



# smath

**Smart atmospheres of social and financial innovation  
for innovative clustering of creative industries in MED area**

## Deliverable 2.2.1 Communication Strategy Plan



REGIONE del VENETO



Ca' Foscari  
University of Venice  
Department of Management



COATM  
Agency for Territorial Marketing



ZICER  
ZAGREB INNOVATION CENTRE



Barcelona  
City Council  
Barcelona  
Activa



BARCELONA  
CULTURA  
Ajuntament de  
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TECNOLOGIA  
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TECHNOLOGY  
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FRIULI VENEZIA GIULIA



pôle  
culture  
& patrimoines



TVT INNOVATION  
Agence de Développement Economique  
Méditerranéenne



Project co-financed by the European  
Regional Development Fund

## Project Description

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
<b>Partner responsible for the deliverable</b>		Technopolis City of Athens SA	

### **Consortium:**

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice , IT

Autonomous Region Friuli Venezia Giulia , IT

Barcelona Activa SA SPM, ES

Institute of Culture of the Municipality of Barcelona, ES

Technopolis City of Athens SA, GR

The Culture and Heritage Industries Cluster, FR

TVT Innovation, FR

Agency for Territorial Marketing Ltd., SI

Zagreb Innovation Centre Ltd., SI

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## 1. Purpose of the document

This deliverable (D.2.2.1) compiles a coherent dissemination and communication strategy and puts together a synopsis of all measures that will be adopted to reach the overall goals and objectives behind this strategy.

The Communication strategy is designed with the main aim of helping to ensure an effective and efficient project communication and maximize the potential impact of its deliverables, activities and events. It provides all relevant information on how, where and when the consortium as a whole, as well as individual partners, should perform particular actions concerning the project's communication and dissemination. In addition, it also holds guidelines, templates and references to additional tools and resources that will allow the consortium to monitor all activities and make adaptations to the strategy in case this is needed.

All partners should be aware of the importance of using all communication materials in the best way supporting the communication activities through a constant and active involvement, in order to guarantee the necessary multiplying effect.

## 2. Objectives

### 2.1. Project objectives

SMATH (Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area) is been implemented in the framework of INTERREG MED Programme from February 2017 to July 2020. The project belongs to the thematic community "Social & Creative" of the Priority Axis "Promoting Mediterranean innovation capacities to develop smart and sustainable growth". The overall objective of SMATH is to strengthen the competitiveness of creative industries in the MED area by structuring "Smart Atmospheres" as innovative clustering of cultural engines and value enhancing services.

Main aims are:

- To share knowledge, best practices and success cases concerning the collaboration between cultural Engines and Creative industries
- To strengthen the regional policies concerning the cultural benefit for growth with additional models and instruments
- To contribute to the development of Creativity clusters and their connection at Transnational level
- To increase awareness by the intermediaries working on Cultural sectors about entrepreneurial and marketing approaches

The project will be implemented by a Partnership consisted of 9 partners coming from 5 EU member countries (Italy – Lead Partner, France, Greece, Slovenia and Spain).

## 2.2. Communication objectives

The primary objective of the communication and dissemination activities is the timely provision of appropriate and reliable information to all interested groups about the project and its activities.

Specific objectives:

- To promote the current project status and its future planning
- To provide targeted information to multiple audiences in a strategic and effective manner, understandable also for non-specialists, the media and the public
- To promote the project's relevant events to increase the awareness of the project
- To promote dialogue at all stakeholders levels on issues related to the project, in order to ensure involvement and support
- To make available the information that stakeholders need in order to understand the project and contribute to its implementation
- To create networks between different stakeholders (public sector, startups, creative professionals etc.)

## 3. Strategic overview and situation analysis

A SWOT analysis listing the project's strengths, weaknesses, opportunities and threats is necessary to help us look realistically at the project's communication environment and plan accordingly.

<b>Strengths (Positive/Internal)</b> <ul style="list-style-type: none"><li>- Skilled and experienced to the related field partners and stakeholders with a remarkable network, always up-to-date and extrovert</li><li>- Effectiveness in internal communications making profit of digital networks</li></ul>	<b>Opportunities (Positive/External)</b> <ul style="list-style-type: none"><li>- Creative and cultural industries is a constantly growing sector with great prospects for development</li><li>- Upcoming events to take advantage of to grow our reputation</li></ul>
<b>Weaknesses (Negative/Internal)</b> <ul style="list-style-type: none"><li>- Distance occasionally when natural presence is needed</li><li>- Public sector: delays because of bureaucracy</li></ul>	<b>Threats (Negative/External)</b> <ul style="list-style-type: none"><li>- European/Mediterranean economic conditions to take away public's interest for creative industries</li><li>- Cultural industries viewed as commercial in their orientation and thus considered not to be deserving of public subsidies</li></ul>



## 4. Target groups

All projects need to communicate with a number of people who are –or might be– interested and can have an influence on their ability to achieve their goals rapidly and efficiently. The target groups which are currently being defined are illustrated below:

- Partners, associates and other entities strictly connected to the partners
- National public authorities: National Agencies for Culture
- Infrastructure and (public) service provider: Public agencies dealing with cultural heritage's management
- Regional public authority: Regional Authorities and Regional Department dealing with innovation, culture, creative sectors
- Regional and local development agencies
- Local public authority: Municipalities
- Business support organizations: Chamber of Commerce, economic centers, entrepreneurial associations
- Education, Higher Education and Research: Schools, Educational Institution, Art Academies, Universities
- Interest groups including NGOs: Cooperatives operating with culture, Associations in charge to manage cultural heritage sites etc.
- International organization, EEIG: Cultural Alliances, cultural and creative networks etc.
- Sectoral agency: Cultural Agencies, Film Mission, Performing arts networks etc.
- SMEs & startups working on creative and cultural sectors
- General public: Citizens, particularly youths

### 4.1 Influence – Interest Grid

Power and interest mapping is a tool that provides us a way of considering the reactions and position of SMATH's stakeholders:

<b>Subject</b> <b>Interest – High   Influence – Low</b>	<b>Players</b> <b>Interest – High   Influence – High</b>
<ul style="list-style-type: none"><li>- Business support organizations: Chamber of Commerce, economic centers, entrepreneurial associations</li><li>- Education, Higher Education and Research: Schools, Educational Institution, Art Academies, Universities</li><li>- Interest groups including NGOs: Cooperatives operating with culture, Associations in charge to manage cultural heritage sites etc.</li><li>- Sectoral agency: Cultural Agencies, Film Mission, Performing arts networks etc.</li></ul>	<ul style="list-style-type: none"><li>- Partners, associates and other entities strictly connected to the partners</li><li>- SMEs &amp; startups working on creative and cultural sectors</li><li>- Regional and local development agencies</li></ul>

<b>Crowd</b> <b>Interest – Low   Influence – Low</b> <ul style="list-style-type: none"> <li>- General public: Citizens, particularly youths</li> </ul>	<b>Context setters</b> <b>Interest – Low   Influence – High</b> <ul style="list-style-type: none"> <li>- Infrastructure and (public) service provider: Public agencies dealing with cultural heritage's management</li> <li>- Regional public authority: Regional Authorities and Regional Department dealing with innovation, culture, creative sectors</li> <li>- Local public authority: Municipalities</li> </ul>
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## 5. Tailored Messages

Understanding the perspective of our audiences is of crucial importance for effective communication. This is the reason why tailored messages are necessary.

In order to increase public's engagement, there will be documents with different styles and vocabulary depending on who we are addressed to. The language used will be either formal/academic or informal/more creative content.

Compared to generic messages, tailored messages are more “personally” relevant, command greater attention and encourage positive evaluations of the information overall.

## 6. Communication activities

The communication of the project outcomes will be done through traditional and print tools (poster, flyers, press releases etc.), digital/audiovisual tools (photos, videos), a strong social media presence but also through the organization of open days, conferences and thematic events as well as the participation and presentation of SMATH in external events related to the project.

### 6.1. Communication Tools

- **Identity: Image and design**

SMATH's logo takes into consideration the “community identity” and guidelines of Interreg MED.





- **Traditional/Print tools**

- **Poster**

The [poster](#) is designed taking in consideration the Interreg MED's templates.

The main photo theme was chosen to represent the SMATH program in the best way. On the one hand, the program concerns Creative and Cultural Industries and promotes creativity, as well as people working for it and people to whom it is addressed come from different cultural contexts, have different cultures, speak different languages creating a colorful, Mediterranean mosaic. The final selection of the photo is a result of voting among all partners.

The poster also lists the SMATH's main objectives in a simple and effective way. It should be included to the documents that will be sent with any press release and could also be added at the press kit. Each partner may make use of it in any other case that seems appropriate.

- **Presentation Template**

A [SMATH presentation template](#) has been created for the project partners to be supplied with the required tools in order to present the project in congresses, seminars or external events. It is available in English for all partners; but whenever needed, the document can also be translated in their own language.

- **Banners**

A [roll-up banner](#) to be used in all events is designed. The project partners hosting events or participating in external events are responsible for printing the banner and positioning it in a way that it is visible by the participants and can also be captured (video and pictures). The quality of the printing should comply with the minimum standards.

Text on the banner will be translated in national languages (by PPs).

- **Leaflets**

Two flyers will be prepared. The first one will present the project in general; the second one will be linked to the promotion of the nests established at local level. All partners should print the flyers prepared by Technopolis City of Athens and distributed in SMATH events as well as in external events.



- **Press releases**

Press releases should be delivered frequently in order to inform traditional and online media about SMATH's progress and activities as well as SMATH's participation in external events. Press releases will be written and distributed by Technopolis City of Athens.

All press releases are written by the lead Communication Partner (Technopolis City of Athens). Each partner, when organizing an event or participating in an external event, is responsible to send the basic information at least 3 weeks before the event date to Technopolis so that the press release and the accompanying communication material (photos, visuals etc.) will be prepared firstly in English. Every partner is in charge of the press release's translation to its own language, if needed, and its promotion and distribution to its own local, regional and national media.

*\*Partners' comments or objections of any kind to the communication material will be taken into consideration.*

## **Digital/Audiovisual**

- **Website**

The [project's website](#) will contain general information about the aims, objectives, partners, SMATH's activities/events and any other related content which will regularly be updated.

All partners should upload informational material about SMATH programme on their website.

- **Newsletter**

The newsletters are important to increase the project's awareness and visibility and essential for providing information on the project's news and activities. They will be delivered to the different contact lists and subscriptions received on the website.

Content: News, SMATH's events, related events

- **Contact databases**

In order to maximize the impact of the communication process and effectively approach the different target groups in all countries involved, all partners should create contact databases including contacts of the different stakeholders mentioned above (media, national, regional and local public authorities, SMEs, organizations etc.). Contacts should be categorized along communication level and objective and receive regularly tailored communication materials.

**\*\*Reminder:** All partners should respect the General Data Protection Regulation (GDPR).

- **Social media**

The strong potential of social media for SMATH to reach relevant and interested stakeholders will be realized by setting up social media networks/tools considered as the most appropriate.

SMATH's Facebook, Twitter and Instagram accounts will be created and managed by the Leader Communication Partner, Technopolis City of Athens. The social media activity needs to be conducted on a regular basis through writing new posts, sharing information and interacting/engaging with institutions, organizations so a strong network is built. All partners can contribute to the content creation by sharing internally relevant to the project information, events, researches etc but also to the project's visibility and dissemination by sharing posts and tweets on their own social networks.

All partners will be provided with a detailed social media guideline, the Communication plan for the social network actions (D.2.2.3.) as an outcome of the training workshop that took place in Venice on 1 and 2 October 2018 (D.2.2.2.).

- **Videos (promo/report)**

Two videos will be prepared. The first one will be used for promotional purposes presenting events, actions and the project's progress; the second one will be produced as a SMATH review. Both of them will be uploaded at the project's website and shared through SMATH social media channels.

Both videos will be in English language.

- **Photos**

For every event that is related to the SMATH project and that is hosted by anyone of the partners, we would suggest a professional photographer to be present and capture the process as well as the SMATH atmosphere. Additionally, we would recommend all photos to be signed as SMATH photos by adding the logo on them and/or tinting them (please see images below).

As far as it concerns other events where SMATH participates or have presence with one or more partners in any way, it is also advisable to have photos –ideally, photos taken by a photographer.

The website's and social media's images will be updated and the specific items that will be uploaded, will be chosen every time by the lead Communication Partner, Technopolis City of Athens, which means that all partners are kindly asked to send to TCoA the full photo gallery after every event. (Please, see also 6.5 Public events>Event report)





- **Press Kit**

Online (available at SMATH's website):

- A project factsheet explaining the project briefly. Further factsheets/press releases will be added regularly as the project progresses.
- Project logo and visual identity adjustments
- General flyer
- Partners logo and basic information
- Project's poster
- Photos
- Videos

Press kit given at SMATH's events:

- Materials mentioned above (hardcopy)

Extras (suggested):

- Reusable bag
- Promotional merchandise (pin, sticker)

**Note:** In order to achieve a unified project's corporate image, we suggest that only two fonts will be used in all SMATH documents (presentations, deliverables etc.): Monserrat (the official program's font; available in Google Drive folder) or Arial.

## **\*\*Publicity rules and branding guidelines of the INTERREG MED Programme**

The project needs to observe a series of obligatory publicity rules and branding guidelines for all their communication actions. These requirements are laid down in the Annex XII of the Regulation (EU) No 1303/2013 and the Annex I of the Commission Implementing Regulation (EU) No 821/2014.

EU and Programme branding illustrative elements have to be clearly and visibly displayed in all published materials and/or activities addressed to the public.

These obligations stand for:

- printed publications: reports, promotional handouts
- audio-visual: videos, audio podcasts, channels
- digital or electronic materials (websites, web tools, videos, podcast, etc.)
- events (e.g. on PPT presentations, agendas, bags and other conference material)
- stationary and office materials

The observance of these rules is critical for the co-financing of the communication materials.

## **Project Logos**

All communication materials developed by Interreg MED projects need to display the project logo provided by the Programme and when necessary add the reference to the European Regional Development Fund. Failure to do so will result in ineligibility of expenses.

The following is not allowed:

- Disproportionate resizing
- Rotation of the logo
- Modifications as regards typography and color
- Changes between the different elements of the logo



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**\*\*Please consult the whole project rules on the Interreg Mediterranean Programme in the following links: <http://interreg-med.eu> and particularly <https://interreg-med.eu/toolbox/programme-project-branding/>.**

## **6.2 Coordination with Horizontal Project**

In general, Modular projects in each thematic community are associated with a Horizontal project which coordinates the communication strategy of the thematic community to which they belong. This means that, alongside the communication strategy of each project, all modular projects must foresee communication coordination roles and tasks in order to facilitate cooperation between partners and with the Horizontal project, such as:

- At their own project level, to ensure that they involve all their partners in every communication action, to share or merge activities with other modular projects, including the development of an evaluation of communication activities, discussing common methods, sharing tools, exploring complementarities and economies of scale, between other modular projects within the thematic community of projects
- At the thematic community of projects level, they should give an active contribution to the strategy-set/update/realization of the related horizontal project, in order to enrich the horizontal project/thematic community communication strategy and actions. Regarding target groups, modular projects should distinguish, with horizontal projects, the target groups to be addressed directly with those that should be covered by the horizontal project.

The [MED Social & Creative community](#) is featured by TALIA, Territorial Appropriation of Leading-edge Innovation Actions, the Interreg-MED Programme's horizontal project promoting the coherence and impact of modular projects addressing the topics of Cultural and Creative Industries and Social Innovation.

The community aims at connecting social and creative innovators in the Mediterranean to consolidate and share new models of development. It promotes in a structured way the implementation and transferability of a number of modular projects results dealing with Cultural and Creative Industries and Social Innovation. At this purpose, it provides common instruments that allow the modular projects to connect with local innovation communities, starting from the regions of participating partners.

It operates in three main directions - engagement and support, communication, and attaining impact - to build useful instruments for policy action, through the aggregation of evidence, identification of relevant indicators for creative and social innovation, and development of a common model of Mediterranean innovation.

SMATH partnership will work with TALIA to assess the effectiveness of the communication strategy in order to monitor the successful completion of the project's activities and ensure the quality of deliverables and actions.

## 6.3 Contribution with MED Programme

For the 2014-2020 programming period, the Interreg MED Programme has adopted a new approach for project management that drives new orientation on project identities and on (expected) results rather than on processes or simple outputs. Each project will be part of a thematic community of projects running during the whole programme period and to which they will contribute.

Project partners will have to develop their relations in the spirit of the “MED community” in order to allow the development of a true “community identity”. In this sense, the project communication approach will be based on thematic communities rather than on the identity of the project itself. Following this new approach, project partners as well as Programme bodies will permanently be interconnected in one consistent and single manner.

## 6.4 SMATH Open Days, Conference & Thematic Events

All the events mentioned above need the appropriate communication for the presentation of the project. For all these cases – open days, conferences and thematic events – communication actions should take place before, during and after each event.

- **Event announcement | Facebook event**

A Facebook event must be prepared two weeks prior to the event date. It should include a short description of the project, a short description of the event, the event's program/agenda and location, a call for the relevant stakeholders to join the event, information about registration and links to all media channels.

- **Event announcement | Post**

An event announcement must be prepared and disseminated two weeks prior to the event date. It should include a short description of the project, a short description of the event, the event's program/agenda and location, a call for the relevant stakeholders to join the event, information about registration and links to all media channels.

- **Banner/roll-up**

Technopolis City of Athens will design a banner that will be used at every event. The project partners hosting the event are responsible for printing the banner and positioning it in a way that it will be visible by the participants and can also be captured (video and pictures).

Each partner will be responsible to print the roll-ups. The quality of the printing should comply with the minimum standards.

- **Recording and livestreaming on Facebook**

- **Event report**



An event report is to be disseminated in the social media channels the latest one week after the event. The content must include a general summary of the discussion and a short part providing some description about the program.

## **6.5 Participation and presentation of SMATH in External Events**

As an applied example of specific communication, we can take the organization of an event or the participation of somebody in an external event presenting the project. In this case, communication actions should take place before, during and after the event.

### **Public events:**

- **Event announcement post**

An event announcement must be prepared and disseminated two weeks prior to the event date. It should include a short description of the project, a short description of the event, the event's program/agenda and location, a call for the relevant stakeholders to join the event, information about registration and links to all media channels.

- **Banner/roll-up**

Technopolis City of Athens will design a banner that will be used at every event. The project partners hosting the event are responsible for printing the banner and positioning it in a way that it is visible by the participants and can also be captured (video and pictures).

Each partner will be responsible to print the roll-ups. The quality of the printing should comply with the minimum standards.

- **Recording and livestreaming on Facebook**

- **Event report**

An event report is to be disseminated in the social media channels the latest one week after the event. The content must include a general summary of the discussion and a short part providing some description about the program.

## **7. Internal Communication**

Internal communication of MED projects is just as important as the external communication and a prerequisite for an efficient and effective one. Apart from the project partners that are considered as main core of the internal communication there are several organizations that are involved as well: the Joint Secretariat, the Certifying Authority, the Audit Authority, the European Commission etc. Lead partner will be the main contact point of the project's progress with the Joint Secretariat and all partners will provide information when requested.

Cooperation among partners in communication activities is key to success for the dissemination of results and the reach to target audiences.

Internal communication involves a set of activities and tools. The first level will be the day to day communication, which will be the basic way of communication. The second level is the technical committee meetings that are set across the whole duration of the project to assure a constant monitoring process in the hands of the consortium. These are complemented by the steering committees that are dedicated to provide strategic direction, resolve conflicts and facilitate processes. The third level will be the “trouble shooting” level, which will be used in the case of internal troubles during the project.

### **1<sup>st</sup> level - Day to day communication**

The day to day communication will be implemented through several tools, which will be used according to the character of the communication. Those tools will be:

- E-mail
- Google Drive
- Telephone calls& Skype calls

#### *E-mail*

The reason for e-mail communication is that there will be no cost for this type of communication and it will offer a maximum of information to be spread. The e-mail will be as well used by PPs for external communication. All PPs will provide their staff contacts – email addresses at the beginning of the project.

#### *Google*

#### *Drive*

The Google Drive will be used for storage of the working documents, draft papers and any other internal documents such as contact list, project schedule, meetingsetc. The lead partner will be responsible for managing the Google Drive. All PPs will provide relevant information.

#### *Telephone & Skype calls*

Telephone & Skype calls will be used in cases, when there is a need for a fast answer, as well as when the previous tools will not be suitable in the given situation. All PPs will provide their staff contacts and Skype addresses at the beginning of the project.

### **2<sup>nd</sup> level - Meetings**

Project partner meetings will occur on a regular basis. The meetings will be set to discuss the results, which have been reached during the previous reporting period, as well as for planning the tasks and responsibilities for the next period. The lead partner will be responsible to organise the meetings in cooperation with PP where the meeting will take place. All the WP leaders will make an overview on the work progress in their work packages.

### **3<sup>rd</sup> level - Trouble shooting**

In case of any serious problem that might harm the successful implementation of the project, the lead partner will be contacted the sooner possible. The lead partner will either try to provide a solution, or will contact joint secretariat representative for help.

Moreover, in general the Lead partner shall assure a constant flow of communication with SMATH partners mainly through digital means (mails, calls, video conferences etc.).

In project level, Technopolis is responsible for the coordination of the WP2 on the dissemination and communication activities. Veneto Region as the Lead partner will be closely supporting Technopolis on the vision of SMATH, whereas partners will also cooperate in related activities.

Each partner will appoint responsible persons for project management, communication and financing issues, who will be in direct contact with the WP and lead partner for any prompt reply and involvement in project activities.

For the facilitation of the communication procedures and with main goal for all partners to have access to the same information and material, there has been created an [online shared folder on Google Drive](#). The folder will work as a file sharing platform, on online file repository and also an instant cooperation tool.

## 8. Financial and Human Resources

For the communication activities of the project, as described in the application form and explained in detail in the communication strategy there is a dedicated budget foreseen for their implementation. The table below indicates a summary of the budget available for WP2 per partner and per category of eligible costs, aggregated from the respective tables of the application form.

Partner Nr	Partner Name	Staff costs	Office & Administration	Travel & Accommodation	External Expertise and Services	Total budget
LP1	<b>VenetoRegion</b>	7,100	1,065	4,400	10,900	<b>23,465</b>
PP1	<b>Ca' Foscari University of Venice</b>	7,600	1,140	4,400	23,900	<b>37,040</b>
PP2	<b>Agency for Territorial Marketing Ltd.</b>	8,300	1,245	5,600	5,500	<b>20,645</b>
PP3	<b>ZagrebInnovationCentre Ltd</b>	8,000	1,200	5,800	5,500	<b>20,500</b>
PP4	<b>BarcelonaActiva SA</b>	7,300	1,095	4,600	2,400	<b>15,395</b>
PP5	<b>Institute of Culture of the Municipality of Barcelona</b>	8,900	1,335	4,600	2,500	<b>17,335</b>
PP6	<b>TechnopolisCity of Athens SA</b>	42,500	6,375	0	11,300	<b>60,175</b>
PP7	<b>AutonomousRegionFriuli Venezia Giulia</b>	5,350	802.5	5,400	14,250	<b>25,802.5</b>
PP8	<b>The Culture and Heritage Industries Cluster</b>	9,900	1,485	5,800	10,000	<b>27,185</b>
PP9	<b>TVT Innovation</b>	12,900	1,935	5,800	16,000	<b>36,635</b>

Table 1: WP2 budget per cost category per partner.

For a detailed allocation of costs of the budget category “external expertise and services”, please refer to the respective part of the application form (p.130).

## 9. Evaluation

A detailed list of indicators is proposed to be utilized in order to ensure the implementation, impact and evaluation of the SMATH's program dissemination and communication activities. The list below includes evaluation categories related to the effectiveness and quality of the communication activity.

### Key indicators by channel

#### Prints

- Number of published material distributed per type (posters, leaflets, flyers)
- Clear key messages
- Design (balance between texts and images, attractive format, eye-catching pictures, dynamic graphic layout etc.)
- Printing quality standards

#### Press releases

- Number of press releases
- Clear key messages
- Well written and grammatically correct

#### Media presence

- Number of publications/mentions in traditional and online media
- % of SMATH activities advertised in traditional and online media
- Number of interviews
- Feedback from audiences and use of output

#### Website

- Information availability on the website
- Total number of users in a time period
- Unique pageviews in a time period
- Demographics of users/page viewers
- Average time spent on website
- Number of links to SMATH website via other web pages
- Feedback from audiences and use of output

#### Newsletter

- Number of subscribers
- Demographics of subscribers
- Open rate
- Click rate
- Unsubscribe rate

#### Social media (Facebook, Instagram, Twitter)

- Number of likes/followers
- Social media engagement (number of impressions/likes/shares per post/tweet)
- Design (balance between texts and images, attractive format, eye-catching pictures, dynamic graphic layout etc.)

- Feedback from audiences and use of output

## Events

- Number of events organized
- Events' content
- Number of participants per event (compared to forecast)
- Demographics of participants
- Number of project's participations in external events
- Feedback from audiences and use of output

If in doubt regarding any of the visual identity requirements please contact:  
 Feni Benou, [fbenou@athens-technopolis.gr](mailto:fbenou@athens-technopolis.gr) or  
 Eleni Michalaki, [michalaki.el@gmail.com](mailto:michalaki.el@gmail.com)

## Appendix 1

### Contacts for PR activities

Partner	Official name	Contact person	e-mail	Tel.	Skype
LP					
PP2					
PP3					
PP4					
PP5					
PP6	Technopolis City of Athens SA	Feni Benou – Eleni Michalaki	<a href="mailto:fbenou@athens-technopolis.gr">fbenou@athens-technopolis.gr</a> , <a href="mailto:michalaki.el@gmail.com">michalaki.el@gmail.com</a>	(+30) 2130109300	