

+RESILIENT- Mediterranean Open RESouRcEs for Social
 Innovation of SocialLy ResponsIve ENTERprises

COMMUNICATION PLAN

Activity 2.2.1

Version updated in 03/2020



Project partners

Lead Partner



| DELIVERABLE SUMMARY | |
|--|---|
| PROJECT INFORMATION | |
| Project acronym: | +Resilient |
| Project title: | Mediterranean Open RESouRcEs for Social Innovation of SocialLy Responsive ENTERprises |
| Contract number: | 4MED17_1.1_M123_062 |
| Starting date: | 01.02.2018. |
| Ending date: | 31.01.2022. |
| Project website address: | https://plus-resilient.interreg-med.eu/ |
| Lead partner organisation: | Veneto Region – Operational Unit for EU and State Relations |
| Name of representative: | Marco Paolo Mantile, Head of U.O Rapporti UE e Stato |
| Project manager: | Chiara Rossetto |
| E-mail: | chiara.rossetto@regione.veneto.it |
| Telephone number: | +32 2 743 7014 / 7010 |
| DELIVERABLE INFORMATION | |
| Title of the deliverable: | Communication Plan |
| WP no. / activity related to the deliverable: | WP2/2.2.1. Communication Plan |
| Type (internal/restricted/public): | Internal |
| WP leader: | Regional Coordinator for European Programmes and Funds of the Region of Istria |
| Activity leader: | Regional Coordinator for European Programmes and Funds of the Region of Istria |
| Participating partner(s): | All partners |

Project partners

Lead Partner



| | |
|------------------------------|-------------------------------|
| Author: | Ivana Nikles, project manager |
| E-mail: | ivana.nikles@istra-istria.hr |
| Telephone number: | +385 (52) 352 113 |
| DELIVERY DEADLINE | |
| Date of the delivery: | 18.3.2020. |

Content

Project partners

Lead Partner



| | | |
|----|---|----|
| 1. | Introduction..... | 5 |
| | About the project..... | 5 |
| | Partnership..... | 6 |
| 2. | Project communication..... | 7 |
| | Communication goals..... | 7 |
| | Communication activities..... | 7 |
| | Building the storytelling for the project..... | 8 |
| | Communication Plan..... | 8 |
| | Project's visibility and communication material..... | 9 |
| | Project's launching press conference..... | 9 |
| | Regional stakeholders groups networking activities..... | 13 |
| | +RESILIENT in 2020+ events for policy change..... | 13 |
| | Vertical and horizontal communication activities..... | 14 |
| | Updating project's minisite on MED platform..... | 15 |
| 3. | WP2 indicative timeplan..... | 19 |
| 4. | Target groups | 19 |

1. INTRODUCTION

Project partners



Communication plan presents a strategy of communication and dissemination activities that will take place within the project's environment and will set the rules and recommendations for effective internal (inside the project team) and external communication to project partners and all relevant stakeholders. The communication strategy will provide a clear framework for communication activities and allocate roles, tasks, and goals to individual members of the project team. The project communication approach will be based on thematic communities set by the Interreg MED Programme, where project partners as well as Programme bodies will be permanently and consistently interconnected.

Good internal communication between partners is essential to the success of any partnership project, particularly in a trans-national environment, to exchange information, experiences and ideas concerning the project, to facilitate an efficient communication among the partners, to avoid misunderstandings and to share mutual "informational platform" and communication tools.

External communications, involving parties outside the partnership, are important for:

- dissemination of the project and its results;
- making the findings available for the EC, Interreg MED programme MA, JS;
- maximising the impact of the project.

About the project

Project +RESILIENT puts together a 4-helix partnership of eight MED countries to tackle the need for innovation conducive to increased socially responsive competitiveness of SMEs and stimulate new jobs, especially for companies operating in the social economy. It aims to kick-start a process of policy change at regional level in the involved areas resulting in the integration of successful elements into the new Cohesion policy (EU2020+). The overall objective is to positively influence, adapt/change the different structural elements of policy governing "clusters with high social vocation and responsiveness" (SVRC) by leveraging on innovation dynamics led by technology, open data & successful models with social relevance & impact, creating socially-responsive value chains at a transnational level.

SVRC are usually codified only at local level, so the project addresses the transnational dimension as networking and capacity building approach to achieve a critical mass, increase horizontal opportunities for SMEs, mobility, employability and for scaling up into Cohesion Policy and Funds.

It is an integrated project that establishes a structural approach to policy & practice improvement of emerging dynamics in social innovation through an overarching process based on the intertwined use of open data & the creation of a transnational

Project partners



socially responsive value chain. This includes studying existing initiatives, adapting and testing, with the final objective of capitalizing them in the MED area.

To achieve the planned objectives partnership will produce the following results:

- SVR Clusters implement sets of innovative transnational /common policies/operations,
- SVRCs become integrated elements and measures of mainstream policy and funding,
- SVRC generate jobs, skills and social cohesion,
- SVRCs respond better to socially driven market requirements in different sub-sectors and in other MED areas.

Partnership

The project +RESILIENT puts together a 4-helix partnership of fourteen partners coming from eight MED countries to tackle the need for innovation conducive to increased socially-responsive competitiveness of SMEs & stimulate new jobs, especially for companies operating in the social economy.

There was an agreed change of project partner when Region of Istria withdrew from the project and Regional Coordinator for European Programmes and Funds of the Region of Istria took over on 1st January 2020 and continued with the Region of Istria activities and project's obligations.

Regional Coordinator for European Programmes and Funds of the Region of Istria



logo:

Lead partner: Veneto Region

Project partners: Aix-Marseille University, Foundation for Partnership and Civil Society Development, **Regional Coordinator for European Programmes and Funds of the Region of Istria**, RCDI – Development and Innovation Network, Region of East Macedonia and Thrace (REMTH)- Regional Development Fund, Treviso and Belluno Chamber of Commerce, Technological Institute of Aragon, Greek Free Open Source Software Society, Barcelona Activa SA SPM, OPEN University of Catalonia- UOC, Foundation for Improvement of Employment Possibilities PRIZMA, National Association of Italian Municipalities.

2. PROJECT COMMUNICATION



Project partners



Communication goals

The project introduces new concepts (SVRC) which will be accompanied by new approaches (social match digital innovation) and equally innovative communication channels. The communication work package is functional to achieve the awareness and the buy-in of stakeholders and policymaking institutions when it comes to the novel approach, generated knowledge and tested expertise. These target groups will use project's results for further policy improvement or embedment in ongoing institutional and policy frameworks, that is, transfer and capitalization of the results.

Communication activities are structured to use tactics and channels that are more suitable for territorial outreach (for example social media in national languages, networking events and locally generated dissemination content). They also valorise the MED dimension with high-level events that foresee involvement and tailored material for policy-makers at different level (regional, national and EU) such as midterm and final conferences, policy briefs and direct networking with Horizontal project and Governance structure and partners of the MED programme, including macro-regional strategies referring to the MED area.

The overall communication architecture (strategy) includes different forms of channels through which convey content that will be used during the transferring and capitalization activities (for example “scaling-out roadshows” and “scaling up workshops” in WP Transfer).

The Communication strategy will maximize the potential of new technologies and micro-segmentation offered by new media. It is integrated with the irreplaceable role of meetings and personal exchanges of information, represented by two flagship events (mid-term and final events).

Communication activities

- 🔗 Building the storytelling for the project
- 🔗 Communication Plan
- 🔗 Project's visibility and communication material
- 🔗 Regional stakeholders groups networking activities
- 🔗 +RESILIENT in 2020+ events for policy change
- 🔗 Vertical and horizontal communication activities
- 🔗 Updating project's mini-site on MED platform

2.1 Building the storytelling for the project

Project partners



Definition of:

- The role of the Communication Manager (and the team);
- The targets: strategies for different targets, tactics, and action plan (yearly reviews according to monitoring).

Due to partner's change from Region of Istria to Regional Coordinator for European Programmes and Funds of the Region of Istria the already created graphic images, templates and project visibility manual are updated with Regional Coordinator for European Programmes and Funds of the Region of Istria's logo. It is compulsory to use new templates from March 2020.

Updated (03/2020)

Deliverables:

2.1.1 Branding and requirements (09/2018, 03/2020)

Graphic image, templates, project manual and requirements for dissemination.

Ad hoc training (webinar)

2.2 Communication Plan

Description: Organisation of all awareness raising and dissemination activities to internal & external stakeholders, identification of target groups and specific needs in terms of communication, communication toolkit, and guidelines on creating communication & dissemination material in line with EC requirements, a list of communication activities with time plan framework and expected outputs, budgeting, and monitoring rules.

Communication plan presents a plan of communication and dissemination activities that will go on in the project and will set the rules and recommendation for effective internal (inside the project team) and external communication to all relevant stakeholders and the public. The communication plan will provide a clear framework for communication activities and allocates roles, tasks, and goals to partners' institutions.

A two fold objective:

Divulging the results of the project to different target audiences

Creating a knowledge base upon which focus the capitalization strategy.

Deliverable:

2.2.1 Communication plan (07/2018, 03/2020, 09/2021)



Project partners

Lead Partner



2.3 Project's visibility and communication material

Producing visibility material (eg. posters, thematic flyers, social network groups, final good practice brochure or “comics strip booklets”, posters/infographics, online newsletter, policy briefs, media relations toolkit).

Deliverables:

2.3.1 Project's storytelling material (12/2020, 08/2021)

| Description | Target value | Finalisation month |
|---|---------------------|------------------------------|
| Minimum targets: brochures – 1000 prints, thematic flyers – 1200 prints, social network groups -8, mini videos – 30, comic strip booklets – printed 900 copies, posters/infographics – 100, policy briefs – 12, printed 360 | 4000 units produced | December 2020 August 2021 |

Each partner has to print at least:

- 100 brochures;
- 100 thematic flyers;
- 100 strip booklets;
- 10 project posters

and produce at least 3 minivideos.

To reach high visibility, reinforce the adoption of innovative solutions and to promote and raise awareness of sustainable tourism, it is foreseen to produce different promotional materials.

📌 **Poster** – Poster is made according to the instructions provided by the Program.

- Minimum A3 size,
- Linguistic versions: English and a national language,
- The obligatory information that posters must contain need to be duly highlighted,
- For poster production, professional printing or design services must be engaged.

Poster template updated with new partner's logo Regional Coordinator for European Programmes and Funds of the Region of Istria is available from March 2020. **It is compulsory to use the new project poster template from March 2020.**

Project partners





+RESILIENT
 Mediterranean Open RESouRcEs
 for Social Innovation of
 SocialLy Responsive ENTERprises

3,1 M €
 Project budget

2,7 M €
 ERDF /
 IPA


48 months
 Project duration

+RESILIENT puts together a 4-helix partnership of eight MED countries to tackle the need for innovation conducive to increased socially responsive competitiveness of SMEs & stimulate new jobs, especially for companies operating in the social economy.
 The overall objective is to positively influence, adapt/change the different structural elements of policy governing "clusters with high social vocation and responsiveness" (SVRC) by leveraging on innovation dynamics led by technology, open data & successful models with social relevance & impact, creating socially-responsive value chains at a transnational level.

Project partners


Lead Partner: REGIONE DEL VENETO, AURORA, Aix-Marseille Université, FCDI, CAMERA DI COMMERCIO TREVISO - BELLUNO DI DOLOMITI, ITAINNOVA, GFOSS, GenTIC, PRIZMA, U.C.C.I.A.L.

www.plus-resilient.interreg-med.eu
 E-mail: plus-resilient@regione.veneto.it
 Tel. +32 2 743 7013
 Project co-financed by the European Regional Development Fund


Project brochure - will be prepared, designed and printed in collaboration of all project partners. The brochure will contain all relevant information about the project and it will be spread in electronic and printed version (in English language and in national languages of the partners).

Visibility rules:

- display the logo in a visible position, top central if possible
- use a white or suitable, one coloured background
- place the logo in its non-transparent version
- minimum size is 1,55 x 2,55 cm, the textual elements have to remain readable
- no vertical version of the logos is foreseen.



Local project promotional materials - all partners will prepare local promotional materials in national or English language about the project activities with



Project partners

Lead Partner: REGIONE DEL VENETO, AURORA, Aix-Marseille Université, FCDI, CAMERA DI COMMERCIO TREVISO - BELLUNO DI DOLOMITI, ITAINNOVA, GFOSS, GenTIC, PRIZMA, U.C.C.I.A.L.

emphasis on local characteristics. Promotional materials in electronic and printed version will serve as promotional material for partner's regions.

 **Promotional material packages** - goodies will be created and produced by project partners following all MED communication requirements. Partners will choose promotional materials which are often used in everyday life in order to reach wide audience and thus promote project to general public.

Examples:

Umbrella



Termo bottle



Coffee/tea cup



Power bank



Backpack



USB stick



IMPORTANT:

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.



Project partners

Lead Partner



Promotional goodies

Promotional goodies can be a good way to raise awareness about the project. However, they should be produced only if they meet strategic objectives and are linked to a promotion strategy. **All promotional goodies should be branded with the project logo and the reference to the EU co-financing.**

Project co-financed by the European Regional Development Fund

2.3.2 Project's launching press conference (10/2018)

| Description | Target value | Finalisation month |
|---|-------------------|--------------------|
| As part of the launch of the project, a press conference will be launched and a media relations kit to be used by all partners will be made available for partners for further use (3 for partners over project's duration) | 42 Units produced | October 2018 |

Each partner will organise at least three press conferences, issue at least three press releases. After each organised press conference, each partner should notify lead partner and WP2 leader about the press conference details and send the following:

- Information about date and place of the conference,
- Target group(s),
- Pictures,
- Press release (if any),
- Press clipping(s) following the press conference.

2.4 Regional stakeholders groups networking activities

Territorial networking activities coordinated by the stakeholders' groups to involve actors in a structural way. In each area a Charter will identify the potential partners of the +Resilient network and how to use the network for promoting and capitalizing the project.

Project partners



Deliverable:

2.4.1 Charter of + Resilient 4-helix network (12/2020)

| Description | Target value | Finalisation month |
|--|-------------------|--------------------|
| Charter describing roles and commitment of stakeholders to promote and capitalize project's result and reports of implementation of local activities | 12 units produced | December 2020 |

2.5 +RESILIENT in 2020+ events for policy change

Deliverables:

2.5.1 Mid-term conference (12/2020, during the EU presidency)

| Description | Target value | Finalisation month |
|--|-----------------|--------------------|
| High level – one day event in Croatia during the EU presidency, about 80 participants. The preparation of the conference will be done with HP and the PANORAMED project governance | 1 unit produced | December 2020 |

2.5.2 Final conference in Venice (12/2021)

| Description | Target value | Finalisation month |
|---|-----------------|--------------------|
| Final event in Venice, will be defined in agreement with HP to capitalize knowledge sharing (Open data and innovative actions to consolidate SVR clusters in the MED) | 1 unit produced | December 2021 |

2.6 Vertical and horizontal communication activities

Knowledge and practice to be capitalized in the horizontal project (HP) TALIA through sharing information and project's progress (participation in events).



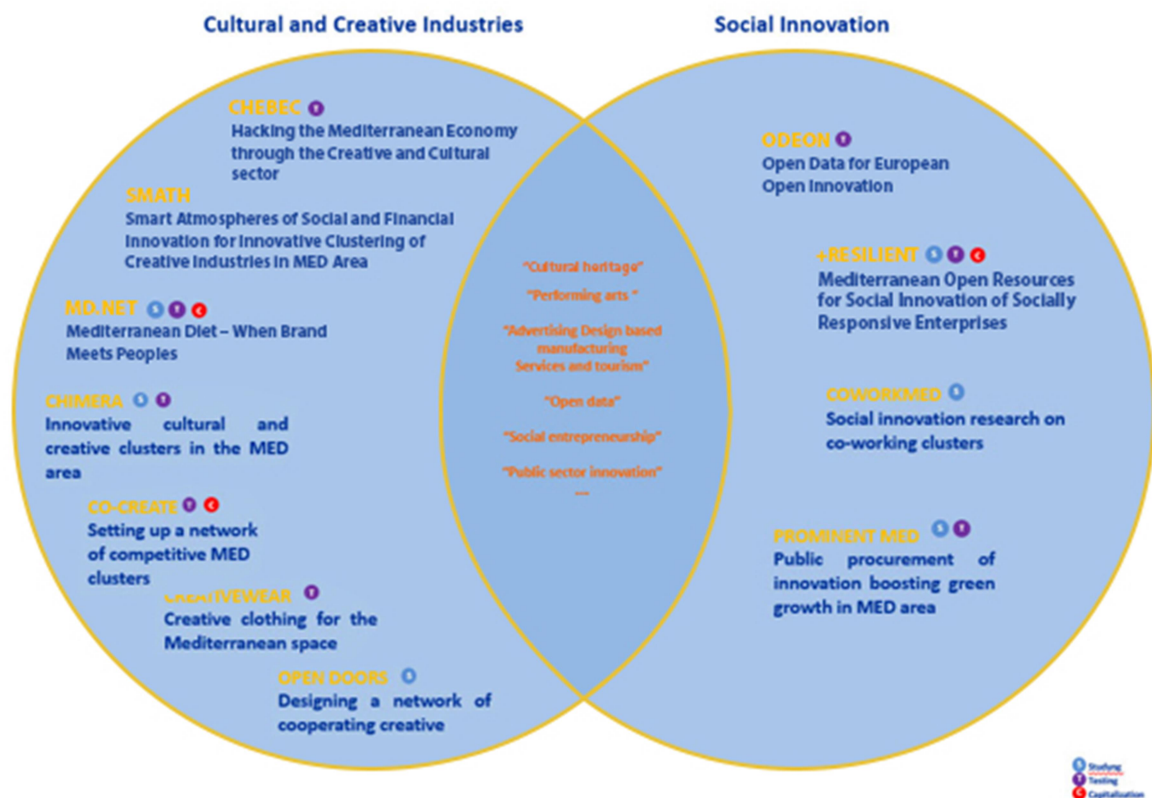
Project partners



This activity comprises of actions and contributions of the partnership in terms of knowledge and practice to be capitalized in the horizontal project TALIA through information (briefs, articles, news and thematic reports) and participation in events to share the project's progress and results at horizontal level (stakeholders, operators of other MED areas) and vertical level (higher level policy making institutions). In this activity we include possible participation of the partners in HP or external events organized by others with the aim of presenting the results and create additional buy-in by other stakeholders especially in other areas of the MED.

TALIA inter-connects the innovation clusters developed within thematic modular projects to create a transnational meta-cluster of creativity and social innovation in the Mediterranean.

Intention of the Social & Creative community is to improve the concept of transnational cooperation in MED area, targeting community building as the essence of cooperation. Under "surveillance" of TALIA are a number of Creative and Social Innovation projects, each having own focus and dynamics, but with certain overlapping issues, cross-cutting commonalities and other similarities, which are recognized as thematic points for collaboration and joint actions in MED area and beyond.



Project partners

Lead Partner



Deliverables:

2.6.1 Content provision for HP

| Description | Target value | Finalisation month |
|---|-----------------|--|
| At least 6 articles, briefs and thematic content for HP project and capitalization with other projects of the same priority. A final report will be issued. | 1 Unit produced | September 2018 December 2018 September 2019 June 2020 December 2020 August 2021 |

2.6.2 Capitalization with HP (08/2021)

| Description | Target value | Finalisation month |
|--|-----------------|--------------------|
| Collaboration and participation in at least two HP events and capacity building actions to be agreed with HP - report of activities. | 1 Unit produced | August 2021 |

2.7 Updating project's minisite on MED platform

Contributing to MED communication activities, Constant update (at least monthly) of the minisite and participation in MED social media. **Project partners are invited to regularly send links, photos, texts, news, videos etc. to WP2 responsible partner in order to update the minisite properly.**

Deliverables: +RESILIENT

2.7.1 Project's minisite: <https://plus-resilient.interreg-med.eu/>

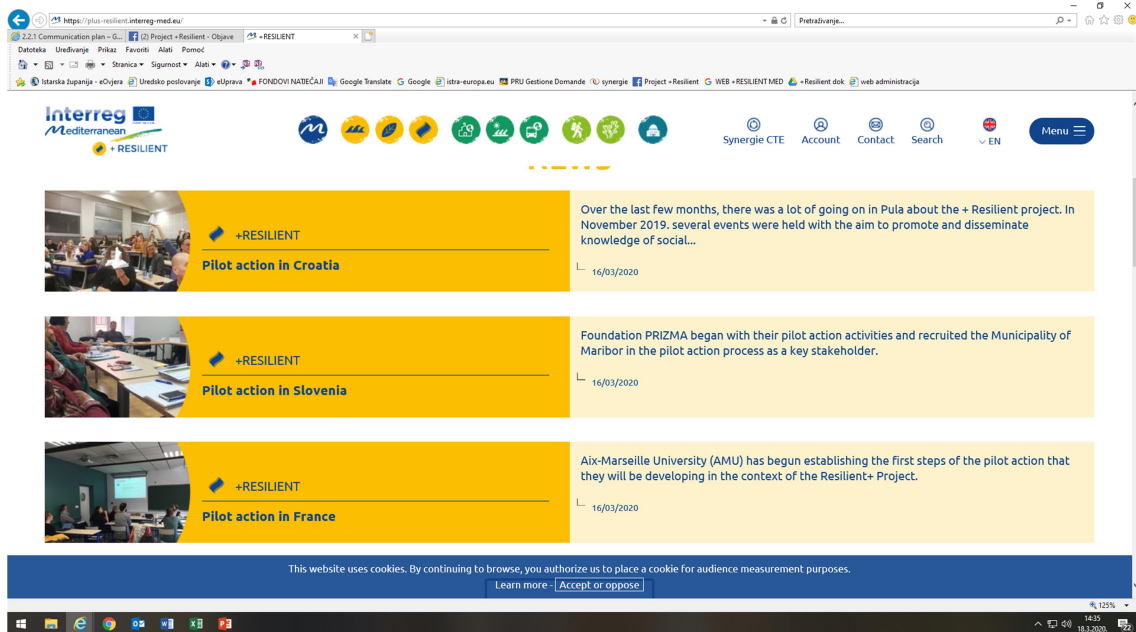
| Description | Target value | Finalisation month |
|---|------------------|---|
| Constant update (at least monthly) and information, news and thematic content on minisite and social media. | 42 Unit produced | June 2018 December 2018 June 2019 December 2019 June 2020 December 2020 August 2021 |



Project partners

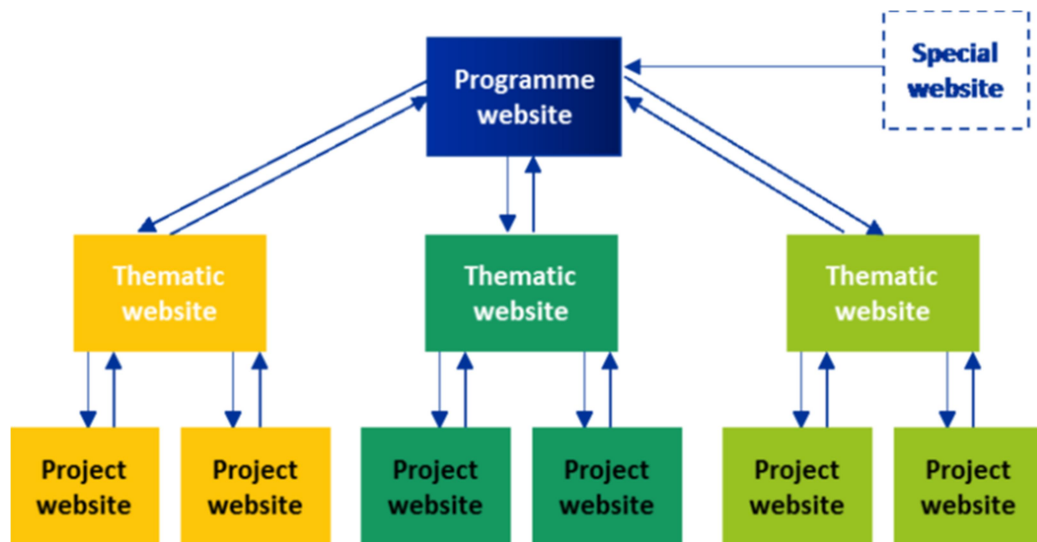
Lead Partner





The Interreg MED Programme provided placement of website for +Resilient project. The web platform constitutes the communication and coordination hub of the whole Programme. It is hosted on dedicated web servers, integrating the following:

- 📍 The Interreg MED Programme website;
- 📍 Specific thematic community websites;
- 📍 Projects websites.



Project partners

Lead Partner



Project websites features:

- News module evolution;
- Front Agenda/calendar module;
- Focus section;
- Counters;
- Simple typo3 forms;
- FAQ and glossary;
- Project organisation chart.

Please note: All project partners should publish on their institutional website (where such website exist) a short description of the operation. This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing. A link to the project website in the Interreg MED platform should also be added.

2.7.2 Project's social media: <https://www.facebook.com/pg/Project-Resilient>

| Description | Target value | Finalisation month |
|---|------------------|--------------------|
| Setting up the social profile; feeding the social profile; managing links on minisite | 42 Unit produced | |

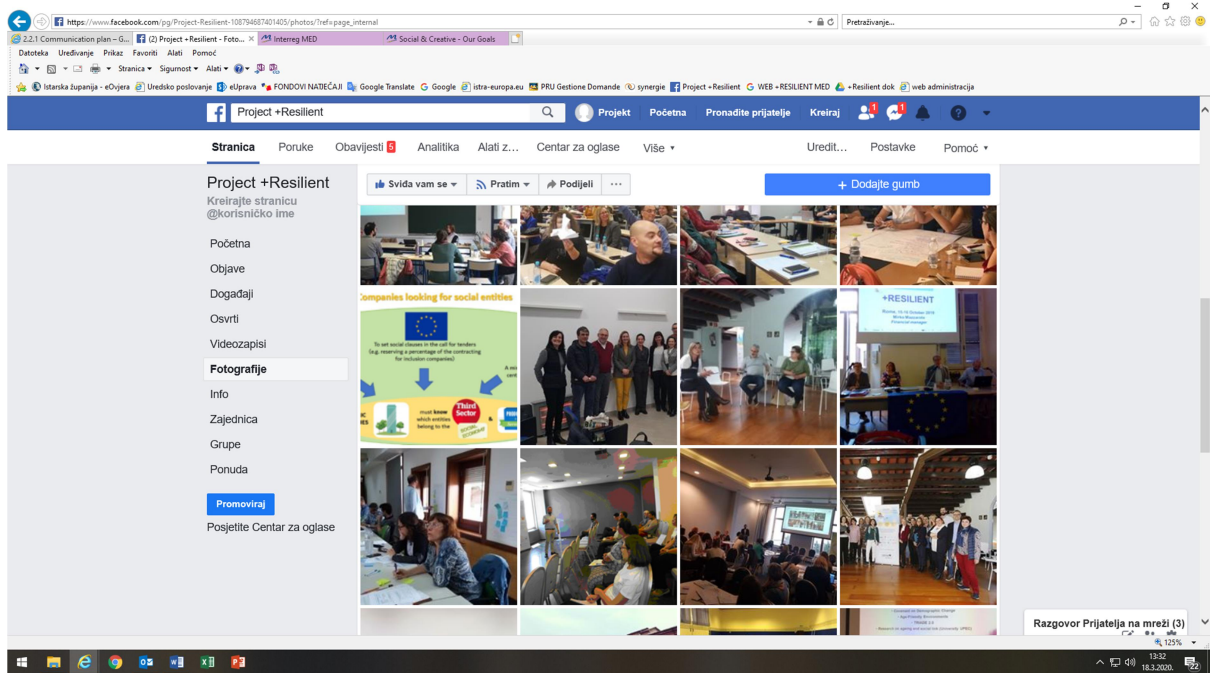
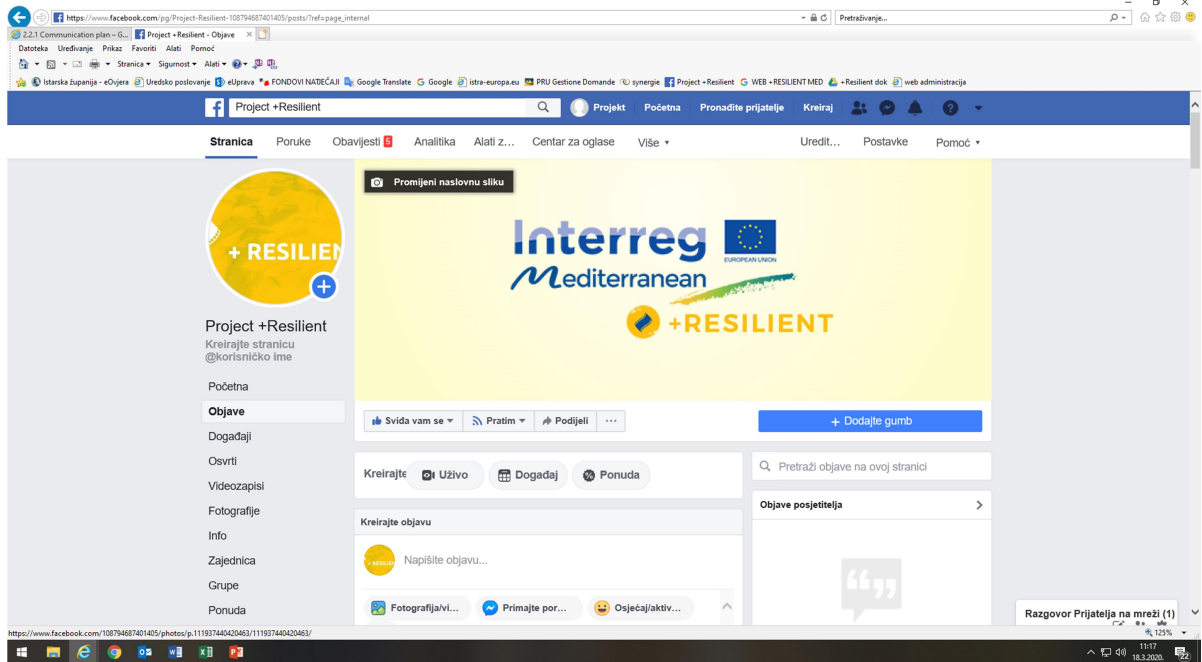
As project's social media a PROJECT +RESILIENT FACEBOOK PAGE is created in March 2020. This social networking site allows the publishing of pictures, videos, longer text, and links.

As the social media has to be updated on a daily basis, all partners are responsible to participate actively. Therefore, each partner has to appoint one person to act as Facebook administrator in charge of project's Facebook page.

At least 5 posts have to be published weekly. In order to schedule these activities properly a timetable of responsibilities will be made and sent to partners.

Project partners





Project partners

Lead Partner



3. WP2 indicative timeplan

| Work package 2 Project communication | Activity name | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|--|------|------|------|------|------|
| 2.1 | Building the storytelling for the project | | | | | |
| 2.2 | Communication plan | | | | | |
| 2.3 | Project's visibility and communication material | | | | | |
| 2.4 | Regional stakeholders groups networking activities | | | | | |
| 2.5 | +Resilient in 2020+ events for policy change | | | | | |
| 2.6 | Vertical and horizontal communication activities | | | | | |
| 2.7 | Updating project's mini-site on MED platform | | | | | |

4. Target groups

All projects need to communicate with a number of people and organisations who are or might be interested in their project and can have an influence on their ability to achieve their goals rapidly and efficiently.



Project partners



The first step is to identify the target groups as accurately as possible to ensure that the

key messages are directed to the right audience. The project needs to tailor its messages to target audience in order to meet their interests and expectations.

The messages have to be easily understood. The wording should be carefully crafted to be appealing to the public.

- A good message is distinctive, consistent, concise, clear and simple.
- Target groups need to hear the same message from different sources and on different occasions.

In order to identify the best channels to reach target groups, partnership will analyse their interests, attitudes and adapt their communication activities.

Target groups of +Resilient project are:

Sectoral agencies (at least 20)- public/private local and national development agencies, employment and social agencies, innovation hubs involved in LSG and communication, scale up events and general thematic communication;








- Other bodies (at least 50 organisations) - involved in social innovation, public and private social partners and stakeholders not comprised in other categories. Involved in LSG and transfer, general thematic communication;
- Business support organisation (at least 30 organisations) - bodies specializing in: SC business support, financial institutions, chambers of commerce, other intermediate bodies, including employers' associations. Involved in studying, testing and scaling up and out (transfer);
- Education/training centres and schools (at least 50 organisations) - Educational bodies in initial and continuing training, involved in the human resources development, academies, technology, social and health studies. We address them in local networking, in workshops, events, in polls, contests, news;
- Enterprise, except SME (at least 5) - large companies that could become involved in PPP schemes related to SVRC. They may represent good practice for SMEs in the studying phase;
- General public (population of at least 5.000.000 people) - the enlarged community of the MED programme: reached via media relations to reach end-users and increase testing effectiveness, communities, citizens who may be final beneficiaries or customers of projects' outcomes;
- Interest groups including NGOs (at least 80 organisations) - main players in the co-creation phase: Companies and social partners involved in the sectors such

Project partners

Lead Partner



as hubs, clusters, foundations, social enterprises, but also public administrations, grassroots organizations, citizens' groups;

-  Higher education and research (at least 20 organisations) - this group includes social studies, spatial planning, economic development, advanced research in the field of open data, technological innovation for social purposes, health, social care, and general social- driven market innovation;
-  Infrastructure and (public) service providers (at least 15 organisations) - local, regional, national and international public and private service providers, such as social housing, urban social services, open data providers. Involved in transferring and communication via thematic outputs;
-  International organisation, EEIG (at least 5 organisations) - international organisations and thematic networks active in the MED area, for example EEIG working on Structural investment funds in the sectors tackled by the project (RIS 3 and social sector). Involved in scaling up and capitalization agreements;
-  Local public authority (at least 100 organisations) - through LSG, local networking and associated, we reach local authorities that have a stake in managing and planning SMART cities and sustainable urban development, they also represent the closest link to the general public;
-  National public authorities (at least 8 organisations) - ministries and national bodies (Social affairs, Labour, Economy, Cohesion funds responsible) through associated and PCG: policy briefs and evidence-based data, invitation in events and capitalisation events including scaling up strategies;
-  SMEs (at least 80 enterprises) - RIS 3 SMEs of sectors involved in testing and in scaling up and scaling out events. They can benefit from introducing SRol and may be final beneficiaries or customers of projects' testing and outcomes;
-  Regional public authority (at least 10) - they play crucial role in the integration/mainstreaming of project in ROP in RIS3. We address the technical and political levels, by involving them in policy coherence groups and TAB, in policy briefs and final capitalization commitments.

Project partners

Lead Partner

