TRINNO

High-level political dissemination Event

Check list and guide

Document version	01. First Version
Dissemination Level	**(partnership and selected stakeholders)**
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1. Introduction

During Semester 9, TRINNO partners organise a final **High-level political dissemination event** gathering executives and policy makers from the regions and from other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plans implementation to a large audience.

However, since the COVID19 crisis rose, TRINNO final event organisation needs to be readjusted in order to face current restrictions to travelling and organising large events. Originally foreseen in Brussels, Semester 9 (October 2020), the Final Event, depending on the COVID19 situation at the time, could be virtual, or a mix of physical and virtual.

With this purpose, TRINNO partners developed a strategy to build the Final event agenda during the COVID19 critical international crisis, which led to a high uncertain about travelling and organising events.

A co-creation process in TRINNO High Level Political Event which should become part of a documented process of engagement in policy improvement activities in each TRINNO territory.

Partners will document their engagement and interaction with the different stakeholders necessary to implement the Action Plan, by using different tools as video, photos, audios or brief written reports.

This document provides partners with a list of actions, completed of specific guidance for each action and a check list, in order to plan the event and proactively react in case of persistent travelling limitations.

2. List of Actions / Check list

	Action No. / Description	Partner Responsible	Deadline	Check
01	**Stakeholders** to be **engaged** in the co-creation process and potential **participants** for High-level political dissemination event identified	All partners	May 2020	
02	Key Stakeholders information **table** filled in (see Section 3)	All partners	End of May 2020	
03	Partners document their **engagement** and interaction with the different stakeholders necessary to implement the Action Plan and send it to LP (video, audio, photos, reports)	All partners	May - Dec 2020	
04	High-level political dissemination event **draft agenda**	LP - DCHS	Beg. June 2020	
05	Invitation to the High-level political dissemination event sent to speakers/ stakeholders – specifying final format might change	LP - DCHS	June 2020	
06	Final **deadline** to set the exact Final event date, in order to be able to attend and invite stakeholders communicated to the LP	All partners	July 2020	
07	**Collection and organisation of engagement documentation** (video, audio, photos, reports) in a final format	LP - DCHS	September 2020	
08	High-level political dissemination event **final agenda**	LP - DCHS	End Sept 2020	
09	High-level political dissemination event **wide invitations send + reminder send**	All partners	End Sept 2020	
10	High-level political dissemination event (location and format TBD)	All partners	Oct / Nov (autumn TBC) 2020	

3. The engagement process key stakeholders

The Final event co-creation process should gather executives and policy makers from the regions and from other relevant institutions. The engagement process, as well as the Final event, could include both political and technical stakeholders.

In order to develop the event agenda and to organise the engagement documentation material, it is important to collect information about strategic stakeholders that will be involved by each partner.

On this aim, on the basis of the templated provided by the Communication Manager, the following table has been prepared.

All partners should list below the stakeholders they plan to engage within the final event co-creation process, by indicating who they are and what is their role within the Action Plan (each partner can add as many lines are needed).

Partners should specify how they plan to engage them and who, among them, is the high-level person to be invited to the event, specifying if any participation in the final event (virtual or physical) is possible.

Stakeholder should be selected among the most influent and important within your Action Plan implementation. In case of different stakeholders in relation to different Actions, the most representative and successful Action in terms of results should be preferred.

The templates will be also circulated among invited stakeholders to promote the event itself.

	Partner	Stakeholder (name, organisation, position)	Photo	Short description	How should they be involved in the event co-creation process	Role within the AP (please specify if technical or political)	Could participate in the Final Event (virtual or physical)?
01							
02							
03							
04							
….							

4. High Level Political engagement co-creation process

TRINNO strategy to co-create the project High Level Political Event is based on a documented process of stakeholders' engagement in policy improvement activities in each TRINNO territory.

On this regard, from May 2020 to December 2020, partners should document their engagement and interaction with the different stakeholders necessary to implement the Action Plan. Communication tools include:

a) **Videos** of meetings with stakeholders;

b) **Photos** of meetings with stakeholders, with captions;

c) **Audio** of meetings with stakeholders;

d) **Brief written reports** on meetings with stakeholders;

Partners are free to choose the most convenient instrument, according to their and stakeholders' preferences. After a TRINNO-related meeting / event, bilateral exchange, possibly one the above-listed tools should be sent to Resolvo (trinno@resolvo.eu) and uploaded onto TRINNO dropbox.

Please refer to the sections below for additional information on each instrument.

3.1 Videos

A video can be of interviews with stakeholders, or a record from a web conference.

Below some guidance on video content and technical features

By who?	− videos that the **partners do** during a meeting − video that the **stakeholder records** and sends to the partners, on the basis of specific questions that sent before by the partner − **videos taken from a web-conference** held with the stakeholder − Video recoded by the partner themselves, reporting on meetings with stakeholders
What?	− About a **meeting** / activity coming directly from the **Action Plan** − About a **feedback** on the **impact** of **TRINNO** interregional exchange experience and inspiration − About **people working** on the improvement in their regions
How?	− **Specific** − **Short** (max. 4 minutes) − Film in **Horizontal** (so footage will look good on larger devices not just phone screens) − **Lighting**: avoid harsh overhead lighting as it causes harsh shadows (windows are a good source of soft natural light) − **Clean background** so to not distract from the message (a solid coloured wall or office is a

good choice)
- Avoid windows and reflective surfaces in the background
- If using phone/camera set it on tripod/steady surface to **avoid shaky footage.** Using the grid feature helps avoid tilted footage
- If using phone camera: **use the back camera** as it usually has better quality then front camera
- Quality of video: height-width ratio: 16:9, minimal resolution 1280x720 (720p) or **preferred 1920x1080 (1080p)**
- Avoid using zoom and built in flash (get closer to the subject)
- Possibly in **English** (or with subtitles, also using online program, e.g.: Kapwig: https://www.kapwing.com/workspace/5ebbaa2cbef32e00152fa68f)

3.2 Photos

Pictures of local meeting with stakeholders should be sent to the Lead Partner providing the following basic information:

- Picture date

- Picture caption:

    o Who is pictured?

    o Where?

    o What happened?

    o Why did that happen?

3.3 Audio

Audio recorded from stakeholders. It can be of interviews with stakeholders, or an audio from meeting. Below some guidance on the audio content and technical features.

By who?	- audio that the **partners do** during a meeting - audio that the **stakeholder records** and sends to the partners, on the basis of specific questions that sent before by the partner - audio **taken from a web-conference** held with the stakeholders - Audio recoded by the partner themselves, reporting on meetings with stakeholders
What?	- About a **meeting** / activity coming directly from the **Action Plan** - About a **feedback** on the **impact** of **TRINNO** interregional exchange experience and inspiration - About **people working** on the improvement in their regions
How?	- **Short** (max. 4 minutes) - In **English** - **Specific**

- **set the quality of recording to 44.1 kHz**
- Keep the background noise to minimum
- Avoid recording in spaces that echo

RECORDING FROM A WEB CONFERENCE:
- If possible, choose an external microphone over a built-in one
- If your meeting involves many people sitting together place microphone near the participants who are talking
- Speak clearly but not too loudly into the microphone-it causes distortion

RECORDING WITH A PHONE:
- Keep the microphone steady and at same distance the whole time (moving it around creates shuffling sounds)
- **keep the microphone 12 – 15 cm away from mouth** (place the phone on a table/use a stand or prop the phone on a box/books to reach the height of mouths),
- avoid speaking directly into microphone (it distorts the audio when speaking words with p or b)

3.4 Written Reports Template

A written report of local meetings with stakeholders should include the following information:

- Meeting date

- Meeting content:

    o Who was involved?

    o When did it take place?

    o Where did it take place?

    o What happened?

    o Why did that happen?