

SIV

Project Communication Strategy

06 | 2019



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A. Introduction

- What is SIV about?

The main goal of the project is integrating disadvantaged groups into the labour market with novel social instruments, in the following way:

- a) Installation of a fund with private capital in increasing the capacities of social enterprises, non-profit organizations and competence centres
- b) Financing an incentive system, based on a voucher system with following means: either vouchers for unemployed persons or incentives for the enterprises
- c) Implementation of a platform to bring needs of unemployed people and companies together

The activities that should be carried out:

- establishing the capacities for an incentive system to encourage SMEs to participate in the project (as potential employers and as potential investors)
- giving guidance to stakeholders on how to create the necessary capacities and abilities to replicate both, the Social Impact Fund and the voucher system
- pilot-testing of the innovative model - employing disadvantaged jobseekers based on vouchers financed from the Social Impact Funds

The duration of the project is from 1st of March 2019 to 28th of February 2022. There is Social Enterprise Neue Arbeit Stuttgart (NAS) as a lead partner, 10 project partners and 1 associated partner in 8 countries involved in this project. The project is funded by the European Union's Interreg Central Europe program with the amount of 2.678.810,33€.

The partners of the SIV project are all dealing with persistent unemployment in their regions/ countries. The unemployment rate will further rise with the recent increase in refugees (asylum seekers). At the same time all these regions have a dynamic economic growth and an increasing lack of labour. The labour shortage is not only in high-qualified jobs, but also in low-skilled labour. Both, the lack of labour and the continuous rate of unemployment, impose a difficult setting for regional development as public spending is required for securing basic living standards and at the same time SMEs have difficulties in reaching their full level of productivity.

Both, the voucher system and the generation of private capital for financing such a program are novel to tackle the issue of long-term unemployment.

- Which outputs are the most relevant for transfer and why?

Project objectives and expected results

Objectives

The main objective of the project is to form new modes of cooperation between private organisations and social sector enterprises to foster capacities for financing social innovations in the field of reducing long-term unemployment. The institutional abilities are created for introducing and sustaining an alternative financing mechanism (SIF) and a social innovative framework for bridging gaps between long-term unemployed and employees (voucher system). The project is in line with the specific focus targeting the “integration of migrants and other disadvantaged groups into society and the labour market”, as within the SIV project partner will jointly plan and implement both the SIF and

voucher system in a pilot action. The institutional target group are social enterprises financial intermediaries, with the end-user being long-term unemployed people, who have difficulties entering the labour market due to disadvantages, such as ethnic / cultural background (migrants / minorities), personal history (offenders) or low qualifications. The project will create job opportunities for those people by reducing the reluctance of potential employers via financial incentives based on a voucher system and will reduce the barriers for a substantial engagement between job-seeker and SME.

The project will introduce a new mechanism for the integration of long-term unemployed (disadvantaged groups) into the labour market. Making use of private capital funnelled in a social impact fund a voucher system for the reimbursement of SMEs hiring long-term unemployed people will be financed.

Expected results

Problems arising from the limited public financial capacities, reluctance among companies in hiring people from disadvantaged groups and problems of acquiring jobs with disadvantages are countered. Thereby the project will introduce a mechanism to overcome these shortcomings and enable an enduring capacity for the integration of disadvantaged groups into the labour market. Expected project results will be:

- capacities for lasting private capital leverage and socially innovative mechanism for the integration of disadvantaged groups into the labour market
- the reduction of long-term unemployment in the partner regions
- decrease of labour shortage in the partner regions and thereby increased productivity of SMEs
- tool kit and trainings for broad uptake of the mechanism, strengthening the capacities for social innovation in Central Europe

A baseline for measuring the impact will be drawn with the beginning of the project (evaluation matrix).

▪ What is the role of communication in your project?

Communication has an important role in our project and will help project partners in reaching the changes, which are targeted in the programme. There are 11 partners to communicate with and also different stakeholders in each country. Because the role and the system of the fund is different in each single country, it's very important to have a good communication among all project partners and also have uniform guidance regarding the communication with stakeholders in different countries. Data regulations in each country should be followed too. Persons (project partner's representatives) have to be the strongest part of the communication process, in order to make it effective.

With well-addressed messages the press can be used to draw attention to integrate disadvantaged groups into the labour market with novel social instruments.

▪ What will be the results of your communication?

Communication can aim to either increase the awareness or knowledge of relevant audiences or to change their attitude or behaviour towards the project. SIV's goal is to achieve both of them.

SIV has a much-diversified partnership. For example, in Germany, there already have been some good practices where currently SIF and voucher system are operating, in other countries these novel social instruments are not known.

SIV's main goal is to spread the knowledge and messages of SIV project and its results in Central European countries, among decision makers, employers and other target groups by sharing know-how and good practices on different forums (web page, FB page, newsletters, publications, seminars, infographics, leaflets...).

SIV will try to communicate with main target groups directly (on open events, workshops, personal meetings) and let the media, the general public, the policy makers and the decision makers in Central European countries know about new possible approaches on the labour market.

SIV also undertakes to link and promote communication between the stakeholders involved in the project in different countries. The goal is to share their ideas and experiences as quickly and easily as possible.

- What are your main reference points for this strategy?

SIV has an important role in letting Central European people know what a social impact voucher system is, and why is it important to use new approaches at labour market. SIV will try to show to different target groups (the SME's, the media, the general public, the policy makers and the decision makers) that social impact vouchers can be a useful instrument for the integration of long-term unemployed (disadvantaged groups) into the labour market in less developed regions of Central Europe.

In addition, the evaluation results are the main reference points for this strategy.

- Who is involved in planning and delivering your communication?

With the overall coordination of Fund 05 from Slovenia as responsible for the communication work package and the LP (Social Enterprise Stuttgart) partners were involved developing the communication channels and the strategy of the project. They were invited to share their ideas, priorities and proposed actions with the purpose to be integrated in the communication strategy. What we need is a broad awareness of environmental protection (trying to minimize the paper, better using digital means, apps etc...).

In the partnership of SIV every partner assigned someone with the communication tasks. Fund 05 from Slovenia is responsible for the communication work package, but at the same time it calls its partners to share their ideas, information and news with the whole partnership and the wider public. The communication goals will be delivered by the whole partnership of SIV.

B. Strategy

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

Objectives:

The main objective for our internal project communication is to build up a good platform to change information among all project partners and motivate them to contribute to project activities. The goal is to share ideas and experiences as quickly and easily as possible.

Challenges:

SIV has a diversified partnership, but we defined the channels for internal communication that will be used:

1. **E-mail-list:** SIV has an e-mail-list for internal communication. The communication e-mail-list, including the communication managers and the project managers was made at the beginning of the project period.
2. **Adobe Connect:** we are also testing Adobe Connect as a new communication tool
3. **Meetings:** it is very important to meet in person and to discuss ideas and share experiences face to face. SIV has a meeting-schedule, the partnership meets in every six months, and SIV had a Kick-Off meeting in March 2019 and will have a final meeting, where the whole partnership can discuss the project results. On top the single partners meet each other in seminars with specific themes as e.g. communication seminar etc
4. **Chat, messenger:** a useful and effective way to ask a quick question or just a 'yes-no' question.
5. **Nextcloud:** we already use Nextcloud as a tool for sharing files among partners
6. **Phone calls:** we use this way of communication mostly as bilateral calls between partners in case if there are some specific topics.
7. **Social media and webpage:** all project partners should be involved in internal communication through social media. They have their own social media accounts and should like and follow SIV on Facebook and on Twitter and SIV follows them to. Partners send regularly (monthly) news, photos, short videos about their pilots to Lead Partner

On every partnership meeting we'll discuss and change our experiences how to use social media and the webpage to reach a maximum number of followers and visitors. We suggest running the survey among the partnership about the satisfaction with internal communication every six month. It will help and improve our internal communication.

Results:

With all channels that will be used, SIV has a quick and effective internal communication. Distance is not an obstacle to communicate with the partners. In addition to this, the partnership will communicate in a useful and coordinated way to implement the project.

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

Objectives:

The main objective for our external project communication is to build up an efficient system of changing information among external partners by project logo containing programme logo, information in PR releases, compulsory publicity based on the manual.

Challenges:

Communication is about achieving change in people. Knowing the relevant audiences to be addressed is therefore vital. Communication substantially contributes to the achievement of the project objectives and to the sustainability of the project results. As a valuable tool, communication serves to overcome the lack of awareness and knowledge of such programme as social impact investment is. Messages are the content of communication. They have to be focused and of interest to the particular audience. Messages need to be decided based on the specific target group we're addressing and their focus should be:

- Simplification
- Harmonisation
- Result focus

With well addressed messages, we can stimulate target group's curiosity about social impact voucher system, encourage them to join, participate and promote the model and their experience for further social changes implementation in cooperation with other partners from Central Europe countries.

In terms of communication the following groups are considered as direct target groups:

- potential investors (fund managers, donors and their associations)
- potential employers (SME)
- potential employees from disadvantaged groups
- stakeholders (e.g. social service providers, public authorities, sectoral agency)
- interest groups including NGOs (e.g. unions, labour market actors)
- business support organizations (e.g. Chambers of Commerce and Industry, Competence Centres, Accelerators, Business Centres and Incubators...)

Targeted tools are used to address them in order to share the outputs and results of the project and to foster cooperation among the relevant actors.

In addition, as an indirect target group we have:

- general public which is briefed to create a positive mindset towards the funding of social services on the basis of private capital.
- media: the project's online presence provides continuous follow-up on activities and PPs will be in close contact with the representatives of the media via regular press releases/conferences to establish a clear understanding of the problems we're facing - discrepancy on the job market resulting in long-term unemployment and lack of workforce.

Many of the SIV communication activities will be jointly carried out with external stakeholders, where they will have an active role in planning, implementing and evaluating the activities. These are: conferences, fairs, workshops, press conferences, social media accounts created and maintained on project level, common methodology for stakeholder group involvement, network meetings etc.

Results:

SIV external communication result indicators:

- Unique visits to the project website (digital reach; monthly average in the reporting period): 600

In every six month the Lead Partner will acquire the data in connection with webpage and Facebook, so it can be easily measured, how many stakeholders visited the social media sites and how much time they have spent there.

- Participants at project events such as road show, voucher events (physical reach): 600
Results presented in project partners reports.
- WP C Event participants satisfied with information provided (satisfaction with information): 90
Results presented in project partners reports.
- Joint communication activities implemented with external stakeholders at road show event (external cooperation): 8
Results presented in project partners reports.

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

Objectives:

The objective is to encourage a positive mindset towards the funding of social services on the basis of private capital. To achieve this goal, the partners will demonstrate the results of the pilots and highlight their successes. Along these lines the partners make all steps in the implementation transparent, pointing towards risks and opportunities of such measures.

As the partners are also dealing with a sensitive group (e.g. long-term unemployed and disadvantaged groups) the partners will take care of an appropriate language and politically correct wording. More so, ethical standards will be ensured. As disabled people can also be involved in the project, it should be considered to use appropriate communication tools (e.g. Braille script) which should be barrier free.

On this basis the different communication outputs allow interested stakeholders, experts as well as non-experts to follow the course of the project and obtain the required information.

Recommended cooperation would be through personal dialogue and community relations. The communication approach will therefore focus on an interpersonal exchange (two-way communication) and networking as well as on digital community building.

Communication to raise awareness and increase knowledge about the project

Communication tools will serve multiple purposes. On one hand, some tools, e.g. information in PR releases, promotion at events, information in leaflets and compulsory publicity project webpage, webpage of project partners, infographics and documentary contest, will raise awareness about new modes of reducing long-term unemployment and increasing the availability of labour to SMEs based on a voucher system. Then, other communication actions, e.g. conferences, fairs, workshops for disadvantaged groups or potential investors will directly foster cooperation and cross-fertilisation among target groups.

Target audiences will feel better informed about and are more satisfied with the project. A relevant indicator for this will be feedback provided by participants at national and transnational events as well as events organised by the projects.

Communication tools (social media, journalist on-site visits, project video, infographics) will provide visibility to the partnership contributing to its more effective operation, to further extension and cooperation with similar initiatives, to its visibility at EU policy making level and thus to its long-term sustainability. The Communication Strategy will define effective knowledge sharing methods tailored to the output's target groups in order to further enhance cross-fertilisation and to enrich regional competences.

Communication to improve attitude and behaviour about the project

The objective is to encourage a positive mindset towards the funding of social services on the basis of private capital. To achieve this goal, the partners will demonstrate the results of the pilots and highlight

their successes. Along these lines the partners make all steps in the implementation transparent, pointing towards risks and opportunities of such measures.

The expected result of improved attitudes and behaviour towards the project among potential applicants as well as beneficiaries and other multipliers will be that they become ambassadors of the project. On their own initiative they will actively raise awareness and spread information on the project, thus helping the programme to reach stakeholders to which no contacts were established before. The output will focus on informing SMEs and decision makers about Social Impact Vouchers and their implementation and dissemination in other businesses.

The target groups will be addressed with various tools: soft facts and light stories will be shared through social media; infographics will be embedded to the platforms in order to tackle the lack of awareness and recognition of social impact voucher system financed via Social Impact fund and integration of unemployed people into the labour market. It is important to communicate the process and output development as well as the benefits of the project.

Some of project partners already have been working in a similar voucher programme, but the general public in Central Europe does not know much about this system. The communication aim of SIV is to spread the knowledge and the messages of SIV project and its result in the region, among audiences by sharing know-how and good practices through the media, especially social media and events (press conferences, fairs, seminars, workshops...).

Target group	Communication objective	Status quo in 2019	Status quo aimed for in 2022	Key messages	Activities
Project partners	<p>Increase knowledge</p> <p>Have a deeper knowledge and useful, effective toolbar</p>	In most of the countries involved in SIV project the social instruments (SIF and voucher system) are not known	A new mechanism for the integration of long-term unemployed (disadvantaged groups) into the labour market will be introduced	<p>Cooperate!</p> <p>Share good ideas!</p> <p>Learn from each other!</p>	<p>Personal meetings</p> <p>Conferences</p> <p>Web meetings</p> <p>Roundtables</p> <p>Communication Strategy Handbook</p> <p>Toolbook</p>
Local, regional and national public authority	<p>Increase knowledge</p> <p>and</p> <p>Raise awareness</p>	<p>The lack of labour and the continuous rate of unemployment impose a difficult setting for regional development</p> <p>There are problems with the limited public financial capacities, reluctance among companies in hiring people from disadvantaged groups and problems of acquiring jobs with disadvantages</p>	<p>Implementing of new modes of cooperation between private organisations and social sector enterprises to foster capacities for financing social innovations in the field of reducing long-term unemployment</p> <p>The project will introduce a mechanism to overcome these shortcomings and enable an enduring capacity for the integration of disadvantaged groups into the labour market</p>	<p>New instruments (voucher system) are available at a labour market</p>	<p>Roundtables (personal meetings)</p> <p>Voucher recruiting events</p> <p>Press releases, newsletters</p> <p>Seminars and network meetings</p> <p>Roadshow</p>

Target group	Communication objective	Status quo in 2019	Status quo aimed for in 2022	Key messages	Activities
Sectoral agencies	Increase knowledge	All regions have a dynamic economic growth and an increasing lack of labour force on the other hand	Capacities for lasting private capital leverage and socially innovative mechanism for the integration of disadvantaged groups into the labour market	The social impact fund and the corresponding voucher system are of added value and can close a critical gap in all partner regions and beyond	Roundtables (personal meetings)
					Voucher recruiting events
	and	Don't know how to link companies, financial institutions and long term unemployed.	The reduction of long-term unemployment in the partner regions		Press releases, newsletters
					Seminars and network meetings
					Roadshow
Raise awareness					
Business support organizations	Increase knowledge and raise awareness	Lack of knowledge	A positive mindset towards the funding of social services on the basis of private capital	Based on a voucher system companies in the partner regions can hire a person previously registered as long-term unemployed and receive a refund for the labour costs	Roundtables (personal meetings)
					Voucher recruiting events
	Improve attitude and behaviour about the project	All regions have a dynamic economic growth and an increasing lack of labour force			Press releases, newsletters
					Seminars and network meetings
					Roadshow

Target group	Communication objective	Status quo in 2019	Status quo aimed for in 2022	Key messages	Activities
Infrastructure and public service providers	Increase knowledge and raise awareness	There are problems with the limited public financial capacities, reluctance among companies in hiring people from disadvantaged groups and problems of acquiring jobs with disadvantages	The project will introduce a mechanism to overcome these shortcomings and enable an enduring capacity for the integration of disadvantaged groups into the labour market	Enable stakeholders to see the potential of the programme, meaning they should be made aware of the advantages that the programme can offer	Roundtables (personal meetings)
					Voucher recruiting events
	Improve attitude and behaviour about the project				Press releases, newsletters
					Seminars and network meetings
					Roadshow
Interest groups including NGOs	Increase knowledge and raise awareness	There are problems with the limited public financial capacities, reluctance among companies in hiring people from disadvantaged groups and problems of acquiring jobs with disadvantages	A positive mindset towards the funding of social services on the basis of private capital	The partners will demonstrate and present the results of the pilots	Roundtables (personal meetings)
					Voucher recruiting events
	Improve attitude and behaviour about the project			Enable an enduring capacity for the integration of disadvantaged groups into the labour market	Enable stakeholders to see the potential of the programme, meaning they should be made aware of the advantages that the programme can offer
				Press releases, newsletters	
				Seminars and network meetings	
				Roadshow	

Target group	Communication objective	Status quo in 2019	Status quo aimed for in 2022	Key messages	Activities	
SME	Increase knowledge and	All regions have a dynamic economic growth and an increasing lack of labour force SMEs have difficulties in reaching their full level of productivity	Reducing the barriers for a substantial engagement between job-seeker and SME	SIV will enable the capacities for an incentive system	Roundtables (personal meetings)	
					Voucher recruiting events	
					Press releases, newsletters	
	Raise awareness					Seminars and network meetings
						Roadshow
General public (local people, citizen)	Increase knowledge and	Lack of knowledge about voucher system and SIF in most of the countries (except Germany)	A positive mindset towards the funding of social services on the basis of private capital	Social impact vouchers can be useful instrument for the integration of long-term unemployed (disadvantaged groups) into the labour market	Social media	
					Press releases	
					Network meetings	
	Raise awareness					Infographics, videos, posters
						Promotional materials
						Roadshow
Media	Increase knowledge	Most of them don't know much about voucher system and SIF There is not a clear understanding of the problems we're facing - discrepancy on the job market resulting in long-term unemployment and lack of workforce.	To spread the knowledge and the messages of SIV project and its result in the region, among audiences by sharing know-how and good practices The press can be used to draw attention to the benefits of new instruments at labour market with well-addressed messages.	Project create job opportunities for long-term unemployed people, who have difficulties entering the labour market, by reducing the reluctance of potential employers via financial incentives based on a voucher system	Press releases, newsletters	
					Network meetings	
					Social media	
						Infographics
						Roadshow

C. Activities

C.1 START-UP ACTIVITIES

C.1.1 Kick-off meeting

There was a kick-off meeting In Stuttgart in March 2019.

The partners were asked to tell about their most favourite internal communication channel.

We consider running an anonymous survey among the partnership in every six months, about the satisfaction with internal communication. It will help and improve our internal communication.

C.1.2 Communication strategy

Project level communication strategy includes the followings: communication aims, tools to be used, tactics, messages, roles, responsibilities, target audiences, timeline and resources. In the strategy there are the detailed communication activities, included the remarks of the partners. The Communication strategy must give a clear guidance to SIV's partnership what, when and how to do for the next 3 years.

Project output in focus of activity: To inform project partners about activities regarding communication

Main target audiences: partnership and general public

Responsible partner for implementation: Social Enterprise Stuttgart and Fund05

Project partners to be involved: 11

Deadline: 06/2019

C.1.3 Posters

Each partner will prepare and place the compulsory poster with basic info in line with the requirements of the Programme.

Project output in focus of activity: increase knowledge, raise awareness

Main target audiences: all target audiences identified

Responsible partner for implementation: Fund05

Project partners involved: 11

Deadline: 10/2019

C.2 Digital activities including social media and multimedia (Programme website/social media, partner's webpages/ social media)

C.2.1 Programme Webpage

The project website hosted by the Programme was set up and will be regularly updated (minimum twice a month) with informative written and visual content in line with the Communication strategy. Infographics will be embedded to the platforms. It is important to communicate the process and output development as well as the benefits the project brings across.

The Web site contains the following information:

- General information about project,
- Partnership details/contacts,
- Documents archive - brochures, e-newsletters, etc.,
- News and Events,
- Good practices,
- Photo and video gallery, etc.

SIV's webpage:

<https://www.interreg-central.eu/Content.Node/SIV-.html>

Project output in focus of activity: Information about partners, project goals, timeline, events, results, added value

Main target audiences: all target audiences identified

Responsible partner for implementation: Social Enterprise Stuttgart and Fund05

Project partners involved: 11

Deadline: 06/2019

C.2.2 Information on partner webpages

Brief information on partner institutional websites on launch of the project should be published. Partner's web pages need to include basic information and its scope.

Project output in focus of activity: Brief introduction of the project on partners institutional websites

Main target audiences: all target audiences identified

Responsible partner for implementation: All PPs

Project partners involved: 11

Deadline: 06/2019

C.2.3 Social media

To promote programme we will use, if it is needed, also the current media as e.g. facebook, instagramm, twitter etc., provided that it agrees with our overall company and global strategy.

It would be important to communicate - online - the process and output development as well as the benefits the project brings across.

The same is expected for all PPs social media accounts.

A new post is published every month - created by leading partner Fund05.

Project output in focus of activity: create and boost SM posts - reach target audience through advertising. Measure performance of those ads and track their success.

Main target audiences: all target audiences identified

Responsible partner for implementation: All PPs

Project partners involved: 11

Deadline: 02/2022

C.2.4 Blog

One blog post per month is written by each PP based on the guidance of Fund05. There will be prepared a detailed timeline for all PPs (every month other PPs is writing a blog in English language and this is published on SIV webpage).

Project output in focus of activity: drive general public to SIV webpage, and answer questions on new financial instruments, vouchers and unemployment.

Main target audiences: all target audiences identified

Responsible partner for implementation: All PPs

Project partners involved: 11

Deadline: 02/2022

C.3 Public events

C.3.1 Conferences and open days

National level thematic conferences in order to disseminate the project results, carry out networking and build synergies with other EU initiatives will be organised.

Project output in focus of activity: increase knowledge, raise awareness, and disseminate project results

Main target audiences: decision makers, business institutions, enterprises, general public

Responsible partner: All PPs

Project partners involved: 11

Deadline: 02/2022

C.4 Targeted events

C.4.1 Voucher recruiting events

In coordination with relevant agencies there should be organised 6 events per partner region per year to inform long-term unemployed about the voucher opportunity.

Project output in focus of activity: to inform long-term unemployed about the voucher opportunity

Main target audiences: regional stakeholders (unemployment agencies, job centres), long-term unemployed

Responsible partner: All PPs

Project partners involved: 11

Deadline: 02/2022

C.4.2 Seminars and networking meetings

Workshops for disadvantaged groups or potential investors can be organised.

Project output in focus of activity: increase knowledge, raise awareness

Main target audiences: investors, employers, potential group of employees

Responsible partner: All PPs

Project partners involved: 11

Deadline: 02/2022

C.4.3 Roadshow

Investor relations roadshow will be organised. There might be used some correlations with other Interreg projects on the concept, timeline etc. to ensure synergies at conferences. All partners conduct a joint roadshow to present the fund to potential investors/donors in each participating country (8). Plan is to organise two events for each region: one own event and one at a larger investor's conference.

Project output in focus of activity: Showcasing results and creating presentation for wider public.

Main target audiences: investors, policy and decision makers

Responsible partner: All PPs

Project partners involved: 11

Deadline: 02/2022

C.5 Media relations

C.5.1 Press releases

Press releases will be prepared linked to each transnational working group meeting, kick-off meeting and final conference. Press briefings will include relevant information on the project progress, milestones and results, infographics will be included.

Project output in focus of activity: update target audience in a more formal way. Send out information in a way it can be spread out through formal channels.

Main target audiences: policy and decision makers, general public

Responsible partner for implementation: Fund05

Project partners involved: 11

Deadline: 02/2022

C.5.2 Newsletters

One newsletter per month to be sent out by each individual PP, but the content will be prepared by Fund05. Newsletter will include:

- Project summary,
- Results of the project,
- Information/news on all of the organized events,
- Information on the forthcoming events,
- Information about the partners,
- Project contacts

Project output in focus of activity: update our target audience on the state of the project, and industry.

Main target audiences: specific target groups (investors, employers, unemployed persons)

Responsible partner for implementation: Fund05

Project partners involved: 11

Deadline: 02/2022

C.6 Promotional materials

C.6.1 Mini vouchers

Project output in focus of activity: create mini vouchers to give haptic impression of the project.

Main target audiences: general public

Responsible partner for implementation: Fund05

Project partners involved: 11

Deadline: 02/2022

C.6.2 Set of general project promotional products

To support the partner level stakeholder meetings and events, small scale promotional materials will be prepared in each country. Included items, meeting the visual requirements of the Programme: roll-ups, pens, bags, USB sticks, notepads and folders.

Project output in focus of activity: increase knowledge, raise awareness

Main target audiences: general public, EU bodies

Responsible partner for implementation: Fund05

Project partners involved: 11

Deadline: 02/2022

D. Timeline

Action	Activities	Partner in charge	Participating partners	Deadline
WPC	WPC communication	Fund 05	All PPs	
A.C.1	Start-up activities	Fund 05	All PPs	
D.C.1.1	Kick-off meeting	NAS	All PPs	03/2019
D.C.1.2	Communication strategy	NAS and Fund 05	All PPs	06/2019
D.C.1.3	Posters	Fund 05	All PPs	10/2019
A.C.2	Digital activities	NAS and Fund 05	All PPs	
D.C.2.1	Programme Webpage	NAS and Fund 05	All PPs	06/2019
D.C.2.2	Information on partner webpages	All PPs	All PPs	06/2019
D.C.2.3	Social media	All PPs	All PPs	02/2022, once a month
D.C.2.4	Blog	All PPs	All PPs	02/2022, once a month
A.C.3	Public events	All PPs	All PPs	
D.C.3.1	Conferences and open days	All PPs	All PPs	02/2022
A.C.4	Targeted events	All PPs	All PPs	
D.C.4.1	Voucher recruiting events	All PPs	All PPs	02/2022
D.C.4.2	Seminars and networking meetings	All PPs	All PPs	02/2022
D.C.4.3	Roadshow	All PPs	All PPs	02/2022
A.C.5	Media relations	Fund 05	All PPs	
D.C.5.1	Press releases	Fund 05	All PPs	02/2022
D.C.5.2	Newsletters	Fund 05	All PPs	02/2022
A.C.6	Promotional materials	Fund 05	All PPs	
D.C.6.1	Mini vouchers	Fund 05	All PPs	02/2022
D.C.6.2	Set of general project promotional products	Fund 05	All PPs	02/2022

E. Annexes

1. <https://www.interreg-central.eu/Content.Node/SENTINEL.html>
2. <https://www.interreg-central.eu/Content.Node/documents/documents.html>
3. Application Form Interreg Central Europe AF_CE1345_SIV__20190304