

Education for ideas, inventions and innovations for entrepreneurship – *i3*

General communication strategy of i3 project

Contents

- Visual identity
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General Remarks

- *What is this Strategy?*
 - Jointly prepared document by all PPs required by the Program (BMP)
- *What is the basis?*
 - BMP Communication Guide for Projects
- *The purpose?*
 - Overview of all communication activities in an integrated way
 - Basis for joint understanding of the tasks and responsibilities of all partners
 - To ensure smooth implementation and involvement of project partners
 - To ensure interaction with stakeholders
 - To ensure dissemination of project results
- *Where in the Project?*
 - Work Package 2 (WP2) and WP5
- *Who?*
 - Bulgaria Economic Forum (BEF) - supervisor of all the activities
 - Each project partner (PP) at country level

Visual identity

*Rules are **strict**:*

- PPs should be familiar with the BPM Communication Guide for Projects
- Applicable for both external and internal communication
- PPs need to follow these rules in the right way
- PPs should always make sure they have used the right templates, the right size of the Project logo, right colour etc.

Visual identity – *the Logo*



Requirements

- It must be always included in all communication materials produced both at Programme and Project level
- It must be placed in a central and visible position of any produced material
- it can never be smaller than any other logo included in the same material

Other logos

- BMP does not require the use or display of any additional logo apart from the Project logo and the funding information
- Other logos cannot exceed the EU emblem in height and width
- The logo is normally considered to be only the graphic element and not the name of the institution

Visual identity – *the Logo*



- The project logo is created by the LP (BEF)
- The official logo of i3 Project is available in three variations:



The minimum usable size of the logo is 45.5 mm. in length.

- BEF will create a set of Project Visual Templates: project letterhead; minutes of meeting; presentations from a meeting and/or workshop; attendance sheets etc.

Visual identity - *Fund mentioning*

- Sources
 - two different EU funds: European Regional Development Fund (ERDF) and Instrument for Pre-Accession Assistance II (IPA II)
 - national funds of the BalkanMed participating countries
- In all communication tools and activities, the funding by the EU must be clearly indicated by ***“Project co-funded by the European Union”***
- Whenever possible (i.e. written documents), the specific funding should be mentioned *i.e.* ***“Project co-funded by the European Union and national funds of the participating countries”***.

External Communication - *Objectives*



1. To raise awareness among key stakeholders regarding the **i3 Project**:

- **Overall Objective:** *“to promote territorial development, cooperation and support the competitiveness of the Balkan-Mediterranean area by developing, establishing and promoting entrepreneurial learning and knowledge transfer model (**I**deas, **I**nventions, **I**nnovation – **i3**) for educating students and entrepreneurs.”*

- **Results:**

- *“Building or strengthening the entrepreneurial thinking and approach to exploit existing and create new business opportunities and increase competitiveness;*
- *Establishing close links between training and education organisations and business with a view of bridging the supply and demand of qualified human resources;*
- *Focusing efforts on resolving the most immediate problems on a regional, national and global scale to support the social and economic development.”*

2. To raise awareness of how the EU and the partners work together to support education and entrepreneurship

External Communication

Target groups (Key Stakeholders)

- Young people - either in their last courses of education or those who have recently graduated
- Educational institutions
- Business and sectorial organisations and associations
- SMEs
- Communities in the participating countries

External Communication

Target groups – Specific objectives and key messages

1. For the young people

Main objective:

- To attract them to try and use for free the **i3 web based platform**
- To provoke their interest for active participation in the different events of **i3 Project** (workshops, i3 Fair, etc.)

Main media: the social media (such as Facebook), media publications and broadcasts

Main message: *“The use of the i3 model will help young people understand better the world of business and thus integrate better in the labour market OR create new start-ups”*

External Communication

*Target groups –
Specific objectives and key messages*

2. For the educational institutions

Main objective:

- to present the possibility to use for free the **i3 web based platform** and the **booklet** for educational purposes
- participation in i3 Fair
- To receive inputs for further developing and up-grading of the platform

Media (communication tool): leaflets, letters, meetings and events

Main message - *“The use of the i3 model will help links between educational institution and the business”*

External Communication

Target groups –

Specific objectives and key messages



3. For the business and sectorial organisations and associations

Main objective:

- To present the possibility to use for free **the i3 web based platform** by their
- To promote the **i3 Fair**
- To receive their inputs for further developing and up-grading of the platform

Main media (communication tools): leaflets, letters, meetings and events

Main message: *“The use of the i3 model will help the business to increase competitiveness”.*

External Communication

*Target groups –
Specific objectives and key messages*

4. For the SMEs

Main objective:

- To present the possibility to use for free the i3 web based platform in the daily business activities
- To promote the **i3 Fair**
- To receive their inputs for further developing and up-grading of the platform

Main media (communication tools): social media, leaflets, letters, media publications and broadcasts

Main message: *“The use of the i3 model will help the business to increase competitiveness”.*

External Communication

Target groups –

Specific objectives and key messages

5. For the communities in the participating countries

Focus on the following communities in each of the countries:

Bulgaria – Life;

Albania – Eco;

Cyprus – Energy;

Greece – Tech;

FYROM – Digital

Main objectives, main communication tools and main messages will be the same as in 3. and 4.

External Communication - *Communication activities and tools*

Activities

- Under the full responsibility of the LP (BEF) – project webpage, project document templates and visual templates, i3 Fair
- Under the responsibility of PP2 – creation of i3 model platform
- Under the responsibility of each PP – printed and promotional materials, media publications and broadcasts, organization of workshops, information inputs for the webpage and social media, participation in i3 Fair

External Communication - *Communication activities and tools*

Tools

- **Internet based tools:** Project webpage; Project partners' websites; i3 model platform
- **Media publications and radiobroadcasts:** Publications of articles, interviews or advertisements in newspapers or specialized magazines in each of the PP countries; Interviews for radio programs.
- **Visuals and branded materials:** Project leaflets; Project poster; Project banner; Promotional materials; i3 model booklet
- **Events:** Press-conferences (initial and final); Workshops in each country; i3 Fair and conference

External Communication - *Monitoring and evaluation*

- Continuous monitoring both at project and at partner level
- Evaluation at the end of each Project period by the LP
- Member of each PP should be appointed as Communication contact for each PP
- The list of activities will be also checked with the financial manager, in order to have control over the budget.

Internal Communication



Shared responsibility:

- The Lead Partner (BEF) to ensure a continuous communication flow
- Internal communication is done regularly mainly **by e-mail**. Whenever needed **Skype** is also used as a communication tool.

Contact list: includes the details of all PPs. Each project partner is responsible to inform the LP and the other PPs whenever there is change in the contact details. LP is responsible to update the list.

Others: all PPs will try to include the acronym of the Project to all the subjects of the e-mails. Regarding the names of the files, PPs will include the number of the WP, number of the deliverable and a short description (e.g. WP3_3.6.1_Analysis_CY).

Budget

The budget for the project communication includes staff costs and external services (printing, catering etc.). In total it is 152 445,80 €.

Indicators of achievements

Refer to the table in the Strategy

Timeline

Refer to the table in the Strategy



**BULGARIA
ECONOMIC
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Thank you for your attention!

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