



# HoCare

# Communication Strategy

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The Communication Strategy follows Interreg Europe programme indications and requirements, defined in Programme Manual and other relevant material and regulations.

The Strategy proposes activities that support achievement of project objectives. This requires a specific strategy (messages/media) for each target group, including an indicative time plan detailing when certain activities would best be carried out.

Partners should note that these actions are largely taken from the Application Form (AP) therefore they should be adhered to as far as possible. However, partners do have a degree of flexibility to ensure the communication that they see best and to deal with real life situations.

## 1. Communication objectives

**Overall objective of HoCare project** (“**Delivery of Innovative solution for Home Care by strengthening quadruple-helix cooperation in regional innovation chains**”) is to boost generation of innovative Home Care solutions in regional innovation chains by strengthening of cooperation of actors in regional innovation ecosystems using Quadruple-Helix approach.

**The communication objectives** describe how communications can help deliver the project aim. The aim of the HoCare Communication Strategy is to increase visibility and transparency and to ensure the efficiency and the best impact of the planned dissemination and communication activities.

More specifically, the communication activities of HoCare want to:

**Project Communication Objective No.1:**

Raising awareness about using of Quadruple Helix approach for delivery of innovative Home Care solutions.

**Project Communication Objective No.2:**

Changing of mind-set to boost public driven innovation.

**Project Communication Objective No.3:**

Disseminating knowledge with direct link to policy learning at all levels - to stakeholders and also at external EU level.

## 2. Target Groups

Target groups are the key audiences with which our project needs to communicate. They all have different characteristics and needs.

The target of HoCare project are private and public actors relevant for the improving of innovative solutions for home care.

Relevant target groups:



#### 1. End users - Voice of demand side:

- Formal providers of health care – hospitals, social houses, senior houses, doctors and other health care professionals
- Informal providers of health care – mostly family members of elderly care recipients (preferably their associations or any other formal body)
- Elderly care recipients (preferably their associations)

#### 2. Business sector:

- Industrial actors from AAL/Home care industry – SMEs, LMEs
- Business support actors – associations, innovation or regional development centres related to Home Care

#### 3. Research actors: universities, research centres with research activities in Home Care sectors

#### 4. Public actors:

- Senior public servants & policy decision makers in field of R&I, health care, social care at regional and national level;
- Senior analysts, senior managers from Health Insurance companies and Regulators.
- EU level policy decision makers – public servants responsible for Digital Single Market, PcP, PPI regulation, standardization, including MEPs from relevant parliamentary groups.

## 3. Key Messages

Different target groups will be reached using different tactics and different media. Messages are the statements that will feed into each communication action. Some of the messages are outlined here, but it is crucial that key messages are refined and revised according to the activities planned.

Proposals for key messages:

***“Project HoCare offers solutions for the challenge of ageing population in Europe.”***

***“The work of project HoCare is valuable because it is trying to improve policy instruments for innovation solutions for home care.”***

## 4. Stakeholder engagement

Stakeholders are groups of carefully selected target groups, who have an interest in the project and can have influence on its ability to achieve its goals.

### a. European Stakeholder Engagement

**Indicative list of European Institutions and Networks** (to be completed according to input from partners):



- Enterprise Europe Network
- Age@Home Network
- AGE Platform Europe
- European Commission: DG REGIO (Directorate General for Regional and Urban Policy)
- Other Interreg Europe projects funded on the SME and Competitiveness priority

## b. Multi-Stakeholder Groups

All HoCare regions are obliged to create a **Multi-stakeholder Group**. More details are available in the INTERREG EUROPE programme manual, in the HoCare application form as well as in the Project Implementation Guide.

To increase the chance of achieving policy exchange, project partners should actively involve relevant stakeholders from their region in the activities of the project. This group has therefore an intra-regional focus and is constituted by players from each region. Some of these stakeholders may be those who implement measures of the action plan later on. 1 Multi-Stakeholder group is formed in each region. Members of Local Stakeholder Group are formal and informal providers of health care, industrial actors or business support actors related to Home care industry, research actors, public actors (senior public servants and policy decision makers in field of R&I, health care, social care at regional and national level, Senior Managers from Health Insurance and regulators).

## 5. Communication Activities

### a. Online communication

#### Project website

The Interreg Europe programme hosts all project websites on its own website. Several sections, such as project description, partnership, information about the financing, and other information were automatically filled-in from the application form and later from progress reports. Development Centre of the Heart of Slovenia updated the content on website with additional information.

HoCare website: <http://www.interregeurope.eu/hocare/>

The project will pay special attention to the text used on the website. It informs website readers about the project in a simple and reader-friendly manner. Sub-sections on project news, events and activities will be updated by project partners at least once every six months. Google Analytics are used to monitor visitors.

The following content is published on project web site:



- News about the project's implementation and achievements
- Information about project partners
- Information about main project events
- Pictures about the project's work
- Digital project outputs

Website is linked to relevant social media sites (Twitter).

### **Partners' websites**

All project partners published information about the HoCare project on their institutional website on dedicated subsection. A short description of the project, its aims and results, partnership, and highlight the financial support from the European Union (Interreg Europe/ ERDF) were provided. The information about the project include the programme logo set in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project website was added for more information about the project's activities.

### **Social media**

The use of social media is getting more and more popular so it's important to be present at some of the social media channels. The growing ubiquity of cell phones, especially the rise of smartphones, has made social networking just a finger tap away. HoCare is disseminated through partners' social channels on Facebook, Twitter, LinkedIn. It's important to be up to date, short in messages in interesting, including pictures and links to project web site. HoCare project created special group on LinkedIn to storing content which is used by all partners to their networks (through individual accounts or Institutional pages). Twitter account was also created for HoCare project, partners are encouraged to use hashtag #HoCare.

HoCare social media channels will be linked to Interreg Europe on social media (Twitter, LinkedIn).

HoCare Twitter account: [https://twitter.com/HoCare\\_project](https://twitter.com/HoCare_project)

### **Electronic Newsletters**

4 electronic newsletters will be developed by Development Centre of the Heart of Slovenia, while all PPs will contribute and they will disseminate final version of newsletters to their contact lists. Project Partners are free to translate the document in their own language in order to facilitate the smoother dissemination of information in their region.

Objective of leading theme of each newsletter:

- 1<sup>st</sup> electronic newsletter: to raise awareness about the project
- 2<sup>nd</sup> electronic newsletter: to share most valuable outcomes of Regional Analysis
- 3<sup>rd</sup> electronic newsletter: presenting HoCare Policy Thematic Study and HoCare Policy transfer report, to share knowledge gained through Thematic workshops and Brussels event
- 4<sup>th</sup> electronic newsletters: to promote results of first phase of the HoCare project, to share knowledge related to impact of developed Action plans

Each PP will create regional/national contact list for dissemination purposes, PP2 will create it at international level (i.e. associations, EC representatives etc.).



## Videos

3 short videos (5 minutes duration) will be produced in order to raise awareness about HoCare project utilizing modern communication tools. All videos will be shared through social media channels (inc. YouTube) and on all web sites regarding HoCare project. Videos will be used during Policy learning events later on.

Objective of leading theme of each short video are Thematic workshops (in Madeira, Budapest and Ljubljana) showing best policy instruments to boost policy learning.

Development Centre of the Heart of Slovenia (partner 2) is responsible for production of videos.

## b. Public & Media relations

### Media/Press relations

The Interreg Europe programme expects all projects to inform the general public about their activities and achievements. The main information channel for this purpose is the media (online and printed press). When preparing material for the media, special attention will be paid to emphasise the name of the project, the programme and the ERDF. To boost regional awareness each PP will publish articles about HoCare project in local/regional/national media.

Media monitoring will be a part of the evaluation of the communication strategy. Copies of any articles will be archived (scanned article with a visible date and source, image clip of an online article with a link and date).

### Press conferences

4 International press conferences as part of Thematic workshops and “Brussels event” will be organized. Also 8 national press conferences as part of National Policy Learning events will be organized (one by each project partner).

## c. Events & meetings

### Events and Meetings

Several events and meetings are planned during HoCare implementation:

- 32 meetings of regional multi-stakeholder groups serving primary role of the policy learning (4 per partner).
- 32 Internal reporting meetings organized (4 per partner)
- 3 Thematic workshops organized in Funchal (POR), Budapest (HUN) and Ljubljana (SLO).
- 8 National Policy learning events (1 in each partner region)
- 1 high level policy event organized at international level.
- Presentation of HoCare project at international events based on Programme recommendations or based on thematic match (will be done by LP).



During events, visibility of the EU and the programme needs to be ensured. The programme logo set has to be used on any agendas, list of participants, related hand-outs and presentations.

### Poster

The Interreg Europe programme provided a template for the production of the («ready-to-print») project poster. It displays project acronym, title and specific objective. Within six months of the approval of the project, each project partner placed at least one poster with information about the project (minimum size A3), including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building. The poster needs to stay visible for the whole duration of the project.

### Synergies with other projects

Lead partner will establish cooperation with 2 similar projects funded by Interreg Europe and close Cooperation agreements to share experiences. 3 virtual meetings will be organized with each of 2 similar projects to share experiences between projects. HoCare project will be presented at 1 project event for each of 2 similar projects HoCare cooperates with.

## 6. Time plan

ACTIVITY	TIMEPLAN	RESPONSIBLE PARTNER
Definition of Communication Strategy	May 2016	Heart of Slovenia
Social media set-up at international level: Twitter, LinkedIn	May-June 2016	Heart of Slovenia
Creating of regional/national contact list for dissemination purposes	May-Aug 2016	All partners
Creating of international contact list for dissemination purposes	May-Aug 2016	Heart of Slovenia
Press release after kick-off meeting	May 2016	All partners
Set up of HoCare project sub-site at Interreg Europe website	June 2016	Heart of Slovenia
Dedicated subsection about the project in partners' websites	May-June 2016	All partners
Creation of Newsletter I	September 2016	Heart of Slovenia
Dissemination of Newsletter I	September 2016	All partners
Article about HoCare project in local/regional/national media (1 per each partner)	September 2016	All partners
Establishment of cooperation with 2 similar projects funded by Interreg Europe	Oct 2016- Mar 2017	Lead partner





International press conferences as part of Thematic workshops	Feb-Mar 2016 Apr-Sept 2017	
Creation of Newsletter II	March 2017	Heart of Slovenia
Dissemination of Newsletter II	March 2017	All partners
Video 1 and video 2	Mar-Apr 2017	Heart of Slovenia
Video 3	Apr-Sept 2017	Heart of Slovenia
Creation of Newsletter III	September 2017	Heart of Slovenia
Dissemination of Newsletter III	September 2017	All partners
National press conferences as part of National Policy learning events	Okt-Nov 2017	All partners
Creation of Newsletter IV	March 2018	Heart of Slovenia
Dissemination of Newsletter IV	March 2018	All partners
Regular updates of dedicated project sub-site at Interreg Europe web-site	Ongoing	Heart of Slovenia
Sharing content via social media platform	Ongoing	Heart of Slovenia
Presentation of project at international events	Ongoing	Lead partner
High-level Political Dissemination Event	April-September 2019	Lead partner

## 7. Budget

Every Region has budget provision for:

- Stakeholder group meeting organisation;
- Partner meeting organisation;
- Travel and accommodation for stakeholders and external experts;

In addition:

- Project Manager has budget provision for the project communication management;
- Communication manager has specific budget provision for publication and dissemination activities;

Staff costs include internal staff communication activities and the 15% Office and Administration costs can be used for printing communication material.

Please refer to the project budget for the total amounts.

## 8. Evaluation

Monitoring indicators:

No. of National policy learning events organized	8
No. of participants at National HoCare Policy Learning events	40 participants each
No. of stakeholders participating in Multi-stakeholder groups	8 x 20
No. of Stakeholder meetings organized	8 X 4



No. of Internal meetings organized	8 X 4
No. of International press conferences organized	3
No. of national press conferences organized	8
No. of presentations of HoCare at international events	4
No. of Cooperation agreements with other EU projects	2
No. of appearances in media	58
No. of visitors to project website since last reporting period	980
No. of newsletters	4
No. of contacts for sending newsletters	8 x 100
No- of videos produced	3

## 9. Use of Interreg Europe logo / Project logo

Interreg Europe uses a common programme visual identity. The projects Interreg Europe supports must therefore follow the programme's corporate design guidelines when developing their project communication tools.

All beneficiaries must follow a number of rules regarding the use of the logo of the European Union and the respective fund – ERDF in the case of Interreg Europe. The logo must always be visible in a prominent place (on the first/landing page, visible, without scrolling, on all electronic and mobile devices) and of a comparable size to other logos used.

The Interreg Europe logo set already respects all the programme requirements, and all approved projects are obliged to use it on all their communication material (both hard copy and electronic). The logo set can be downloaded from the programme's website: [www.interregeurope.eu](http://www.interregeurope.eu)

The projects are not encouraged to develop their own project logo, because they have a limited shelf life.

The core Interreg Europe brand is made of three components:

1. the logo block
2. the slogan
3. the origami



*Sharing solutions for  
better regional policies*



**Link to Interreg Europe logo and design elements in different formats (for download):**

<http://www.interregeurope.eu/about-us/logo/>

Programme slogan “Sharing solutions for better regional policies” should be used when possible. There is no predefined positioning of it.

Only the first letters of the programme title “Interreg Europe” are capitalised when it is written in the text.

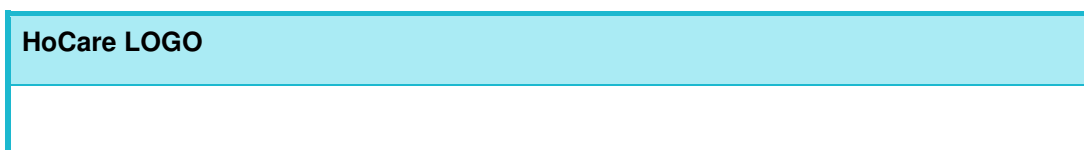
**Project logo**

Projects funded by Interreg Europe have an identity in the form of a project brand block in relation with the theme they belong to.

1. The related topic colour origami
2. The project acronym
3. Interreg Europe brand

No other Project identity is permitted.

HoCare project logo has been generated by Interreg Europe programme following common template based on Interreg Europe Graphic Identity.





**Link to project logo and design elements in different formats (for download):**

[https://drive.google.com/folderview?id=0B\\_2u8LvpD\\_IzbnE5TjhQVnoyc0E&usp=drive\\_web&tid=0B\\_2u8LvpD\\_IzQndsY19rUFFzSFk](https://drive.google.com/folderview?id=0B_2u8LvpD_IzbnE5TjhQVnoyc0E&usp=drive_web&tid=0B_2u8LvpD_IzQndsY19rUFFzSFk)

## 10. Internal Communication

A sound communication between partners represents one of the key points for the project success.

Tools used for internal communication:



- E-mail
- Telephone
- GoToMeeting (for virtual meetings)
- Tool for internal exchange of documents (to be decided)
- Steering Committee and Policy Advisory Committee Meetings

List of communication managers for each partner:

<b>PARTNER</b>	<b>COMMUNICATION MANAGER</b>	<b>CONTACT</b>
Nicosia Development Agency (CY)	Eleni Malekkidou	<a href="mailto:emalekkidou@anel.com.cy">emalekkidou@anel.com.cy</a>
Development Centre of the Heart of Slovenia (SI)	Ana Savšek	<a href="mailto:ana.savsek@razvoj.si">ana.savsek@razvoj.si</a>
Business Agency Association (BG)	Boris Krastev	<a href="mailto:Boris.krastev@vba.bg">Boris.krastev@vba.bg</a>
National Institute for Research and Development in Informatics (RO)	Valentin Florescu	<a href="mailto:gflores@ici.ro">gflores@ici.ro</a>
Lithuanian Innovation Centre (LT)	Daiva Besagirskaite	<a href="mailto:d.besagirskaite@lic.lt">d.besagirskaite@lic.lt</a>
National Healthcare Service Center (HU)	László Gondos	<a href="mailto:gondos.laszlo@aeek.hu">gondos.laszlo@aeek.hu</a>
IDERAM Business Development Institute of the Autonomous Region of Madeira (PT)	Helder Leonel Velosa Ribeiro	<a href="mailto:helderribeiro@ideram.pt">helderribeiro@ideram.pt</a>
DEX Innovation Centre (CZ)	Michal Štefan	<a href="mailto:michal.stefan@dex-ic.com">michal.stefan@dex-ic.com</a>

## 11. Contact

Development Centre of the Heart of Slovenia (partner 2) is responsible for overall communication activities in HoCare project. They design, manage and monitor all activities. In doing that they are responsible for checking statistics/indicators, collecting evaluations, preparing reports and sharing them with partners. They work in collaboration with the Project Coordinator to carry out the communication activities.

On operational level, the following person is responsible for communication:

**Ana Savšek**, Communication Manager

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