

**COMMUNICATION STRATEGY & PLAN**

Version 104/2021



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1. Executive summary

This document is presenting the overall Communication Strategy to be applied for the BioTourS project.

Within the project vision and objectives, the main objective of this Communication Strategy is to communicate the aims of the project and to inform public and raise awareness of the empowerment of PPs from CBC Italy-Albania-Montenegro region, through developing their competenciesand understanding for the requirements of cross border value chains in order to be able to become recognized peer-level partners in this collaboration network.

The Communication strategy is prepared under Activity A.C.1 the main responsibility of which lies with the IEC Tehnopolis team, in the framework of WPC, led by IEC Tehnopolis, as responsible partner for Working package Communication.

1. Introduction
   1. Project summary

|  |  |
| --- | --- |
| **Programme priority** | Priority 2, Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness |
| **Programme priority specific objective** | SO 2.1 Boosting attractiveness of natural assets linking the tourism sector to a joined conservation  strategy to improve a smart and sustainable economic development, and contributes to all the three targeted topics foreseen by the same |
| **DTP Project Code and Acronym** | BioTourS |
| **Project title** | Biodiversity and Tourism Strategy to protect cetaceans |
| **Name of the lead partner organisation/original language** | Jonian Dolphin Conservation |
| **Name of the lead partner organisation/English** | Jonian Dolphin Conservation |
| **Start date** | 01.09.2020. |
| **End date** | 28.02.2022. |

BioTourS project aims at introducing best practices in sustainable cross-border tourism, tackling new challenges in environmental and marine safeguard as well as preserving the natural heritage of the Adriatic-Ionian area. The main objective of this project is to involve youngsters in cross-border touristic activities aiming at raising awareness on cetacean conservation. The cross-border approach is needed since BioTourS aims at fostering a trans-boundary cetaceans’ conservation Programme, able to put in practice a tourism sector and joined conservation strategy and governance, to boost the research and development in this sector and maximize countries' tourism and economical conservation efforts.

By combining the implementation of high technological tools with standardized survey techniques and the direct involvement of youth in Citizen Science activities (ie. in Pilot actions), BioTourS will improve the baseline knowledge on cetaceans which is currently heterogeneous and defective in the Programme Area. At the same time, the project aims to ensure the dissemination of environmental awareness at different levels, affecting positively on local economies through ECOTOURISM-related activities.

As the marine areas addressed by the project belong to the three involved countries, a cross-border approach is essential since only joint coordination can lead to an effective application of actions and strategies. In this way, BioTourS will be able to deliver best practices for eco-tourism management in the Adriatic Sea, becoming a benchmark for other countries and becoming exploitable beyond its deadline. The main output foreseen is the creation of a Citizen Science tourism model, for expanding science knowledge on dolphin conservation and tourism management, which will be benefitted by tourism operators and youth workers.

To reach the set objectives, BioTourS will capitalize methodologies and innovation support instruments that have been successfully piloted in related Interreg projects, in order to deliver the following main results that cause a sustainable positive change of smart management of natural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness in the CBC Italy-Albania-Montenegro region:

**Project partners:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Country** |
| Jonian Dolphin Conservation | LP | Italy |
| Agjencia Kombëtare e Turizmit | PP2 | Albania |
| Comune di Termoli | PP3 | Italy |
| Innovation and Entrepreneurship Centre Tehnopolis | PP4 | Montenegro |

Next to the 4 project partners, the Project consortium is consisted of additional 2 associated strategic partners from CBC Italy-Albania-Montenegro countries.

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Country** |
| Cooperativa Dalla Luna Onlus | AP | Italy |
| University of Montenegro – Institute for marine biology | AP | Montenegro |

Involving 4 project partners and 2 associated strategic partners from CBC Italy-Albania-Montenegro countries, will generate significant changes throughout the entire Region in order to boost the attractiveness of natural assets linking the tourism sector to a joined conservation strategy to improve smart and sustainable economic development.

1. Project Communication Strategy

The Communication Strategy is designed to provide help and support to the project overall and specific communication and visibility objectives of the project, and to communicate effectively to achieve its core objectives. Thus, the communication strategy plays a key-role, also to assure that project results will be sustainable after the end of the project and transferable to other educational and socioeconomic contexts.

The Communication Strategy provides a useful roadmap for identifying and reaching all stakeholders, target groups and final beneficiaries in order to ensure the effective communication and visibility of the project’s results. This important communication tool will implement a combined communication-dissemination strategy addressed to a diversified targeted public: local authorities, interest groups including NGOs, SMEs, universities, general public etc. The communication and dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of activities and the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 3 different countries and 4 partner institutions, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

The Communication plan outlines key messages, target audience, mechanisms and activities related to facilitating dissemination of information such as: mailing list of relevant stakeholders, target groups and beneficiaries; newsletter (in English and summaries in partner’s language); the project website (in English); Social networks: Facebook, Instagram, Youtube and Twitter; project flyers, press conferences, press releases, interviews on TV and radios; promotional video, Launching and final event.

The communication consists of two elements:

* internal communication;
* external communication.

Supporting the proper communication between project partners (internal communication) and with the relevant target group (external communication), following templates have been created that should be used by all project partners:

* Roll up banner;
* Poster;
* Memorandum;
* Template for agenda;
* List of participants.
  1. Internal Communication

Internal communication is of major significance for the long-term success of the project, and successful implementation of the project activities.

The main point of successful Internal Communication will be collaboration with the Lead Partner and Project’s Consortium.

In order to provide successful Internal Communication, an aim to keep the partner updated will be realized within following activities:

* e-mail summaries of the Lead Partner and to the project partners to share the status of project activities and to communicate the next steps in the work plan;
* e-mail communication of the project’s communication manager in cooperation with the LP’s project manager to support the project’s communication activities;
* organizing monthly online meetings in order to share status of the planned activities within the project period; updating, checking, and sharing all relevant information within the project repository (internal management software to be identified) in order to all PPs follow the news.
  1. External Communication

The main point of successful External Communication is reaching the relevant target groups in order to fulfill the defined communication objectives. The external communication, referred to target groups, will be realised at three different level: (1) dissemination, aimed to inform target audiences about the project in order to invite a diversity of target groups to follow the project’s achievements. It focuses on interest groups directly involved in some actions (i.e. passengers, travellers, general public); (2) active involvement of SMEs and interested stakeholders: their involvement to take part in project actions can support the further implementation of the project’s outputs; (3) visibility: it will attract wide interest towards project results. It will also contribute to a broader information of the EU funded projects as well as benefits of cross-border cooperation.

External communication is a very important project communication element. It is crucial for creating a project’s image and identity, and significantly contributes to the project’s recognition. External communication shall activate synergies and guarantee a constant relation between actions planned at different levels to effectively disseminate, in the territories concerned, project’s activities and results towards all target groups and stakeholders including general public to promote effective dissemination of results and information. The final goal of external communication is to encourage active participation of stakeholders, policy makers and other parties and to support and enlarge the network of end users.

BioTourS project’s communication strategy aims to offer the project a wide visibility, to promote its main objectives, main results, activities, and project related events towards various target groups.

In order to archive stated, the project consortium will use following communication tools:

* Website of the program;
* Newsletter;
* Facebook profile of the project;
* Instagram profile of the project;
* Twitter profile of the project;
* Youtube channel of the project;
* Press release
  + 1. Project communication main goal and objectives

Communication main goal and objective is to assure a proper communication management, to guarantee a targeted, awarded, adequate results dissemination, with various promotion actions during its different stages of project implementation.

The stated main goal and objective will be achieved by reaching three specific objectives, described in the table below.

|  |  |  |
| --- | --- | --- |
| **Project Specific Objective** | **Communication objectives - What**  **can communication do to increase**  **the sustainability of the selected**  **objective?** | **What can Communications do to reach a specific Project Objective?** |
| Increasing awareness on cetacean conservation and sustainable tourism | Raise awareness | Studies and round tables about  challenges for the development of citizen science tourism and capacity building in the field of dolphin conservation to involve youngsters and students will be promoted through social and website communications which will include research activities, spreading and promoting scientific culture through this diversified tourism offer. |
| Increase knowledge | Institutional communication and  networking during scientific conferences assist in reaching the potentially interested target in using the new models for cetacean’s management that will  increase their knowledge on available state-of-the-art tools. |
| Involving people in the  development of new  practices for cetacean  monitoring | Increase knowledge | The project website, targeted communication strategy on social media and formal approaches of communication will reach the general public and other stakeholders (fishermen, tour boat crew, policy-makers) to increase their knowledge on the cetaceans. |
| Change behaviour | The project website will have a scientific section comprising introductive sheets on cetaceans, MPAs and monitoring activities.  The inclusion of the scientific findings in a simplified user-friendly version will highlight comprehension of the audience of the project implementation importance.  Moreover, the website will have a link to the online database, where this kind of information is thorough. This BioTourS innovative digital approach will contribute to change people behaviour in nature conservation in general. |

* + 1. Target group(s)

During the implementation of BioTourS project the project partners would like to reach the following target group(s):

|  |  |  |
| --- | --- | --- |
| **Specification of the target group** | **How do you plan to reach your Target Groups?** | **Target Value** |
| local public authority | This group involves local authorities to be involved in the roundtables, in order to ensure the effective involvement of local territories in the cross-border environmental protection strategy implementation. | 8 |
| interest groups including NGOs | This group includes the associations of all three countries involved as PP or AP that will be responsible for the scientific and Citizen Science activities, or the local associations that will be involved to strengthen the activity implementation. | 10 |
| SMEs | This group involves primarily the tour operators involved in the project through workshop in order to promote the new scientific ecotourism model, benefiting at the same time of the increased flow of tourists. | 30 |
| Education/high school and universities | This group comprises the high schools and universities whose students may be involved in Youth Camps organized in order to transfer the knowledge on cetaceans’ surveys. | 4 |
| General public | This group comprises citizens and tourists of all three countries involved in the Citizen Science activities, and Cetacean education centres visits, becoming at the same time end user and active stakeholders of the project. | 5000 |

In accordance with the specific objectives, target group value will be reached by using stated defined communication channels.

* + 1. Tools and methods
* ***Project website***

The internet has become a powerful tool for reaching wide set of groups of people and websites provide the best way of transmitting information. It is very important thus for BioTourS project, in order to reach its goals, to have its own web visibility. On the other hand, the Programme has foreseen how having so many websites of decades of projects might not be effective and cost-efficient for the spread of Programme’s outcomes.

The project website is designed and developed within the Programme’s one – with a specific and customized page. In order to increase not only the visibility but also the sustainability of results, project websites are integrated and hosted on the Italy – Albania – Montenegro website as sub- websites with features tailored to project needs. A template structure with the following subpages is offered by JS to which projects can add further pages and content elements:

* Home
* About
* News - events,
* Project Results,
* Contacts
* Legal notice

The BioTourS website domain is then:

[**https://biotours.italy-albania-montenegro.eu/**](https://biotours.italy-albania-montenegro.eu/).

Updated information will be available, and each PP is requested to update and send the news to the WP leader, as well as to contribute to all the activities with an idea, materials and translation of their contribution regularly. The PP4 is responsible for this activity with the support of all partners in definition of the strategy and updating of the website.

* ***Newsletter***

The newsletter of the BioTourS project will be produced, published, and shared with all relevant institutions, communities, organizations, i.e. to all relevant stakeholders. The list of the stakeholders to whom is the newsletter sent, will be collected by the WP leader from every PP.

* ***Project Facebook profile***

All relevant information within the BioTourS are available also on the project Facebook profile. The link of the profile is: […](https://www.faceb6ook.com/BioTourS/)

At the stated Facebook profile, all updated information will be available, and each PP is requested to update and send news to the WP leader, on a regular basis. The WP leader is responsible to share and update all relevant information within the project.

* ***Project Instagram profile***

All relevant information within the BioTourS are available also on the project Instagram profile.

The link of the profile is: ….

At the stated Instagram profile, all updated information will be available, and each PP is requested to update and send news to the WP leader, on a regular basis. The WP leader is responsible to share and update all relevant information within the project.

* ***Project Twitter profile***

All relevant information within the Twitter are available also on the project’s profile. The link of the profile is: …..

At the stated Twitter profile, all updated information will be available, and each PP is requested to update and send news to the WP leader, on a regular basis. The WP leader is responsible to share and update all relevant information within the project.

* ***Youtube channel***

Videos recorded within the project, especially those recorded during panel discussions, Camps, Visits ... will be uploaded on Youtube channel of the project. The link of the channel is: ...

* ***Press release***

The press release of the BioTourS project will be produced, published, and shared with all stakeholders in order to inform public about the objectives, aim, and the project overall. The list of the stakeholders to whom is the press release sent, will be collected by the WP leader from every PP. Each partner will have two press reviews during project duration that includes press release in national language and in English and all collected and published articles on TV, radio, newspapers and so on.

* ***Flyer***

In order to build and raise awareness of the project, the flyer of the BioTourS project will be produces, published, and shared with all relevant stakeholders, and with the target group during project implementation. Also, the flyers will be distributed with the public during the project events. The flyer will be prepared by the WP leader.

* ***Project poster***

The project poster, prepared by the WPC leader, will be shared with all PPs. Each PP will place the project poster at a location visible to the public (entrance area of a building, main hall, main and public conference room, etc). It is recommended for project partners to produce and put up the poster within 6 months after project approval.

* ***Individual Partners Website***

In order to additionally inform public about the BioTourS project, each PP will feature a project information on individual partners website (a short project description, including objectives, main activities and results) with a link of the project’s INTERREG IPA CBC ITALY-ALBANIA-MONTENEGRO programme and EU funding information. During the project implementation, all PPs will share on individual website articles and photos about the project activities and collect statistics of visitors to those articles. All information about the visitors and proof of share articles and photos, each PP will send to the WP leader.

* ***Public events – Launching Event and Final Event***

The main expected activity is the organization and implementation of 2 public events (launching and final event) that consist of press conferences. Both events are designed to raise awareness of the objectives and activities of the project and provide information to the stakeholders on the expected/ accomplished results and benefits. In order to realise two success events, the responsible partner (LP for launching event and PP2 for final event) will have a clear understanding of the purpose of the event, its target audience and how to reach them, matched with an appropriate event plan. They will evaluate the target group and people that should be interested in attending, timing, contents of agenda and speakers to be involved. All PPs will participate to the events and support the partner responsible for their organisation suggesting some possible stakeholders to involve and/ or to invite. After the events, all the materials will be upload on project website in order to spread out the project and its activities.

* ***Promotional toolkit***

The main reason for producing promotional materials is raising awareness on the project as well as to inform public about the project. They will be distributed at public events and in the cetaceans’ education centres. Promotional products will be produced in larger quantities and come custom printed with the project logo as they are important carriers of a project’s main message.

The materials will respect the Programme requirements for communication (i.e. EU and Programme logo) and they will be in line with the communication strategy and its objectives. PP4 is in charge for design of the promotional materials while each PP will print its own toolkit.

Every PP will print a toolkit that is composed of 1roll-up banner, 5 posters, 200 flyers, 200 pens, 200 block notes, 200 USB sticks,200 cardboard conference folders plus chosen gadget.

**Participants consent[[1]](#footnote-1)** - In compliance with the GDPR Regulation (UE) No. 2016/679, Project Partners must request an explicit consent from participants to project events to use their data, photos or videos, which include personal image, for the purpose of evaluation, audit or promotion of the event outcomes, except for any commercial use, which is not allowed. If participants deny their consent to use personal data for audit/evaluation purposes or personal image for promotion/audit/evaluation purposes, the event organiser shall blur out a substantial part of personal data (still allowing to verify the number of participants) and personal image on photos and videos making him/her recognisable (most probably, in this case pictures may be inappropriate for promotional purposes).

* + 1. Time-plan

In accordance with the Work package Communication every activity contains various number of deliverables. In the following chart you may see the time-plan of deliverables in each period.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Delivery period** | | | | |
| Activity number | **Period 1** | **Period 2** | **Period 3** | **Period 4** | **Period 5** |
| A.C.1. | D.C.1.1. |  |  |  |  |
| D.C.1.2. | | | | |
| A.C.2. | D.C.2.1. | | | | |
| A.C.3. | D.C.3.1. |  |  |  |  |
|  |  |  |  | D.C.3.2. |
| A.C.4. | D.C.4.1. | | | | |
| D.C.4.2. | | | | |
| A.C.5. | D.C.5.1. | | | | |

\*Please take in consideration that the stated activities are related to WPC.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **2020** | | | | **2021** | | | | | | | | | | | | **2022** | |
| **Periods** | **I** | | | | | | **II** | | | | | | **III** | | | | | |
| ***Deliverable*** | **SEPT** | **OCT** | **NOV** | **DEC** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JULY** | **AVG** | **SEPT** | **OCT** | **NOV** | **DEC** | **JAN** | **FEB** |
| *D.C.1.1. Communication plan* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.1.2. Project website* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.2.1. Press review* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.3.1. Launching Event* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.3.2. Final Event* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.4.1. Newsletter* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.4.2. Social media channels* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *D.C.5.1. Promotional toolkit* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

The next table presents description of WPC deliverables, partners’ responsibilities related to them, as well as their deadline/duration:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **WPC Delivery** | **Description** | **Responsibility** | **Partner involvement** | **Communication objective** | **Target value** | **Deadline/**  **duration** |
| D.C.1.1. Communication plan | The Strategy will include communication objectives and principles, target groups and audience, communiation and dissemination tools/mechanisms, indicators for monitoring and measuring of efficiency. | IEC Tehnopolis | IEC Tehnopolis will create the Strategy, and each PP should give their suggestions, adopt the Communication Strategy, and use it during the implementation of the project | \*Ensure more efficient information exchange  \*Facilitate the implementation of communication activities  \*Strengthen and boost cooperation among PP | 1 | April 2021 |
| D.C.1.2. Project website | Activation and contribution to the project website on the Institutional Programme webpage will be made in  order to increase not only the visibility but also the sustainability of results, project website will be activated and regularly  updated. | The login credentials will be sent via email by the Programme Joint Secretariat to the Lead Partner. IEC Tehnopolis will update the website. | Each partner will contribute to all  the activities with idea, materials and translation of their contribution (Natural Languages/English). | \*Increased visibility and share of information about project  \*increased sustainability of project results | 1 | April 2021 |
| D.C.2.1.  Press review | Project aims to achieve a high media attention in order to disseminate its progress, results or related news. For that purpose,  press offices will be established to work with media and bring free visibility, increases awareness and knowledge about a project  and transmit messages to the heart of a target audience. | Prepared by all project partners | Each partner will have  three press reviews  during project duration  that includes press  release in national  language and in English  and all collected and  published articles on TV,  radio, newspapers and  so on.All press releases and reviews carried out by the partners will be collected by PP4 as WP responsible and uploaded on  project website. | \*Raised awarness on project goals and activities  \*Target groups informed | 12 | March 2021 – February 2022 |
| D.C.3.1.  Launching Event | Launching event will be prapared and organized by LP in order to announce the begining of the project and attract public attention to the objectives and activities of the project.  Project concept and  partnership, planned  activities and main  objectives and results  project aims to achieve  will be presented. | Jonian Dolphin Conservation | All PPs will participate to  the events and support the partner responsible for their organisation suggesting some possible stakeholders to involve and/ or  to invite. | \*Raised awarness on project goals and results | 1 | November 2020 |
| D.C.3.2.  Final Event | The final event will  present and share the  results, main outcomes  of the project based on  the combined  experience of the  partners | Agjencia Kombëtare e Turizmit | All PPs will participate to  the events and support the partner responsible for their organisation suggesting some possible stakeholders to involve and/ or  to invite. After the events, all the materials will be upload on project website in order to spread out the project and its activities. | \*Raise awarness on project results and acomplishments | 1 | February 2022 |
| D.C.4.1. Newsletter | Newsletter about project  activities and achievements will be periodically available and released by PP4. | IEC Tehnopolis | Each PP will support the drafting of the periodic  newsletters and provide PP4 with a mailing list regularly updating. | \* Higher visibility of project’s activities and  Outputs ensured | 3 | April 2021  September 2021  February 2022 |
| D.C.4.2.  Social media channels | Important news, photos or videos will be shared on a dedicated social media channels - Facebook, Instagram, Youtube and Twitter) using the project name and relevant hashtags (i.e., #BioTourS, #IPAFUNDS,  #Italy-Albania-Montenegro and so on). | IEC Tehnoplis | Each PP will support the maintenance of the cosial networks content with relevant information, photos, statements and articles. Each PP will desiminate the content on their social media channels | \*Interactivity and share of information among partners and target groups ensured | 4 | April 2021 |
| D.C.5.1. Promotional toolkit | Promotional materials dissemination will support raising awareness campaing about the project.  Materials will be composed of:  1roll-up banner, 5  posters, 200 flyers,200  pens, 200 block notes,  200 USB sticks,200  cardboard conference  folders plus chosen  gadget PER PP. | IEC Tehnopolis (design) | PP4 is in charge for design of the promotional materials while each PP will  print and disseminate its own toolkit. | \*Raised awarness | 1 | May 2021 |

* + 1. BioTourS Communication Team

The communication activities will be coordinated, monitored, and evaluated by the Project Communication team. In order of reaching success within the Communication strategy, each partner organization appoints a communication manager who is responsible for implementation of the Communication plan at the partner organization level.

All the Communication managers will be responsible of knowing and respecting all the rules provided by the Interreg IPA CBC Italy-Albania-Montenegro Programme, related to the Communication activities.

List of communication managers of the BioTourS project:

|  |  |  |  |
| --- | --- | --- | --- |
| **Project partner** | **Role** | **Acronym** | **Name of the project communication manager** |
| Jonian Dolphin Conservation | LP | JDC |  |
| Agjencia Kombëtare e Turizmit | PP2 | AKT/NTA |  |
| Comune di Termoli | PP3 | Termoli mun. |  |
| Innovation and Entrepreneurship Centre Tehnopolis | PP4 | IECT |  |

1. Project visual identity

In accordance with the *Visual identity guidelines* of the Interreg IPA CBC Italy-Albania-Montenegro Programme*,* project will archive it’s visibility. Visual identity of the BioTourS project will provide recognition of all activities within the project. During the implementation, project will share the programme’s brand by adding the project acronym below in the colours of the priority the project belongs to. Within the defined rules at the *Visual identity guidelines,* logo of the project will be always included in the communication materials produced during the project implementation.

* 1. Logo specification

The project logo is not an individual project logo but is linked to the corporate design of the European Territorial Cooperation (Interreg) and the CBC Italy-Albania-Montenegro Programme., and BioTours project team accept to use the basic logo with the project name, provided by the JS, free of charge.

The project logo is an essential element of the project visual identity. The project logo will appear on all public documents, publications, websites and promotional materials during the project implementation, in order to increase visibility of the project and to facilitate the branding of communication products.

BioToursS Logo is made of:

• the EU emblem,

• the reference to the European Union,

• the Interreg IPA CBC Italy-Albania-Montenegro mention,

• a reference to the project.

The project logo will be available for public on the project’s website: <https://www.italy-albania-montenegro.eu/projects>

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The logo must be featured on all promotional material, presentations, print material, or any other communication activity that the project organizes. This includes not only promotional material but also documents such as invitations, presentations or agendas.

In addition to the project logo, all communication materials and products must display a statement acknowledging the Interreg IPA CBC Italy-Albania-Montenegro as a source of co-funding. Projects should make sure to insert the following sentence in all documents and on all products:

**“This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)”.**

If other logos are displayed on communication materials in addition to the project logo, the European Union emblem (i.e. the EU flag in the IT-AL-ME logo) shall have at least the same size, measured in height or width, as the biggest of the other logos (article 4 point 5 of Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014).

* 1. Logo usage and sizes

**Standard logo / Full colour version**

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

**Greyscale logo / Black and white logo / 1-colour logo**

For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-colour version of the logo cannot be applied.

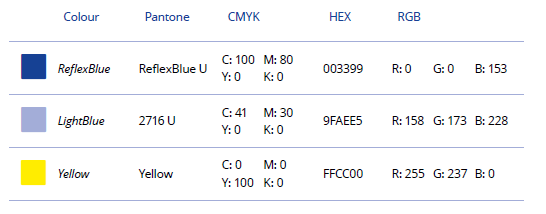
* 1. Negative logo

This version of the logo should be used whenever we are using reflex blue background.

The minimum usable size of the Interreg logo is 38,1 mm. From this data we get the minimum usable DTP logo size as 45,5 mm. In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted. For those cases, if the mention ‘European Union’ under the EU flag is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. Otherwise, if it is visible according to the used material and the quality of the printing, it should be included. Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.

* 1. Logo colours

The logo colours are derived from the European flag (blue) and the IPA CBC Italy-Albania-Montenegro Programme/Priority 2 (purple) and must not be changed. They are the central brand colours of the Interreg corporate design and allow identifying the brand also beyond the logo in all visual communication.



* 1. **Application of the visual identity**
     1. Poster

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b).

The poster needs to stay visible for the whole duration of the project. The production costs of the poster need to be budgeted.

Some posters used at programme level can be used as examples for the production of posters at project level. However, it is the responsibility of the Lead partner to adapt its content including at least the project name and the financial support from the EU.

Poster is available in Annex 1.

* + 1. Stickers

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

* the Programme’s logo and website address;
* the European Union’s logo and the reference European Union;
* the budget of the project;
* the name of the project.

A sticker should be placed on every piece of equipment. Recommended dimensions: minimum 1/16 of the most visible surface of the equipment. For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Stickers are available in Annex 2.

Disclaimer of liability[[2]](#footnote-2)

The European Union, the Managing Authority or any other Programme body is not responsible for the content of communication materials produced by the Lead Beneficiary and/or by any Final Beneficiary. Therefore, according to the space available, and especially when content is not simple information, but takes a stand on themes relevant to the Programme or topical issues (e.g. studies, reports, publications, press kits, videos, websites, etc.) the following disclaimer must be included:

**“This [document/publication/video/website…] has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this [document/publication/video/website…] are the sole responsibility of [Final beneficiary’s name] and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.**

1. Monitoring and Evaluation measures

Considering that monitoring and evaluation is also a tool for improving your communication work during the project lifetime, the Communication strategy includes monitoring and evaluation measures, presented in the table bellow:

|  |  |
| --- | --- |
| **Communication tool** | **Monitoring and Evaluation tool** |
| Website | * Visits * Page views * Return visit rates * Time spent per visit * Page views per visit |
| Newsletter | * number of email addresses sent * Number of downloads from the website |
| Social media:  Facebook  Instagram  Twitter  Youtube | * Number of page likes on Facebook, followers on Instagram and Twitter accounts, * Number of social media announcements * Subsribers, comments, shares; * Reach; * Engagement rate; |
| Press Release | * Press clipping (quantitative) |
| Launching and Final Event | * Evaluation feedback questionnaires * Press clipping |
| Public Events: | * A survey of participants on the spot through printed or online questionnaire * Monitoring of engagement (e.g. number of participants) * Press clipping (quantitative) |

LP will develop a set of three evaluation feedback questionnaires: (1) one aimed at PPs and external participants for the evaluation about satisfaction of project meetings and events; (2) one with the objective to assess PPs’ improvements and satisfaction; (3) one aimed at stakeholders, experts, policy makers, etc, for the external project assessment. The questionnaires are distributed during all project meetings and events; the answers are gathered and analyzed, so as to ensure that key responses are integrated into

project’s lessons and developments.

IEC Tehnopolis is responsible for the monitoring and evaluation of the communication activities, but all project partners will be involved and will participate in that. Each project partner is required to dedicate sufficient time and resources to communication reports and project communication at all stages of the project development.

All project partners need to deliver details about each communication activity they conduct to IEC Tehnopolis, maximum 7 days before (when announcing) and 7 days after the event, in order to be timely published on project website, Facebook, twitter and LinkedIn profiles. This information from project partners should be prepared in English language and should contain:

• event title;

• short description of communication activities with dates and content of the event;

• maximum 5 pictures from the event (pictures of the speaker, audience, meeting room, etc.);

• scanned copy of properly filled attendance list;

• information about the effectiveness of communication activities based on the analysis of completed questionnaires – event evaluation form.

Each PP shall deliver to PP4 sources of verification for each visibility activity such as press clipping from printed media, copies of video materials from electronic media, photographs and stakeholder’s and target group representative’s statements provided trough public events and during project activities. All these materials should be made in resolution and format appropriate for further dissemination and posting on project’s website and social networks.

* 1. Communication result indicators

|  |  |  |  |
| --- | --- | --- | --- |
| **Communication**  **result indicator** | **Measurement unit** | **Target** | **Explanations** |
| **Visits to the project**  **website** | Number of stakeholders reached | **2.000** | The official project website will be platform to share experiences gained  during implementation of the project through publication of reports and summaries. Sharing website pages on social media channels of both BioTourS and PPs will involve widest audience including secondary stakeholders also beyond the project area. Participants involved in testing  new scientific tools will be shown on website trough geographical map, photos, blog posts, etc in order to inform as much audience as possible. |
| **Participants at**  **project events** | Number of stakeholders reached | **500** | Big participation is expected from students at Dolphin Youth Camps and from the general public at the Cetaceans’ Education Centre. This quantification sums up also project launch and closure events participation and stakeholders involved in Youth Camps organized by PPs in all the  involved area to spread awareness on sustainable tourism linked to the  dolphin conservation. |
| **Articles, TV/Radio**  **News/Reportage,**  **etc. on local and**  **international press** | Number of publications, radio/video  productions | **30** | Considering the implementation of cross-border touristic initiatives as well  as the involvement of natural sites, huge attention is expected from both  national and local media. |
| **Cross-border events,**  **jointly organized by**  **project partners** | Number of joint events | **6** | Launching and final project events; 4 cross-border Youth Camps: workshops  on board rafts and cetaceans’ watching tours for students. |

1. References

The documents that were used during the process of preparation of the Communication strategy are following:

• Cooperation Programme: Interreg IPA II Cross-border Cooperation Programme ITALY-ALBANIA-MONTENEGRO 2014-2020 (<https://www.italy-albania-montenegro.eu/sites/default/files/2018-06/Cooperation_Programme_IT_AL_ME_2014TC16I5CB008_2_1_en_updated_Nov2017.pdf>)

• Communication Strategy of the IPA II Cross-border Cooperation Programme ITALY-ALBANIA-MONTENEGRO 2014-2020 (<https://www.italy-albania-montenegro.eu/sites/default/files/2018-06/Communication_Strategy_IT_AL_ME_1_0_Jul2016.pdf>)

• Communication and Visibility Manual for European Union External Actions (<http://ec.europa.eu/europeaid/work/visibility/index_en.htm>)

• Interreg IPA CBC Italy–Albania–Montenegro Programme PROGRAMME MANUAL-Programme strategic framework: <https://www.italy-albania-montenegro.eu/tools/programme-manual>)

• Interreg IPA CBC Italy–Albania–Montenegro Programme PROGRAMME MANUAL-Project communication: <https://www.italy-albania-montenegro.eu/sites/default/files/2018-11/4.5_Project_Communication_v01_rev07112018.pdf>

• Interact Communication Toolkit – v 2.0 / 30.09.2016

<http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#798-handbook-communication-toolkit-0>

• Interact Handbook / Project Communication – 13.04.18

<http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#1780-handbook-project-communication>

1. [↑](#footnote-ref-1)
2. Interreg IPA CBC Italy–Albania–Montenegro Programme PROGRAMME MANUAL-Programme strategic framework: <https://www.italy-albania-montenegro.eu/tools/programme-manual>), pg.9 [↑](#footnote-ref-2)