

COMMUNICATION STRATEGY

Deliverables DC1.1

Version 2

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Summary

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Introduction

■ LUMAT in a nutshell

The project is about the environmental management of urban and peri-urban areas. It aims to define a common approach in Functional Urban Areas (FUAs) starting from the concrete experience of 7 areas in Central Europe. Academic bodies/Research institutes and Public authorities are partners in this project and they are working together to find out common tools and strategies to face environmental priorities.

■ Relevant outputs

The most relevant outputs of the project are:

1. the definition of a common Methodology and Terms of Reference concerning the FUAs;
2. the proposal of Action Plans for integrated land and soil management for FUAs in Central European Cities, developed together with stakeholders and citizens;
3. the strategic guidelines for implementation of the Action Plans for integrated environmental management in the FUAs;
4. the dissemination of technical skills through trainings and seminars on FUAs integrated environmental planning and management.

The ambition of the project is to face the main problems of FUAs and to offer solutions, tools, way of actions, plans and strategies. By sharing a methodology the project brings an added value to traditional solutions normally adopted by each city individually: working together, sharing ideas and adapting solutions to different contexts can produce new and more effective ways to solve local issues.

To ensure that the concrete impacts are achieved at local level thanks to this shared process, it is of primary importance that the results (and also the process) are not circulated only among the project partners, but they are widely spread to a larger audience.

■ The role of communication in the project

The role of communication must be considered at different levels:

- Internal communication (among partners) aimed at keeping project partners informed about the development of the different tasks (Management Work Package)
- External communication, aimed at helping the project partners in defining common goals and in communicating to local stakeholders and new audiences (Communication Work Package)
- Communication towards the Joint Secretariat in order to keep it informed about the Project advancements.

With this perspective, the objectives are:

- to promote the Project's achievements to the selected target groups,
- to raise awareness,
- to engage with stakeholders
- to share knowledge and attract new public in the context of the Project.

The responsible partner for communication activities is PP4 SiTI, but a very important role will be played by the Lead partner PP1 IETU and the leaders of the thematic WPs, with whom an intense coordination

will be set through traditional and electronical channel and an internal communication tools (Digital platform) created ad hoc.

All the partners are involved in delivering and spreading the messages at local level, especially using the social media and the local press. For different reasons, these two media are not effective if managed just by one partner at central level, so the active collaboration of every partner is essential.

▪ **Expected results**

The expected results of LUMAT Communication strategy are to increase knowledge, raise awareness, influence attitudes and behaviours. The main target are the local partners' networks (stakeholders, citizens, local authorities, high educational bodies, professionals...) and especially the people involved in the action plans such as citizens or public authorities. Furthermore, the results of the project will be made available to the scientific community, through publications.

▪ **Main reference points for this strategy**

LUMAT adopts a communication approach that combines various means. It includes:

- the implementation of the official Website,
- the activation of social media channels,
- the distribution of dissemination material,
- the creation of a digital platform for the exchange of information among partners (but also with a larger audience)
- meetings and seminars
- publications on local press,
- publications on scientific - technical press
- the participation to conferences.

A. Strategy

A.1 Communication to ensure internal involvement of all partners

Challenges and results

Central Europe programme entails an efficient team work among partners to achieve the common goals. This kind of transnational, coordinated work is not always assumed as normal: at the opposite, it can be the hardest aspect of an European Project.

Each partner, indeed, is used to work and communicate according to his own habits and through his own channels: the challenge is to find a way to make extremely clear the needs and the benefits of coordinated communication framework.

The communication towards partners plays a key role for the success of the entire project: this is the reason why researchers and consultants working on the LUMAT project represent the first communication target. They must feel involved in a more complex working contest, with a wider horizon: they must be aware of the added value due to participating to a international project.

A clear, regular and efficient communication, increasing information about the reciprocal activities, will make each partner more and more involved in the project, feeling free to add contribution and to share their own results, in order to increase the general level of knowledge of the Consortium.

The internal communication strategy is designed to facilitate meetings, decisions and interactions between partners, thanks to the procedures, tools and actions set up to keep the staff informed and involved. Besides, the internal communication strategy is also aimed at ensuring a timely development of the Project, the connection among WPs, and at allowing Project Management team to meet the deadlines for the deliverables and to deliver high-quality project documents.

The communication tools are intended to ensure a constant and effective exchange and share of information between the partners: partners will have many ways to find and share documents and information:

- frequent exchange of emails
- project web site with public project documents (deliverables) available for download
- web storage space to share drafts and working documents
- digital interactive platform (digital forum for technical online conversation, with continuous support concerning the tool developed for building strategies to manage the Pilot areas)
- Social media accounts to share local progresses by each partner or news from the CE program

Furthermore, a common format for public events will be provided to all partners to increase the common identity of LUMAT project and to support the shared pursuing of the project goals.

Strategy

All outputs					
Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Partners	Increase knowledge	Research activities are led independently by each partner	Cooperation and synergies among partners increase, and the level of research results gets higher through international cooperation	Sharing experiences and knowledge increases the research quality	<ul style="list-style-type: none"> ▪ Website ▪ Newsletter ▪ Digital platform for technical interaction ▪ Social networking ▪ Common format for workshops ▪ Spreading of training seminar materials ▪ Report on Action Plans ▪ Publication of LUMAT results

Evaluation

ID	Result indicator	Unit	Baseline value 2016	Target value 2018	Source of data	Reporting
1	Unique visits to project website as indicator of increased awareness on project activities	Number	...	50 within the partners staff	Google Analytics	6th progress report
2	Participants to Project Events	Number		20 (1 or 2 for each partner)	Attendance sheets	6th progress report
3	Satisfaction with information	Percentage		80%	Comments on dedicated social media accounts and digital platform	6th progress report

A.2 Communication to ensure external involvement in output development

Challenges and results

Decision makers and professionals in charge of land management look sometimes at European cooperation programmes askance. The extent of topics seems not to have real contact points with the practical management of land.

The target to be reached and involved in the development of outputs is composed of:

- Municipal Administrators,
- Technical offices in charge of Urban Planning,
- Researchers and Professionals involved in defining the approach to Land Issues

The communication towards these target groups is aimed on the one hand to persuade decision makers of the benefits that can result from this cooperation program and, on the other hand, to increase the effectiveness of the outputs precisely through the involvement of decision makers and professionals, as actors of the daily practice.

The objectives of Communication activities to ensure external involvement in output development are:

- To facilitate the engagement and participation of public authorities in charge with Functional Urban Areas management
- To propose and spread a strategic problem solving approach, raised from an international reflection
- To achieve a real effectiveness of the project outputs on the Land Management Practice
- To ensure a more efficient decision-making process by the involvement of those who work on the Action Plans Areas
- To contribute to the identification of potential problems and pitfalls in the proposed tools and processes
- To build the opportunity to develop long-term and trusting relationship between all the stakeholders involved in the Project.

Strategy

The communication strategy encompasses the involvement of decision makers and professionals in charge of land management by informing them about/ working with them on some selected activities to get the following project outputs:

- O.T1.2: external professionals, decision makers and sectorial agencies will be involved in Training seminars on FUAs planning and integrated environmental management,
- O.T2.1: external land experts and decision makers will be informed about the definition of Action Plans for integrated land and soil management for FUAs in Central European Cities,

- O.T2.2: Decision makers and stakeholders will be involved in defining the implementation Strategies for action plans for an integrated environmental management in FUAs,
- O.T2.3: external professionals and decision makers will be aware about the use of SDSS Tools developed in LUMAT Framework supporting implementation of integrated environmental management of FUAs.

Output O.T1.2 -Training seminars on FUAs planning and integrated environmental management

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Local Authorities, Agencies and Professionals working with PA	Raise awareness	They ignore the necessity for integration of environmental and spatial aspects in FUAS	They are aware that changing management attitudes may improve environmental-functional quality in FUAS	The Cooperation Program offers a common understanding and know-how transfer of methods and instruments for FUAS environmental land management	<ul style="list-style-type: none"> ▪ Local meetings/ seminars ▪ newsletters ▪ project website
Higher Education and Research Institutes	Increase knowledge	They do not know what is planned by the project	They can study and verify the results of the policy-making approach on integrated management	Integrated approach must be built with the involvement of Local decision makers and professionals working on Land use	<ul style="list-style-type: none"> ▪ Publication of LUMAT results ▪ newsletters ▪ project website

Output O.T2.1 - Action Plans for integrated land and soil management for FUAs in Central European Cities

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Regional and Local Public Authorities	Raise awareness, Influence attitude and behaviour	No plan for FUAs	They can provide implementation of action plans in FUAs	<ul style="list-style-type: none"> ▪ Action Plan developed through LUMAT can be effective because it is based on trainings with professionals and local decision makers 	<ul style="list-style-type: none"> ▪ Local conferences and meetings ▪ Website ▪ Newsletter ▪ Publication of

				<ul style="list-style-type: none"> Methodology could be replicated in other FUAs 	LUMAT results <ul style="list-style-type: none"> Promotional Video
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Output O.T2.2. - Strategies of implementation of action plans for integrated environmental management in FUAs

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Regional and Local Public Authorities	Raise awareness, Influence attitude and Behaviour	Public Authorities are used to manage local problems with a sectorial approach	Face the FUAs with an integrated approach	<ul style="list-style-type: none"> Strategies developed through LUMAT are effective because they are built with professionals and decision makers and developed with an international know-how Strategies are replicable on other plots with similar problems within the FUA. 	<ul style="list-style-type: none"> Public Conferences and workshops Website Newsletter Publication of LUMAT results Promotional Video
Higher Education and Research Institutes	Raise awareness	They do not know what is planned by the project	Spreading of a shared strategy to manage FUAs	<ul style="list-style-type: none"> LUMAT approach and results are useful for the Scientific community 	<ul style="list-style-type: none"> Presentation to national and international conferences Scientific Publications

Output O.T2.3.1 Tools supporting implementation of integrated environmental management of FUAs

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Professionals, Sectoral	Increase Knowledge,	No awareness about SDSS tool	Easy use of the tool	<ul style="list-style-type: none"> Tools developed within the project 	<ul style="list-style-type: none"> Local Seminars/

Agencies	Change behaviours			could be replayed in other FUAs <ul style="list-style-type: none"> Tools can be customized for each FUA 	Trainings <ul style="list-style-type: none"> Social networking Digital Platform on sDSS tool
Higher Education and Research Institutes	Increase Knowledge	No awareness about SDSS tool	Increase research on the tool developed for LUMAT	<ul style="list-style-type: none"> Tools can be customized for each FUA e become more and more effective 	<ul style="list-style-type: none"> Publication of LUMAT results

Evaluation

ID	Result indicator	Unit	Baseline value 2016	Target value 2018	Source of data	Reporting
1	Unique visits to project website as indicator of increased awareness on project activities (digital reach)	Number	-	130	Google Analytics	6th progress report
2	Participants to Project Events (physical reach)	Number		300	Attendance sheets	6th progress report
3	Satisfaction with information	Percentage		80%	Comments on dedicated social media accounts and digital platform	6th progress report

A.3 Communication to transfer outputs to new target audiences

Challenges and results

The general objective of the dissemination activity is promoting the project and its outputs through a continuous process of communication towards identified target groups.

LUMAT project aims to reach a wider target of Professionals, researchers and decision makers which daily face the problem of management of FUAS, former industrial sites and environmentally compromised areas.

The added value of LUMAT experience must be communicated to people not involved in the project: that is, actually, the meaningful mission of the Project dissemination; otherwise most of the results will be kept in between the partners, and the benefits of EU investments will be extremely limited and local.

The target groups for the communication activities are:

- Researchers not involved in the projects
- Agencies and professionals working with P.A.
- Local decision makers not involved in the projects
- National and Regional decision makers
- General public

The most important results to be spread with these groups will be the common methodology, the terms of reference and the strategies raised by the work of partners in the 7 FUAS: that's a good starting point for a new approach of management to be replicated in different contexts.

It's also very important, in order to have a more inclusive management of FUAS, to make the general public aware of the results of project, especially involving those who live in the 7 FUAS.

Strategy

To get a wider specialized audience, communication will involve professional and academic networks, because culture of planning and environmental management need to be fed by research and innovation and academic and professional networks are useful channels to reach the identified target.

To reach the general public, communication will move through the website, social networking and local public events.

Output O.T1.1.1 Methodology and Terms of Reference

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Researchers not	Increase	Ignore the	theoretical	<ul style="list-style-type: none"> ▪ What does it mean to 	<ul style="list-style-type: none"> ▪ Project

involved in the project Agencies and professionals working with the PA	Knowledge	development of the project	research improved starting from the results of LUMAT	make more liveable places through integrated environmental approach? LUMAT offers an international critical analysis about methodology and terms	website <ul style="list-style-type: none"> ▪ Social networking ▪ Seminars ▪ Presentation of results at international conference ▪ Publication of papers
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Output O.T1.3.1 Functional Areas Integrated Environmental Management Strategy (FAIEMS)

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2018	Key messages	Outline of activities
Public administration not directly involved in the management of the pilot cases (Local decision makers not involved in the projects National and Regional decision makers)	Change Behaviour	Ignore the development of the project	Evaluate an integrated approach to solve similar problems in FUAs	<ul style="list-style-type: none"> ▪ Methodology developed within the project could be replicated in other FUAs ▪ Tools can be customized for each FUA 	<ul style="list-style-type: none"> ▪ Newsletter ▪ Project website ▪ ▪ Conferences ▪
General public	Raise awareness	Ignore the project	They are aware of what the PA can do with /for citizens in order to make more liveable places	<ul style="list-style-type: none"> ▪ The LUMAT environmental integrated approach is open to citizens' contribution 	<ul style="list-style-type: none"> ▪ Social networking ▪ Public local events ▪ Promotional Video

Evaluation

ID	Result indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
1	Unique visits to project website as indicator of increased awareness on project activities (digital reach)	Number	...	130	Google Analytics	6th progress report
2	Participants at Public Events (physical reach)	Number		50	Attendance sheets	6th progress report
3	Satisfaction with information	Percentage		80%	Comments on dedicated social media accounts and digital platform	6th progress report
4	Joint communication activities implemented with external stakeholders (external cooperation)	Number of communication activities		20	Monitoring	6th progress report

B. Activities

Responsible Partner for the Communication Work Package is SiTI - Higher Institute on Territorial Systems for Innovation. In this position SiTI will coordinate the communication activities planned in the framework of WP Communication in order to pursue the objectives of raising awareness, increasing knowledge and changing behaviour in the CE area.

SiTI will help partners in diffusing locally their activities and will encourage them to spread the key messages of LUMAT project. That will be done providing graphic material, offering support in managing the social network communication.

SiTI will also collect, organize and make available all the products developed during the project for public consultation.

SiTI will encourage the partners to use their network of contacts in order to cover all the meaningful events by local press releases & media presence and spread the results of the project among the identified target.

B.1 Start-up activities

B.1.1-1.3 Communication strategy and communication plan

Key points

Targeted communication arena:	B.1, B.2, B.3
Outputs in focus of activity (content):	D.C.1.1; D.C.1.3
Targeted communication audiences:	Programme and Project staff
Responsible partner:	PP4 SiTI
Involved partners:	PP4 SiTI
Indicative timing of activity:	Ready within October 2016
Indicative budget (excl. staff costs):	3.000 € - Professional support for content editing and social media management (external expertise)

Accessible for people with disabilities

Description

The Communication strategy provides a general framework within which all the communication activities will be developed. It is edited by the WPC leader and includes the timesheet for coordinating the Communication activities concerning the project in general, and the communication activities strictly linked to the thematic WPs (Communication Plan).

Monitoring

ID	Output indicator	Unit	Baseline value	Target value October 2016	Source of data	Reporting
D.C.1.1; D.C.1.3	Programme communication strategy	Yes/No	-	Yes	Monitoring	1 st progress report

B.1.2 Website

Key points

Targeted communication arena:	B.1, B.2, B.3
Outputs in focus of activity (content):	D.C.1.2
Targeted communication audiences:	Interested general public, Partners working with the Programme, Media, Authorities connected with partners
Responsible partner:	PP4 SiTI
Involved partners:	PP4 SiTI for editing and updating; all for providing contents

Indicative timing of activity: on line: October 2016
 Update: All the project duration

Indicative budget (excl. staff costs): 0 €

Accessible for people with disabilities: According to the characteristic of Genetics CMS provided by the program

Description

The website will be the official channel for providing partners and general public with the basic information (and then the updates) about the project. The website will collect the information about all the partners and the links to their websites, the news about events and results of the research. All the deliverables and newsletters will be downloadable.

It will be linked to the official Facebook page and the Twitter/LinkedIn LUMAT accounts. It will also be linked to the digital platform and the InViTo webpage so to allow people to get all the needed technical information about the tools their application to each case study.

At the end of the project it will be possible to reach the promotional video of LUMAT from the official website.

Monitoring

The website will be monitored every six months through Google Analytics. After Verifying the quality of visits, the frequency, the time on page and the numbers of unique visitors, it could be decided to activate a promotional strategy if the contacts are less (or less active) than expected.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
			2016	2019		
D.C.1.2	Project website operational	Yes/No	-	Yes	Monitoring	1 st progress report
	Unique visits to the project website	Number per month	0	130	Google Analytics	6 st progress report

B.2 Digital activities including social media and multimedia

B.2.1 Digital Platform

Key points

Targeted communication arena:	B.1, B.2
Outputs in focus of activity (content):	D.C.2.1
Targeted communication audiences:	PPs, professionals, researchers, planners from local bodies
Responsible partner:	PP4 SiTI
Involved partners:	PP4 SiTI
Indicative timing of activity:	Ready within April 2017
Indicative budget (excl. staff costs):	4.500 €
Accessible for people with disabilities:	Yes

Description

The Project implies the shared use of the InViTo Tool for managing the pilot areas.

InViTo is a GIS based SDSS tool, available on the web. It can be useful to visualize lot of territorial information, select, weight and combine them. It is the tool that all partners are going to use as a part of their action plan implementation (see Output O.T2.3). Partners will be trained on the use and customization of the tool InViTo during the Project Meeting in Turin, but a stable channel to communicate technical questions and have continuative support is needed along the project development. For this reason, a digital platform will be provided for all the partners and professionals to allow them to share experiences, tips, technical information, discuss difficulties and help each other to customize the tool InViTo for each FUA. The Digital platform will be a sort of forum where it will be possible to interactively become familiar with the instrument. It will be linked to the official project website and will be managed by the web administrators of InViTo from SiTI.

The target of digital platform are, primarily, the Project Partners, then it will be open to all the professionals, researchers, planners from local bodies, interested in using the tool and following the development of action plan from a more technical point of view.

The platform will be designed with attention to users with disabilities, following the guidelines of W3C _Web Accessibility initiative as summarized here below:

- Provide sufficient contrast between foreground and background
- Don't use colour alone to convey information
- Ensure that interactive elements are easy to identify
- Provide clear and consistent navigation options
- Ensure that form elements include clearly associated labels
- Provide easily identifiable feedback
- Use headings and spacing to group related content
- Create designs for different viewport sizes
- Include image and media alternatives in your design
- Provide controls for content that starts automatically.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
			2016	2019		
D.C.2.1	Conversation on technical issues	number	-	30	Monitoring	6 st progress report

The digital platform will be also monitored by Google Analytics to compare the numbers of users with the trend of similar digital platforms. A stronger interaction of participants on the digital platform will be expected during and after the workshops, when people will use the tool InViTo for their pilot case.

B.2.2 E-newsletter

Key points

- Targeted communication arena: B.1, B.2, B3
- Outputs in focus of activity (content): D.C.2.2
- Targeted communication audiences: partners, partners network, Other European Projects
- Responsible partner: PP4 SiTI
- Involved partners: All PPs
- Indicative timing of activity: Every semester long the project duration
- Indicative budget (excl. staff costs): 1.500 € - External expertise for technical support
- Accessible for people with disabilities: Partly, depending on disability

Description

Each semester (M 6, 12, 18, 24, 30 and 36) an electronic newsletter will be edited by SiTI with the contents provided by the Project Partners. The newsletter will be spread among the partners network at first and made available on the official website of the project and on the Facebook page. Subscription will be possible through the webpage. The newsletter format will be designed to be printed if needed. All partners are responsible for sending information for the newsletter to the responsible partner. Partners should send news items and appropriate pictures to be included in the newsletter.

Being a periodical, fresh contents are crucial for the newsletter’s sustainability. The strategies for the dissemination of an effective newsletter will be:

- to make sure that news are not outdated;
- to have a strong lead into the news: the first sentence or two of our news should immediately draw in the reader; the news will be linked to the project’s website for more information;
- to be consistent in the newsletter structure - including a variety of topics and sections to catch the reader’s interest;
- to include an editorial and use it to talk to the readers;
- to not repeat what already said in past newsletters;

- to prepare and regularly update the mailing list to which the newsletter will be sent;
- to use photos and illustrations;
- to ask and encourage response and feedback.

The newsletter will also be uploaded onto other online dissemination tools employed by the project Partners (e.g. Facebook, LinkedIn...). The newsletter will also be sent to the JS to keep it informed on the project activities and development.

Monitoring

A part of verifying the punctual editing and publishing of the LUMAT newsletter every 6 months , at least two times during the project development, the number of subscribers will be checked, and specific social media campaign (via Facebook, LinkedIn, Twitter) will be activated in order to invite people to subscribe if needed.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
			2016	2019		
D.C.2.2	Newsletter release	numbers	-	6	Monitoring	6 st progress report
	People reached	Number per each issue	0	200	Record from WPC Leader and PPs	Each 6 months

B.2.3 Social Media Accounts

Key points

Targeted communication arena:	B.1, B.2, B3
Outputs in focus of activity (content):	D.C.2.3
Targeted communication audiences:	partners, partners network, Other European Projects
Responsible partner:	PP4 SiTI
Involved partners:	All PPs (PP 4,5,7 with budget)
Indicative timing of activity:	at least twice a month in time of research, more frequent close to and during events
Indicative budget (excl. staff costs):	5.640 €
Accessible for people with disabilities:	Partly, depending on disability

Description

In order to promote Project's achievements to all target groups, to raise awareness, engage with stakeholders, share knowledge and attract potential users in the context of the Project, LUMAT has adopted an approach combining various media that include the official Website and different social media channels. The social media can be effective for a quick communication, to allow the people interested in

the project to keep in touch and be up to date in a very easy way. The main social media accounts are: Twitter, LinkedIn (group) and Facebook.

Monitoring

The objective of social media is the interaction between partners and stakeholders, that's why during the first and second semester a campaign will be targeted to partners to encourage them to join the social media and be active using the hashtag #lumat and the @Lumat_project for Twitter. The social media accounts will be opened within the end of the first semester.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
			2016	2019		
D.C.1.2	Social media accounts operational	Yes/No	-	Yes	Monitoring	1 st progress report
	Facebook Daily total reach	unique users - monthly average	-	130	Facebook insight	monthly
	Twitter	followers	-	30	Twitter	6 th progress report

B.2.4 Promotional Video

Key points

- Targeted communication arena: B.2, B3
- Outputs in focus of activity (content): D.C.2.4
- Targeted communication audiences: partners network, Other European Projects partners, local stakeholders
- Responsible partner: PP4 SiTI
- Involved partners: All PPs
- Indicative timing of activity: March 2019
- Indicative budget (excl. staff costs): 3.500 €
- Accessible for people with disabilities: yes, subtitles will be provided

Description

During the last months of the project, a promotional video will be produced to describe the results and the process of LUMAT. All partners will contribute with video shot in their own country, short interviews of

stakeholders, partners or people living in the pilot area. SiTI will collect, cut and make a promotional video with subtitles to be diffused among all the contacts.

The video will be uploaded on a video platform (i.e. YouTube or Vimeo) and the link will be available through all the LUMAT channels.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.1.2	Promotional video	number	-	1	Monitoring	6 st progress report

B.3 Public Events

B.3.1 Definition of a format for local public conferences for WPT2 output dissemination

Key points

Targeted communication arena:	B.1 (direct users)- B.3 (final users)
Outputs in focus of activity (content):	D.C.3.1; D.T2.7.1
Targeted communication audiences:	partners
Responsible partner:	PP4 SiTI; PP3 LfULG
Involved partners:	All PPs
Indicative timing of activity:	within October 2017
Indicative budget (excl. staff costs):	0 € for format, 14.700 € for public events
Accessible for people with disabilities:	Yes

Description

A common format for public conference for non-technical stakeholders interested in the project results will be prepared to help all the partners in organizing the dissemination.

The format will provide all materials and the graphic framework for communication towards the external public. It will include a general schedule of the event, the scheme of desired interaction with public and a coherent system to collect feedback. The format will also remind to pay special attention to public with disabilities, defining the minimal physical requirements of the venue and the technical requirements for presentations.

The format will be defined starting from the Turin public conference on the WPT2 outputs (in September 2017). The Italian conference will be used as a test to specifically define which kind of strategies should be used to get the most efficient dissemination out of the project results.

The objective is to have a similar, coherent dissemination within the 7 FUAs and also get feedback in a common way: this will be useful to analyse the effect of the LUMAT public conferences at international scale. The Public events will be part of deliverables D.T2.7.1 which involve all the FUAs (one partner for each FUA).

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.3.1	Format for local public conferences	Number	-	1	Monitoring	3 st progress report

The quality of the format proposed will be monitored through the feedback of partners. The proposed structure could be fixed or changed if needed.

B.3.3 Presentation to national and international conferences and events

Key points

- Targeted communication arena: B.3
- Outputs in focus of activity (content): D.C.3.3
- Targeted communication audiences: researchers, high educational institutions
- Responsible partner: PP4 SiTI
- Involved partners: All PPs
- Indicative timing of activity: Since 2nd semester till end of project
- Indicative budget (excl. staff costs): 2.000 €
- Accessible for people with disabilities: -

Description

One of the goals of EU projects is to increase the knowledge and spread the results obtained with the economic contribution of EU citizens. The presentation of the Project results to the academic world represents an important opportunity to achieve this objective. Partners are all invited to write articles and present papers during national and international conference. All of these contribution in public debates, symposium or meetings will be collected by SiTI and made available also on the website.

SiTI will encourage each partners to make at least 1 public presentation of the project. Some thematic conferences have been already identified for the dissemination of LUMAT results:

- International Society of City and Regional Planners Annual event,
- Global Soil Forum events,
- IJEPR Annual event,
- Urban Platform Danube Region Conference,
- CEMR Conference (Bilbao 2018),
- Real Corp Conference.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.3.3	Presentations to conferences	number	-	7	Monitoring	6 st progress report

B.4 Targeted Events

B.4.1 Definition of a format for local workshops

Key points

Targeted communication arena:	B.1(direct users) - B.2 (final users)
Outputs in focus of activity (content):	D.C.4.1; DT2.4.1
Targeted communication audiences:	Partners (Local Professionals)
Responsible partner:	PP4 SiTI - PP3 LfULG
Involved partners:	All PPs
Indicative timing of activity:	first format Oct 2017; targeted events within Feb 2018
Indicative budget (excl. staff costs):	1.000 € for format; 15.500 € for targeted Events
Accessible for people with disabilities:	Yes

Description

In order to help partners in organizing an effective training seminar for local professional, a common format for technical workshop will be prepared using the workshop organized in Turin as a pilot.

The format will offer the graphic framework for all the technical communications and some guidelines to organize the time schedule. A common checklist will help to monitor the results and collect feedbacks from the participants.

Physical requirements for participants with disabilities will be listed to grant accessibility for everybody. According to this format, local workshops will be organized by LUMAT partners in T2.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.4.1	Format for local workshops	number	-	1	Monitoring	3 st progress report

B.5 Publications

B.5.1 and 5.2 LUMAT tools manual and Report on action plan

Key points

- Targeted communication arena: B.1, B.2, B.3
- Outputs in focus of activity (content): D.C.5.1 and D.C.5.2
- Targeted communication audiences: Local stakeholders, land management Professionals, local authorities, citizen association
- Responsible partner: PP4 SiTI
- Involved partners: All PPs
- Indicative timing of activity: Within October 2018
- Indicative budget (excl. staff costs): 0 €
- Accessible for people with disabilities: Yes

Description

Each partner will develop a tool and the respective manual for using it. For each FUA a specific action plan will also be defined and described in a report.

Manuals and reports will be formatted according to a common graphic framework and made available on the website. SiTI will take care of developing a user friendly interface, easy to navigate and will make every manual and report individually available on the media.

A promotional campaign will be shared on Twitter, Facebook and LinkedIn in order to inform about the availability of this documentation and to invite stakeholders to download it.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.5.1	User manuals	number	-	7	Monitoring	5 st progress report
D.C.5.2	Report on Pilot case	number	-	7	Monitoring	5 st progress report

B.5.3 Publication of LUMAT project results

Key points

Targeted communication arena:	B.1, B.2, B.3
Outputs in focus of activity (content):	D.C.5.3
Targeted communication audiences:	Partners, Local stakeholders, land management Professionals, local authorities, citizen association, Higher educational institutions, partners network,
Responsible partner:	PP4 SiTI
Involved partners:	All PPs for contents; PP7 STUBA, PP 11 UIRS , PP12 MOP, with budget
Indicative timing of activity:	Within April 2019
Indicative budget (excl. staff costs):	22.900 €
Accessible for people with disabilities:	Yes

Description

The most important product of the whole project will be the collection of results and their promotion and dissemination.

SiTI will edit and print 200 copies of LUMAT Compendium, also available on line in pdf version.

STUBA (PP7) will edit and print 100 copies of a monograph about the local project results and UIRS will translate, print and distribute 100 copies of the final book in Slovenian language.

The MOP (PP12) will organize a national conference for approximately 100 participant to disseminate the results of the project.

Monitoring

	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
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			2016	2019		
D.C.5.3	LUMAT compendium booklet online	number	-	1	Monitoring	6 st progress report
D.C.5.3	LUMAT compendium booklet printed	number		200	Monitoring	6 st progress report
D.C.5.3	Slovakian Monograph printed	number		100	Monitoring	6 st progress report
D.C.5.3	Translation and printing of final book in Slovenian Language	Number		100	Monitoring	6 st progress report
D.C.5.3	National conference in Slovenia	number		1	Monitoring	6 st progress report

B.6 Media Relations

B.6.1 Spread of project activities to local media

Key points

- Targeted communication arena: B.3
- Outputs in focus of activity (content): D.C.6.1
- Targeted communication audiences: general public, Local Authorities not involved in the project, Local stakeholders
- Responsible partner: PP4 SiTI
- Involved partners: All PPs for contents;
- Indicative timing of activity: Within April 2019
- Indicative budget (excl. staff costs): 0 €
- Accessible for people with disabilities: Depending on the media

Description

All partners with the technical assistance of the Communication team, will produce at least 2 press release for each FUA to diffuse, among local media, information about the local effects of the project. The press releases will follow the

- WP T2 conclusion: February 2019
- WP T3 conclusion: April 2019

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.C.6.1	Press Release related to WPT2 and WPT3	number	-	7+7 at least	Monitoring	6 st progress report

B.7 Promotional Materials

B.7.1 Promotional materials to be distributed during public events

Key points

- Targeted communication arena: B.2, B.3
- Outputs in focus of activity (content): D.C.6.1
- Targeted communication audiences: general public, Local Authorities not involved in the project, Local stakeholders, partners, partners network
- Responsible partner: PP4 SiTI; PP1 IETU
- Involved partners: All PPs
- Indicative timing of activity: Within April 2019
- Indicative budget (excl. staff costs): 6.800 €
- Accessible for people with disabilities: Depending on the media

Description

SiTI as responsible partner for communication and IETU as Lead partner will be in charge of providing the promotional material for public conferences and workshops, marked with the program official logo. Materials will be bought according to the list of gadgets provided by the Interreg guidelines, and specifically: 1200 USB pen drives, 400 lanyards, 800 pens, 900 bags, 800 paper notebook 800 project folders.

The materials will be distributed among partners during the steering committee meetings or sent by mail or and will be used for public events (T2.7.1), training seminars (T1.7.2); workshops (T2.4.1).

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
	Pen Drives Lanyards	number	-	1200 400	Monitoring	6 st progress report

pens			800		
bags			900		
paper notebooks			800		
project folders			800		

B.8 Project meetings

Steering Committee Meetings: M.3.1-3.2-3.3-3.4-3.5-3.6

Key points

- Targeted communication arena: B.1
- Outputs in focus of activity (content): D.M.3.1.1-2-3-4-5-6
- Targeted communication audiences: Partners
- Responsible partner: PP1 IETU
- Involved partners: PP1 IETU; PP7 STUBA; PP8 COT; PP4 SiTi; PP 6 EC;
- Indicative timing of activity: Within April 2019
- Indicative budget (excl. staff costs): 15.900€
- Accessible for people with disabilities: Yes

Description

Steering committee meetings are the very important moment for the communication among partners. Partners will be informed by the lead partner and by each host partner about the operational issues and about the progress of the ongoing activities. The venues for meeting will be chosen according to the requirements of accessibility for all. Great attention will be paid in collecting the PPT presentation of the partners and the minutes of the discussion to keep a clear memory of all the evolution of LUMAT project. The minutes will be shared among partners after the meetings.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
D.M.3.1-2-3-4-5-6	Steering committees	Number	-	6	Monitoring	1-2-3-4-5-6 st progress report

B.9 Training materials

T1.1.7.1 Training Seminars materials in national languages

Targeted communication arena: B.2
 Outputs in focus of activity (content): DT1.7.1
 Targeted communication audiences: Local stakeholders, land management Professionals
 Responsible partner: PP7 STUBA
 Involved partners: PP1 IETU; PP2 UM Ruda Slaska; PP3 LFULG; PP10 ARR; PP11 UIRS
 Indicative timing of activity: November 2018
 Indicative budget (excl. staff costs): 7.900€
 Accessible for people with disabilities: Yes, depending on disability

Description

In the framework of WP T1, training materials in 6 national languages (CZ, GE, IT, PL, SI, SK) based on transnational concept of local training on FUA's integrated environmental management will be worked out. The Leader of WP1 will provide the training materials to be edited and translated in national languages for an easy use by local stakeholders.

Monitoring

	Output indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
DT 1.7.1	Training materials in national languages	Number of languages	-	6	Monitoring	5 st progress report



COMMUNICATION PLAN

Deliverables DC1.3

Version 1

11 2016
