

Interreg



UNIONE EUROPEA
EVROPSKA UNIJA

ITALIA-SLOVENIJA



PRIMIS

Progetto strategico co-finanziato dal Fondo europeo di sviluppo regionale
Strateški projekt sofinancira Evropski sklad za regionalni razvoj

VIAGGIO MULTICULTURALE TRA ITALIA E SLOVENIA ATTRAVERSO IL
PRISMA DELLE MINORANZE

VEKULTURNO POPOTOVANJE MED SLOVENIJO IN ITALIJO SKOZI PRIZMO
MANJŠIN

WP2 ACTION AND COMMUNICATION PLAN

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PP5 RAFVG

2nd SC, Kick-off meeting
Venice 27/03/2019

Communication Plan structure

Content

1. Introduction
2. Regulatory framework
3. Strategy
4. Communication activities and targets
5. Visual identity
6. Internal communication tools
7. External communication tools
8. Monitoring
9. Annexes

Communication Plan Aim

Introduction

- Action and communication Plan is an instrument for the partnership in order to have a good internal communication and to reach the target groups with the external communication.
- Simple rules and tasks will be given in order to reach the results and the widest public with the available resources.
- The Plan is a dynamic document that can be updated after each SCMs after the evaluation of the efficiency of communication activities or integrated with partners suggestions



Regulatory Framework

This are the documents that gives rules and useful indication for external communication

[Regolamento \(UE\) n. 1303/2013](#)

[Regolamento di esecuzione \(UE\) n. 821/2014](#) della Commissione, del 28 luglio 2014

[Regolamento \(UE\) n. 2016/679](#) della Commissione del 27 aprile 2016

(Regolamento generale sulla protezione dei dati - GDPR)

[Strategia di Comunicazione \(lingua italiana\)](#)

[Linee guida per l'applicazione dell'identità visiva per l'attuazione delle attività di informazione e comunicazione a livello di progetto sul sito del Programma Interreg V-A Italia-Slovenia - Vers. 2 /19 \(in lingua inglese\)](#)

General objectives

- Sharing of info among partners
- Having a clear vision of the roles in the partnership and of the results to be reached
- Reaching different target groups
- Disseminate project results
- Giving information and training beneficiaries
- Enhancing the attractiveness of the area in terms of linguistic, cultural and natural heritage

Target groups

Cittadini/ Prebivalci	250.000
Turisti /Turisti	5000
Studenti / Šolska mladina	400
Autorità nazionali, regionali, locali / Državni, regionalni in lokalni organi	10
Soggetti pubblici e privati operanti nel settore del patrimonio naturale e culturale / Javni in zasebni subjekti, ki delujejo na področju naravne in kulturne dediščine	40
Organizzazioni non profit del settore culturale, sociale e ambientale / Neprofitne organizacije na kulturnem, socialnem in okoljskem področju	80
PMI/ MSP	30
Istituzioni specializzate nell' educazione, formazione / Ustanove, specializirane za izobraževanje in formacijo	30

Target groups

MEDIA

- Bloggers
- Journalists
- TV
- Radio
- Press
- On line media and social networks

Target groups

Internal communication

PARTNER TEAM

- Project partners
- External experts

PROGRAM AUTHORITIES

- JTS (LP and WP2 leader)
- Slovenian Info Point
- Managing Authority (LP)



1) Events organization

- 1 kick off meeting (VENETO REGION in March)
- 4 open days (TRIESTE COMELICO BIBIONE KOPER-CAP.)
- 1 Training courses presentation event in MAY
- 1 Final event (SLOVENIA)

2) Promotional campaign

- Action plan (media list, paid announces, promotional articles, calendar)
- Press Clipping (collection of articles)

WP2 Activities

3) Realization of Brochure and depliant

- 7 Roll-ups
- 10 posters
- 200 block notes (additional)
- 200 pens (additional)
- 1 depliant graphic layout (3 languages Friulano, Cimbri, Ladino) with Toponomastica and Frasarario
- 1 brochure graphic layout (Ita, Slo)



WP2 Activities

4) Promotional materials (content by URES)

- Kraft of Slovene community in Italy
- Agriculture of Slovene community in Italy
- Food and Wine in Italy

5) Project Website update with news and results

- Italian
- Slovenian
- English

6. Social media profiles management

- Facebook
- Twitter
- Instagram

Target 100 posts, 5000 followers

7. Newsletter and direct mailing

- 12 newsletters (every three months) IT/SLO
- Direct mailing from and to WP2 leader (PP5) bimestrial to update PPs



WP2 Activities

8. Press conference organization during each event (7)

50 invitations

14 press releases (1 before press conference, 1 after meeting)

30 articles to be collected on/off line and on line media

9. Other relations with media

1 BarCamp

3 story tellings

1 Educational tour

target 10 journalists/bloggers, 10 articles

VISUAL IDENTITY

All the indications for logo usage and promotional materials are included in the VISUAL IDENTITY STYLE GUIDE for projects information and communication activities in the framework of the Interreg V-A Italy-Slovenia programme 2014-2020: <http://ita-slo.eu/en/documents/communication-strategy>

Basic info

- Project LOGO should be placed on the top of the page, left side
- Width cannot be less than 38,1 mm
- **If used in combination with other logos the height of the other logos must be lower than EU flag**
- The official font of the Program is Trebuchet MS. The use of the font is recommended but not mandatory
- All the materials addressed to the public have to be produced in Italian and Slovenian language.

VISUAL IDENTITY

Templates attached to the Plan

- Roll- up
- Poster
- Block notes
- Pens
- Agenda
- Word document
- Attendance sheet
- Power point presentation
- Press release format

Newsletter, brochure and leaflet will be designed and the formats added to the Plan.

VISUAL IDENTITY

In order to respect the Programme rules,
Partners are asked to share with WP2 leader additional material
and wait the approval before its publishing



INTERNAL COMMUNICATION TOOLS

- In order to guarantee more efficient internal communication is needed a partner **Mailing list** in which are included the ROLES of the staff involved in the project with evidence of communication officer.
- A common repository to upload deliverables is available on project website and the credentials have been distributed by JTS <http://drive-itaslo.blumm.it/pb-admin/login>
- A Google Drive has been created as common repository to upload working documents
<https://drive.google.com/drive/folders/1Y17jKF245l0GBsH0N64a0GWnDu-SSF09?usp=sharing>
<https://www.youtube.com/channel/UCWUDChI6zMO2A7hLGYM1mVQ>

EXTERNAL COMMUNICATION TOOLS

DIGITAL TOOLS

WEBSITE

www.ita-slo.eu/primis that will be constantly updated by WP2 leader in Italian, Slovenian and English language

SOCIAL MEDIA

3 Social media profiles have been activated with the same hashtag [#primisproject](#) and tag [@primisproject](#). If a partner uses its own profile to talk about the project is required to tag the project page.

WP2 leader is in charge for the update and all PPs contribute especially for the dissemination.

For this purpose in the partner mailing list and partner fiche PPs are asked to add FACEBOOK, TWITTER and INSTAGRAM accounts of the partner and of the staff involved if used for professional purpose and not just for personal use.

EXTERNAL COMMUNICATION TOOLS

DIGITAL TOOLS

DIRECT MAILING

PPs will send every 2 months to WP2 leader an update on the activities carried on that will be used for newsletter and other external communication actions.

Media, Beneficiaries and Stakeholder mailing list to be fed by each Partner and sent to WP2 leader in order to create a project mailing list to inform the public on project activities

NEWSLETTERS

Newsletters are prepared with the content given by the partners and sent by each Partner

EXTERNAL COMMUNICATION TOOLS

PUBLICATIONS

LEAFLET and BROCHURE

Even if the digital version is recommended the project print some promotional materials for the info point and for the fairs

EVENTS

OPEN DAYS, CONFERENCES, WORKSHOPS,
TRAINING, OPENING, PRESS CONFERENCES
BAR CAMP, EDUCATIONAL TOUR

A calendar of events and Editorial plan to be shared during each meeting
Events will be promoted through website socials and mailing.

EDITORIAL PLAN FOR SOCIALS

10 Partner presentations

Calendar: According to AF numeration frequency ONCE A WEEK

Contents : text and photos

All the posts will have the same structure, to give a sort of identity card to sponsor the partner

5 Local communities presentation

Cimbri, Ladini, Friulani, Italiani, Sloveni

5 posts = frequency ONCE A MONTH

EDITORIAL PLAN FOR SOCIALS

Events

At least 3 posts for each event : at least 1 before, 1 during, 1 after the event

FREQUENCY: Depending on Calendar







Communication will be structured in this way:

- 15 days before the event: SAVE THE DATE
- During the event: publication of 5 photos and some input
- One/two day after: links to news published on web an press
- One week after a longer post to be published on project website and shared on socials

Other outputs presentations (WP3 AND WP4)

Posts giving Info on ongoing activities, preparation of deliverables and publication of the final doc.

State of the art of WP2 activities

		Odgovorni PP/PP responsabile	Target	OPOMBE /NOTE	
WP2 -Komunikacija/Attività di comunicazione (RAFVG)					
	Kick-off meeting		1	ONGOING	
	piano d'azione/oglaševalski načrt		1	Presented in EN version during the kick off	
	press clipping		1	First week of April	
R.3WP2	Brochure/brošure in/e letaki/depliant: lay-out grafico/grafična podoba	RFVG	1	7 roll up, 10 A3 Block notes and pens (not foreseen in AF)	
R5.WP2	Sito web/Spletna stran	vsi/tutti PP	1	Active	
R6.WP2	Social media (target: 100 post; 5000 followers)	RAFVG	3	Active Twitter, Fb, Instagram	
R7.WP2	Newsletter, direct mailing	vsi/tutti PP	1	1st to be prepared and sent by April with contents given by PPs	
R8.WP2	Conferenze stampa/Tiskovne konference (deliverable: 50 inviti, 14 CS/TS, 30 articoli/člankov)	RVen, GZRS (ZK)	1	ONGOING	

NEXT STEPS

Communication plan

- Comments on text and templates
- Approval
- Translation in Italian and Slovenian
- Upload in the repository

Mailing list and partner info for Newsletter

Deadline to send to WP2 leader elena.mengotti@regione.fvg.it and project-primis@informest.it
PARTNER FICHE and PP MAILING **8th April 2019**

STAKEHOLDER and MEDIA LIST **15th April 2019**

NEXT STEPS

Please Like and share

@primisproject
#primisproject

@interregITASLO (Twitter)
#interregITASLO (FB)

Let's communicate and cooperate !

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Grazie per l'attenzione!
Hvala za pozornost!

WP2 ACTION AND COMMUNICATION PLAN

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www.ita-slo.eu/primis