

D.C.1.1 COMMUNICATION PLAN

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A. Introduction

The main objective of SALUTE4CE project is protection and development of natural resources by the integrated environmental management of green & blue infrastructure with planting native and climate resistant vegetation in FUAs lacking large sites for this function. The project will improve capacities of the public sector and related entities in management of green & blue infrastructure in FUAs by using the small spots not attractive for other purposes. The project partnership will implement the concept of urban environmental acupuncture (UEA) consisting in a surgical and selective intervention into the urban environment, instead of large scale projects that involve thousands of hectares and tremendous costs. The numerous interventions in many small spots in a FUA can provide an effect for the FUA as a whole.

More relevant outputs

The partnership will develop the common methodology and criteria of selecting both spots and types of interventions, which then will be applied in elaborating action plans for four FUAs. These action plans will demonstrate the application of the idea of UEA as an effective and innovative way of integrated environmental management in FUA to make it more liveable place. Pilot actions in the project will show in form of small investments in four FUAs how to implement gradually the idea of UEA. The trainings and the project handbook on UEA as well as tools for residents' involvement will provide a transnational added value of the project.

The role of communication

Variety of activities will be performed in order to ensure broad dissemination of project outputs and reaching various target groups. Systematically updated website is to promote all project activities and outputs. Special attention will be paid in producing a clear and user friendly website structure, targeted also to a non-expert public. A periodical (biannual) newsletter linked to the website will spread the project contents and invite to visit it and stay up-to-date. The main social media will be used to spread the project results, to increase awareness on the project both among specialists and general public: Facebook page is a tool enabling even broader dissemination of information about the project and its outputs, than website.

All PPs will be invited to inform local media through press releases and disseminate project results through scientific journals, from both academic and professional point of view.

Targeted events planned within the project will be organized basing on the format for local workshops and public events. This format will follow the concept of "Living labs" as a process of strong collaboration between target groups including co-creation and real-life setting.

The press conferences and the Final Conference are aimed at wider dissemination of information about the project and its results and at active involvement of stakeholders in project implementation.

All PPs will cooperate in the implementation of communication activities.

The results of communication

WP C will be devoted to the exchange of information both among PPs and towards all external stakeholders. This WP is the main instrument to make the project results effective, by the creation of opportunities and means for disseminating the project objectives and results. The overall objective of this WP is to increase knowledge and influence behaviour concerning the enhancement of integrated environmental management



of green & blue infrastructure with planting native vegetation or climate resistant plants in functional urban areas lacking large spaces for this function.

In general, the project communication aims at creating awareness among cities authorities on necessity for green spaces. This necessity covers a wide range of reasons: for inhabitants is a need for rest, recreation and aesthetic surroundings; for cities as a whole it expresses the growing requirement for adaptation of urban areas to climate change.

Main reference points for the strategy

SALUTE4CE adopts a communication approach that combines various means. It includes:

- the implementation of official Website
- the activation of social media channels
- the distribution of dissemination material
- the creation of a Shared Document Centre (SDC) for the exchange of information among partners
- meetings and seminars
- publications on local press
- publications on scientific - technical journals and books
- the participation to conferences.

Involvement in planning and delivering the communication

The responsible partner for communication activities is PP06 LINKS Foundation. Nevertheless, a very important role will be played by the Lead Partner (LP) IETU and the leaders of the thematic WPs, with whom an intense coordination will be set through traditional and digital channels and an internal communication tools (SDC).

All the partners are involved in delivering and spreading the messages at local level, especially using the social media and the local press. For different reasons, these two media are not effective if managed just by one partner at central level, so the active collaboration of every partner is essential.



B. Strategy

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

Objectives

Central Europe programme promotes cooperation through an efficient team work among partners to achieve a defined common goals. Thus, the coordination and communication between different partners from various nations assumes an enormous importance for the fruitful success of European Projects.

The communication towards partners plays a key role for the success of the entire project: this is the reason why researchers and consultants working on the SALUTE4CE project represent the first communication target. They must feel involved in a more complex working contest, with a wider horizon: they must **be aware of the added value** due to participating to an international project.

The internal communication comprehends two main aspects:

- **IN-IN communication:** it is the communication activity from one partner to the whole partnership. It includes the information, documents and events relative to the project itself.
- **OUT-IN communication:** it is the communication activity that gather information from the outside of the project and send it to the partnership. It allows the partnership to be informed about news coming from the Interreg CE programme and, generally, from the world outside the project (i.e. news, events, best practices, articles, etc.).

According to IN-IN communication, a *first challenge* is to make partners easy with a coordinated communication framework. Each partner is used to work and communicate according to his own habits and through his own channels, thus, a cooperation project needs to find a common way for working together. Increasing the information about the reciprocal activities, will improve the general level of knowledge of the Consortium, providing opportunities for raise awareness and increase knowledge. A clear, regular and efficient communication will make each partner more and more involved in the project, feeling free to add contribution and to share their own results, bringing people to change attitude and behaviours.

A *second challenge* for the internal communication is both the overcoming and exploitation of differences among partnership typology: the project includes higher education and research bodies, local and regional public authorities, interest groups, and a sectoral agency. In addition, it should be taken into account that the consortium, as an interdisciplinary team, might have differing expertise and specialist languages (professional jargon). These differences highlights the need to provide a wide range of targeted audiences within the communication activities in order to facilitate the exchange of information and knowledge. At the same time, these differences offer the important opportunity for increasing the number of points of views and improve the quality of research. Thus, an intensive communication between scientists and practitioners is particularly important with regard to the implementation of the whole project.

According to OUT-IN communication, the main challenge is to keep the partnership updated on what is happening in the world outside the project. To know how people is dealing with climate change in urban areas is certainly a way to increase awareness and knowledge within the partnership, but it can also get more important benefits through the comparison with best practice, providing elements for changing



attitude and behaviour. Thus, a *third challenge* is to create an information framework able to increase awareness of benefits given by an integrated environmental management of green and blue infrastructures within urban areas.

Challenges

The internal communication strategy is designed to facilitate meetings, decisions and interactions between partners, thanks to the procedures, tools and actions set up to keep the staff informed and involved. A shared information is necessary in order to keep on the connection among WPs and to produce and deliver high-quality project documents.

Besides, the internal communication strategy is also aimed at ensuring a timely development of the Project and at allowing the partnership to meet the deadlines for deliverables.

In order to overcome these challenges, partners will be equipped with tools intended to ensure a constant and effective exchange and share of information. Partners will have many ways to find and share documents and information.

Main planned tools are:

- List of project partners: a detailed list of participants in the project in order to better know each other and increase the opportunities of a fruitful cooperation (the list will be stored on the Shared Documents Centre - SDC).
- List of stakeholders interested in the project: a detailed list of people interested in the project who will be included in the mailing list for receiving the newsletters and project updates (the list will be stored on the SDC).
- E-mails: a frequent exchange of e-mails keeps the partnership informed and allows to empower the participation and involvement of partners in the project.
- Project meetings: as planned in the Application Form, the project meetings will be essential for face-to-face exchange of opinions and experiences.
- Project web site: it will also include a specific section with public project documents (deliverables) available for download.
- Shared Document Centre (SDC): the SDC will be structured in two main parts, both with restricted access to project partners. The first is the drive for storing files, i.e. deliverables and templates. The second part is a set of editable documents which have to be constantly updated by partners with their activities (i.e. publications, public events, posts on websites and social media, etc.).
- Templates and Formats: the SDC will include a section dedicated to all the templates and formats necessary to partners for producing their documents. Among these, there will be a common format for public events, and a satisfaction surveys to be used in project public events.
- Social media accounts: to share local progresses by each partner or news from the CE Program. The social media accounts of each partner will be exploited in order to create a project network also on the web.
- Newsletters: to be prepared every semester with news from project partners and/or examples of best practices.



Results

In order to make the partnership a self-motivated group and maintain a fruitful collaboration throughout the project lifetime, the communication activity will be constantly monitored and adapted to reach the better results as possible.

The activity will be structured as resumed in the following table.

Output 1					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All partners	Increase knowledge	Research activities led independently by each partner	Motivated cooperation in research activities and higher involvement in international activities	A shared and common methodology, based on an international cooperation, can provide high quality results.	<ul style="list-style-type: none"> ▪ List of project partners ▪ List of stakeholders interested in the project ▪ E-mails ▪ Project meetings ▪ Project web site ▪ Shared Document Centre (SDC) ▪ Templates and Formats ▪ Social media accounts ▪ Newsletters

Evaluation

ID	Result indicator	Unit	Baseline value 2019	Target value 2022	Source of data	Reporting
1.1	Satisfaction with information provided to partnerships	Percentage	0	80% each semester	Discussion with partners during project meetings	Each six-month progress report
1.2	Information provided to partnerships through activity on social media	Number of people reached via social media		3000	Analytics of Facebook, Twitter, LinkedIn	Each six-month progress report
1.3	Unique visits to project website as indicator of increased awareness on project activities	Number	0	50 within the partners staff	Google Analytics	6th progress report
1.4	Participants to Project Meetings	Number	-	90 (15 participants each meeting)	Attendance sheets	6th progress report



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

Objectives

The communication for external involvement in the project is an **IN-OUT activity**, where stakeholders, who are not partner of the project, are somehow involved in the project activities with the aim to participate in the output development.

SALUTE4CE project aims at promoting a sustainable behaviour in the management of environment in urban areas. To make this concept a change of behaviour in urban stakeholders, the project need to involve as more external people as possible.

Main objectives for communication activities that were planned in the thematic work packages are:

- The outputs will be used to develop materials for raising awareness & increasing knowledge about UEA, addressed also outside the CE region.
- O.T1 outputs will be used for preparation of materials for those operating at local and regional level: public authorities, interest groups incl. NGOs, development agencies, and sectoral agencies.
- Involvement of all target groups in participating in the development of Action Plans.
- Involvement of all target groups, with particular attention to inhabitants, in participating in the development of Pilot Actions.
- To make the project as participative as possible.

Challenges

SALUTE4CE project proposes the cooperation of CE experts on an extremely timely problem affecting urban areas. Pollution, lack of greenery, the increasing of urban heat islands, the need for urgent solutions against the climate change as well as the need for urban regeneration, make evident how the concept of Urban Environmental Acupuncture (UEA) can widely provide an affordable solution for better living places. In particular, as acupuncture, UEA can influence other areas producing a generative process which could propagate among living bodies as cities are.

In order to propagate the effects of acupuncture, external stakeholders have to be involved within the project. Thus, specific target audiences are addressed in relation to each specific output of the project.



WPT1

WPT1 activities will be initiated in each region by creating a few-person, informal support group (SG) composed of competent stakeholders. The SG members will be introduced to the details of the project. Help from the SG, and the use of all available communication channels, will enable both reaching all target groups and convincing them to participate in planned workshops/conferences/trainings. WPT1 achievements will be discussed step by step with authorized stakeholders through social media.

Output O.T1.3 - Training seminars on urban environmental acupuncture

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All audiences (including general public)	Raise awareness	Low knowledge on the benefits given by an integrated environmental management of green and blue infrastructures in urban areas.	Deeper knowledge on the project theme and awareness of interventions on cities		<ul style="list-style-type: none"> ▪ Workshops ▪ Conferences ▪ Training ▪ Online tutorials ▪ Newsletter ▪ Website ▪ Social Media ▪ Leaflets ▪ Direct mailing
Local and Regional Administrators and Decision-makers	Raise awareness and Increase knowledge	Do not know about this project and this project output	Are aware about the output, yet without a deeper understanding	Output O.T1.3 helps municipalities to be aware of new interventions such as UEA	<ul style="list-style-type: none"> ▪ InViTo tool ▪ Website ▪ Personal meetings ▪ Non-scientific publications
Technical offices in charge of Urban Planning and Urban Environment	Increase knowledge and change attitude	Use of traditional tools for urban planning	Learn new tools useful for a more aware urban planning practice	Output O.T1.3 helps municipalities to better planning their spaces.	<ul style="list-style-type: none"> ▪ Training materials ▪ Guidelines ▪ InViTo tool
Researchers and Professionals involved in fighting climate change, especially in urban areas	Change attitude	Will have gained knowledge about project due to activities of dissemination	Not only know about the output but are willing to use the tools.	Output O.T1.3 can make researchers and practitioners feeling like part of a whole aiming at fighting climate change.	<ul style="list-style-type: none"> ▪ Training materials ▪ Guidelines ▪ InViTo tool ▪ Scientific and non-scientific publications
Interest groups (including NGOs)	Change attitude and behaviours			Output O.T1.3 can open mind to new sustainable behaviour	<ul style="list-style-type: none"> ▪ Training materials ▪ Guidelines ▪ InViTo tool ▪ Scientific and non-scientific publications



WPT2

Action plans for UEA in 4 FUAs will be durable documents for future orientation in respective FUAs' green development. Transnational strategy for Action Plans in FUA based on UEA is implementable in FUAs across Europe and is especially interesting for being presented on website, in scientific articles, in journals for practitioners. Additional audience: training courses for students & administration

Output O.T2.2 - Guideline for developing & implementing action plans in FUA based on application of UEA

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All audiences (including general public, interest groups, NGOs)	Raise awareness and influence attitude and behaviours	No participation	Participation in the development of action plans	Output O.T2.2 makes all audiences to be involved in the project	<ul style="list-style-type: none"> ▪ Living Labs ▪ Contribute ideas, discuss on action plans ▪ Social media ▪ Website ▪ Press releases ▪ Leaflets ▪ Public events ▪ Publications ▪ Newsletter ▪ Direct mailing
Local and Regional Administrators and Decision-makers	Raise awareness and influence attitude and behaviours	No plan for UEA in urban areas	Knowledge of criteria for selection of small spots; setting priorities, decisions. Implementation of plans which include UEA.	Output O.T2.2 helps municipalities to draw new action plans	<ul style="list-style-type: none"> ▪ Guided discussion rounds & workshops ▪ Guidelines on content, process and required data ▪ Guidelines for public involvement ▪ Personal meetings ▪ Trainings
Sectoral agencies (land use agencies, environmental agencies, municipal park authorities)	Increase knowledge and change behaviour	No study of UEA	Learn how to manage data in order to extract information for action plan	Output O.T2.2 helps municipalities to better planning their spaces.	<ul style="list-style-type: none"> ▪ Guidelines on content, process and required data ▪ Personal meetings
Researchers and Professionals involved in fighting climate change, especially in urban areas	Change attitude	Are not involved in action plan	Can provide useful information for producing the guidelines	Output O.T2.2 involves researchers and practitioners for producing usable transnational guidelines	<ul style="list-style-type: none"> ▪ Guidelines on content, process and required data ▪ Personal meetings ▪ Contribution to the final UEA & getting knowledge from the project



WPT3

The project will demonstrate practical examples of integrated environmental management solutions to be applied directly in other FUAs.

Investments in 4 project FUAs will be implemented with the residents participation at the stage of the design development. It will be active involvement of the general public as the main target group of these actions results. Also all listed target groups will be involved in common discussions on the pilot actions concepts. The inhabitants will be informed about the benefits of the applied solutions as a starting stage of implementing urban environmental infrastructure concept.

Output O.T3.1 - Pilot actions for application of environmental urban acupuncture in functional urban areas

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local and Regional Administrators and Decision-makers, Sectoral agencies.	Change attitude and behaviours	No UEA intervention	Implementation of UEA in small urban areas	Output O.T3.1 allows the implementation of small spots of UEA	<ul style="list-style-type: none"> ▪ Involvement of public authorities ▪ Website ▪ Newsletter ▪ Public events ▪ Media releases
General public, Interest groups (including NGOs)	Change attitude and behaviours			Output O.T1.3 can open mind to new sustainable behaviour	<ul style="list-style-type: none"> ▪ Involvement in the design development ▪ Website ▪ Newsletter ▪ Publications ▪ Social Media ▪ Leaflets



WPT4

Whole project concept is prepared as participative. In all WPs there are activities which will be prepared for or with cooperation with target groups. This target groups will be informed about prepared outputs. Also specific part will be prepared in close cooperation with a specialist. On the final conference, outputs will be presented. The use of outputs will be supported by their free of charge availability on the internet after the end of project.

Output O.T4.1 - Training e-learning Manual

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All audiences (especially university faculties of land use planning and environmental protection and management)	Increase knowledge	No knowledge on UEA	Knowledge on pilot actions of UEA	Output O.T4.1 provide material for transfer of knowledge on UEA.	<ul style="list-style-type: none"> E-learning training manual Online tutorials Website

Output O.T4.2 - Handbook “SALUTE4CE - handbook on Urban Environmental Acupuncture”.

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All audiences (especially university faculties of land use planning and environmental protection and management)	Increase knowledge	No knowledge on how implementing UEA	Knowledge on how implementing UEA and its strategies	Output O.T4.2 provide material for implementing UEA	<ul style="list-style-type: none"> Handbook available in printed version (200 copies) + online version. Website

Output O.T4.3 - Trainings on UEA based on Manual and handbook

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Professionals in administration and research in the field of environment and urban planning.	Increase knowledge and change attitude	No knowledge on UEA	Learn new concepts, tools and urban strategies useful for UEA implementation	Output O.T4.3 provides transfer of knowledge on UEA	<ul style="list-style-type: none"> E-learning course, with test and certificates
Students	Increase knowledge and change attitude	No knowledge on UEA	Learn new concepts, tools and urban strategies useful for UEA implementation	Output O.T4.3 provides transfer of knowledge on UEA	<ul style="list-style-type: none"> Seminars in universities of 4 countries



Evaluation

ID	Result indicator	Unit	Baseline value 2019	Target value 2022	Source of data	Reporting
2.1	Local Public Authorities involved by the project	Number	-	4	List of participants	6th progress report
2.2	Regional Public Authorities involved by the project	Number	-	4	List of participants	6th progress report
2.3	Higher Education and Research involved by the project	Number	-	4	List of participants	6th progress report
2.4	General Public involved by the project	Website new users	-	80	List of participants	6th progress report
2.5	Interest Groups (including NGOs) involved by the project	Number	-	4	List of participants	6th progress report
2.6	Sectoral Agencies involved by the project	Number	-	4	List of participants	6th progress report
2.7	Infrastructures and (public) service providers involved by the project	Number	-	2	List of participants	6th progress report
2.8	Number of download of training materials and handbook	Number of download from the website	-	50	Website analytics	6th progress report



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

The main objective of Communication WP are:

- **Raise awareness and increase knowledge**
 - Dissemination is aimed both at increasing the stakeholders' knowledge on urban acupuncture, and at raising awareness on the potential benefits resulting from proper management of spots with UEA.
 - The communication activity aims at showing the benefits that can result from this cooperation program and from the involvement of an international network on project implementations.
- **Influence attitude and behaviour**
 - The communication activity must be focused on change attitude and behaviour of decision makers and stakeholders in conceiving the urban environment and its management, outlining the necessity of fighting climate change in the daily practice.
 - The collaborative use of new tools can influence the attitude of stakeholders, making them feel part of a whole.
 - The transfer of results to new stakeholders will promote project outputs as best practice to be replicated in other cities.
 - During the final conference of the project in WP C the innovativeness and transferability of the idea will be promoted widely.

Challenges

The methodological work as well as the implementation cases of SALUTE4CE project will be communicated as best practice across CE and beyond.

In order to reach the larger audience possible, the project output and results will be disseminated to the following audience targets:

- Local Public Authorities
- Regional Public Authorities
- Higher Education and Research (including Students)
- Interest Groups (including NGOs)
- Sectoral Agencies
- Infrastructures and (public) service providers
- General Public



Output 3

Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
All target audiences	Increase knowledge and influence attitude and behaviour	No knowledge	Pro-active interest in UEA	Project results can be used as best practice in regenerating cities and fighting climate change.	<ul style="list-style-type: none"> ▪ List of interested stakeholders ▪ E-mailing ▪ Dissemination materials (posters, roll-up, leaflets) ▪ Project website ▪ Social media accounts ▪ Newsletters ▪ Templates and Formats ▪ Publications ▪ Thematic events promotion ▪ Final international conference ▪ Press conference ▪ Media releases ▪ Seminars

Evaluation

ID	Result indicator	Unit	Basel in value 2019	Target value 2022	Source of data	Reporting
3.1	Local Public Authorities reached by the communication activities	Number	-	26	Mailing list	6th progress report
3.2	Regional Public Authorities reached by the communication activities	Number	-	1	Mailing list	6th progress report
3.3	Higher Education and Research reached by the communication activities	Number	-	16	Mailing list	6th progress report
3.4	General Public reached by the communication activities	Website new users	-	220	Website analytics	Each six-month progress report
3.5	Interest Groups (including NGOs) reached by the communication activities	Number	-	16	Mailing list	6th progress report
3.6	Sectoral Agencies reached by the communication activities	Number	-	6	Mailing list	6th progress report
3.7	Infrastructures and (public) service providers reached by the communication activities	Number	-	4	Mailing list	6th progress report
3.8	Information disseminated through activity on social media	Daily Total Reach		3000	Facebook / Twitter / LinkedIn analytics	Each six-month progress report



C. Activities

Responsible Partner for the Communication Work Package is PP06 **LINKS Foundation** - Leading Innovation & Knowledge for Society. In this position, LINKS will coordinate the communication activities planned in the framework of WP Communication in order to pursue the objectives of raising awareness, increasing knowledge, influence attitude and changing behaviour in the CE area.

LINKS will help partners in diffusing locally their activities and will encourage them to spread the key messages of SALUTE4CE project. That will be done by:

- providing graphic materials
- offering support in managing digital media
- collecting, organizing and making available all the products developed during the project
- disseminating events by local press releases & media presence
- spreading the results of the project among the identified target.

LINKS will make available all project deliverables on website, social media accounts and SDC.



C.1 Start-up activities

C.1.1 Communication strategy

Key points

Project output in focus of activity:	D.C.1.1
Main target audiences:	Partnership
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	06/2019

Description

The Project Communication Strategy is developed by LINKS and applied by all PPs uniformly. It will specify the target groups, comm. methods and means, timing of activities. The strategy/plan will also contain indications for the internal communication.

It provides activities and their timing, targets audiences to be reached and communication methods to keep for communication within the partnership and from the partnership towards external stakeholders.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project communication strategy shared with all partners	Number	0	1	Monitoring	1st progress report

C.1.2 Posters and Roll-up

Key points

Project output in focus of activity:	D.C.1.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	06/2019

Description

A project poster is produced by PP06 on the basis of Interreg CE programme templates. Each partner will hang at least one poster and roll-up in its premises.

Monitoring

Each partner has to send to PP06 a photo proving of the posters' hanging, to be included in the deliverable.



C.1.3 Project website

Key points

Project output in focus of activity:	D.C.1.3
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	08/2019

Description

The website will be based on the Interreg CE programme template and it will be the official channel for providing partners and general public with the basic information (and then the updates) about the project. LINKS will feed the template with information on partners, project structure and activities, deliverables etc. and will have full responsibility to maintain and update the website regularly from project side.

The website will collect the information about all the partners and the links to their websites, the news about events and results of the research. All the deliverables and newsletters will be downloadable, as well as the training material and the promotional material. It will be linked to the official Facebook page and the Twitter/LinkedIn SALUTE4CE accounts.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Website	Number	0	1	Google Analytics	Each progress report



C.2 Public events

C.2.1 Thematic events

Key points

Project output in focus of activity:	D.C.3.1
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	12/2021

Description

Project partners participate in thematic events (e.g. conferences, workshops, exhibitions) organised by relevant European networks / initiatives in order to disseminate SALUTE4CE and bring in new knowledge.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Thematic events	Number	0	6	Monitoring	6th progress report

C.2.2 Final international conference

Key points

Project output in focus of activity:	D.C.3.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	LP, PP02, PP06
Project partners to be involved:	All partners
Indicative timing of activity:	03/2022

Description

Final conference is organised by IETU in month 36, in Katowice and Chorzów (PL), in correspondence with the last project meeting. The conference will have international relevance and provide floor for policy and sector driven roundtable talks.

Monitoring

Pictures, minutes, attendance sheets of the conference reported in the last project report.



C.2.3 Implementation of UEA seminars in 4 countries

Key points

Project output in focus of activity:	D.C.6.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	03/2022

Description

Four seminars for students in four countries to encourage universities for including UEA as a part of the university courses. The report will include syllabuses of seminars implemented as examples for further use in courses on urban planning and environment.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Seminars	Number of events	0	4	Attendance sheets	6th progress report

C.2.4 Public events involving local citizens

Key points

Project output in focus of activity:	D.T3.1.3, D.T3.2.3, D.T3.3.3; D.T3.4.3
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	LP
Project partners to be involved:	All partners
Indicative timing of activity:	10/2021

Description

The events will be organized in order to show to the residents the implementation of pilot action. The aim of the events will be to bond the residents with the areas, which raise the attractiveness of the neighbourhood and improve local conditions.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Satisfaction with public events	percentage	0	80%	Satisfaction surveys	6th progress report



C.2.5 Trainings on UEA based on Manual and handbook

Key points

Project output in focus of activity:	D.T4.3.1
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP09
Project partners to be involved:	All partners
Indicative timing of activity:	03/2022

Description

Trainings will be organized in four project countries concerning practical use of the tools elaborated in WP T4. Trainings for professionals in administration and research in the field of environment and urban planning. One report will be developed.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Satisfaction with public events	percentage	0	80%	Satisfaction surveys	6th progress report



C.3 Digital activities

C.3.1 Social media accounts

Key points

Project output in focus of activity:	D.C.4.1 (Facebook account), D.C.4.2 (Twitter account), D.C.4.3 (LinkedIn account)
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	09/2019

Description

In order to promote Project's achievements to all target groups, to raise awareness, engage with stakeholders, share knowledge and attract potential users in the context of the Project, SALUTE4CE has adopted an approach combining various media that include the official Website and different social media channels. The social media can be effective for a quick communication, to allow the people interested in the project to keep in touch and be up to date in a very easy way. The main social media accounts are Twitter, LinkedIn (group) and Facebook.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Facebook	Daily Total Reach	0	60 monthly	Facebook insights	each progress report
Twitter	Tweet impressions	0	300 /semester	Twitter analytics	each progress report
LinkedIn	Posts	0	5 / semester	LinkedIn	each progress report



C.4 Promotional material

C.4.1 Leaflet

Key points

Project output in focus of activity:	D.C.2.1
Main target audiences:	External stakeholders and general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	10/2019

Description

LINKS, as responsible partner for communication, will be in charge of providing the promotional material for public conferences and workshops, marked with the program official logo.

The materials will be digitally sent in English language by PP06 to all partners in order to make them to translate it in national languages.

Each partner will print the leaflet in both English and national language (PL,IT,DE,CZ,SK).

The leaflet will be used for public events, training seminars, workshops, living labs and dissemination in general.

Monitoring

A digital copy of the leaflet in each national language will be sent to PP06 and published on the website.

C.4.2 Promotional material

Key points

Project output in focus of activity:	D.C.7.1 (promotional materials)
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	03/2020

Description

LINKS, as responsible partner for communication, will be in charge of providing the promotional material for public conferences and workshops, marked with the program official logo.

Materials will be bought according to the list of gadgets provided by the Interreg CE guidelines. Promotional material will includes:

- 200 leaflets in english
- 1000 Notebooks
- 1000 pens



- 1000 bags
- 1000 lanyards
- 1000 USB sticks with electronic version of Handbook and other deliverables developed within the project.

The materials will be distributed among partners during the Steering Committee meetings or sent by mail and will be used for public events, training seminars, workshops, living labs and dissemination in general.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
leaflets in English	Number	0	200	Monitoring	2nd progress report
Notebooks	Number	0	1000	Monitoring	2nd progress report
pens	Number	0	1000	Monitoring	2nd progress report
bags	Number	0	1000	Monitoring	2nd progress report
lanyards	Number	0	1000	Monitoring	2nd progress report
USB sticks with electronic version of Handbook and other deliverables developed within the project	Number	0	1000	Monitoring	2nd progress report



C.5 Publications

C.5.1 E-newsletter

Key points

Project output in focus of activity:	D.C.2.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	every six months from 09/2019

Description

An electronic newsletter will be edited by LINKS each semester (M 6, 12, 18, 24, 30 and 36) with the contents provided by the Project Partners and news from the outside of the project. The newsletter will be spread among the partners network at first and made available on the official website of the project and disseminated on social media. Subscription will be possible through the webpage. The newsletter format will be designed to be printed if needed. All partners are responsible for sending information for the newsletter to the responsible partner. Partners should send news items and appropriate pictures to be included in the newsletter.

Being a periodical, fresh contents are crucial for the newsletter's sustainability. The strategies for the dissemination of an effective newsletter will be:

- to make sure that news are not outdated;
- to have a strong lead into the news: the first sentence or two of our news should immediately draw in the reader; the news will be linked to the project's website for more information;
- to be consistent in the newsletter structure - including a variety of topics and sections to catch the reader's interest, including appropriate pictures and illustrations;
- to include an editorial and use it to talk to the readers;
- to not repeat what is already said in past newsletters;
- to prepare and regularly update the mailing list on SDC to which the newsletter will be sent;
- to ask and encourage response and feedback.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Newsletter	Number	0	6	Monitoring	One for each progress report
People reached	Number per issue	0	200	mailing list updated by PPs at SDC + new subscribers	Each semester



C.5.2 Articles

Key points

Project output in focus of activity:	D.C.2.3
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	03/2022

Description

Project partners draft professional and educational articles on project findings and ensure publishing in thematic publications, both scientific and non-scientific.

Partners can co-author publications.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Articles	Number	0	6	Monitoring	6 th progress report

C.5.3 Training materials in national languages

Key points

Project output in focus of activity:	D.T1.3.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP03
Project partners to be involved:	All partners
Indicative timing of activity:	05/2020

Description

Training materials in four national languages (DE, IT, PL, SK) based on transnational concept of local trainings on urban environmental acupuncture will be elaborated. These materials will be applicable also outside the project partnership.

PP06 will be responsible of dissemination of the material on website and social media.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Material download and distribution among participants	Number	0	20	Google Analytics and list of participants	6 th progress report



C.5.4 Guideline for integrated Urban Environmental Acupuncture in FUAs

Key points

Project output in focus of activity:	D.T2.5.1
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP04
Project partners to be involved:	All partners
Indicative timing of activity:	01/2022

Description

Derived from the experience gained in the four partner FUAs and from the expertise of all project partners a transnational guideline for developing and implementing action plans for integrated environmental management in FUAs basing on application of UEA.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Material download	Number	0	20	Google Analytics	6 th progress report

C.5.5 Training e-learning Manual

Key points

Project output in focus of activity:	D.T4.1.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP09
Project partners to be involved:	All partners
Indicative timing of activity:	04/2021

Description

Based on modules system and e-learning system Training e-learning manual will be prepared. Pre final version will be tested in cooperation of partners and specialists.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Material download	Number	0	20	Google Analytics	6 th progress report



C.5.6 Handbook “SALUTE4CE - handbook on Urban Environmental Acupuncture”

Key points

Project output in focus of activity:	D.T4.2.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	PP09
Project partners to be involved:	All partners
Indicative timing of activity:	01/2022

Description

The SALUTE4CE handbook will be prepared which will respect the previously prepared deliverable (D.T4.2.1) content and will be prepared in printed and also in online version

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Material download	Number	0	20	Google Analytics	6 th progress report



C.6 Media relations

C.6.1 Press conference

Key points

Project output in focus of activity:	D.C.5.1
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	LP, PP06
Project partners to be involved:	All partners
Indicative timing of activity:	05/2019

Description

IETU will organise a press conference as launching media event in Katowice (PL) within the frame of the kick-off meeting. National media & broadcasts will be invited. The LP together with the representatives of the CE JS will present SALUTE4CE project.

Monitoring

Dissemination on website and social media of the event.

C.6.2 Media releases

Key points

Project output in focus of activity:	D.C.5.2
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	Local partner, PP06
Project partners to be involved:	All partners
Indicative timing of activity:	03/2022

Description

In each of the 5 States participating to SALUTE4CE, at least 2 media releases will be published and followed by an invitation to media to meet with the local project promoters for interviews, background calls, in order to involve and inform broad public.

Monitoring

Dissemination on website and social media of the event. Monitoring on progress reports.

C.6.3 Final press conference

Key points

Project output in focus of activity:	D.C.5.3
Main target audiences:	Partnership, external stakeholders, general public
Responsible partner for implementation:	LP, PP06



Project partners to be involved: All partners

Indicative timing of activity: 03/2022

Description

IETU will organize a press conference as closure media event in Katowice/Chorzów (PL) within the framework of the final conference. National media and broadcasts will be invited. The LP with the representatives of CE JS will present the achievements of SALUTE4CE.

Monitoring

Dissemination on website and social media of the event.



C.7 Material and documents for facilitating the work of partnership

C.7.1 Shared Documents Centre (SDC)

Key points

Project output in focus of activity:	D.M.2.2
Main target audiences:	Partnership
Responsible partner for implementation:	LP
Project partners to be involved:	All partners
Indicative timing of activity:	08/2019

Description

Restricted Access Zone to jointly work on documents and to guarantee that any kind of information is accessible for all partners a shared document centre (SDC) will be established. . Each partner responsible for deliverable is obliged to upload it to SDC.

Monitoring

Final technical deliverables from SDC will upload to the project website.

C.7.2 Project meetings

Key points

Project output in focus of activity:	D.M.3.1/2/3/4/5/6
Main target audiences:	Partnership
Responsible partner for implementation:	LP
Project partners to be involved:	All partners
Indicative timing of activity:	one each semester

Description

Project Steering Committee (PSC) meetings are the very important moment for the communication among partners. Partners will be informed by the LP and by each host partner about the operational issues and about the progress of the ongoing activities. The venues for meeting will be chosen according to the requirements of accessibility for all. Great attention will be paid in preparing the MINUTES of the discussion to keep a clear memory of all the evolution of SALUTE4CE project. The minutes will be shared among partners after the meetings.

Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D.M.3.1/2/3/4/5/6	Project Steering Committees Meetings (PSC)s	Number	6	Meeting minutes	Each semester



C.7.3 Definition of format for local workshops and public events

Key points

Project output in focus of activity:	D.C.6.1
Main target audiences:	Partnership
Responsible partner for implementation:	PP06
Project partners to be involved:	All partners
Indicative timing of activity:	07/2020

Description

Definition of the format for local workshops and public events using the concept of “Living labs” as a process of strong collaboration between target groups including co-creation and real-life setting. The format will be used in WP T2 and T3.

Monitoring

Sharing of document on website and SDC.

