TERRE

TERritory, eneRgy & Employment

Project Communication Strategy

“For a greener future of rural area”
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1. Introduction

The present document is the internal Communication strategy of the TERRE project, prepared by Istria Regional Energy Agency L.t.d., project partner responsible for its implementation. His main goal is to share knowledge and information between PPs.

Key documents:

The project will implement a combined communication-dissemination strategy addressed to a diversified targeted public: policy makers, managers, officials, managers of NGOs, farmers, breeders, manager of renewable energies companies, investors etc. The communication & dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of policies and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 9 different countries and 13 partners, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas. Indeed, the C&D activities are a crucial element for the project's success and these actions will be developed across and throughout its implementation.

The Communication plan outlines key messages, target audience, mechanisms and activities related to facilitating dissemination of information such as; the project website (in English and summaries in partner’s language) with internal section only for partners; Facebook social network; project brochure (in English and local editions in national language); press conferences, press articles, interviews on TV and radios; international and local e-newsletters, movie-documentary on the project DVD support that documents main project phases; and final transnational conference in Labin-Rabac (Croatia).
2. Description and objectives of the project TERRE

Territory, Energy & Employment intends to experiment and demonstrate that a wise & integrated exploitation of endogenous resources to produce renewable energy (from different sources as bio-mass, sun, water, wind) is an effective engine for a self-generated and sustainable local development in the areas, based on PPP between public institutions (regions, provinces, municipalities), private operators (overall farmers, breeders and woods' owners, plus investors in RES), and local communities, to get revenues and employment opportunities in less developed or marginal zones, and thus to promote tailored paths of growth and development based on a proper use of local resources.

**TERRE's main specific objectives are:**

- to analyze the peculiar characteristics of each territory (as natural and human resources, as well as landscape, cultural and economic characters), its potential for biomasses production from woods, agricultural and breeding activities, sun irradiation and availability of surfaces where to locate photovoltaic plants, wind and water capacity as well as the local energy demand (including heating)
- to elaborate, on the basis of the estimated potential for producing renewable energies, through the implementation of a transnational decision support system, technical economic-financial plans in each area, in order to promote economically, socially and environmentally sustainable local development.
- to strengthen the durability and sustainability of local development according to structured processes of capacity building and participation of local actors. The aim is to elaborate and share with public institutions, stakeholders (overall local private operators and investors in renewable energies) as well as with local communities, the above mentioned catalogue of investment opportunities.
- to promote a well-targeted capacity building (considering knowledge & human resources as the strongest and durable "renewable energy", addressed to groups of politicians and officials who should become more experienced in the integrated planning and governance of areas development, based overall on
Public Private Partnership (PPP) & networking between different institutional level (regions, provinces, municipalities) and different growth areas at regional, national and transnational scale. The partnership involves a balanced mix of 1 bodies (local authorities, university, energy & development agencies, chamber of commerce), distributed in 9 countries.

The project partnership is composed by:

<table>
<thead>
<tr>
<th>ERDF partners</th>
<th>Partner role</th>
<th>Name in English</th>
<th>Abbreviation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP</td>
<td>Province of Rimini</td>
<td>Province RN</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>PP1</td>
<td>Province of Rovigo</td>
<td>Province RO</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>PP2</td>
<td>Iuav University of Venice</td>
<td>IUAV</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>PP3</td>
<td>Local Goverment of Ujszilvas</td>
<td>LG Ujszilvas</td>
<td>Hungary</td>
<td></td>
</tr>
<tr>
<td>PP4</td>
<td>Municipality of the CITY Szolnok with Country Rank</td>
<td>Szmjvo</td>
<td>Hungary</td>
<td></td>
</tr>
<tr>
<td>PP5</td>
<td>Tehnology Promotion Burgenland Ltd</td>
<td>Tob</td>
<td>Austria</td>
<td></td>
</tr>
<tr>
<td>PP6</td>
<td>European Centre for Renewable Energy</td>
<td>EEE</td>
<td>Austria</td>
<td></td>
</tr>
<tr>
<td>PP7</td>
<td>Municipality of Odorheiu Secuiesc</td>
<td>ODSEC</td>
<td>Romania</td>
<td></td>
</tr>
<tr>
<td>PP8</td>
<td>Centre for Sustainable Rural</td>
<td>CTRP Kranj</td>
<td>Slovenia</td>
<td></td>
</tr>
<tr>
<td>PP9</td>
<td>Municipality of Dimitrovgrad</td>
<td>Dimitrovgrad</td>
<td>Bulgaria</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IPA-I partners</th>
<th>Partner role</th>
<th>Name in English</th>
<th>Abbreviation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>PP1</td>
<td>Istria Regional Energy Agency</td>
<td>IRENA</td>
<td>Croatia</td>
<td></td>
</tr>
<tr>
<td>PP2</td>
<td>Local Development Initiative</td>
<td>LIR</td>
<td>Bosnia and Herzegovina</td>
<td></td>
</tr>
<tr>
<td>PP3</td>
<td>Chamber of Commerce and Industry of Tirana</td>
<td>CCIT</td>
<td>Albania</td>
<td></td>
</tr>
</tbody>
</table>
3. Internal and external communication

The present document is designed to support the overall and specific communication and visibility objectives of the project. Specifically it is aimed at detailing the structure and the goals of the two main levels of the project communication strategy:

- Internal communication
- External communication

**Internal communication**

The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the partners (frequent exchange of emails and the setting up of the project web site) as well as an effective and shared management of the knowledge generated by the project's activities (RES potential analysis, technical-economic-financial plans, investment opportunities, capacity building activities etc.)
Therefore the final objectives of the project internal Communication Strategy is to develop appropriate communication activities and mechanisms for a smooth and effective communication exchange within the project partnership.

**External communication**

The project’s success, in fact, depends on the strengthening of the cooperative relationship within the partnership as well as on the capacity to activate synergies and guarantee a constant relation between actions planned at different levels to effectively disseminate, in the territories concerned, project’s activities and results towards the following target groups and stakeholders:
External communication is very important project communication element. It is crucial for creating project’s image and identity, and significantly contribute to project’s recognition.

4. Main Communication tools (WP2)

The communication strategy has been planned for several targets:

- to involve those actors (local, national and international) that can have an impact on the policies and on the practices (administration, authorization) able to exploit the natural and endogenous resources (sun, wind, water, biomasses, as a tool for sustainable economic development).

- to spread, through the tools envisaged, the findings, new knowledge, events & initiatives, outputs and results achieved by TERRE to stakeholders and citizenship, with a special focus on renewable energies as base for a new wise and sustainable local development.

Stakeholders and target groups will be reached by communication tools foreseen by the WP2 (elaborated in this Chapter). Furthermore the end-users and stakeholders will also be involved through the workshops and training seminars planned within the WP5 (more information’s about workshops and training seminars you can find in WP5 guidelines elaborated by IUAV).
4.1. Project Communication Strategy

**Communication Strategy**

**Tool description**
The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the partners (frequent exchange of emails and the setting up of the project web site) as well as an effective and shared management of the knowledge generated by the project's activities (RES potential analysis, technical economic-financial plans, investment opportunities, capacity building activities etc.).

**Involved beneficiary/s**
Istria Regional Energy Agency (IRENA) is responsible for creating Communication Strategy. IRENA will strictly cooperate with the Province of Rimini (as responsible of management & coordination of the entire project) in monitoring the progress and the achievements of the project in order to spread the relevant information to the partnership. After Communication strategy is approved by LP, it will be send to all project partners.

**Indicators of achievement**
1 Communication Strategy

**Timeframe**
1/12/2012 – 30/11/2014 (entire project life-cycle)
The Communication Strategy will be realized by the end of June 2013, and used for all the project’s duration.
4.2. Project corporate identity

<table>
<thead>
<tr>
<th><strong>Tool description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The project logo is an essential element of the project visual identity. The project logo will appear on all public documents, publications, websites and promotional materials during the project implementation, in order to increase visibility of the project and to facilitate the branding of communication products. The project logo has to be used together with SEE logo followed by sentence “SOUTH EAST EUROPE, Transnational Cooperation Programme” and EU logo followed by the sentence “The project is co-funded by the European Union”. A particular attention must be addressed to the rules at the base of the EU visual identity elements. As general rule, the Programme logo must be in proportion to the design to which it applies. It should be places on the first page or equally prominent place. A clear space must surround the Programme logo on all sides and not be impinged on by graphic elements, other logos, edge of page or advertisement.</td>
</tr>
<tr>
<td>IRENA will provide the partners with some working tools to be used and adopted along the project implementation. Some tools are as follows:</td>
</tr>
<tr>
<td>- template for ppt presentations;</td>
</tr>
<tr>
<td>- template for word documents (reports, meeting sheets and other project documents)</td>
</tr>
<tr>
<td>For further information it is advised read carefully the latest version of SEE Project Implementation Package as well as the Communication and Visibility Plan for European Union External Actions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Involved beneficiary/s</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>IRENA is responsible for creating three different logo’s, from which one will be chosen by the LP. The final version of project logo will be used by all project partners.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Indicators of achievement</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Project corporate identity</td>
</tr>
<tr>
<td>template for ppt presentations</td>
</tr>
<tr>
<td>template for word documents (agenda, participation list, meeting sheets, other)</td>
</tr>
</tbody>
</table>
Timeframe
1/12/2012 – 30/11/2014 (entire project life-cycle)
The project logo will be realized by the end of June 2013, and used for all the project’s duration.

4.3. Local Dissemination Strategy and MEDIA relation

Local communication and dissemination Plan and Media relation

Tool description
Each PP will prepare Local communication and dissemination plan with intention of reaching stakeholder and target groups in their region.

On the basis of a common template prepared by IRENA, each partner will prepare a list of people & bodies to be touched and informed by TERRE communication tools, as well as a list of TVs, radios, newspapers, thematic (renewable energies, local development) newsletters etc. to be involved with the aim of broadcasting a wider public about the TERRE’s scopes, activities and results. In addition, local events will be held during the StC and SC periodical meetings; 13 local press conferences and 1 international final press conference, in concomitance with the Final Conference, will also be accomplished.

Involved beneficiary/s
Each project partner will prepare their own Local communication and dissemination plan.

Indicators of achievement
13 Local Dissemination Strategy’s;
14 press conference (1 final+ 1 by each partners), 13 articles (1 by each partner),
13 interviews on TV/radios (1 by each partner), 65 press releases (each partner will issue 1 press release after each project meeting =5x13)

Timeframe
1/12/2012 – 30/11/2014 (entire project life-cycle)
Deadline for each PP to prepare the Local Dissemination Strategy and Media Relations is the end of July 2013.
4.4. Project website and Facebook social network

**Project website and Facebook social network**

**Tool description**
The internet has become a powerful tool for reaching wide set of groups of people and websites provide the best way of transmitting information. It is very important for TERRE project, in order to reach its goals, to have its own website. The website will be developed by IRENA in cooperation with Province of Rimini. The proposed domain of the website is [www.terre-project.eu](http://www.terre-project.eu). The website will contain an internal section which will be used only by partners, to upload project work documents. The open section will contain information on the project and public outputs and deliverables, while the public section will be structured as proposed by IRENA and confirmed by partners. The TERRE website will be in English language, with summaries in all partner’s language, provided by partners.

The project website structure is the following:
- Home
- About project TERRE
- Partners
- Download
- Gallery
- Links
- Forum

Complying with compulsory communication and visibility requirements detailed the latest version of SEE Project Implementation Package and Visibility Plan for European Union External Actions, the project web site contains:
- Link to the SEE Transnational Cooperation Programme
- Programme logo and European flag
- Disclaimer (“This website has been produced with the financial assistance of the SEE Transnational Cooperation Programme. The contents of this website are the sole responsibility of the Project Final Beneficiaries and can under non circumstances be regarded as reflecting the position of the SEE Transnational Cooperation Programme”)
Facebook page will be activated in order to promote and coordinate the TERRE project. To increase the website indexing a particular attention will be put on the contents updating as well as on the animation of a dedicated Facebook group (TERRE-TERritory, energy & Employment), within which information reported into the website can be spread and discussed with a wider public.

**Involved beneficiary/s**
IRENA will create website and Facebook page, and will take care off publishing all documentation about the project (with support of all the project partners). IRENA will strictly cooperate with the Province of Rimini (as responsible of management & coordination of the entire project) in monitoring the progress & the achievements of the project in order to spread the relevant information to the partnership.

All other partners are responsible for sending all relevant project documents, pictures, videos, brochures, layman’s report, etc., to IRENA so they can be uploaded to project website.

**Indicators of achievement**
1 project website  
1 Facebook social network

**Timeframe**
1/12/2012 – 30/11/2014 (entire project life-cycle)  
Project website and Facebook page will be activated by the end of July 2013, and will be used in all project life-cycle.

**4.5. Movie-documentary**

<table>
<thead>
<tr>
<th>Movie-documentary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tool description</strong></td>
</tr>
<tr>
<td>Preparation and broadcast of one movie-documentary of the project that documents the main project phases, to be broadcasted on TV and on Internet (project website, YOUTUBE, other high visibility channels)</td>
</tr>
</tbody>
</table>

**Involved beneficiary/s**  
Province of Rimini will prepare the documentary, to which all the PPs will contribute by sending their own documentaries consistent with the common framework.
**Indicators of achievement**
1 movie-documentary

**Timeframe**

1/12/2012 – 30/11/2014 (entire project life-cycle)

Movie-documentary will be prepared before the end of the project TERRE (30/11/2014)

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**4.6. Project brochure**

**Project brochure and national project brochures**

**Tool description**
IRENA will elaborate one project brochure in English containing only the main information about the project and an overview of the project areas, to be downloaded by the website and available for printing. Brochure will be short and have just basic information because all other information’s and project result will be given in layman’s report at the end of the project.

Generally the project brochure represents a relevant communication tool that thanks to its high visibility and versatility can be used to promote the project towards a larger audience during all the type of public events organised within the project and also not strictly related to the implementation of project activities, such as for example the attendance to international events inside and outside the SEE programme area.

Elaboration of local editions of the project brochure (one per for each project area) containing the main information about the project and a specific focus on the activities implemented in every partners' areas. Furthermore to promote and disseminate the project in an effectively manner, together with the content management in each language area within the project website, local brochures have to be elaborated by each project partner. They are focused on specific actions that will be implemented by each partner as well as on the concrete impacts that the project will generated in the each partner area. Local brochures will be particularly useful to guarantee a wide dissemination of project TERRE goals.

The approved Application form foresees the elaboration of one International project brochure in English and translated in all project languages containing the main
information about the project and an overview of the different project areas, to be downloaded by the website and available for printing.

A particular attention will be paid to the positioning of project logo as well as of the other two official logos (SEE Transnational Cooperation Programme and EU flag), trying to combine the respect of compulsory visibility requirements with an attractive and easily recognizable layout.

**Involved beneficiary/s**
IRENA will elaborate one project brochure in English
Each PP will elaborate their own local project brochure

**Indicators of achievement**
1 project brochure in English (containing the main information about the project and an overview of the different project areas)
13 local project brochure in national languages (containing the main information about the project and a specific focus on the activities implemented in every partners' areas)

**Timeframe**
1/12/2012 – 30/11/2014 (entire project life-cycle)
Project brochure in English and local editions in national languages will be released by the end of August 2013.

### 4.7 E-newsletters

**International and local e-newsletters**

**Tool description**
Issue of 4 transnational international e-newsletters (to be issued after project partner meeting) and 52 local e-newsletters (4 from each project partner). E-newsletters are aimed at promoting a general updating on the project’s activities and results as well as on the main news strictly related to the theme addressed by the project. E-newsletters can be also considered a useful tool to attract the attention of a wide public towards other communication tools used within the project, such as the website, providing links to its specific sections, and social networks.

**Involved beneficiary/s**
IRENA delivers international e-newsletters; all partners deliver local e-newsletters.
### Indicators of achievement
- 4 transnational international e-newsletters (IRENA)
- 52 local e-newsletters (4 each PP)

### Timeframe
**1/12/2012 – 30/11/2014 (entire project life-cycle)**
E-newsletters will be issued during project life-cycle according to the achievement timeframe of the main project goals.

### 4.8 Final transnational conference

#### Final transnational conference

#### Tool description
The approved Application form foresees the organization of one international final conference in Labin-Rabac. Papers and documents of the event will be spread and make available on the project website. During the event a press conference with media, magazines and TV will be organized. It will have the potential to raise awareness of the project, disseminating its results to the public and it can be a relevant occasion to receive feedbacks by the audience. It should be carefully planned preparing the agenda and running sheet, writing guest list and invitations, preparing press kit and information packs for media, respecting always publicity requirements.

#### Involved beneficiary/s
IRENA will organize final transnational conference; all other project partners will participate the conference

#### Indicators of achievement
1 final transnational conference, 120 people attending the event are estimated

#### Timeframe
By the November 2014.
4.9 Promo materials

**Promo material**

**Tool description**
The Approved Application form foresees for every project area the production of a promo material kit including flyers, memory sticks, key chains, paperboards, etc., referred to the TERRE project and/or specific local actions. Whatever promotional material partners can choose, as more suitable to disseminate information about the project and its main expected results in the concerned area, the main features of the project public image defined with the elaboration of the corporate identity have to be respected as well as all the compulsory communication and visibility requirements stated by the latest version of SEE Project Implementation Package and Visibility Plan for European Union External Actions.

**Involved beneficiary/s**
All beneficiaries develop 1 set of general promo materials (flyers, posters, panels, paperboards, keychain, roll ups, USB sticks, etc.). PP can decide which promotional materials are going to make taking into consideration their budget.

**Indicators of achievement**
13 sets of promo materials (1 by each partner)

**Timeframe**
1/12/2012 – 30/11/2014 (entire project life-cycle)
Promo materials will be issued during project life-cycle

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4.10. Regional layman’s report

**Regional layman's reports in each national language**

**Tool description**
Preparation on 1 regional layman’s reports in each national language to increase the number of people reached by the message at local level: layman's report describe the complex/technical issue using words and terms that the average individuals can understand, so that they may comprehend the issue to some degree. The report shall
include the main assumptions figured out in the Local technical-economic-financial plans for local development.

**Involved beneficiary/s**

Each project partners will prepare 1 layman's report in his own languages providing the technical description of the project achievements and production.

**Indicators of achievement**

13 layman's reports (1 by each partner)

**Timeframe**

1/12/2012 – 30/11/2014 (entire project life-cycle)

Layman's report will be prepared by the end of project life-cycle

### 4.11 Annual communication assessment

**Annual communication assessment (performance indicators)**

**Tool description**

The annual communication evaluation will monitor the activities developed compared with those planned by the communication-dissemination plan, by using some performance indicators (such as the number of website visits, of attendees to events, questionnaires or evaluation sheets to be distributed to the general public during the realization of events). Two interim reports and a final report will be realised and submitted to JTS together with the Progress Reports.

**Involved beneficiary/s**

IRENA and LP will be responsible for the development of the communication evaluation format and the related working documents, in accordance with the partners who will agree on the final format to be used. Each partner will co-operate at the realization of the report, by providing the needed information in duly time. IRENA will collect partner information and elaborate the reports with help of LP.

**Indicators of achievement**

13 annual communication assessment

**Timeframe**

1/12/2012 – 30/11/2014 (entire project life-cycle)

Annual communication assessment must be prepared by the end of 2013.
5. Outputs and results of WP2

Qualitative and quantitative description of the outputs and results

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Measurement unit</th>
<th>Target value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project corporate identity</td>
<td>Nr of project's logo</td>
<td>1</td>
</tr>
<tr>
<td>Project website+facebook social network</td>
<td>Nr of website &amp; Nr of Facebook pages</td>
<td>2</td>
</tr>
<tr>
<td>Project brochure in English(1)+ local editions in national language (13)</td>
<td>Nr of project brochure produced</td>
<td>14</td>
</tr>
<tr>
<td>Project communication strategy (1) and local dissemination plans (13)</td>
<td>Nr of internal/external plan</td>
<td>14</td>
</tr>
<tr>
<td>Press conference (13local+1international), 14 press conference (1 final+13 by each partner), 13 articles (1 by each partner), 13 interviews and TV radios (1 by each partner), 65 press releases (each partner will issue 1 press release after each project meeting =5x13)</td>
<td>Nr of communication performances</td>
<td>105</td>
</tr>
<tr>
<td>Annual communication assessment (performance indicators)</td>
<td>Nr of PP who have filled in the hoc performance questionnaire</td>
<td>13</td>
</tr>
<tr>
<td>International (4) and local (4 issue per 13 partners e-newsletter)</td>
<td>Nr of newsletter produced</td>
<td>56</td>
</tr>
<tr>
<td>Movie-documentary on the project DVD support that documents main project phases</td>
<td>Nr of DVD</td>
<td>1</td>
</tr>
<tr>
<td>Final transnational conference in Labin-Rabac (Croatia)</td>
<td>Nr of participants /Nr of media touched</td>
<td>120</td>
</tr>
<tr>
<td>Preparation of 1 layman's report in each national language</td>
<td>Publication</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Result</th>
<th>Measurement unit</th>
<th>Target value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The communication plans allows to share knowledge and information between PPs</td>
<td>Nr of PPs</td>
<td>13</td>
</tr>
<tr>
<td>People exposed by TERRE's communication measures</td>
<td>Nr of stakeholders touched</td>
<td>260(20x13)</td>
</tr>
<tr>
<td>People reached by the TERRE's communication measures and directly affected by the message</td>
<td>Nr of people touched</td>
<td>15000</td>
</tr>
<tr>
<td>The Project web site (including Facebook page) will operate as internal &amp; external media</td>
<td>Nr of hits per mounts</td>
<td>250</td>
</tr>
</tbody>
</table>
Publications (brochures and layman's report) summarizing project goals, activities & partnership (500 per partner) | Nr of units distributed | 6500
---|---|---
The press conferences, press releases, press articles, interviews on TV and radios will inform a wider public on TERRE activities & results (including video broadcasting) | Nr of people touched | 260 000
The annual communication assessment (performance indicators) will allow to readdress (if the case) the strategy | Nr of assessments | 3
The final transnational conference at Labin-Rabac (Croatia) will allow to divulgate the cumulative results of the project and lay down the basis for further cooperation | Nr of participants in the translational conference | 120

Obligations of each PP according to this Communication strategy

<table>
<thead>
<tr>
<th>Partner involved</th>
<th>Target values</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IRENA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Communication Strategy</td>
<td>1</td>
<td>By the end of June</td>
</tr>
<tr>
<td>Project corporate identity</td>
<td>1</td>
<td>By the end of June</td>
</tr>
<tr>
<td>Project brochure in English</td>
<td>1</td>
<td>By the end of August</td>
</tr>
<tr>
<td>Project website and facebook</td>
<td>1+1</td>
<td>By the end of July</td>
</tr>
<tr>
<td>International e-newsletters</td>
<td>4</td>
<td>To be issued after each PP meeting</td>
</tr>
<tr>
<td>Final transnational conference</td>
<td>1</td>
<td>November 2014</td>
</tr>
<tr>
<td>Annual communication assessment</td>
<td>3</td>
<td>First one before the end of 2013. Second before the end of project (November 2014) Final report at the end of project</td>
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<tr>
<td><strong>PROVINCE OF RIMINI</strong></td>
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<tr>
<td>Movie- documentary</td>
<td>1</td>
<td>Before final conference</td>
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</table>
6. Communication Activities to support Participation and Training (WP5)

Three types of communication in project TERRE are:
1) communication for the Participation activities, aiming at supporting the active involvement of stakeholders in the elaboration of TERRE activities and results;
2) the communication for the training seminars, which is devoted to train specific target groups to sensitize and empower them;
3) the communication to disseminate activities and results to a large public

Within Communication Activities to support Participation and Training PP will use tools elaborated in Chapter 4. with purpose of communication with stakeholders and target groups (for more information’s about participation activities and training seminars please refer to WP5 guidelines elaborated by IUAV).
6.1. Communication for Participation activities and Training seminars

These two types of communication are in charge of each Partner, according to the activities to be developed in each pilot area, adopting tools as identified by IRENA in the present guidelines.

Tools to support these activities are:

1. A brochure (international and local) of the TERRE project should be provided in advance to the stakeholders to prepare them to the discussion, or it should be provided with the questionnaire (each PP will elaborate their own short local project brochure containing the main information about the project and a specific focus on the activities implemented in every partners' areas);

2. Each partner will develop set of promo materials that can be gifted to stakeholders and target groups

3. Communication campaign for participation activities and training seminars. The Communication campaign is a way to inform about the project and on the issues, raising awareness of the problems and possible solutions, strengthening public relations and maintaining a state of interest and monitoring during the project. Moreover, this is a way to maintain relationships between the actors, creating networks and generating a support platform for decision and policy making. In short, a knowledge that creates new relationships and new support networks.

Within Communication campaign PP will use communication tools:

- each PP should create specific program of communication or mailing list to interact with stakeholders and target groups involved;
- project website and Facebook; it is recommended that PPs advice their stakeholders and target groups on the existence of webpage where they can get all the information about the project and encourage them to actively participate in the discussion on Facebook;
- articles, interviews on TV/Radio; are also very good way to inform stakeholder and target groups about project development;
• **e-newsletters;** it is advised that all PPs send international e-newsletters and their local e-newsletters to everyone on previously mentioned mailing list;

• **Movie-documentary:** each PP should advice their stakeholders and target groups to watch projects movie-documentary.

### 6.2 Communication to disseminate activities and results to a large public

Dissemination should be an on-going activity that happens throughout the lifetime of project TERRE. Just as there are different ways of doing research, there are different approaches to dissemination. Getting dissemination right is important because it is the main way that our project will communicate with the outside world. The dissemination plan is linked to the project aims, to ensure dissemination methods are appropriate to the outcomes of the project. Every PP should draft a dissemination plan at the beginning of the research to identify the audience, method and the timing of dissemination. PP should highlight the relevance of project's research to stakeholders and consider their interests, motivations and priorities. It is also important to each partner work out how he will tailor project's research outputs to different stakeholder groups. Disseminating findings regularly can help to maintain stakeholders’ interest in the research and keep it on their agenda. Research is likely to have more influence if stakeholders are kept up to date throughout the project process.

Communication to disseminate activities and results to a large public can be divided in two main levels:

- Transnational integrated communication campaign
- Local integrated Communication campaign

### 6.2.1 Transnational integrated communication campaign

For this activity is responsible IRENA with cooperation of Province of Rimini and support of all other project partners.
Main tools:

- **project website and Facebook page;** IRENA will create website and Facebook page, and will take care of publishing all documentation about the project, so it very important to have support of all partners. PP need to regularly send all important documentation, publication, newsletters, etc., to IRENA, so they can be promptly published at the website. Facebook page will be activated in order to promote and coordinate the TERRE project. To increase the website indexing a particular attention will be put on the contents updating as well as on the animation of a dedicated Facebook group, within which information reported into the website can be spread and discussed with a wider public.

- **preparation and broadcast of one movie documentary;** Province of Rimini will prepare the documentary, to which all the PPs will contribute by sending their own documentaries consistent with the common framework. Movie will document the main project phases and will be broadcasted on TV and on Internet (project website, YOUTUBE, other high visibility channels).

- **elaboration of one project brochure in English;** containing the main information about the project and an overview of the project areas, to be downloaded by the website and available for printing. Brochure will be elaborated by IRENA.

- **transnational e-newsletters;** issue of 4 transnational international e-newsletters (to be issued by IRENA at the achievement of the project milestones). E-newsletters are aimed at promoting a general updating on the project’s activities and results as well as on the main news strictly related to the theme addressed by the project.

- **final transnational conference in Labin-Rabac (Croatia);** papers and documents of the event will be spread and make available on the project website. During the event a press conference with media, magazines and TV will be organized. It will have the potential to raise awareness of the project, disseminating its results to the public and it can be a relevant occasion to receive feedbacks by the audience.
6.2.2 Local integrated Communication campaign

This activity delivers 13 local Communication campaigns.

Main tools:

- **local project brochure:** local editions of the project brochure containing the main information about the project and a specific focus on the activities implemented in every partners' areas. Furthermore to promote and disseminate the project in an effectively manner, together with the content management in each language area within the project website, local brochures have to be elaborated by each project partner. They are focused on specific actions that will be implemented by each partner as well as on the concrete impacts that the project will generated in the each partner area. Local brochures will be particularly useful to guarantee a wide dissemination of project TERRE goals.

- **local MEDIA relation:** each PP will: prepare their own Local Dissemination Strategy; organize 1 press conference and 1 TV/radio interview, publish 1 article, and release 5 press releases (1 press release after each project meeting)

- **local e-newsletters:** each project partner will issue 4 local newsletters (to be issued after project partner meeting). E-newsletters are aimed at promoting a general updating on the project’s activities and results as well as on the main news strictly related to the theme addressed by the project. E-newsletters will be issued at the projects website.

- **promo material:** promo material kit including flyers, memory sticks, key chains, paperboards, etc., containing logo of project TERRE. Whatever promotional material partners can choose (taking into account approved partners budget), as more suitable to disseminate information about the project and its main expected results in the concerned area. Promo materials will be used at project meetings, training seminars and can also be gifted to stakeholder and target groups.
- **regional layman's reports;** each partner will prepare 1 regional layman’s to increase the number of people reached by the message at local level: layman's report describe the complex/technical issue using words and terms that the average individuals can understand, so that they may comprehend the issue to some degree. The report shall include the main assumptions figured out in the Local technical-economic-financial plans for local development.

7. **Guidelines for Local Communication plan**

These guidelines are suggestions for methodological approach to draw up and implement **Local Communications Plans** within TERRE project and contains practical advice and references to the general rules of communication and visibility prescribed by the SEE Transnational Cooperation Programme and by the Manual for European Union External Actions:


In briefly, these rules mandate that each project document uses SEE logo followed by sentence “**SOUTH EAST EUROPE, Transnational Cooperation Programme**” and EU logo followed by the sentence “The project is co-funded by the European Union”. A particular attention must be addressed to the rules at the base of the EU visual identity elements. As general rule, the Programme logo must be in proportion to the design to which it applies. It should be places on the first page or equally prominent place. A clear space must surround the Programme logo on all sides and not be impinged on by graphic elements, other logos, edge of page or advertisement. For more information is advised to read previously mentioned manuals.
Main goals of local communication plan is to; raise awareness among target group and stakeholders about benefits and potential of project TERRE; and let citizens know the benefits obtained in the involved territories. Starting from the general objectives of the Project Communication Strategy, the Local Communication Plan has to provide details on specific goals.

Starting from the Project Communication Strategy and thus guaranteeing a uniform image to all the information actions, it is suggested to detail communication modalities and tools according to local peculiarities. The recommended tools are:

- project website and Facebook social network
- local project brochure
- local press conferences, local releases, press articles, interviews (TV and radio)
- local newsletters
- promo materials

To better arrange at local level the project communication, visibility and publicity activities defined in the approved Application form, the following general principles should be respected:

- Local Communication Plan should be flexible and dynamic
• Indicate which are visibility and communication tools to be used for disseminating results, the time frame, the relevant financial resources;
• List the different initiative to which the project will be presented or the public events that will be organized adding further information respecting what stated in the Application Form
• Detail how the achieved results are widely disseminated and capitalized according to the specific stakeholders and target groups

For effective achievement of the local communication plan and its specific goals, constant and systematic monitoring and evaluation is necessary. To this aim, the definition of Indicators of achievement is suggested. They allow measuring the immediate results of information and communication activities (i.e. number of page visits, number of published newsletter, number of participants to a specific event).
8. Budget available for WP2

The total available budget for Communication and Dissemination activities for all project is 307,900 EUR, which is 14.09% off the total project budget.

Total budget for WP2 per project periods:

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<th>Reporting period</th>
<th>Spending forecast for WP2</th>
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Allocation of WP2 budget among partners
Allocation of WP2 budget among partners and per periods

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<th>PERIOD 2</th>
<th>PERIOD 3</th>
<th>PERIOD 4</th>
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9. Annexes

9.1. Project logo
9.2. Word template
9.2.1. Documents sheet example
9.2.2. Document example
### Meeting Agenda

**Host:** PP name  
**Moderator:** name surname

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<th>Issue</th>
<th>Responsible</th>
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</thead>
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<td>name, organization</td>
<td></td>
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<tr>
<td>time</td>
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<tr>
<td>time</td>
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<td>name, organization</td>
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### Attendance List

....... MEETING (location, date, year)

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</table>

37
9.2.5. Meeting minutes example

Agenda of meeting was as follows:

Day 1

Day 2

Agenda was proposed by and all partners agreed on it.
9.3. PowerPoint presentation template
9.3.1. PowerPoint presentation example