

Semester 1 - Communication & Dissemination: 01 August 2019 - 31 January 2020

| Tool | Responsible partner | Partners involve | Expected results/target value | Deadline | Current state | Items to go/remaining | Proofs of delivery | Comments |
|---|---------------------|------------------|-------------------------------|-----------------|--|------------------------|---|----------|
| Project website launched | P5-Nyíregyháza | All | website launched | September 2019 | Done | None | https://www.interregeurope.eu/better/ | |
| Updates on project website (min.: twice/month) | P5-Nyíregyháza | All | 10 updates | 31 January 2020 | Done | None | https://www.interregeurope.eu/account/project-history/?tx_tevprojects_history%5Bproject%5D=234&tx_tevprojects_history%5Baction%5D=index&tx_tevprojects_history%5Bcontroller%5D=History&cHash=b3e2a54fbc944d6fc67ea9975696722 | |
| Average number of sessions at the project pages per reporting period | P5-Nyíregyháza | All | 1000 | 31 January 2020 | 392 (as of 29 February 2020) 320 (as of 31 January 2020) | underperformance: -680 | Google Analytics reports: https://drive.google.com/open?id=1GNA63PbsMo8sWotXfo6mvSMtnIs3wXfO | |

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| Partners' websites lauched | All | P5 | 5 websites | September 2019 | 3 websites | underperformance: -2 | <p>Genoa: https://smart.comune.genova.it/co%20ntenuti/progetto-europeo-better</p> <p>Birmingham: https://distinctlybirmingham.com/%20eu-programmes/better-project-%20stimulating-regional-innovation/</p> <p>Tartu: https://www.tartu.ee/et/projekt-better</p> |
| facebook profile registered | P5-Nyíregyháza | All | 1 profile launched | September 2019 | Done | None | https://www.facebook.com/Interreg-Europe-Better-102726124444893/ |
| facebook updates (min.: twice/month) | P5-Nyíregyháza | All | 10 posts | 31 January 2020 | 17 (as of 29 March 2020) 10 (as of 31 February 2020) | None | https://www.facebook.com/Interreg-Europe-Better-102726124444893/ |
| Twitter profile launched | P5-Nyíregyháza | All | profile launched | September 2019 | Done | None | https://twitter.com/InterregB |
| Twitter updates (min.: twice/month) | P5-Nyíregyháza | All | 10 tweets | 31 January 2020 | 3 | underperformance: -7 | https://twitter.com/InterregB |

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| Project poster displayed | All | P5 | 5 posters displayed | September 2019 | Done | None | https://drive.google.com/open?id=1GNA63PbsMo8sWotXfo6mvSMtnIs3wXfO | |
| Newsletter #01 in English | P5-Nyíregyháza | All | 1 circulated at reg, nat & EU level by 5 partners | 31 January 2020 | Done | None | https://www.interregeurope.eu/better/library/ | |
| Newsletter #01 in partners' languages | All | P5 | 1 circulated at reg, nat & EU level by 5 partners | 31 January 2020 | 3 | underperformance:-2 | https://drive.google.com/open?id=1GNA63PbsMo8sWotXfo6mvSMtnIs3wXfO | |
| Press Release in English | P5-Nyíregyháza | All | 1 | August 2019 | Done, issued by December 2019 | None | https://www.interregeurope.eu/better/library/#folder=2130 | |
| Press Release in partners' languages | All | P5 | 5 | August 2019 | Done, issued by December 2019 | None | https://www.interregeurope.eu/better/library/#folder=2130 | |
| Press Release published in partners' languages | All | P5 | 5 | August 2019 | Done, issued by December 2019 | None | https://drive.google.com/open?id=19lzIRbq2HoMdTbgCjRwBWnuO0STqbO_I | |

Semester 2. - Communication & Dissemination: 01 February 2020 - 31 July 2020.

| Tool | Responsible partner | Partners involve | Tasks/partners | Expected result | Deadline | Current state | Items to go/remaining tasks | Proofs of delivery | Comments |
|---|---------------------|------------------|---|-----------------|------------|-------------------|--|--------------------|----------|
| Project brochure in English | P5-Nyíregyháza | All | P1, P5: specify content list All: provide content in English, P5: designs layout, creates English document, delivers to partners P2: spellchecks | 1 | April 2020 | under formulation | <ul style="list-style-type: none"> -identifying templates - agreeing upon contents - division of tasks -assembling sent materials -spellcheck -finalization -delivering to partners | | |
| Project brochure in partners'languages | All | P5 | P1, P3, P4, P5: translate brochure to their native languages; send translated text to P5 P5: resend ita, swe, est, hun brochures for partners | 5 | May 2020 | under formulation | <p>See:above +</p> <ul style="list-style-type: none"> -partners sent brochure content in their languages -embedding texts into existing layout -delivering to parntners | | |

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| <p>Communications kit</p> | <p>P5-Nyíregyháza</p> | <p>All</p> | <p>P5: creates templates for: invitation letter; attendance sheet; event report; shares source files for roll-up; guidance on website and social media updates All: apply abovementioned documents when organizing events;</p> | <p>1 set of pre-designed templates of documents to be used for organizing project events</p> | <p>April 2020</p> | <p>under formulation</p> | <p>1 set of pre-designed templates of documents to be used for organizing project events</p> | | |
| <p>Assessing partners' planned events and communication activities</p> | <p>P5-Nyíregyháza</p> | <p>All</p> | <p>page document to assess partners plans for local/regional events (RSGs, other events on BETTER issues) and communication actions P1, P2, P3, P4: inform P5 about planned a events</p> | <p>5 partner-level comm. workplans</p> | <p>April 2020</p> | <p>under formulation</p> | <p>5 partner-level comm. workplans</p> | | |

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| Updates on project website (min.: twice/month) | P5-Nyíregyháza | All | All: 4 updates/partner P5: uploads fresh contents | 20 updates | 31 August 2020 | 3 | min. 17 | | min.: 12 posts, but due to session underperformance min. target value is: 20 Guidance on updates in Communications kit |
| Average number of sessions at the project pages per reporting period | P5-Nyíregyháza | All | P5: monitors Google analytics reports; shapes website; stimulates partners to provide contents | 1680 | 31 August 2020 | 72 (as of 29 February 2020) | min. 1608 | | Due to session underperformance in Semester 1., min. target value is: 1680 |
| P3's website to launch | P5-Nyíregyháza | P5 | P3: launches sub-page | 1 website | April 2020 | 0 | 1 website | | |
| P5's website to launch | P5-Nyíregyháza | P5 | P5: assigns internal IT department to launch sub-page | 1 website | April 2020 | 0 | 1 website | | |

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| facebook updates (min.: twice/month) | P5-Nyíregyháza | All | All: 4 updates/partner P5: uploads fresh contents | 20 posts | 31 August 2020 | 7 (as of 29 March 2020) | min. 13 | | min.: 12 posts, but due to session underperformance min. target value is: 20 |
| Twitter updates (min.: twice/month) | P5-Nyíregyháza | All | All: 4 tweets/partner P5: uploads fresh contents | 20 tweets | 31 August 2020 | 0 | min. 20 | | min.: 12 tweets, but due to session underperformance min. target value is: 20 |
| E-Newsletter #02 in English | P5-Nyíregyháza | All | P1, P5: specify content list All: provide content in English, P5: designs layout, creates English document, delivers to partners P2: spellchecks | 1 newsletter circulated at reg, nat & EU level | May 2020 | 0 | 1 | | |

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|--|----------------|-----|---|---|-----------|---|---|--|--|
| E-Newsletter #02 in partners' languages | All | P5 | P1, P3, P4, P5: translate newsletter to their native languages; send translated text to P5 P5: resend ita, swe, est, hun newsletters for partners | 5 newsletters to circulate at reg, nat & EU level | May 2020 | 0 | 5 | | |
| Press Release #02 in English | P5-Nyíregyháza | All | P1, P5: specify content list All: provide content in English, P5: designs layout, creates English document, delivers to partners P2: spellchecks | 1 | June 2020 | 0 | 1 | | |
| Press Release #02 in partners' languages | All | P5 | P1, P3, P4, P5: translate press release to their native languages; send translated text to P5 P5: resend ita, swe, est, hun newsletters for partners | 5 | June 2020 | 0 | 5 | | |
| Press Release #02 to be published in partners' | All | P5 | All: publish press release in a variety of media platforms | 5 | June 2020 | 0 | 5 | | |

