MOSES

Maritime and multimOdal transport Services based on Ea Sea-way project

Project Communication Plan

D 2.1.1

D2.1.1 – Project Communication Plan

WP n° and title	WP2 – Activity 2.1.1 PROJECT COMMUNICATION PLAN
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PU	Public	
PP	Restricted to other program participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Document information

Abstract

This document intends to summarise the partnership's strategy and concrete actions to disseminate project activities and results and engage stakeholders; it should serve as a guideline to the Consortium for the Communication and Dissemination activities to be carried out in the context of the MOSES project.

Keywords

Communication and dissemination, strategy, tools, channels, partners roles and responsibilities

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Version	Date	Reviewed paragraphs	Short description
01	01/06/2018		First draft
02	20/02/2019		Second draft – implementation list of promotional materials and improvement of communication strategy to achieve the target groups

Sommario

0. Introduction

The purpose of the Communication Strategy is to describe and document the overall strategy of communication and dissemination activities of the MOSES project and to ensure that the activities of the partners are coordinated. This deliverable explains how various instruments and tools (website, social network communities, press releases, presentations, events, etc.) will be used to widely disseminate information on project's activities and results to key target audiences.

1. Application stage: communication work package (wp2)

In order to better disseminate and capitalize the results of the project, it is important to divide the communication through two levels: internal communication with the partners and external communication with the strategic stakeholders.

1.1 Communication in projects

The internal communication with partners regards all tools used to communicate and share the information within the partnership. Each partners might inform and update constantly the whole partnership.

To achieve this goal, e skype calls will be organized during the project's lifetime and WP2 leader will build an Intranet to share all project's documents.

- **Dedicated Skype conference D 2.2.1**: at least 3-skype conference with partners and to share best practices and knowledge among the partners.
- **Internal communication and transfer of knowledge tool D 2.2.2:**
    - INTRANET to transfer of materials and the documents;
    - FORUM with a direct messaging option;

In addition, the responsibilities of the Communication Manager may cover:

- Support in planning and implementation of the communication between project partners;
- Coordination and support of persons responsible for communication in partner organisations;
- Cooperation with MA/JS on communication issues
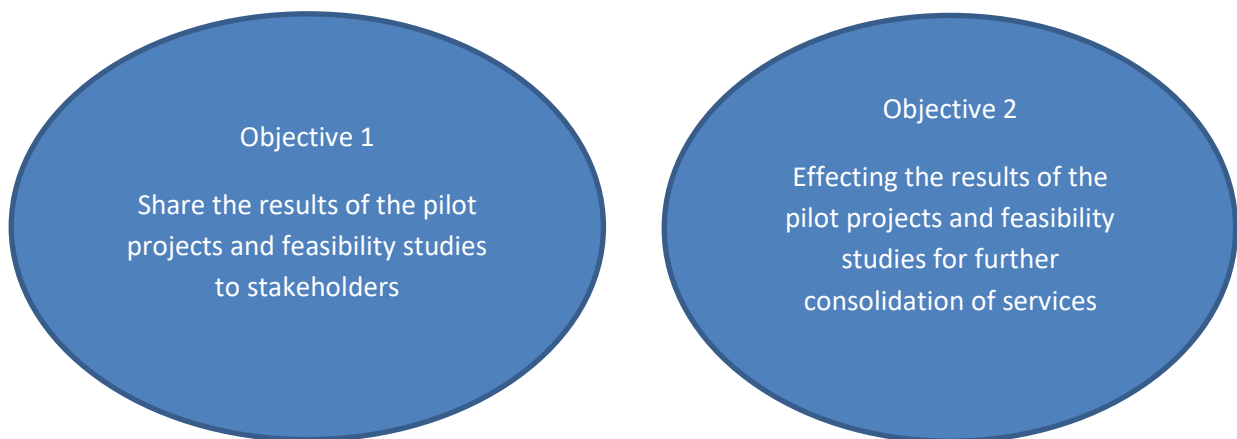
1.2 Project Communication Approach

The project communication approach identifies several actions to involve the largest number of strategic stakeholders to disseminate the results of the MOSES project.

1.2.1 Communication Objectives

MOSES addresses Priority Axis 3 (Maritime Transport) and specific Objective 4.1 (Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area) and improve the accessibility and the mobility of passengers across the Adriatic area and its hinterland through the development of new cross-border, sustainable and integrated transport services and the improvement of physical infrastructures related to those new services.

Moses main outcomes are: test innovative tools for e-booking and e-ticketing solutions, implement a new maritime fast-line transport service, test info-boards for passengers at ports, improve bus and bike innovative connections systems, implement feasibility study to increase sustainable marine transport routes, recovery of operational quay in ports, installation of eaves, benches and information panels in ports and implement innovative electric bike sharing systems for cruisers.

The communication strategy's goal is to share the information and results of the project, but also support the capitalization actions.

Objective 1

Share the results of the pilot projects and feasibility studies to stakeholders

Objective 2

Effecting the results of the pilot projects and feasibility studies for further consolidation of services

1.2.2 Definition of the Target Groups

- **Target group A**: General public
- **Target group B**: Local, regional and national public authorities
- **Target group C**: Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers

Target group A	General public
Target value	15000
Description	**PASSENGERS:** passengers that will benefit from the stablishment of new links between programme's countries ports and the improvement of multimodal transport services.

Target group B	Local, regional and national public authorities
Target value	15
Description	**NATIONAL:** Ministry of Maritime Affairs, Transport and Infrastructure of the Republic of Croatia (Department for Maritime Affairs), Ministry of Infrastructure and Transport of Italy; **REGIONAL:** Transport and Infrastructure of Region of Istria (Department for Spatial Planning), Transport Departments of FVG Region, Molise Region, Emilia Romagna Region, County of PGZ; LOCAL: Municipal System and Assets of Pula City, Municipalities of Termoli, Campobasso, Trieste, Mali Lošinj, Ravenna, Poreč, Rovinj.

Target group C	Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers
Target value	138
Description	**PORT AUTHORITIES:** Mali Lošinj, Pula, Trieste, Ravenna, Termoli; **AIRPORTS:** Pula (important for development of multimodal transport services); **MARITIME PASSENGER TRANSPORT AND PORT OPERATORS**: cross-border and national enterprises; **TOURIST AGENCIES AND OPERATORS;** **PUBLIC TRANSPORT OPERATORS:** Trenitalia, Trieste Trasporti, SAITA, SAF, APT Gorizia, Molise Region (Termoli, Termoli-Pescara, Termoli-Bari), Emilia-Romagna Region (Ravenna); Jadrolinija, Pulapromet; **BUSINESS ASS:** Ravenna Chamber of Comm.

Partners will have to activate their local stakeholders' contacts. The aim will be to reach the largest number of passengers, industries and the national and regional Authorities. All partners will collaborate to disseminate the information about the project. All materials/activities and supports will be provided by WP2 leader.

Partner	TARGET GROUPS								
	TARGET GROUP A	TARGET GROUP B		TARGET GROUP C					
	General public	Local, regional and national public authorities		Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers					
	Passengers	National	Regional	Port Authority	Airports	Maritime passenger transport and port operators	Tourist agencies and operaqtors	Public transport operators	Business Ass
LP - AUTONOMOUS REGION OF FRIULI VENEZIA GIULIA	x	x	x	x		x	x	x	
PP1 - PRIMORJE-GORSKI KOTAR COUNTY	x		x	x		x	x	x	
PP2 - MOLISE REGION	x		x	x		x	x	x	
PP3 - INSTITUTE FOR TRANSPORT AND LOGISTICS	x		x	x		x	x	x	x
PP4 - REGION OF ISTRIA	x	x	x	x	x	x	x	x	

1.2.3 Tactics

How the actions will involve the stakeholders:

Objectives:	Target group:	Actions:
1. Share the results of the pilot projects and feasibility studies to stakeholders	Cross – border travelers (potential passengers), tourist and transport operators	Public events D 2.4.1; brochure D2.3.1 poster D2.3.2 press release D2.3.2 EU paper magazine D3.2.8 web site D2.3.4 10 news D2.3.4 Social network D2.3.5 E-newsletter D2.3.6 info board O.3.5 catalogue of services in the Croatian ports D3.2.7
2. Effecting the results of the pilot projects and feasibility studies for further consolidation of services	1. Responsible national, regional and local authorities, Port authorities; 2. Potentially interested transport operators	High level public events D 2.4.1 ; E-newsletter D2.3.6 EU paper magazine D3.2.8 Social network D2.3.5

2. Project branding and visibility rules

2.1 Project Logo

In line with wider EU cohesion policy goals for the current programming period, an aligned branding will also contribute to better spending and simplification. Programme provided MOSES project with the logo and design templates for publications (event invitations, project leaflets, etc.) and promotional materials, which can be easily adapted and implemented.

Please keep in mind that:

- The logo must be always placed in a central and visible top position of the produced material (i.e.: in the first/main page of a publication) and the Union emblem can never be smaller than any other logo included in the same output.
- When the logo is displayed on a website or other electronic application, it shall be visible inside the viewing area of a digital devise without requiring a user to scroll down the page.

2.2 Project website

Similar to the approach in project branding, **project websites will be integrated and hosted on the Programme webplatform** and will have its own domain. Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme for

free while the projects will have to foresee only some internal/external human resources for updating regularly the project website. This activity does not require any specific technical skills and the Programme will develop tutorials to help project partners in using the different features of the website. The link to the webpage will be communicated as soon as it will be available by the Programme Bodies.

2.3 Communication Kit

The layout of the graphic materials will be provided by the Programme thanks to the Communication Kit and integrated with relevant information concerning the project, such as main objectives and activities, duration, PPs and amount of the financial support provided by ERDF and IPA II funds.

Into the Communication kit, it will be possible to find the following materials:

- Layout of poster;
- Layout of promotional materials/project's gadgets (USB, copybook, manifest, pens, mouse pad, roll-up)Layout of billboard plaque;
- Layout of invitation;
- Layout of cover;
- Layout of Office pack;
- Several versions of logo, map and key visual.

The Communication kit is available as annex to this document or in the MOSES INTRANET.

3. Digital and Printed Communication tools

In order to reach in a more efficient way the Moses target groups, in particular "General Public" *(passengers),* additional communication solutions will be adopted:

- In relation to the public events, and in particular to the final conference, ad hoc communication materials will be released in order to better disseminate the main results of the Moses project (for example Brochures, promotional materials, project's gadgets, manifests, roll up, etc.);
- At the pilot sites, each PP will distribute brochures and project's gadgets;

- In order to improve the communication potential of the Moses social media and newsletter contents, WPC leader intends to consult communication experts;

3.1 Brochure (Deliverable D2.3.1)

This tool is intended for wide distribution in public places, handed out to target groups during project events or digitally sent via e-mail. WPC leader will coordinate the content and layout design of the English version and will share it among project partners. During the life of projects, 250 brochure will be printed and shared by PPs.

3.2 Poster (Deliverable D2.3.2)

WP2 leader will coordinate the content and layout design of the English version and will share it among project partners. During the life of projects, five posters will be printed and shared by PPs.

3.3 Press Release (Deliverable D2.3.3)

WP2 leader will coordinate and/or support the content of 12 press releases (using the English language) in order to promote the results of the project.

3.4 Project page on the institutional website of each partner (Deliverable D2.3.4)

Each partner will build a project page on his institutional website and publish 10 news. WP2 leader will supervision and coordinate the action.

3.5 Social Media (Deliverable D2.3.5)

Project partners will take advantage of the newest digital communication tools to promote the project, thus involving all the identified target groups, raising awareness among key stakeholders, reaching other port authorities that might be interested in Moses results.

WP2 leader will open the Moses profiles in Twitter and LinkedIn. These social networks will be used to communicate relevant news and updates concerning the project's progress, to ensure stronger relations among PPs and to stimulate durable contacts with the target groups.

PPs might contribute to improve the social networks profiles adding pics, news, videos and so on.

3.6 A biannual E-Newsletter (Deliverable D2.3.6)

WP2 leader will build and design the format and layout of the newsletter and with the collaboration of the partners will collect the updates. Three E-Newsletter will be shared by WP2 leader each 6 months.

Each partners will provide a list of his contacts to WP2 leader for building the database of E-newsletter.

3.7 A catalogue of services in the Croatian ports (Deliverable D3.2.7)

PP1 - Primorsko-Goranska will publish a catalogue of services for passengers in county and local ports.

3.8 A printed publication on relevant EU paper magazines (Deliverable D3.2.8)

WP2 leader will support the editing of a publication on relevant EU paper magazines.

4. Events (Deliverable D 2.4.1)

Three public events will be scheduled to promote the activities of MOSES project.

List of event

February 2018, Ravenna: Kick off meeting

November 2018, Rijeka: Mid-term meeting

June 2019, Trieste: Final conference (HIGH LEVEL event) with involvement of the relevant policy makers for each region involved and the IT/HR Programme MA/JS.

The structure of each event will be:

- The first part of the meeting: audience dedicated to political support and political engagement;
- The second part of the meeting: Approach that is more technical dedicated to transport and tourist operators;
- The third part of meeting dedicated to the discussion and inputs from stakeholders.

Participation in public events (at either local, national or international level) should be advertised on the project communication channels (website, social media, etc.) by means of a dedicated news.

Participation to events outside of the Programme area must be authorized in advance by the JS, otherwise the related costs will not be eligible.

Annex

A. Communication kit
Here the link to download the communication kit: INTRANET – Communication kit

B. Timeline