



**WETNET**  
Coordinated management and networking of  
Mediterranean wetlands  
Communication Plan

1	Introduction	2
2	Scope and Objectives of the Action	6
3	Communication Strategy	9
4	Branding Requirements	10
5	Communication Plan	11
6	Monitoring and Evaluation	16
7	Timing	16
8	Appendix	18

# 1 Introduction

The present document constitutes the Communication Plan of the WETNET project, prepared by SARGA, which is responsible for the implementation of WP2. Communication and dissemination activities constitute a very important part for WETNET and therefore a lot of attention has been placed in achieving the highest level of dissemination and diffusion of the project objectives, actions and results.

The communication and dissemination activities foreseen in this document will raise the awareness for the WETNET project results and will have the potential to impact positively throughout the MED region. Thanks to the transnational approach of the project and the involvement of stakeholders from **6 different countries** and **10 partners**, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

Indeed, the communication 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 the key messages, target audience, mechanisms and activities related to facilitating dissemination of information produced by the project outputs and deliverables.

## 1.1 Project Description

The aim of the proposal is to **improve the effectiveness of conservation policies** in relation to **wetlands** protected in the MED area. It will be analyzed, will test and disseminate institutional collaboration and a mechanism for the integration and coordination of the various political plans and initiatives that affect the protected wetlands, while participatory tools will be tested in order to actively involve local stakeholders in the conservation, management and sustainable development of ecosystems and landscapes of the wetlands.

The project starts on **1st of November 2016** and is expected to be completed on **30th April 2019 (30 months)**.

## 1.2 Project Implementation

The Project Coordinator for WETNET is:

**Veneto Region (Italy)**

The Communication Manager for WETNET is:

**SARGA (Spain).**

The **Communication Committee** is divided in Steering Committee, Technical Board and Administrative Board.

PROJECT PARTNER (PP)		STEERING COMMITTEE (SC)		TECHNICAL BOARD (TB)				ADMINISTRATIVE BOARD (AB)			
name	country	representative	email	representative	email	cc'd	email	representative	email	cc'd	email
VENETO REGION	IT	Franco Alberti	<a href="mailto:franco.alberti@regione.veneto.it">franco.alberti@regione.veneto.it</a>	Claudio Perin	<a href="mailto:claudio.perin@regione.veneto.it">claudio.perin@regione.veneto.it</a>	Franco Alberti	<a href="mailto:franco.alberti@regione.veneto.it">franco.alberti@regione.veneto.it</a>	Federico Bossi	<a href="mailto:federico.bossi@regione.veneto.it">federico.bossi@regione.veneto.it</a>	Franco Alberti	<a href="mailto:franco.alberti@regione.veneto.it">franco.alberti@regione.veneto.it</a>
CIRF	IT	Giancarlo Gusmaroli	<a href="mailto:g.gusmaroli@cirf.org">g.gusmaroli@cirf.org</a>	Giancarlo Gusmaroli	<a href="mailto:g.gusmaroli@cirf.org">g.gusmaroli@cirf.org</a>	Ileana Schipani	<a href="mailto:i.schipani@cirf.org">i.schipani@cirf.org</a>	Gianna Pacini	<a href="mailto:info@cirf.org">info@cirf.org</a>	Giancarlo Gusmaroli	<a href="mailto:g.gusmaroli@cirf.org">g.gusmaroli@cirf.org</a>
VERCELLI PROVINCE	IT	Piero Gaetano Vantaggiato	<a href="mailto:vantaggiato@provincia.vercelli.it">vantaggiato@provincia.vercelli.it</a>	Veronica Platinetti	<a href="mailto:plati@provincia.vercelli.it">plati@provincia.vercelli.it</a>	Raffaella Pagano	<a href="mailto:pagano@provincia.vercelli.it">pagano@provincia.vercelli.it</a>	Amanda Forte	<a href="mailto:fortea@provincia.vercelli.it">fortea@provincia.vercelli.it</a>	Raffaella Pagano	<a href="mailto:pagano@provincia.vercelli.it">pagano@provincia.vercelli.it</a>
SARGA	ES	Javier Sancho	<a href="mailto:jsancho@sarga.es">jsancho@sarga.es</a>	Alicia Sanchez	<a href="mailto:asanchez@sarga.es">asanchez@sarga.es</a>	Javier Sancho	<a href="mailto:jsancho@sarga.es">jsancho@sarga.es</a>	Alicia Sanchez	<a href="mailto:asanchez@sarga.es">asanchez@sarga.es</a>	Javier Sancho	<a href="mailto:jsancho@sarga.es">jsancho@sarga.es</a>
SEO BIRDIF E	ES	Pablo Vera	<a href="mailto:pvera@seo.org">pvera@seo.org</a>	Pablo Vera	<a href="mailto:pvera@seo.org">pvera@seo.org</a>	Mario Giménez	<a href="mailto:valencia@seo.org">valencia@seo.org</a>	Gonzalo Garcia	<a href="mailto:gestion@seo.org">gestion@seo.org</a>	Mario Giménez	<a href="mailto:valencia@seo.org">valencia@seo.org</a>
FAMP	ES	Teresa Muela	<a href="mailto:tmuela@famp.es">tmuela@famp.es</a>	Teresa Muela	<a href="mailto:tmuela@famp.es">tmuela@famp.es</a>	Inmaculada Guerrero	<a href="mailto:iguerrero@famp.es">iguerrero@famp.es</a>	Maria José Suarez	<a href="mailto:mjsuarez@famp.es">mjsuarez@famp.es</a>	Inmaculada Guerrero	<a href="mailto:iguerrero@famp.es">iguerrero@famp.es</a>
RCDI	PT	Alexandra Mendonça	<a href="mailto:alexandra.mendonca@rcdi.pt">alexandra.mendonca@rcdi.pt</a>	Ana Catita	<a href="mailto:ana.catita@rcdi.pt">ana.catita@rcdi.pt</a>	Alexandra Mendonça	<a href="mailto:alexandra.mendonca@rcdi.pt">alexandra.mendonca@rcdi.pt</a>	Pilar Maio	<a href="mailto:info@rcdi.pt">info@rcdi.pt</a>	Alexandra Mendonça	<a href="mailto:alexandra.mendonca@rcdi.pt">alexandra.mendonca@rcdi.pt</a>
ZRC SAZU	SI	Aleš Smrekar	<a href="mailto:ales.smrekar@zrc-sazu.si">ales.smrekar@zrc-sazu.si</a>	Katarina Polajnar Horvat	<a href="mailto:katarina.polajnar@zrc-sazu.si">katarina.polajnar@zrc-sazu.si</a>	Aleš Smrekar	<a href="mailto:ales.smrekar@zrc-sazu.si">ales.smrekar@zrc-sazu.si</a>	Daniela Ribeiro	<a href="mailto:daniela.ribeiro@zrc-sazu.si">daniela.ribeiro@zrc-sazu.si</a>	Tanja Pavčič	<a href="mailto:tanja.pavcic@zrc-sazu.si">tanja.pavcic@zrc-sazu.si</a>
GOZO REG. COM.	MT	Noel Formosa	<a href="mailto:contact@samuelazzopardi.info">contact@samuelazzopardi.info</a>	Noel Formosa	<a href="mailto:noel.a.formosa@gov.mt">noel.a.formosa@gov.mt</a>	Noel Formosa	<a href="mailto:gda.grc@gmail.com">gda.grc@gmail.com</a>	George Refalo	<a href="mailto:george.refalo@gov.mt">george.refalo@gov.mt</a>	George Refalo	<a href="mailto:gda.grc@gmail.com">gda.grc@gmail.com</a>
TOUR DU VALAT	FR	Lisa Ernoul	<a href="mailto:ernoul@tourduvalat.org">ernoul@tourduvalat.org</a>	Lisa Ernoul	<a href="mailto:ernoul@tourduvalat.org">ernoul@tourduvalat.org</a>	Jean-Claude Pic	<a href="mailto:pic@tourduvalat.org">pic@tourduvalat.org</a>	Jean-Claude Pic	<a href="mailto:pic@tourduvalat.org">pic@tourduvalat.org</a>	Lisa Ernoul	<a href="mailto:ernoul@tourduvalat.org">ernoul@tourduvalat.org</a>

ASSOCIATED PARTNER (AP)		STEERING COMMITTEE (SC)		TECHNICAL BOARD (TB)				ADMINISTRATIVE BOARD (AB)			
name	country	representative	email	representative	email	cc'd	email	representative	email	cc'd	email
WIEA	NL	Cy Griffin	<a href="mailto:cy.griffin@wetlands.org">cy.griffin@wetlands.org</a>	tbc	tbc	tbc	tbc	tbc	tbc	tbc	tbc
LB	SI	Mr. Janez Kastelic	<a href="mailto:janez.kastelic@ljubljanskobarje.si">Janez Kastelic &lt;janez.kastelic@ljubljanskobarje.si&gt;</a>	tbc	tbc	tbc	tbc	tbc	tbc	tbc	tbc

### 1.3 Project Partners

As per the proposal, the WETNET project will be implemented by a Consortium consisting of ten (10) partners, based in six (6) different EU countries. Active Partners are directly involved in the project activities and manage their allocated resources to execute the tasks, as described in the application form, while Associate Partners are indirectly concerned by the project activities and events and have mainly an advisory role, which differs on a case by case basis. Associate Partners do not receive ERDF or IPA funding, whereas their involvement will not in any means conflict with public procurement rules. Expenditure for Associated Partners will be limited to travel reimbursement and accommodation costs related to their participation in project meetings. Below a short description of each partner-organization is provided.

The project partnership is composed by:

<b>LP1</b>	Veneto region	Veneto	ITALY
<b>PP1</b>	Province of Vercelli	Piemonte	ITALY
<b>PP2</b>	Research Centre of the Slovenian Academy of Sciences and Arts	Zahodna Slovenija	SLOVENIA
<b>PP3</b>	Andalusian Federation of Towns and Provinces	Andalucía	SPAIN
<b>PP4</b>	Spanish Ornithological Society	Comunidad de Madrid	SPAIN
<b>PP5</b>	Italian Center for River Restoration	Veneto	ITALY
<b>PP8</b>	SARGA. – Government of Aragon	Aragón	SPAIN
<b>PP9</b>	RCDI – Development and Innovation Network	Alentejo	PORTUGAL
<b>PP10</b>	Gozo Development Agency - Gozo Regional Committee	Malta	MALTA
<b>PP11</b>	Tour du Valat	Provence-Alpes-Côte d'Azur	FRANCE
<b>PP6</b>	Wetlands International European Association	Gelderland	Netherlands
<b>PP7</b>	The Ljubljana Natural Park	Zahodna Slovenija	SLOVENIA

## 2 Scope and Objectives of the Action

### 2.1 Scope of the Action

This document describes a general communication strategy and specific activities dedicated to communication of the Interreg Med project "WETNET".

The Communication Plan aims:

- a) an effective and timely exchange of information among the partners through e-mail, teleconferences, file sharing tools and collaborative work platforms, in order to guarantee an homogeneous quality of external communication;
- b) a tailored transferring of information towards the target groups involved in the project (local level communication): as project deliverables become available or activities are undertaken, the communication manager will consider which target groups the deliverable/information is applicable to and will publicize it using the most suitable instruments and channels;
- c) the coordination with the horizontal project dissemination and capitalization activities;
- d) an effective dissemination of project results towards external EU networks and projects (international communication), though the exploitation of the partners' own contacts and networks and the participation in international thematic events.

The content of this action involves all the relevant activities that will allow the accomplishment of the highest level of dissemination and diffusion of the project objectives, actions and results. This action will run for the whole duration of the project i.e. 01/11/2016-30/04/2019.

The specific activities proposed are:

- ✓ Defining the communication strategy and procedures and the timeline of the related activities
- ✓ International and local communication
- ✓ Project information brochure
- ✓ Wetnet biannual newsletter
- ✓ Web contents
- ✓ Summary of project results
- ✓ Wetnet promotional materials (in local languages)
- ✓ Local conference report
- ✓ Press release
- ✓ Organizing an international final conference
- ✓ Coordinating with horizontal project's communication and capitalization activities
- ✓ Yearly program of communication activities
- ✓ Contributing to MED programme communication activities
- ✓ Participating in external events

The Communication Manager, will be in charge of developing, maintaining and managing the Communication Strategy of WETNET. Key responsibilities of the CM are to:

- ✓ Plan and coordinate the implementation of communication activities at project level.
- ✓ Set the tone for internal communication.
- ✓ Maintain records of communication activities.
- ✓ Participate in the Med Programme's communication events scheduled.
- ✓ Update the project's website on the Interreg MED Platform.
- ✓ Participate in events/group discussions in connection to the horizontal project (PANACEA).

## 2.2 Objectives of the action

The specific objective of the communication strategy is not only to disseminate the results of the project to the regional/local and national policy decision makers and other key energy players but also to the general public. In addition to that, amongst the objectives of this action is the establishment of communication channels that will assist project partners in communicating effectively during the duration of the project. Crucial point to the dissemination of the project results is the development and the establishment of information and communication structure, dissemination and network activities. Consequently, the objective of the communication and dissemination strategy is:

- ✓ At the local level, involvement of public authorities, sectorial agencies, research institutions, interest groups and associations in the collection of information useful to project activities and outputs (stakeholder mapping, regulatory framework, scientific description of target areas).
- ✓ Maintaining a high interest in the general public and in the main stakeholder group in the activities developing and testing the Wetland Contract. This type of communication will go along the twenty core months of WP2.
- ✓ Ensure broad communication directed to public authorities outside the projects' area to engage them in fostering the implementation of Wetland Contracts in other areas, after the end of WETNET project.
- ✓ Disseminate the knowledge of the tested instrument in order to
  - (i) build consensus among citizens (and their associations) on the possibilities given by wetlands' preservation in terms of environmental sustainability, biodiversity conservation, development of connected sectors such as tourism,
  - (ii) foster the creation of groups of interest that could take the initiative to implement Wetland Contracts in other areas.
- ✓ Enforce existing networks to transfer, disseminate, capitalize and wide spread the Wetland Contract methodology and best practices at national and international level, through presenting the project in international workshop or events such as fairs, exhibition, or other EU projects. This communication purpose is also to
  - (iii) share project results with coordinators and key actors of projects dealing with similar topics, both within the programme and in other programmes,
  - (iv) ensure visibility and uptake of results,
  - (v) provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

## 2.3 Targeted Audience

The partners have to interact with numerous stakeholders during the implementation of the project. The project will implement a combined communication-dissemination strategy addressed to a diversified targeted public:

Target groups	Description	Target value
Sectoral agency	Development agencies, agencies for the protection of nature, management bodies of wetlands and similar areas, or bodies acting at a wider level are engaged in order to enhance their capacities of acting according to the produced best practices.	18.00 Number
Education / training centre and school	Education and training centre and school will be engaged directly and indirectly by communication and awareness rising activities (at least 5 for each area).	45.00 Number
Enterprise, except SME	Enterprises acting in the farming and touristic sector and having economic interests in targets areas or in adjoining ones are engaged in the process at local level, as key stakeholders for the Wetland Contract (at least 2 per wetland).	18.00 Number
General public	WETNET aims at rising in citizens and general public the awareness of the role that each one plays in the balance of natural environments and at increasing their willingness to actively participate in contrasting biodiversity loss.	70000.00 Number
Interest groups including NGOs	Organizations working in the field of protected areas, protection of natural heritage and biodiversity conservation. Local interest group acting for environmental or natural and cultural heritage (at least five per each area).	45.00 Number
Higher education and research	Research Centers and Universities engaged in the field of biodiversity conservation, environmental governance and climate change, interested in widening their transnational network, acquiring new capacities in the field of environmental management.	9.00 Number
Infrastructure and (public) service provider	Public and private companies managing the hydric system and public utilities (i.e. organizations maintaining the infrastructure for water supply and purification) are engaged in the process at local level, as key stakeholders for the Wetland Contract.	9.00 Number
International organization, EEIG	International organizations dealing with mobilizing knowledge and networking are engaged in the activities in supporting intensive cooperation between public authorities, key stakeholders and international community.	30.00 Number
Local public authority	Municipalities interested by target wetlands will be invited as key stakeholders to take part to the territorial labs. Their coordinated participation will help to create a climate of trust among citizens and provide justification of the project need.	30.00 Number
National public authority	The national authority will be involved in relation to its competences on territorial planning and environmental governance.	9.00 Number
Regional public authority	The engagement of regional authorities in the key steps of the project's implementation is fundamental to insert the process into a long term policy aiming at supporting an overall sustainable development. At least one regional authority per area.	9.00 Number

The table below indicates in detail the role and involvement of the partners.

Network structure	Partner	Stakeholders
Local/National level	All partners	Municipalities, local associations, environmental associations, communities of irrigators, local and regional government
Regional/EU level	All partners	Networks environmental agencies and municipalities, other environment related advocacy entities, EU policy makers

The network structures constitute the base for a continued and accelerated mechanism to follow the objectives of the project. The success of the network depends on the projects ability to: a) establish a research community targeted at the relevant areas, b) establish a dialogue with the local authorities and embark the ideas on existing or future frameworks (planning, etc.), and c) develop communication with European institutes and EU policy makers in order to upscale the project in the EU area.

Each partner as shown in the table above should identify the most suitable stakeholders on Local/National Level and on Regional/EU Level in order to promote the project activities. Success will depend on the participation and motivation of both project partners and external stakeholders.

### 3 Communication Strategy

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

The strategy sets up approaches and tools in order to keep the stakeholders regularly informed and to ensure the visibility of the project. On visibility, the strategy contains the requirements to be undertaken by all implementing partners under contract and financing agreements which specifically refer to them, and suggests activities that may be incorporated to build a strong communication and visibility plan. Communication objectives are the following:

- ✓ Ensure effective communication between groups;
- ✓ Ensure timely notices for requirements/meetings;
- ✓ Ensure optimum results for all communications and project expectations;
- ✓ Measure the results of the communication strategy execution and revise accordingly;
- ✓ In order to maximize the impact of communication efforts:
  - Activities need to be timely;
  - Information used must be accurate;
  - Messages should interest the target audience(s);
  - Activities should be appropriate in terms of resources (human and financial);

- ✓ Effective communication is critical to the successful implementation of the project, in order to ensure that the project results are disseminated to the widest possible audience;
- ✓ Communication activities will be implemented in partnership relations with all relevant/similar international programs being implemented in the region.

## 4 Branding Requirements

In order to comply with the programme and the EU branding, project partners will use on all of the communication materials prepared for the purpose of the approved projects for funding by the Interreg MED programme (i.e. reports, promotional handouts, videos, digital/electronic materials, events, stationary/office material), the project logo and the ERDF reference (whenever that is necessary). Logos should be positioned on the top left corner, whereas the ERDF reference on the bottom right corner.

The branding requirements of WETNET will be followed for all of the material produced by the project.



### 4.1 WETNET Brand Identity

The Interreg MED Programme has adopted a single project branding approach that includes the European Territorial Cooperation logo ("Interreg"), the Programme logo ("Mediterranean"), the MED Communities logo (eight different communities) and the related project's logo. As a result, logos include:

- The emblem of the European Union (EU flag), in accordance with the graphic standards, and reference to the European Union;
- The European Cooperation Objective logo (Interreg);
- The Programme logo ("Mediterranean" naming with the brush stroke symbol coloured with all of its four axis colour gradient).

The logos 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.

Partners are also going to be provided with some working tools that will be used and adopted along the project's implementation such as:

- ✓ Template for PowerPoint presentations
- ✓ Template for word documents

More info: <http://interreg-med.eu/toolbox/programme-project-branding/>

#### 4.1.1 Posters

Posters will be designed and placed wherever possible in order to gain as much public visibility for the WETNET project as possible. Posters will have a minimum size of A3 and the content should include a short description of the project, including its aims, results, and financial support from the Union, along with the logos. Posters must be in the English language (and each national language if needed), be professionally printed and a picture of them must be attached to the 1<sup>st</sup> Progress report. See Appendix 1 for further information on the obligatory information that posters must contain. You must have a poster (of minimum A3 size) placed at an entrance area at least at the Lead Partner's premises.

Projects are free to create a poster on their own, provided the regulatory conditions are respected, and the thematic pictograms and colors and the branding font are used.

See annex 8.1

## 5 Communication Plan

### 5.1 Internal communication

#### 5.1.1 Communication between partners

An effective partnership must have strong internal communication. The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the partners.

#### 5.1.2 Communication and Information sharing

The project seeks to be transparent both in relation to the project participants as well as external stakeholders with interest in the subject. Both the dedicated webpage of the project and the Google Drive will be utilized throughout the project's implementation. The Drive can be accessed on the following link:

<https://drive.google.com/drive/folders/0B10KnQx1uzALTG5waUI6QVhkWEU?usp=sharing>.

In addition to the above, Skype and Skype for Business will be used for communication among the project partners.

#### 5.1.3 Contact person with the Horizontal Project

The role of the communication manager will be to act as a referent in the communication between the WETNET project and the horizontal Panacea project, to participate in events and group discussions and provide information to the HP in a convenient format.

## 5.2 External Communication

### 5.2.1 International communication

The action develops a wide range of printable and electronic communication materials (website, press and social media (Facebook, Twitter, Instagram, YouTube) targeted to different audiences. They will support the communication of WETNET objectives, results and progresses over the whole project life time at the international level (indeed in English and French).

All partners are involved, sharing the project' s communication initiatives also through their own networks and channels. This will allow to take advantage of the different nature of partners involved (research institutions, ONG, nature protection authorities, local authorities) and to strengthen the connections within similar organization at local and international level.

#### *5.2.1.1 Facebook*

Being one of the social networks with more active users, it is considered as a suitable platform to transmit information about WETNET. A facebook page will be activated in order to promote the project. To increase the website indexing, particular attention will be put on updating the contents with information that is reported into the website so it can be spread and discussed with a wider public. We will make an effort to form a relationship with our target groups creating a strong social media content strategy in our Facebook Fan page by posting content in Facebook page every 15 days. The post content will also be disseminated through the Partner's Facebook page and through content and paid ads. The content will include:

- ✓ Share news, articles, newsletters and press releases
- ✓ Project outputs
- ✓ Dissemination of project results
- ✓ General information about WETNET
- ✓ Information on WETNET partnership details/contacts
- ✓ Share news and Events

Facebook page: <https://www.facebook.com/wetnetproject/>

#### *5.2.1.2 Twitter*

In addition to the facebook page, we will post content on our Twitter page every 15 days. The post content will also be disseminated through the Partner's Twitter page on a monthly basis and promoted to get more followers, tweet engagement and website clicks. The content will include:

- ✓ Share news, articles, newsletters and press releases
- ✓ Project outputs
- ✓ Dissemination of project' results
- ✓ General information about WETNET
- ✓ Information on WETNET partnership details/contacts
- ✓ Share news and Events

#### *5.2.1.3 Project informative brochure*

The brochure (in English and French) will address the wider public and describe project's objectives, activities and partners involved. It will be printed to be distributed during and will be available for download from the project website.

#### *5.2.1.4 Newsletters*

A newsletter will be published every 6 months in order to report on the project activities and develop awareness about the project but more importantly about the project wetlands.

The Newsletter will be prepared by SARGA with the technical contribution of each partner and under the supervision of the Communication Committee.

The main contents of these newsletters shall include, but shall not be limited to, the following items:

- ✓ A brief summary of the newsletter content
- ✓ List of relevant coming events
- ✓ Interviews with relevant authorities
- ✓ Information on the pilot implementation
- ✓ Progress of the project

#### *5.2.1.5 Project webpage*

The internet has become a powerful tool for reaching a wide set of groups of people and websites provide the best way of transmitting information. An important part of the dissemination process is the Interreg MED web platform that will provide up-to-date information on the WETNET project activities and results. Information about the project and its progress (deliverables, events etc.) will be uploaded on the project's webpage that will be publicly available and regularly updated by the Communication Manager and the rest of the team. The webpage will serve as the main source of information about the WETNET project and the first and most immediate point of reference for all target audience, aiming to provide visitors with the following:

- ✓ General information about WETNET;
- ✓ WETNET partnership details/contacts;
- ✓ Documents archive;
- ✓ News and Events;
- ✓ Press Releases;
- ✓ Newsletters;
- ✓ Photo Gallery;

The Wetnet webpage is <https://wetnet.interreg-med.eu>

#### *5.2.1.6 Summary of project results*

A summary of project results will be a document will provide a short portrait of the project - adapted to at least 3 main target group(s) - containing the project objectives, actions and main results. An English and a French version will be published in pdf on the project website.

### 5.2.2 Local communication

The activity aims to disseminate information on the project in the participating regions, whilst fostering local media engagement. It includes the organization of Local events by each partner and the preparation of promotion material in local languages, including press releases to be sent out before and after any event. The activity aims at:

- Raising awareness among local stakeholder/interest group/general public about the project;
- Inform, or educate the local community;
- Engage and get input/feedback from the community, when the testing activities will foresee it;
- Promote project' s outputs and results.

#### 5.2.2.1 Promotional materials (in local language)

A promotional materials 3 Brochures for each area will be produced by each partner (in local language), providing a short portrait of the project and focusing on local activities and results. They will be downloadable and printed to be distributed during local events.

#### 5.2.2.2 Local Conference Report

One report for each partner will contain the results of the local conferences targeted to general public and project stakeholders, which will be held in the end of the Wetland Contract subscription process (end of WP3, month 26) in each area.MED.

#### 5.2.2.3 Press release

Press releases will be sent out before and after main events (focus groups and local conference) to communicate project results and announce important achievements. 45 releases are expected to be published on national/local/regional/specialized media.

### 5.2.3 Organizing the international final conference

The activity aims at sharing the project achievements and establishing synergies with actions related to Wetlands' management by targeting experts in the field, researchers, international organizations and institutions engaged in environmental governance and biodiversity protection. CIRF will organize the final international conference in Venice, in conjunction with the periodic Conference of the European River Restoration Center. Each partner will present the results of its activities and guest speakers will discuss initiatives related to the project topics.

The activity will involve at least 250 participants, including representatives of the European Commission - DG Environment and of EU projects involved in networking activities.

#### 5.2.3.1 International Conference report

The report will contain the project outcomes and put the basis for the project follow up.

#### **5.2.4 Coordinating with the horizontal project's communication and capitalization activities**

The project will be coordinated with the Horizontal project (HP) and will actively contribute to its thematic community. It will establish relations on the basis of reciprocity, exchanging information and results (according to the HP' s guidelines, timeframe and requirements) and increasing the engagement of all partners to this aim. The responsible of this activity will be designated within the WP coordinator in order to act as liaison with the HP. The project foresees the budget to enable its partners participating in 3 meetings within the HP.

Project' s activities and results will be synthesized in a yearly report permitting to transfer experiences and practices through the communication and capitalisation activities of the HP.

##### *5.2.4.1 Report*

The report will synthesize the activities carried out to ensure coordination with the horizontal project. Timing and contents will comply with the Programme requirements. (3 units)

##### *5.2.4.2 Yearly programme of communication activities*

As required by the Programme, each year a program of the project communication activities that will be carried out during the following year will be produced, in order to ensure coordination (2 units)

#### **5.2.5 Contributing to MED Programme communication activities**

The project will contribute to the MED Programme communication as required by the programme. The project foresees the budget to enable its partners to participate in 3 international meetings within MED communication activities.

A report will synthesize the activities carried out to ensure coordination with the Programme. Timing and contents will comply with the Programme requirements.

#### **5.2.6 Participating in external events**

Partners will present the WETNET project by means of, e.g., presentations as guest speakers in seminars/workshops, poster presentations in conferences, information stands at fairs or exhibitions. They will explain the project, its aims and achievements and distribute the information materials. The following events of interest have been identified and they are indicative:

- Italian Conference on River Restoration
- Green Week
- World Wetlands Day

The action ensures wide dissemination of project results, facilitate networking activities and allow the production and diffusion of papers and articles, also in view of the transferability of project results.

A report will be produced on a six months basis, testifying each participation in external events, including the materials presented and the contacts acquired.

## 6 Monitoring and Evaluation

An action of communication can be defined as "effective and efficient" when it reaches and is received correctly by its target. The effectiveness and efficiency of the actions of information and public awareness depend on (i) the content transmitted, and (ii) the channel used. The target audience should then recognise the information transmitted and understand it as it was intended by the publisher of the news.

In order to measure the efficacy of the tools included in this Plan, WP2 Leader (SARGA) will keep track on the below-mentioned indicators that will determine the efficient d implementation of the Communication Plan:

- ✓ Appearance of the project's logo in all material and dissemination activities created under the project.
- ✓ Number of visits to project's website (have to check this with the JTS/HP).
- ✓ Quantity of press clippings, articles, appearances and press releases in media.
- ✓ Number of events attended by WETNET project partners.
- ✓ Number of newsletters and flyers disseminated.
- ✓ Number of conferences and workshops organized.

In addition, project partners must ensure that:

- ✓ Signed list of participants in hardcopy is kept for all workshops, conferences, seminars events organised under the project.
- ✓ Presentations produced for the purposes of the project are in accordance with the specific WETNET template provided to the partners.
- ✓ Photos are being taken as evidence of action implementation.
- ✓ Minutes are being kept after each meeting.

## 7 Timing

The below work plan relates to the communication activities that will be implemented during the duration of the WETNET project, as described in the Application Form

Communication Plan | WetNet Project

		nov-16	dic-16	ene-17	feb-17	mar-17	abr-17	may-17	jun-17	jul-17	ago-17	sep-17	oct-17	nov-17	dic-17	ene-18	feb-18	mar-18	abr-18	may-18	jun-18	jul-18	ago-18	sep-18	oct-18	nov-18	dic-18	ene-19	feb-19	mar-19	abr-19	
Monitoring and evaluation plan	1.3.3	Monitoring and evaluation plan																														
2.1 Defining the communication strategy and	2.1	Defining the communication																														
	2.1.1			Communication plan																												
2.2 International communication	2.2	International communication																														
	2.2.1				Project informative brochure									Project informative	Project informative																	
	2.2.2					WETNET Newsletter							WETNET Newsletter												WETNET Newsletter							WETNET Newsletter
	2.2.3					Web contents							Web contents												Web contents							Web contents
	2.2.4																															Summary of project results
2.3 Local communication	2.3	Local communication																														
	2.3.1									WETNET Promotion																						WETNET Promotion
	2.3.2																															Local Conference
	2.3.3									Press Release				Press Release																		Press Release
2.4 Organizing the International final conference	2.4	Organizing the International final conference																														
	2.4.1	International Conference report																														
2.5 Coordinating with the horizontal projects	2.5	Coordinating with the horizontal project's communication and capitalization activities																														
	2.5.1									Report																						Report
	2.5.2														Yearly program of																	
2.6 Contributing to MED Programme communication	2.6	Contributing to MED Programme communication activities																														
	2.6.1	Report																														
2.7 Participating in external events	2.7	Participating in external events																														
	2.7.1	Report																														

# 8 Appendix

## 8.1 Poster



**INSTRUCTIONS**

**Reminder:** A poster (maximum size A1) must be placed at a location readily visible to the public, such as an entrance area of building or hall at the Local Partner's premises. A photographic evidence of the poster display will have to be sent together with the final progress report.

A poster is available for each thematic. Please download the poster corresponding to your thematic.

In the zip file available for download, you will find the following:

- A PDF version of the template in A1
- An EPS version for high quality printing
- The Microsoft font to be installed on your computer

The template is editable and you are free to change it on, if you wish, change your local partner. However, please bear in mind that:

- The compulsory regulatory elements (DDCF reference, project logo, project description and support from the donor), must be present;
- The maximum size must be respected and;
- The Microsoft font, the thematic programme and colour must be used.

It is strongly recommended to use professional printing for better quality posters.

Please read carefully the communication part of the Programme Manual in order to make sure that your poster complies with all the obligations stated in the Annex X0 of the Regulation (EU) No 1303/2013.

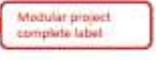
For any additional support, do not hesitate to contact the relevant S&D communication officers.

Programme co-financed by the European Regional Development Fund

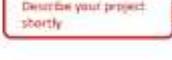
### INSTRUCTIONS – MODULAR PROJECT POSTER







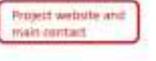












**Coordinated management and networking of Mediterranean wetlands**

**2.252 M €**

Project budget

**1,914 M €**

ERDF / IPA

**30 Months**

Project duration

The aim of the proposal is to **improve the effectiveness of conservation policies** in relation to **wetlands** protected in the MED area. It will be analyzed, will test and disseminate institutional collaboration and a mechanism for the integration and coordination of the various political plans and initiatives that affect the protected wetlands, while participatory tools will be tested in order to actively involve local stakeholders in the conservation, management and sustainable development of ecosystems and landscapes of the wetlands.

**Project partners:**

Vallée Region	Palencia of Valladolid	Research Center of the Spanish Academy of Sciences and Arts	Andalusian Institute of Tourism and Festivities	Instituto Canario de Investigación Científica	SARCA Government of Aragón	NCBI - Observatory and Innovation Network	Coop Development Agency - Coop Regional Committee	Spanish Ornithological Society	Yam Da Volles
------------------	---------------------------	--	---	--	----------------------------------	--	---	--------------------------------------	------------------

[www.interreg-med.eu/wetnet](http://www.interreg-med.eu/wetnet)

E-mail: [info@wetnet.eu](mailto:info@wetnet.eu) / Tel: [+34913200000](tel:+34913200000)

Project co-financed by the European Regional Development Fund

## 8.2 Power Point Guidelines

