

Communication strategy incl. implementation plan

Deliverable D.C.1.1

Version 1
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A. Introduction

Rural areas business face various challenges to stay attractive, competitive and maintain sustainable economic growth. They can foster by innovation to which rural entrepreneurs need access, but they are facing the lack of innovative support mechanism adapted to rural business needs. On the other side the companies from the creative industries are a potential cooperation partner for villages to develop local cultural resources, to find innovative ideas to preserve the attractiveness of the region.

The project brings together people from different fields (local authorities and stakeholders, regions, business development agencies and organisations with specific competence in creative industry and social entrepreneurship) and initiate innovations in cooperation with creative enterprises. Through the project there will be trainings, that will enable the implementation of the innovation methods developed in the project. By doing so local actors in the villages will be able to create favourable local conditions for innovative networks for new products and services exploiting their cultural resources and develop new businesses. Developing the creative sector in rural areas has the potential to generate sustainable and quality enterprises as well as employment opportunities and contribute to rural diversification.



B. Strategy

B.1 Communication to ensure internal involvement of all partners (WP Management)

Objective, challenges and results

The main objective of internal project communication is to keep the project partners (PPs) informed (awareness and knowledge) and motivated to contribute to project activities (attitude and behaviour). The project involves 8 PPs from 5 countries with different historical, cultural and geographical background; they speak different languages, come from different institutions with different organisational and communicational knowledge and experience and mostly do not know each other.

Delivering the selected outputs in a high qualitative and efficient way needs a well-functioning partnership throughout the project lifetime. The involvement of the PPs in developing and transferring the outputs has to be guaranteed. At the beginning of the project PPs have the information available in the application form. However, it might not always be clear in practical point of view, workloads and individual steps. Clear tasks and responsibilities, active Work Package (WP) Leaders and regular updates within the partnership are crucial. Programme's documents are crucial for implementation of the project and their forwarding and simplification to the PPs, and contact with JS by the LP are necessary.

The PPs themselves are the audience for the internal communication of the selected outputs, because all of them are expected to cooperate and contribute to the outputs' successful development, their quality and connection to the regional realities, while observing formal requirements in terms of time, due date, and budget. The Joint Secretariat (JS) is audience of this internal communication, since it is the authority controlling the appropriate implementation of the project, thus evaluating how well the internal communication in managing it functioned.

The framework of the internal communication is as follows:

E-mails

- E-mail remains the main communication tool.
- List of valid e-mail addresses is available to all partners as mailing list.
- Each partner should inform Lead Partner (LP) about changes in mailing list to enable LP to keep it up-to-date.



- Each e-mail subject should start with project acronym, e.g. 'MAC VILLAGE_', followed by the name to the subject itself.
- E-mails of general communication, general information etc. should be send to every person contained in the mailing list.
- E-mails between some of the partners regarding particular issue clarification or questions can be send among the concerned partners only.

GOOGLE DRIVE

- Lead communication partner will set up a 'Google drive' and send each partner an invitation.
- Each partner follows the changes in 'Google drive' folder and uses the latest versions of stored documents if needed to deliver a project output.
- Each partner uploads and shares documents that are needed or useful for other partners.
- Partners should avoid changes in the documents uploaded by someone else without prior notification to project partners, especially the original uploader.

Videoconferencing

- Selected tool (Skype, GoToMeeting or other) will be used by all partners according to consensus among partners.
- Lead partner will be organised and invite partners to participate in videoconferencing (meetings will be scheduled every 3 months or more often if it will be needed).
- Each partner has to participate in the videoconferences if serious circumstances do not prevent it to do so.

Phone Calls

- Phone calls should take place in cases of urgent need to resolve an issue, in cases when a partner is not available otherwise or when other means of communication are not sufficient to achieve a successful exchange of information. In case a phone calls results in task assignment or other important commitment it should be summed-up in a written form afterwards, preferably in an e-mail to prevent misunderstanding or mishearing.

The aim of the above-mentioned instructions and internal communication as a whole is to guarantee a successful implementation of the project. It should enable all partners to smoothly cooperate, exchange ideas, make decisions, plan future actions, only to ensure smooth implementation of the project in accordance with formal requirements.



B.2 Communication to ensure external involvement in output development (Thematic WPs)

Objectives, challenges and results

For developing the selected project outputs, it is necessary to count with the participation of external actors, both experts and stakeholders or target groups. Just few of the targeted actors know about MaC Village beforehand and even less about the outputs that are sought.

The stakeholders will be informed about prepared analysis within WP T1, and the awareness and knowledge of the participating stakeholders will be raised. The stakeholder will be motivated to participate in project activities through communication and we will contribute to change of their attitude and behaviour. Only with involvement of stakeholders the implementation of pilot actions in WP T1 can be achieved. The stakeholders are the crucial part of the workshops, because they will bring into workshops the knowledge of the cultural resources and ideas. They will be involved mainly in WP T1, the local workshops etc. Their input, feedback and opinion will be transfer into WP T2. The developed innovation methodology prepared is the basis for preparation of evaluation reports on methodology within WP T2. Experts from universities will be involved in preparation and improvement of the workshop's methodology (peer review).

In project activities C.2 Media relations, C.3 Publications, C.4 Promotional materials, C.5 Digital activities including social media and multimedia are result-related communication, directly connected to both technical WPs. All project partners need to be actively involved in all before mention communication activities.

The main challenge of project partners will be to use appropriate communications channels to reaches the specific stakeholders for participation at workshops. The sound communication with stakeholders will be contributing to the achievement of project outputs and results.

The achieve the following outposts:

-) O.T1.1 New product or services developed in the workshops through frugal innovation methodology, tested in the partner regions we will communicated with the following stakeholders:
 - o Local public authority will be involved in (1) elaboration and presentation of the analysis, (2) participation at local workshops, (3) participation in training courses and (4) participation in the communication events.
 - o Regional public authority will be involved in (1) elaboration and presentation of the analysis, (2) participation at local workshops, (3) participation in training courses and (4) participation in the communication events.



- Higher education and research will be involved in (1) elaboration and presentation of the analysis, (2) participation at local workshops, (3) participation in training courses and (4) participation in the communication events.
 - SMEs will be involved in (1) participation at local workshops, (2) participation in training courses and (3) participation in the communication events.
 - Business support institutions will be involved in (1) elaboration and presentation of the analysis, (2) participation at local workshops, (3) participation in training courses and (4) participation in the communication events.
-)] O.T2.1 Development of a tool for local authorities to initiate cooperation and innovation we will communicated with the following stakeholders:
- Local public authority will contribute their inputs in WP T1 workshops and the ideas will be transfer in WP T2 activities and outputs
 - Regional public authority will contribute their inputs in WP T1 workshops and the ideas will be transfer in WP T2 activities and outputs
 - Higher education and research will contribute their inputs in WP T1 workshops and the ideas will be transfer in WP T2 activities and outputs. The target group will present the WP T2 output.
 - SMEs will contribute their inputs in WP T1 workshops and the ideas will be transfer in WP T2 activities and outputs
 - Business support institutions will contribute their inputs in WP T1 workshops and the ideas will be transfer in WP T2 activities and outputs

The wide involvement of stakeholders in the development of project outputs will be guaranteed with their identification within regional analysis report (D.T1.2). The no. of stakeholders participating in technical WP (trained persons) will be measured with attendance list and events reports (special template will be available for partners in Google drive).



B.3 Communication to transfer outputs to new target audiences (WP Communication)

Objectives, challenges and results

Both capacity building and knowledge transfer within and beyond the project partnership, as well as promotion of the outputs to foster their uptake are the main goals of the external communication to reach new target audiences. This is important for the project success; as well as for enhancing the dissemination of knowledge and generated outputs.

The diversity of actors potentially interested and related to MaC Village field of action and goals is very broad. This diversity and the adaptation of the communication means to reach them efficiently is one of the biggest challenges we face.

The main objectives for communication activities is to transfer outputs to target audiences. The awareness of stakeholders will be increased and behaviour changed through participation at workshops.

To raise awareness and increase knowledge of local and regional public authorities, sectorial agencies and public service providers of know-how on citizen’s involvement models in order to increase their knowledge towards the innovative solutions within pilot actions.

O.T1.1 New products or services developed in the workshops...					
Audience	Communication objective	Status quo in 2018	Status quo aimed for in 2021	Key messages	Outline of activities
Local public authority in all project villages/rural towns	Raise awareness	No knowledge about project activities	Gaining a deeper knowledge about the project output	<ul style="list-style-type: none"> ▪ Local communities will be receiving information about innovative process (project output O.T1.1). 	<ul style="list-style-type: none"> ▪ Press releases ▪ Press reviews ▪ E-newsletter ▪ Social media



	Influence attitude and behaviour	Unaware of the project activities	Know about the outputs	<ul style="list-style-type: none"> Lessons learned from pilot actions will change the behaviour of target groups (project output O.T2.1). 	<ul style="list-style-type: none"> Publication of methodology handbook Press releases Press reviews E-newsletter Social media
SMEs and interested groups including NGOs (companies and CCI sector)	Raise awareness	No knowledge of the project activities	Participation in project workshops and gaining a deeper knowledge about the project output,	<ul style="list-style-type: none"> SMEs will be train and through participation at workshops developed new innovative product and services (project output O.T1.1). 	<ul style="list-style-type: none"> Press releases Press reviews E-newsletter Social media
	Influence attitude and behaviour	Unaware and no knowledge about the project activities	Know about the outputs and are willing to use it	<ul style="list-style-type: none"> SMEs will gain knowledge how to gain innovative product & services (project output O.T1.1). 	<ul style="list-style-type: none"> Publication of methodology handbook Press releases Press reviews E-newsletter Social media
Regional public authority and business support organisations	Raise awareness	Unaware of the project activities	Know about the output, change the behaviour of policymakers and entrepreneurs	<ul style="list-style-type: none"> Regional authorities and business support organisations will be receiving information about innovative process, developed methodology 	<ul style="list-style-type: none"> Publication of methodology handbook Press releases Press reviews E-newsletter Social media



				<p>(project output O.T1.1).</p> <ul style="list-style-type: none"> ▪ Pilot actions and presentation of developed innovate products & services will change the behaviour of target groups (project output O.T2.1). 	
Higher education and research	Raise awareness	Know about this project output	Are aware about the output, yet without a deeper understanding what the actual output will be	<ul style="list-style-type: none"> ▪ New innovative product and services (project output O.T1.1) will be developed through frugal innovative methodology. 	<ul style="list-style-type: none"> ▪ Participation at project meetings ▪ Skype meetings ▪ Workshops
Higher education and research	Raise awareness and change behaviour	No knowledge of the project activities	Participation in project workshops and gaining a deeper knowledge about the project output.	<ul style="list-style-type: none"> ▪ Education and research institutions will be receiving information about innovative process, developed methodology (project output O.T1.1). ▪ Pilot actions and presentation of developed innovate products & 	<ul style="list-style-type: none"> ▪ Press releases ▪ Press reviews ▪ E-newsletter Social media



				services will change the behaviour of target groups (project output O.T2.1).	
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O.T2.1
Development of a tool for local authorities to initiate cooperation and innovation

Audience	Communication objective	Status quo in 2018	Status quo aimed for in 2021	Key messages	Outline of activities
Local public authority in all project villages/rural towns	Raise awareness, influence attitude and behaviour	No knowledge or are unaware of project activities	Know the project outputs	<ul style="list-style-type: none"> ▪ The tool will help to sustain and communicate the project results and to transfer the methodology to other village / regions (project output O.T2.1) 	<ul style="list-style-type: none"> ▪ Publication of methodology handbook ▪ Press releases ▪ Press reviews ▪ E-newsletter ▪ Social media
SMEs and interested groups including NGOs (companies and CCI sector)	Influence attitude and behaviour	Unaware of the project activities	Know about the outputs and are willing to use it	<ul style="list-style-type: none"> ▪ The tool will help to sustain and communicate the project results and to transfer the methodology to other village / regions (project output O.T2.1) 	<ul style="list-style-type: none"> ▪ Publication of methodology handbook ▪ Press releases ▪ Press reviews ▪ E-newsletter ▪ Social media
Regional public authority and	Raise awareness, influence	Unaware of the project activities	Know about the outputs	<ul style="list-style-type: none"> ▪ The tool will help to transfer the methodology to 	<ul style="list-style-type: none"> ▪ Publication of



business support organisations	attitude and behaviour			other village / regions (project output O.T2.1)	methodology handbook <ul style="list-style-type: none"> ▪ Press releases ▪ Press reviews ▪ E-newsletter ▪ Social media
Higher education and research	Raise awareness	Know about this output of the project	Are aware about the output, yet without a deeper knowledge about the output	<ul style="list-style-type: none"> ▪ The tool will help to sustain and communicate the project results and to transfer the methodology to other village / regions (project output O.T2.1) 	<ul style="list-style-type: none"> ▪ Publication of methodology handbook ▪ Press releases ▪ Press reviews ▪ E-newsletter ▪ Social media
	Increase knowledge	Unaware of the project activities	Know about the outputs	<ul style="list-style-type: none"> ▪ The tool will help to transfer the methodology to other regions/education organisations (project output O.T2.1) 	<ul style="list-style-type: none"> ▪ Publication of methodology handbook ▪ Press releases ▪ Press reviews ▪ E-newsletter <li style="padding-left: 20px;">▪ Social media



C. Activities

The objective of communication activities of the Mac Village project is to carry out a comprehensive and coherent communication effort, to ensure optimal project outreach to additional target groups not directly involved in the project partnership. The communication activities are described in the following chapter.

C.1 Start-up activities including communication strategy and website

C.1.1 Communication strategy incl. implementation plan

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Project partners
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-06.2019

Description

A communication strategy is an internal plan that will ensure efficient project communication, which will help to meet organizational objectives, communication aims, target audiences with targeted messages. The document is outlining organizational framework forming and defining communication activities and organizational structure for distribution project results (outputs) to relevant target groups.

Monitoring

Communication strategy will be revised and updated at the mid-term review of the project if needed.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project communication incl. implementation plan	Number	0	1	Monitoring	November 2019, 1 st progress report



C.1.2 List and map of low cost/free of charge channels

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-09.2021

Description

Each partner will prepare a list of low cost/free of charge channels for distribution of relevant information about project outputs / results and also about relevant networks the information about project could be spread.

Monitoring

The list will be revised and updated by project partners when they consider it must be updated.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
List and map of low cost free of charge channels	Number	0	1	Monitoring	November 2019, 1 st progress report



C.1.3 Project website

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	05.2019-09.2021

Description

The project website will be developed as a sub-page within Interreg CE website. The web page will contain all relevant information about the project, news related to activities within the project, project events and participation of project partners to public events. Project web page will be the main source of information for external visitors, stakeholders and wider public, towards increasing awareness and knowledge.

Monitoring

The website will be updated monthly.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project website	Number	0	1	Monitoring	November 2019, 1 st progress report

C.2 Media relations

C.2.1 Press releases

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-09.2021



Description

The partners will produce press releases (adaptable by each partner) about different aspects and results of the project, targeting carefully selected media channels (print, radio, tv and on-line). Each project partner will guarantee the publication of 2 articles.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Press releases	Number	0	16	Monitoring	December 2021 5 th progress report

C.2.2 Collection of articles, publication

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	09.2019-09.2021

Description

Each partner is going to collect the articles about the project which will appear in local and national media (print, audios, videos, online). They will be gathered in a project review document and partners will send it to lead communication partner.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Collection of articles, publication	Number	0	16	Monitoring	December 2021 5 th progress report



C.3 Publications

C.3.1 Leaflet

Key points

Project output in focus of activity:	O.T1.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-12.2019

Description

The content of the leaflet will be prepared by all project partners. The purpose of the leaflet will be to promote the project and the invitation for participation of target groups in project activities. We will use the template project leaflets provided by Interreg CE program and will be delivered by project partner 6, E-ZAVOD. The other partners will adapt and translate the content it into their language to target their own audiences. The leaflet will be prepared in English language in 5 partner's language. The circulation of leaflet will be 500-1000 pieces (depending on partner's needs).

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Leaflet	Number	0	6	Monitoring	May 2020 2 nd progress report

C.3.2 E-newsletter

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD



Project partners to be involved: all project partners
 Indicative timing of activity: 09.2019-09.2021

Description

A prototype newsletter collection (in EN) will be delivered by project partner 6 and partners, translated in the language of participating partners' country by project partners. Newsletters targeting the main audiences will be regularly sent to inform about the progress of the project and related themes. The content will be prepared by all project partners.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
E-newsletter	Number	0	5	Monitoring	December 2021 one by progress report

C.3.3 Publication of methodology/handbook

Key points

Project output in focus of activity: O.T2.1
 Main target audiences: Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
 Responsible partner for implementation: all project partners
 Project partners to be involved: all project partners
 Indicative timing of activity: 01.2021-09.2021

Description

Each project partner will contribute to the content of this very relevant communication tool. E-ZAVOD will deliver the design and edit the final English text. At least an extensive summary will be translated into the partners' languages (translations will be provided by project partners).



Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Publication of methodology/handbook	Number	0	1	Monitoring	December 2021 5 th progress report

C.4 Promotional materials

C.4.1 Posters to promote the project in the participating villages

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	04-2019-10.2019

Description

The design a poster (text + graphic layout) is set by the Interreg CE program. E-ZAVOD will prepared template with information about the project for project partners. Project partners are free to translate it in national languages or adopt it otherwise. The posters will promote the project in the appropriate public spaces and public offices.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Posters to promote the project in the participating villages	Number	0	5	Monitoring	December 2021 5 th progress report



Within six months after approval of a project, project partners have to place at least one poster with information about the project (minimum print size A3) at a location readily visible to the public, such as the entrance area of the building.

C.4.2 Set of roll-ups for each partner and in English

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	E-ZAVOD
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-10.2019

Description

The design of a roll up (text + graphic layout) is set by the Interreg CE program. E-ZAVOD will update the template with overall information about the project and the partners. Partners will translate the roll-ups into their language. The roll-ups will be used in regional events, workshops and communication events.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Set of roll-ups for each partner and in English	Number	0	9	Monitoring	May 2020 2 nd progress report



C.4.3 Layout and production of sets of Notepads and pens

Key points

Project output in focus of activity:	O.T1.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	09-2019-09.2021

Description

Each partner can produce notepads and pens with the project’s logo to be used during regional events and workshops (one set per partner). The production of other promotional items not included in the list in ‘Project brand manual’ needs a prior approval by the MA/JS.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Layout and production of sets of Notepads and pens	Number	0	8	Monitoring	December 2021 5 th progress report

C.5 Digital activities including social media and multimedia

C.5.1 Integration of the project in the partners institution website

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-10.2019



Description

Each partner has to provide basic information (project aims and funding) about the project on their institutional websites. Content can be provided in national languages and a link to the project website (to Interreg CE website) has to be provided.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Integration of the project in the partners institution website	Number	0	8	Monitoring	December 2021 5 th progress report

C.5.2 Social media communication channels tool box

Key points

- Project output in focus of activity: O.T1.1 and O.T2.1
- Main target audiences: Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
- Responsible partner for implementation: E-ZAVOD
- Project partners to be involved: all project partners
- Indicative timing of activity: 04.2019-09.2021

Description

E-ZAVOD will set up, run and updated the social media platforms (LinkedIn, Twitter, Facebook). Digital activities will be an important tool in the communication strategy of the project. Project partners will attract high number of members on social media with connection/invitation to the local social media network. The social media platforms will be constantly updated with catching information, pictures and messages. All partners will contribute to the updates and are responsible for inserting and disseminating their own inputs and contents. The lead communication partner will prepare a time plan of all post in social media, due to overflow of information.



Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project website	Number	0	1	Monitoring	October 2019 2 nd progress report

C.5.3 Creation of videos

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	01.2020-03.2021

Description

Project partners will create a video about local activities, results, products testimonials. At least one video for each partner region will be created. The videos will be spread via suitable social media channels and websites. We will produce one more video in English language describing the project as a whole.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Creation of videos	Number	0	7	Monitoring	May 2021 4 th progress report



C.6 Public events

C.6.1 Organisation of a mid-term regional information event in each partner region

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-06.2020

Description

The aim of the event is raising awareness and interest for the project and establishing a dialogue with municipal decision makers, CCI and their associations, experts from outside the partnership.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Organisation of a mid-term regional information event in each partner region	Number	0	6	Monitoring	November 2020 3 rd progress report

C.6.2 Organisation of regional wrap-up and information events in the partner regions

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-09.2021



Description

Each partner will organize event to inform municipalities, CCIs and their associations in their regions (all relevant target groups) about the project outputs/results.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Organisation of regional wrap-up and information events in the partner regions	Number	0	6	Monitoring	December 2021 5 th progress report

C.6.3 Participation at other EU and national events / conferences to present the project

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	all project partners
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2019-09.2021

Description

Project partners will participate at several events on regional, national and EU level to present the project. Lead partners will be participating in at least 3 events during the project implementation, other project partners will be participating in at least 2 events.



Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Participation at other EU and national events / conferences to present the project.	Number	0	17	Monitoring	December 2021 5 th progress report

C.7 Targeted events

C.7.1 Expert workshop

Key points

Project output in focus of activity:	O.T1.1 and O.T2.1
Main target audiences:	Local/regional public authority, NGOs, SMEs, business support organisation, higher education and research
Responsible partner for implementation:	SRH
Project partners to be involved:	all project partners
Indicative timing of activity:	04.2021-09.2021

Description

Organization of one expert workshop by SRH to discuss the developed methodology as a peer review Experts/scientists from CE/EU on CCI, rural development and innovation, innovation methods etc. and other Interreg-CE projects will be invited.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Expert workshop	Number	0	1	Monitoring	December 2021 5 th progress report



D. Timeline

WP C Communication	2019									2020									2021										
	PR 1			PR 2			PR 3			PR 4			PR 5																
	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8
A.C.1. Start-up activities																													
Communication Strategy	D.C.1.1																												
List of low cost/free channels	D.C.1.2																												
Project website	D.C.1.3																												
A.C.2. Media relations																													
Press releases																D.C.2.1													
Collection of articles																D.C.2.2													
A.C.3. Publications																													
Leaflet	D.C.3.1																												
e-Newsletter																D.C.3.2													
Publication of methodology/handbook																D.C.3.3													
A.C.4. Promotional materials																													
Posters	D.C.4.1																												
Set of roll-ups	D.C.4.2																												
Production of set of Notepads and pens																D.C.4.3													
A.C.5. Digital activities																													
Integration of the project in the partners websites																													
Social media communication channels																D.C.5.2													
Creation of videos																D.C.5.3													
A.C.6. Public events																													
Organisation of a mid-term regional information event	D.C.6.1																												
Organisation of regional wrap-up information event																D.C.6.2													
Participation at other EU, national events...																D.C.6.3													
A.C.7. Targeted events																													
Expert workshops																D.C.7.1													