

EuroMed
IMWC



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dell'Unione Europea

 National Research Council of Italy

EuroMED Cooperation: Inland and Marine Water Challenges

WP 3 – Milestone 3.1

Communication Action Plan

EuroMed
IMWC



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Introduction

In the framework of the EuroMED-IMWC Project devoted to the organization of the related conference, communication and dissemination are among the most important activities. This document outlines the concept and outputs set up to drive the process of communicating and disseminating. The main aspects have been discussed in the proposal submission phase, then sharpened from the very beginning (month 1) through dedicated informal meetings within the team, with the communication agency, and with the members of the Scientific and Organizing Committees (SC and OC) mainly during official meetings. This document presents a summary of the guidelines that define the Communication Action Plan together with some outputs of the communication products delivered in the first 4 months of the project.

The main goal of the dissemination and communication plan is to ensure proper awareness, understanding and participation to the achievements of the conference, making the results and deliverables available to the stakeholders and to the wider audience. Communication and dissemination are essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term. A communication and dissemination plan shows how the outcomes of the project will be shared with stakeholders, relevant institutions, organisations, and individuals.

The purpose of the Communications and Dissemination Plan is to define the communication requirements for the project and how information will be distributed. The Communication Action Plan defines the following:

- Why the information will be communicated – *the purpose*
- Who does the communication – *the source*
- Who receives the communication – *the target/audience*
- What information will be communicated – *the message*
- How the information will be communicated – *the tools/ channels*
- When the information will be distributed – *the timing*

The dissemination strategy needs to explain how the visibility of the project outputs and outcomes will be maximized, and how the project outcomes will be shared with the audience.

This Communication Action Plan sets the communications framework for the project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change. This plan also identifies and defines the roles of persons involved in the project.

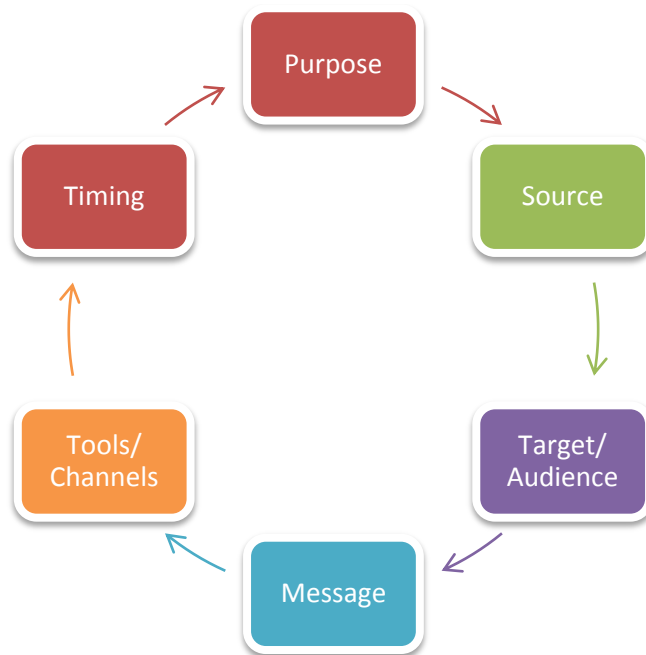


Figure 1. The process of dissemination

The purpose

The purpose is the first reason for initiating the dissemination and should be the guiding target during the entire dissemination.

The overall purpose of the Conference is to enhance the international cooperation between European Union and non-European Union Countries. Great effort is asked both to the experts from EU and non-EU countries to guarantee the participation of a wider audience in the conference. Indeed, the success of the event is not limited to the two days of the conference but it is expected that the meeting will have impacts at short, medium and long term:

- Short term: to facilitate the participation of public and private stakeholders, research community and policy makers from the North and South Mediterranean countries
- Medium term: to reinforce the joint collaboration between EU and non-EU countries on research aspects discussed during the conference
- Long term: to maximize the impact and the sustainability of the conference results by enhancing a proper diffusion of the report to the relevant audience and a replicating of the results

As part of the activities planned under the Work Package 3 ‘Dissemination and Communication’, the Communication Action Plan has also a double internal-external function, and aims at:

- providing a term of reference for the people dealing with the communication and dissemination activities, i.e. members of the SC and OC, manager of the website of the conference;

- adequately spreading the event's relevant information to the targeted audiences, ensuring a continued and formalized flow of information to internal and external audience in order to increase and maintain stakeholders interest and awareness of the event;
- ensuring a large participation to the Naples event to guarantee high quality of the outcomes;
- assisting in the establishing of links and exchange of information with other relevant initiatives, making the event a fundamental milestone towards the implementation of concerned initiatives.

The source

The source is the agent conducting the dissemination. In this case the Coordinator of the source is the National Research Council of Italy (CNR) assisted by EuroMED-IMWC members of the SC and OC by a subcontractor who will act under the direct supervision of the CNR. The above-mentioned players will act on behalf of the European Commission.

The Coordinator will overview the overall communication chain of EuroMED-IMWC Conference and as such coordinate who constitutes the source in specific cases. Depending on the case the coordinator will indeed assess who is the most preferable source. Since this assessment is case dependent no rules or procedures on this issue can be developed.

The target/audience

This section describes who is to be the audience receiving the information that is disseminated. The audience is targeted because the source wants a specific reaction in response to the dissemination:

- Non-EU Med Countries
 - Southern Med: Turkey, Syria, Lebanon, Jordan, Israel, Palestinian Authorities, Libya, Morocco, Tunisia, Egypt, Algeria and the Adriatic: Albania, Bosnia and Herzegovina, Montenegro
- Representatives from both EU and International Organization
 - ERA-Nets and JPI's, FAO, CIESM, GFCM, JRC, UNESCO, EU delegates, NGOs (e.g. WWF), IOC
- Stakeholders from private sectors
 - Industries, Small and Medium Enterprises and their associations, mainly working on tourism services and fisheries and aquaculture
- Stakeholders from public sectors
 - Universities, Research Performing Organizations, Public Administrations involved in tourism services and fisheries/aquaculture

- Policy makers
 - National Ministries (e.g. Italian Ministry of Education, University and Research, and Ministry of Agriculture, Food and Forestry Policies; and policy makers at EU, non-EU, national and regional level, including strategic advisory bodies and programmes' managers.
- End-users
 - Private companies, civil society, general public/consumers.

The message

The message is the information that is disseminated to the target. What is being communicated depends on the EuroMED-IMWC's objectives. It is not the purpose of this section to define explicit messages, as those will depend on the situation in which communication takes place, on the knowledge the target audience possesses and on the communication tools available.

It is important to distinguish two types of communication: internal and external communication. Both of them are related: only efficient internal communication can lead to successful external communication, as the former is needed to define clear and understandable messages of the later.

The tools

In order to make targeted groups aware of, understand, actively participate to, and exploit the results of the EuroMED-IMWC Conference, a dedicated dissemination and communication activity is needed.

The communication activities foreseen throughout the overall project are indeed to be timely managed, taking into due account different audiences to be targeted. It is a matter of fact that preliminary engagement and following strengthening of the interactions with all concerned stakeholders, with especial attention to those from non-EU Med Countries, depends also on effective communication.

The communication and dissemination activities will take place throughout the duration of the project, with continuous diffusion of the results. During this period we have two different types of communication activities.

Communication interim activities

- to prepare the communication kit (poster, flyer, brochures, logo, banner) and distribute it to the National Contact Points, Research Organizations, etc..
- to set up and run a dedicated conference website
- to participate in Conference and Workshop and disseminate the message
- to plan press releases and other focused outreach activities, including webinars
- to advertise in media sites such as scientific journals and news under specific websites

(EURAXESS, NCP Networks' web sites, Cordis, Enterprise Europe Network, etc...)

- to advertise through social networks (mainly Twitter)
- to send invitation to the mailing and distribution lists of the EU and non EU representatives
- to collaborate with CNR press office to reach the targeted participants

Communication end activities

- to spread over the outcomes of the Naples conference report
- to multiply the effect by organizing a new event on a common aspect affecting the life of the Mediterranean countries
- to present the project results at local and international meetings organized in proximity of the event

The channels

The channels are the tools necessary for conducting the dissemination.

Which channels to use depends on the case – depending on the objective of the dissemination and the stakeholder in question. Simple messages will be given in the language people understand. Three different languages (English, French and Arab) will be used for the communication and dissemination actions in order to reach a wider audience. The conference interpreting will be offered.

A straightforward and focused communication campaign is planned to maximize attendance at the conference and to gather interest from the interested communities. The main channels for dissemination will be:

- Dedicated website with a page specifically conceived for the dissemination actions
- Communication kit
- Visual communication
- Social networks (mainly Twitter)
- Advertising in dedicated websites
- Training materials (keynotes from the session, etc...)
- Mailing lists and distribution lists of the EU and non EU representatives
- Webinars
- Press releases
- Streaming service.

Some of the above-mentioned channels are described in the following sections.

Website of the event

Successful dissemination of EuroMED-IMWC requires a permanent information structure for dissemination. This will be conducted through the EuroMED-IMWC website. The project website <http://www.euromed-imwc.eu> acts as the dissemination channel for the various communications tools developed by the project. It is developed in three languages: English, French, and Arabic. The portal will be maintained online beyond the project lifetime.

The webpage targets members of the SC and OC, the speakers and participants of the Conference and external stakeholders. The main contents of the website includes: outline and objectives of the conference, programme of the event, profiles of the speakers and other participants, contacts and practical info, registration form.

Technically, the website is based on the visual communication tool described hereafter.

The project webpage will serve as the most versatile external information and communication tool for a worldwide audience and will supply internal and external stakeholders with relevant information on EuroMED-IMWC, e.g. the objectives, the program, the speakers, etc.

Website services, features and web technologies:

- HTML5-CSS-PHP-MySQL web programming technologies
- Accordance with W3C Markup Validator Suite
- Installed on LAMP server (Linux, Apache, MySQL, Php)
- Languages: English, French, Arab
- Dedicated Twitter account (euromed-imwc.eu), with the corresponding widget in the homepage (#EuroMED_IMWC)
- 20 e-mail recipients
- Basic search engine optimization (SEO)
- Dynamic access area for registration and management
- Download area
- Practical and logistic info on event location, hotel, maps, transportation services
- Graphic compatibility with all browsers, tablets and smartphones

The website will also have a section which makes available to users the communication kit described below.

Communication kit

As described in the EuroMED-IMWC proposal a Communication kit (posters, brochures, power point presentations, flyers and other advertising materials) will be developed, using a common and recognizable graphic identity to reinforce EuroMED-IMWC's message and enable easy recognition of the initiative.

These materials describe the overall objectives of EuroMED-IMWC and will be available on the EuroMED-IMWC webpage for downloading. The communication kit will be further disseminated at

local and international events, workshops, meetings. Any member of the SC and OC is obliged to use the official EuroMED-IMWC templates when necessary and requested.

Conferences and Workshops

Conferences and workshops constitute an opportunity for dissemination of EuroMED-IMWC. Such events provide good opportunities for distributing leaflets or simply networking among participants and giving information about EuroMED-IMWC objectives and activities.

This requires an up dated list of workshops and conferences with relevance of dissemination of EuroMED-IMWC. The members of the EuroMED-IMWC SC and OC are encouraged to inform the Coordinator on any upcoming workshops and conferences with relevance to EuroMED-IMWC. Based on the input from the Committees, the Coordinator will update this list on a regular basis and evaluate the opportunity of dissemination activities related to the project.

The visual communication

Visual communication constitutes an essential component of the dissemination of EuroMED-IMWC. The visual communication, e.g. logo, colours and symbols, increase the recognition of EuroMED-IMWC, and derived therefore the effect and impact of the EuroMED-IMWC dissemination.

The process is visually supported by a recognizable graphic identity, i.e. the logo, yellow and grey with the Med countries visible and the conference location highlighted in red. The communication kit, basically the flyer, poster (see Annex 1) and projects' documents have the same graphics.

The logo concept and graphic is illustrated in the following picture.

The timing

The communication and dissemination activities will take place throughout the duration of the project, with continuous diffusion of the results. As reported in the Description of Action, during this period two main tasks have to be accomplished.

Task 3.1 = Communication strategy

This Task will ensure the proper communication coverage before, during and after the event. The activities include:

- list of targeting recipients divided in macro categories, e.g. policy makers, scientists;
- representatives of the private sector, and civil society players;
- communication action plan, clearly dived in pre/during/post conference moments. From invitations and announcements to the press release and Naples conference report, it identifies and schedules communication activities as well as communication channels, and accordingly the contents.

The Milestone of this task consists in the publication of the Communication Action Plan.

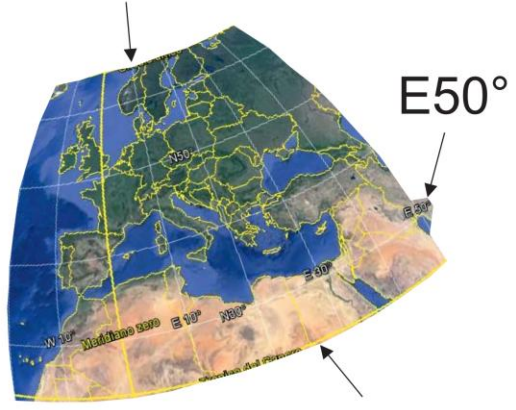
The Deliverable is the submission of a Report on communication activities.

Logo EuroMED IMWC

Relevant Area



Arctic Circle



Tropic of Cancer



Vectorialization



Colorization

Font: Tw Cen MT



Figure 2. EuroMED-IMWC logo: concept and graphic

Communication action plan

The communication action plan identifies the purpose of the Conference, the activities to be carried out, the target audience, the channels for the spreading of the actions, the timing of the Conference as well as the required financial and human resources (what, how, to whom, how long, who)

Report on communication activities

The report on communication activities released at the end of the project will collect the results of all the communication activities carried out by the Network. It will contain quantitative and qualitative analysis of the target group reached, the geographical coverage and the main results achieved, particularly in terms of future implementation of the results and multiplication effect.

Task 3.2 = Website and communication kit

This Task is the hardware counterpart of the communication strategy. It deals with all on-line and printed material necessary to properly manage the targeted communication. The communication kit includes: announcement, Public Relation and conference material, conference programme, conference reports, press releases, posters, brochures, flyers, training and teaching materials to be possibly used also through webinars sessions. Plus live activities such as photos, shooting, and interviews. While most of the communication is to be delivered on-line, some printing is also considered. A short film of the event can be produced and circulated via different media.

The close collaboration with CNR press office network as well as with all concerned science and policy stakeholders guarantees broad contacts.

Many activities of this work package will be performed in close collaboration with the subcontractor, ensuring not only that the inputs are provided correctly but also that the necessary supervision is guaranteed step-by-step.

The Milestone of this task is the publication of the Website of the event on-line.

The Deliverable is the preparation, printing and distribution of the Communication Kit.

Website of the event on line

A website for the project will be created. The website will present the activities carried out as well as links to the international communities of practice and training materials, announce events and collecting all project results, information on the partners, on the objectives and results of the project. A forum specifically conceived for the dissemination actions will be opened. A first version of the website will be launched by month 2 (milestone M3.2) and will be extended throughout the project. The target of this deliverable are the users, it will therefore be as user-friendly and communicative as possible. The language of the website will be English, French, and Arabic.

Communication kit

Promotional material is conceived to disseminate the information about the project in meetings, conferences and seminars. It consists in paper based material such as leaflets, brochures and other promotional material. For the dissemination at national level, part of the material will be

translated into national languages. Promotional material will be designed and developed, aimed at presenting briefly the project, its partners, activities and expected outcomes. The promotional material will be handed out to all the partners' contacts for distribution prior and during the conferences.

		Month					
WP	Title	1	2	3	4	5	6
3	Communication and Dissemination						
3.1	Communication strategy	M3.1					D3.1
3.2	Website and communication kit		M3.2	D3.2			

Figure 3. Gantt chart of the project

Implementation of the communication and dissemination strategy

In order to maximize the impacts of the actions some further measures can be carried out:

Dissemination and exploitation of results

- to make stakeholders aware about strategic opportunity of participating to the event and contributing to the following process
- to maximize impacts of the conference's achievements
- to consolidate existing network and create new ones
- to reach the policy audience
- to target the civil society
- Methodological and technological contributions for the next Conference
- Identification of new further actions

Communication activities

- to reach with a clear language the targeted audiences (International communication will be in English, French and Arab).
- to plan a communication campaign to maximize attendance at the conference
- to deliver an impacting home key message
- articulating the communication and mainstreaming based on targets active in the research institutes and enterprises dealing with inland and marine water
- Involvement of other public bodies

- presentation of best practices.

Traffic monitoring

The framework chosen for <http://www.euromed-imwc.eu> makes it possible to monitor the overall activities on the webpage – e.g. number of visits on the webpage, number of subscriptions to the webpage etc. This provides valuable information to the Coordinator and SC and OC on the traffic. The SC and OC will monitor these activities on a regular basis. Based on this information the dissemination strategy and the setup of the webpage will be evaluated on an ongoing basis to be able to adjust the dissemination strategies.

National dissemination

The speakers invited to give a talk during the Conference are experts belonging both to EU and non-EU Countries whose names have been suggested by the SC of the project. To guarantee that the dissemination reach the necessary targets and acquire the desired impact (wider participation) each speaker is encouraged to disseminate all relevant information on the Conference at a national level. This implies to disseminate the necessary information through the personal networks as well as the mailing list of projects that have similar topics.

Commitments

The Scientific and Organizing Committee commit to the following:

- ensuring adequate, efficient and timely communication and dissemination, including updating the webpage and inform the participants on important matters via email
- ensuring that publications/power point presentation include the EuroMED-IMWC's emblem as well as the European Commission, the CNR and Presidenza Italiana del Consiglio dell'Unione Europea ones
- informing the Coordinator of relevant meetings/workshops/conferences in order to keep the project website calendar updated
- informing the Coordinator of presentations to stakeholders they make in relation to the project
- actively promoting and spreading information on the Conference on a national level
- suggesting new contacts and networks for dissemination of project achievements
- providing inputs for the dissemination and communication activities (other channels)
- sending invitation and information on the event to the mailing and distribution list of each body
- ensuring the close supervision and collaboration with the sub-contractor of the communication and dissemination activities.

Euro MED Cooperation Inland and Marine Water Challenges

The conference 'EuroMED Cooperation. Inland and Marine Water Challenges', organized by the National Research Council of Italy under the Italian Presidency of the Council of the European Union and with the support of the European Commission, aims at enhancing international cooperation on research and innovation. The event focuses on the identification of urgent challenges related to the proper management of inland and marine waters, with special emphasis to their link, and the impacts on society and sustainable economic growth in the Euro-Mediterranean region. Among the outputs of this event the publication of the *Naples Conference Report* to remark the findings of the conference and pave the way towards a common strategy that responds to and impacts on international science policy cooperation and developments.

TIME AND DATE:

3 November - Opening and Parallel Workshops, h 14:00 - 18:30

4 November - Plenary Session, h 10:00 - 16:00

Email: info@euromed-imwc.eu Website: <http://www.euromed-imwc.eu>



Workshop 1

Water resources and land management impacts on inland and sea water in the Mediterranean Region.



Workshop 2

A Mediterranean integrated Ocean observing system to support sustainable coastal and marine tourism.



Workshop 3

Building Ecosystem based approach to Fishery and Aquaculture in the Mediterranean.



Workshop 4

Ecosystem-Based Management (EBM) in the Mediterranean Region.