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Phygital

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Phygital

Catalysing innovation and entrepreneurship unlocking the potential of emerging production and business models

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D.2.5.1. Communication Plan

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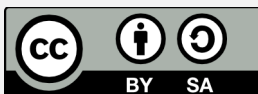|	
Description:	The present document constitutes the deliverable titled "D.2.5.1. Communication Plan" of the project Phygital.
	The Communication Plan constitutes a main deliverable for all projects under the Transnational Cooperation Programme Interreg V-B "Balkan – Mediterranean 2014-2020" as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.
Key-words:	Phygital, Communication Plan, INTERREG V-B Balkan – Mediterranean 2014-2020, transnational cooperation, European Union.

REVIEW HISTORY

Version	Date	Reviewed by	Justification

Communication Plan

Phygital: Catalysing innovation and entrepreneurship unlocking the potential of emerging production and business models

Project Partners

Role	Partner	Country
LP	Greek Free and Open Source Software Society	Greece
P2	Stichting Peer to Peer Alternatives – Greece	Greece
P3	ARTos Cultural and Research Foundation	Cyprus
P4	Open Labs	Albania
P5	Municipality of Northern Tzoumerka	Greece
P6	University of Nicosia Research Foundation	Cyprus
P7	National Center of Folklore Culture	Albania

Short presentation of the programme

The Transnational Cooperation Programme Interreg V-B "Balkan – Mediterranean 2014-2020" has been adopted by the European Commission on September 2015 with the aim to support the sharing of experiences, knowledge and the improvement of public policies between national, regional and local authorities and other territorial actors of eligible regions of the Balkan-Mediterranean area. It includes regions from three (3) different EU countries (Greece, Cyprus and Bulgaria) and two (2) candidate countries (Albania and The former Yugoslav Republic of Macedonia).

The Balkan – Mediterranean Cooperation Programme is co-financed by the European Regional Development Fund (ERDF) with 28.330.108,00 Euros. The total support from the Instrument for Pre-Accession Assistance (IPA) fund accounts for 5.126.138,00 Euros. Therefore, the total budget of the Programme, including national contribution, is 39.727.654,00 Euros. For the overall cooperation area, a co-financing rate of 85% is applied.

In response to all regulatory requirements, a strong thematic focus has been promoted to address two key challenges: territorial competitiveness and environment. Accordingly, the Programme is built upon the following two Priority Axes: (1) Entrepreneurship & Innovation; and (2) Environment.

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1 Introduction

The Communication Plan constitutes a main deliverable for all projects under the Transnational Cooperation Programme Interreg V-B "Balkan – Mediterranean 2014-2020" as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.

The Communication Plan constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of this document.

The objective of the Communication Plan is the organisation of the information and dissemination, as well as the dissemination of activities and outputs of Phygital. The main objective of the project is exploration, pilot experimentation and support of the emerging model referred as "design global, manufacture local" (hereinafter DGML), which builds upon a conjunction of, on one hand, the global digital commons of knowledge, software and designs, and on the other hand, local physical manufacturing equipment and facilities, to empower community-driven forms of production, innovation and entrepreneurship.

2 Strategy of the Communication Plan

The communication plan is a key deliverable for all projects that are embedded in the Interreg V-B "Balkan – Mediterranean 2014-2020" Transnational Cooperation Programme as a strategic tool aiming to increase the awareness regarding the project and to the dissemination of its results as well, targeting both the community as well as specific groups.

The Communication Plan of Phygital constitutes the main tool for the planning and implementation of all dissemination activities of the project. The adopted strategy approaches the Communication Plan as a business plan which has internal and external environment, methodology, strategy, targets, tools, indicators, alternatives and corrective actions.

In order to respond to the communication strategy and objectives, the Communication Plan has to take up several challenges:

- Capitalizing the lessons learnt from other cooperation projects;
- The transnational nature of the Programme, in which the project is affiliated;
- Addressing targets with very different levels of awareness of the subject.

Generally, the correlation between the development and the implementation of a communication strategy is a complicated and dynamic process which demands constant monitoring in order to ensure the right action at the right time.

Moreover, communication strategy should meet the following criteria:

- Specialised communication for each target, obtained through personalised tools and activities;
- Coherent, integrated and synergic actions with concrete and positive results on the territory;
- Easy, effective and transparent language aimed to inform and at the same time to "bridge the gap" among EU and non-EU institutions and citizens;
- Key-messages that take into account differences in language, culture, religion, society, etc.;
- Active confrontation with the stakeholders through methods of participated planning;
- Widespread dissemination through traditional and innovative channels;
- Transversal approach (public relations, press office) aimed to inform public opinion about the positive contribution of the European Union.

3 Objectives

3.1 General Communication objectives

The communication objectives are in line with the specific objectives of Phygital project and in line with the strategy of Interreg V-B "Balkan – Mediterranean" Transnational Cooperation Programme, as follows:

1. **Raise general awareness towards the Phygital Project, its activities and its potential impact in the cross-border area.**
   o Raise specific attention of stakeholders, policy – and decision - makers to the project as an important instrument for the benefit of the programme area.
   o Make the general public more aware of the results and benefits achieved by the project.
   o The establishment of a positive atmosphere for the project acceptance and the mobilisation of target-groups, aiming to increased participation in the project activities.

2. **Demonstrate the role of the EU and ensure transparency about the use of public funding.**
   o Specify the contribution of EU Funds to the project and emphasise on the added value for the community.
   o Show where and how the EU money is spent as well as the concrete achievements of the project activities.

3.2 Specific objectives

In order to promote the general objective of the project Phygital, i.e. to promote cooperation and bridge territorial disparities, by enabling open information sharing and empowering bottom-up collaborative practices, there are specific communication objectives.

In this context, it is particularly important to develop a communication strategy that will maximize access to the benefits from the project activities through the information and publicity measures.

In terms of Awareness	▪ To promote the role of the project in the Balkan – Mediterranean area ▪ To promote the benefits for the populations of the Balkan – Mediterranean area as a result of the project implementation
In terms of promoting the EU role	▪ To promote the role of European Funding to the everyday problems of the citizens ▪ To identify the contribution of Phygital project at the level of promoting innovation and entrepreneurship, including social entrepreneurship

Taking these into consideration, the communication strategy must:

- promote the project and its results to the general public and to all the relevant stakeholders,
- deliver adequate information about the project, its role and benefits to the beneficiaries,
- highlight the specific impacts of project implementation in the overall economic performance of the participating areas, and specifically in the sectors of pilot interventions; in the improvement of cooperation and the promotion of synergies and the lessons learned from the project implementation,
- establish a strong cooperation network among the stakeholders of the area
- emphasise the short-term, mid-term and long-term benefits which will result by the implementation of the project

3.3 Target groups

Phygital is approaching several target groups, on local and transnational level. They include targets of internal communication, dissemination of the project's scope and approach, while some are targeted by the project's participatory activities, within and beyond the project's implementation. The general target groups for the Phygital project which are to be addressed through this Communication Plan are:

- Entrepreneurs, especially self-employed and freelancers; local SMEs and micro-enterprises
- Activists, hobbyists and grassroots communities contributing to open source and social innovation projects
- Representatives of all the local, regional and national authorities in the transnational area
- Local, regional, national, European, but also specialized media
- Networks of the partners
- The general public

Moreover, with regards to the thematic focus of the three pilot programmes, respectively in Greece, Cyprus and Albania, there are three different **pilot target groups**[1] identified for each area:

- **Greece: Municipality of Northern Tzoumerka – agrifood sector**
  - producers (farmers, stockbreeders and bee-keepers)
  - professionals, SMEs and micro-enterprises in food processing
  - professionals and experts from related fields (agronomists, soil-scientists, agro-ecologists, food technologists, veterinarians and bio-producers)
  - engineers, craftsmen, designers, architects and ICT developers
- **Cyprus: Nicosia metropolitan area – social arts and practices**
  - artists, activists and social innovators
  - professionals and SMEs in the arts domain and in education
  - social enterprises and community services
  - craftsmen and engineers
  - urban planners, architects and designers
- **Albania: Tirana – cultural heritage**
  - cultural operators and agents, folklore culture stakeholders and cultural clubs (traditional dances, polyphonic choires, etc.)
  - entrepreneurs and SMEs of the tourist sector, especially cultural tourism
  - traditional craftsmen and professionals in related domains

3.4 Objectives per target group

The objectives of the information and the publicity activities that will be directed towards the various target groups will be differentiated based on their needs as well as their unique characteristics. These are specified per target group in the following table.

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1. The local target groups ate to be further specified in the scope of the local dissemination strategies, to be developed by P2, P6 and P7.

Targeted audience	Specific objective	Information/ Message	Goals/ Expected result
Entrepreneurs, local SMEs and micro-enterprises	1. Introduce to the project's approach and business model 2. Support in adopting the project's results 3. Engage with the Network's economic activities	The potential of the DGML model in open innovation and sustainable entrepreneurship	1. Broader uptake of project's results and initiation of open innovation-based ventures 2. Development of synergies in the transnational area
Activists, hobbyists and communities contributing to open source and social innovation projects	1. Introduce to the project's approach with regards to open innovation, commons-based production and social and solidarity economy 2. Support replication of project's approach, methods and results	The potential of the DGML model to address global environmental and social challenges and support of alternative economic structures	1. Network effects in the dissemination of project's results 2. Strengthening and sustainability of project's results through further experimentation
Local, regional, national authorities	1. Familiarize them with the project, support and develop supplementary benefits 2. Check for potential of transnational cooperation 3. Act like information multipliers, promoting the implementation of the project.	1. The potentials of cooperation on the field of innovation, entrepreneurship and sustainable development 2. Improving economic performance through open cooperation	1. Ensuring information and sensitisation of the entities, local society 2. Ensuring complementarities and synergy for information 3. Utilization of the range and subject matter for which the entities and the partners are responsible for the creation of networks and strategic cooperation in favour of the attainment of project's objectives
Mass Media (local, regional, national, European, and specialized media, Press, radio, television, and electronic media)	1. Involve them in the dissemination strategy 2. Transform them into publicity multipliers 3. Involve them as observers of transparency	Information about the project, its benefits and expected results.	1. Regular provision to the mass-media of interesting news about the project 2. Participation of the mass-media in events and actions related to the project 3. Ensuring precision, clarity, and reliability concerning the information related to the project 4. Promotion of the results from the implementation of the project. 5. Categorization of news items and promotion with the appropriate media (at the local or national level) 6. Support for the initiative taken through

			the project 7. Transparency concerning the management of resources of the European Union
Networks of the partners	1. Involvement in the implementation of the project 2. Encouragement to be the communicants of the project objectives and actions 3. Dissemination of the results	Information about the project and its approach towards the support of transnational synergies	1. Engagement in the partners' network beyond the completion of the project 2. Adoption of project's approach and methods 3. Knowledge exchange and sustainability of results through replication and adoption
The general public	Promotion of the benefits from transnational and trans-local cooperation through sharing of knowledge and technology	Information about the project, its benefits and expected results focused on entrepreneurship and sustainable development	1. Promotion of the results and benefits of the implementation of the project through the highlighting of good practices 2. Promotion of the social and economic impact of the project 3. Increase of the public's knowledge of the project and of support for the initiative 4. Transparency concerning the management of resources of the European Union
Pilot target groups	1. Participation in project's pilot activities 2. Providing solutions to identified challenges 3. Uptake of project's results	The potential of the DGML model to address local challenges and enhance cooperation and economic performance	1. Local communities of practice 2. Revitalised local economic activities 3. Development of transnational cross-sectoral ties

4 Information and publicity activities

The information and publicity activities of the project have been mainly included in two Work Packages (WP):

- WP2 "Communication and Dissemination", which takes place throughout the whole project duration, considering that its promotion and the promotion of activities are part of the project success; and
- WP5 "Pilot programmes of the DGML model", which are mainly focused around the pilot activities which are to take place in the three intervention areas of the programme.

The main objective of information and publicity activities is to ensure the wide publicity and promotion of the project's idea, objectives, activities, results and outputs in partners' territories and beyond them inside and outside the Balkan – Mediterranean Area.

Moreover, the expected results are the following:

- Broad visibility and dissemination of the project's idea, objectives, activities, results and outputs inside and outside the eligible Programme Area
- the highlighting of the Programme's benefits for the transnational area as well as of the necessity of the EU funding.

Moreover, within the scope of WP2 is the planning of the communication strategy of Phygital, which is a joint effort among different partners. More specifically:

- LP: Development of an integrated visual ID of the project and coordination of digital dissemination channels (project's website, social media, etc.)
- P5: Development of the main Communication Plan and integration of the local dissemination strategies towards the specified target groups
- P2: Specification of local target groups and communication strategy in Greece
- P6: Specification of local dissemination strategy and target groups in Cyprus
- P7: Specification of local dissemination strategy and target groups in Albania

In this context, the activities to be implemented within the two Work Packages are organized in nine (9) actions:

- **Activity 2.1.: Elaboration of the Communication Plan**
  - Communication Plan

- **Activity 2.2.: Development of visual ID of Phygital project**
  - Guidelines for the graphic design and publicity material

- **Activity 2.3.: Project website**
  - Project website
  - Update of website content

- **Activity 2.4.: Social media campaign**
  - Creation of social media accounts
  - Update and boost of posts

- **Activity 2.5. Planning and implementation of mass media campaign (press)**
  - Four (4) articles in Greece and Albania
  - Press releases on online media

- **Activity 2.6. Organisation of public events**
  - Two infodays and press conferences (Greece and Albania)
  - One international Unconference (Cyprus)
  - One final event

- **Activity 2.7. Design and production of information and publicity material**
  - 2.000 informational brochures
  - 100 posters
  - Web-banners
  - Newsletter templates
  - Short animated video
  - Project result booklet

- **Activity 2.8. Production of video documentary**
  - 15-minute video documentary in English with Greek and Albanian subtitles

- **Activity 2.9. Local participatory activities**
  - One familiarisation visit for farmers, journalists and local stakeholders (Greece)
  - One 3-day international agricultural co-design and distributed manufacturing retreat (Greece)
  - Three Local thematic workshops on digital arts (Cyprus)
  - Three Folklore events (Albania)

5 Communication tools

The tools to be used to promote and publicize the Phygital project will be tailored to the specific needs of individual groups and individuals that are the target groups of the project.

In any case, the communication strategy for promotion and publicity includes the use of three categories of information tools.

> **1**. Media, such as newspapers, magazines, outdoor advertising, internet.
>
> 2. Promotion of activities such as brochures, newsletters, press releases, articles, audiovisual production, documentaries.
>
> 3. Direct communication activities such as participatory events, infodays, press conferences and informal meetings.

A combination of different media and communication tools is necessary to ensure effective communication of messages. The design and implementation of many information activities should be based on the key communication principles discussed above, thus contributing to improving the effectiveness of information and meeting the needs of the target groups.

 In this framework, it is suggested to use the following tools:

Informational Material (Booklets, Posters, Information Packages)

The use of printed and electronic material is an important way of providing information to target groups. The design and distribution of information material should be such as to enable public to understand and accept the project. These tools are complementary to other publicity activities. The expected results from the distribution of information material will be to inform and raise awareness among the public and interested groups, to promote the idea of the project, its objectives and activities, as well as the dissemination of the results to the stakeholders and the general public.

Press Releases

The press (newspapers & magazines) is a mean of ensuring broad and daily visibility at national, regional and local level. Inputs to the press or tributes, interviews and general reports may be used. The language to be used should be simple to be readily perceived by the average reader. Regarding the newspaper coverage, it is suggested that entries should be made to newspapers with high readability ratios, in order to increase the effectiveness of the information campaign. Equally important is the use of listings or tributes in specialized newspapers that are mainly aimed at professionals. Press releases are a form of periodic public information on the progress of the project and its activities.

Audiovisual material

Audiovisual material is one of the most important information and promotion tools. Its use ensures that the idea and the messages of the project will penetrate in a simple and understandable way to the general public and target groups. The use of composite optical

and acoustic tools enhances persuasiveness and makes the message more interesting and more resonant.

According to "Interreg in motion" Guide to video production, created by INTERACT for Interreg in July 2017, the use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner.

Videos dominate the digital communication landscape and are great tools to convey complicated messages to various target audiences. It is estimated that over three-fourths (78 per cent) of the world's mobile data traffic will be video by 2021. Interreg projects (and programmes) have to come up with creative ideas and effective use of channels to create a space for themselves in the attention of their target groups. Videos can be key communication products in such an environment, as they can pass on crucial messages or pages of information in a matter of minutes or even seconds, in a visualised and possibly fun way.

Social Media

Using social networks offers to users great potential and flexibility. The benefits of the proper use of social networks are:

- The ability to create links with a very large number of people, as the internet attracts many people from all over the world;
- The possibility of creating links with people who may be far away, as the internet eliminates distances;
- The ability to create a wide variety of social ties;
- The choice between a large number of social groups and the search for a group that will best express the users;
- the ability to search and find content (photos, videos, etc.) to which users can not otherwise access;
- immediate updating of everything that happens in the project and in the area, as the news is disseminated among Internet users very quickly.

The use of social networks such as Facebook, Twitter, etc. as a collaboration platform connects organizations around the world in many different ways. These tools bring technology into contact with businesses and organizations, connecting people with information, creating new potential routes on the market, improving communication with target groups, and helping spread the project brand.

6   Indicators of achievement

The success of the communication strategy objectives will provide:

- Inform all parties involved about the project and its actions.
- Understand the objectives and strategy of the project.
- Participation in public events to be organized under the project umbrella
- Dissemination of information.
- Achieving the specific objectives for each target group

Index	Target value
Information package	500
Event posters	100
Press releases	20
Number of events	4
Participants in the events	250
Upgrade of website	1
Unique visitors to the website	1.500
Accounts on social media	3
Followers on Facebook	100
Followers on Twitter	65
Subscribers on YouTube	20
Frequency of sending Newsletters (in days)	90