



COMMUNICATION AND VISIBILITY PLAN

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OBJECTIVES

Overall Communication Objectives

The overall purpose of the CROSSIT SAFER Communication and Visibility Plan is to contribute to the efficient implementation of the CROSSIT SAFER initiative by ensuring that information concerning the project, its objectives, results and achievements is presented correctly and shared with appropriate audiences on a timely basis and by the most effective means.

It aims to assure: (i) visibility and raise awareness towards relevant target groups; (ii) dissemination and transfer of the project's results; (iii) transparency of the allocated funds; (iv) visibility at the EU level, achieving its objectives by:

- Ensuring high visibility of the project among its key stakeholders through the management and use of appropriate communication channels;
- Facilitating the engagement and participation of CROSSIT SAFER partners and associated organizations in the construction of a Strategy on the Prevention of Environmental Risks;
- Raising the awareness levels of civil society related to the prevention and mitigation of natural risks outbreaks;
- Establishing a feasible and effective system of communication to contribute to the prevention and mitigation of environmental risks;
- Informing about the project activities and outcomes and to raise awareness on the key issues addressed by the CROSSIT SAFER project among all stakeholders and final beneficiaries;
- Assuring the effective communication between the project partners and with other relevant actors;
- Establishing a feasible and effective system of communication to contribute to knowledge shared among project partners, relevant external actors, and final beneficiaries;
- Informing about the project activities and outcomes and raising awareness on the key issues addressed by the CROSSIT SAFER project among all stakeholders and final beneficiaries;

Finally to assure: (i) visibility and raise awareness towards relevant target groups; (ii) dissemination and transfer of the project's results; (iii) transparency of the allocated funds; (iv) visibility at the EU level

Target Groups

1. To improve cooperation, project partners need to communicate with each other. In addition, they will communicate with target groups within their own countries.
2. Organisations and groups: The awareness campaigns and the dissemination of outputs and results of the project in and outside of the project beneficiaries' area are being carried out and supported by organisations and groups, like:
 - Environmental organisations: all levels from local communities to regional, national and transnational organisations to enhance their capabilities to prevent and mitigate the effects of wildfire.
 - Operators and Experts: Firefighting, Forest and Civil Protection Bodies, Academics, Researchers and Experts that are involved in formulating and implementing the prevention, readiness, fighting and mitigation plans of territories.
 - End Users: Inhabitants, social groups and public authorities, students & teachers in each involved region.

Their belongings in local, national and international networks make them as communicators for the project, continuously activated by communication in Conferences, International Fairs, events and specific participatory processes.

Specific Objectives for Each Target Group, Related to the Project Objectives and the Phases of the Project Cycle

Each segment of the target audience requires specific actions and entails a different choice of measures. Nevertheless, the overall communication objectives are common and follow three steps which are subsequent in time: awareness (I know the project exists and what it serves for); information (I know what the project is doing and why); publicity (I know all details on a specific topic I am interested in).

Environmental organisations: to be involved through the communication activities planned in WP2, seminars and table rounds planned in remaining WPs.

Operators and Experts: to be involved through the communication activities planned in WP2, workshops and seminars planned in WP3.1, WP3.2, WP3.3.

End Users: to be involved through the communication activities and awareness campaign planned in WP2.

COMMUNICATION ACTIVITIES

Communication Tools Chosen

Communication channels will be activated both in traditional media as press, radio and TV and on the Internet as website/ page, social networks (Facebook, Twitter, Instagram, LinkedIn) to reach a wide range of stakeholders, policy makers and wide public. Communication tools, as promotional material (flyers, brochures, posters, etc.) and the project website will be developed, according to the Programme publicity rules. Communication and dissemination activities will be organized and implemented, as press conferences, press releases, newspaper articles, TV appearances, regional/ national and cross border conferences and participation at international exhibitions and conferences on specific environmental risks topics, according to the project activities and work plan.

Internal Publications

They are the working documents that the project partners will produce during the entire period of the implementation of the project and address to the partners themselves, the JTS and the Managing Authority like: presentations, workshops and project meeting minutes, project guidelines, activities and financial progress reports, attachments to reports, etc.

Dissemination Pack

Visual Identity

The reception of the project individuality and uniqueness among all Interreg Slovenia-Italy projects will be partly assured through the clearly defined visual identity. The main components of the visual identity include a defined background and colourings, the logo of the project, the typefaces used in documents and on the webpage, etc. The general visual identity identifies the:

Colouring: The default general background and foreground colours used in the text and logo of the project CROSSIT SAFER.

Fonts: The default font used for the general text in the project.

Logo: Composed of the project acronym and image.

Templates

Templates for presentations, newsletters, posters and deliverables of the project will be made available by month 2 of the project, in such way that all dissemination materials, presentations and documents can be produced autonomously by each partner.

Communication Plan

In the first three months, by the end of march 2019, PP2 will prepare a communication plan in accordance with the instructions of the Interreg V-A Italia-Slovenia 2014-2020 Cross-Border Programme for information and communication. The Communication Plan will describe all communication activities, the approximate periods of their implementation, as well as the results of each and every activity.

Posters, Roll-ups, Flyers & Brochures

Adapted to a different target audience, additional paper dissemination materials might be produced as needed in the form of leaflets, brochures, roll-ups, etc.

- Poster: it plays an important role in increasing the visibility of the project, in particular during public events. The poster was shown for the first time at the kick-off meeting in Udine and will be in the next ones organized or participated by the CROSSIT SAFER project members. It is also available on the website. The first poster was produced at the very beginning of the project. It will be the template for the future ones. Each partner is given one poster in order to be placed in a visible position at the partner's headquarters.

- Roll-up display: it plays an important role in increasing the visibility of the project, in particular during public events. The roll-up display was shown for the first time at the kick-off meeting in Udine and will be in the next ones organized or participated by the CROSSIT SAFER project members. It is also available on the website. The first roll-up display was presented at the very beginning of the project. It will be the template for the future ones. Each partner is given one roll-up display in order to be placed in a visible position at the partner's headquarters.

- Brochure: in order to target the different types of audience, PP2 will prepare, in cooperation with all the other partners, a detailed brochure of the CROSSIT SAFER project. A brochure is useful in providing basic information on the project, data on environmental risks and a presentation of the partners involved. 20,000 bilingual

brochures will be produced and they will be distributed equally between the Slovenian and Italian partners. The brochure will exist in electronic form to be forwarded via e-mail and downloaded on the website, furthermore, there will be printed versions to be used for conferences and live events.

- Flyer: it is a two-sided flyer with a brief summary of the project.

The design team, when chosen, will produce future posters, roll-ups, flyers and brochures.

Promotional materials: experience has shown that the broader public are fond of small gadgets. Therefore, in order to reach our target groups we plan to have some give-aways (2,000 pens, 500 USB flash drives, 500 T-shirts, 500 bags and 1,000 planners)

External Communication Tools

The communication strategy presented in the above section will be supported by a set of communication tools and materials, which are briefly presented below. The role of the CROSSIT SAFER external communication tools is to ensure that all stakeholders are aware of the project and to reach a maximum visibility of the project.

CROSSIT SAFER website

The project partners along with the JTS will set up and maintain a website that will primarily include a large public area where general information about the project will be presented to the interested public. An independent web subpage dedicated to the CROSSIT SAFER project to share information, news, events, reports, publications, data, photographs and other dissemination materials will be set up as well. The public website is managed and the content is updated by PP2, while all partners will actively participate in updating it. All PPs will, on their websites, create a link to the sub-page of the project, thus helping to broaden basic information and disseminate the project results to target groups. The project sub-page will be active during a five-year-period after the end of the project, the content will be published in three languages: Slovenian, Italian and English.

Articles/ Press Releases & Press Conferences

Articles and Press releases will be created and published when major achievements are made in the project. The purpose of articles and press releases is to attract attention and to show the project achievements and developments. PPs will publish 32 articles and press releases and 2 expert scientific articles. Press conference will be carried out

concurrently with project meetings and similar internal events, as planned in the application form. All together, PPs will organize 14 press conferences.

Newsletters

A quarterly on-line and e-mailed newsletter will start to be published in April 2019. The objectives of the CROSSIT SAFER newsletters are to increase the visibility of the project, to raise awareness and to communicate the project developments and achievements. The newsletter is considered an excellent tool for regularly sharing information on the progress of the project activities. Beside this, the newsletter contains short articles on key issues emerging from the project activities and photographs of the activities carried out. PP2 will publish 8 newsletters in cooperation with all PPs.

Audio visuals

- Photographs: photographs showing the progress of all actions and events related to these are taken when and where appropriate. Photographs are shared on the website, published in the newsletter and archived by the responsible partners.
- Audio-visual production: PP2 will produce one promotional video, which will bring closer the project to the public in a way of story telling. All PPs will participate in the preparation of the video.

Social media

Social media tools are effective for communicating the project messages in an accessible and approachable way. CROSSIT SAFER has established social media channels, which will be developed and expanded throughout the project. Events, outcomes and news by project partners will be available through well-established social media, like:

- CROSSIT SAFER Facebook page and group
- CROSSIT SAFER Twitter Account
- CROSSIT SAFER Instagram Account
- CROSSIT SAFER LinkedIn Account

Advertising campaign

PP2 will conduct one advertising campaign about the project and will inform the general public about project activities using one general digital display. PP6 will conduct one advertising campaign about the project, among the civil protection volunteers association.

Deliverables

A wide promotion of the project deliverables towards diversified target groups, essential for the dissemination of the results, will be carried out. Project partners will strive to capitalize the activities and to ensure the transparency of the funds allocated to the project, which are the main targets of an EU funded project.

Events

A series of different public events, such as conferences, international workshops, organisations of panels at international conferences, discussion seminars, focus groups, stakeholder forums are planned to present, discuss and disseminate the project inputs and outcomes and to contribute to policy-making.

Project Conferences and Events

The project is able to provide targeted audience with the opportunity to exchange experiences, gather information and learn about CROSSIT SAFER activities and results through the events that the project will organise. The target audience of the conferences has to be identified in order to reach recognised leaders within key stakeholder groups which will be invited to present their views and requirements.

External Events

The CROSSIT SAFER project partners strongly believe that an active engagement strategy requires the participation of the project in the events organised and attended by its target audiences. Events attended by and/ or organised by environmental operators and region-specific user communities will be specifically targeted, as these are among our primary target audiences.

Awareness Campaign

An awareness campaign is to be developed in all the territories involved in the project aimed at promoting discussion and consciousness about the key issues of the project.



Main Activities

WPs	Action	Period	Activities to be implemented	Outcomes	Partner(s) responsible	Main beneficiaries	Media
WP2	COM1	I 2019	kick off meeting	attendance list, minutes	LP	partners, key actors, general public	website, paper copies, media
WP2	COM1	2019-2021	12 dissemination and communication events (PP2 will organize 2 events, PP6 - 2 events, 1 public meeting, PP7 - 4 events, 2 seminars for students); PP2 will participate at 2 events; PP3 at Protection and Rescue Day and at the Sobra Fair; PP4 at 1 event; PP6 and PP7 will present the project at 2 international conferences; PP8 will participate at the Civil Protection Event in	attendance list, minutes	PP2, PP6, PP7, PP3, PP4, PP8	general public, target groups, partners,	website, paper copies, 4,500x promotional kit



			cooperation with CP Veneto)				
WP2	COM1	II 2021	final dissemination event	attendance list, minutes	LP	partners, general public, key actors	website, paper copies, media
WP2	COM2	I 2019	communication plan	document	PP2	Partners, JTS	paper copies, website
WP2	COM2	II 2019, I 2020	promotional video (Story Telling Approach)	video	PP2	general public, partners, key actors	social media, media, website
WP2	COM2	II 2019, I 2020	advertising campaign (PP2 will conduct 1 advertising campaign using 1 digital display; PP6 1 advertising campaign among the Civil Protection Volunteers Association)	video	PP2, PP6	general public, partners, key actors	media
WP2	COM3	II 2019	PP2 will produce 20,000 copies of the brochure in 2 languages: Italian and Slovene	brochure	PP2	general public, key actors	paper copies, website, social media
WP2	COM4	I 2019	PP2 will produce 1 roll-up and 1 poster for each partner, they will be hanged at the partners' headquarters,	roll-up, poster	PP2	general public, partners, key actors	paper copies, website, social media



			in visible places				
WP2	COM5	2019-2021	PP2 will be responsible for the updating of the project's web subpage within the existing website of the Interreg V-A Cross-Border Cooperation Programme Slovenia-Italy 2014-2020; all PPs will, on their websites, create a link to the subpage of the project, the subpage's content will be published in 2 languages: Slovenian and Italian	1 web subpage, 9 links to the subpage	PP2, all partners	partners, general public, key actors	digital documents
WP2	COM6	2019-2021	PP2 will set up and edit 4 social media accounts: Facebook, Instagram, Twitter, LinkedIn, designed to promote the project and publish news related to the events that will take place	1x Facebook, 1x Instagram, 1x Twitter, 1x LinkedIn	PP2, all partners	general public, partners, key actors	digital documents, social media, website



			within the project.				
WP2	COM7	2019-2021	PP2 will publish 8 e-newsletters in cooperation with all PPs, creation of the mailing list	e-newsletters, mailing list	PP2, all partners	general public, partners, key actors	digital documents, website, social media
WP2	COM8	2019-2021	partners will organize 14 press conferences (PP8x3, PP2x2, PP6x2, PP7x2, PP3x1, PP9x1, PP4x1)	press conference	all partners	general public, target groups, partners	media, social media, paper copies, website
WP2	COM9	2019-2021	publishing of articles and press releases (PP2 will publish 20 articles/ press releases; PP3 - 3 articles, PP4 - 2 articles, PP5 - 3 articles, PP9 - 4 articles, PP7 - 2 scientific articles) = 32 articles/ press releases, 2 expert scientific articles	articles, press releases, expert scientific articles	all partners	general public, target groups, partners	paper copies, social media, website