



Territories of Rivers  
Action Plans

## **COMMUNICATION PLAN**

### **TRAP PROJECT**

**Territories of Rivers Action Plans**



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## 1.

## INTRODUCTION

The INTERREG IVC programme is about interregional cooperation. It promotes the sharing of ideas and knowledge for more effective regional development policies across the European Union. This in turn requires a strong dissemination effort and a comprehensive communications strategy.

Communication is important not only to ensure transparency and knowledge sharing but also to raise awareness amongst citizens within Europe of the benefits accrued from projects co-funded by the European Regional Development Fund. Disseminating project outputs ensures the durability of project results, while having the added benefit of inspiring others to take part in interregional cooperation.

The TRAP communication & dissemination plan structures and organises the communication and dissemination effort of the project TRAP, Territories of Rivers Action Plans, a project co-funded by the European Regional Development Fund (ERDF), under the umbrella of the European Union programme INTERREG IVC.

The communication & dissemination plan of TRAP aims to promote the scope and objectives of the project which is to focus on the implementation of improved policy tools and understanding of integrated river basin management, including economic development so as to promote the accelerated implementation of the Water Framework Development and the European Landscape Convention at a regional level.

The plan includes a detailed analysis of the communication strategy and the communication and dissemination infrastructure, target groups and the society in general on the objectives, activities and results of the project.

In relation to the implementation of the plan, the prerequisites for its success, as well as the risks posed by external factors, are identified and underlined. The plan also sets out the internal communication channels and provides a guideline for the reporting and monitoring of its implementation. To facilitate these processes and the formation of the partners' communication & dissemination plans, the plan also includes a number of template forms.

## 2. TRAP PROJECT – Overview

The overall objective of TRAP is to benefit from this interregional exchange to analyse, contextualise and transfer good practices in integrated water and landscape management among the partner regions.

TRAP deals with the challenge of integrated management of rivers & river territories. Its purpose is to build on and transfer good practices that embed aquatic & cultural heritage protection in regional, sustainable growth solutions. TRAP contributes to the implementation of the WFD, the ELC and the Europe 2020 strategy.

The TRAP project focuses on the notion of 'protection & development', i.e. how protection measures –including rehabilitation & restoration, of environmental (water) and cultural / historical landscapes can be part of an overall economic growth process. Ultimately, it aims at contributing to the long term on-going discussion of internalising socio/environmental costs profitably into the development & growth process.

- Improved policy tools and understanding of integrated river basin management, including sustainable economic development
- Strengthening of consensus and policy coherence for integrated river basin management

- Promote accelerated implementation of the Water Framework Directive and the European Landscape Convention at regional Level
- Exchange knowledge on good practices and experiences between the partners to import the identified practises that have been successful in another region.
- Disseminate the results to enable learning beyond the duration of the project and beyond the geographical scope of the regions involved.
- Establish links between partners that enable collaboration and knowledge sharing (networking) for the duration of the project and beyond.

### **3. COMMUNICATION AND DISSEMINATION STRATEGY**

Before setting out on a communications exercise, the objectives of that communications exercise should be clearly defined, detailed, achievable and measurable. Possible goals may include aiming to improve legislation, informing public policy on a particular topic, improving public services, attempting to shape the opinions of certain stakeholders or to raise public awareness of a specific issue.

It is important to differentiate between the project objectives and communication objectives. In addition, it is necessary to distinguish between internal and external communications objectives. Both need to be addressed: communication between the partners as well as communication which is targeted to stakeholders outside your partner organisations, including the general public.

The starting point is to understand and define what you and your partners want to achieve, and develop project-specific communications aims.

Your communications objectives need to **SMART**:

S – Specific

M – Measurable

A – Appropriate

R – Realistic

T – Timed

The TRAP communication and dissemination strategy is an analysis of the goals, messages, target-groups, time-horizons, channels, dependencies and Strengths, Weaknesses, Opportunities and Threats (SWOT), which will determine the success or failure of the communication & dissemination plan.

The strategic character of the communication and dissemination activities is of utmost importance. It allows the communication & dissemination plan to adopt a consistent and systematic approach, to take into consideration as many variables as possible and to evolve in light of changing circumstances. It is foreseen to be achieved in the following ways.

The communication and dissemination strategy is flexible and responsive to changing needs and challenges. Even though, the communication & dissemination plan prescribes in details the overall strategy, it is open to discussion and evolution in light of arising needs and conditions. This dynamic element is what distinguishes the TRAP communication & dissemination plan.

The dissemination strategy of the project consists of the dissemination strategies of each partner as well as the joint project dissemination activities planned at interregional level. The structure of the project dissemination

strategy will make clear reference to: *objectives, liaising with CP3 policy impact, target groups, plans for appearances in the press, plans to ensure access to networks beyond TRAP.*

The coordinator of CP2 PP6 SWRA will be contacting each partner individually, to clarify their dissemination plans.

The project dissemination strategy will result by specifying the activities of each partner in relation to the reported expected outputs and results in CP2.

Successful implementation is dependent upon:

- Communication of TRAPs main objectives; implementation and its development impact within the partners' regions
- Communication to promote the exchange of Good Practices in the four thematic areas
  - i. Governance: organisation, partnership and management of rivers
  - ii. Monitoring: establishing of good monitoring programmes and
  - iii. Aquatic Environment: management of fisheries and natural assets
  - iv. River tourism, landscape and land use issues: interaction between tourism and rivers
- Raise awareness among stakeholders in the participating regions on the need to promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention
- Contribute to interregional cooperation in the EU and to the generation of common knowledge to promote integrated water and landscape management and promote accelerated implementation of the

Water Framework Directive (WFD) and the European Landscape Convention (ELC) at regional level.

### **3.1 Communication and dissemination goals**

The communication and dissemination effort of TRAP aims to accomplish the following goals (qualitative and quantitative):

- Publish and disseminate the results of the project
- Attract the major stakeholders to events and activities organised by the partnership
- Contribute to the transfer and importation of the identified Good Practices

The stakeholders should become aware of the project's scope and agenda and how these are connected to their own needs and priorities.

As a consequence, one major challenge for the communication and dissemination activities of TRAP is to make the stakeholders comprehend the project's relevance to their needs and to consider how TRAP might help them to confront their problems and issues with the Water Framework Directive & the European Landscape Convention.

To make the project a success each partner should:



- carry out a goal-driven communication plan aiming at disseminating for a direct exploitation: the GP as tools for the local policies improvement, and recommendations for the local policies improvement, to decision-makers and services in charge of eco-innovation/green tech in local authorities, to policy-makers at national/European level;
- balance the project impact on all the European territory by using large dissemination tools of existing European networks.

### 3.2 Core messages – objectives

A message is a simple and clear idea that acts as a guiding principle for all kinds of communication – everything from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders. Identifying and launching TRAPs core message, around which the communication objectives will revolve, is a major challenge for the communication & dissemination plan. This is because a message should be:

- Short
- Attractive
- Easy to remember
- In line with the actual scope of the project.

Taking all these prerequisites into consideration, three potential core messages for TRAP have been devised and discussed with the project partners.

Message 1: TRAP will improve policy tools and understanding of integrated river basin management, including sustainable economic development.

Message 2: TRAP will demonstrate that combining attractive growth with socio/environmental protection is possible.

Message 3: TRAP will promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention in the participating regions at regional level.

The proposed messages included key words and phrases, like “integrated river management”, “Water Framework Directive”, “European Landscape Convention”, “attractive growth” and “sustainable economic development” which are the main components of the project. The potential messages also contained prominent and promising terms, like “accelerated”, “improve”, and “implementation”.

### **3.3 Target (Lists of Target Groups)**

The key stakeholder audiences your project needs to communicate with are called “target groups”. These groups all have different characteristics and needs. To be effective, it is important to know precisely who you need to address and think about the target audience every time you communicate.

Due emphasis is placed upon the following target-groups:

- Partners
- Stakeholders
- Other European local/regional authorities interested by water management and environment and risk prevention

- European networks of GP transfers: INTERREG IVC Fast Track Networks, EURADA and if possible other IVC projects financed on the topic of water management and environment and risk protection
- Local authorities networks: AER, CoR, Eurocities
- National authorities and European institutions concerned by water management.
- Policy makers, Local stakeholders of water management and environment and risk protection, in the partner territories.
- Members of the public
- Media

### 3.4 TRAP Outputs, Results and Action Plan

3.2 Component 2 Contents of CP2 discussion		
3.2.1 Component main features		
<b>Title</b>	Communication and dissemination	
<b>Total eligible costs</b>	456,600.79 €	
<b>Responsible partner</b>	PP6 South West Regional Authority	
<b>Planned results</b>	<p>Awareness raising about the potential of integrated river &amp; river territory management policies &amp; tools and Europe-wide dissemination of the project results.</p> <p>Sustainability of the operation and future capitalisation. Synergies with and added value resulting from relevant Interreg IV C projects as well as with WFD &amp; ELC mainstream organisations.</p> <p>TRAP is a platform for WFD &amp; ELC specialists; model for "sustainable, attractive regional growth" disseminated through this platform. An internal e-communication space that is functional and performs well for project</p>	
	<b>Indicator</b>	<b>Target</b>
	N° of press releases disseminated	21

<b>3.2 Component 2 Contents of CP2 discussion</b>		
<b>Output indicators</b>	N° of brochures created	2
	N° of copies of brochures disseminated	5000
	N° of newsletters created	3
	N° of copies of newsletters disseminated	1000
	N° of dissemination events organised	12
	N° of other events participated in	20
<b>Result indicators</b>	N° of website created	1
	N° of articles/appearances in press and media	20
	Estimated n° of participants in events	590
	Average n° of visits per month on operation's website	300

### 3.5 Review of Action and Time Plan Component 2

<b>Activities</b>	<b>Outputs</b>
<b>January – June 2012; TRAP 1<sup>st</sup> semester</b>	
2.1 Set up PDT	participations in 2 events
2.2: Production of the project logo.	2 interregional CP2 meetings
2.3: Organisation of the common costs tender, selection of consultant, start production of the project web site and the brochures.	2 dissemination events organised; Dissemination template
2.4: Provisional newsletters themes: N1 regional presentations, N2 TRAP good practices, N3 policy impact & conclusions.	Project Dissemination Team, Tender for the common costs; selection of contractor;
2.6: Press / or media releases each partner (10); PP7 Romania 1 article appearing in press, resulting from the interregional conference at the start of the project.	TRAP logo; 10 press/media releases;
2.8: 2 synergy events participation and dissemination of TRAP project.	Agenda, participants and minutes from the 1 <sup>st</sup> & 2 <sup>nd</sup> CP2 inter/ meetings;
2.9 INTERREGIONAL CP2 MEETINGS: 1st interregional CP2 meeting, Bucharest (RO), 3/2012 2 <sup>nd</sup> interregional CP2 meeting, Groningen (NL) 6/2012	list of themes & actions for local dissemination all partners; Report liaising with DRB, WISE, related Int.IVC & FP7(RoK) and EU external networks.
<b>July – December 2012; TRAP 2<sup>nd</sup> semester</b>	
<b>Act. 2.1: PDS &amp; PDT</b>	4 participations in events & documentation;

<p>Production of the dissemination strategies per partner and formulation of the overall project dissemination activity.</p> <p><b>Act. 2.2 Project Marketing Material</b></p> <p>Production of brochures and distribution of 2,500 to all partners</p> <p><b>Act. 2.3: Website (update)</b></p> <p>Partners regularly propose content for the website update, under the supervision of SWRA.</p> <p><b>Act. 2.4: Project Newsletter</b></p> <p>First newsletter is produced and is uploaded to the website</p> <p><b>Act. 2.6 Appearances in Press</b></p> <p>Press or media release by PP9 who hosts the 3<sup>rd</sup> interregional meeting</p> <p><b>Act. 2.8: Networks &amp; Local dissemination</b></p> <p>Four synergy events participated in. Local dissemination material available for download</p> <p><b>Act. 2.9: Interregional CP2 meetings</b></p> <p>Third interregional CP2 meeting in Zemgale (LV) November 2012, CP2 related dissemination event organised.</p>	<p>1 interregional CP2 meeting &amp; 1 interregional dissemination event organised;</p> <p>9 dissemination strategies (PP2 &amp; PP3 share the same);</p> <p>1 project dissemination strategy, including list of related stakeholders;</p> <p>2,500 brochures</p> <p>1 web site</p> <p>1 project newsletter</p> <p>Press release by PP9</p> <p>Documentation from the programme &amp; outputs from the interregional dissemination event in Zemgale, Minutes and participants from the 3<sup>rd</sup> interregional CP2 meeting in Zemgale</p>
<p><b>January – June 2013; TRAP, 3<sup>rd</sup> semester</b></p>	
<p><b>Act. 2.3 Project Web Site:</b></p> <p>Updates to the project web site (PDT)</p> <p><b>Act. 2.6 APPEARANCES IN THE PRESS:</b></p> <p>Press / or media release by PP4 who host the 4th interregional meeting; press release from PP1 who host study visit in June 2013</p> <p><b>Act. 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b></p> <p>Four synergy participations and dissemination of TRAP material</p> <p><b>Act 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 4th interregional CP 2 meeting, Wales (UK), April 2013; CP2-related dissemination event organised; 1 interregional dissemination event in Kainuu associated with the study visit in June 2013</p>	<p>Participate in 4 events &amp; documentation;</p> <p>Organisation of 2 interregional events,</p> <p>1 interregional CP2 meeting;</p> <p>Updated project web site;</p> <p>Press release by PP4,</p> <p>Programme &amp; outputs from the interregional dissemination event in Cornwall,</p> <p>Minutes and participants from the 4<sup>th</sup> interregional CP2 meeting in Cornwall; programme</p> <p>Presentations from the interregional dissemination event in Kainuu, June 2013.</p>

July – December 2013; TRAP, 4 <sup>th</sup> semester	
<p><b>Act 2.3 PROJECT WEB SITE:</b> Updates to the project web site (PDT)</p> <p><b>Act 2.4 PROJECT NEWSLETTER:</b> Production of the 2nd project newsletter; (TRAP GOOD PRACTICES, STUDY VISITS, DISCUSSION, CONCLUSIONS) ; PDT; uploaded to the project web site</p> <p><b>Act 2.5 PROJECT PUBLICATION:</b> Structure agreed and writing starts.</p> <p><b>Act 2.6 APPEARANCES IN THE PRESS:</b> Press / media release by PP3 and PP6 who host the 5th interregional meeting; TRAP newsletter disseminated to the local press</p> <p><b>Act 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Four synergy participations and dissemination of TRAP material; dissemination of the 2<sup>nd</sup> newsletter locally (information in the local press, all partners)</p> <p><b>Act 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 5<sup>th</sup> interregional CP 2 meeting, MWRA (IE), October 2013; CP2-related dissemination event co-organised PP2, PP3 and PP6 (from the study visit)</p>	<p>4 participations in events &amp; documentation;</p> <p>1 interregional CP2 meeting &amp; 1 interregional dissemination event organised;</p> <p>Web site update</p> <p>Press release by PP2, PP3 and PP6 (2 press releases),</p> <p>Agenda, minutes and participants 5<sup>th</sup> interregional CP2 meeting; programme and outputs from the 5<sup>th</sup> CP2 meetings-related dissemination event;</p> <p>1 structure of the project publication agreed during the 5<sup>th</sup> CP2 inter/l meeting;</p> <p>2<sup>nd</sup> TRAP newsletter disseminated in the partner regions (10 references)</p>
January – June 2014; TRAP, 5 <sup>th</sup> semester	
<p><b>A 2.2 PROJECT MARKETING MATERIAL:</b> 2<sup>nd</sup> round of brochures produced; 2500 brochures disseminated to the partners</p> <p><b>A 2.3 PROJECT WEB SITE:</b> Web site update</p> <p><b>A 2.6 APPEARANCES IN THE PRESS:</b> Press / or media release by PP8 who hosts the 6th interregional meeting</p> <p><b>A 2.7 CLOSING CONFERENCE:</b> Preparation activities for the closing conference.</p> <p><b>A 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Four synergy participations and TRAP dissemination</p> <p><b>A 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 6<sup>th</sup> interregional CP 2 meeting, Western Macedonia</p>	<p>Four participations in events &amp; documentation;</p> <p>1 interregional CP2 meeting,</p> <p>Organisation of 2 interregional dissemination events;</p> <p>Updated web site;</p> <p>Press release by PP8 &amp; PP5,</p> <p>Agenda, minutes and participants from the 6<sup>th</sup> interregional CP2 meeting;</p> <p>Draft of the project publication content;</p>

<p>(GR), April 2014; assessing also networking &amp; synergy actions &amp; results (WFD, ELC, WISE, DRB, Int.IVC projects, FP7 RoK projects, external networks). CP2-related dissemination event; Dissemination event related to the study visit in Slovenia, June 2014.</p>	<p>Agenda for the closing conference, list of possible experts to invite;</p> <p>Programme and outputs from the CP2-related dissemination event;</p> <p>Report on networking &amp; Synergy actions undertaken and their results.</p>
<p><b>July – December 2014; TRAP, 6<sup>th</sup> semester</b></p>	
<p><b>Act 2.3 PROJECT WEB SITE:</b> Web site update</p> <p><b>Act 2.4 PROJECT NEWSLETTER:</b> Production of the 3<sup>rd</sup> project newsletter (POLICY IMPACT &amp; OVERALL TRAP RESULTS); PDT; uploaded to the project web site</p> <p><b>Act 2.5 PROJECT PUBLICATION:</b> Publication made ready, 500 copies, 10 per partner; also uploaded to the project web site.</p> <p><b>Act 2.6 APPEARANCES IN THE PRESS:</b> Press / or media release by PP5 who hosts the closing conference; dissemination of the 3<sup>rd</sup> newsletter locally (10 references)</p> <p><b>Act 2.7 CLOSING CONFERENCE:</b> Organisation of the closing conference in Slovenia, November 2014</p> <p><b>Act 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Three synergy participations and TRAP dissemination; 10 local seminars promoting the good practice transfer and the policy impact (increase the visibility of TRAP results in all regions), active liaising with WFD &amp; ELC networks</p> <p><b>Act 2.9 INTERREGIONAL MEETINGS:</b> Closing meeting of CP2 activities in Slovenia.</p>	<p>Participation in 3 interregional events and documentation;</p> <p>Organisation of 1 interregional dissemination event (closing conference);</p> <p>Updated web site; press release by PP5;</p> <p>Programme and conclusions from 10 local dissemination events;</p> <p>Project publication in 500 copies;</p> <p>Documentation of the closing conference (programme, speakers, material distributed, etc.);</p> <p>Conclusive report on the networking and the sustainability of TRAP partners involvement in the external networks.</p>

## 4. SWOT ANALYSIS

In this section, an analysis of the Strengths, Weaknesses, Opportunities and Threats involved in the communication & dissemination strategy is carried out. This analysis aims at providing the essential information about which characteristics of the strategy and the project in general are favourable for the achievement of the goals of the communication & dissemination plan and which characteristics are unfavourable.

The SWOT analysis, therefore, makes easier for the Partner responsible for Component 2 to make forecasts and devise alternative plans, should the unfavourable factors prevail.

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**SWOT Analysis: TRAP communication & dissemination strategy**

<p style="text-align: center;"><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• <b>Attractiveness of the core theme</b> <ul style="list-style-type: none"> <li>• <b>Interest by the European Commission</b></li> </ul> </li> <li>• <b>Predictable and stable flow of funding</b> <ul style="list-style-type: none"> <li>• <b>Partnership diversity</b></li> </ul> </li> </ul>	<p style="text-align: center;"><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• <b>Differentiation among partners</b> <ul style="list-style-type: none"> <li>• <b>Different languages</b></li> </ul> </li> <li>• <b>Differentiation in human and social capital among partners</b></li> <li>• <b>Similar topics EU-funded projects</b></li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• <b>TRAP could help promote the accelerated implementation of the WFD &amp; ELC</b> <ul style="list-style-type: none"> <li>• <b>Exchange of interregional experiences and good practises among the partnership</b></li> </ul> </li> </ul>	<p style="text-align: center;"><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• <b>Differentiated legal environments in which the Consortium acts</b></li> <li>• <b>Different monetary environments within which the project partners act</b> <ul style="list-style-type: none"> <li>• <b>Economic crisis</b></li> </ul> </li> <li>• <b>Decline of impact of traditional media</b></li> </ul>

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## **5. EXTERNAL COMMUNICATION AND DISSEMINATION**



### 5.1.1 Tools and materials

This sub-section describes the digital and hard-copy materials developed to promote the project to the relevant stakeholders and target-groups in addition to the required materials (Website, Logo, Brochures, and Newsletters).

The production of the communication infrastructure includes also the writing of the promotional material for example the press-releases.

	Short description	Actions required	Partner in charge	Output indicator	Result indicator
<b>Logo &amp; Graphical identity</b>	The official TRAP logo & visual identity:	Design of the Logo and Graphics of the project	PP1_Kainuu Etu Oy	Logo design	Number of publications containing logo
<b>Website</b>	TRAP official website.	Design, maintenance and up-dating of the project's website	PP6_ South West Regional Authority	Website	Visits on Website
<b>Brochures</b>	The official TRAP brochures (2),	Design and writing of the project's Brochures	PP6_ South West Regional Authority	5000 brochures in two stages (semester 2&5)	Number of brochures disseminated
<b>Newsletters</b>	The official TRAP newsletters (3),	Design and writing of the project newsletter material.	PP6_ South West Regional Authority	One newsletter produced (semester 2, 4 and 6)	Number of newsletters printed and disseminated & number of downloads
<b>Project Publication</b>	Official project publication with GP, policy implementation plan and results	Writing of the required chapters. Begins semester 4	To check	1 project handbook	500 copies printed and uploaded to the project website

## 5.1.2 List of additional tools and materials

	<b>Short description</b>	<b>Description of actions required</b>	<b>Partner in charge</b>	<b>Output indicator</b>	<b>Result indicator</b>
<b>Social Medias</b>	Other online outlets, e.g. Facebook Twitter	Create and update social medias	PP6 South West Regional Authority	Number of active social medias	Number of members/ followers of social medias
<b>Press releases</b>	Communication with media about project activities	Develop and disseminate Press Releases	All Partners	Number of press releases sent	Appearances of press releases in Media
<b>Final conference</b>	Final conference will disseminate the finding of the project	Organisation of relevant speakers and information for dissemination			Number of delegates at the final conference
<b>Press conference</b>					

### 5.2.1 TRAP logo and graphic identity

The aim of the logo, brand, and image is to get people to recognise your project. If you can use your logo, signature, web site, newsletter, press releases effectively you present a coherent and memorable image of your project.

A strong brand has to do with every aspect of a projects relationship with its target groups. The function of branding is to make us feel good by making our decisions easier and safer. It does this by reducing anxiety and doubt through enhancing the trustworthiness of the brand.

The TRAP logo will comply with the following general and technical requirements.

### 5.2.2 General Specifications

The Project name and logo are usually the first points of contact with your target groups. Having a strong identity is very important. It is essential that the logo is seen as mark of quality and when a brand is marked with a distinctive logo, a client can trust it to be good.

The logo is a key part of the TRAP projects identity and should be included on all communication/dissemination relating to the project.

### 5.2.3 Graphical identity

- Colour: The logo should be printed in colour where possible to give the full visual effect. The logo should be on a white background.
- Size: Where it is necessary for the logo to be reduced in size the slogan should be removed if it becomes too difficult to read properly and the name 'TRAP' should remain.
- Positioning : The logo should be positioned on the front page of the document along with the EU flag emblem including the wording European Union Regional Development Fund and the Interreg IVC logo with slogan and recognition of funding e.g. ***"Co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"***

### 5.3 Website

A website is an invaluable tool for the project. It is the first source of information about the project partners for people outside the project, so it needs to contain the right information in a clear and accessible design and structure.

The website should give an overview about the project, its objectives, progress and results, partnership and their contacts. A login-based Intranet for partners can be a useful tool for exchanging information as well as having an overview of the responsibilities of the partners and the implementation of the project.

The TRAP web site will be the main source of information about the project, its objectives, progress and results.

**The TRAP Website needs to meet the publicity requirements of INTERREG IVC and must remain available for a minimum of five years after the closure of the project**

PP6 the South West Regional Authority will be responsible for issuing the tender for the design, creation and maintenance of the website. All project partners will be responsible for ensuring that they each update their own regional news section and keep the website up to date with relevant updates. PP6 the South West Regional Authority will be responsible for overseeing that the website is up to date.

The web site will contain:

- Logo: Same logo as discussed in 6.2, Graphical Identity along with the EU flag emblem including the wording European Union Regional Development Fund and the Interreg IVC logo with slogan.

- Recognition of Project Funding ***"Co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"***
  
- Downloads section:
  - Good Practices
  - Policy Change
  - Publicity Material
  - Event Presentations
  - Partner Documents
  
- Events
  
- Partners
  
- News: Each partner should provide regular updates on their own progress and project activities
  
- Links
  - Partner's web site
  - EU
  - Other websites / projects that promote integrated water and landscape management
  
- Login based Intranet for partners

## 5.4 Press kit

Available in the web site, will include:

- Press releases
- Photos Gallery: partner's meetings, project events and external events
- Brochures
- Newsletters

The Key ingredients for good writing are clarity, brevity, simplicity and accuracy  
When writing about the project you should keep the following questions in mind to ensure that what you develop will leave the reader with a clear concept of the project and the information that you are presenting

What is your project about?

What does your project do?

Why is it important?

What results do you expect?

Why should people be interested?

What precisely is the central issue?

To what degree does the audience understand the issues and terminology?

What are the main ideas that need to be expressed and which ideas can be left out?

How are you going to structure your text so that it is consistent and clear?

## 5.5 Brochure

PP6 the South West Regional Authority are responsible for organising the content of the TRAP Brochures, all partners are responsible for supplying

information for said brochure. All partners will be responsible for the translation and distribution of the project Brochure.

- The brochure will inform readers about the project and its partners
- It will be available in digital English version uploaded in the web site, and included in the press kit.
- The brochure will be also published as a hard copy in English,

## **5.6 Newsletter**

The newsletters will inform readers about initiatives, events, and partner's news in the frame of the project implementation.

PP6 the South West Regional Authority will provide guidelines for and coordinate the production of the newsletter for publication in semester 2, 4 and 6 and it will also be uploaded onto the project website. The newsletter will also be uploaded onto other online dissemination outlets employed by the project Partners (eg. Facebook, Twitter). The newsletter should also be sent to INTERREG IVC to inform them on the project activities and development.

All partners are responsible for sending information for the newsletter to the responsible partner. Partners should send news items and appropriate pictures to be put in the newsletter.

## **5.7 Social media**

TRAP should take advantages of modern opportunities to promote the project and disseminate objectives, activities and project results.

PP6 the South West Regional Authority will be responsible for setting up and monitoring other forms of social media but all partners should contribute to updating information and posting topics

- Facebook profile and
- Twitter profile

## 5.8 Press Releases

TRAP will use press releases to inform the media:

- During the project it is intended to publish a total of 20 press releases as defined in the Work Plan by the partners
- These press releases will be also included in the press kit and in the web site.
- The first set of press releases will be a general press release about the project issued by each project partner.

### 5 Tips for writing a Press Release

- 1 THE HEADLINE: Get to the point of the message you're trying to get across in the headline. Don't worry about not being able to fit in as much information as possible in the headline. You can use the sub heading to flesh out your point.



- 2 WORDING: Avoid using flowery language, buzzwords, jargon, bureaucratic phrasing or clichés. This only clutters your message and will also make the release unnecessarily longer than it should be. The only time to use jargon would be if your audience were already familiar with such language. Remember to keep it simple.
  
- 3 THE BODY TEXT: The most effective press releases use the inverted pyramid. This writing model allows the reader to find out the most important information first, with the less important information to follow. This allows the readers to save time when reading the press release. *What* you're announcing and the *Why* it is a big deal should be the first questions you answer. These may have been touched on in the headline and the sub heading, but they obviously need to be fleshed out. The *Who*, *Where*, *When* and *How* need to be addressed also, but later in the press release, it's less important information and it takes a back seat to the main point of the press release.
  
- 4 LENGTH: Your press release should be just one page long. No matter how important you think it is, remember it's up to your audience to make up their minds as to its newsworthiness.
  
- 5 CONTACT INFO: This should always be at the bottom of the page and it should also be comprehensive, including Web site addresses, e-mails and fax numbers.

All project partners are responsible for producing and sending press releases to their local media. Press Releases should be sent to relevant media to announce various project activities and results. Please send a copy of every press release to PP6 South West Regional Authority who will be responsible for the overall communication and dissemination of the TRAP project.

## 5.9 Final Conference

There will be a final conference to communicate the results and impact of the TRAP project.

In this final conference, each partner will present the developed activities and their achievements in the project.

The final conference will be planned by the lead partner with the assistance of all partners.

## 5.10 Plan

- **Direct dissemination to European local authorities: using ERRIN** database and partners contacts networks, sending of the newsletters; invitation to the final event.
- Use of European networks communication channels gathering local authorities to present the GP and their capacity to influence policies:
  - GP networks: participation to annual meetings at European and/or national level, publishing of TRAP GP sheets, GP sites; newsletters sending.
  - Interreg IV C financed projects may be involved: invitation; proposal of publishing the GP sheets and implementation plans
  - Local authorities' networks: transmission of project leaflet, newsletters, policy recommendations; participation to networks meetings.
  - National authorities and European institutions: sending newsletters, and policy recommendations

SWRA will coordinate the relation with networks and organise the partner's participation.

Other partners will also directly contribute: policy recommendations, participation to networks meetings, final conference.

Communication will be organised at regional/local level allowing the local ownership of the project results: press conferences and press releases during study visits, leaflet and website pages in each national language with possibly banners and posters for some partners as required.

## **6. COMPLIANCE WITH EU INFORMATION AND PUBLICITY REQUIREMENTS**

### **6.1 Legal Bases**

Communication and dissemination of European projects seek to show the impact of structural funds in the development and quality of citizen life.

Communication and dissemination also:

- Strengthen the impact of specific actions address to the target group of the project
- Avoid duplication and concentrate efforts on specific areas of public policy
- Affect the transparency of the implementation of Structural Funds aids

The regulation (EC 1828/2006, articles 8 & 9) specifies what measures project beneficiaries need to take to show that the project has been financed in part by

the European Union, and in particular the European Regional Development Fund.

Also, the Subsidy contract signed between the Managing Authority of the INTERREG IVC programme and the Lead Partner, established in the article 7 that:

*Any information and publicity measures aimed at beneficiaries, potential beneficiaries and the public must specify that the project has received a subsidy from the programme funds within the framework of the European Territorial Cooperation Programme INTERREG IVC.*

*It must be clearly stated that the project has been co-financed by ERDF through the INTERREG IVC Programme in addition to using the European flag and programme logo and slogan.*

The project undertakes to **send 3 copies of all publicity material** to the JTS/Managing Authority, who are authorised to use this material in promoting the programme.

### 6.2.1 Formal Aspects

In order to increase the impact of the project, the benefits and results should be **clearly visible** for project partners, external stakeholders, European Commission, national, regional and local actors.

### 6.2.2 Logo

The use of the INTERREG IVC logo and EU emblem is compulsory on all communication materials and tools produced by the co-financed project. It is also necessary to indicate on all communication materials a reference to the contribution of the ERDF and the programme. The following phrase could be used:

***"Co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"***

Logos should be implemented with great care to respect the size, colour and other dimensions specified.

It is possible to download a Graphic identity guideline from the INTERREG IVC website, this guide contains specific instructions relating to the information and publicity of the project. The specification for the INTERREG IVC Programme and EU logos can also be found here.

### 6.2.3 EU flag emblem

Download: [http://europa.eu/abc/symbols/emblem/download\\_en.htm](http://europa.eu/abc/symbols/emblem/download_en.htm)

Graphical elements (colour, size, layout etc.):

[http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm)



### 6.2.4 INTERREG IVC logo

Download:

[www.interreg4c.eu](http://www.interreg4c.eu)

Click on 'Projects / Resources for project partners'



The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

### **6.2.5 Other specifications**

INTERREG IVC will be properly spelled and the number will be in Latin  
Three copies of main project publications (general brochure, good practice guidelines, and final results) will be sent to the INTERREG IVC Secretariat  
Any material published in the Media will also be sent to the INTERREG IVC Secretariat

### **6.2.6 Recommendations**

*Publications (Brochures, leaflets, press releases, best practice guides)*

#### Requirements

On front of the document:

- 1 EU flag emblem including text 'European Union European Regional Development Fund'
- 2 INTERREG IVC logo with slogan

"This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"

**NOTE: Send 3 copies of main Project publications (brochure, good practice guidelines, etc.) to JTS!**

*Websites, electronic information, audio-visual material*

### Requirements

- EU flag emblem including text 'European Union European Regional Development Fund'
- INTERREG IVC logo with slogan
- Hyperlink to INTERREG IVC and DG REGIO websites
- A short description of INTERREG IVC programme for websites
- Website : accessible 5 years after the project closure

*Events: Conferences, exhibitions, meetings, actions, etc.*

### Requirements

- EU flag displayed
- EU and INTERREG IVC logo on all supports and documents
- Attendance or other certificates shall include a statement such as "This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"

#### **PHOTOS**

Try to vary the photos used to illustrate activities.

- More of partners being active; topic you are working on
- Less of partners in a meeting

## **7. TRAP INTERNAL COMMUNICATION GUIDE**

The purpose of this guide is to ensure seamless Internal communications throughout the TRAP Project, with a view to maximising effectiveness of project processes and efficiency of resources. Individual partner regions should base their own plan of communications activities on this guide.

Internal communications on the TRAP Project denote communications directed between:

- INTERREG IVC
- Project partners and staff
- Relevant Stakeholders
- Other INTERREG IVC Project consortia
- And any other body directly involved in project activities.

Kainuun Etu Oy, as Lead Partner, is specifically responsible for communication with the Commission on all project coordination issues. Kainuun Etu Oy will undertake to consult with partners to the greatest extent possible on any significant decisions to be made on the project and to keep partners informed of project coordination processes.

The objectives of internal communications will be:

- Ensure Grant Agreement obligations are met, as a two-way process
- Ensure consensus on project processes
- Coordinate overall activities of the project
- Manage the project to best effect
- Ensure the effectiveness and efficiency of partner participation in the project



- Ensure the best use of resources and save all project partners time and energy often wasted on miscommunication and non-communication in project administration, meeting of targets and fluidity of process
- Encourage support and participation in project activities and similar beyond the lifetime of the project.

### *COMMUNICATIONS GUIDELINES AND TOOLS*

Partners are requested to review, reply to and follow up on project correspondence as soon as possible following receipt (Consult the partnership agreement for set deadlines on response times). If partners are unable to respond in full at any given time, a brief acknowledgement should be returned, until a more considered response can be made. This is singularly vital in avoiding confusion and any need for repetition, thereby maintaining overall efficiency of the project processes, and we would ask that all partners undertake to respect this guideline.

#### *Language*

English is the working language for transnational elements of the project. In order to facilitate ease of understanding, to avoid misinterpretation and to encourage project progress, every effort should be made to use clear, concise and simple language in project communication. Information overload should also be avoided.

#### *Transparency*

Project communication should be open and shared across partners as far as possible. This is to ensure that all partners are equally clear about project development and that no partner is at a disadvantage regarding project processes. Partners are required to provide regular updates on project

activities and progress, and to highlight any problems with same. FUNDECYT, as Lead Partner, has undertaken to consult with partners to the greatest extent possible on any significant decisions to be made on the project and to keep partners informed of project coordination processes.

### *Partner Details*

A project group has been established by the SWRA for the purposes of project communication, as follows:

<b>Partner Number</b>	<b>Name</b>	<b>Email</b>
PP1 Kainuun Etu Oy	Ninetta Chaniotou Kati Moilanen (Finance Officer), Silja Keränen	<a href="mailto:ninetta.chaniotou@kainuunetu.fi">ninetta.chaniotou@kainuunetu.fi</a> <a href="mailto:kati.moilanen@kainuunetu.fi">kati.moilanen@kainuunetu.fi</a> <a href="mailto:silja.keranen@kainuunetu.fi">silja.keranen@kainuunetu.fi</a>
PP2 Shannon Development	Ruairi Deane Oonagh Kelly	<a href="mailto:DeaneR@ShannonDevelopment.ie">DeaneR@ShannonDevelopment.ie</a> <a href="mailto:KellyOn@ShannonDevelopment.ie">KellyOn@ShannonDevelopment.ie</a>
PP3 The Mid-West Regional Authority	Linda Newport	<a href="mailto:lnewport@mwra.ie">lnewport@mwra.ie</a>
PP4 The Rivers Trust	Rob Collins	<a href="mailto:rob@theriverstrust.org">rob@theriverstrust.org</a>
PP5 Soca Valley Development Centre	Miro Kristan	<a href="mailto:miro.kristan@prc.si">miro.kristan@prc.si</a>
PP6 The South West Regional Authority	Sonya Quinn Bryan Riney John Forde	<a href="mailto:squinn@swra.ie">squinn@swra.ie</a> <a href="mailto:briney@swra.ie">briney@swra.ie</a> <a href="mailto:jforde@swra.ie">jforde@swra.ie</a>
PP7 the national Institute of Research and Development for Mechatronics and Measurement Technique - INCDMTM	Ileana Tacutu	<a href="mailto:Ileana_tacutu_incdmtm@yahoo.com">Ileana tacutu incdmtm@yahoo.com</a>
PP8 Regional Development Agency of Western Macedonia	Tassos Sidiropoulos	<a href="mailto:tsidiropoulos@anko.gr">tsidiropoulos@anko.gr</a>
PP9 Zemgale Planning Region	Baiba Barbale	<a href="mailto:baiba.barbale@zpr.gov.lv">baiba.barbale@zpr.gov.lv</a>
PP10 Water Board Noorderzijlvest	Kees De Jong	<a href="mailto:k.dejong@noorderzijlvest.nl">k.dejong@noorderzijlvest.nl</a>

All core project staff should be on this list and partners should ensure that details of any other persons to be added are forwarded to Sonya Quinn ([squinn@swra.ie](mailto:squinn@swra.ie))

## SKYPE

The Skype application will be used in conference calling between partners, whenever necessary and whenever feasible.

## *Deliverables*

Various deliverables (activity reports, pay claims, etc.) will have to be met by all partners throughout the project in a timely manner. Kainuun Etu Oy, as Lead Partner, has responsibility to ensure that partners are aware of deliverables required, with associated deadlines, in good time.

Communication on the progress of these or any difficulties in meeting deadlines is vital. Ineffective communication will result in problems and delay for all partners. For example, partners will be required to submit claim forms on given dates and forms returned after these dates will not be processed until the next claim opportunity arises.

## *Meetings*

Partners will be required to attend project meetings and events over the course of the project. As much advance notice as possible of meeting arrangements and agenda must be given and confirmation of partner attendance should be made by prompt return, whether for self or a colleague in-lieu.

## *Partner profiles*

Partner Profiles are a short piece of text describing the partner organisation and activities, which can then be used on shared project materials and at project events. Individual partners should prepare these in English, with assistance

from SWRA, where required (this text will assist in the compilation of the first newsletter).

## 8. IMPLEMENTATION, REPORTING AND EVALUATION

### 8.1 Dissemination report- Month/year

Please use the template below and on the following page when reporting on dissemination.

<b>Result Indicator Number of participants in events participated in (Component 2)</b>	
Please estimate the size of the audience which benefited from the information you provided on TRAP i.e. the total number of participants (or part of it) in these external events. The number of persons reached will depend on the way TRAP was promoted (e.g. by means of a stand (reaching only part of the audience) or a presentation before the entire audience, discussion in a workshop, etc.). PLEASE add more rows to report more than one event. For additional outputs lines can be inserted accordingly	
<b>EXTERNAL OR PARTNER ORGANISED EVENTS: please list briefly the title of event, target groups, date, location</b>	
<b>Partner</b>	<b>PARTNER NAME AND NUMBER</b>
<b>Name of event</b>	
Date	
Location	
Purpose	
Number of attendants (approximate)	
Attach programme or mention web site where it can be downloaded	
Attach TRAP presentation (if available) or mention web site where it can be downloaded	
<b>ARTICLES</b>	
<b>Name of article</b>	
Date of publication	
Journal or press	
Focus of article	
Approximate circulation	

Attach article	
<b>PRESS RELEASE</b>	
<b>Press</b>	
Date	
Attach press release	

Please send the lead partner of the Dissemination WP always a copy of the presentation/publication so it can be included in the final report towards the EC