



Danube Transnational Programme
Danube SKILLS

Increased institutional capacity in Danube navigation by boosting joint transnational competences and skills in education and public development services

WP2

2.1. Communication issues

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*Communication Manager **Danube SKILLS***

Danube SKILLS Partner Meeting

Bucharest, February 22, 2017

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Logo



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Rules & responsibilities

- include logo in all materials in central , top position, in the first/main page
- logo shall never be smaller than other logos
- shall not to be recreated
- English only
- additional logo SHALL NOT exceed the EU emblem in height and width.
- Border EU flag equal to 1/25th of the height

Download link for standard logo

<http://www.interreg-danube.eu/relevant-documents/documents-for-project-implementation>

EU logo

<http://publications.europa.eu/code/en/en-5000100.htm>

Otherwise: non-eligible costs!

Fund mention

Project co-funded by European Union funds (ERDF, IPA)

Also events, social media!

*European Regional Development Fund (ERDF),
Instrument for Pre-Accession Assistance (IPA)*

2.1. Communication issues

Rules & responsibilities

- clearly indicated in all materials,
- **Montserrat font**
(<https://www.fontsquirrel.com/fonts/montserrat>)
- in Word and PPT documents, Monserrat can be substituted by Cambria,
- colour only:
 - white
 - reflex blue
 - grey (CMYK 0.0.0.50)

Templates



Rules & responsibilities

- Templates for
 - Word documents
 - Agenda
 - Meeting minutes
 - List of participants
 - Power point
 - Blank page

- Use Cambria font, size 11/12.

Download link

<http://www.interreg-danube.eu/danube-skills/documents>

Danube SKILLS Description



Rules & responsibilities

Use Danube SKILLS Short Summary for each partners' **institution website**

always add

- EU support/**Fund mention**
- Danube SKILLS Website link

Download link

<http://www.interreg-danube.eu/approved-projects/danube-skills/outputs>

To be added in partners' institution website

Danube SKILLS Poster



To be placed inside partners' institution

Rules & responsibilities

Within 6 months after project start:

- place at least one at the main building entrance;
- keep it for all project duration;
- minimum size A3.

Design for print will be provided by
CERONAV

Download link

<http://www.interreg-danube.eu/danube-skills/documents>

Ask Communication Manager the needed file
Contact: alinaoprea@ceronav.ro

Danube SKILLS Website



DANUBE SKILLS - INCREASED INSTITUTIONAL CAPACITY IN DANUBE NAVIGATION BY BOOSTING JOINT TRANSNATIONAL COMPETENCES AND SKILLS IN EDUCATION AND PUBLIC DEVELOPMENT SERVICES



legal framework governing water and navigation in the Danube navigation sector

recognition of qualifications and mobility of work (ERDF PAFAs) and lack of transparency & know-how to integrate green Danube navigation into transport solutions are responsible, among other deficiencies, for the poor exploitation of the huge potential of the main waterway in the SEE region.

Above challenges identified in Danube navigation explain in part the huge discrepancy between inland waterway transport on the Rhine and on the Danube (EU5DR: 'Cargo volumes transported on the Danube are only between 10% and 20% of those carried on the Rhine') and make imperative the need for a common transnational approach to increase institutional capacity of responsible authorities and administrations and level the gap between the two regions with regard to inland navigation.

Danube SKILLS consortium of 15 highly experienced PPPs from 8 Danube riparian countries and TADPs, international organizations, river commissions and national ministries, addresses

Interreg
Danube Transnational Programme
Danube SKILLS

Start date
01-01-2017

End date
30-06-2018

Budget in Euro
Overall: 2023500
ERDF Contribution: 1584885
IPA Contribution: 123450
ENI Contribution: 0

Call number
Call 1

Danube Transnational Programme website (www.interreg-danube.eu) includes and hosts Danube SKILLS website

Rules & responsibilities

all users need to be registered in the system

Website = General content + Document manager section + Newsletter tool

LP CERONAV – Full Admin

Partners - Admin only **Document Manager Section**

regularly updated:

- News - every 2 weeks (LP & PPs)
- Newsletters- every six months (email list with stakeholders/decision-makers should be provided by LP & PPs)

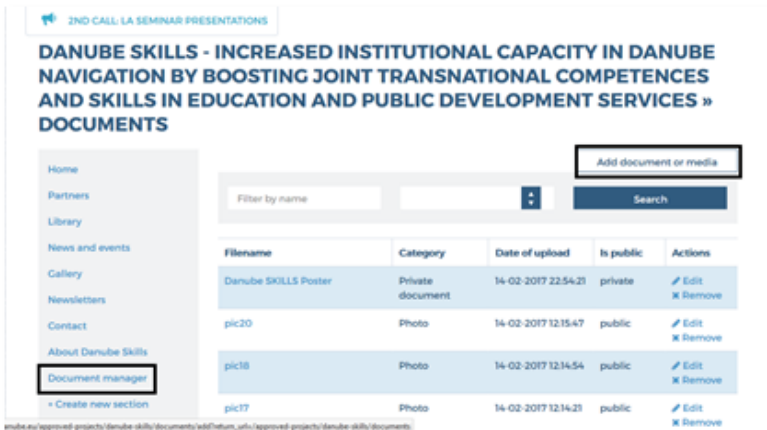
<http://www.interreg-danube.eu/danube-skills>

Document Manager Section

Rules & responsibilities

Type of documents:

- **Output document- public in library**
- **Public document**
- **Private document**
- **Photo/Video**



The screenshot shows the 'Document Manager' section of the website. It features a sidebar with navigation links: Home, Partners, Library, News and events, Gallery, Newsletters, Contact, About Danube Skills, and Document manager (highlighted). The main content area is titled 'DANUBE SKILLS - INCREASED INSTITUTIONAL CAPACITY IN DANUBE NAVIGATION BY BOOSTING JOINT TRANSNATIONAL COMPETENCES AND SKILLS IN EDUCATION AND PUBLIC DEVELOPMENT SERVICES » DOCUMENTS'. It includes a search bar with a filter by name dropdown and a search button. Below the search bar is a table listing documents:

Filename	Category	Date of upload	Is public	Actions
Danube SKILLS Poster	Private document	14-02-2017 22:54:21	private	Edit Remove
pic20	Photo	14-02-2017 12:15:47	public	Edit Remove
pic18	Photo	14-02-2017 12:14:54	public	Edit Remove
pic17	Photo	14-02-2017 12:14:21	public	Edit Remove

For manage documents we should use
[Document Manager Section](#)

<http://www.interreg-danube.eu/danube-skills>

Social Media






<https://www.facebook.com/DanubeSkills/>

Rules & responsibilities
All PPs & LP

109 Likes



Published	Post	Type	Targeting	Reach	Engagement	Promote
02/14/2017 12:05 am	 Timeline Photos			60	5 2	
02/07/2017 7:23 am	 Interreg Danube			1.1K	53 54	
02/01/2017 12:51 am	 http://www.interreg-danube.eu/news-and-events/project-news/278			127	14 15	
01/18/2017 2:23 am	Danube SKILLS consortium is pleased to announce the official la			343	10 15	
01/16/2017 8:52 pm	 DanubeSkills updated their website address.			19	1 6	

Project Communication Plan

Generalities

- strategic tool meant to establish internal and external communication rules and to set out the communication activities to be performed during the implementation of the project in order to reach the following specific project objectives:

Specific Objective 1- Increased institutional capacity of nautical training institutions

Specific Objective 2- Increased institutional capacity for Danube navigation promotion

Specific Objective 3- Improvement of legal and policy frameworks in Danube navigation



Project Communication Plan *Generalities*

Responsible partner- CERONAV

To be developed together with all partners

It includes all planned communication activities

- To be submitted **along with the 1st Progress Report**
- A yearly update/evaluation is recommended



Project Communication Plan Structure

1. Introduction
2. Communication objectives
3. Target group
4. Communication channels
 - 4.1 Internal communication
 - Internal communication by Email
 - Internal communication by Document Manager Section DMS
 - Internal communication by Partners Meetings
 - 4.2 External communication
 - External communication by Promotion activities
 - Promotion activities
 - External communication by Events
5. Evaluation measurements
6. Meeting calendar
7. Allocated budget for communication

Internal communication

Email

general rules for internal correspondence

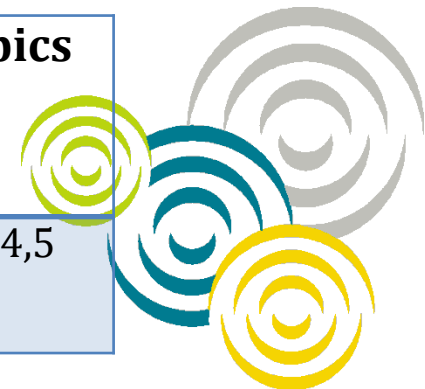
Recommendation - use email group address as danubeskills@ceronav.ro

Document Manager Section

section available for both Lead Partners and Partners for management of internal documents

Partners Meetings

Event name	Host name	Venue	Date	WP/topics
PPs Meeting	CERONAV	Bucharest	22.02.2017	Wp1,2,3,4,5



External communication

Promotion activities

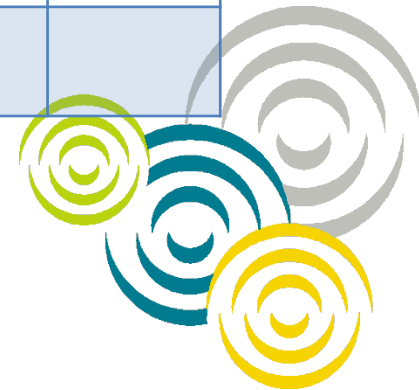
Promotion / material	Recipient	Specific objective targeted	Frequency	Prepared by
Danube SKILLS News http://www.interreg-danube.eu/danube-skills/news	Public/ Stakeholders	Specific Objective 1,2,3	Every two weeks	CER
Website Newsletters http://www.interreg-danube-skills/campaigns	Public/ Stakeholders	Specific Objective 1,2,3	Every six months	CER
Website Updates http://www.interreg-danube.eu/danube-skills	Public/ Stakeholders	Specific Objective 1,2,3	Whenever necessary	CER

External communication by Events

Event name	Specific objective targeted	Host name	Venue	Date	WP
Public consultations/ National workshops	Specific objective 1	CER, RoMT, SBBH, VIA, FHOO, MSB, FPZ,RSOE, BMA, DST	Romania Slovakia Austria Bulgaria Croatia Hungary Germany Serbia	1 Jan 2017- 1 Sept 2017	WP 3, Act 3.1
Train-the-trainer sessions	Specific objective 1, 3	CER MSB	Romania Slovakia	1 Feb 2018- 1 Oct 2018	WP 3, Act 3.3

Evaluation measurements

Type of communication/name	Value
Number of participants at Internal Events (partner meeting)	
Number of participants at External Events	
Number of subscribers for Newsletter	



Very important!

All promotional materials/documents about Danube SKILLS should be sent before publishing to the Project Manager and Communication Manager in order to verify compliance with the Danube Transnational Programme Visual Identity Guidelines for projects.

Name one communication manager from every project team!
Partners must keep proofs of their communication actions and send them to the Project manager and Communication Manager not later then 10 days after the event.





Danube Transnational Programme
Danube SKILLS

Thank you for your attention!



■ Danube Transnational Programme area



Alina Mantu

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ROMANIA**

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www.interreg-danube.eu/danube-skills