



REPLACE COMMUNICATION STRATEGY

REPLACE communication team

REPLACE has a clear managing structure: the communication team is composed of the communication manager and each partner communication officer. The former bears overall responsibility over the implementation of the communication strategy and the respect of the contractual rules; the latter are in charge of reaching the relevant regional stakeholders.

REPLACE internal communication

Internal exchanges are commonly done by e-mail; in fact, a mailing list, showcasing names, functions and e-mail addresses of all staff working on the project is accessible at any time via the Google Drive REPLACE shared folder. This document allows to visually understand who is in charge of what and makes it easier to contact the right person for the emerged need. The shared google drive folder contains all REPLACE templates and documents.

REPLACE external communication

REPLACE project, financial and communication managers are in contact with Interreg Europe assigned officers to deal with the programme requirements, they maintain relationship with other external actors in order to exploit all possible dissemination and networking opportunities. In particular, the communication manager establishes and nurtures links with other relevant initiatives (Circular Economy Stakeholder Platform and other projects).

The consortium is committed to the programme obligations and follows Interreg Europe communication rules by employing only the REPLACE templates prepared by the project Communication Manager; which are fully compliant with all Interreg Europe requirements. REPLACE templates are available at any moment in the shared Google Drive folder. The main mean to communicate its objectives and its results is REPLACE webpage, hosted within the programme website; thus, it is primarily visited by regional, local and managing authorities, experts and advisory/support partners.

REPLACE communicates with the general public via its social media.





The electronic newsletter is released each semester and translated in regional languages, then it is disseminated through the project website, the partner websites and the social media accounts.

▶ REPLACE Regional Communication Strategy

It is essential to integrate the work done with the social media and the website, in order to connect with regional and local stakeholders. Each partner has its own communication manager with the following responsibilities:

- ▶ translate the communication materials in the regional language and distribute them to the relevant targets, keeping in mind that the predominant objective is to connect and engage the local stakeholders;
- ▶ ensure that the partner website presents REPLACE and mentions:
 - general objectives
 - financial support received by Interreg Europe through ERDF
 - links to the project website and the social media accounts
- ▶ guarantee that REPLACE poster is printed and it is visibly displayed at the partner premises;
- ▶ take contact with regional websites, platforms, media and other projects to boost REPLACE media presence;
- ▶ make sure partner social media accounts are linked to REPLACE ones

▶ REPLACE online presence

- ▶ Webpage www.interregeurope.eu/replace
- ▶ Twitter @PolicyReplace www.twitter.com/PolicyReplace
- ▶ LinkedIn
 - **REPLACE-regionalpolicyaction4circulareconomy**
<https://be.linkedin.com/in/replace-regionalpolicyaction4circulareconomy-017760193>
 - **REPLACEpolicy4circulareconomy** (company)
https://be.linkedin.com/company/replacepolicy4circulareconomy?trk=public_profile_experience-item_result-card_subtitle-click

▶ Participation at 3rd parties events

A spokesperson for REPLACE joins international or regional events, and, if possible presents the project and establish beneficial relationship with other relevant actors working in the field.





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Dissemination of REPLACE results

Best practices will be submitted to Interreg Europe, reports will be published in the website for a more informed public, while more 'digestible' contents are shared via social media accounts.

In order to maximize its visibility, REPLACE asks for the additional 5000 EUR that the programme has made available to those projects willing to be posted in their new documentary website. The sum is dedicated to the creation of a promotional video of REPLACE to be hosted in the newly created Interreg Europe stories portal www.stories.interregeurope.eu/

REPLACE wants to ask to the policy learning platform to collaborate toward the organization of a joint webinar to disseminate project results about the synergic funding opportunities and the assessment criteria to a relevant public.

Exploitation of all partners networks to disseminate the Benchmark and the policy results, as well as the video narrating the circularity tours.

Informative Campaigns

REPLACE plans to involve stakeholders through dedicated events during semesters 3, 4 and 5; therefore, these have to be informed about the project. At the beginning of semester 3, more detailed informative campaigns are launched regionally to ensure stakeholder engagement, securing their participation in the events to actively contribute to the development of well targeted policy instruments.

Another Awareness raising Campaign about the Memorandum of Understanding, the funding synergies and the assessment criteria is targeted at other policy owners, regional and local authorities, as well as managing authorities (linked with the webinar mentioned above).

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Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
Online presence -webpage -LinkedIn -Twitter	Online presence update	Online presence update	Online presence update	Online presence update
1 Newsletter	1 Newsletter	1 Newsletter	1 Newsletter	1 Newsletter
Best practices submission	Best practices submission	Best practices submission	Best practices submission	Best practices submission
Communication strategy				
Templates				
3 rd parties events	3 rd parties events	3 rd parties events	3 rd parties events	3 rd parties events
		Material for awareness raising campaign and dissemination per diverse targets	Material for awareness raising campaign and dissemination per diverse targets	Material for awareness raising campaign and dissemination per diverse targets
		Awareness raising about MoU	Awareness raising about MoU and assessment criteria	
		Collaboration with Policy Learning Platform per Webinar	Collaboration with Policy Learning Platform per Webinar	
		Video for Interreg Europe Stories	Video for Interreg Europe Stories	Video for Interreg Europe Stories
			Dissemination of report on benchmark	Dissemination of report on benchmark
				Video circularity tour
				Guide on Action Plan development barriers and best practices
				Promotion of stakeholders collaboration

