



STATUS

Communication Plan

TABLE OF CONTENTS

1. General objectives	4
2. Overview of the project	8
3. Target Groups (Subactivity 2.2.4)	9
4. Communication tools	10
4.1 Logo/ housestyle / letterheads (output 2.2)	10
4.2 Events (output 2.3)	12
4.3 Interactive Discussion Blog and social media outing (output 2.4)	13
4.4 Digital news updates (output 2.5)	13
4.4 Project Internal Platform (output 2.6).....	14
4.5 Project Website (output 2.7).....	14
4.6 Media Tools	15
4.6.1 Common Promotional Material.....	15
4.6.2 Information Materials/Brochure	15
4.6.3 Information Materials/CD-DVD	16
4.6.4 Press kit.....	16
4.6.5 Press release.....	16
5. Core messages of Communication tools	17
6. Internal Communication and monitoring.....	19
7. Overview of all communication activities and outputs	20
8. Monitoring and evaluation	22
ANNEXES	24

ACRONYMS IN THE TEXT

BSC	Business Support Centre
BI	Business Incubator
COM	Communication
CP	Communication Plan
EC	European Commission
EU	European Union
LP	Lead Partner
PP	Project Partner
SEE	South East Europe
WP	Work Package

Disclaimer

The opinions expressed in this Communication Plan are those of the authors and do not necessarily reflect the opinions of the European Commission, of the SEE Managing Authority or any other organisation mentioned. As a result, these will be verified before implementation of any of the recommendations contained herein.

Version: final

Date: 19 July 2013

Developed by: Project Manager (Joep de Roo) and Communication Manager (Anna Ntouniapilen)

1. General objectives

The purpose of the communication plan is to set out the information and publicity measures that will be taken to promote the transparency and visibility of the Project, its activities, its achievements, and the dissemination of the results, in accordance with the South East Europe Cooperation Programme, in observance of the Council Regulation (EC) No 1083/2006 that provides legal basis for use of ERDF and the European Commission Regulation EC n. 1828/2006, setting out the informative and promotional actions to be taken by the Member States regarding structural funds intervention, the SEE Operational Programme C (2007) 6590 and SEE Visual Identity Guidelines.

In particular the objectives of this communication plan are:

- to raise awareness of the SEE Programme and Status Project among the general public;
- to guarantee the transparency during the Project Implementation;
- to make the stakeholders aware of the benefits stemmed from the project;
- to ensure an efficient coordination and cooperation within the partnership;
- to ensure compliance with EU regulatory requirements on publicity and information.
- To outline the dissemination campaign for the duration of the STATUS project
- To provide an indicative timetable for the promotion activities

At the base of the communication plan are the activities as described in Workpackage 2 in the approved STATUS application form. These activities are put in a work breakdown which is shown on the following pages.

The Communication plan is a further detailed plan for the implementation of WP2 and is valid for the whole project's life (24 month), it will be reviewed and revised at the end of the first year, December 2013 by the project Communication Manager. It contains guidelines to using official logos and visual identity elements of the programme and project and provides templates and formats for public materials such as: official letters, powerpoint presentations, press releases and faxes.

Moreover the Communication Plan will explain how project indicators will be monitored throughout the project, set deadlines and methodology on reporting on the status of these indicators.

The Status Lead partner – the Municipality of Kavala, will be responsible for coordinating the implementation of the communication plan, all other PPs will be actively involved. Information and publicity measures will be coordinated among the PPs Each PP is equally responsible to ensure the adequate promotion of the project, as defined in art.12 of the Partnership Agreement.

Management of the Plan

Main contact person on communication issues is the **Communication Manager – Mrs Anna Ntouniapilen**.

Contact details: **Email: anna.ntouniapilen@gmail.com, Tel: 003 0251 35 00 110**

2. WORKPACKAGE 2 – Communication activities					
WP Manager:	Lead Partner Kavala				
Budget :	275,118 euro				
Activity	Description of activities and outputs	Outputs	Responsible for activity/ Output	Project partner	Implementation Period / deadline
Activity 2.1. Starting up project communication					
Budget :	13,755 euro				
Subactivity 2.1.1 communication, dissemination and media plan	This output consists of producing the projects' communication, dissemination and media plan. General internal and external communication towards larger groups of interested stakeholders and strategic agenda setting in- and outside the SEE area are targeted. (in WP3, activities are undertaken to identify the major players in urban programming in the participating cities/regions)	Output 2.1. Communication, dissemination and media plan	Communication manager (PMT)	project partners (local communication managers) need to supply input in interested target groups and models for communication locally +local media contact list	April- May- June 2013
Subactivity 2.1.2 Corporal identity and house style, outline of webpage	preparation of house style, letterheads, outline of webpage, presentation of the communication plan to the 2nd transnational IPMT meeting (June/ July 2013 in Scwechat)	Output 2.2. Corporal identity and house style, outline of webpage	Communication manager (PMT) in cooperation with PM		May - June - July 2013
Activity 2.2 Events and project information					
Budget :	253,108 euro				
Subactivity 2.2.1. Organisation of kick off conference in Kavala, Greece	This output consists of organising the kick off conference in the Lead Partner city Kavala. The output will consist of the organisation, rent of premises and facilities for the plenary sessions, lunches during the event and one joint dinner. The events are schedule as follows:	• Kick off: May 2013	Coordinator icw with PM, CM and communication manager		April- May 2013

Subactivity 2.2.2. Organisation of mid-term conference in Schwechat	This output consists of organising the midterm conference in Schwechat. The output will consist of the organisation, rent of premises and facilities for the plenary sessions, lunches during the event and one joint dinner	• Mid term in the period of December 2013	CM for content	Schwechat and CEIT will cooperate in the organisation of the midterm conference	October - December 2013
Subactivity 2.2.3. Organisation of final conference in Alba Iulia	This output consists of organising the final conference in Alba Iulia. The output will consist of the organisation, rent of premises and facilities for the plenary sessions, lunches during the event and one joint dinner	• Closing event September- October 2014	CM for content	Alba Iulia for organisation	June - October 2014
Subactivity 2.2.4. Analysis of local stakeholders to be involved	As part of the input for the communication- and mediaplan, an overview of stakeholders will be compiled who will be informed on the progress of the STATUS activities. This stakeholderlist is broader than the stakeholders that are going to be involved in the Urban Task Force that is going to be set up in WP5	Overview of local stakeholders to be informed / updated on STATUS news	Communication Manager	the local communication managers provide input on local stakeholders	May - July 2013
Subactivity 2.2.5. Interactive discussion blog on STATUS website / platform	Throughout the project, several media outings are needed. A digital discussion blog will be set up linked to the website and platform.	Output 2.4. – Social media outlings	Communication manager icw CM	local communication managers provide input and disseminate discussion blogs through their own networks	May 2013- November 2014
Subactivity 2.2.6. Digital news updates	This output will generate content for the digital news updates that will be dispersed via the STATUS website / platform	Output 2.5. – Digital new updates	LP - Communication manager	local communication managers provide input and disseminate news updates through their own networks	May 2013- November 2014

Activity 2.3 Website and internal platform

Budget :	8,253,54 euro				
Subactivity 2.3.1. Development of internal platform	This output is one of the many communication tools developed under the STATUS project. It's main purpose is to serve as a communication platform to share information among project partners. The layout and appearance of the internal platform will be decided during the first Local Project Management Team meeting.	Output 2.6. – Internal platform	The Communication manager will coordinate the development of the internal platform. ERDF 3 Fondazione Graphitech will provide the technical part	Fondazione Graphitech	April - May 2013
Subactivity 2.3.2. Development of website	The website for the STATUS project will host all information and activities under development. The communication language will be English, to make the information accesible for all partners interested. However, as the project progresses, the most relevant parts of the website will be translated in the most common languages of the partners (Greek, Romanian, Italian, German, Slovenian and Serbian)	Output 2.7. – Website	The Communication manager will coordinate the development of the website. ERDF 3 Fondazione Graphitech will provide the technical part	Fondazione Graphitech	March - August 2013

2. Overview of the project

The STATUS project is tackling the problem of incoherent urban and regional development in the South Eastern European area and neighbouring countries by jointly developing an approach that can help cities and regions in making integrated and sustainable urban agendas and place based strategies by participatory planning tools. It aims to enrich the pool of development, regeneration and management tools in urban settlements systems of the SEE programme area.

Cities in the XXI century face the challenge of being competitive and maintaining a reasonable state of welfare at the same time. Many cities in SEE area have a significant urban development deficit in terms of integrated strategies, capacity and urban implementation tools. STATUS aims at reducing the widening development gap of SEE cities in terms of quality of life and capability, compared to West European ones. STATUS prepares the partner cities to design good strategies and policies in order to pursue more balanced territorial development and ensuring global competitiveness. The scale of urban networks and clusters of cities in the STATUS territorial partnership ranges from the urban/peri-urban (metropolitan areas, systems of urban settlements) to the sub-regional and regional level. The STATUS project will collaborate in a true transnational setting to assist SEE cities authorities to develop Strategic Territorial/Urban Agendas (ST/UA), as a tool for sustainable and integrated development in line with 21st century standards. It aims, by applying a participatory planning process, to implement, together with local actors, Urban Centers (UCs) as places in where to shape cities strategic visions. This will result in shared local development scenarios. Results, practices and emerging city networks (local and inter-communal) will be archived and promoted in the SEE Web Platform (SEE-WP) which will constitute the memory of implemented plans and policies, as well as the virtual platform through which to develop innovative and smart solutions for the SEE cities of the future. The developed outputs of the project (strategic urban agendas and urban centers) will assist the participating cities in using cohesion funds in a more efficient manner and provide input for future (cohesion funded) projects.

3. Target Groups (Subactivity 2.2.4)

The target audience will differ depending on the nature of the message to be communicated and appropriate tools will be used to reach and engage each audience. The target audience for each activity will comprise one or more of the following groups:

- EU Institutions;
- International organisation;
- National and local institutions;
- Central, regional and local administration;
- Territorial planning institutions;
- Private/public investors;
- Media and opinion makers at a national, regional and local level;
- Policy makers;
- Environmental organisations;
- Development agencies;
- BSCs/BIs
- SMEs;
- Science and technology parks
- General public;

Each PP will contribute to make a directory of all the possible stakeholders and target groups at transnational and European level, in order to have a database periodically updated to be used for the project dissemination and communication activities.

Subactivity 2.4	Stakeholder overview
Period:	May – July 2013
Actors	The database will be based on a template which will be send to the project partners by the CM. the local communication managers fill in the template and keep it up to date
Output:	Overview of stakeholders to be informed. At least 500 stakeholders need to be reached

4. Communication tools

The tools for the implementation of the communication plan have been divided into three groups according to their specific objective:

- VISUAL IDENTITY TOOLS
 - Logo (SEE logo, EU logo, STATUS logo) (subactivity, 2.1.2 leading to output 2.2.)
- INFORMATION TOOLS
 - Events; (subactivity 2.2.1 – 2.2.3, leading to output 2.3)
 - Interactive discussion blog (subactivity 2.2.5 leading to output 2.4)
 - Project Social media pages (facebook; twitter; linkedIn) (subactivity 2.2.6 leading to output 2.5)
 - Internal platform based on open source technologies (intranet); (subactivity 2.3.1, leading to output 2.6)
 - Project Website; (subactivity 2.3.2, leading to output 2.7)
- MEDIA TOOLS
 - Common Promotional Material
 - Information Materials;
 - Press kit ;
 - Press releases;
 - Project Website archive;

4.1 Logo/ housestyle / letterheads (output 2.2)


Besides the SEE logo and the EU logo, a new project logo has been designed.



STATUS logo represents a road, on which is written the title of the project, leading to a colourful city with a green sun over it. The winding road symbolises the path towards strategic agenda's and sustainable development. The cityscape symbolises the partnership of STATUS . The design and the colour combination of the logo allow also to print it in black and white.

Or the simple slide from the presentation might be used






Identity of project – selected logo

'Cityscape' representing 'Small and medium-sized Towns' Urban system

Line as binding element representing the partnership of cooperating partners

Road leading towards Strategic Territorial Agendas through cooperation



Strategic Territorial Agendas for 'Small and Middle-Sized Towns' Urban Systems

Strategic Territorial Agendas for „Small and Medium-sized Towns“ Urban Systems – STATUS, 9-10 May 2013

The logo will always be used in compliance with the SEE Visual Identity Guidelines, therefore, one of the following additional official logos of the SEE Programme will always be associated to the STATUS logo in any external official communication of the project together with the logo of the European Union, which will always be shown in order to promote the fact that financing is provided from the EU funds in the framework of the SEE Transnational Cooperation Programme.





Programme co-funded by the
EUROPEAN UNION

output 2.2	Logo / housestyle / letterhead
Period:	April 2013
Actors	Logo and other visual materials to be used in compliance with SEE Visual Identity Guidelines. The communication manager coordinates the use of the logo and letterhead of STATUS and will provide the necessary formats.
Output:	Logo for STATUS project, housestyle and letterheads developed for STATUS documents

4.2 Events (output 2.3)

- Kick-off event

A kick-off conference has been organized in Kavala (Greece) at the beginning of the activities, for the presentation of the project goals, challenges and opportunities, and of the Project Partners to stakeholders and general public, giving wide media coverage to the event. In the same occasion the first Steering Committee meeting has taken place for the coordination of the implementation start-up.

- Midterm event

A midterm conference will take place in Schwechat on 9th and 10th December 2013. The midterm event will be organized in cooperation with CEIT

- Final event

The final event will take place in Alba Iulia in the second part of 2014 and will be the main occasion to inform and communicate the main project's results.

Output 2.3	Events
Period:	May 2013 – November 2014
Actors	Lead partner Kavala, Schwechat, Alba Iulia will host the three conferences
Output:	Kick-off, midterm and closing conference

4.3 Interactive Discussion Blog and social media outing (output 2.4)

The STATUS project is convinced that project communication should be centred around events the three events that are developed as part of the project. As part of the organisation of the events, several media outings will be organised. Next to the known social media (such as linked-in, facebook, twitter), an interactive discussion blog will be started on the topic on integrated urban programming in the South East See region. The discussion blog will be linked to the website. The local communication managers who are part of the LPMT will have regular contact with each other and the PMT communication manager on the content of the media outings and newsupdates. Each partner will make sure that the right targetgroups in their region and country are reached.

Output 2.4	Interactive discussion blog and social media outings
Period:	May 2013 – November 2014
Actors	An interactive discussion blog will be linked to the internal platform and website. Next to this, several social media channels will be used for communication. The PMT and the project partners will use this discussion blog and social media channels to discuss issues that arise at the project.
Output:	Interactive discussion blog and social media outings (at least 30 outings)

4.4 Digital news updates (output 2.5)

A digital newsupdate will be compiled before and after each conference.

Output 2.5	Digital news updates
Period:	May 2013 – November 2014
Actors	The communication manager will compile all information and set up the digital news update and disseminate it through the project channels. The local communication managers provide input and disseminate news updates through their own networks
Output:	At least 6 digital news updates

4.4 Project Internal Platform (output 2.6)

The main purpose of the project internal platform is to serve as a communication platform to share information among project partners. The communication manager together with the content manager will coordinate the development of the website and internal platform.

Output 2.6	Project internal platform
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate together with the content manager the development of the internal platform. ERDF 3 Fondazione Graphitech will provide the technical part
Output:	Internal project platform online in June 2013

4.5 Project Website (output 2.7)

The website will be the main information tool of the project. All partners will be requested to deliver content for the website. The working language of the website is English, so the main page of the project is English. However, it is the ambition of the project to have the most relevant parts of the website (and later the 'urban knowledge platform') accessible for non-English speakers and therefore have it translated into the most common languages of the project (Greek, Romanian, Italian, German, Slovenian and Serbian).

Its efficiency will be ensured by:

- usability,
- constant updates;
- accuracy in the content update.

It will have a clear and accessible design and structure, an intuitive system of pages and links in order to provide an easy usability and a space also for posting any comment. The Web Site map has been designed in order to offer a complete overview of the project and its activities. Moreover there will be an updated window that will promote all the upcoming events open to the public. The download area will give the possibility of free downloads of all the researches and outputs carried out during the project's life.

An intranet platform will enhance the partners' documents and information exchange.

The web site address is:

WEB SITE MAP:

- general and brief information about the project
 - objectives;
 - work packages;
- partners presentation, contacts and links for each
 - ERDF partners
 - IPA partners
 - 10% partners
 - Observers
- news and events archive

- download – public section for downloads of studies, etc.
- photo gallery
- links (useful links to other relevant websites, both national and European)
- intranet area – section where partner can upload and download files
- contact us – feedback section where potential beneficiaries and all stakeholders can post questions, make comments and receive answers

The website will be regularly updated, also with all the materials provided by the partnership, keeping in mind the different audiences who might use it: local authorities, international organisations, consultants, entrepreneurs, programme beneficiaries, stakeholders and the general public.

The website will be developed by the Fondazione Graphitech (ERDF PP3 Trento). They will also construct the urban knowledge platform in WP6. After the project’s conclusion the web site will be online for 2 more years, during which the materials and results of the project will be available for Project Participants and for the public.

Project Website news archive

In the website there will be a news archive with all the upcoming events and last events.

Output 2.7	Project Website
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate the development of the website. ERDF 3 Fondazione Graphitech will provide the technical part.
Output:	Project website online in September 2013

4.6 Media Tools

Apart from the outputs foreseen in the STATUS application form, additional communication/ media tools will be developed which supports the partners in communicating the activities, outputs and results of STATUS.

4.6.1 Common Promotional Material

Common Promotional Material (e.g. leaflets) will be created for the dissemination during events and on occasion. All the items will bear the project, SEE and EU logos.

4.6.2 Information Materials/Brochure

The project brochure will have an eye-catching design, targeted for potential beneficiaries, beneficiaries, and all other stakeholders involved in the Communication Plan. The brochure will be printed out at the end of the project. It will include a brief description of the project its work packages and will have a special focus on results achieved. It will be possible to download it and home printing from STATUS web site.

4.6.3 Information Materials/CD-DVD

A CD/DVD will be produced in order to show the main projects achievements and distributed to the identified target groups, as in the Stakeholder Directory, to ensure a wide dissemination of the results.

4.6.4 Press kit

A press kit will be prepared in any event where the media are also invited. It will consist of:

- project brief description (output and workpages);
- press release;
- promotional tools;

4.6.5 Press release

The press release will be one of the primary format to communicating with the media. A template has been designed and will be used by all the PPs.

	Media Tools
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate the development of all the media tools. The local communication managers will use (and adapt if necessary) the formats and materials for dissemination in their region/ country
Output:	Several Media tools developed

5. Core messages of Communication tools

The communication strategy for the STATUS project will ensure a complete transparency of the project activities both between partners as well as to the wider audience and the European Commission. The message and objective of STATUS that all partners should bear in mind when disseminating information to the wider public refers to the integrated approach taken to strategic planning and the innovative tools that will be implemented. Moreover the novelty of the project consists also of the internal communication platform that will allow partners to communicate easily, exchange information and support each other and create cohesion within the partnership during project implementation and beyond.

All of the communication tools mentioned in Chapter 4 are aimed at specific target groups and should convey a clear message.

Tools	Scope
▪ VISUAL IDENTITY TOOLS	
Logo (SEE logo, EU logo, STATUS logo) (subactivity, 2.1.2 leading to output 2.2.)	The logo designed should be used on all printed communication material: leaflets, brochures, banners, official letter, press releases. It should be the 'visual shortcut' to our project.
▪ INFORMATION TOOLS	
Events; (subactivity 2.2.1 – 2.2.3, leading to output 2.3)	STATUS events are mostly closed happenings targeted at the project partnership. They should be thought so as to allow partners to interact and exchange experiences. Attending international events with the project will entail promotion of the project to the wider audience by: banner, leaflets and information about the project. The purpose is to increase visibility of the activities and enlarge the network, as well as enable new synergies with other complementary projects or institutions.
Interactive discussion blog (subactivity 2.2.5 leading to output 2.4)	The interactive blog is an open platform. Messages conveyed by this means of communication should refer to topics of interest in the field of strategic planning. The blog will be a very useful and accessible tool by which project partners as well as the wider audience will have the occasion to interact first hand, exchange experience and support each other in their endeavors of drafting strategies for their cities/town/regions
Project Social media pages (facebook; twitter; linkedIn) (subactivity 2.2.6 leading to output 2.5)	Allow full visibility of project development and disseminate the activities to the wider public.

	<p>The STATUS facebook page and post should serve as an overview of the activities developed, as well as a platform to disseminate information related to the topics of interest within the project.</p> <p>It should also entice the wider audience to seek out more information on the project which will ultimately lead to possible follow up or roll out of the project in other cities.</p>
Internal platform based on open source technologies (intranet); (subactivity 2.3.1, leading to output 2.6)	Ensure full access and transparency of project deliverables and outputs. It is meant to be the work platform for the project partners.
Project Website; (subactivity 2.3.2, leading to output 2.7)	<p>The project website, along with the facebook page, is the first contact of the wider audience with the project activities. The project website should contain detailed up to date information on:</p> <ul style="list-style-type: none"> - objective of project - presentation of every partner - overview of activities and a detailed plan - project deliverables and outputs made public - contact information
<p>▪ MEDIA TOOLS</p>	
Common Promotional Material	<p>The common promotional material is a messenger of the project within public events. It should present the ambitions of the project and its main objectives. Make clearly visible the project consortium, and make sure that the appropriate representatives are easily reached by whoever might be interested.</p> <p>For the common promotional material the project logo, SEE logo and EC logo will be used as described in the visual identity guideline.</p>
Information Materials;	The brochure of the project will be published at the end of the project. It will give a detailed overview of the project achievements and results for the entities involved.
Press kit ;	Present the project in brief
Press releases;	Targeted at the media, press releases should make public and attract news professionals to the main events of the project. Thus increase visibility and outreach of our activities.

6. Internal Communication and monitoring

Internal communication main goal is to ensure coordination among PPs and a smooth implementation of the project. The partners will always be actively involved in the project and therefore they will use all the tools at their disposal in order to have an effective and regular internal communication and exchange of information (e- emails, phone, VoIP technologies, chat, meetings). The intranet area of the project web site will be also a strategic tool for the exchange and upload of documents, papers etc.

Five official coordination and Steering Committee Meetings are already scheduled during the project's life, in order to assure a good project implementation, other meetings might be organised if needed. The members of the PMT (project manager, content manager, communication manager and coordinator) can call for additional (online) meetings with the members of the local project management teams (LPMT's).

Taking for granted that all the partners staff will be responsible for the internal communication, each partner will nominate one person responsible for all the aspects related to the external communication. (e.g. providing information about national events to publish in the web site, etc.). After the data collection of the names, the contacts table will become part of the Annexes. This task is performed by the Project Management Team. the table containing all contact information is already in the Dropbox and may be accessed at the link: https://www.dropbox.com/s/3dvmzyhnhmsp2uo/Partners_Status.xlsx?v=0mcns

Please bear in mind it is a working document for the Project Management Team.

An important tool of internal communication and reporting has to be considered the official reporting activity. The Partner Reports, consisting of a report describing the activities carried out and their outputs and results, and presenting the financial progress of the project, will provide an adequate flow of information on the progress of the project, allowing an on-going monitoring of the main relevant aspects concerned in the implementation of the activities. It will be submitted by all PPs to the LP, respecting the reporting deadlines of the Subsidy Contract.

At the same time, the information collected by the LP and forwarded to the JTS in the Progress Report, will ensure the information flow from the project to the Programme level.

The Lead Partner will always be in contact with the JTS, also participating to the Programme initiatives addressed to the SEE projects' LPs, in order to ensure coherence, update precise information and to help the internal communication.

Output 1.6	Half yearly progress reports
Period:	March 2013 – November 2014
Actors	Each partner has to submit a partner progress report. In each progress report, an overview of activities and outputs related to the project communication have to be provided.
Output:	5 progress reports with updates on communication activities and outputs in the partner areas

7. Overview of all communication activities and outputs

Subactivity 2.4	Stakeholder overview
Period:	May – July 2013
Actors	The database will be based on a template which will be send to the project partners by the CM. the local communication managers fill in the template and keep it up to date
Output:	Overview of stakeholders to be informed. At least 500 stakeholders need to be reached

output 2.2	Logo / house style / letterhead
Period:	April 2013
Actors	Logo and other visual materials to be used in compliance with SEE Visual Identity Guidelines. The communication manager coordinates the use of the logo and letterhead of STATUS and will provide the necessary formats.
Output:	Logo for STATUS project, house style and letterheads developed for STATUS documents

Output 2.3	Events
Period:	May 2013 – November 2014
Actors	Lead partner Kavala, Schwechat, Alba Iulia will host the three conferences
Output:	Kick-off, midterm and closing conference

Output 2.4	Interactive discussion blog and social media outings
Period:	May 2013 – November 2014
Actors	An interactive discussion blog will be linked to the internal platform and website. Next to this, several social media channels will be used for communication. The PMT and the project partners will use this discussion blog and social media channels to discuss issues that arise at the project.
Output:	Interactive discussion blog and social media outings (at least 30 outings)

Output 2.5	Digital news updates
Period:	May 2013 – November 2014
Actors	The communication manager will compile all information and set up the digital news update and disseminate it through the project channels. The local communication managers provide input and

	disseminate news updates through their own networks
Output:	At least 6 digital news updates

Output 2.6	Project internal platform
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate together with the content manager the development of the internal platform. ERDF 3 Fondazione Graphitech will provide the technical part
Output:	Internal project platform online in June 2013

Output 2.7	Project Website
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate the development of the website. ERDF 3 Fondazione Graphitech will provide the technical part.
Output:	Project website online in September 2013

	Media Tools
Period:	May 2013 – November 2014
Actors	The Communication manager will coordinate the development of all the media tools. The local communication managers will use (and adapt if necessary) the formats and materials for dissemination in their region/ country
Output:	Several Media tools developed

Output 1.6	Half yearly progress reports
Period:	March 2013 – November 2014
Actors	Each partner has to submit a partner progress report. In each progress report, an overview of activities and outputs related to the project communication have to be provided.
Output:	5 progress reports with updates on communication activities and outputs in the partner areas

8. Monitoring and evaluation

Information and communication activities will be evaluated before, during and after their realization, to check for their effectiveness and efficiency. The monitoring activities will contribute to:

- Measure the progress in relation to planned budget, activities, assumption and outputs;
- Find problems and identify solutions and put them in place;
- Collect source of data for the Evaluation

The Evaluation activity will be carried out following both quantitative and qualitative methods:

- The quantitative method is mainly based on statistic;
- The qualitative method is based on group interviews, individual interviews, questionnaire, brainstorming.

An Evaluation Plan will be designed taking into account such methods, the Project Application Form and the Communication Plan.

Specific indicators will be identified and used, in particular:

- Output indicators in order to measure the direct outcomes of information and communication activities (n. Of meetings taking place);
- Result indicators in order to measure the immediate effects of outputs on those in receipt or benefiting from them
- Impact indicators in order to measure the eventual direct or indirect consequences of information and communication activities, such as the awareness of different audiences and their response (n. Posts or enquiries received)

Tools	Output Indicators	Result Indicators	Impact Indicators
Project Website / social media webpages facebook; twitter	n° published pages; n° studies, documents to download posted target: 30	n° of hits per month target: 5000	Public awareness of the project
Final CD/DVD	n° of CD/DVD edited target: 1	n° copies distributed n° copies requested target: 250	Public awareness of the project

Media coverage	n° articles published target: 50	n° press releases issued target: 50 articles	Public awareness of the project
Brochure	n° brochure printed target: 500	n° copies distributed n° copies requested target: 500	Public awareness of the project
Events	n° of events organised (national and transnational) target: 40	N° response to invitations, n° of attendees, n° requested for further info Target: 200	Public awareness of the project
Common Promotional Materials	n° of materials edited target: 3	n° copies distributed: 250	Public awareness of the project

The overall project's evaluation will be assigned to an external expert. PP1 with the help of all the PPs will supply the evaluator with monitoring data and information on the activities carried out.



ANNEXES

In the following Annexes there are 4 templates that will be used by each project partners for the sending of all letters and faxes related to internal and external communication of the project and for any kind of communication about the progress of the project with SEE Managing Authority and JTS.

Template 1: Letter

Template 2: Press Announcement

Template 3: Press Release

Template 4: Power Point Presentation



Joint Technical Secretariat
30-32 Gellerthegy utca H-1016 Budapest
Hungary

Concerns:

Date:

Dear sir, madam

PRESS ANNOUNCEMENT

STATUS



PRESS RELEASE






**PROJECT MANAGEMENT TEAM
PRESENTATION**

STATUS Kickoff Meeting
9 - 10th of May 2013, Kavala, Greece

JOEP DE ROO
Project and financial manager



Strategic Territorial Agendas for „Small and Medium-sized Towns“ Urban Systems – STATUS, 9-10 May 2013



CONTENTS

- Identity of the STATUS project – logo
- Project and financial handbook
 - Chapter 1 - Introduction
 - Chapter 2 – Planning and work breakdown
 - Chapter 3 - Quality Criteria description
 - Chapter 4 - Reporting and reimbursement of funds
 - Chapter 5 - Financial management of the project
 - Chapter 6 - Partner budgets per budget lines and work packages

Strategic Territorial Agendas for „Small and Medium-sized Towns“ Urban Systems – STATUS, 9-10 May 2013