi ghidați de un ghid audio digital cu drepturi depline sub forma aplicației mobile **SmartGuide**. Vizitatorii se vor putea deplasa independent, fără ghid, și vor putea asculta povești captivante în timp ce se plimbă prin destinațiile turistice și locurile de interes din Moldova.

👉 Moldova, reprezentată de **Agenția de Investiții/Invest Moldova Agency** și **Ministerul Culturii**, în cooperare cu platforma de ghid audio digital SmartGuide, a pregătit o aplicație oficială comună de ghid audio, cu conținut real și de înaltă calitate, atât pentru vizitatorii străini, cât și pentru turiștii interni.

🎧 📱 Ghidul audio al Republicii Moldova a fost elaborat în cadrul proiectului „Managementul inteligent al destinațiilor și infrastructura de ghid digital inovator pentru dezvoltarea turismului durabil în Republica Moldova”, implementat de Programul Națiunilor Unite pentru Dezvoltare (**UNDP Moldova**) cu sprijinul financiar al Ministerului Afacerilor Externe al Republicii Cehe. Detalii, aici: <https://bit.ly/3kWE906>

Zobrazit překladač



GHID OFICIAL  
**Explorați  
Moldova**

Cu un ghid personal  
pe telefon

OFFICIAL GUIDE  
**Explore  
Moldova**

With a personal guide  
on your phone








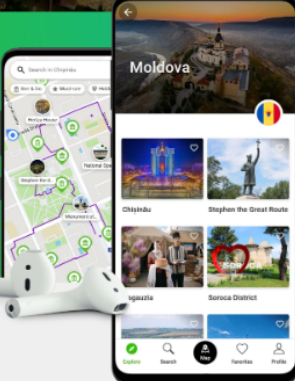



**Audio guide  
of Moldova**



**Ghid audio  
din Moldova**





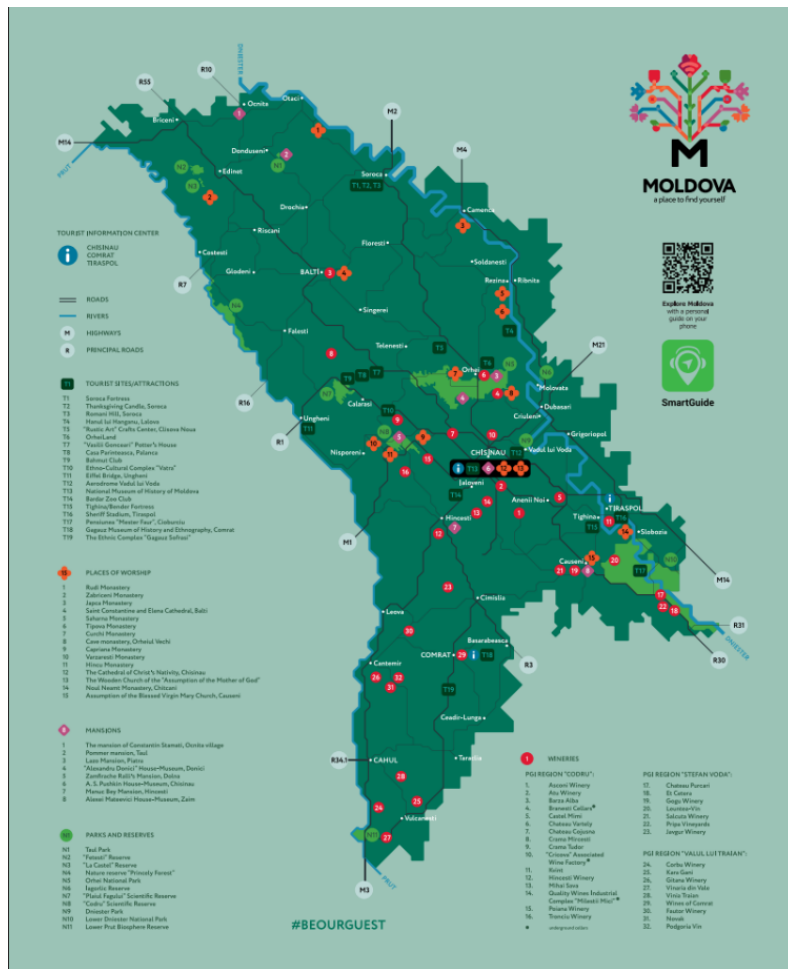


Pentru a obține aplicația  
scanați codul QR

To get the app,  
scan the QR code

Sau tastați în telefon  
[get.smart-guide.org/Moldova](http://get.smart-guide.org/Moldova)

Or type on your phone:  
[get.smart-guide.org/Moldova](http://get.smart-guide.org/Moldova)



Visuals created for each destination - offline and digital

Typ ▾ Lidé ▾ Změněno ▾

Název ▾	Naposledy upraveno ▾	Velikost soul	⋮
📁 UNDP Moldova	19. 6. 2023 Olga Dzigunova	—	⋮
📁 QR codes	9. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Ungheni EXT	21. 8. 2023 Olga Dzigunova	—	⋮
📁 Marketing Tiraspol EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Strășeni EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Stephen the Great Route EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Soroca District EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Regiunea Cahul EXT	15. 3. 2023 Olga Dzigunova	—	⋮
📁 Marketing Orhei EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Moldovan Wooden Churches	23. 1. 2023 Olga Dzigunova	—	⋮
📁 Marketing Ialoveni EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Chișinău EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Gagauzia EXT	21. 3. 2023 Olga Dzigunova	—	⋮
📁 Marketing Edinet District EXT	23. 1. 2023 Olga Dzigunova	—	⋮
📁 Marketing Drochia EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Cricova EXT	23. 1. 2023 Olga Dzigunova	—	⋮
📁 Marketing Căușeni EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Cantemir EXT	20. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Călărași EXT	19. 6. 2023 Olga Dzigunova	—	⋮
📁 Marketing Cahul EXT	20. 3. 2023 Olga Dzigunova	—	⋮
📁 Marketing Bălți EXT	19. 6. 2023 Olga Dzigunova	—	⋮



## Marketing UNDP Moldo... &gt; Marketing Strășeni EXT &gt; Offline ▾

Typ ▾ Lidé ▾ Změněno ▾

Název ▾

📄 Straseni district Poster A3 (EN+RO) (without bleed).pdf
📄 Straseni district Poster A3 (EN+RO) .pdf
📄 Straseni District A6 vertical (EN+RO) .pdf

Typ ▾ Lidé ▾ Změněno ▾

Název ▾	Naposledy upraveno ▾	Velikost soub
 Straseni web widget EN	4. 9. 2023 Olga Dzigunova	2 kB
 Strășeni District Facebook post (EN+RO).png	4. 9. 2023 Olga Dzigunova	1,5 MB



**SmartGuide** **INVEST MOLDOVA**

**Audioguide** 

**Audio ghid** 

Scan the QR code and discover Strășeni



The image shows a promotional graphic for the SmartGuide app. On the left, a smartphone displays the app's interface for 'Raionul Strășeni', featuring a 'Must-see' section with photos of 'Casa-Muzeu "Alexandr Pușkin"' and 'Mănăstirea Adormirea Maicii Domnului', and a 'Self-guided tours' section. The app interface includes tabs for 'GO & EXPLORE' and 'INTRO', and a bottom navigation bar with 'Explore', 'Search', 'Map', 'Favorites', and 'Profile'. To the right of the phone, there are logos for 'CZECH REPUBLIC DEVELOPMENT COOPERATION', 'UNDP', 'SmartGuide', and 'INVEST MOLDOVA'. Below these logos, there are sections for 'Audioguide' with a UK flag and 'Audio ghid' with a Romanian flag. At the bottom right, there is a QR code and a call to action: 'Scan the QR code and discover Strășeni'. A pair of white headphones is shown at the bottom left of the phone.



Rank	Company name	email	No. of views	tours	3 points per tour	destination pois	1 point per POI	TOTAL	Base destinations with content	Dest. ID(s)
1	Visit Chişinău	turism.dgect@cmc.md	400	1	3	65	65	468	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	bca8d25a-b533-418b-8244-b13f87a2eeb
2	Gagauzia	turism.utag@gmail.com	96	5	15	40	40	151	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	e4e6cae6-2353-4068-a40c-68afa2e7ba
3	Secția Culturală Ialoveni	sulamircea@gmail.com	83	4	12	33	33	128	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	26c96b90-56e2-4588-879c-5531e1750e
4	Soroca Department of Culture and Tourism	maryncy@mail.ru	93	0	0	18	18	111	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	675e674c-f229-4bcb-bfa8-c61f3661f752
5	Gallery with 2 Guinness Records	nataliacostin2@gmail.com	77	2	6	22	22	105	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	ac83feba-be55-413c-896e-0772ac5d5ce
6	Tourist Information and Promotion Center Edinet	anghelina.boian@gmail.com	71	0	0	24	24	95	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	fc2f2e3-98d1-456a-9a5b-202ef361780
7	Visit Cahul	visitcahul.md@gmail.com	16	4	12	43	43	71	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	92ae72ef-8d46-42e2-afcf-a4f07490633
8	Consiliul Raional Cantemir	cultura.cantemir@gmail.com	24	3	9	35	35	68	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	4fb29de7-a81a-480e-8e06-06285f18cbd
9	Clusterul Turistic Regional Tinutul de Vest/ Regional Touristic Cluster Western Land	der.ungheni@yahoo.com	0	4	12	36	36	48	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	2e999f66-ed57-4763-86cf-79c2d16b133c
10	Victor Gaideec	gaideec.vi@gmail.com	0	1	3	19	19	22	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	1adc735-ffda-4b99-937a-44c5867599ee
	Directia Cultura, Turism, Tineret si Sport al Consiliului Raional Drochia	turismdrochia@gmail.com		2	6	13	13	19		
	Giowine	giowine.moldova@gmail.com	0	1	3	5	5	8	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	97be07ba-e191-4223-9215-46e9b3992b
	Directia Educatie, Cultura, Tineret, Sport si Turism Causeni	mungiu31svetlana@gmail.com	0	0	0	6	6	6	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	ea5805ca-c6c9-49ca-bae8-4f05f4c5f5e
	Invest Moldova	valentin.ceban@invest.gov.md		4	12	56	56	68	<a href="https://api.smart-guide.org/Destina">https://api.smart-guide.org/Destina</a>	5719824e-6c50-46f0-839c-bf5b6913dec



# CERTIFICATE

for the #4 most productive digital guide content author in Moldova, 2023

## SOROCA DEPARTMENT OF CULTURE AND TOURISM

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Prize: 500 EUR  
(in SmartGuide services or cash)

25 September, 2023

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date



Jan Doležal, CEO









The project "SMART DESTINATION MANAGEMENT AND INNOVATIVE DIGITAL GUIDE INFRASTRUCTURE FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE REPUBLIC OF MOLDOVA" is implemented by the United Nations Development Programme (UNDP) with the financial support of the Ministry of Foreign Affairs of the Czech Republic.

Hi Alex,

We inform you that in the Republic of Moldova, the World Tourism Day was marked by two major events: a Symposium of the tourism industry and the Excellence in Tourism Gala 2023, which were an opportunity to promote the tourism potential of Moldova and bring to the fore -plan the resilient and sustainable development of the tourism industry despite regional challenges. At the Excellence in Tourism Gala, industry actors were awarded in 8 different competition categories. The awards were given in recognition of the work done for the sustainable development of tourism in the region, despite the challenges facing the sector. This celebration brought to the fore the tourism potential of Moldova, underlining the importance and indisputable value of tourism for the national economy.

In the Top 3 innovative products category, the SmartGuide Application was the winner, at the same time, in the same category, the top 3 destinations from the application were also awarded: Chisinau municipality, UTA Gagauzia and Ialoveni District, diplomas were offered in the format of the event. The vouchers worth 500 euros and the form will be sent personally by e-mail. We are sending some photos from today's event when they were awarded for the SmartGuide app.

If you want to make a statement, please respectfully coordinate it with us. Thus, we also send you some updates about SmartGuide from the Republic of Moldova. Currently in the SmartGuide application there are 443 tourist attractions from 13 districts, cities and municipalities of the country, as well as two cross-border cultural-tourist routes, this guide proves to be a valuable resource for tourists.

For more details from the Excellence in Tourism Gala 2023, "World Tourism Day" see the release in Romanian - <https://mc.gov.md/ro/content/ziua-mondiala-turismului-la-chisinau-premii-de-excelenta-pentru-actorii-din-industria>.

Excellence in Tourism Gala 2023, "World Tourism Day" can also be watched online here - <https://www.facebook.com/mc.gov.md/videos/317739967609634>.

Best regards,  
Valentin Ceban.

**Valentin Ceban**

to me, Alexandra, ion ▾

[View Valentin's Profile](#)

Thu, Oct 5, 5:15 PM (5 days ago)



Opens: 3

Logged to: 5 record(s) ▾



Save email as ter

Dear Claudie,

Thanks, the winners are already sending the forms to you. We are planning an event with Invest Moldova Agency to hand out vouchers worth 500 euros when we will set the date and time we will send the agenda.

Best regards,  
Valentin Ceban.

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**Deliverable 7: Analysis of the lessons learned from the roll-out and available user data, suggestions for improvement, and further scale-up, including feedback from the user experience.**

Since there was zero representation for Moldova in our app, the content roll-out of this project is considered a 100% improvement. [This link is the data dashboard available for Moldovan content.](#) We find it interesting that there is an almost equal number of users from both Moldova and Romania. The data also shows the app was downloaded with custom links 40% of the time, which speaks to the work both teams did spreading the word, but also to our marketing team's responsibility for the rest of the traffic analytics.

**Deliverable 9: Press release of the project outcomes and Visibility materials.**

The press release is attached and linked [here](#), and all visibility packages are [here](#).



SmartGuide

### "Let's get to know Moldova with SmartGuide" Competition Reward Claim Form

**Winner's Information:**

- Full Name: **General Department of economic development and tourism of ATU Gagauzia (Directia generala de dezvoltare economica si turism a UTA Gagauzia)**
- Email Address: [turism.uta@gmail.com](mailto:turism.uta@gmail.com) (написала этот, т.к. на этот привязан аккаунт SmartGuide)
- Phone Number: **+373 298-2-22-53**

**Guide Information:**

- Title of the Winning Guide: **Gagauzia - Beauty Within**
- Guide ID or Reference Number: **FAQ1M**

**Reward Claim Details:**

- I, the undersigned, confirm that I am the original author of the above-mentioned guide and have the right to claim the reward.

**Reward Preference:** Please select your preferred method of receiving the reward:

- Cash (EUR 500)
- ✓  Credit for Further Guide Improvements

**Verification Documents:** To ensure the authenticity of your claim, please upload the following documents:

- Copy of Photo ID (e.g., Passport)
- Proof of Authorship (e.g., Guide Creation History, Author Account Information)

**Payment Information (if applicable):**

- Bank Name: \_\_\_\_\_
- Account Holder's Name: \_\_\_\_\_
- Bank Account Number (IBAN): \_\_\_\_\_
- Bank SWIFT/BIC Code: \_\_\_\_\_

**Declaration:** I hereby declare that all the information provided in this claim form is true and accurate to the best of my knowledge. I understand that false or misleading information may result in the disqualification of my claim.

**Signature:** Digital Signature acceptable



Date: 06.10.2023. *[Signature]*



SmartGuide

### "Let's get to know Moldova with SmartGuide" Competition Reward Claim Form

**Winner's Information:**

- Full Name: **Soroca Culture and Tourism section, chief Bucataru Grigore**
- Email Address: [scultura.soroca@mail.ru](mailto:scultura.soroca@mail.ru)
- Phone Number: **+373 230 2 33 36 / +373 69378892**

**Guide Information:**

- Title of the Winning Guide: **Soroca District**
- Guide ID or Reference Number: **OZXA5**

**Reward Claim Details:**

- I, the undersigned, confirm that I am the original author of the above-mentioned guide and have the right to claim the reward.

**Reward Preference:** Please select your preferred method of receiving the reward:

- ✓  Cash (EUR 500)
- Credit for Further Guide Improvements

**Verification Documents:** To ensure the authenticity of your claim, please upload the following documents:

- Copy of Photo ID (e.g., Passport)
- Proof of Authorship (e.g., Guide Creation History, Author Account Information)  
Author account was created in December 2022

**Payment Information (if applicable):**

- Bank Name: **Ministry of Finance State Treasury**
- Account Holder's Name: **Voluntary donations for current expenses from external sources to budgetary institutions**
- Bank Account Number (IBAN): **MD35AGPKAE144124A05775AE**
- Bank SWIFT/BIC Code: **TREZMD2X**

**Declaration:** I hereby declare that all the information provided in this claim form is true and accurate to the best of my knowledge. I understand that false or misleading information may result in the disqualification of my claim.

**Signature:**



Date: 05.10.2023

## IX. CHECKLIST

✓ Deliverables described in the Contract included/attached

✓ Photos attached

✓ Budget sheet attached

✓ Invoice attached

**PREPARED BY:** Jana Claudie Maříková

**Signature:** *Claudie Maříková*

**Date:** October 10, 2023

**Name of the responsible person:** Jana Claudie Maříková