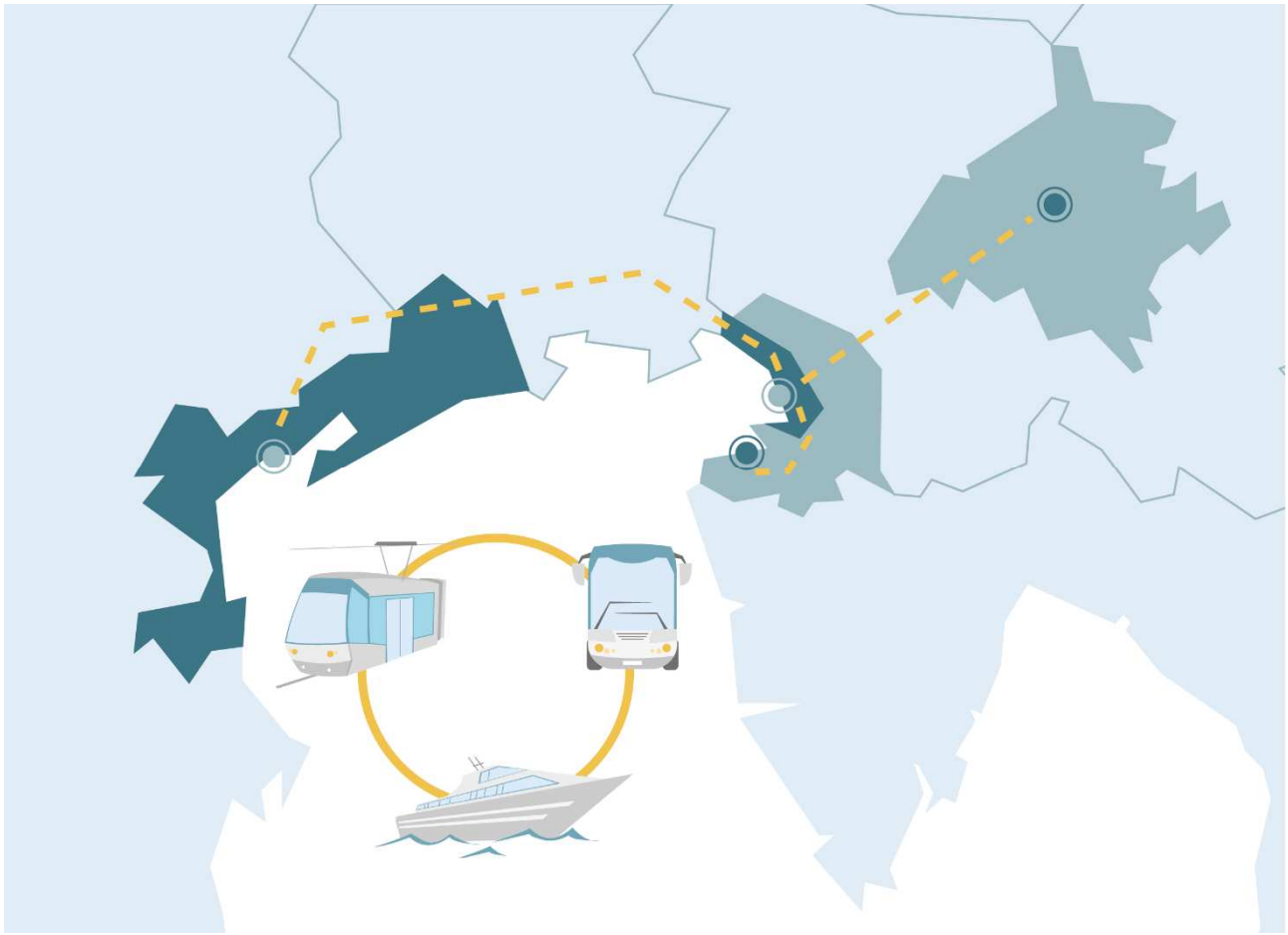


2.2.1 Communication strategy

Version 1.2

Author: PP5 – UCV

his project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund. This project aims at improving public transport connections in the cross-border area between Italy ans Slovenia, through innovative solutions and at facilitating mutual knowledge on vehicle registration.

The content of this publication does not necessarily reflect the official positions of the European Union. The responsibility for the content of this publication belongs to the author- PP5 (UCV).

List of Abbreviations

LP:	Lead Partner
PP	Project Partner
WP	Work Package
EU	European Union
GDPR	General Data Protection Regulation
PM	Project Manager
CM	Communication Manager
ERDF	European Regional Development Fund

1. Introduction

The present document is the Communication strategy of the FORTIS project, co-financed by the Interreg V A Italy – Slovenia Programme 2014 - 2020, within the Priority V.

The Communication strategy is drawn by the Regional Union Chambers of Commerce of Veneto Region (PP5), responsible for the WP 2 "Communication activity", with the contribution of the whole partnership.

The Strategy will set the ground for the organisation and planning of all communication and dissemination actions focusing on raising awareness, increasing knowledge, influencing attitudes and changing the behaviour of specific stakeholders and target groups of the project. It will be done by linking project's objectives, foreseen outputs and desired results with the communication tools, activities and objectives. The document will provide clear tasks' assignment, together with simple guidelines on how to perform a single activity, how to share knowledge and information between PPs, also aiming at helping PPs while planning and performing any kind of communication activities, especially those addressed to the project's priority target audiences.

Its purpose is to define and standardize all communication activities planned for the FORTIS project, with the provision to the whole partnership of instructions concerning their implementation and related obligations.

In particular, the Communication Strategy aims at:

- identifying communication goals;
- defining the stakeholders and the target groups;
- setting up the communication tools;
- specifying the role of each project partner;
- providing guidelines each partner has to follow in order to guarantee the correct implementation of the communication activities.

2. Background

2.1 Key issues and policy priorities

The context of the present Communication Strategy has been conceived and will be implemented according to the following essential key issues and priorities set at programme and partnership level:

- improvement of the cross-border public transport services;
- harmonization of the civil motorisation procedures;
- promotion of the FORTIS approach among major stakeholders, associations and relevant actors.

2.2 FORTIS project description

The FORTIS project intends to identify innovative solutions that facilitate lives of citizens of the cross-border areas and intends to promote institutional dialogue in two trajectories: 1) the improvement of local public transport systems with a view towards cross-border integration and facilitation of knowledge and 2) the exchange of administrative good practices related to different legislation on vehicle registration. Following a gap analysis on the areas of intervention, specific pilot actions will test experimental solutions to improve services and institutional dialogue in the area, allowing the establishment of a stable institutional cooperation network.

FORTIS project "*RafFORzamento della cooperazione isTItuzionale in area transfrontaliera tramite soluzioni innovative in materia di trasporto pubblico e procedure di motorizzazione civile - Krepitev institucionalnega sodelovanja na čezmejnem območju z inovativnimi rešitvami na področju javnega in osebnega motoriziranega prevoza*" aims at:

- Ensuring the integration of existing services and their extension, guaranteeing citizens greater accessibility to the territory, thus reducing the use of private vehicles in favor of environmental protection. All this will be made possible thanks to the institutional

cooperation between the central governmental offices responsible for transport policies in the area.

- Facilitating mutual knowledge on civil motorization. Greater integration and understanding of the legislative framework and administrative procedures in the two countries in the field of civil motorization will allow citizens to carry out operations correctly and more quickly and it will allow authorities to know best practices. Furthermore, through the analysis of procedures and legislation, solutions can be proposed for a better harmonization of national laws.

3. Communication Strategy

3.1 Objectives and strategic approach

Communication, in general, is the activity of conveying information through the exchange of thoughts, messages or information, as by speech, visuals, signals, writing or behavior. It is the meaningful exchange of information on quality, relevance and effectiveness of the (intermediary) results of the project to the target group.

Project communication has to aim at making the general public, thematic experts, decision-makers and other target groups in the Programme area aware of the project results and achievements, and has become one of the key elements to ensure durability and transferability of project's outputs and results. The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime.

The main objective of the FORTIS Communication Strategy is to increase visibility of project's activities by establishing clear objectives, goals and strategies with specific deadlines allocating the responsibilities and facilitating partnership work. Furthermore, through communication activities project partners intend to :

- Increase the knowledge about new solutions to promote institutional cooperation in the field of public transport;
- Change the behaviour in view of the introduction of new public transport services in the cross-border area;
- Increase the knowledge on civil motorization.

Considering the importance of EU funded projects and of the Interreg V Italy Slovenia 2014 – 2020 Programme, the communication activities have been designed to:

– raise general awareness towards Interreg V A Italy Slovenia Programme 2014 - 2020, its activities and its potential impact in the cross-border region drawing, at the same time, specific attention of stakeholders, policy and decision-makers to the Programme as an important instrument for the benefit of the Programme areas;

– inform the general public on the results and benefits achieved by transnational projects and demonstrate the role of the EU ensuring transparency about the use of public funding.

3.2 Target groups

A target group is a clearly identified audience that has an interest in the project, either directly or indirectly. They should either know about the project's activities, benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of the project outputs and results.

At the project level the target groups are divided in internal and external.

For the **internal communication** 4 target groups were identified:

- Project partners
- WP Leaders
- Experts involved in project implementation
- Associated partners

Associated partner	Reference project partner
GECT Euregio Senza Confini	LP – InCE
Municipality of Muggia / Občina Milje	PP2 - RFVG
Ljubljanski potniški promet d.o.o.	PP4 – RRA LUR
Slovenian Railways	PP2 - RFVG
Confarca FVG	PP2 - RFVG
Municipality of Trieste / Občina Trst	PP2 - RFVG
Nomago d.o.o.	PP3 – MOK
Arriva Dolenjska in Primorska d.o.o.	PP3 – MOK

Ministrstvo za infrastrukturo/ Ministero dell'infrastrutture	PP3 – MOK
Avto-moto zveza Slovenije	PP4 – RRA LUR
Javna agencija Republike slovenije za varnost prometa/ L'Agenzia pubblica per la sicurezza dei trasporti della Repubblica di Slovenia	PP4 – RRA LUR
Università IUAV di Venezia	PP5 – UCV

On the other hand, 8 target groups have been identified for the **external communication** activities, according to their different position, needs and, above all to their different level of interest in the project:

1. Italian and Slovenian local public transport operators
2. Public authorities (Municipalities)
3. Transport and Infrastructure Ministries
4. FORTIS project stakeholders
5. Associations for tourism promotion
6. European groups for territorial cooperation
7. Authorities responsible for Slovenian and Italian vehicle registration
8. Citizens of the area.

More in detail:

Target Group typology	Number
Local public transport operators	7
National,regional and local authorities	10
Associations for the touristic promotion, stakeholders and citizens of the cross-border area	4

To sustain an effective communication strategy, partners must strive to build lifelong relationships with the target groups. These relationships should be:

- Oriented towards the target group that benefit from the project results
- Committed, regular, true and transparent
- Realistic and coherent with the purposes and promises of the project
- Based on common knowledge, mutual feedback and evaluation.

In order to develop such relationships partners will be guided by the Communication Manager, who will suggest project results and events to be promoted, inputs and feedbacks to collect, deliverable to be shared and promoted through the right communication mean.

First of all target groups need to be informed about the project launch and its objectives and expected results. In this initial phase it is important to get to know each other, learn about mutual expectations and possible obstacles. Information will be provided through the e-mails, press releases, project brochure and round-table stakeholder meetings.

As the project progresses, each partner will provide the right target group with project results and collect their feedback which will be crucial for the development of pilot actions and their correct streamlining. Such information will be provided through project deliverables, available on the project website and promoted through social media and mailing lists, by organizing ad hoc meetings with stakeholders and newsletters.

Target groups will be at the very heart of the pilots implementation, during which partners need to consolidate their relationship and collect feedback from transport operators, users and local authorities. Provided inputs will be use for shaping strategies and agreements to ensure newly tested services become permanent.

A list of stakeholders will be defined at the very beginning of the project implementation to ensure their direct involvement.

3.3. Internal Communication and Project Partners roles

Communication is a horizontal project task and implies the engagement of all project partners (PPs). The quality of project communication results is ensured by the committed work of all partners and not only of the Lead Partner or WPC responsible partner. Furthermore, good internal communication management within the Partnership is the key for the successful external communication of the project.

The partner in charge of WP communication appoints the project Communication Manager responsible for:

- Setting communication aims and ensuring their consistency with project and programme objectives, target groups and project approach
- Supporting project partners in communication planning and implementation
- Coordinating and supporting communication managers of each project partner
- Ensuring a good collaboration system
- Defining a reporting system
- Cooperating with Programme authorities on communication issues.

Moreover, Communication Manager will constantly inform project partners about the activities progress and discuss with them the planned activities. Communication and dissemination activities will be open, honest, purposeful and performed in line with the project time plan. Since the communication is a two-way process: it is not just a matter of messages being passed down from the LP to PPs, but upward and horizontal communication on a regular basis is equally important.

Every PP is called to provide its contribution and inform the Communication manager about the progress achieved and planned events, to ensure proper project dissemination and visibility.

The internal communication will be ensured through e-mails (the subject must include the following elements FORTIS acronym, WP/no of activity and content description), intranet and SC or virtual meetings.

The role of the PPs is essential for the Project, as they can build upon the specific communication need for their country. More specifically, their responsibility is to:

- Identify target groups and information needs in their area
- Contribute to the implementation of the communication plan, ensure results promotion at national and regional levels
- Establish and maintain contacts with regional and national stakeholders
- Provide contact details to the Communication manager
- Identify information gaps, as well as synergies with other projects financed by the Programme;
- Share information on project achievements, events and deliverables and provide feedback on their own national happenings.

4. Communication Tools

4.1 Logo and Branding image

The **FORTIS branding image** will be the image through which people will recognise the project and it has been drafted by the PP5 for better explaining the purpose of the FORTIS project. The branding image must be used with the FORTIS logo, as follows:

The logo has been provided by the Interreg V A Italy Slovenia Programme 2014 - 2020. The project branding image will be used for all external activities and formal deliverable to identify the Project (articles, flyers, posters etc) and will include:

-**project logo**

-**graphic layouts** for printed and online materials.

The correct use of the branding image will be performed in compliance with the programme “Visual identity” guidelines available at the following link: https://www.ita-slo.eu/it/documenti/strategia-comunicazione.

The main purpose of the logo is to enhance the visibility and recognition of the project, by reflecting the project’s unique elements. It will be used in all the project related printed and online materials. The logo must be used by all partners for all project **information** and **communication** activities, during the whole project **implementation**.The correct use of the logo will be checked by the first level controller and might even declare costs ineligible in case of incorrect logo use.

The logo is composed of two main elements: the **logo block** and **graphic element**, that are designed in relation to the Priority Axis they belong to (Axis 4 - Strengthen institutional capacity and cross-border "governance" in this case).

Whenever the project logo is used, it must contain all of its elements, namely:

•the **European Union emblem** (EU flag and European Union label)

•the name of **funding strand** (Interreg)

•the **programme name** (Italy-Slovenia)

•the **project acronym** (written bellow the Programme name and in the colour of the related area)

•the **characterization element** (Colour of the with Priority Axis the project is belonging to)

•the reference to the fund (sentence below the project acronym)

No other project logotypes design is permitted.

A “basic version” logotypes must be applied by beneficiaries of standard and strategic projects only if the reference to the European Regional Development Fund co-financing is written anywhere else on the page where the project logo is shown or in case of small promotional objects. If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiaries must use the “ERDF version” - strongly recommended - with the reference to the European Regional Development Fund written below it in both Italian and Slovene language.

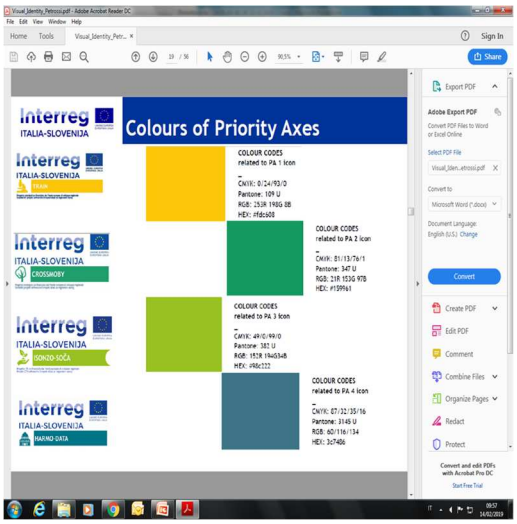
4.1.1 Logo specification

The elements of the logo represent a **unit** which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be altered in any way.

The logo has to be positioned in the **top left corner** of the initial page/view; furthermore, its **size** should be reasonable and recognizible and it should be used with the following palette:

reflex blue (HEX: 003399), *light blue* (HEX: 9FAEE5)

The colours of the priority axis have to follow the following palette:



4.1.2 Exceptional cases

The logo should not be used in any size smaller than the smallest logo size specified here. In any case the logo should not be smaller than 38,1 mm in width in order to achieve a readable text/graphic elements. This version should be used only if the surface on which placing the logo is very small or when the logo is applied to small promotional items. In these cases it is not mandatory to include the reference to co-financing fund. However, it is obligatory to include the European Union label. In special cases (for the production of small items such as pens and pen-drives etc.) an exceptional use is allowed and accepted.

Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.

4.1.3 Logo size

The **size** of the logo should be reasonable and recognizable; the appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here.

Moreover, the logo should never be reproduced under the size of 38 mm. No maximum size is set, providing the logo placement is respectful of the clear space area around the logo.

4.1.4 Logo usage

In line with the 2007-2013 Programme experience, project logos have to be placed either on the front or (in exceptional cases when pre-approved by the Joint Secretariat) on the back cover of promotional material. As a general rule the project logos should be placed in the top left corner of the document.

On websites and sub-pages, online and smartphone applications, social media and other digital platforms and implementations the logo has to be positioned in a place which is visible without scrolling or clicking. On other communication products such as conference bags, exhibition rollups or presentations, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognisable.

Full colour version

The main project logo is the full colour version. This version should be used whenever possible. Ideally the project logo should be used on white background only. Using the

project logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

Monochrome version

The grey scale version of the logo should be used whenever full colour is not possible.

Small scale project logo versions

The small scale versions should be used according to the previsions set up in page 18 of the Visual Identity of the Programme

4.1.5 Correct and incorrect use of the logo

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete “European Union” or any compulsory graphic element of the logo.
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.
9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before- with a size matching at least the clear space.
10. Do not use the secondary project version as a stand-alone logo.

4.1.6 Project logos in combination with other logos

The EU Commission Implementing Regulation No 821/2014 defines that: “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

4.1.7 Logo colours and versions

Moreover, only the following **palette of colours** should be adopted for the logo: reflex blue (HEX: 003399), light blue (HEX: 9FAEE5) and yellow (HEX: FFCC00)

Moreover, the palette that it has to be used for the visual graphic elements of the programme is that below and it depends on the axis it belongs to (environmental and cultural heritage)

4.2 Priority colours and icons

4.2.1 Priority colours

The logo colours are derived from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand also beyond the logo

4.2.2 Priority axis colours and icons

The Programme has taken over the colour scheme, which was developed for all Interreg programmes to clearly label their thematic priorities. The FORTIS project has been

approved within the priority axis 4 “Enhancing capacity building and cross-border governance”.

The **standard appearance icon (positive)** should be usually used; on the other hand, whereby this is not possible, other alternative icons are available: the **negative appearance**, a **greyscale version** and also a **greyscale negative version**.

4.3 Typography

The communication plan establishes the usage of the following **fonts**:

Trebuchet MS was chosen as the primary programme font because of its wide availability. The typeface has been released for free with Microsoft Office since 2000. It is also available in office software of other operating systems. Projects are free to choose their typography. However they are encouraged to use similar fonts and sizes.

4.4 Office templates

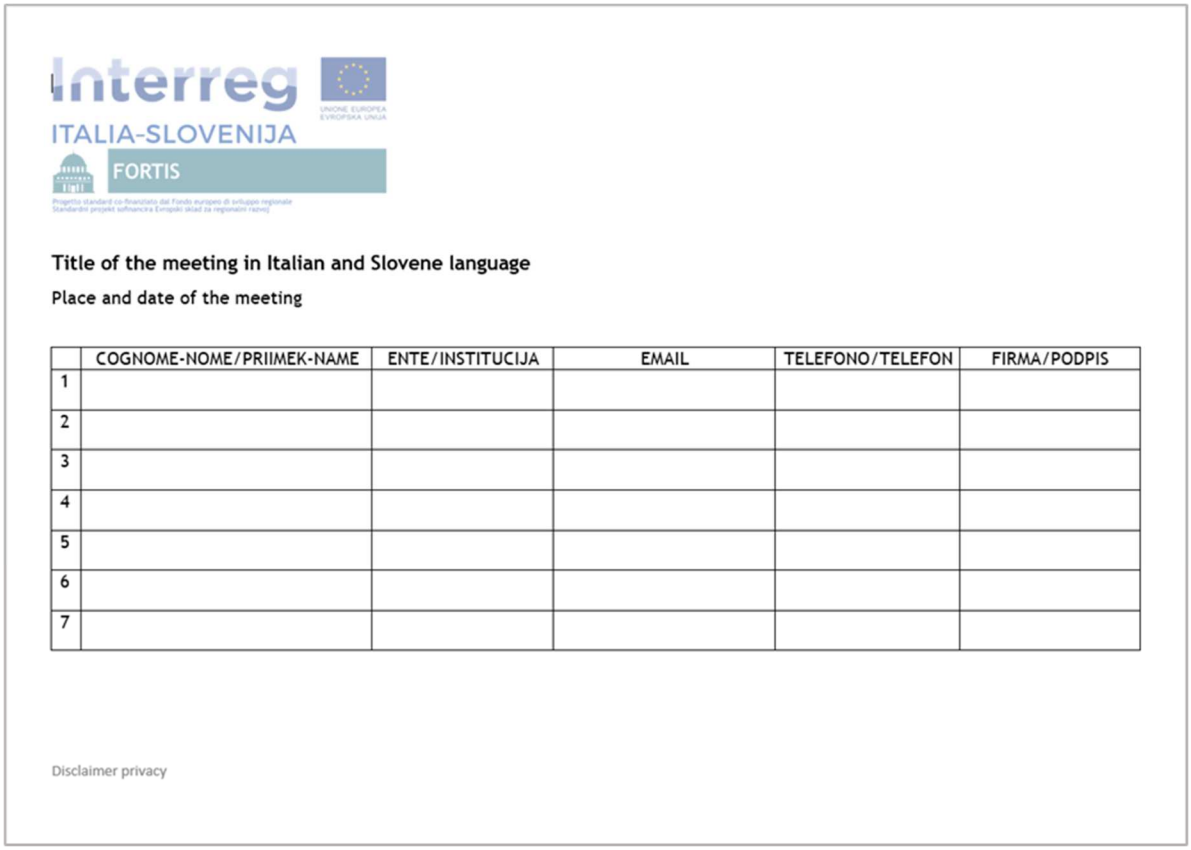
4.4.1 Word vertical templates

To retain synergy across our external communication, it is important that the positions and specifications of the various printed elements

on the stationery range are kept without any alterations:

- Size paper: A4 (210mm x 297mm)
- Paper: white 80 gr
- Font Text: Trebuchet
- Size font: 12 pt
- Colour font: black

4.4.2 Word horizontal templates


Title of the meeting in Italian and Slovene language

Place and date of the meeting

	COGNOME-NOME/PRIIMEK-NAME	ENTE/INSTITUCIJA	EMAIL	TELEFONO/TELEFON	FIRMA/PODPIS
1					
2					
3					
4					
5					
6					
7					

Disclaimer privacy

These are the mandatory rules for **word documents** developed in horizontal:

- Size Paper: A4 (297 mm x 210 mm)
- Paper: White 80 gr
- Font Title: Trebuchet
- Colour font: Black (#1abae9)
- Size font: 16 pt
- Font Text: Trebuchet

- Size font: 12 pt
- Colour font: Black

4.4.3 Excel templates

Mandatory rules for **excel documents** referred to the project:

- Font Title: Trebuchet
- Size font: 16 pt
- Colour font: Black (#1abae9)
- Font Text: Trebuchet
- Size font: 12 pt
- Colour font: Black

Title1	Title2	Title3	Title4	Title5	Title6	Title7	Title8	Title9	Title10	Title11	Title12	Title13	Title14	Title15
text	text	text	text	text	text	text	text	text	text	text	text	text	text	text
text	text	text	text	text	text	text	text	text	text	text	text	text	text	text
text	text	text	text	text	text	text	text	text	text	text	text	text	text	text
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text	text	text	text	text	text	text	text	text	text	text	text	text	text	text

4.4.4 Power Point templates

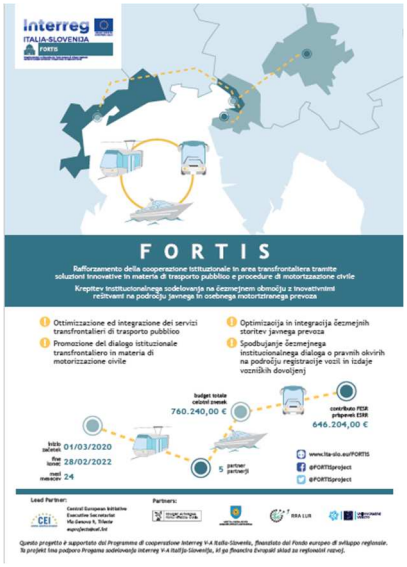
The project also provides **power point templates** with brand identity and styles, as follows:

4.5 Design templates and sample application

Project Poster

According to the Programme rules each project partner must display a project poster of a minimum A3 size in their institution in a place readily visible to the public, in both Italian and Slovene language. The WPC leader is responsible for the preparation of the project poster, containing: project's aim and objectives, total budget and funding, project logo.Each project is provided with own poster template in Indesign and **PDF format**. In both formats partners' logos should be added and other compulsory information indicated in mockup should be fill out by the projects before the printing.

The WPC Leader has personalized the template with a representative image of the project that better help the target groups to catch the main project's concept.



The poster will be printed by each project partner and placed at a location readily visible to the public, such as the entrance area of the building, within 6 months from the project approval.

Project brochure and publications

FORTIS brochure is envisaged as a sort of a project business card, it provides all the main information to draw the attention of the audience and push the reader to look for more information, either via project website, social media or by contacting the lead partner. Therefore, partners should disseminate the brochure in any public event related

to the project topic, additionally, the brochure should be used in any project related event and in ad-hoc meetings with stakeholders or any other target group.
When delivering any project publication, the beneficiaries must abide by programme rules to avoid ineligible expenses. As a general programme rule all publications and promotional materials have to contain the following sentence:

- In **English language**: "Publication financed under the Interreg V-A Italy Slovenia 20 Cooperation Programme, co-financed by the European Regional Development Fund."
- In **Italian language**: "Pubblicazione finanziata nell'ambito del Programma di Cooperazione V-A Italia-Slovenia 2014-2020, finanziato dal Fondo europeo di sviluppo regionale."
- In **Slovene language**: "Objava sofinancirana v okviru Programa sodelovanja Slovenija-Italija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev."

Any project deliverable and publication should contain a disclaimer when you express a position or opinion:

- In **English language:** "The content of this publication does not necessarily reflect the Official positions of the European Union. The responsibility for the content of this publication belongs to the author [insert author's name]."
- In **Italian language**: "Il contenuto della presente pubblicazione non rispecchia necessariamente le posizioni ufficiali dell'Unione europea. La responsabilità del contenuto della presente pubblicazione appartiene all'autore [inserire nome dell'autore]."
- In **Slovene language**: "Vsebina te publikacije ne odraža nujno uradnih stališč Evropske unije. Odgovornost za vsebino te publikacije pripada avtorju [vstaviti avtorjevo ime]."

The project brochure has to respect all communication requirements, in line with the Programme visibility guidelines. The partner in charge for its elaboration is Unioncamere

del Veneto as WPC Leader. As for the poster, the project logo has to be placed on the top left side and the brochure contains the graphic image elaborated for the project.

For all project publications the following compulsory elements are foreseen:

In the cover

project logo (obligatory element) in the top left corner of the page.

project partnership

title of the publication

project picture/s

content of the publication in Italian and Slovene language (other language in addition are allowed)

project website

Inside

colophon

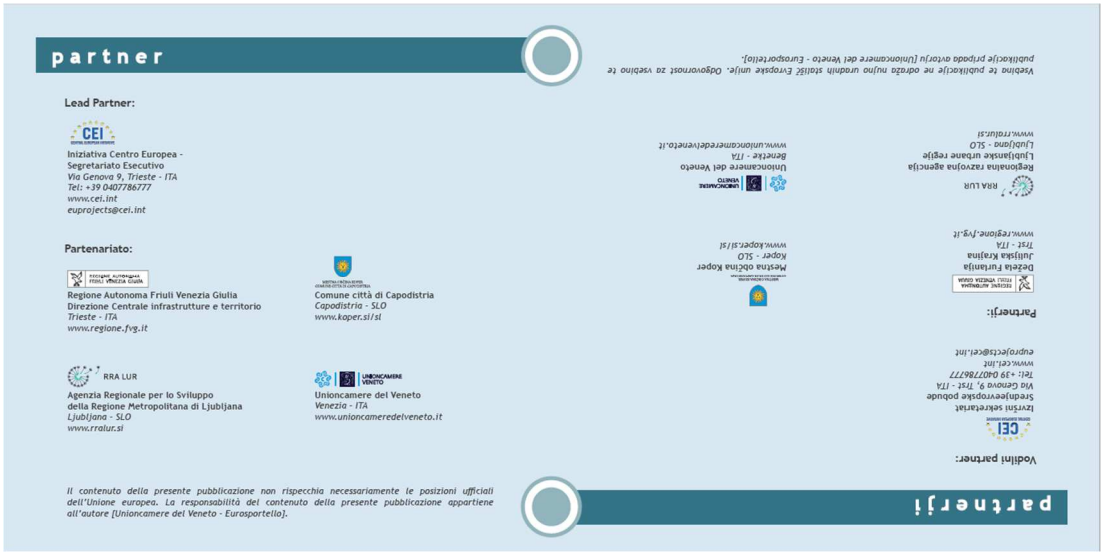
introduction: information about the project, including financial support from the European Union (Programme/ERDF) and other contribution (obligatory element);

aim, results, etc…

contacts, website and social /media references

It is highly reccomanded to include the following sentence when the partnership express a position or opinion: “The content of this publication does not necessarily reflect the

official positions of the European Union. The responsibility for the content of this publication belongs to the author [insert author's name]."



Interreg
ITALIA-SLOVENIJA
UNIONE EUROPEA
EVROPSKA UNIJA

FORTIS

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

The FORTIS brochure contains project description, main project activities, list of partners, project budget and funding source, with graphical representation of the project focus. The concepts are represented through icons and images, avoiding technical terms and project terminology to allow everyone to understand what the project is about.

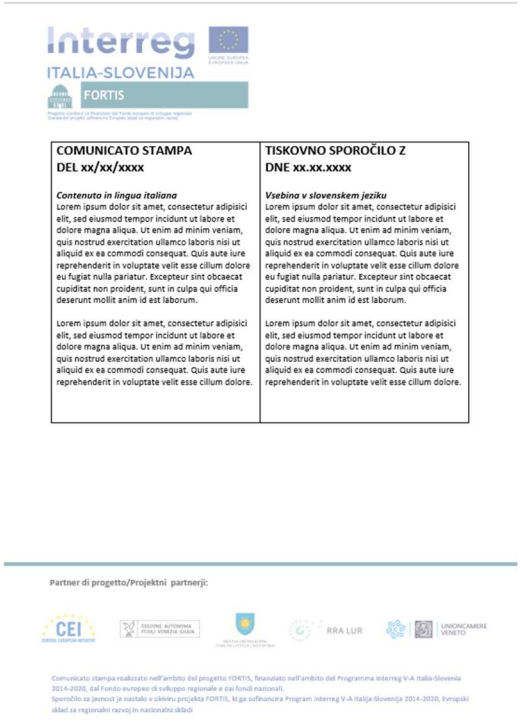
The partnership has agreed to use also a personalized project image that represents the programme area and the interconnection of the territories, the graphic concept

represents the cross-border intermodality through the icons of the bus, train and maritime connection.

Press release

Press releases shall include the following elements:

- Project logo (obligatory element) in the top left corner of the page
- Date/Timing (press release date)
- Content in Italian and Slovene language with a sentence to the project acronym/ title/ Programme/ERDF funding)
- Information about the project, including Financial support from the European Union and other contribution (obligatory element)
- About/project/event description (aim, results, etc…) - Contact, website and social / media references
- Furthermore, a notes to Editors (in Italian and Slovene language) should be present and should include:
- project acronym
- full title in Italian and Slovene language
- duration of the project
- total budget
- ERDF contribution
- National contributions
- project partnership
- Detailed description of the project
- progress of projects: state of the art of project activities



COMUNICATO STAMPA DEL xx/xx/xxxx	TISKOVNO SPOROČILO Z DNE xx.xx.xxxx
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In occasion of relevant events meeting or results that the partnership wants to communicate officially to the media, the involved partner should provide to Unioncamere del Veneto the relevant information and the WP Communication leader will prepare a draft press release in ENGLISH that will be shared with the partnership. Project partners will be invited to translate it in ITALIAN and SLOVENE and share it with their own media.

Partners must be aware that timely involvement of media is crucial. It must be planned carefully and Each partner should than collect all published articles on FORTIS and send it to Unioncamere del Veneto for reporting purposes.

5. Activities

5.1 COM1 – Events

Public events represent a unique opportunity to involve relevant target groups and consolidate the relationship with them. Therefore, they must be carefully planned to make the most out of it. Each partner responsible for its own pilot activity will have to organise a dissemination event during which the participants will be informed on results achieved. On the other hand partners will need to collect feedback and further inputs it's

the elaboration of FORTIS strategies and propose solutions for the service permanent implementation. Partners need therefore select carefully the date for the event (avoid overlapping with other important events or national holidays), choose the right speaker and provide him/her with all project relevant information and explain what it is expected from him/her. If the event is attended by general public, it is advisable to avoid too much technical terms and in any case avoid any project related terminology (work package, deliverable, output, reporting period, etc.). Partners should ensure at least one session where the public may interact with the speakers (question and answer session, Mentimeter, or other interactive tools). After the event, remember to thank the participants and the speakers and provide them with meeting materials (participants list, power point presentations) and you may even ask them to fill in a survey about the event.

During the event ensure the maximum project visibility: display the project poster and project brochure. If possible produce some useful gadgets.

PP5 - UCV will support pilot responsible partners (LP, PP2, PP3) in the organization of all dissemination and public events.

Partners will need to ensure media coverage, therefore a press release should be prepared and sent to the media at least 2 days before the event. After the event, a press conference should be organised. UCV will support partners in the preparation of both. Moreover, PP5 will promote the event through the partner social media pages and web page and all PPs will be invited to share those posts through its own channels.

. UCV will organize the final conference in close cooperation with the LP.

Deliverable 2.1.1. - n. 4 Dissemination events – 09/2021 – 10/2021

Once the activities have reached their end, the PP6 will organise the final conference together with the LP, gathering all relevant stakeholders to sum up the results achieved and to provide a basis for its future capitalisation and sustainability. Project partners will be involved in the organisation and propose speakers and contents for the conference. Particular attention will be drawn to the pilot results and knowledge gained in the field

of vehicle registration. Cross-border protocols and agreements will be also presented and local authorities will be invited to attend. The Communication Manager will work in close cooperation with all project partners to ensure maximum visibility, through announcements and updates on the project website and newsletters, reminders on social media pages and press releases. After the conference a press release will be organised with the main speakers and authorities.

Deliverable 2.1.2. - n. 1 Final conference – 12/2021 – 02/2022

5.2 COM2 - Advertising campaign

UCV will design the project Communication strategy according to the Programme Branding manual referring to the project specific objectives and expected results. Additionally the Strategy will contain main office templates: agenda, list of participants, power point presentation, press release, deliverable template. These templates must be used by all project partners for any project document, presentation or deliverable. In this way, it will be possible to avoid ineligible costs and clarifications with the Programme in relation to visibility and branding issues. In case a partner is keen on Communication manager before its final realization and printing.

Deliverable 2.2.1 n. 1 Communication strategy - 3/2020 – 4/2020

5.3 COM3 – Brochure and depliant

PP6 is responsible for the project brochure design and printing. 1300 copies will be printed on recycled paper. The brochure contains project description, list of partners, information on project funding and duration, expected results and main contacts. The brochure is provided in two languages: Italian and Slovene and developed in line with the branding image of the project and of the Programme.

It represents a sort of the project business card, therefore partners should use it in any topic related event or project presentation. It is intended to trigger the readers interest and push him/her to learn more about the project by visiting the project website, social

media pages or to contact lead partner or other project partners. It is written in simple language, avoiding technical terms and project related terminology. It is therefore also suitable for press conferences or it can be attached to a press release send via e-mail. The brochure will also be uploaded on the project website.

Deliverable 2.3.1. n. 1300,00 Brochure – 03/2020 – 4/2020

5.4 COM4 – Publication

UCV as WPC Leader will design the final publication summing up the main achievements and ideas on the further extension and capitalisation of the project's results. The publication will be delivered in digital form only and uploaded on the project website.
The publication will focus on pilots results and cross-border protocols signed. The idea is to ensure the transferability of results in the cross-border area Italy-Slovenia and beyond. The final publication will respect the branding image of the project and of the programme and the contents will be defined thanks to the contribution of the whole partnership. PP5 will provide clear guidance to contributing partners on the type of the content and graphical elements (photos, images, users feedback, etc).
Each partner has to promote and disseminate the final publication among their own contacts to give visibility to the project results. The dissemination will be done through the project communication channels and also through the partners channels. The aim is to raise awareness on the projects' outputs and to support project sustainability.

Deliverable 2.4.1. n. 1 Final Publication – 03/2020 – 02/2022

5.5 **COM5 – Website**

PP5 will "fill in" and regularly update the project website provided by the Programme: www.ita-slo.eu/FORTIS. The page will be updated at least once a month with the support of the partnership. The project's web page will contain information on the project and partners, funding and duration, information on main activities, news, main project deliverables, lead partner contacts, list of project partners and a link to social media

pages. The published information will be in both languages: Italian and Slovene according to the programme's requirements. Whenever an article has been published, the Programme checks the article and its translation. Should the Programme find the translation inappropriate it will freeze the publication and ask for revision. Hence, everyone should take this in consideration especially if an article should be published in a certain moment of time (e.g. events or webinar announcements, surveys, feedback collection).

Deliverable 2.5.1. - Website of the project – 03/2020 – 02/2022

Each project partner will create a section dedicated to the project within its own institutional website. The section should contain short project description, information on project funding and duration, list of partners, project logo and a link to the project website. The section will be updated with project's news regularly.
UCV will ensure that the PPs have this dedicated a section of the FORTIS project within their institutional website.

Deliverable 2.5.2. - A section on the FORTIS project within the institutional website of the PPs – 03/2020 – 02/2022

5.6 COM6 – Social media pages

UCV will open and regularly update accounts on main social media:
Facebook: @FORTISproject
Twitter: @Fortisinterreg
Linkedin: FORTISproject
These media will be used to quickly share the main news of the project. The PPs will use their accounts to share the posts on the project's social media. The social media are particularly useful to promote events and surveys, collect quick feedback. It is however

necessary to build a network around the project to build audience. Therefore, all project partners are kindly invited to cooperate and share project posts.

Deliverable 2.6.1. – n. 3 Account of social media – 03/2020 – 02/2022

5.7 COM7 – Newsletter

A digital newsletter will be designed by the UCV according to the project and Programme branding image. The digital newsletter's aim is to update project's main stakeholders on project achievements. Partners will support UCV in the definition of the stakeholders' list for the newsletter automatic sending. 3 digital newsletters of the FORTIS project will be issued and sent to relevant stakeholders, in full respect of the GDPR, allowing the addresses to unsubscribe. The newsletter will promote the pilots' launch, their results, protocols and agreements reached, as well as main project events. UCV will get in contact with activities responsible partners, to collect photos, images and contents.
Deliverable 2.7.1. – Newsletter – 06/2020 – 02/2022

5.8 COM8 – Press conference

UCV will organize press conferences for all dissemination events and during the final conference to ensure the widespread of information on project's achievements and results (5 press conferences in total). Press conference represent an important opportunity to get in contact with the local and regional media, therefore they need to be carefully planned. Each partner will work in close cooperation with the Communication manager. The press release needs to be prepared at least 2 days before providing main information on the event and press conference: contents, agenda, speakers and presence of authorities. It is very important to have a local/regional authority present at the press conference, as otherwise it is quite complicated to have media attend project press conferences. Prepare a press folder to be distributed before the conference to the participants, including project brochure and a background paper to provide main information to the journalists.

Partners are warmly invited to take pictures, record, collect signatures and press articles published. This is necessary as a proof to be uploaded in the progress reports.

Deliverable 2.8.1. – n. 5 Press conference – 06/2020 – 02/2022

To share the information on project achievements and forthcoming events the UCV will prepare press releases and send them to its own press contacts. Moreover, PPs will send the press release to their own press references. Press releases must be concise, precise and interesting, without technical or project-related terms. The objective is not to tell all we can about the project, but rather to trigger the interest of the journalists and finally influence users behaviour towards the use of new services (pilots). Press releases should be sent before any project event, but also to promote important achievements: protocols, agreements, launch of pilots/new services, etc.

Deliverable 2.8.2. – n. 6 Press release – 06/2020 – 02/2022

6. Monitoring and evaluation

The evaluation of communication activities helps to determine the success of the implemented communication actions. This Communication Strategy includes some monitoring activities in order to check if the communication objectives are being met and, eventually, decide where the communication strategy and needs to be changed.

The monitoring and evaluation activities are based on indicators describing the measures of the operational implementation of the Communication Strategy.

The indicators adopted are divided in two categories:

1. the activity indicators, measuring the communication activity undertaken, (number of publications, number of events, number of activities, etc.), will quantify the outputs and the direct outcome of -information and communication activities.

2. the result indicators show what are the direct results of the action (number of copies distributed, number of persons involved, etc.) and will measure the immediate effects of outputs.

The following table gives a detailed list containing the activity and result indicators to be applied.

OUTPUT	TIMEFRAME	PERFORMANCE INDICATORS	MONITORING PERFORMANCE INDICATOR
1. Events	SEP. 2021 – FEB 2022	5 events organized	Number of attendees
2. Advertising campaign	MAR – APR 2020	1 communication strategy	Approval of communication strategy
3. Brochure	MAR – APR 2020	1 brochures IT/SLO designed	1300 brochure printed
4. Publications	MAR 2020 – FEB2022	1 final publication	N° of download or n° of printed copies
5. Web Site	MAR 2020 – FEB 2022	1 project page on Interreg ITA SLO website	N° of visits
6. Account Social Media	MAR 2020 – FEB 2022	Social media channels opened	N° of visits
7.Newsletter or Direct Mailing	JUN 2020 – FEB 2022	3 digital newsletters delivered	N° of contacts

8. Press Conference and press releases	JUN 2020 - FEB 2022	5 Press conferences 6 Press releases	Number of participants

7. General Data Protection Regulation (GDPR)

Whenever an event is organized, participants must be informed that personal data will be gathered in accordance with article 13 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons, with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46&EC (GDPR – General Data Protection Regulation). This means that the processing will be based on the rule of fairness, legality and transparency for the safeguard of privacy and rights. Hence, participants will be informed that their data will be collected and used for the purpose of the event organization. In case there is any video, web-streaming or photo shooting everyone must be duly informed about it.

It is therefore advisable to inform the participants about this regulation when inviting them to the event. Additionally, at the registration desk, every person will have the opportunity to read the Regulation (make sure you print it and bring it with you) and sign, giving their consent for photo-shooting, video or web recording.

Besides the events, also in case of mailing lists and newsletters the GDPR must be fully taken into account. Therefore, the newsletter will give the opportunity to the addresses to unsubscribe.

For more information:

https://gdpr.eu/

https://www.ita-slo.eu/it/tutte-le-notizie/news/workshop-trattamento-dei-dati-personali-e-regolamento-ue-2016679-gdpr

8. Capitalisation

Capitalisation represents an important part of project implementation and communication. It is a moment of transferring what partners learned and achieved to other subjects and territories. In this way, investments made are even more useful, since we avoid others perform same activities and acquire knowledge by simply learning from others.

FORTIS aims at testing new and further extended public transport services in the cross border area between Italy and Slovenia. The intention is to ensure more sustainable and innovative transport connections and avoid massive car use. It will require a change of behavior in citizens as well. All the pilots performed can be used by other authorities and operators to further enhance cross-border connections, to the benefit of the citizens and tourists crossing the area. Moreover, FORTIS will improve the mutual knowledge on vehicle registration in both countries and provide some inputs for harmonization. Round-tables between competent authorities will allow to establish a dialogue and search for necessary solutions.

These are the main milestones on which the FORTIS capitalization will be based on. The project already foresees cross-border protocols and agreements to maintain the tested services or to further work on cross-border connections. The synergies built among different institutions will continue even after the project's end since they will share the common interest on major accessibility.

As regards communication actions, partners will be invited to promote project results even after the project's end by using the project's final publication and signed agreements.
The website will remain in place even after the project's end and will contain all project documents that will be available to the public.
Finally, the Lead Partner will remain available to provide any further information or contact details.
The Programme usually organizes events to ensure project's capitalization and FORTIS will follow all inputs provided and contribute in any possible way.

Annexes:

1. Project Brand Manual of Interreg V A Italy – Slovenia Programme 2014 - 2020
2. Communication Kit – zip. Format
3. Work Package Communication's gant