

# Communication Strategy Plan

## OptiWaMag

Optimization of waste management in urban  
spaces and in households

**PGI06085**



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## Abbreviations

EC: European Commission  
EU: European Union  
LP: Lead Partner  
PA: Partnership Agreement  
PP: Project Partner

## Introduction

In order to communicate with the external environment and promote the project results and achievements, communication plays an important role during the OptiWaMag project lifetime and beyond.

The OptiWaMag Project Communication Strategy (hereafter Strategy) is dedicated to external and internal communication, in order to reach the project objectives in an effective and efficient way. This Strategy is focused on informing / publicity activities and dissemination of the achievements and results to the project stakeholders and a wider relevant audience at local, regional, national, programme and EU levels, through local dissemination events with citizens and businesses, press and media, participation at EU events, as well as the Launch (kick-off event) and Final Event of the project.

Dissemination of the results and achievements should be supported by produced information and communication materials, such as leaflets, brochures, posters, newsletters, press releases, photos.

## Outline of the project

Solid waste management affects every single person in the European Union, whether individuals are managing their own waste or governments are providing waste management services to their citizens. As nations and cities grow in terms of population, urbanize and develop economically, the estimated waste generation will increase dramatically.

Europe faces major challenges in waste management due to:

- \_ Inadequate infrastructure for waste management in urban spaces and homes;
- \_ Lack of societal engagement in separation at source;
- \_ Low recycling rates by end users/citizens;
- \_ High population density and increase in waste generation;
- \_ Increased economic activity and growth in the tourism sector, leading to increase in waste generation.

The issue being addressed in OptiWaMag Interreg project is the identification of the multi benefits of environment related investment to enable a holistic and integrated approach to the protection and development of the resource-efficient economy.

Six partners from Greece, Hungary, Italy, Latvia, Portugal and Sweden have launched the OptiWaMag project – “Optimization of waste management in urban spaces and in households”. The partnership is led by the County Administrative Board of Östergötland from Sweden. The 3,5 year project (August 2019 - January 2023) was approved within the Interreg Europe programme financed by the European Regional Development Fund. Interreg Europe programme helps regional and local governments across Europe to develop and deliver better policies.

The partners have identified that quadruple helix cooperation (innovation cooperation model in which businesses, research actors, public authorities and users cooperate in order to produce

innovations) is important to protect the environment and promote resource efficiency. The OptiWaMag project supports waste infrastructure, develops awareness of waste collection and improves the well-being of citizens

Resource efficiency and proactive use of resource-efficient economy have the ability to contribute to economic, social and territorial cohesion by improving the lives of people regardless of income, background or status. Investments in eco-innovation today can save money and promote economic growth in the medium and long term. The issue being addressed in OptiWaMag is the identification of the multi benefits of environment related investment through Structural Funds Programmes and other policy instruments to enable a holistic and integrated approach to the protection and development of the resource-efficient economy. The challenge is to raise awareness of policymakers, public professionals, politicians, planners, end users, economic officers, investors, developers, and the community, that ecoinnovation in urban spaces and in households has many benefits.

OptiWaMag's approach recognizes that effective, innovation cycle outcomes require a comprehensive approach and enhanced cooperation between relevant stakeholders. This will generate better strategies, plans and implementation for invention, validation, scaling up and ecosystem development that, for all participated regions, will lead to: 1) improved delivery of eco-innovation; 2) more effective ecosystems, improved technology transfer and scaled-up; 3) efficient promotion and education program of ecosystems.

The primary outputs include:

- The project self, peer and expert assessment tools and findings focused on regions' strengths, weaknesses, policy priorities and policy enhancements
- A Framework Strategy for developing evidence based and co-designed policies, programmes and implementation methods and for identifying the best method to improve policy instruments;
- 6 Regional Action Plans (informed by the Framework Strategy, pre and interim self-assessments) to enhance the implementation of regional policy instruments across Europe.

### **Indicators**

- Number of Growth & Jobs or ETC programmes addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed with structural funds link: Target: 4 pieces
- Number of other policy instruments addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed without structural funds link: Target: 2 pieces
- Estimated amount of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project (in EUR): Target: 10,000,000
- Estimated amount of other funds influenced (in EUR): Target: 1,000,000

## Output indicators

- Number of policy learning events organized: Target: 44
- Number of good practices identified: Target: 12
- Number of people with increased professional capacity due to their participation in interregional cooperation activities: Target: 90
- Number of action plans developed: Target: 6
- Number of appearances in media (e.g. press): Target: 30
- Average number of sessions at the project pages per reporting period: Target: 1200

Project duration: August 2019 – January 2023

OptiWaMag project is co-funded by the European Union – European Regional Development Fund (ERDF) and made possible by Interreg Europe programme of interregional cooperation.

## Partnership

The Partners involved in the project are:

- County Administrative Board of Östergötland (Sweden) (Lead Partner)
- Region of Thessaly (Greece) (PP6)
- Development Organization (Hungary) (PP1)
- Municipality of Casalgrande (Italy) (PP5)
- Riga Technical University (Latvia) (PP4)
- Municipality of Lousada (Portugal) (PP2)

## Roles and responsibilities of partners

Development Organization (PP1) is overall responsible for the communication and dissemination tasks and works in close cooperation with the County Administrative Board of Östergötland (LP) and the project partners to deliver the project results. The Communication Manager, a member of PP1, is the key contact person for the Joint Secretariat on all communication-related tasks and working closely with the Project Partners under the supervision of the Project Coordinator / Project Manager.

Development Organization coordinates the production of materials and presents the project in other highly relevant fora and events, as well as undertakes communication and dissemination activities at EU level.

LP and Development Organization undertakes communication and dissemination activities at EU level.

All project partners should implement the Communications Strategy at local, regional and national level, contact on all communication related issues and report communication activities to LP / Development Organization.

## Project communication strategy

### Overall strategy

Communication is an important tool to support policy learning between PP's and the identified quadruple helix stakeholders as well as to disseminate gained knowledge to external actors. The communication will be coordinated by Development Organization (DO). DO will elaborate the Communication Strategy with the contribution of all the participants. The aim of the communication strategy is to raise awareness and visibility of the project at interregional and partner levels, to disseminate results to the public, to distribute the knowledge within and beyond participating regions and to ensure efficient internal communication amongst PPs.

Communication will be an integral part of the overall implementation methodology to ensure strong coherence between thematic and communication actions.

The strategy will have a different focus in the two Phases of implementation. In Phase 1 it will focus on supporting the envisaged policy changes, the communication of Phase 2 will put the implementation of action plans and the dissemination of results in focus, with more emphasis on communication towards the general public. The communication strategy also supports PPs to draft further targeted, national language messages in line with their regional contexts. Focus will be on the evaluation of communication activities both in quantitative and qualitative terms.

The Development Organization is responsible for communication throughout the project and ensures overall coordination of communication tasks:

- preparing project leaflet and templates,
- drafting and distribution of newsletters, press release template, ;
- updating project website;
- evaluating communication activities, social media.

All PPs will provide inputs and ensure communication at regional level to reach their target groups.

All PPs will place a poster with information about the project at its premises and post information about the project on their institutional websites. Social media will be set up (Facebook page and Twitter account). Development Organization develops the project leaflet, to be printed by each PP. With input from PPs, Development Organization prepares electronic newsletter and ensures local distribution with the help of PPs and EU distribution through partner across Europe. Development Organization updates the project website and supports PPs to keep their institutional websites up-to-date. Development Organization ensures active social media presence.

The Communication Strategy has the following aims:

i. Raise awareness

This first level of dissemination is aimed to audiences who do not need a detailed knowledge of the work and results, but activities and outcomes of OptiWaMag could be useful to them. Creating such an awareness of the project's work will help the "word of mouth" type dissemination and help us build an identity and profile within the community. For OptiWaMag, awareness includes: 1) What OptiWaMag project is about; 2) Who is involved; 3) What is the work being carried out; 4) Where to find information about the results of the work.

ii. Enhance the stakeholders'/audience's understanding

There will be a number of groups, audiences and individuals who need to have a deeper understanding of OptiWaMag's work. This is because they can benefit from what the project has to offer. For OptiWaMag, understanding includes: Why OptiWaMag is important; Why the objectives are relevant for the stakeholders; How to get involved in the Community of Interest (Col); How to benefit from the project. The creation of the Col falls into that stage too. OptiWaMag Col represents an informal network of people/actors assembled around waste management.

iii. Mainstreaming: feeding results and experiences into policy

This level of dissemination is targeted at policy makers. However, to be effective there is the need to engage with individuals whom we will need to offer the full knowledge and understanding of the project's work in order to establish a close relation with, allowing their future involvement with the project

iv. Establish an efficient communication between the consortium partners

The Communication strategy also aims to promote the project's approach, results and achievements to wider fora. The knowledge and experience, gained by the Project Partners through the implementation of the project will be shared and disseminated.

The Communication Strategy of the Project is based on several channels targeting key stakeholders, local and regional authorities, relevant agencies, boards and groups, as well as EU institutions.

The target is to offer the expertise, results, methods and knowledge of the Project to a wider audience of relevant institutions and stakeholders for further policy learning and capacity building.

**Communication Activities:**

1. External website
2. Participation at relevant events

3. Production of Dissemination materials (Leaflet, Press Releases, Newsletters, Publications)
4. Social Media
5. Internal communication procedures

The Communication Strategy will also ensure the durability of the OptiWaMag project achievements.

### Objectives, activities and target groups

The communication objectives contribute to the project objectives according to Interreg Europe programme objectives and requirements, as a strategic management tool, in order to help the project, achieve objectives, deliver and disseminate the project outputs in an efficient way. The main target group are the beneficiaries of the project and their stakeholders, identified for each communication objective that need to know about the project and its work. These target audiences should reflect the goals of the project and the stakeholders who have the ability to add more value to the project.

Target audience is divided into 2 groups – Primary target group and Secondary target group, classifying them on a scale of influence and engagement.

**Primary target group** consists of ‘key players’ with high influence to which is a main focus of communication activities.

**Secondary target group** consists of audience with lower influence and engagement. Project partners are not in the target audience as such for the project’s communication. The real target audience of the project is its external beneficiaries.

Media should not be considered to be a target group, as they are a tool for conveying the project messages to the final audience.

**Objective 1: To raise the awareness about the project = objectives, activities, results, achievements and impacts within each of the partner regions, including regional policy makers**

#### Activities:

- Participation in the IE policy learning platform
- Participation in relevant events
- Information & dissemination & communication materials (in English and translated in local languages of partners’)
- Social media (Twitter, Facebook)
- English, Greek, Italian, Lithuanian, Hungarian, Swedish, Portuguese Newsletters

- Press releases
- Links of the project web in the partner & stakeholders websites social media
- Leaflets, Posters
- Articles in newsletters and relevant magazines, newspapers

#### **Target Group**

- Wider spectrum of Policy makers/industry/academia
- Wider public
- Regional players

#### **Objective 2: Enhance the stakeholders'/audience's understanding**

##### **Activities:**

- eNewsletter: online newsletter will be sent every 6 months.
- Attend planned conferences and events
- Interregional policy workshop in order to validate the action plans and recommendation
- Regional stakeholder group meeting (one per partner, per semester)
- Synergies with similar initiatives. A list of projects with similar objectives will be developed.
- Active participation in the Interreg policy platform

##### **Target group**

- Policy makers at regional, national and European level
- Relevant council, Municipalities, Ministries
- Industrial players and relevant clusters & associations
- Academia
- Similar projects

#### **Objective 3: Mainstreaming: feeding results and experiences into policy**

##### **Activities:**

- Communicating to partners with press release, newsletter
- Active participation in the Interreg policy platform: Publication of main achievements and results

##### **Target group**

Regional and local policy makers (city councils, municipalities, and national authorities)

#### **Objective 4: Establish an efficient communication between the consortium partners**

##### **Activities:**

- Participation at internal events

- Day-to-day communication with project management team and with project partners
- Using defined joint communication tools (email, skype etc.)
- Establishment of single point of contact from each partner's project management team

### **Target group**

Project partners and associates, external experts

### Time plan – work plan

The time plan for communication activities and outputs helps achieve the overall project objective of improving policy instruments tackled in the project. Detailed 'Time Plan-Work Plan' is provided in the approved application.

Any changes in this work plan will be according to decisions on communication matters made in the Steering Group meetings and agreed by Partners and the JS.

### Budget

Development Organization is responsible for communication throughout the project and ensures overall coordination of communication tasks, however project partners may have their own budget for communication activities which includes adaptation activities. Each project partner should maximize the added-value with respect to the communication activities planned. Other communication activities may be introduced if found appropriate, but at no additional cost.

### Project branding and visibility rules

Interreg Europe uses a common programme visual identity. Common branding is instrumental to the programme communication strategy. The project supports the programme's corporate design guidelines for developing the project communication tools. OptiWaMag branding is based on the Interreg Europe branding, incorporating the most relevant elements from the programme branding.

The project is provided with the standard elements for branding: logo types and template suggestions, thus help the logo and other elements correctly.

### Project logo

Project logo is designed to be 'stand-alone' i.e. can be used without the need to also use the programme logo:



The EU flag and reference to the European Regional Development Fund must always be used together with the project logo.

The core Interreg Europe brand is made of three components:

- The logo block  
Reference to European Union and European Regional Development Fund should always accompany the logo block, except for small size use.
- The slogan  
Programme slogan 'Sharing solutions for better regional policies' should be used when possible. There is no predefined positioning of it.
- The origami  
Origami (the four colour element) may be used on its own as an endorsement of the brand. But it is never a replacement of the full logo. Its position is flexible.

### Use with partners

Along with other organisations related to ERDF, in order not to duplicate the initial components (EU emblem, reference to ERDF), a simplified version is available. Do not use out of this case.



Small size version of the project logo is provided for internal use or inside communication/dissemination materials.



The project logo set is provided by the Interreg Europe programme with 4 logo version files and can be downloaded from the project source online.

**The project logo comes complete with the European Union emblem and reference to the European Regional Development Fund.**

The logo must always be visible in a prominent place (on the first/landing page, visible, without scrolling, on all electronic and mobile devices) and of a comparable size to other logos used. During organised events, the project and each project partner should ensure visibility of the EU and the programme. The project logo set has to be used on any agendas, list of participants, related hand-outs and presentations and templates.

### **Typefaces:**

All typefaces must never be distorted in any way.

#### **Montserrat**

For project identity the typeface Montserrat has been chosen as it is visually similar to the Interreg logo.

#### **Open Sans**

The typeface for all other applications from body text to headlines is Open Sans. It has a neutral, yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Both typefaces are available for free, including web font kits.

The fonts can be downloaded:

**Montserrat:** <http://www.google.com/fonts/specimen/Montserrat>  
<http://www.fontsquirrel.com/fonts/montserrat>

**Open sans:** <http://www.google.com/fonts/specimen/Open+Sans> <http://www.fontsquirrel.com/fonts/open-sans>

### **MS Office processing typefaces:**

#### **Arial**

Arial has been selected as the primary corporate typeface of Interreg Europe because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Please note that these fonts must not be condensed, expanded or digitally manipulated in any way.

#### **Typeface colour**

For most uses, typeface colour must be black on white background.

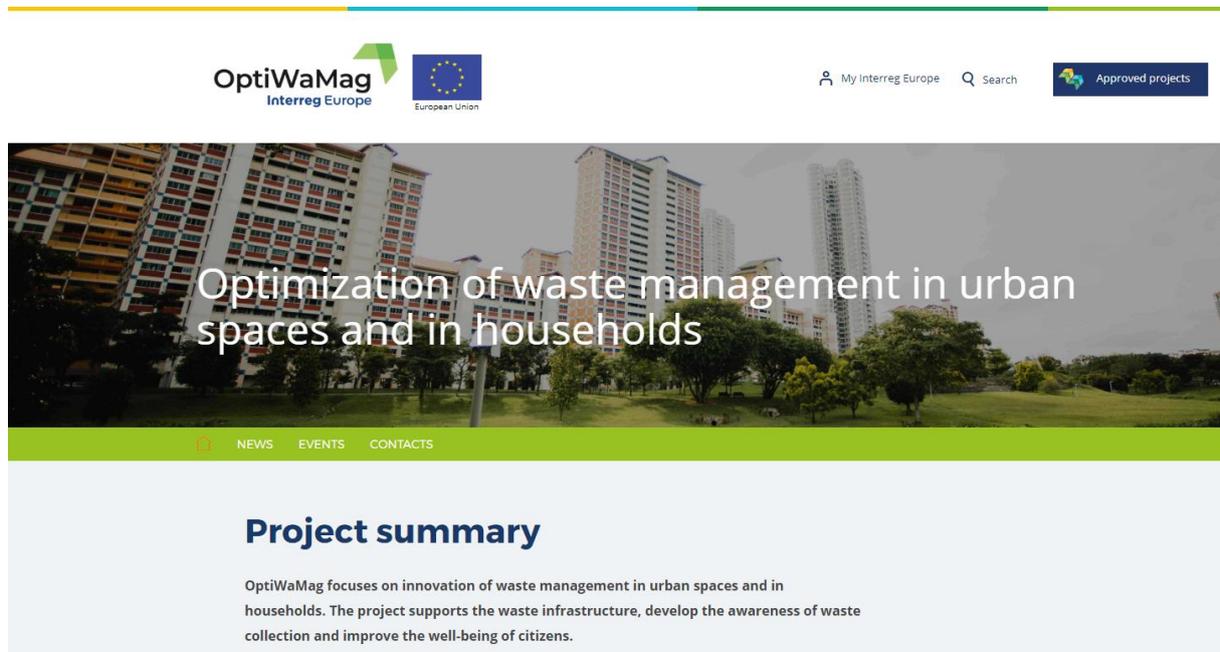
The project is obliged to use logo in all their communication materials (both hard copy & electronic), including letters.

### **Project website**

Website, as a communication tool is a core element for the coordination of communication activities and the dissemination of information and outputs of the project.

Official website of the project is: <https://www.interregeurope.eu/optiwamag>

The Interreg Europe programme host OptiWaMag website on its own website.



All developed digital communication tools (e.g. newsletter, leaflet) is linked or integrated in the pre-defined structure. The integrated system of programme and OptiWaMag website is intended to ensure a more efficient interconnection between the project activities and the programme. The programme ensures that the information published by the projects is searchable in a database comprising data from all Interreg Europe projects.

The Regulation (EU) No 1303/2013 requires all project partner institutions to provide a short description of the project on their own website, where such a website exists. The description should include the project's aims and results, also highlight the financial support from the Union (see section 'Institutional/organisational website').

Project partners should consider establishing a link between the institutional websites of their point of contact organizations and their project website(s). The programme encourages the projects to make the points of contact a part of their stakeholder groups and to keep them in the loop with the most up-to-date information about the project's work and achievements. The average number of sessions at the project pages per reporting period is one of the indicators that are predefined by the programme.

Each project partner should inform Development Organization about activities done in the project.

Development Organization is overall responsible for the updating website regularly with content designed to attract visitors during the whole the project (both phases, at least once every 6 months) within:

1. Publish news about the project's implementation and achievements,
2. Publish information about main project events (no later than two weeks before the event),
3. Publish pictures, videos about the project's work,
4. Publish digital project outputs,
5. Manage the social media section.

Each project partners inform the Development Organization about activities intended or done in the frame of and related to OptiWaMag and provide brief description/article with supporting materials – photos, video, etc.

#### Partners Institutions websites

All project partners must publish information about OptiWaMag project on their institutional / organizational website.

Project partners should provide a short description of the project, its aims and results, partnership, and highlight the financial support from the European Union (Interreg Europe/ERDF). The information about the project has to include full project logo (with EU emblem) in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project website should be added for more information about the project's activities. Proposed main information about at the project partners website (partners may wish to enrich this information): OptiWaMag is an interregional cooperation project for waste management policies.

A link to the project website should be added for more information about the project's activities.

Proposed main information about at the project partners website (partners may wish to enrich this information):

OptiWaMag is an interregional cooperation project for improving waste management policies.

***OptiWaMag focuses on innovation of waste management in urban spaces and in households. The project supports waste infrastructure, develops awareness of waste collection and improves the well-being of citizens.***

OptiWaMag project is made possible by the financial support from the European Union – the Interreg Europe programme and European Regional Development Fund (ERDF).

#### Partner and Project link to Partners Website:

- 1) County Administrative Board of Östergötland (Sweden) (Lead Partner):
- 2) Region of Thessaly (Greece) (PP6):
- 3) Development Organization (Hungary) (PP1):

- 4) Municipality of Casalgrande (Italy) (PP5):
- 5) Riga Technical University (Latvia) (PP4):
- 6) Municipality of Lousada (Portugal) (PP2):

## Poster

OptiWaMag project poster is designed by the Interreg Europe programme Projects are provided with a project poster in PDF format.

Each project partner has to place at least one poster with information about the project, including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building. The poster must be printed and displayed in A3 size minimum.

According to the programme, TV screens, roll-up banners can't replace the poster & each project partner is obliged to display the poster. Poster should be displayed in Semester 1 (by 31 January 2020). The poster needs to stay visible for the whole duration of the project. The production costs of the poster are included in each partners' budget under publication and dissemination costs.

Each project partner has responsibility to use the project poster as appropriate.

### **Key components of the poster:**

- Project logo and topic colors
- Short description text with a visual
- Project website address
- Project partners
- Project budget
- Project duration
- EU emblem and reference to the European Regional Development Fund



OptiWaMag will support innovation in waste management both in urban spaces and in households and raise awareness of waste collection to improve the well-being of citizens.

[www.interregeurope.eu/optiwamag](http://www.interregeurope.eu/optiwamag)

An interregional cooperation project for improving resource-efficient economy policies.

**Project Partners**

- County Administrative Board of Östergötland (SE)
- Region of Thessaly (EL)
- Development Organization (HU)
- Municipality of Casalgrande (IT)
- Riga Technical University (LV)
- Municipality of Lousada (PT)

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Power Point template

The template of PowerPoint is provided by the Programme, as a suggestion of how the project branding could be implemented. Overhead presentations are part of the identity of Interreg Europe. Correctly using this template will convey a consistent image of the project as part of the programme.

This template is adapted for the project within the limits of the overall identity guidelines (on use of colours, typeface etc.) and available for downloading at the project source online. All project partners is required to use this template for presentations for all project meetings and events. Each partner can place their own logo or choose a slide format. For it, go to 'View' and select 'Slide master'.

## Publications

All electronic or printed material, such as leaflets, newsletters, studies, good practice guides, guidelines or presentations must display the project logo set. Also, a clear reference to the ERDF funding needs to be made in each publication.

The visibility and publicity requirements are not observed or only partly observed, the related costs incurred may be considered ineligible for ERDF funding.

## Implementation of communication strategy

The implementation of the Strategy is started since the project was approved. The minimum requirements for communication activities and reporting procedures for project activities in Phase 1 and Phase 2 are described below.

During **Phase 1** (Aug 2019 – Jan 2022) of the project, the communication should focus on informing and involving all the relevant stakeholders that can help to the project partners to successfully improve their policy instruments.

During **Phase 2** (February 2022 – Jan 2023), the communication should follow the implementation of the Action Plans and inform others about it. At the end of the implementation phase, the project achievements will be presented at the Final Conference with high-level political participation to illustrate policymakers' active involvement in the project work.

## Social media

The project has opened 2 social media accounts and integrated in the project website:

- Twitter  
<https://twitter.com/OptiWaMag>
- Facebook  
<https://www.facebook.com/Optiwamag>

OptiWaMag is responsible for the regular update of the accounts with news and evaluation of activities done. Partners' organizations and their stakeholders should make a link with their

Organizational / institutional social media accounts. Project partners should inform their stakeholders about activities done for the project. Project partners should provide inputs about their activities regularly.

**All Partners are advised:**

- to use social media and digital tools by taking into consideration their target group: assess the digital engagement of the relevant people and choose wisely the appropriate channel or tool to reach them,
- to put an effort into online community: build, grow, and manage the online community (target group). Just posting information is not enough. It is necessary to pay attention to the feedback received and adapt the project messages to the expectations and needs of the target group
- to monitor the project's online presence: number of views/ users for digital products, statistics for social media. This helps the projects to get to know the audience better and improve their communication methods over time
- to provide dynamic, engaging and interesting content: follow the storytelling principles with the target group and their expectations in mind. The content should bring some benefit to the followers.

### Media relation

The programme expects all projects to inform the general public about their activities and achievements. The main information channel for this purpose is the media (mainly the press – both online and printed).

The number of appearances in media is one of the communication-related indicators predefined by the programme, in order to succeed in reaching any target value set for this indicator, the project need to include active work with the media (see section III 'Evaluation and Reporting on communication activities').

When preparing material for the media, OptiWaMag partners need to pay special attention to **emphasise the name of the project**, the **programme** and the **ERDF**. The published articles should contain all three.

Each project partner should to prepare their own press kit for journalists and emphasise the names in any material provided to the media, sufficiently mention them during the project events/communication activities and display them on all publicity material.

Partners should ensure their presence in the media using creative and cost-efficient means. The programme do not pay for articles. The media presence of a project is a result of a successful communication.

Media monitoring is a part of the evaluation of the communication strategy. While reporting on the success of media relations, the project need to keep a copy of any articles (scanned article with a visible date and source, image clip of an online article with a link and date, or similar). The programme recommends that projects liaise with the national points of contact in their

partner countries. The contact points can serve as relays to disseminate more widely on an event or achievement; they may also appreciate receiving the news about their partners' work and activities.

### Public relations activities

Apart from the online presence and work with the media, the project can plan other public relations activities to engage with their target groups and convey the project's messages in order to reach the communication objectives.

Other activities/ events can be organized by the project or the partners can decide to participate in an activity organized by someone else for example to get in contact and network with the relevant people from their target groups.

The project is encouraged to develop partnerships with other projects working on similar issues and pool resources for the organizing of their public relations activities when deemed relevant for the Strategy, as this can increase the project's visibility and also reduce costs.

The project should look for people who would endorse the project and work for it as ambassadors and speak about it to the public. Project should prepare and circulate briefing documents to make sure that supporters also understand and relay the same core messages.

Active participation in such external activities – as a speaker or an exhibitor – can help partners to become visible, promote the project and reach out to the target groups. Partners need to think about the needs and expectations of their target groups when preparing their presentations. Project should think about the added-value the project presentation can bring to the audience, the project's target group.

Specific examples and stories of project's successes can make the presentations more interesting. The importance of European cooperation should also be stressed.

### Press release

Press releases are mandatory of the project. All press releases of the project are available in e-format at the project website.

Development Organization is responsible for the production of press release at project level for each project activity in English version and disseminate it to all Partners and relevant stakeholders at EU level.

Partners can edit press release accordingly their local needs. Partners are responsible for the translation of press release and dissemination to their stakeholders and media at local, regional and national level. Monitoring must follow.

Project partners are responsible for the production of press releases at their local level about local activities related to the project (local Stakeholder Group meetings, local dissemination events), dissemination to media and relevant stakeholders and monitoring.

Partners are encouraged to produce press releases before and after all project events and publish them to a wider audience through media

## Newsletter

Project's Newsletter is mandatory of the project. The name of the project newsletter is 'OptiWaMag e-newsletter'

All Newsletters are available in the project website in e-format with subscription to the newsletter provided. Responsible partner for Newsletter production and the dissemination to the project partners and at EU level is Development Organization (PP1).

Project partners are obliged to disseminate Newsletter to their stakeholders at local, regional and national level. Partners can translate Newsletter in their local language. Monitoring must follow.

## Leaflet

The leaflet is mandatory in the Project. It is available in e-format for download on the project website in English version. All project partners should disseminate a leaflet to their stakeholders and others at external events and/or at any other relevant occasions for the project communication. Project partners are free to translate the English leaflet.

## Meetings and events

### **Project meetings**

Each partner responsible for the organization of the project meetings (workshops, study tour, joint meeting on action plans, steering group meetings) must keep publicity and visibility requirements:

- Project poster is displayed in the visible place in the meeting room
- Logo is used on all handouts – Agenda/programme, list of participants, presentations, etc.
- ERDF support mentioned on all documents used for the public or the participants in the project activities

### **Conferences and events**

The consortium members will attend regional, national and international conferences connected to Optiwamag. This will help to disseminate the results of the project, as well as collect information about on-going activities or establish contacts personally.

Publicity and visibility requirements are compulsory.

At the end of the project, partners will organise a (final) 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 plan implementation to a large audience. The project website is updated accordingly.

### **Final Conference**

This event is mandatory of the project. The objective of the Final Conference is to present the results of the whole cooperation to as wide an audience as possible. The final event should attract a large audience; high-level policymakers relevant to the project's topic should be present to attract representatives of the press or other media as well as the general public (as identified in the strategy).

Representatives from the stakeholder group institutions should come to show their continuous support for the exploitation and use of the lessons learnt from the project in their region even after the project has ended.

### **Participation at the programme events and other EU events**

The programme encourages project partners to incorporate several other activities organized by the programme in their forward planning.

Events may include:

- Annual Interreg Europe events
- Policy learning platform events
- Events organised by European institutions.

The programme may ask the projects to present their results and achievements at any of the annual events or policy-learning platform events.

In addition, there are several events organized by the European institutions which may help the project achieve greater visibility and dissemination of their communication material and information about their results. The programme participates in these events with input from the projects.

### [Photo and video](#)

Multimedia materials will enhance the visual quality of the communication tools, but only if the quality of this material is good. All project partners should have photos and video recording of the events what they are organize or where they are participate (workshops, seminar, study tour, conference, etc.). The multimedia material should be delivering to the LP and the communication manager.

Partners must to mention the **copyrights** related to each material, the place and the date of the subject, as well as a short description of the subject.

Minimal size (1MB minimum for pictures; especially important for printed communication product), shoot details instead of large plans, no group bigger than 3 or 4 people, ensure brightness (prefer outdoor pictures), action (do not hesitate to ask you subject to pose for you when doing this action), faces (no back heads), hands shaking, etc.).

### [Promotional material – gifts and giveaway](#)

With regard to the production and use of various promotional material such as bags, pens, notebooks, USB sticks, etc., such material will NOT be accepted as eligible.

### Other communication tools and activities

There are no specific programme requirements with regard to other communication tools and activities. The Strategy can vary depending on the specific topic tackled by the project, hence the appropriate selection of communication tools and activities can also vary.

### Information exchange

Cooperation with the communication officer appointed in each country for the Structural Funds can also provide the project with a powerful channel for relaying the information that the partners want to share with their local audiences. It could help the project persuade the press of the relevance and utility of their work and entice journalists to publish more news about the project's activities and achievements. In turn, the communication officer at the national level may require regular contact with the project partners from their country in order to collect region- and country-specific information about the programme through the project activities.

### Checklist of publicity requirements

- Logo set used
- All partner institutions notify OptiWaMag project on their websites
- All partner institutions' websites linked to Interreg Europe/ project website
- All partner institutions place the A3 project poster at a readily visible place at their premises
- ERDF support mentioned on all documents used for the public or the participants in the project's operations/activities
- Project website updated at least once every 3 months.

## Evaluation and reporting on communication activities

### Evaluation

The measuring the impact of the communication outputs and results enable project partners to propose effective result indicators and to measure them throughout the OptiWaMag lifetime. A certain number of indicators are pre-defined at programme level and they need to be reported through each progress report. The project has own indicators, based on their specific communication objectives, to be monitored internally by Development Organization, which will help the project to reach its goals.

Evaluation form on communication activities is provided to the project partners for reporting purposes.

## Reporting on output indicators

### **Average number of sessions at the project pages per reporting period**

This indicator measures the performance of the OptiWaMag website. A session is the period of time a website user is actively engaged with the project pages (measured by Google analytics). The target value for this indicator estimates how many sessions on average take place at the project website during a reporting period (over six months). There are high and low points in a website performance, so an average number over the lifetime of a project should allow projects to increase their online activity if the performance is lower than the estimated average in any of the reporting periods. The analytics tool provided with the project website, hosted on the programme's website, helps project measure this indicator. For example, if users come to the project pages on average 20 times each day, this indicator's value would be around 3500 sessions per one reporting period

### **Number of appearances in media (for example the press):**

The number of appearances in media is one of the communication-related indicators predefined by the programme. In order to succeed in reaching any target value set for this indicator, OptiWaMag project partners need to include active work with the media.

This indicator estimates the media coverage for the project (e.g. project appearances in the press, radio, television, on news websites, online portals, blogs etc.). The appearance of the project on the partners' websites and in own publications should not be counted under this indicator.

**Do not count your own publications in your own websites (only material published by others counts)**

## Internal communication

The project's internal communication language is English. All project level publications, data base and other info will be exclusively issued in the English language. Partners can communicate at their level for the purpose of local/region and national information dissemination about the project in their respective language.

### Internal project communication as regards day-to-day management

General internal project communication in relation to day-to-day management tasks is led by the Lead Partner closely with Communication Manager. The Communication Manager (responsible for the proper implementation and monitoring of the communication strategy, in close cooperation with Project Managers and Partners),

LP will cover day to day project management and administration, technical and scientific coordination, as well as the financial management (including the co-ordination of the necessary audits). LP will act as Secretariat of the Steering Committee, by preparing the agenda, meetings, minutes, action plans, workshops, technical visits, etc.

Communications will be by email, or by teleconference if required. LP will undertake all the communication with the Joint Secretariat of the Programme. On the first level LP contacts the Partners - Project Managers (PMs), who will forward the respective information to the suitable persons in the Partners' Project Management Team (PPMT), similarly, in case the PMs have to deal with management task, their first level contact is the LP.

### Ways of project communication

Project partners technically use three ways for internal communication:

- Via **e-mail**, using the mailing list that includes the emails of all Partners. All questions, remarks, suggestions should be initially posted to this mailing list to make sure that all partners are aware of ongoing discussions and to benefit from solutions to questions other Partners may raise
- Via **Skype/telephone**. Partners can collaborate in real-time with LP or with communication manager, saving time.
- Using the **website**
- **Face-to-face project meetings**: Project Partners meet at an agreed frequency to evaluate their activities, plan the next steps, discuss and exchange experiences on the implementation of the project activities including project communication.





Appendix 2: Events attended by partners – reporting template

This table will be used by all Partners to report on each event attended.

Partner involved	
Location	
Date	
Event name	
Event type	
Event scope and brief description	
Type of audience	
Event website	
Role of the partners	
Brief description of the partners' role in the event	
Pictures to be attached as files to the email	

