![Interreg Danube Transnational Programme – SaveGREEN logo with EU flag](image)

Work Package Communications

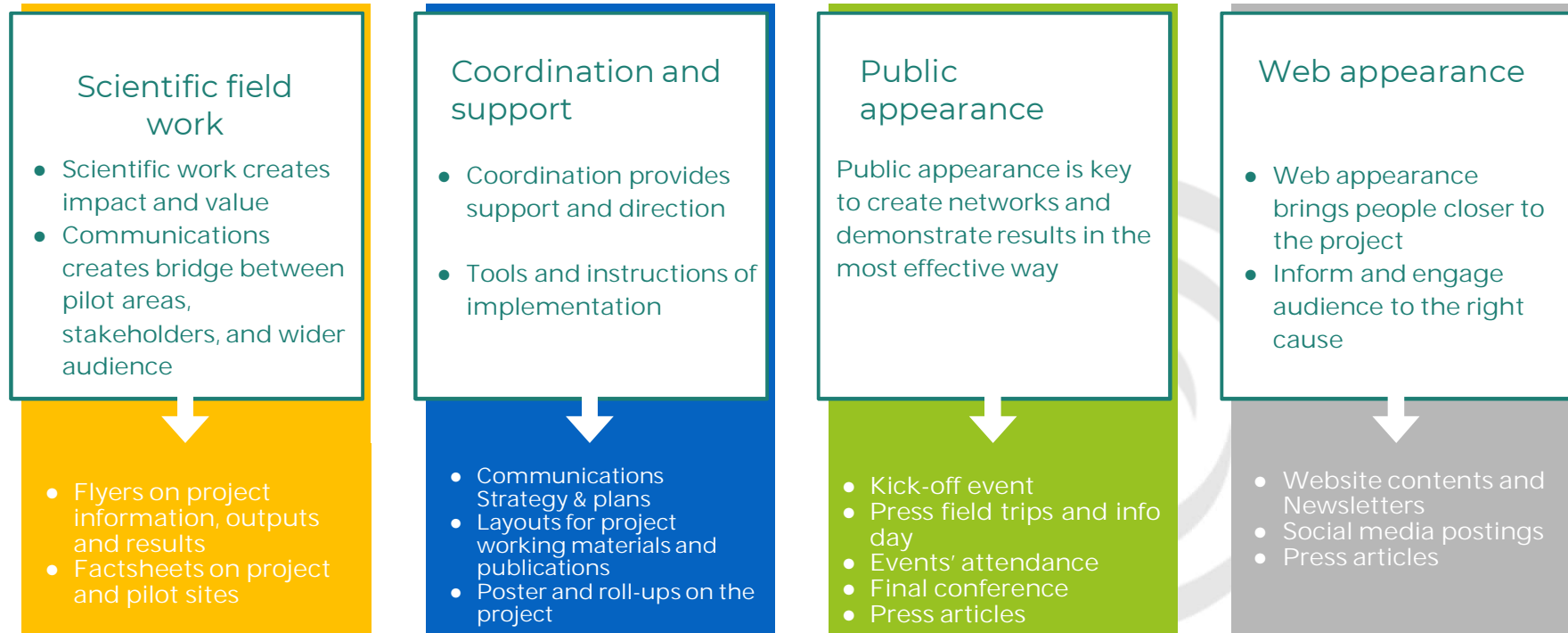## Kick-off Meeting
8-9 September 2020

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Activities & Deliverables (I)

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Scientific field work

- Scientific work creates impact and value
- Communications creates bridge between pilot areas, stakeholders, and wider audience

- Flyers on project information, outputs and results
- Factsheets on project and pilot sites

Coordination and support

- Coordination provides support and direction
- Tools and instructions of implementation

- Communications Strategy & plans
- Layouts for project working materials and publications
- Poster and roll-ups on the project

Public appearance

Public appearance is key to create networks and demonstrate results in the most effective way

- Kick-off event
- Press field trips and info day
- Events' attendance
- Final conference
- Press articles

Web appearance

- Web appearance brings people closer to the project
- Inform and engage audience to the right cause

- Website contents and Newsletters
- Social media postings
- Press articles

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Activities & Deliverables (II)

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A.C.1 Start-up activities including communications

1. Communications Strategy (Internal & External)
2. Layouts
3. Poster & roll-ups

A.C.2 Publication(s)

1. Newsletters
2. Flyers (project information, outputs & results)
3. Factsheets (project & pilot sites focused on eco-connectivity context)
4. Layout for project publications (outputs)

A.C.3 Public Event(s)

1. Kick-off meeting
2. Press field trips & info day
3. Attendance to events (national, regional & international)
4. Final conference

A.C.4 Digital activities

1. Website content update
2. Facebook & Twitter posts (English & local)
3. Twitter Adventure(s)
4. Press articles and publications

A.C.5 Promotional material: Site specific giveaways

KPIs, targets & expectations

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Danube Transnational Programme
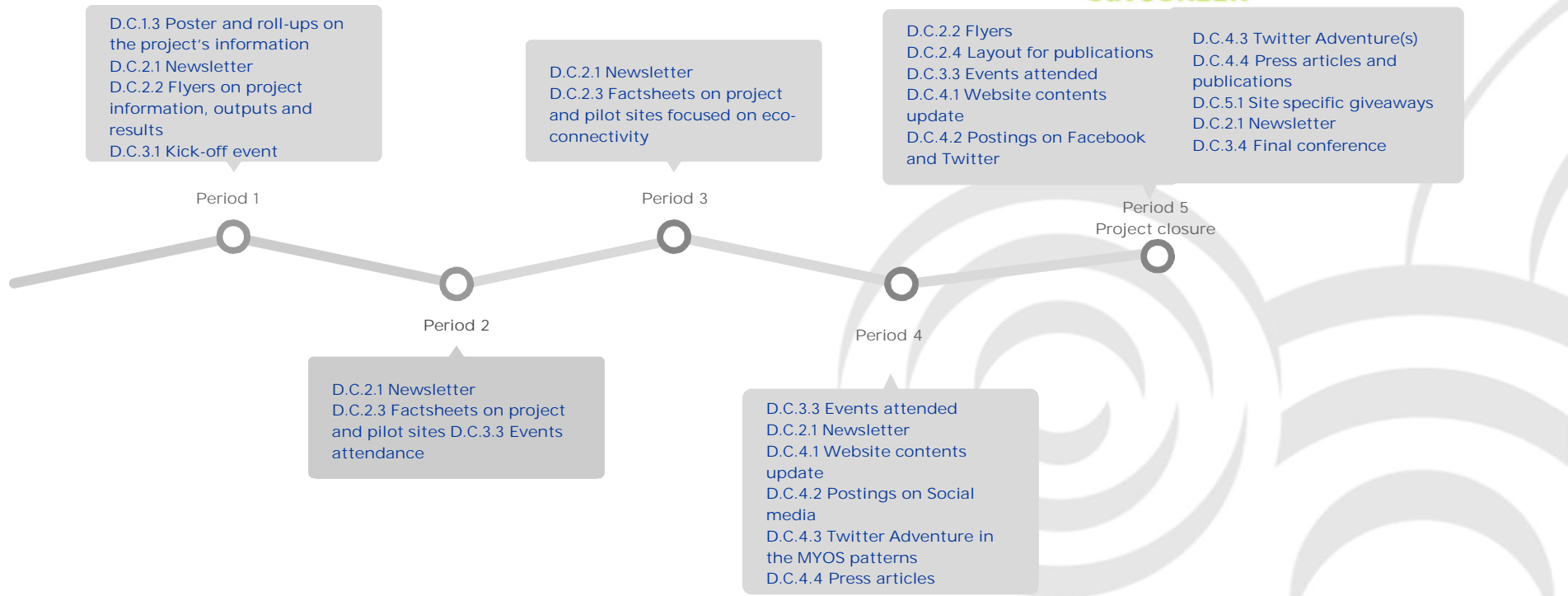**SaveGREEN**

01	1. D.C.1.1 Communications Strategy: Internal and External Communications Plans 2. D.C.1.3 Poster 3. D.C.1.3 Roll-up	1. Provide feedback, accept, follow 2. Translate, print, hang out 3. Translate, print, take to venues
02	1. D.C.2.2 Flyers on project information, outputs and results 2. D.C.2.3 Factsheets on project and pilot sites 3. Website contents update (English & local) 4. D.C.2.1 Newsletter	1. Provide: Content, pictures, news, results to Comms lead 2. Provide: Content, pictures, news, results to Comms lead 3. DTP site: Content, pictures, news, results to Comms lead 4. Provide: Content, pictures, news, results to Comms lead
03	1. D.C.3.2 Press field trips and info day 2. D.C.3.3 Events attended (national, regional and international level). 3. D.C.3.4 Final conference	1. Organise 1 event/ pilot site, create documentation 2. Add conferences to project calendar, attend on event/present project, report 3. Attend on event/present project, report
04	1. D.C.4.2 Postings on Facebook and Twitter, own website in English and local languages 2. D.C.4.3 Twitter Adventure in the MYOS patterns 3. D.C.4.4 Press articles and publications	1. Translation and posting to own website 2. Every partner takes care individually to their own social media channels 3. Provide Content, pictures, news, results, translations
05	1. D.C.5.1 Site specific giveaways	1. Collaborative work between country focal points communicators, pilot sites and Comms Lead, provide ideas, see needs, develop, produce

1   Colours will be DTP compatible here too
CEEweb for Biodiversity, 06/09/2020

Milestones & Calendar

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SaveGREEN

D.C.1.3 Poster and roll-ups on the project's information
D.C.2.1 Newsletter
D.C.2.2 Flyers on project information, outputs and results
D.C.3.1 Kick-off event

D.C.2.1 Newsletter
D.C.2.3 Factsheets on project and pilot sites focused on eco-connectivity

D.C.2.2 Flyers
D.C.2.4 Layout for publications
D.C.3.3 Events attended
D.C.4.1 Website contents update
D.C.4.2 Postings on Facebook and Twitter

D.C.4.3 Twitter Adventure(s)
D.C.4.4 Press articles and publications
D.C.5.1 Site specific giveaways
D.C.2.1 Newsletter
D.C.3.4 Final conference

Period 1

Period 3

Period 5
Project closure

Period 2

Period 4

D.C.2.1 Newsletter
D.C.2.3 Factsheets on project and pilot sites D.C.3.3 Events attendance

D.C.3.3 Events attended
D.C.2.1 Newsletter
D.C.4.1 Website contents update
D.C.4.2 Postings on Social media
D.C.4.3 Twitter Adventure in the MYOS patterns
D.C.4.4 Press articles

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2   Colours will be DTP compatible here too
     CEEweb for Biodiversity, 06/09/2020

Google Drive walkthrough

Templates:

- PPT master template
- Letterheads
- Invitation letters template
- Attendees list template
- Meeting minutes template

Poster, roll-up, brochure, pilot area map

Just DTP things

DTP site link: http://www.interreg-danube.eu

SG site: www.interreg-danube.eu/savegreen

Drive link to DTP materials: https://drive.google.com/drive/folders/1RKh-a19a3rT9zrRkt6SY4uuMnrH9_eqQ

DTP tool kits intro, quick sum of expectations:
- Obligatory 3: SG logo, website, donor
- Font: Montserrat
- Colors:

Communication Strategy

External:

1. Introduction
1.1 Project summary
2. Communication objectives
3. Communication challenges
3.1 Different views of the involved parties on the project topic
3.2 Technical nature of the project
3.3 Transnational pilot areas and partners
4. Communication as support for technical WPs
4.1 WP T1
4.2 WP T2
4.3 WP T3
5. Communication overview
5.1 Target groups
5.2 Key messages and channels
5.3 Evaluation measures
5.4 Timeline. Communication plan
6. Visibility rules and guidelines
6.1 Obligatory elements for the project visual identity: logo, website, EU funding
6.2 Partner Logos
6.3 Project description
6.4 Hashtags for social media
7. Resources

Internal:

1. Introduction
Project summary
2. Project & Communication Contact Points
2.1.Main project contacts
2.2.Country focal points
3. Communication Procedures and Tools
3.1.Overall day-to-day management
3.2.Work language
3.3.Information flow and roles
3.4.Events and meetings
3.5.Media and external communication
3.6.Communication tools
3.7.Document sharing, file storage
4. Decision-making
5. DTP Communication Rules
5.1.The "sacred trilogy" of obligatory elements: logo, website, EU funding
5.2.Partner Logos
5.3.Project description
5.4.Equipment purchased within SaveGREEN
Annexes

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Next steps

1. Inform comms. Lead on your comms officers

2. Send missing organisation logos → 11 September

3. Feedback on Comms. Strategy: 25 September

4. Roll ups and Posters → Translations & printing

5. First Comms meeting → 1st Tuesday of each month

Questions and answers

Q&A time!

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Köszönöm!

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