

Project COMMUNICATIONS PLAN



PROJECT DETAILS

Funding N.	Acronym	InnoPlatform
Full Title	Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediterranean Area		
Programme axis	Priority Axis 1: Entrepreneurship & Innovation		
Programme objective	3: Enhancing the competitiveness of small and medium-sized enterprises (SMEs)		
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	Ending date	07/2019	24
Lead Beneficiary	Centre for Knowledge Management		
Document Type	Working Document version 3		
Document Title	Communication Plan		
Work Package	WP2		

List of abbreviations

BFU	Burgas Free University
CKM	Center for Knowledge Management
CTI	Computer Technology Institute and Press "Diophantus"
ERDF	European Regional Development Fund
LCCI	Limassol Chamber of Commerce and Industry
SEPVE	Association of Information Technology Companies of Northern Greece
UoB	University of Bedfordshire Business School
UET Centre	UET Centre
YUT	Yasar University

TABLE OF CONTENTS

<u>1</u>	<u>BRIEF DESCRIPTION OF THE PROJECT</u>	<u>5</u>
1.1	INTRODUCTION	5
1.2	THE PROJECT INNOPLATFORM	5
1.3	THE PROJECT PARTNERSHIP	6
<u>2</u>	<u>INNOPLATFORM COMMUNICATIONS STRATEGY</u>	<u>7</u>
2.1	PROJECT OBJECTIVES AND EXPECTED RESULTS	7
2.2	EXTERNAL AUDIT	7
2.3	INTERNAL/ PARTNERSHIP AUDIT	8
2.4	SWOT ANALYSIS	9
2.5	INNOPLATFORM COMMUNICATION GOAL AND OBJECTIVES	10
2.6	INTEGRATED COMMUNICATIONS STRATEGY	10
<u>3</u>	<u>IDENTIFYING STAKEHOLDERS</u>	<u>12</u>
3.1	INTRODUCTION	12
3.2	LIST OF STAKEHOLDERS	12
<u>4</u>	<u>EXTERNAL AND INTERNAL COMMUNICATION MIX</u>	<u>13</u>
4.1	EXTERNAL COMMUNICATIONS	13
4.1.1	KEY TARGET AUDIENCES	13
4.1.2	EXTERNAL COMMUNICATION MIX AND TOOLS	13
4.2	INTERNAL COMMUNICATIONS	15
4.2.1	KEY TARGET AUDIENCES	15
4.2.2	INTERNAL COMMUNICATION MIX AND TOOLS	16
<u>5</u>	<u>COMMUNICATION TOOLS</u>	<u>19</u>
5.1	VISUAL IDENTITY - PROJECT LOGO	19
5.2	PROJECT STATIONARY	19
5.2.1	POWERPOINT TEMPLATES	19
5.2.2	POSTER AND ROLLER BANNER	20
5.2.3	PROMOTIONAL ITEMS	21
5.3	PROJECT FLYER	21
5.4	INNOTOOLS LEAFLET	22
5.5	PROJECT BROCHURE (DOCUMENTING PROJECT SUCCESS CASES)	22
5.6	PROJECT WEBSITE	22
5.7	VIDEO	24
5.8	PRESS RELEASES AND ARTICLES	24
5.9	E-NEWSLETTER	25
5.10	SOCIAL NETWORKS	25
5.11	STUDIES AND REPORTS	26
5.12	STICKERS	26
5.13	EVENTS	27

6	MONITORING AND EVALUATION	28
6.1	EVALUATION, MONITORING COMMUNICATION ACTIVITIES	28
6.2	ESTIMATED BUDGET	31
6.3	SUMMARY TIMETABLE	31
	ADDENDUMS	33
	AD 1: MEDIA PARTNERS	34
	AD. 2 PRESS RELEASE GUIDELINES	38
	AD 3: EVENT ORGANIZATION	40
	AD 4: FEEDBACK FORM FOR EXTERNAL EVENT	43
	AD 4: FEEDBACK FORM FOR EVENTS ORGANISED BY THE PARTNERS	44
	AD 5: LIST OF INDICATORS	45

1 BRIEF DESCRIPTION OF THE PROJECT

1.1 Introduction

Small and medium enterprises (SMEs) constitute the driving force and the main source of employment and jobs creation in the Balkan Mediterranean region. According to the Eurostat classification, SMEs are divided in three categories: micro-enterprises with 0-9 employees, small enterprises with 10-49 employees, and medium sized enterprises with 50-249 employees. The data, as presented in the Small Business Act (SBA) fact sheets 2013, published by DG Enterprise & Industry, indicate that the share of SMEs and microenterprises of the total number of enterprises in the Balkan Mediterranean region, covering Albania, Bulgaria, Cyprus, former Yugoslav Republic of Macedonia and Greece, is 99,9%, of which more than 90% are micro-enterprises. However, when it comes to creating and adding value, SMEs and microenterprises are participating with around 70% of the GDP, of which the percentage of the micro-enterprises is less than 25%.

BalkanMed SMEs face low productivity issues, lower competitiveness compared to the EU average, and struggle with many difficulties associated with the structural weaknesses of the local markets. The territorial imbalance and the small market size slow down the economic growth, while the low capacity for introducing innovations prevents them to internationalise and compete at the global markets. As the SMEs dominate the structure of the national economies, when their performance is low, the performance of the overall economy is low.

Due to their prominent role in the national economies, the BalkanMed programme placed a special emphasise on the transnational cooperation among the most important stakeholders in the region in order to bridge the gap in the competitiveness policy and support to SMEs, and contribute to quality growth perspective. Within this overall programme scope, the project InnoPlatform, aims at improving the innovation potential of the territories of the Nations which belong to the Balkan Mediterranean area.

1.2 The Project InnoPlatform

The project InnoPlatform – *Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediteranean Area*- is a 2-year INTERREG Balkan MED project funded by the European Regional Development Fund.

“Innovation Union” flagship defines innovation in broad concept covering new or improved products and processes, services, new business models, and new forms of organisation and collaborative arrangements. Innovation is referred to as a favourable ecosystem for idea generation and implementation. The focus is placed on innovation in SMEs, recognised as the new driving force of growth and job creation in the Union.

According to SME’s Performance Review (EC DG E&I), the Balkan MED region lags behind the EU average when it comes to innovations in SMEs. At the same time according to the Global Competitiveness Index, the region as a combination of efficiency driven (former Yugoslav Republic of Macedonia, Albania, Bulgaria) and innovation led economies (Greece and Cyprus) lags behind the averages in both groups.

Balkan MED is also regionally uneven and may benefit from a stronger transnational cooperation. The focus is placed on business sophistication and capacity for innovations.

The project InnoPlatform – Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediterranean, aims at improving the competitiveness of the region by upgrading existing knowledge on business model innovations and developing a set of tools (InnoTools) and services (InnoScorecard and InnoRegion) for improving SMEs opportunities, capacities, and knowledge in introducing product and process innovations. It aims to address these challenges by facilitating innovation and supporting the commercialisation of innovation in SMEs with a focus on growth and internationalization. The topic is addressed under Balkan MED PA1. Entrepreneurship and Innovation, SO2: Innovative territories and Investment priority 3d – supporting the capacity of SMEs to grow in regional, national, and international markets, and to engage in innovation processes.

1.3 The project partnership

The project is implemented by a consortium of six project partners from five Balkan MED countries and two observers. It is a mixture of two IPA partners, four ERDF partners, one observer from UK, and one observer from Turkey. The consortium consists of partners from innovation-led and efficiency-driven economies. It has the potential for effective transnational cooperation and transfer of knowledge in the area of innovations, and it combines actors with expert's knowledge and outreach to the private sector, with capacities to carry-out assigned tasks at regional and national level.

The project partners are:

Table 1-1 Project Partners

LP1	Centre for Knowledge Management
P2	Computer Technology Institute and Press "Diophantus"
P3	UET Centre
P4	Burgas Free University
P5	Limassol Chamber of Commerce and Industry
P6	Association of Information Technology Companies of Northern Greece
P7	University of Bedfordshire Business School
P8	Yasar University

2 INNOPLATFORM COMMUNICATIONS STRATEGY

The main objective the InnoPlatform communication's strategy is to support the change the project aims to bring to the region. Its main goal is to ensure that project outputs impact the innovation capacity of SMEs in the BalkanMed region, and support the development of innovative and competitive SMEs and start-ups.

Practitioners emphasise several important elements that need to be considered when setting the communication objectives of the company. They must reflect: (1) the overall project objectives and the expected impact; (2) the overall external and internal audit i.e. target audience needs and project partners' capability to reach these target audiences; (3) and be (3) SMART (Sustainable, Measurable, Achievable, Realistic and Time-bound).

2.1 Project objectives and expected results

The main objective of the project:

Developed by six PPs covering all five countries of Balkan MED area, the main project objective is to facilitate innovation and support the commercialisation of innovation in SMEs with a focus on growth and internationalization.

The expected results of the project

1. Assessing the current national and regional environment and its challenges when it comes to innovation, growth and internationalization of businesses,
2. Upgrading existing knowledge and developing common understanding on business model innovation with a focus on internationalization
3. Developing a set of specific tools to support the capacity of SMEs to introduce product and process innovations,
4. Establishing a network of Centres of Excellence in Innovation as the knowledge and expertise holders providing advice and guidance to SMEs, consultants and public actors across the region, and
5. Raising awareness and disseminating expertise through info days, trainings and conferences.

2.2 External audit

The external audit of the countries which participate in the BalkanMed programme: former Yugoslav Republic of Macedonia, Greece, Bulgaria, Cyprus, and Albania, is performed through the use of the PESTEL (Political Social, Economic, Environmental, and Legal environments) tool. The use of PETEL tool enables identification of key societal drivers which open up new opportunities for more effective and efficient communication or pose certain threats which need to be considered when designing the communication plan of the project.

The PESTEL analysis for the needs of the communications strategy of InnoPlatform is provided in Table 2.1.

Table 2-1 PESTEL analysis

Political	<ul style="list-style-type: none"> • Democratic societies with well-developed media and information sectors which are characterised with a variety of state and non-state media as are: print and broadcast media, and many digital newspapers. • Societies with democratically elected and appointed officials, established government structures on local, regional and national level, which supports good communication of the project with various officials.
Economic	<ul style="list-style-type: none"> • Liberal economies, where the traditional participants in the information sector are gradually disappearing (print newspapers, broadcast TV and similar) due to low market demand and due to the entry of companies with new business models based on technology. Price is the key driver; • Market oriented participants, predominantly SMEs who have vested interest in sustaining their operations and growing at national, regional and global markets.
Social	<ul style="list-style-type: none"> • Emerging culture among the majority of the age groups in the region which favours a two way online communication. • New generations which like to actively participate in the mass communication avoiding the role of a mere spectator i.e. just receiver of the information typical for the traditional print and broadcast media. • Clutter of information, information sources, and types;
Technological	<ul style="list-style-type: none"> • High penetration of Internet and its use among all age groups, and among all business entities in the region, which facilitates digital two way communications.
Legal	<ul style="list-style-type: none"> • The region has an enabling legal environment for both, traditional and digital communications. Legal frames for protection of privacy and identity are in force in all countries of the BalkanMed region.

2.3 Internal/ Partnership audit

The project partners of ‘InnoPlatform’ are established organizations in their respectful environments and have well established collaboration with a wide range of stakeholders: government elected and appointed officials, state and non-state BSOs, Universities and research centers, Chambers of Commerce and SMEs.

PPs current cooperation with the existing media channels in their countries is provided in Addendum 1. The analysis indicates that the consortia currently have a strong asset when it comes to media partners. It is a combination of digital, print and broadcast media, which can adequately be used in the communications plan in order to ensure successful implementation of the communications strategy objectives.

Table 2.2. provides a summary analysis, while the media partners of each PP are listed in Addendum 1. Project partners together have established cooperation with 52 media houses. Out of it, digital media dominate the milieu, implying that PP will be the most successful in placing the information on ‘InnoPlatform’ project at the digital media.

Table 2-2 Existing Media Partnerships of PPs

Project partner	Digital	Broadcast (TV and Radio)	Print media	Total
CKM	4	5	1	10
CTI	5		5	10
UET	2	2	2	6
BFU	4	2	2	8
LCI	6	1	2	9
SEPVE	3	4	2	9
Total	24	14	14	52

In the overall external and internal communication the Project has to follow the specific EU guidelines for branding as indicated in the [Integrated Communication Guide for the project](#).

2.4 SWOT analysis

The external and internal audit helps us in identifying the strengths and weaknesses of the consortium and the opportunities and threats existing in the external environment when it comes to the communication of the project and its results. This is named a SWOT analysis.

Table 2-3 SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> Established organizations in their respected communities; Established network with a variety of stakeholders; Established cooperation with a combination of media partners, predominantly in the digital media outlets; Budget for External expertise and creative design. 	<ul style="list-style-type: none"> Lack of internal expertise for developing and implementing the communications strategy, which is why external expertise is required;
<i>Opportunities</i>	<i>Threats</i>

<ul style="list-style-type: none">• Low cost new media, digital communications;• Target groups well versed in the use of digital media for communication purposes	<ul style="list-style-type: none">• Potential risks in controlling the media stories/
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2.5 InnoPlatform Communication Goal and Objectives

In light of the preceding sections, the main objectives of the communication strategy are:

Internal communication objectives:

1. To ensure open, clear, timely, and transparent communication among project partners and with the Joint Secretariat;

Eternal communication objectives:

1. To raise awareness about the InnoPlatform project and the Balkan Mediterranean Programme, its goals and objectives among a range of stakeholders in the BalkanMed countries;
2. To inform at an ongoing base about project activities;
3. To inform and educate a range of stakeholders about project outputs and their use: Innoscorecard, Innoregion and Innotools; and
4. To brand the Centres of Excellence in Innovations as a legitimate source of data, information, services, knowledge and analysis when it comes to the innovation potential and competitiveness of the BalkanMed region.

2.6 Integrated Communications Strategy

In the case of InnoPlatform, the communication objectives call for a clear strategy and tactics in realisation accompanied with adequate allocation of resources in terms of people and finances. The contemporary communication strategy is associated with the concept of Integrated Marketing Communications (IMC).

The IMC is defined as a concept of communication that recognises the added value from the integration of various communication tools and media channels for providing provide clarity, consistency, and maximum communications impact. IMC is based on the use of a combination of media drivers, which deliver the message to the final target audience at every contact point of the project. Each element of the IMC mix integrates with the other communication tools so that a unified message is consistently reinforced at each contact point with the target audience.

InnoPlatform Communications Strategy aims at:

- ✓ ensuring common communication,
- ✓ consistent and efficient communication,
- ✓ ensuring the visibility of the project and its programme, and

- ✓ ensuring a dissemination of good practices and policies and active networking in order to reach those target audiences via a stakeholder analysis.

The communication strategy of the project is based on the following principles:

Innovative and forward-looking: new media (Facebook, LinkedIn, Youtube, Twitter etc.) provide many opportunities for communication both with the general public as well as with specific target groups and intermediate and final beneficiaries. The project will utilize new media as an integral part of the communication strategy, creating integration with traditional communication tools.

Simple: the project aims to keep to clear, consistent and understandable messages to its different audiences.

Cooperative: in order to make best use of the available resources, the project will try to involve the different partners as well as beneficiaries in the communication strategy as much as possible.

Interactive: the project will make an effort to listen to and incorporate feedback from its target groups and beneficiaries in order to increase interest in its activities and achievements and fine-tune its messages.

Targeted: a generic approach to communication could lead to important target groups not being addressed. The project will customise its communication efforts for each target group identified in order to ensure that the message reaches the relevant actors.

Inclusive: the territories concerned in the project are spread over a large territory. It is therefore important to provide access to information about the project to different target groups.

Accountable: the communication plan itself will be monitored and evaluated according to the project activities plan and specifically to the relation between communication goal, target group/beneficiary, message and communication timing. Furthermore the focus on communication strategy will change depending on the stage in the project implementation, reflecting the priorities relevant to that stage.

3 IDENTIFYING STAKEHOLDERS

3.1 Introduction

InnoPlatform is going to include a range of organisations and enterprises in the project activities. Communicating the work of those involved in the project, both internally and externally, will be a key to the success of the project and will require a genuine collaborative approach to ensure a common understanding. It is essential that everyone involved in the project is aware of the dissemination activity taking place, has the opportunity to benefit from the resulting positive exposure, and be prepared as far as possible, for any negative exposure generated by the project.

Projects generate information that needs to be communicated to project participants (stakeholders) regularly and punctually, and this needs to be planned. The communication plan essentially documents the information and communication needs of the project participants and the tools which will be used for communicating project messages..

3.2 List of stakeholders

Effective communication and dissemination can be achieved by considering the needs of the key stakeholders and developing relevant messages and information to address these needs. In this section we try to identify the different stakeholder groups that have an interest in business innovation. Providing specific messages according to the targeted group or developing messages relevant to the majority of these groups simultaneously, can increase the effectiveness of the communication and dissemination. The stakeholder groups that are identified are the following:

The stakeholder groups that are identified are the following:

1. Project Partners
2. Joint Secretariat
3. SMEs,
4. BSOs,
5. Research centres,
6. Institutes and Universities,
7. and Policy makers from the BM area

4 EXTERNAL AND INTERNAL COMMUNICATION MIX

According to the European Commission (2004), in order to ensure a successful Communication and Dissemination Strategy, the following actions must take place:

- Define the message
- Target the audience
- Select tools
- Plan the programme

These four elements are examined in the context of the InnoPlatform project and within the External and the internal communications.

4.1 External Communications

4.1.1 Key Target Audiences

The main target audiences of the project are: SMEs, entrepreneurs and start-ups, consultants, business support organizations, individual researchers, universities, research centres, which operate in the Balkan MED area. The project as well indirectly targets policy makers which work on policies that support a business friendly environment and smart growth and specialization.

The listed actors will be involved in the project through implementation of various activities as are dissemination and communication, awareness raising, educational/training activities and through the access and use of the developed Innovation Tools and Services. The dissemination and communication activities (info days, conferences) will target all of the aforementioned groups with a particular focus on entrepreneurs and SMEs. These groups will be encouraged to improve their capacity for innovations and introduce new product/services or processes. Consultants and Business Support Organizations will be informed in the use of innovation tools in order to ensure these tools are applied by as many SMEs as possible.

At the same time, the project will result into informed managers and owners of SMEs on the importance of innovations for the survival, growth and internationalisation of SMEs, and raised awareness about the positive impact of innovations coming from the cooperation between the business, research institutions and policy makers.

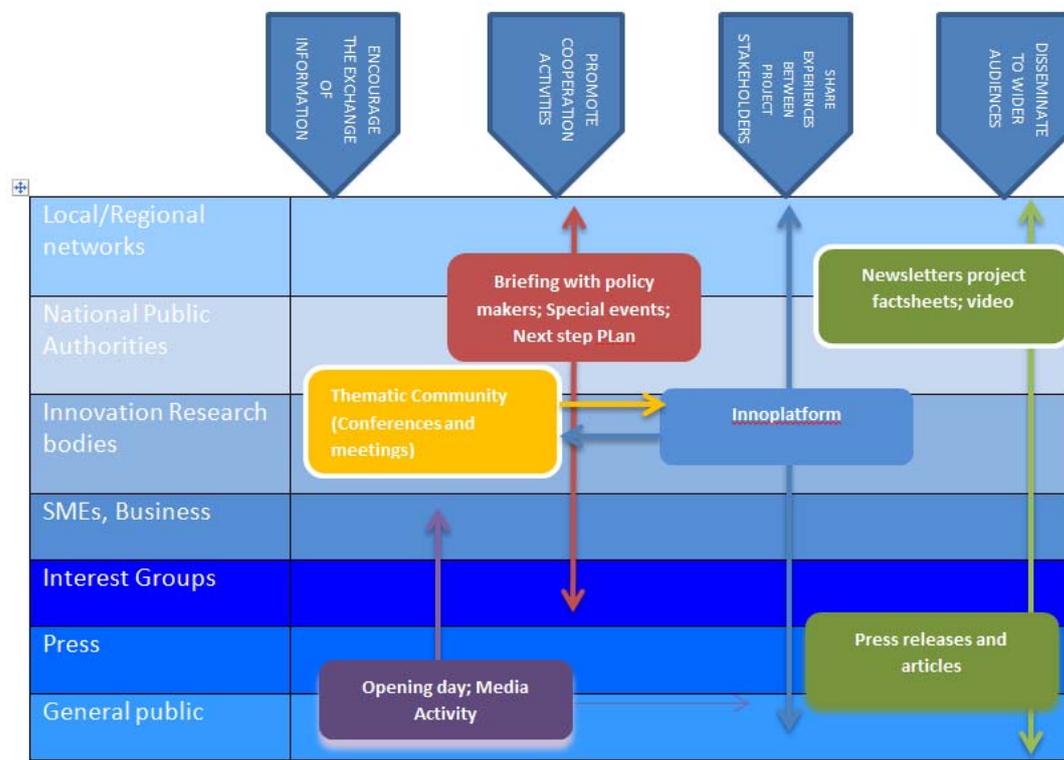
4.1.2 External Communication mix and tools

The dissemination plan aims also to give partners an overview of channels of internal communication for the implementation of communication activities. The Consortia will apply an Integrated Communications approach. The project will have its logo, creative strategy and message which will be placed at every point of contact with the target group and the public in general. The consortia will apply a combination of traditional and digital media channels and tools to reach the target group along with the standard direct communication at the info days, conferences and SME meetings.

INNOPLATFORM

Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediterranean Area

Figure 4-1 Communication approach



There are **four main groups of communication tools** which will be used in the external communication of the Project:

Digital media:

- Project webpage;
- Project partners' websites;
- InnoPlatform web page (Innoscorecard, Innoregion, Innotools);
- Social Media avatars : Facebook, LinkedIn, Twitter, Research Gate, Youtube;
- 4 electronic newsletters following project implementation.
- One video animation used for introducing Innotools;

Traditional publications and broadcasts:

- National studies, reports
- Publications of articles, interviews or advertisements in newspapers or specialized magazines in each of the PP countries;
- Interviews for radio programs.

Traditional promotional sets:

- Project informational leaflets
- Project poster
- Project roll banner
- Promotional material (folders, notebooks, pens)

- InnoTools leaflet;
- Case study final brochure;

- Events and Press conferences

- 18 Project Conferences: 3 by each project partner (opening, project meeting and closing Press Conference);
- 2 Project Conferences – Interim Conference to present the findings from the research at SME level along with the developed Innotools and Final conference to present the results of the project (80-100 participants on each);
- 36 Info days organized by all project partners with a minimum of 20 participants (720 SMEs, BSOs and Consultants)

4.2 Internal Communications

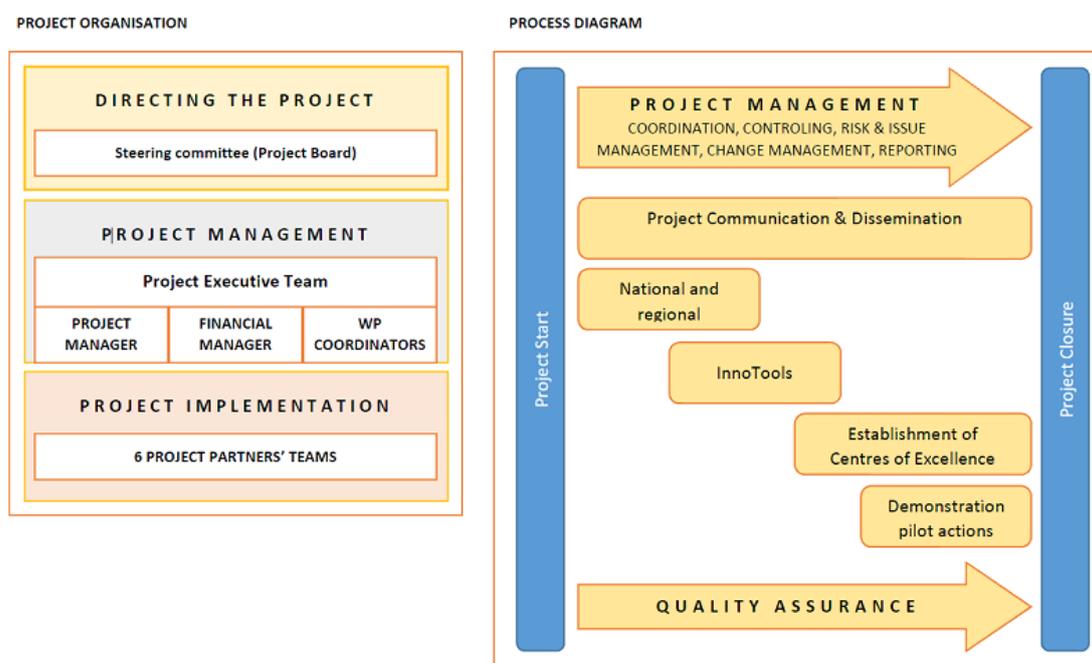
The internal communications define the communication among the project partners and between the project consortia and the Lead Partner. The main premises on which this communication will be based are:

- Transparency;
- Openness; and
- Inclusion in the decision making process.

4.2.1 Key Target Audiences

The project organisational structure is provided in Figure 4.2.

Figure 4-2 Key Organizational Structure



The project has a Steering Committee and a Project Team. The steering Committee is made out of representatives from all project partners. Members are officially appointed

by the legal representative of their institutions. In line with the Project Implementation Manual and the Rules of procedure, the Steering Committee decides with all votes on the Subsidy Contract (including all annexes), Partnership Agreement (including all annexes), Implementation Manual and all Programme related documents.

The Project Team consist of the Project Manager, the Financial Manager and the work project coordinators.

The Lead partner communicates with the JS and MA on all issues related to project implementation, while Project Partners communicate on all issues with the Lead Partner.

4.2.2 Internal Communication mix and tools

The Communication mix and tools for the internal communication among the project partners and between the LP and JS will be facilitated through the use of following communication direct and electronic communication tools:

Direct communication

Project meetings and Steering Committee meetings. The project team will have 5 official project meetings and two half day project meetings held in the period of both Project conferences. The Steering committee will have 8 project meetings during the project duration. The project meetings are organized by the Lead Partner and the hosting partner. Project meetings are focused on:

- overview of project implementation and achievements
- state of art in single WPs
- solving potential problems in implementation
- distribution of further tasks, stating the next steps to be taken
- reporting issues
- other elements of importance for project implementation

Electronic communication

- Day –to–day electronic communication by e-mails on a daily base through the use of a common project address – InnoPlatform@knowledge-center.org
- Regular teleconferences on TeamSpeak held once a month, every third week of the month. The agenda for each conference is prepared with WP leaders and distributed in advance. On every teleconference there is a space to raise questions and comments related to the project implementation. Minutes with agreements, tasks and deadlines will be distributed afterwards. The tool used for the teleconference is Team Speak.
- Document sharing platform implemented to facilitate the exchange of project documents. With the help of the platform, all project partners can have full

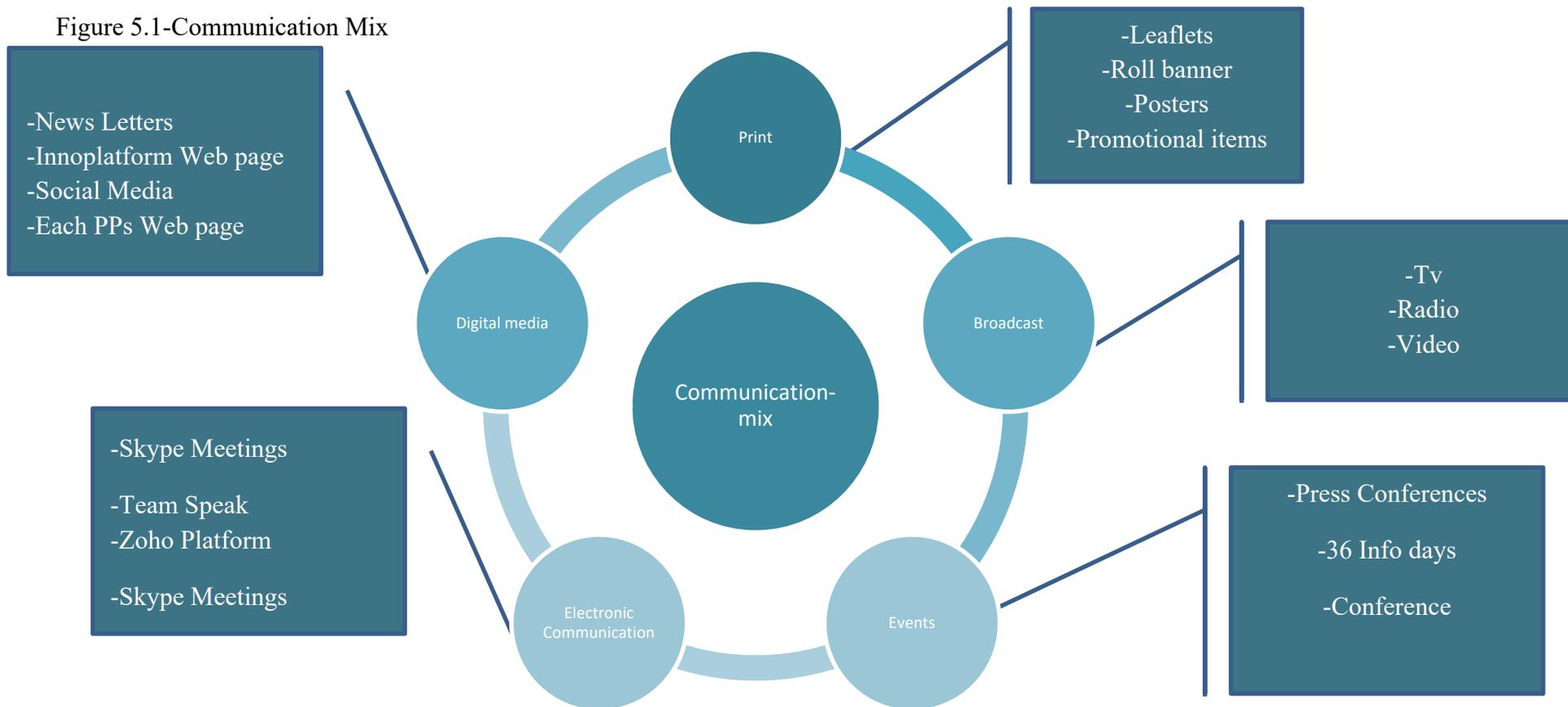
INNOPLATFORM

Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediterranean Area

insight into what is involved in the project. The official document sharing platform for the Project is the Zoho platform.

- Bilateral Skype meetings with project partners on demand and on every issue of concern.

Figure 5.1-Communication Mix



5 COMMUNICATION TOOLS

5.1 Visual Identity - Project LOGO

A strong visual identity is essential to a wide and effective dissemination of the project results. This is why a consistent and recognisable visual identity has been developed for InnoPlatform. It will be used across all products to guarantee a common look and feel and ensure consistency in the targets' mind. A logo has been designed by Balkan MED, based on its own logo and using the same template for all other Balkan MED projects.

Communication goal:	It identifies the project's values and objectives. Provides a visual identity.
Target group:	All the subjects that are directly or indirectly interested in the project's thematic.
Responsible partner:	Limassol Chamber of Commerce and Industry is responsible for the logo design. PP analyse the different proposals and approves the final version.
Timing:	The logo is developed by September 2017 and used for the entire project's duration.

Figure 5-1 Logo



5.2 Project Stationary

5.2.1 PowerPoint templates

For dissemination purpose, a power-point template is created. Each partner will use the same power point template and use it in the internal and external communication, i.e. project meetings, event/conferences.

Communication goal:	Uniformity in all presentations
Target group:	All key stakeholders that are directly or indirectly interested in the project's theme.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the Power Point production; the project's partnership analyses the different proposals and approves the final version.
Timing:	The Power Point template will be created by September 2017 and used for the entire project's duration in every presentation.

5.2.2 Poster and Roller Banner

One Poster with minimum A3 size, preferably A2, and one roller banner, size 85cm-100cm x 200, were designed based on a template for all Balkan MED projects. Both will be available for all project partners.

Each partner must print and display at least one roller banner in every conference.

Communication goal:	Make visible the EU support in carrying on the project.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the creative. All PPs for the printing.
Timing:	By the end of November, 2017
Quantity	5 posters and 1 roll banner per Partner



Figure 5-2 Roller Banner

5.2.3 Promotional Items

The promotional items cover the design and printing of the

- Pens – with printed logo;
- Notebooks - A5 (148x210MM), a 50 page notebook, full colour print,; and
- Folders,

which are going to be distributed to all participants in the info days/trainings, conferences, as well as other interested stakeholders. The promotional items will be a visible proof of the creative activities carried out during the project as well as an effective and direct way to communicate the EU support to the initiative.

Communication goal:	Disseminate the project's contents also to a targeted audience not directly involved in the project's activities. Make visible the EU support to the initiative.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the creative. All PPs for the printing
Timing:	By the end of November 2017 and by the end of August 2018
Quantity	300 pens per partner 300 notebooks per partner 300 folders per partner

5.3 Project Flyer

One flyer, one page A4, two sided colour printing, will be developed for the project. Its objective is to present InnoPlatform: its topic, project partners and aims. The material should make the project appealing and increase its visibility at local and European levels, firstly to the policy makers of local authorities and all the stakeholders. It will be widely distributed especially during multiplying events foreseen for the whole project lifecycle. The flyer - will be available in both digital and hard copy.

Communication goal:	Flyer is aimed at informing the key audiences in a clear and immediate way about the project and its objectives, beneficiaries, activities etc.
Target group:	SMEs, entrepreneurs and start-ups, consultants, business support organizations, individual researchers, universities, research centres, which operate in the Balkan MED area.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the creative of the Flyer. PPs print the flyers.
Timing:	By the end of November, 2017
Quantity	1000 flyers per PP

5.4 InnoTools Leaflet

One leaflet, A4 document, two sided colour printing, will be developed within the midterm dissemination pack. Its objective is to provide information on the Innotools and their use. The material should make the project appealing and increase its visibility at local and European levels for all stakeholders. It will be widely distributed especially during multiplying events foreseen for the whole project lifecycle. The leaflet will be available in both digital and hard copy.

Communication goal:	The leaflet aims at informing the key audiences in a clear and immediate way about Innotools and their use
Target group:	SMEs, entrepreneurs and start-ups, consultants, business support organizations, individual researchers, universities, research centres, which operate in the Balkan MED area.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the creative of the leaflet. PPs print the flyers.
Timing:	By the end of August, 2017
Quantity	1000 leaflets per PP

5.5 Project Brochure (documenting project success cases)

The project brochure will document the pilot cases and their results. The brochure will be printed on three A4 pages bounded at the middle.

Communication goal:	It aims at informing the key audiences in a clear and immediate way about the project and its outputs.
Target group:	SMEs, entrepreneurs and start-ups, consultants, business support organizations, individual researchers, universities, research centres, which operate in the Balkan MED area.
Responsible partner:	Limassol Chamber of Commerce and Industry partner is responsible for the Flyer and Leaflet. PPs print the brochures
Timing:	By the end of June 2019
Quantity	At least 300 brochures per PP in June, 2019

5.6 Project Website

Showcase website which will be developed and featured by the Balkan Med as part of its own website and following the same template for all other Balkan Med projects. It will be managed by the Lead Partner, CKM while all partners should include a direct link on their own websites.

The website is an effective tool to strengthen the image of the project, reach the targets and also disseminate information to interested third parties. It provides a stable and updated source of information on the project, its news, activities, outputs and results.

According to Balkan MED communication strategy guidelines, the main section of the website will be:

- News section;
- Events section;
- Contacts section;
- Deliverable section;
- Newsletter subscription module;
- Social media feed section.

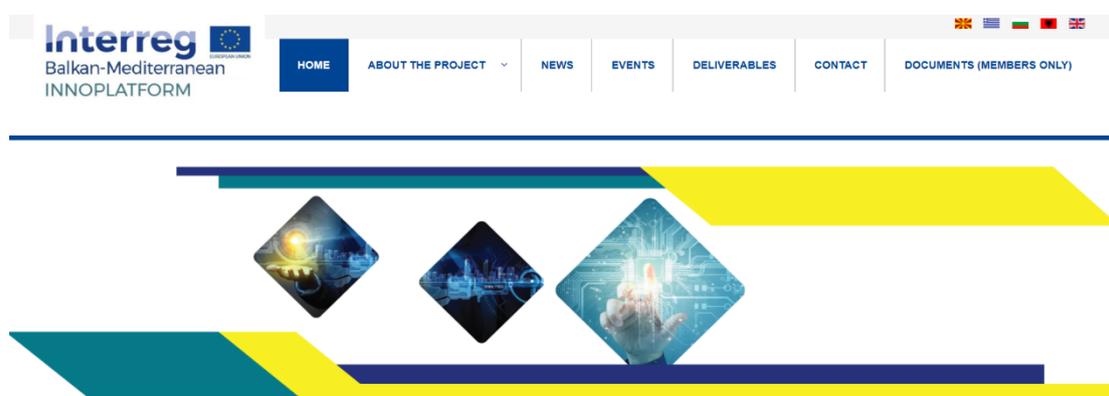
The final architecture, together with the link, of the project website will be defined upon the prior setup by Balkan MED.

The project website is a living space, in order to be attractive for web users. In that sense regular news articles should be posted. All Project partners are in charge of providing information for the publication of news in the website to the Lead Partner CKM.

Aside from the showcased, InnoPlatform own website will be developed with a life reaching beyond the Project and being a Project output itself, not just a simple communication tool. The website will follow the Programme’s visual guidelines.

Communication goal:	The website will be an “open window” where all the project’s information will be available and accessible in real time for project’s partners and the general public. It will represent and useful cooperation and exchange tool between the project’s partners.
Target group:	The target group is composed by internal and external actors, that is by the project’s partners and all the subjects directly and/or indirectly interested in the project’s thematic.
Responsible partner:	CKM is responsible for realization and management of the website; all the project’s partners will contribute to the website’s content updating.
Timing:	By the end of October, 2017

Figure 5-3 Website template



5.7 Video

A video of the project will be produced during its first year. This video will present the InnoPlatform project and the InnoTools.

Communication goal:	Disseminate at territorial level information on project and on specific aspects and project's activities.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	The Limassol Chamber of Commerce is in charge for the script of the video. CKM is in charge for the production.
Timing:	By the end of August 2018

5.8 Press releases and articles

Media dissemination will include the engagement of journals and magazines through the sending of press releases and the resulting articles that will be published, which will serve to present project progresses and milestones.

Press releases aim to present interesting news about the project, in order to draw the attention of journalists and encourage them to draft articles on the subject. They are often published after each big event to present the outcomes or after big milestones (e.g. adoption of implementation plans, etc.). They have to be presented in a specific format and content (date, attractive headline, clear and strong first paragraph summarising the essential, other paragraphs to develop the issue, contact details for more information, logos, etc.).

The press release should be sent in the partners languages to improve the dissemination of the information. More detailed guidelines for press release are given in the Programme Communications Manual for partners to use if needed when sending their own press release.

The language should be adapted to the scale: no jargon, be concrete (facts and people), case studies, English for European level, regional or national language for local and regional levels.

They should be sent to journalists at a national, regional and local scale. It is important to keep a local angle in your press release in order to interest the local press which is more interested in what is happening near, rather than somewhere else in Europe (information about the European aspects are interesting to provide context or additional perspective).

Press Releases guidelines and formats are provided in Addendum 2.

Communication goal:	Disseminate at territorial level information on project and on specific aspects and project's activities.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	All PPs
Timing:	During the whole duration of the project
Quantity:	At least 5 media stories per partner in the media partners the PPs listed in addendum 1.

5.9 E-Newsletter

A newsletter will be sent semi-annually, during the 2 years of the project, to provide regular short updates on the project's progress to the interested public. The newsletter should be brief, in order to be effective, with links to the relevant original source. One picture should be chosen for each article. Partners must participate in the elaboration of the newsletter, by providing news regarding their activity in the project, short updates on the project, main results, events to come, other relevant activities as well as pictures. The newsletter will be written in English.

The articles will follow the same format: a headline, the first paragraph will be used as a chapeau in bold, followed by one or two additional paragraph(s). The newsletter will only include a short version of the articles (80/100 words) and will link to the full versions posted as news on the website (250/350 words). The aim is to facilitate the reading of the newsletter and create more traffic on the website.

Subscription to the newsletter will be possible through a button on the website (*TBC*). Each partner will share their contact database in order to reach the relevant targets.

Communication goal:	Disseminate information on the project's progress status (activities, reached results etc.), on the partner's role as well as to inform the partnership and the external public on project's themes.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	Limassol Chamber of Commerce and Industry
Timing:	4 times during project duration (semi-annually)
Quantity:	4 Newsletters

5.10 Social Networks

All partners are encouraged to use their social networks (Twitter, Facebook, LinkedIn, etc) to disseminate InnoPlatform news and events to a large audience, especially policy makers, public officials of the region, and SMEs involved.

Information related to the project should be shared using the hashtag #InnoPlatform and linking to the project's website as much as possible to increase the traffic on its page. A section of the project website will host tweet feed from the hashtag #InnoPlatform (TBC).

InnoPlatform will have several avatars on the social networks: Facebook, Twitter, LinkedIn, ResearchGate.

Communication goal:	Disseminate information on the project's progress status (activities, reached results etc.), on the partner's role as well as to inform the partnership and the external public on project's themes.
Target group:	All the local, national and international actors interested in project's themes, as well as the general public at different levels.
Responsible partner:	UET Center
Timing:	Ongoing
Quantity	Facebook, Twitter, LinkedIn, ResearchGate.

5.11 Studies and reports

At a regular basis, each partner will write studies and reports in accordance with the program. In order to reach the target of the program, the way you communicate the results achieved by your Project is essential. Some tips below are helpful to write a successful study or a report.

All studies and reports have to use the same features and appearance:

1. Fonts: Times New Roman 12
2. Use Colour for graphs and charts: RGB (60/116/134)
3. Use the same front page (template)

5.12 Stickers

In every equipment purchasing, stickers must be used in a visible place; the stickers will contain the following mandatory information:

- ✓ InnoPlatform logo and website address;
- ✓ the funding reference;
- ✓ the budget of the Project;
- ✓ The name of the Project.

The sticker should be placed on every piece of equipment.

The dimensions: 10cm*15cm

5.13 Events

During the project, the partners must organise different types of events, which are listed below:

- 2 project conferences
- 3 Press conferences per partner
- 36 info days for the final beneficiaries

During the project, the partners must organise different types of events as are:

- 2 project conferences (interim and final)
- 3 Press conferences per partner – minimum 11 project press conferences;
- 36 info days for the final beneficiaries;

When organising the events, partners need to follow the requirements as set in the [Integrated Communication Guide of the Programme](#). The process is provided in Addendum 3.

6 MONITORING AND EVALUATION

6.1 Evaluation, Monitoring Communication activities

The last stage of Communication Plan is the evaluation stage. The purpose of the evaluation is to determine whether the communication activities meet the objectives. Evaluating the Communications Plan provides the opportunity to adjust the communications goals and campaign strategy in the following ways:

- ✓ Formally or informally, ask audience members, stakeholders, and funders or potential funders for their reactions and suggestions for improvement
- ✓ Improve the communications processes where needed based on the feedback and constructive suggestions

Evaluating the communications plan also provides the opportunity to monitor the communications goals and campaign strategy in the following ways:

- ✓ Track any completed communications events, presentations, or reports
- ✓ Track any solicited and/or unsolicited feedback coming from audiences or stakeholders
- ✓ Track the development of interest in the evaluation from potentially new audiences or stakeholders that were not previously considered

The main purpose of the monitoring and the evaluation is to indicate how effective the communication tools are. All communication activities will be subject of a regular follow-up, so that the results can be evaluated and integrated within the communication strategy and that adjustments can be made if necessary.

With this intention, outputs and results indicators have been defined for each type of communication tools as summarised in the table 6.1.

Table 6-1 Output and results indicators

Output and result indicators		
Tool	Output indicators	Result indicators
Website	Number of pages published Regularity of updates	Number of new visits, Number of returning visitors, Number of hits per page,
Events	No of press conferences, Number of transnational events implemented, Number of national events implemented, No of study visits organized, No of training events, seminar organized, No of project meetings held	Number of participants involved, Number of individuals reached directly through dissemination outputs in the co-operation area
Leaflets, brochure, electronic newsletters	No of publications produced (editions, specify: e.g. folder, newsletter, brochure, report, guideline, handbook), Number of materials created, Number of copies disseminated,	Number of individuals reached directly through dissemination outputs in the co-operation area Number of private sector actors reached directly through dissemination outputs in the co-operation area Number of SMEs reached directly through dissemination outputs in the co-operation area
Media tools	No of articles/appearances published in the press and in other media (including online media, TV, radio) Number of press releases issued Number of press kits sent Number of announcements sent	Number of press articles, press conferences Number of participants to press conferences.

In addition to this, indicators for project deliverables are defined. Since all deliverables are public indicators are available in Ad: 6.

Table 6-2 Qualitative and quantitative description of the outputs and results of WP2

Qualitative and quantitative description of the outputs and results of WP2				
Type	Description	Contributing Partner	Measurement unit	Target value
Output	List of target media	all project partners	list	6
Output	Communication plan	all project partners	common plan	1
Output	Project website	all project partners	permanent info source	1
Output	Initial press release	all project partners	press release	6
Output	Initial dissemination pack	all project partners	pack	6
Output	Mid-term press release	all project partners	press release	6
Output	Mid-term dissemination pack	all project partners	pack	6
Output	Closing press release	all project partners	press release	6
Output	Closing dissemination pack	all project partners	pack	6
Output	Press conferences organized at partner level	all project partners	press release	18
Result	Unique visitors of project website	all project partners	individuals	24.000
Output	Project newsletters	all project partners	newsletters	4
Output	Info Days	all project partners	national event	36
Output	Participants at regional info days	all project partners	individuals	720
Output	Interim project conference	All project partners	conference	1
Output	Participants at the interim project conference	All project partners	Individuals	100
Output	Final closing project conference	all project partners	conference	1
Output	Participants at the Final closing project conference	all project partners	individuals	100

6.2 Estimated budget

Work Package total including all partners: 105,683.86 €

Act 2.1 Media communication & dissemination budget: 96,013.03 €

Act 2.2 Non-media communication & dissemination budget: 9,670.83 €

6.3 Summary timetable

The following table presents the dissemination activities that are planned by all partners for the next period. These dissemination activities address both target group and wider audiences and thus this plan is considered a good communication mix.

It is expected that more possibilities for dissemination activities will emerge as the project progresses and more results become available to partners. The tables below are analyzing the communication actions per partner.

Table 6-3 Summary table

Del.	Description	Quant	Responsible PP	Budget
D.2.1.2	Web page and hosting	1	CKM	3,000.00 €
D.2.1.3	Press Conferences	3	CKM	900.00 €
D.2.1.5	Printings (Initial, Interim, Final)	3	CKM	6,000.00 €
D.2.1.5	Translation	1	CKM	1,000.00 €
D.2.2.3	Press Conferences	3	CTI	1,389.00 €
D.2.2.5	Printings (Initial, Interim, Final)	3	CTI	6,000.00 €
D.2.2.5	Translation	1	CTI	2,000.00 €
D.2.2.3	Press Conferences	3	UET Centre	900.00 €
D.2.3.5	Printings (Initial, Interim, Final)	3	UET Centre	5,700.00 €
D.2.3.5	Translation	1	UET Centre	900.00 €
D.2.4.3	Press Conferences	3	BFU	900.00 €
D.2.4.5	Printings (Initial, Interim, Final)	3	BFU	6,000.00 €
D.2.4.5	Translation	1	BFU	2,000.00 €
D.2.5.1	Communication Strategy	1	LCCI	4,000.00 €
D.2.5.2	Wep page	1	LCCI	3,466.00 €
D.2.5.3	Press Conferences	3	LCCI	2,000.00 €
D.2.5.5	Printings (Initial, Interim, Final)	3	LCCI	6,000.00 €
D.2.5.5	Translation	1	LCCI	2,000.00 €
D.2.6.3.	Press Conferences	3	SEPVE	900.00 €
D.2.6.4	Final project conference	1	SEPVE	11,405.00 €
D.2.6.5	Printings (Initial, Interim, Final)	3	SEPVE	6,000.00 €
D.2.6.5	Translation (Final Conference)	1	SEPVE	2,000.00 €

Table 6-4 Communication tool per category

Communication Tools	Quantity	Responsible Partner	PERIOD/Dissemination Pack
Flyers	6000 (1000 per partner)	All partners	First dissemination pack
Poster	30 (5 per partner)	All partners	First dissemination pack
Leaflets	6000 (1000 per partner)	All partners	Second dissemination pack
Roll Banner	6 (1 per partner)	All partners	First dissemination pack
Pens	300/per Partner	All partners	First, Second and Third dissemination pack
Notebooks	300/per Partner	All partners	
Folders	300/per Partner	All partners	50 for the First dissemination pack, 200 for the second dissemination pack, 50 for the third dissemination pack)
Wep Page	1	CKM	First dissemination pack
Video	1	CKM	Second dissemination pack
Press Releases-Articles	5 per partner per press conference = 150	All partners	The whole project duration
News Letters	4	LCCI	Semi-annually
Brochures	Min 1800	All partners	Third dissemination pack
Social Networks	Facebook	UET Center	First six months of the project
	Twitter		
	LinkedIn		
	Research Gate	BFU	
Project Conferences	1 +1	SEPVE and CKM	2018 and 2019
Press Conferences	3 per Partner	All partners	Initial and closing press conference plus one more per partner at the project meetings
Infodays	36	All partners	During WP5

Addendums

Ad 1: Media Partners

Ad 2: Press release guidelines

Ad 3: Event Organisation and Checklist

Ad 4: Feedback forms for events

Ad 5: List of indicators

Ad 1: Media Partners

Table Ad 1.1. Center for Knowledge Management Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	Inovativnost	Digital media	http://www.inovativnost.mk	vericajordanovavj@gmail.com	Verica Jordanova
2.	Nasa TV	TV		georgievskam@yahoo.com	Marija Georgievska
3.	MRTV	TV	http://www.mrt.com.mk	dime.ratajkoski@mrt.com.mk	Dime Ratajkoski
4.	MIA	Digital media	http://www.mia.mk	daniela.dimitrieva@mia.mk	Daniela Dimitrieva
5.	24 Vesti	TV	http://24vesti.mk/	desk@24vesti.mk	Ognen Janeski
6.	Faktor	Digital media	http://faktor.mk/	contact@faktor.mk	Aleksandar Manev
7.	Vecer	Print	http://vecer.mk/	igor.panajotov@vecer.com.mk	Igor Panajotov
8.	Nova TV	TV	http://novatv.mk/	tvnovaweb@gmail.com	Sashka Cvetkovska
9.	Telma TV	TV	http://www.telma.com.mk/	simona.dukovska@telma.com.mk	Simona Dukovska
10.	Bankarstvo	Digital media	http://bankarstvo.mk/	contact@bankarstvo.mk	Filip Cizbanovski

Table Ad 1.2. CTI Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	ΣΥΜΒΟΥΛΟΣ	Newspaper	N/A	symboulo@otenet.gr info@symboulos.gr	N/A
2.	ΓΝΩΜΗ	Newspaper	N/A	gnomi@otenet.gr	N/A
3.	TETAPTO	Free Newspaper	N/A	info@tetartopress.gr	N/A
4.	EMEA	Digital	www.emea.gr	info@emea.gr	N/A
5.	ICTPLUS	Digital	www.ictplus.gr	info@ictplus.gr	N/A
6.	ΠΕΛΟΠΙΟΝΝΗΣΟΣ	Newspaper	www.pelop.gr	pelop@pelop.gr	N/A
7.	ePatra	Digital	www.epatra.gr	newsteam@epatra.gr	N/A
8.	Patratimes	Digital	www.patratimes.gr	info@patrastimes.gr	N/A
9.	ΓΕΓΟΝΟΤΑ	Newspaper	www.gegonota.gr	gegonota@otenet.gr	N/A
10.	Freelist	Digital	www.freelist.gr	news@freelist.gr	N/A

Table Ad 1.3. UET Center Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	MAPO	National Newspaper: print & digital	www.mapo.al	B_gjoka@yahoo.com	Bleriana Gjoka
2.	MADAME MAPO	Monthly Magazine: Print		Suadela.balliu@gmail.com	Suadela Balliu
3.	Tirana Post	Online News Media Platform	www.tiranapost.al	Mira.kazani@gmail.com	Mira Kazani
4.	SCAN TV	TV News Channel	http://www.scan-tv.com/	Enio.civici@gmail.com	Enio Civici
5.	ABC News	TV News Channel	http://www.abnews.al/	tbc	tbc

Table Ad 1.4. BFU Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	E-BURGAS	digital	www.e-burgas.com	news@e-burgas.com	Iliana Todinova
2.	Burgaski reporter	digital	www.burgas-reporter.com	office@burgas-reporter.com	Krassimir Kaludov
3.	Kanal 0	TV	www.rn-tv.com	kanal0@rn-tv.com	Vesselin Prenerov
4.	Radio Burgas	radio	www.bnr.bg/burgas	radioburgas@bnr.bg	Daniela Kostadinova
5.	Bulgarian Telegraph Agency	digital	www.bta.bg	todor@bta.bg	Todor Stavrev
6.	Trud	print	www.trud.bg	mariakehaiowa@abv.bg	Maria Kehayova
7.	Chernomorski far	print	www.faragency.bg	reporter@faragency.bg	Silviya Shatarova
8.	Poligraff	digital	www.poligraff.net	info@poligraff.net	Zhaneta Simeonova

Table Ad 1.5. LCC Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	Newspaper Lemesos	Newspaper	http://www.elemesos.com/	elemesos@cytanet.com.cy	N/A
2.	E Lemesos	Online Newspaper	http://www.elemesos.com/	elemesos@cytanet.com.cy	N/A
3.	Signalive	Online Newspaper	http://www.signalive.com/news	news@signalive.com	N/A
4.	InBusiness	Online Newspaper	https://www.inbusinessnews.com/	inbnews@imhbusiness.com	N/A
5.	Phileleftheros	Newspaper	http://www.philenews.com/	mailbox@phileleftheros.com	N/A
6.	Philenews	Online Newspaper	http://www.philenews.com/	philenews@phileleftheros.com	N/A
7.	All About Limassol	Official Guide of the Limassol city and district	http://allaboutlimassol.com/en/	info@allaboutlimassol.com	N/A
8.	Kanali 6	Radio Station	http://www.kanali6.com.cy/	info@kanali6.com.cy	N/A
9.	Cyprus News Agency	Online Newspaper	http://www.cna.org.cy/index-en.aspx	news@cna.org.cy	N/A
10.	Cyprus Broadcasting Corporation	National TV Channel	http://www.riknews.com.cy/	rik@cybc.com.cy	N/A

Ad 5.5-Media Partner 5

Table Ad 1.6. SEPVE Center Media Partners					
	Name of the media	Type of the media	Web address of the media	Contact e-mail	Contact person
1.	VERGINA TV	TV	http://verginatv.gr/	smargaritidou@gmail.com tsorbax@gmail.com	Margaritidou Stellina Tsorba Christina
2.	TV100	TV	http://www.fm100.gr/live/tv100		Stefanopoulou Fotini
3.	ET3	TV	http://webtv.ert.gr/ert3/		Avgeri Dora
4.	ELEFTHEROS TIPOS	PRINT	http://www.eleftherostypos.gr/	aggeagge73@gmail.com	Aggelidis Aggelos
5.	104.9FM	RADIO	http://www.praktoreiofm.gr/	atsigg@gmail.com agouti@ana-mpa.gr	Tsigganas Thanasis Gouta Alexandra
6.	DIMOKRATIA	PRINT	http://www.dimokratianews.gr/		Mathiopoulou Maria
7.	VORIA.GR	DIGITAL	http://www.voria.gr/	akarolidou@gmail.com	Karolidou Anni
8.	KA BUSINESS	DIGITAL	http://www.ka-business.gr/	rlepidou@gmail.com	Lepidou Rallio
9.	KEPA-Business & Cultural Development Centre	DIGITAL	http://www.e-kepa.gr/frontend/index.php?chlang=EN	tsitsopoulosi@e-kepa.gr	Tsitsopoulos Ioannis

Ad 5.6-Media Partner 6

Ad. 2 Press release guidelines

Audience

When writing a press release, always keep in mind which audience you are targeting. The message, language, and tone must be adapted to your target.

Messages

A press release must contain a limited number of messages, to ensure the good transmission of the important information. You have to select the key information and build your article around them.

Organisation

The first paragraph (or lead paragraph) of your press release must answer these six questions: **What, Who, When, Where, Why, How**. They constitute the main informations that have to be communicated. In the rest of the document you can then go into more detail and give specific information.

If you want to structure your document, you can add a subtitle to one or two paragraph (*see example below*). It is strongly encouraged to keep a local angle in your press release to catch the interest of the local journalists. You can for instance, start with explaining what is happening or has happened in your area (local, national level), and extend it to more European information in a second part to give some context.

Size

Be concise. It is best if you can fit all information on one page or at least no more than two pages. If you have two pages, number the pages at the top so that readers will not miss important information.

Mandatory items

In a press release, some items must always be included:

- Mention “Press release” at the top
- Mention “To be released immediately” (or give a specific date when the information can be released) at the top
- Date of the press release at the top
- Title/Headline
- Your logo, the logo of the project and the Balkan MED logo
- Contact person : name, phone, email
- Mention “END” at the end of the press release and “More” if there is a second page
- Include the disclaimer statement: “Project co-financed by the European Regional Development Fund”

TEMPLATE



PRESS RELEASE

To _____ **be** _____ **released**
immediately

Date

HEADLINE

This first paragraph must contain all key information, without details. It must be short.

Subtitle (optional)

In the rest of the text, you must develop your message and give more details. It is better to separate each message in paragraph so that it is easy for the readers to find the information they need.

For more information:

Name

Phone

Email

- END -

The project InnoPlatform –. Innovations Platform and Tools for increasing the innovation capacity of SMEs in the Balkan Mediterenean Area. You can find more information about the project on [link to website].

Project co-financed by the European Regional Development Fund

Partners' logos

Ad 3: Event Organization***a. Defining the event***

- Why is this event organised?
- Who is the target audience? Who can be relied on to disseminate this event (partners/collaborators)? Who from the team is involved in the event and what is their role? Estimation on the number of participants and adequate choice of venue.
- What kind of event is organised? For instance, if it is a stand-alone event or part of a bigger event?
- Where will the event take place? Consider a venue with a good location and accessibility by public transport, and which has the need equipment (microphones, screen, projector,...)
- When will the event take place?

During the definition part, the budget will also have to allocated for different costs.

b. Define the programme and the speakers

During this stage, the following elements need to be defined:

- The sessions and their timing, including registrations, coffee break;
- The speakers: for whom there needs to be a clear instruction regarding the continuity of their session. Suggestion: alternate local experts and international experts (e.g. from the partnership or from other related projects).
- A moderator
- The programme itself, include practical information (address, public transport, contact details)

c. Practical details

- Venue:
 - A map and public transport options to your speakers and participants
 - Anticipation of the require space needed for registration, cloak room, catering area
 - Staff for registration and welcome
- Materials:
 - microphones, beamer, screen computer, projector, internet connection
 - water for the speakers
 - badges, name plates
 - camera
- Catering
 - Check with the venue if they provide coffee breaks, and if they have a list of caterers
 - Order for a reasonable number of participants. Keep in mind that 15 to 20% of registered people do not come to the event (if it is a free event)
- Speakers
 - Provide hotel suggestions and clear instructions regarding the itinerary for the speakers

d. Communication

- Invitation
 - Preparation of a relevant list of contacts (based on the target audience for this event) and contacts that will spread the information (partners, journalists,..)
 - Depending on the time ahead, send the following: a save-the-date (as soon as you have a date but little information), an invitation and a reminder
 - Include the date and place, topics covered, draft programme, instructions for registration, contact email
 - Include your logo and the [logo of InnoPlatform project](#) on all your invitations and draft programmes
 - Include the reference to the European Regional Development Fund
- e. *After the event*
 - Send thank you notes to your speakers
 - Send a summary of the event with the results and outputs to your participants and other relevant audience. This can be done as a Press release
 - Include a feedback form to receive some feedback from your participants
 - Fill in your own feedback form

Below is a timeline presenting the main tasks to carry out in preparation of the event. You can also have a look at the check list in [Ad 2.](#)

Tasks	2/3 months before	1 month before	2 weeks before	1 week before
Prepare budget and ask for quotes (venue, catering,..)				
Draft programme and contact speakers and moderator				
Send an invitation (and if needed a save the date before)				
Finalise programme				
Brief the speakers and moderator				
Send a reminder for the event				
Confirm caterer				
Send one last reminder				
Send reminder to the participants				
Confirm number of participants to the caterer				
Prepare badges and name plates				

Table 0-5 Timeline of event

Ad.3 Event Checklist

BEFORE

- Decide on the venue and the caterer
- Choose and invite your speakers
- Programme:
 - Adapt the content according to the target audience
 - Include Q&A time
 - Plan enough time for coffee breaks and lunch
- Send an invitation, a reminder and as an option a second reminder
- Reminder: all documents must include the project logo and reference to ERDF
- Brief the speakers and the moderator
- Allocate specific tasks and responsibilities to the organising team

DURING

- Set up a registration desk & locker room:
 - Registration sheets
 - Name badges arranged in alphabetical order
- Keep a USB with a copy of all presentations
- Place labels and water are available for the speakers
- Equipment:
 - Laptop with presentations
 - Microphones & sound system
 - Screen & projectors

AFTER

- Send thank you notes to all speakers and participants
- Follow-up: upload presentation online, provide a summary of the event
- Ask for feedback on the event

Ad 4: Feedback form for external event

For each event (already attended) please provide the following information and send them to the communication leader and project leader.

Involved partners:

Type of events (as determined in the communication strategy):

- 1) Name of event, date and location:**
- 2) Overall aim of the event:**
- 3) How InnoPlatform project was disseminated at the event (if possible, include picture):**
- 4) Background information on the organisations attending, including:**
 - *Types of organisations (public authorities, companies, NGOs, etc.)*
 - *Total number of participants*
- 5) Overall outcome of the event for the InnoPlatform project:**
(How many people expressed an interest, etc.)

Ad 4: Feedback form for events organised by the partners

For each event that you have organised please provide the following information and send them to the communication leader.

Organising partner:

Type of events (as determined in the communication strategy):

- 1) Name of event, date and location:**
- 2) Overall aim and target audience of the event:**
- 3) Key results of the events, including pictures:**
 - *Total number of participants*
 - *General feedback from participants*
- 4) Overall outcome of the event for the InnoPlatform project:**
- 5) Relevant contacts for future dissemination of the project:**

Ad 5: List of indicators

Output no	Indicator	Total
1	No of articles/appearances published in the press and in other media (including online media, TV, radio)	50
2	No of press conferences	18
3	Average of hits per month on the project website	1.000
4	No of publications produced (editions, specify: e.g. folder, newsletter, brochure, report, guideline, handbook), no of copies disseminated	Min 16.500
5	No of transnational events implemented	2
6	No of national events implemented	36
7	No of study visits organized	3
8	No of studies produced	6
9	No of guidelines produced(guidelines for innotools 5, guidelines for the Centers of Excellence 1)	6
10	No of management plans developed	1
11	No of training events, seminar organized	36
12	No of participants involved in trainings and seminars	720
13	No of services developed	7
14	No of person in charge for administration of projects	6
15	No of project meetings held	5

Result no	Indicator	Total
1	No of permanent information sources / channels in project (e.g. websites, regular publications)	4
2	No of individuals reached directly through dissemination outputs in the co-operation area	50.000
3	No of administrative actors reached directly through dissemination outputs in the co-operation area	1000
4	No of private sector actors reached directly through dissemination in the cooperation area	5000
5	No of SME reached directly through dissemination outputs in the co-operation area	720
6	No of advanced tools and methodologies adopted to increase the projects visibility among experts and wider communities, the public (additionally description necessary)	7
7	No of new tools / instruments developed	7
8	No of staff members with increased capacity (awareness / knowledge / skills)	20
9	No of regions proactively promoted	6
10	No of common management structures / systems established	2

InnoPlatform Communications Plan



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