COMMUNICATION PLAN

Project: INNOVENTER – INNOVATIVE VOCATIONAL SOCIAL ENTREPRENEURIAL TRAINING

BMP1/1.3/2738/2017

December, 2017

Project co-funded by the European Union and National Funds of the participating countries
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Project co-funded by the European Union and National Funds of the participating countries
1. Introduction

The document at hand will support the communication activities of the INNOVENTER project funded by the Balkan Mediterranean Programme 2014-2020. It presents the communication strategy for the 2-years duration of the project, considered by the partners within the first project month, revised at the kick-off meeting and subsequently finally approved.

The adopted strategy gives the general information, suggestions and guidelines to achieve the best possible results of the communication and dissemination process (WP2). It concentrates specifically on the actions and procedures towards a wider publicity and impact that partners have jointly aimed to accomplish within the INNOVENTER project.

The communication plan can be considered as a basis to build up the targeted campaigns to promote the project in all participating countries Albania, Bulgaria, Cyprus, Greece and Former Yugoslav Republic Of Macedonia, as well as Belgium and beyond.

While implementing the communication and dissemination activities the partners should follow certain quality and quantity criteria to measure the desired and achieved results. Therefore we provide all partners with a framework and useful recommendations to facilitate the communication process.

Furthermore, it also includes some indicators and instruments that will be used in order to evaluate the impact of the communication activities.

The implementation of the project outputs in practice also depends on the success of the communication and dissemination activities within the project. Therefore it is essential to point out that good communication and dissemination plans are the basis for involving stakeholders into the content creation (WP3), the participation in piloting (WP5) and successful exploitation of the results (WP6). The WP2 therefore is a horizontal WP that impacts all other WPs.

Communication in general is a planned and structured process of providing information to the target groups and key actors with regards to the project activities and results, using a variety of communication channels at local, regional, national, EU and international level. The final goal of this process is to encourage the target groups to use the INNOVENTER project outputs as well as to ensure project results are embedded in the organizations’ daily practices.

Through efficient communication the partners aim to achieve the following objectives:

- To promote and raise awareness with regards to the project contents and developments
- To provide information on the quality, relevance and effectiveness of the results
- To transfer successfully the outputs to appropriate decision-makers and gatekeepers in order to achieve their sustainable promotion and mainstreaming, more importantly also beyond the duration of the project
- To convince individual end-users to adopt and or use the outputs also after the end of the project
2. Communication and dissemination basics

The communication concept is built on two dimensions: a horizontal and a vertical one.

- **The horizontal dimension** contains all activities implemented to strengthen the communication and dissemination among the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. P3 MCA as a Communication and Dissemination Leader bears the main responsibility for the horizontal dimension but the project partners are also entitled to actively take part and contribute to these processes.

- **The vertical dimension** concentrates on all activities designed to reach and involve the target groups and final users. This includes all activities that will be carried out by each partner such as the involvement of their own partners/members, networks and stakeholders. P3 MCA is also responsible for the vertical dimension in terms of providing concepts and encouraging and monitoring the activities. The actual success is very much dependent upon the support and cooperation of all project partners.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, channels, methods and instruments of dissemination, always taking into consideration the most adequate means and capabilities of each project partner.

The basic structure includes but it is not limited to the following actions:

*Face-to-face activities*

- Presentations
- Round tables
- Workshops
- Seminars
- Conferences
- Business fairs
- Info days
- Exhibitions
- Other type of networking activities.

*Media-based activities*

- Web-based – groups/blogs, e-newsletters, websites, e-documents, social media, info portals, web forums
- Paper-based – brochures, infosheets, posters, articles, activity reports, articles in mainstream media, academic publications
- Mainstream media-based – interviews, presentations, news bulletins, TV and radio announcements

*Performance activities*

- Activities closely related to project outputs or processes such as the implementation of desk researches, engagement events, seminars, workshops or pilot courses, involved in testing and evaluation activities

The dissemination strategy runs during the whole project, specifically adjusted to the main activities of each phase.
The successful dissemination of the project results/outputs in terms of their sustainable usage is related to a number of criteria:

- **Output quality**: To achieve high rates of dissemination and use, the produced outputs need to be of a very high quality. It is important to pay attention to the output quality during the entire project development, and therefore it is advisable to always introduce procedures and responsibilities for quality management in project processes. The target is to guarantee a high quality final output that will reach the project target groups. Outputs must also be up to date and customized to the users’ needs otherwise dissemination and further usage will be hampered.

- **Adaptability of outputs to country specific circumstances**: It is an important precondition that the results and outputs of the project are adapted to the circumstances of the different countries and meet the needs of the INNOVENTER target groups. This is particularly important as the developed materials and approaches should be relevant to different types of organizations and target groups from the social and the educational sectors.

- **Clear definition of advantages and benefits for users**: High rates of use are quite dependent on the capacity of the partnership to clearly show the advantages and benefits of using the outcomes and outputs for the target groups and end users. For this reason all partners will always put an effort in making the advantages of the project and its results well known. In particular, in the project website and the learning platform (online and mobile), the added value of the results will be highlighted, as well as how the users can benefit from them and how the stakeholders can use the outcomes in the most optimal ways, using a blended training approach (both face to face and online/mobile).

- **Clearly defined stakeholders and potential users**: It is vital that all partners have a clear understanding of what the relevant stakeholders and potential users of the project results are:
  - **Target groups**
    - VET training centres / schools
    - Educational organisations
  - **Beneficiaries**
    - (young) entrepreneurs from SMEs, social economy
    - Trainers and students of business management/entrepreneurship/economy;
    - Social (commercial) enterprises
  - **Stakeholders**
    - Business owners / (Social) Entrepreneurs
    - Policy makers at regional, local and national level, incl. programme bodies
    - National VET agencies/responsible bodies (e.g. NAVET in Bulgarian)
    - General public as beneficiaries (employability)
    - Local SME/Social Economy umbrella organizations
    - Project partner organisations

In addition, each partner should regularly implement activities that will ensure the stakeholders’, target groups’ and beneficiaries’ involvement in the project progress. Therefore, stakeholders, target groups and beneficiaries will be identified and kept informed throughout the whole project duration. This will also contribute to the take up of the project results after the project ends (in close cooperation with WP6 activities). This process is also called stakeholders, target groups and beneficiaries mapping. It has two main aspects, namely the effective involvement, and the availability of clear evidence that confirms this involvement.
3. Background of the INNOVENTER project

3.1. Project objectives

The INNOVENTER project aims to:

- Develop a joint training curriculum and tailor-made learning modules raising social entrepreneurship knowledge among SMEs, entrepreneurs, etc.
- Apply new innovative education and training methods and tools (both online and mobile).
- Support trainings targeted at start-up businesses.
- Promote and mediate in joint efforts among educational institutions and business communities in the Balkan-Mediterranean area (including transfer of best practice and know-how) to improve the quality of vocational training to better fit the required skills on the labour market.
- Support strategic partnership establishments between education and training centres, targeting entrepreneurship skills up-date and development through joint programs tailored to the SMEs’ needs.
- Organize joint VET schemes fostering entrepreneurial mindset, skills and capacities, addressing equally unemployed and other disadvantaged groups.
- Establish transnational links between entrepreneurs, improving competitiveness by sharing best practices and knowledge, develop joint methodologies and promote peer mentoring among SMEs practitioners.
- Set up transnational mentors network, willing to participate in development of newly established businesses of young people.
- Provoke participation of local, regional or national authorities, aiming at initiating involvement of poor and disadvantaged groups.

3.2. Project outputs

The INNOVENTER project aims to produce following outputs:

- **WP2**
  - Raising public awareness regarding development of entrepreneurial skills by information and dissemination events
- **WP3**
  - Training curriculum on Social Entrepreneurship, ECVET compliant
  - Learning course on Social Entrepreneurship (with modular structure)
  - Trainer’s handbook on Social Entrepreneurship
  - Knowledge transfer provided by the Observer Partner – The VIVES University (Belgium)
- **WP4**
  - Online and mobile training platforms
  - Interactive tool-kit for SMEs
  - Supporting knowledge database with case studies, including good, bad and best practices, testimonies, videos, etc.
  - Mentoring program with entrepreneurs across the Balkan-Mediterranean Region
  - Analysis and ways of accreditation of new profession “Social entrepreneur” in compliance with national regulations in VET
- **WP5**
  - Induction learning sessions in every partner country with local trainees and young entrepreneurs by local trainers and facilitators

*Project co-funded by the European Union and National Funds of the participating countries*
o Joint training sessions in every partner country with local trainees and young entrepreneurs by joint team of trainers and practitioners from the partner countries
o Joint local employment events including public authority and SMEs organizations representatives
o Summary of the trainers and experts feedbacks and evaluations

• WP6
  o Memoranda of understanding/Charter on setup of a Entrepreneurial learning cooperation scheme
4. Communication and Dissemination Objectives

The overall objectives of the communication and dissemination strategy of INNOVENTER are as follows:

- Publish and disseminate the results of the project within the Balkan-Mediterranean Region and beyond
- Attract the major stakeholders towards insertion of the Social Entrepreneurship model in support of the economic and social development
- Influence the main actors from educational and vocational training institutions to create viable links between them and to establish learning cooperation schemes on social entrepreneurial training

As a consequence, a major challenge for the communication and dissemination activities of INNOVENTER is to make the stakeholders comprehend the project’s relevance to the needs of the Programme area and to consider how the Social Entrepreneurship model (SEM) can help to confront the problems and issues with the growth, youth employment and social inclusion.

In order to reach the aforementioned objectives, each partner will carry out goal-driven communication activities and events.

4.1. Target groups, beneficiaries and stakeholders

The success of the communication plan is related to the establishment and development of strong relations with the key audience and target groups during the whole project life cycle as well as to the engagement of them to contribute to the project implementation and to reaching the final objectives.

Below we list the main target groups, beneficiaries, and stakeholders.

4.1.1. Target groups, beneficiaries and stakeholders

**Teachers in mainstream secondary schools specialized on economy subjects**

The project will foster the Social Entrepreneurship theme among teachers in vocational schools. They will be able to teach their (young) learners with abilities to solve problems, set strategic goals and priorities, make decisions and assume responsibility for those decisions, based on the Social Entrepreneurship model.

**Trainers on entrepreneurial topics in VET centres providing courses on SME management**

Providing further key competences on Social Entrepreneurship to VET trainers will influence both active working learners and unemployed learners. Social entrepreneurial skills will allow this group to better explore and promote new ideas, which might be a value asset for their organizations, commonly known as intra-entrepreneurship. Within the main target group, social entrepreneurial skills will help the young people to transform ideas into action and eventually foster self-employment.

4.1.2. Beneficiaries

**Students in mainstream secondary or VET schools on business management and economy subjects**

The main aim of the project is to promote the culture of Social Entrepreneurship among learners in vocational training institutions, including people with a socio-economically disadvantaged background, through adaptation, enhancement and insertion fully or partially of elements of our dedicated INNOVENTER training course.

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**Entrepreneurs and aspirant entrepreneurs**

The final users -entrepreneurs and aspirant entrepreneurs- will learn how to be more pro-active and creative, show personal initiative and confront risks in conjunction with implementing ideas of Social Entrepreneurship.

**Social entrepreneurs**

The project will reach entities directly involved in social entrepreneurial activities and potentially interested parties and individuals on how to explore social capital.

### 4.1.3. Stakeholders

**Business owners, social enterprises**

During the foreseen project activities the partners will get together company owners with learners on economy matters as well as would-be entrepreneurs in order to ignite the initiative for opening an own business. The main focus is here the link with social enterprises acting in the partner countries.

**Practitioners and entrepreneurs**

They will ensure that the training course material is relevant to the real needs and challenges of the social businesses, while facilitating the process of transition from school to work.

**Organisations and networks supporting Social Entrepreneurship from other countries of the EU**

The partners will make use of any contacts with such entities as well as participation at events related to the project topic in order to enhance the coverage of the involved or attracted people to the theme of development and exploitation of the Social Entrepreneurship towards growth in the Balkan – Mediterranean area, based on further networking and cooperation among training and business organisations.

### 4.2. Specific objectives per target group, related to each project phase

Following table outlines the specific objectives per target group and per project phase (preparation of learning materials and training platforms, induction sessions and platform user population, joint trainings and learning scheme establishment).

<table>
<thead>
<tr>
<th>Specific objectives per target group</th>
<th>Project phases</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preparation of learning materials and training platforms</td>
</tr>
</tbody>
</table>

**Target groups**

- Teachers in mainstream secondary schools specialized on economy subjects:
  - Compliance with currently provided entrepreneurship courses and easy insertion of the Social Entrepreneurship elements
  - Facilitating of the platform usage and rapid take up of the training units by both trainers and eventually trainees
  - Enhancement of the shared teaching capabilities
<table>
<thead>
<tr>
<th>Specific objectives per target group</th>
<th>Project phases</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preparation of learning materials and training platforms</strong></td>
<td><strong>Induction sessions and platform user population</strong></td>
</tr>
<tr>
<td>Trainers on entrepreneurial topics in VET centres providing courses on SME management</td>
<td>Appropriate level to be implemented in VET courses outside schools and relevant to the specific groups of trainees</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td></td>
</tr>
<tr>
<td>Students in mainstream secondary or VET schools on business management and economy subjects</td>
<td>Achieving of understandable level of the proposed materials via feedback and evaluation of the attitudes</td>
</tr>
<tr>
<td>Social entrepreneurs</td>
<td>Improving their knowledge and promoting their achievements</td>
</tr>
<tr>
<td>Entrepreneurs and aspirant entrepreneurs</td>
<td>Improving their knowledge and promoting their achievements</td>
</tr>
<tr>
<td><strong>Stakeholders</strong></td>
<td></td>
</tr>
<tr>
<td>Business owners, social enterprises</td>
<td>Establishing a link between commercial business and socially oriented enterprises</td>
</tr>
<tr>
<td>Practitioners and entrepreneurs</td>
<td>Ensuring relevance to the real needs and challenges of the business</td>
</tr>
<tr>
<td>Organisations and networks supporting Social Entrepreneurship from other countries of the EU.</td>
<td>Facilitating transfer of know-how and best practices collection</td>
</tr>
<tr>
<td><strong>Project co-funded by the European Union and National Funds of the participating countries</strong></td>
<td></td>
</tr>
</tbody>
</table>
4.3. Strengths, Weaknesses, Opportunities and Threats in terms of the scope of communications activities (SWOT analysis)

INNOVENTER project team will use below SWOT analysis to audit and assess our current situation as a starting point to determine the best course of action. By using a SWOT to look realistically at our project’s communications environment, we can plan accordingly. This will be updated periodically.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong>&lt;br&gt;What are the strengths of our project and its communications activities?</td>
<td><strong>Weaknesses</strong>&lt;br&gt;What are the potential weaknesses of your project and its communications activities? What could be damaging or negative?</td>
</tr>
</tbody>
</table>
| • Experienced partnership in the domain of social entrepreneurship with a vast outreach to the own networks and beyond. | • Not all partners are very confident with media contacts  
  o During each meeting, partners present their work, and where needed advice is provided by more experienced partners such as the LP and P3. |
| • All partners have past extensive expertise in the area of dissemination and have successfully organised events in the past. |  |
| • The assigned communication leader is expert in the dissemination domain. |  |
| • Design has been centralised with P3, while all other partners follow the same look and design approach, using the shared source files |  |

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong>&lt;br&gt;What communications opportunities are there? Is there anything new, different, interesting or unique in our project that we could capitalise upon for publicity?</td>
<td><strong>Threats</strong>&lt;br&gt;Are there any potential threats that our project could face? What might go wrong? How could this affect our communications and PR activities?</td>
</tr>
</tbody>
</table>
| • Our project offers a unique and innovative approach as it combines social entrepreneurship with direct interaction with businesses, offers mentoring support and provides a state of the art online and mobile learning experience in all partner country languages. | • The communication and dissemination should always be consistent, and this may be challenging with many partners on board.  
  o P3 has taken the lead in the design look and feel and has shared this with all partners. |
| • All dissemination materials are attractive and informative and invite stakeholders to engage. | • Overlaps may occur in some countries where several partners originate from (e.g. Bulgaria).  
  o To avoid this, a coordinated approach has been agreed upon by all Bulgarian partners to avoid duplication of efforts. |
5. Communication and dissemination activities

The foreseen activities are structured mainly in a dedicated Work Package (WP2), however there will be a dedicated launch event in WP6 which will also be used primarily for communication and dissemination purposes, as well as to support the first steps towards exploitation (and this may be in terms of realised take up by non-partner organisations, embedment in existing VET courses, etc.).

The partners will exploit any possibility within other WPs in order to increase the communication impact.

The activities and related tasks are as follows:

5.1. Project website in all partner languages
- Overall design
- Content creation and translation in all partner languages
- Content population in all partner languages

5.2. Production of dissemination materials and promotional tools in all partner languages
- Content creation
- Design of dissemination material (poster, leaflet, rollup banner, bags, badges, promo tables, pens, notebooks)
- Production of dissemination material in all languages

5.3. Provision of information events in all partner countries
- Events with Local authorities/ Stakeholders in
  - Bulgaria: Sofia, Blagoevgrad, Burgas, Ruse, Razgrad, Silistra, Plovdiv, Smolyan, Veliko Tarnovo
  - Albania: Tirana, Durres, Vlore
  - Former Yugoslav Republic Of Macedonia: Skopje, Bitola, Ohrid
  - Cyprus: Nicosia
  - Greece: Athens, Thessalia, Thessaloniki

5.4. Media releases in all partner countries
- Internet portals
- Specialized magazines
- TV
- Newspapers

5.5. Creation of VET trainers, SMEs and social sector contacts database in all partner countries
- VET trainers/SMEs representatives/Teachers from:
  - Bulgaria: Sofia, Blagoevgrad, Burgas, Ruse, Razgrad, Silistra, Plovdiv, Veliko Tarnovo, Smolyan
  - Albania: Tirana, Durres, Vlore
  - Cyprus: Nicosia
  - Greece: Athens, Thessalia, Thessaloniki
  - Former Yugoslav Republic Of Macedonia: Skopje, Bitola, Ohrid
5.6. Final Launch Events in Greece and Bulgaria
These events will both conclude the achieved results and will give the opportunity to make use of the project results in order to be further exploited and sustained after the project’s official end.

5.7. Communication tools chosen for dissemination
For the successful implementation of the communication plan various means will be used. Following communication tools will inform and raise awareness about the INNOVENTER project:

5.7.1. Logo
According to The Integrated Communication Guide for Projects, INNOVENTER must comply with the visual identity guidelines of the BalkanMed Programme in all its communication materials, as stipulated in the Subsidy Contract and EU Regulations.

Therefore, following logo is created:

![INNOVENTER Project Logo](image)

*Figure 1: INNOVENTER project logo*

The logo is the most important visual identity tool. Its main purpose is enhancing the visibility and recognition of the INNOVENTER project and the Programme itself.

The logo will both serve to identify all INNOVENTER activities in order to promote a single, homogenous image, and to create the conditions necessary for each action implemented to be linked with this initiative.

The Project logo will be always included in all communication materials produced both at programme and project level. It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material. The other logo types needed for production of promotional items will also be in compliance with the Guide.

5.7.2. Disclaimer
Following disclaimer must also be mentioned:

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5.7.3. Programme poster

With the support of the Programme poster tool (http://afisa.coded.gr/?lang=en-GB), posters have been created for all partners and have been made available via Dropbox for usage in their organisation premises.

Figure 2: Programme poster

5.7.4. Project leaflet, poster and rollup banner

Leaflets, posters and rollup banners (in all partner languages) have been prepared, using a same look and feel.
Figure 3: Project Poster/Banner (Bulgarian version)

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Figure 4: ECVET approach and learning scheme poster/banner (Bulgarian version)
Innovative Vocational Social Entrepreneurial Training

INNOVENTER BMP1/1.3/2738/2017

Priority axis 1: Entrepreneurship and Innovation
Project co-funded by the European Union and National Funds of the participating countries

Learn more at: www.innoventer.eu
Contact us: info@marie-curie-bg.org
FB page: @Innoventer2017
Budget: 833 110,76 €
Start date: 01.09.2017
End date: 31.08.2019

This project is providing innovative social entrepreneurship curricula and training course/material to bridge the cooperation between the entrepreneurial and educational world.

The project will prove the viability of social entrepreneurship VET trainings for SMEs and young would-be entrepreneurs in the partner countries and beyond.

TARGET GROUPS

- Students in mainstream secondary or VET schools on business management and economy subjects
- Educational organisations
  - Teachers in business & economy oriented schools
  - Trainers on entrepreneurial/business topics in VET centres
- Business
  - Practitioners and (social) entrepreneurs
  - Business owners, social enterprises
- Decision and policy makers

RESULTS

- An ECVET compliant training curriculum and learning course on Social Entrepreneurship
- Trainer's handbook
- Online and mobile training platforms
- Knowledge database with case studies, good, bad and best practices, testimonies, videos, etc.
- Mentoring program with entrepreneurs across the Balkan-Mediterranean area
- Accreditation of the "Social entrepreneur" profession in compliance with national regulations in vocational education

Figure 5: Project leaflet (English version)

Project co-funded by the European Union and National Funds of the participating countries
5.7.5. Website of the project

The website is the main source of information about the INNOVENTER project and the first and most immediate point of reference for all target audiences.

The aim of the website is to provide adequate and up to date information for all target groups, raise the profile of the project, events, etc. and communicate the project’s progress, ongoing activities, deliverables and achievements throughout the whole duration of the project.

The project website is available in all partner languages at www.innoventer.eu.
Figure 7: INNOVENTER project website (www.innoventer.eu)

The website will be regularly updated with relevant information, news and events.

Figure 8: Project website news section

5.7.6. Webpage of the project on the Programme website

The integrated system of The BalkanMed Programme and Project websites will facilitate the monitoring of Project activities. The Project webpages will have the same structure for all Projects, and will include:

- Pre-filled information fields with data from the Application Form: partnership, budget, etc.

Project co-funded by the European Union and National Funds of the participating countries
Dynamic information to be filled in by Projects: Project summary, Project results, news and events, etc. All project news/ events/ updates are sent by the LP NFRI to the Communication Officer of BMP, Ms Christina Bateka, who uploads this.

Figure 9: Webpage of the project on the Programme website

An example of news being posted is visible at [http://www.interreg-balkanmed.eu/event/70_Innoventer,-Successful-Tirana-meeting](http://www.interreg-balkanmed.eu/event/70_Innoventer,-Successful-Tirana-meeting) (see screenshot below).

Figure 10: News article on Programme website

The partners are obliged to keep up-to-date the webpage providing relevant information to the wide public and stakeholders.

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5.7.7. Project presentation template
The partners will seek opportunities to present the INNOVENTER project at relevant events using a PowerPoint template with the required attributes for project branding and visual identity.

Figure 11: Project presentations template (ppt)

5.8. Letter heading
A uniform letter heading has been created, which can be used by all partners to contact stakeholders, invite piloters, trainers, experts, etc.
5.9. Means for internal communication

In order to enhance the project workflow, some rules and tools of internal communication between partners have been established.

- E-mail mailinglist: innoventer@googlegroups.com
- Skype
- Shared intranet: Dropbox

Figure 12: INNOVENTER Dropbox used as intranet
6. Indicators of achievements

All communication activities will be subject to a regular follow-up, so that the results can be evaluated and improved where necessary.

A set of indicators have already been defined for each type of communication tool as summarized in the table below:

<table>
<thead>
<tr>
<th>Tool</th>
<th>Outputs indicators</th>
<th>Results indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Number of pages published</td>
<td>Number of visits (Google analytics)</td>
</tr>
<tr>
<td></td>
<td>Regular updates</td>
<td>References to the website</td>
</tr>
<tr>
<td>Programme webpage</td>
<td>Number of messages sent</td>
<td>Number of posts</td>
</tr>
<tr>
<td></td>
<td>Regular updates</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>Number of events organized</td>
<td>Number of participants to the events</td>
</tr>
<tr>
<td>Publications</td>
<td>Relevant publications and magazines/newspapers/</td>
<td>Number of publications</td>
</tr>
<tr>
<td></td>
<td>etc. Number of media contacted</td>
<td>Period of publishing</td>
</tr>
<tr>
<td>Project presentations</td>
<td>Number of presentations created</td>
<td>Number of external events attended where presentation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>was made.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of events organised where presentation was made.</td>
</tr>
</tbody>
</table>

During every project meeting these indicators are being assessed to identify where needed increased efforts, and provide necessary support.
7. Roles and responsibilities of the partners

The information and communication activities will involve the partnership as a whole and these will be coordinated and supervised by the Lead Partner.

Fluent internal communication during the project implementation will be ensured by using dedicated online tools in order to guarantee day-to-day availability of information. Face-to-face interim project meetings will also be scheduled.

Partners will receive regular feedback and peer review ensuring that all information is communicated to all partners in case when issues occur or milestones are pending.

The partners’ specified roles and responsibilities regarding the respective deliverables are as detailed in below table.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Partner</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.x.1 Project website</td>
<td>LP</td>
<td>Content - English version</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>Content contribution</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>Platform design&lt;br&gt;Content - Bulgaria version</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>Albania version</td>
</tr>
<tr>
<td></td>
<td>P5</td>
<td>Cyprus/Greece version</td>
</tr>
<tr>
<td></td>
<td>P6</td>
<td>Greece version</td>
</tr>
<tr>
<td></td>
<td>P7</td>
<td>Former Yugoslav Republic Of Macedonia version</td>
</tr>
<tr>
<td>2.x.2 Dissemination materials</td>
<td>LP</td>
<td>Promotable (7 for all partners)&lt;br&gt;Rollup banners for learning schemes (7 for Bulgarian)</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>English textual versions of dissemination material&lt;br&gt;Dissemination materials production - teacher’s bags for joint training sessions (8 per partner) - €25 per bag (56 in total)&lt;br&gt;Dissemination materials production - trainees badges for piloters and joint training sessions (24 per partner) - €4 per badge (168 in total)</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>Content for leaflet + banner&lt;br&gt;For Bulgarian, design and production in Bulgarian&lt;br&gt;Roll-up banners: 14 pieces (national language + English)&lt;br&gt;900 leaflets, 450 pens, 300 notebooks (Bulgarian)</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>Promotional items in Albania (cannot be banner, cannot be USB sticks) – leaflets, notebook, banner, stickers, pens, etc. – align with national events</td>
</tr>
<tr>
<td></td>
<td>P5</td>
<td>Leaflet, and other promo materials&lt;br&gt;2000 English leaflets for all partners / 1000 Cyprus leaflets&lt;br&gt;350 USB sticks (logo, url)&lt;br&gt;Cyprus notebooks</td>
</tr>
<tr>
<td></td>
<td>P6</td>
<td>Video of project (srt files to allow easy translation)&lt;br&gt;Promotional items in EL (cannot be banner, cannot be USB sticks) – leaflets, notebook, banner, stickers, pens, etc. – align with national events</td>
</tr>
<tr>
<td></td>
<td>P7</td>
<td>Promotional items in Former Yugoslav Republic Of Macedonia (cannot be banner, cannot be USB sticks) – leaflets, notebook, banner, stickers, pens, etc. – align with national events</td>
</tr>
<tr>
<td>Deliverable</td>
<td>Partner</td>
<td>Tasks</td>
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<tr>
<td>-------------</td>
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<tr>
<td>2.x.3 Information events</td>
<td>LP</td>
<td>Local authorities/ Stakeholders</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>Local authorities/ Stakeholders</td>
</tr>
<tr>
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<td>P3</td>
<td>Local authorities/ Stakeholders</td>
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<td></td>
<td>P7</td>
<td>Local authorities/ Stakeholders</td>
</tr>
<tr>
<td>2.x.4 Media releases</td>
<td>LP</td>
<td>Internet portals</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>Specialized magazines</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>TV, Newspapers</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>Albania releases</td>
</tr>
<tr>
<td></td>
<td>P5</td>
<td>Cyprus releases</td>
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<tr>
<td></td>
<td>P6</td>
<td>Greece releases</td>
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<tr>
<td></td>
<td>P7</td>
<td>Former Yugoslav Republic of Macedonia releases</td>
</tr>
<tr>
<td>2.x.5 VET trainers, SMEs and social sector contacts database</td>
<td>LP</td>
<td>VET trainers/SMEs representatives</td>
</tr>
<tr>
<td></td>
<td>P2</td>
<td>Teachers</td>
</tr>
<tr>
<td></td>
<td>P3</td>
<td>VET trainers/ SMEs representatives</td>
</tr>
<tr>
<td></td>
<td>P4</td>
<td>VET trainers/Teachers/SMEs representatives</td>
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<tr>
<td></td>
<td>P5</td>
<td>VET trainers/Teachers/SMEs representatives</td>
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<td></td>
<td>P7</td>
<td>VET trainers/Teachers/SMEs representatives</td>
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</tbody>
</table>