

# Deliverable D.C.1.1

## Communication Plan



BRAIT  
December 2020

### Project Information

Project Title: GoDanuBio - 'Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy'

Project code: DTP3-471-4.1

Lead partner: BIOPRO Baden-Württemberg GmbH

Start of the project: 01/07/2020

Duration: 30 months

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

### Deliverable Information

Author/-s: BRAIT

Deliverable nr.: D.C.1.1.

Submission date: December 2020

Dissemination level: Public

Version	Date	Content	Elaborated by	Reviewed by
First draft	9.12.2020		Miglena Miteva	BIOPRO
Final draft	21.12.2020		Miglena Miteva	BIOPRO

## Table of content

1. Introduction.....	5
2. Communication plan: General Overview .....	5
3. Short overview of the project.....	5
4. Communication objectives.....	6
5. SWOT analysis.....	7
6. Target groups.....	8
7. Communication procedure.....	11
7.1. Project logo.....	11
7.1.1. Logo specification .....	11
7.1.2. Logo use.....	12
7.1.3 Logo size: .....	13
7.1.4. Logo colours .....	14
7.1.5. Specification related to the use of other logos: .....	14
7.2. Highlight of the EU support .....	15
7.3. Word and PowerPoint templates.....	16
7.4. Communication channels .....	16
7.4.1 . Website.....	16
7.4.2. Social media: Facebook, LinkedIn .....	16
7.4.3 Media relations.....	17
7.4.4. Partners' communication channels.....	17
7.5 Communication materials and formats.....	18
7.5.1. Project poster .....	18
7.5.2 GoDanuBio leaflet .....	18
7.5.3. Roll-up.....	20
7.5.4. Video .....	21
7.5.5. Images and photographs .....	21
7.5.6. Events .....	21
8. Reporting on communication activities .....	22
9. Timing of communication activities .....	22

10. Role and responsibilities.....	23
10.1 Communication manager .....	24
10.2 GoDanuBio communication group .....	24
10.3 All partners .....	24
11. Performance indicators .....	24
12. Budget.....	27
13. Annexes: .....	30
13.1. GoDanuBio PowerPoint template .....	30
13.2. Template deliverable GoDanuBio .....	32

**Disclaimer:**

*The information and perspectives set out in this document are those of the authors and do not necessarily reflect the official opinion of the European Commission. Neither the European Commission institutions and bodies nor any person acting on their behalf may be held responsible for the use that may be made of the information contained therein.*

## 1. Introduction

This Communication Plan establishes the basis of the communication work package (WPC) scheduled in the "Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy (GoDanuBio)" project. It will be used as a guide throughout the whole duration of the project.

The document is focused on basic issues, such as the objectives and the target audience we address to, the different communication channels used to reach them, the corporate graphic identity of the project, and other topics such as the timing or the role of the communication manager.

## 2. Communication plan: General Overview

This document is the referential basic guide for the project communication aspects. It should be used by the project partners, both in internal meetings and in the context of presentations to external entities.

All the communication material, including press releases and articles, will be produced in English (the common language for all the partners), so all the participating countries can understand them. In addition to this, each one of the members can translate the communication material to its language (Bulgarian, Croatian, Czech, German, Hungarian, Romanian, Serbian, Slovak, Slovenian), for their dissemination in the regional and local media. A close connection between the WPC leader and the rest of the partners must exist in order to guarantee the quality of contents and documents.

## 3. Short overview of the project

The overall project objectives are:

- ✓ To identify the local actors, establish cross-sectoral collaborations and prove the benefits of the "bioeconomisation" of the regional excellence, demonstrating the economic and societal values of the biobased ecosystems;
- ✓ To reveal the rural-urban, cross-regional and transnational opportunities for cooperation to put the circular bioeconomy in practice throughout the Danube macro-region;
- ✓ To develop an ecosystem for systematic multi-level governance with actors from the regional policy level, industry, academia and civil organisations. This approach aims at leveraging the institutional capacity of the participating regions and support transformative processes to tackle demographic change and brain drain.

The specific objectives of the project are:

- ✓ Capacity Building and Implementation of Systematic Multi-Level Participative Governance Cooperation
- ✓ Development of integration plan for participative governance co-creation ecosystems
- ✓ Development of a cross-regional and coherent strategy for establishing distributed participative ecosystems and a transnational platform

#### **4. Communication objectives**

The objectives of the Communication are closely related to the objectives of the project, namely

- To communicate and disseminate the importance of the GoDanuBio project, during the duration of the project, to stakeholders and general public in order to achieve the greatest possible impact.
- To inform the project target groups about the challenges related to systematic cooperation and participative governance of public and private actors. That is needed to align the cross-sectoral topic of increasing rural attractiveness as well as rural-urban cooperation on all levels.
- To engage the project target groups to join the project activities.
- To promote the cross-regional and coherent strategy to establish distributed participative ecosystems to the whole Danube region

An extra communication objective has been added for strategic purposes:

- Contribute to the DTP capitalisation strategy

## 5. SWOT analysis

### STRENGTHS

- Already established regular communication with local stakeholders
- Already established regular communication with partners
- Experience from the successful implementation of DanuBioValNet in terms of effective dissemination of project results
- Broad consortium with a wide network of partners

### WEAKNESSES

- Partly lack of direct citizen involvement in revitalization of the rural-urban cooperation (co-creation principle)
- Missing links for regional circular economies
- Spreading of fake news
- Confidential data abuse

### OPPORTUNITIES

- Lessons learnt from previous Interreg projects related to Communication: what works, what doesn't work
- Exchange of good practices among the project partners
- Use of social media to reach widely the target groups

### THREATS

- COVID-19 escalation and impact on project communication
- Low interest of stakeholders to get involved in project activities
- No sufficient communication activities by partners and projects logos not included
- Information posted too late

The elaboration of the SWOT analysis was a collaboration work of the project partners where BIOPRO (LP), CLUSTERO (ERDF PP3), BEC (ERDF PP7), MEEC (ERDF PP12), NCA (ERDF PP9), Biz-Up (ERDF PP14) and ALMA MONS (IPA PP1) took active part.

In regards to the weaknesses identified it is needed to say that the citizens *per se* are not among the target groups of GoDanubio. Nonetheless, their involvement in the activities can be secured through the participation of interest groups and NGOs (i.e. civil organisations); the outreach potential of the Associated Strategic Partners (ASPs) of GoDanuBio should have a positive impact on this, since most of ASPs are acting as city umbrella organisations and representing intrinsically the interest of the citizens.

The missing links for regional circular economies should be tackled along WPT2 and its Integration Plan (Output T2.1). The spreading of fake news, if any related with main topics of GoDanuBio, will be counteracted through evidence-based posts and literature references in GoDanuBio social media channels (LinkedIn and Facebook).

In regards to the threats, the COVID-19 is unfortunately not unknown to the PPs. For instance, the LP organization is already coordinating another Interreg project since October 2019 and has applied measures in that project in order to minimize the effects of the pandemic for all planned public events. Lessons learnt from this project, overall how to maximize the outreach potential through virtual events, will be applied to GoDanuBio project at least till the pandemic is over. Some PPs are already involved as partners in other Interreg projects, so the new skills and practices learnt since March 2020 will be applied to all those events and communication activities due to be organized online. Against low interest from stakeholders, the clusters and business support organizations (around 70% of the Consortium), the local PPs (Ghelinta, ERDF PP13; SIG, ERDF PP16; and KSR, ERDF PP17) and the ASPs should play a major role. The effective implementation of measures collated to this communication plan should also pave the way on this behalf. Relating to the last two threads summarized above (not dully involvement of PPs in communication activities and timing) it is assured here that the timely organization and supervision of the WPC manager should play a leading role to minimize both threads.

## 6. Target groups

The success of project communication depends on establishing and developing continuous relations with the key audience (target groups previously selected) during the whole project duration, engaging some of them to contribute to the project implementation and reaching all of them in a tailored way when informing about the project achievements.

In view of developing a pipeline of collaboration for “Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy” partners will involve the following target audiences. The use of multiple channels can increase the chance of reach.

Target group/-s	Priority level (1,2,3)	Target specification/key message	Communication channel
Local public authority	1	Cities, communities, municipalities and districts. <ul style="list-style-type: none"> <li>• <i>Implication in circular bioeconomy processes at local level, cooperating with companies</i></li> </ul>	Direct contact (Project meetings or through the ASPs)  Collaboration in project activities

		<ul style="list-style-type: none"> <li>• <i>Take part in tackling demographic changes in an active way</i></li> </ul>	Events Website Social media
Regional public authority	1	Regional and provincial authorities. Regional economic departments. <ul style="list-style-type: none"> <li>• <i>Show the potential of circular bioeconomy in the regions.</i></li> <li>• <i>Know best practices from other regions</i></li> </ul>	Direct mailing Direct phone call Meetings Events Website Social media Videos
National public authority	1	Ministries such as agriculture, forestry, environment, climate, energy, economy, innovation, digitalization and research. <ul style="list-style-type: none"> <li>• <i>Provide more help to the businesses especially for SMEs by improving the national programmes and tools</i></li> <li>• <i>Take an active part in the circular bioeconomy</i></li> </ul>	Direct mailing Events Meetings Contact in the framework of other European projects Website
Sectoral agency	1	Economic development agencies in the topics of e.g. innovation, finances, energy, construction, sectoral and professional agencies. <ul style="list-style-type: none"> <li>• <i>Giving access to their projects network</i></li> <li>• <i>Share knowledge</i></li> </ul>	Direct phone calls Events Website Social media
Interest groups including NGOs	2	Professional and sectoral associations. <ul style="list-style-type: none"> <li>• <i>Share knowledge and best practices</i></li> <li>• <i>Identify common problems and solutions</i></li> </ul>	Meetings Collaboration in project activities Events Website
Infrastructure and (public) service provider	3	Infrastructure and service provider such as waste management, water management, logistics, energy supply <ul style="list-style-type: none"> <li>• <i>Presentation of the project activities in order to involve them in innovative processes</i></li> </ul>	Videos Events Website
Higher	2	Universities, University of Applied Sciences, Polytechnics and Research	Direct mailing Direct phone call

education and research		Centers conducting applied research with the private sector. <ul style="list-style-type: none"> <li>• <i>Showing your solutions, so you may have access to new markets</i></li> <li>• <i>Cross-sectoral and cross-regional exchange of knowledge, ideas and innovative practices</i></li> </ul>	Events Website Videos
Education/training center and school	2	Vocational training institutions, post-education programs, institute of sustainable regional development. <ul style="list-style-type: none"> <li>• <i>Take part in cross sectorial events</i></li> <li>• <i>Engaging the training community by presenting the project activities creating interest and active involvement in the project</i></li> </ul>	Direct mailing Meetings Events Website Social media Webinars
Enterprise, excluding SME	1	Partner enterprises of the consortium (enterprises in the field of circular economy, bioeconomy, chemical industry, agro-food, health-wellbeing, wood, food and others) <ul style="list-style-type: none"> <li>• <i>Improving competitiveness, so you will contribute to a better environment for general improvement</i></li> <li>• <i>Access to new markets</i></li> </ul>	Direct contact Direct phone call Meetings Events Website Social media
SME	1	Partner enterprises of the consortium (enterprises in the field of circular economy, bioeconomy, chemical industry, agro-food, health-wellbeing, wood, food and others) <ul style="list-style-type: none"> <li>• <i>Improve competitiveness</i></li> <li>• <i>Access to new markets</i></li> </ul>	Collaboration in project activities Meetings Events Website Social media
Business support organization	1	Chamber of commerce, business clusters in the field of circular bioeconomy, economic development agencies <ul style="list-style-type: none"> <li>• <i>Contributing to project work and results</i></li> <li>• <i>Support the potential of the circular bioeconomy for efficient demographic changes</i></li> </ul>	Collaboration in project activities Meetings Events Webinars Website Social media

General public	2	Interested public participating in the workshops of the project <ul style="list-style-type: none"> <li>• <i>Gather information and feedback from the general public to plan future activities</i></li> </ul>	Mass media activities Website Social media
----------------	---	--	--

Adding up to listed target groups, at strategic level it is expected to build a strong link with the bodies and stakeholders of the EU Strategy for the Danube Region (EUSDR) via regular contact with the Priority Area Coordinators (PACs) throughout the project duration. Working closely with the PACs (related to PA 8, Competitiveness of Enterprises; and PA 10, Institutional Capacity & Cooperation) can prove to be a win-win situation since GoDanuBio can benefit from the professional networks developed around the PACs; on the other hand the EUSDR will have direct access to the most relevant communication actions and results achieved by the project.

The DTP Capitalisation Strategy, as resumed in section 3.1.5 of the Implementation Manual, will facilitate also the exchange of information. Joint communication and dissemination activities will be planned as capitalization activities.

## 7. Communication procedure

GoDanuBio as an Interreg project must have its own corporate identity with the aim of being distinguishable and easily recognized as well as attracting the attention of the target audience.

### 7.1. Project logo

The GoDanuBio project logo must be present in every document, report or communication material. While project partners can use this identity freely, other entities or people not involved in the project must ask for permission to the communication manager in case they want to use it. All funded project partners are obliged to use it on all their communication materials, outputs and deliverables (both hard copy and electronic) as well as to display it in events. It must be placed in a central and visible top position of the support material (in the first/main page) and it should never be smaller than any other logo included in the same material.

#### 7.1.1. Logo specification

##### Project acronym

For the project acronym the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The project name is written below the programme name in Montserrat Regular, at a cap height that is the same as of the programme name with a letter spacing of -20. The distance from the baseline of the programme name to the cap height of the project name is 1/2 of the basic unit. The color has to match the color of the project's main thematic priority.

### 7.1.2. Logo use

#### Standard logo / Full color version

The standard logo is the full color version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a colored background is possible if there is no alternative, but it has to be a very light background.



#### Greyscale logo / Black and white logo / 1-colour logo

For single color reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full color is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers - whenever the full-color version of the logo cannot be applied.

Black and white logo:



#### Negative logo

This version of the logo should be used whenever we are using reflex blue background.

Project co-funded by the European Union Funds (ERDF and IPA)



### 7.1.3 Logo size:

The minimum usable size of the Interreg logo is 38,1 mm.



From this data we get the minimum usable DTP logo size as 45,5 mm.



In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted.

Exceptions just for small items:



#### 7.1.4. Logo colours

Colour	Pantone	CMYK	HEX	RGB	Priority
	Reflex Blue	100/80/0/0	003399	0/51/153	
	2716 C	41/30/0/0	FFCC00	159/174/229	
	Yellow	0/0/100/0	9FAEES	255/204/0	
	109 C	0/24/90/2	fbbf18ff	251/191/24	<i>Innovative and socially responsible Danube region</i>
	382 C	21/0/88/15	abd91aff	171/217/26	<i>Environment and culture responsible Danube region</i>
	Cool Gray 4 C	0/0/1/30	b3b3b2ff	179/179/178	<i>Better connected and energy responsible Danube region</i>
	3145 C	71/14/0/47	277588ff	39/117/136	<i>Well-governed Danube region</i>

#### 7.1.5. Specification related to the use of other logos:

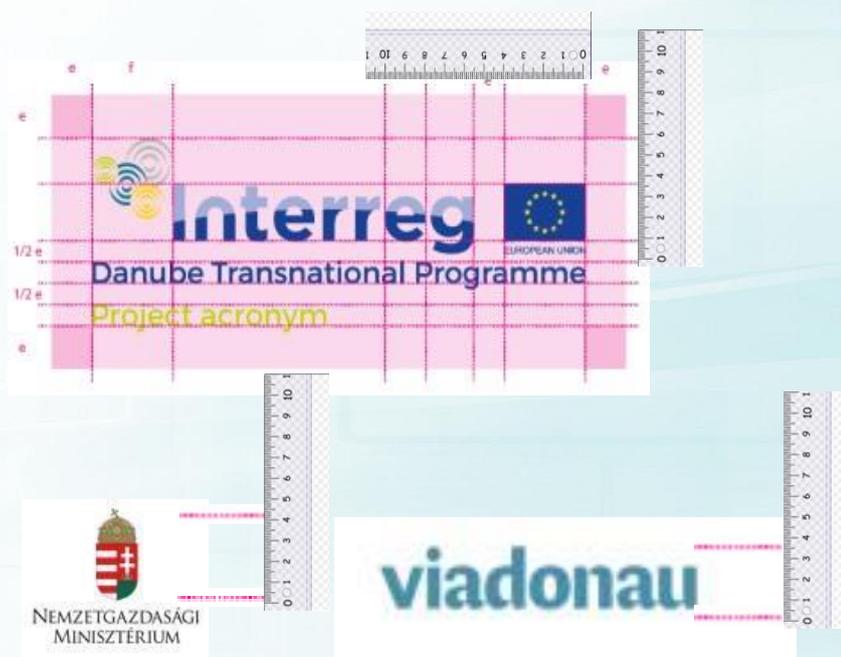
According to Article 4.5 of the Commission Implementing Regulation No 821/2014: "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

All DTP projects must strictly follow the above-mentioned article. Taking this into consideration, if a DTP project would like to display in its materials any additional logo (e.g. the partner institution one), the EU emblem included in the project logo (in other words: DTP logo including the project acronym) should be of at least the same size in height OR width as other logos displayed. Thus, other logos cannot exceed the EU emblem in height and width. The logo is normally considered to be only the graphic element and not the name of the institution.

The information and communication rules of the Danube Transnational Programme do not require the use or display of any additional logo apart from the project logo (in other words: DTP logo including the project acronym and the EU emblem) to be "always clearly visible and placed in a prominent position" as well as the funding information (in case of GoDanuBio, specification somewhere in the material/document of the ERDF and IPA funds received).

Examples of correct dimension of additional logos:

In the first case (Nemzetgazdasági Miniszterium), the additional logo (graphical element) is the same size in height than the EU emblem in width. In the second case (Viadonau), the additional logo is wider but not higher than the EU emblem including the reference European Union.



## 7.2. Highlight of the EU support

The project partners will always use the brand "Interreg" to refer to European Territorial Cooperation and the fact that the project is financed by the European Union through the Danube Transnational Programme.

By using each time the project logo, the PP contribute to the joint perception of the Interreg brand.

The GoDanuBio logo has to be used as prominently and frequently as possible.

The EU funding has to be mentioned in written pieces such as interviews, articles, news reports, newsletters etc.

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

This reference to the European EU funding should be written in the typeface Montserrat.

In the case of Word and PPT documents, Monserrat font can be substituted by Cambria

The colour of the text can be

- white
- reflex blue
- grey (CMYK 0.0.0.50)

As for the position, the fund mention must be placed on the left bottom of the page. In case the slogan is already placed there, it can be written under the name of the project or vertically on the right hand side of the layout.

### 7.3. Word and PowerPoint templates

Word and PowerPoint templates have been created for their use by BRAIT both for internal and external communication, with the aim of guaranteeing the same graphic style in all the project communication material to be shown. The Word and PowerPoint templates have been sent to all PPs and ASPs during the first delivery period of the project. If there any update is needed, the new documents will be distributed to all PPs and ASPs within two weeks from the date of the update. .

### 7.4. Communication channels

#### 7.4.1 . Website

The project website is one of the main communication tools the project counts on, being the main place where the communications, news, photos and any other information about the project will be shown.

The link to the GoDanuBio project is the following:

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

The project webpage will be regularly updated with content designed to attract new visitors during the whole project implementation. The webpages should contain interesting project descriptions and news that would be meaningful to people unaware of Interreg, focusing, whenever possible, on the story, on the people and on the added value of the project actions. The contents included in the project website should be also attractive to the general public, using an easy-to-understand language.

#### 7.4.2. Social media: Facebook, LinkedIn

The project will develop its presence online through social media and will use digital communication tools to increase the visibility of the project and to support the dissemination of the project activities to the target groups.

The social media will be used together with the rest of communication channels to share the news and events of the project. Its main objective is to connect with the target audience, receive their feedback and make an impact in social media. The images, hashtags and mentions in other related accounts, will help to achieve this objective and make our network grow.

Facebook is still the social media channel with the most users around the globe, also in Europe. Facebook is often used for private purposes such as connecting with family and friends, but many people follow corporate pages. It provides an opportunity to reach out to private individuals in that capacity.

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

LinkedIn allows connect with professionals and is mostly used in a professional capacity. On LinkedIn the project will find people interested in job opportunities and technical knowledge. Posting very specific information on GoDanuBio project is probably an ideal post content for LinkedIn. The network grouping features of LinkedIn will allow to cluster the target audiences, mainly for communication of public events.

The project [DanuBioValNet](#), where most parts of the actual PPs took part in, also used LinkedIn. It is planned to announce GoDanuBio shortly in that account, in order the interested contacts of DanuBioValNet can migrate to the new account. This would be tactically interesting, since the target groups of both projects are similar.

<https://www.linkedin.com/company/godanubio/>

#### 7.4.3 Media relations

Since the official language is English, the PP are responsible for writing the news in English and translating them to their local language if necessary. Doing this way, it will be easier for the local and generic media to get information about the project objectives and activities. During the lifetime of the project, 20 press releases have to be produced and circulated via web, regional communication channels and a project website.

#### 7.4.4. Partners' communication channels

The PPs must be responsible for spreading the initiative through their local and corporate channels, being these the main information sources of the project. Moreover, they will have to be in contact with the local media existing in their countries and regions, and other groups that may be interested in the project.

All PPs are requested to display the following information about the project on their organisation's website, preferably within the first semester: logo, short project description including its aims and results, the financial support, link to project website.

## 7.5 Communication materials and formats

### 7.5.1. Project poster

The Project poster includes the main information about the project including the numbers about the financial support. Each PP has to place at least one poster with information about the project (minimum size A3), at a location visible to the public. The poster needs to stay visible for the whole duration of the project.

**Interreg**    
**Danube Transnational Programme**  
**GoDanuBio** **Well-Governed Danube Region**

**PARTICIPATIVE ECOSYSTEMS FOR FOSTERING THE REVITALIZATION OF RURAL-URBAN COOPERATION THROUGH GOVERNING DANUBE CIRCULAR BIOECONOMY**

**The Challenges**

- Setting up new participative multi-level governance schemes and tools to tackle demographic change at both regional and local level
- Leveraging the Circular Bioeconomy as a key for increasing the attractiveness of rural areas mainly for young people
- Fostering cross-regional cooperation and strategic development of the Circular Bioeconomy in the Danube macro-region

**Consortium overview:**

**19** Project Partners **7** Associated Strategic Partners  
**10** Countries represented  
AT, BG, CZ, DE, HR, HU, RO, RS, SI, SK

**Project duration:**  
30 months, July 2020 - December 2022

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

**Budget in Euro**  
Overall: **2 713 796.50**

**ERDF Contribution € 2 214 155.21**  
**IPA Contribution € 92 571.80**

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

### 7.5.2 GoDanuBio leaflet

With the aim of promoting the GoDanuBio project in the framework of events and meetings, a leaflet will be created including general information about this project. The idea is helping the target audience to understand better how it works and provide them with the contact information and website.

Consortium overview:

**19** Project Partners    **7** Associated Strategic Partners

**10** Countries represented    AT, BG, CZ, DE, HR, HU, RO, RS, SI, SK

Project duration:



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

Budget in Euro Overall:

**2 713 796.50**

ERDF Contribution € 2 214 155.21  
IPA Contribution € 92 571.80

Project Partners:



Associated Strategic Partners:



**PARTICIPATIVE ECOSYSTEMS FOR FOSTERING THE REVITALIZATION OF RURAL-URBAN COOPERATION THROUGH GOVERNING DANUBE CIRCULAR BIOECONOMY**



What is the **GoDanuBio** project?



The Danube region faces major societal and demographic changes. The depopulation of rural areas is caused by better employment opportunities and the prospect of a better life in the cities.

This movement of labour leaves behind an aging and often unskilled population and some increasingly depopulated areas. The partners of the GoDanuBio project will work together to help the revival of those regions and to implement positive change.

The partners will be co-creating future strategies, in order to increase the attractiveness of rural areas. The concept activates interdisciplinary cooperation between different policy areas/levels to actively address demographic change, by enhancing value creation through new collaborations, business models and value chains in the field of circular bioeconomy.

The long term goal of the project is to enhance the socio-economic status of the regions, contribute to environmental, climate and resource protection as well as support development of rural areas.

Objectives:

- ✓ To identify local actors, establish cross-sectoral collaborations and prove the benefits of the "bioeconomisation" of the regional excellence, demonstrating the economic and societal values of the biobased ecosystems
- ✓ To reveal rural-urban, cross-regional and transnational opportunities for cooperation; to implement the circular bioeconomy throughout the Danube macro-region
- ✓ To develop an ecosystem for systematic multi-level governance with actors from the regional policy level, industry, academia and civil organisations. This approach aims at leveraging the institutional capacity of the participating regions and support transformative processes to tackle demographic change and brain drain



Become part of our network!  
Be active for a better environment!

Project contact information

Sergi Costa  
costa@bio-pro.de  
+49 (0)711 218185-00

More information about the GoDanuBio project

[www.interreg-danube.eu/godanubio](http://www.interreg-danube.eu/godanubio)



Follow us:



<https://www.linkedin.com/company/godanubio/>  
<https://www.facebook.com/godanubio>

### 7.5.3. Roll-up

In the same way as the flyer, a 200x85 cm roll-up will be created. It will be used in physical/virtual events and presentations of the project. Its design includes the full name of the project and short information making understandable the main challenges of the project.

The roll-up poster features a teal background with a white line-art illustration of a suspension bridge over water. At the top left, it displays the Interreg logo, the European Union flag, and the text 'Danube Transnational Programme GoDanuBio'. To the right is the 'Well-Governed Danube Region' logo. The central title is 'PARTICIPATIVE ECOSYSTEMS FOR FOSTERING THE REVITALIZATION OF RURAL-URBAN COOPERATION THROUGH GOVERNING DANUBE CIRCULAR BIOECONOMY'. Below the bridge illustration, a 'Consortium overview:' section lists '19 Project Partners', '7 Associated Strategic Partners', and '10 Countries represented' (AT, BG, CZ, DE, HR, HU, RO, RS, SI, SK). A dark teal box contains 'The Challenges' section with three bullet points: 'Setting up new participative multi-level governance schemes and tools to tackle demographic change at both regional and local level', 'Leveraging the Circular Bioeconomy as a key for increasing the attractiveness of rural areas mainly for young people', and 'Fostering cross-regional cooperation and strategic development of the Circular Bioeconomy in the Danube macro-region'. The bottom section provides 'Project duration: 30 months, July 2020 - December 2022' and 'Budget in Euro Overall: 2 713 796.50', with sub-contributions for ERDF and IPA. A QR code and the URL 'http://www.interreg-danube.eu/approved-projects/godanubio' are at the bottom.

**Interreg**    
Danube Transnational Programme  
**GoDanuBio** Well-Governed Danube Region

**PARTICIPATIVE ECOSYSTEMS  
FOR FOSTERING THE REVITALIZATION  
OF RURAL-URBAN COOPERATION  
THROUGH GOVERNING DANUBE  
CIRCULAR BIOECONOMY**

Consortium overview: **19** Project Partners **7** Associated Strategic Partners **10** Countries represented  
AT, BG, CZ, DE, HR, HU, RO, RS, SI, SK

**The Challenges**

- Setting up new participative multi-level governance schemes and tools to tackle demographic change at both regional and local level
- Leveraging the Circular Bioeconomy as a key for increasing the attractiveness of rural areas mainly for young people
- Fostering cross-regional cooperation and strategic development of the Circular Bioeconomy in the Danube macro-region

Project duration:  
30 months,  
July 2020 - December 2022  
Project co-funded by the European Union funds (ERDF, IPA)

Budget in Euro  
Overall: **2 713 796.50**  
ERDF Contribution € 2 214 155.21  
IPA Contribution € 92 571.80

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

#### 7.5.4. Video

To engage the stakeholder, during the lifetime of the project the WP C leader will produce 2 short videos that communicate the projects objectives and/or results. The PP will use content from public events, project meetings, press conferences and project results communication.

These videos should show the progress of the project, focus on results if needed, be targeted to the targeted groups, and be enough interesting for the general public.

In terms of taking and sharing videos, it has to be noted that any processing of personal data shall comply with Regulation (EU) 2016/679 (General Data Protection Regulation).

#### 7.5.5. Images and photographs

All the members are encouraged to photograph every event and presentation that is celebrated, unless the communication manager takes care of it.

These images could be used as communication material in presentations, flyers, press releases, etc. If the image has copyright, the author must be mentioned.

In terms of taking and sharing pictures, it has to be noted that any processing of personal data shall comply with Regulation (EU) 2016/679 (General Data Protection Regulation). All project photos' publishing editing rights are owned by the DTP programme. The project partners are responsible for the consent of the people they picture, especially children.

#### 7.5.6. Events

##### Kick-off and final conference

At least two major events must be organized by the project to create awareness and/or disseminate the project results. A kick-off event was to be organized within three months after the beginning of the project implementation. Because of the COVID-19 pandemic and the restriction about organizing events till the end of 2020, the kick-off conference is postponed for March 2021. It will be organized as a hybrid event - onsite and online to enable as many participants from different target groups and regions as possible.

The final dissemination event should be organized at the end of the implementation period, probably in September/October 2022. To these events, not only PPs but decision-makers and key stakeholders should attend and interact. During the events the organizer has to place the EU flag, the roll-up and ensure visibility of the project logo.

The PPs must inform the rest of the group about any event related with the project they have participated at. More specifically, they should provide with the following information:

- Place and date

- List of participants, including name of participant and company
- Activity carried out at the event
- External and/or internal communication
- Relevance for other WPs
- Number or attendees (in case possible, from which target groups of the ones listed in Section 6)
- Contacts made
- Impact/evaluation

Each PP should summarize part of this information in the GoDanuBio internal report sheets (sections “Target groups reached” and “Events visits”) and consequently in the the partner reports of each reporting period.

## 8. Reporting on communication activities

In order to have an instant report of the impact the communication activities, BRAIT has established the following guidelines:

The partners should send an email to [mina.nesheva@brait.bg](mailto:mina.nesheva@brait.bg), including the following information:

- Date
- Kind of activity (event, meeting, news/article, presentation, paper, other)
- Title of the event, article, presentation
- An image or pdf of the article/news
- Source of information
- Level of dissemination (internal, external, press release, others)
- Relation to other WPs or relevance for them
- Number or attendees (in case possible, from which target groups of the ones listed in Section 6)
- Relevant contacts made
- Notes
- Link or URL

## 9. Timing of communication activities

Deliverable Number	Deliverable Title	Deliverable Delivery Date

Deliverable D.C.1.1	Communication Plan	12.2020
Deliverable D.C.1.2	Coordinated communication tools kit	12.2020
Deliverable D.C.2.1	Social media profiles	12.2022
Deliverable D.C.2.2	Short video	12.2022
Deliverable D.C.2.3	Press releases	12.2022
Deliverable D.C.2.4	Project website	10.2022
Deliverable D.C.2.5	Project information on project partners' websites	12.2022
Deliverable D.C.3.1	Kick-off and Final conference	09.2022
Deliverable D.C.3.2	Awareness Raising	09.2022
Deliverable D.C.4.1	Final Publication	09.2022
Deliverable D.C.4.2	Policy Memos	09.2022

## 10. Role and responsibilities

BRAIT is responsible for the communication and dissemination activities and the maintenance of the project website, articles and press releases. However, the rest of the partners must also contribute to the creation of news and its management, being the contact point in their respective countries and translating the content into their local language.

The website will be regularly monitored, measuring every 6 months the number of visits received. Moreover, statistics related to social networks, published articles and event participants will also be

presented in monthly or PSG meetings. This information will be duly summarized in the BRAIT partner report of each reporting period.

#### 10.1 Communication manager

The communication manager (BRAIT), which will work together with the LP (BIOPRO), will be the main contact with the media and stakeholders, being responsible for the project dissemination at European level.

The Communication manager will be the main contact with the DTP Joint Secretariat communication officer (CO), currently Ms. Mirjana Vidanovic. Her contact information can be found in the [DTP website](#).

#### 10.2 GoDanuBio communication group

The PPs have been asked to provide the information needed to include their entity in the contact lists, emails and social networks as well as to create their partner profile in the website.

#### 10.3 All partners

All PPs will collaborate with the person in charge of the project communication, contributing to the website with their news and events. A communication counterpart has to be identified in each PP organisation in order to make the flow of information within the consortium members more effective.

They will also report on communication activities related to the project, informing BRAIT about the meeting data. The members are obliged to spread the initiative among the entities related to them or among the possible interested stakeholders.

## 11. Performance indicators

In order to measure the degree of compliance of the objectives defined in this communication plan and the due deliverables according the Application Form, BRAIT will keep a quantitative and qualitative record of KPI's. The indicators and objectives are showed in the following table:

Deliverable Number	Title	Brief description	Target (quantity)
--------------------	-------	-------------------	-------------------

D.C.1.1	Communication Plan	The Communication Plan comprises communicating main goals and objectives, target groups, key messages, tools and methods, evaluation measures, budget, activities, channels, delivery timeline, task division among the partners, and evaluation plan.	1
D.C.1.2	Coordinated communication tools kit	A common brand identity is created in line with the DTP logo. The package includes the logo, a presentation template, the project poster, the roll up and the GoDanuBio leaflet.	1
D.C.2.1	Social media profiles	BRAIT will be responsible for setting up and monitoring various forms of social media (LinkedIn and Facebook). All PPs contribute updating information and delivering content.	1
D.C.2.2	Short video	BRAIT will produce short videos that communicate the projects objectives and/or results; the videos will be produced together with PPs and aligned to public events, project meetings, press conferences and project results communication.	2
D.C.2.3	Press releases	The Communication Plan includes the production of 20 press releases circulated via web, regional channels and a project website.	20

D.C.2.4	Project website	To increase the visibility and sustainability of results, a project website is integrated and hosted on the program website and will be updated on a regular basis. All outputs and relevant results will be published on the project website.	1
D.C.2.5	Project information on project partners' websites	All PPs display the following information about the project on their organisation's website : logo, short project description including its aims and results, the financial support, link to project website	19
D.C.3.1	Kick-off and Final conference	Both events are used to inform and involve key policy-makers and key stakeholder of GoDanuBio.	2
D.C.3.2	Awareness Raising	All PPs actively communicate the goal and frame of the project at relevant EU-level international events (e.g. Annual Forum of the EUSDR), national and regional events to spread the message to further potential partner regions. The awareness raising means also to exchange good practices and capitalize with other DTP projects.	10
D.C.4.1	Final publication	The publication includes an executive summary and a comprehensive topical text. A print and e-version make it interactive. Visuals and guidelines complete the publication.	1

D.C.4.2	Policy Memos	Policy Memos will be developed as short, fact-based information reports. They serve to visualize to policy-makers main topics addressed and to inform about the progress in a target-oriented way. The policy memos will be disseminated in main strategic events and circulated online when deemed convenient.	3
---------	--------------	---	---

## 12. Budget

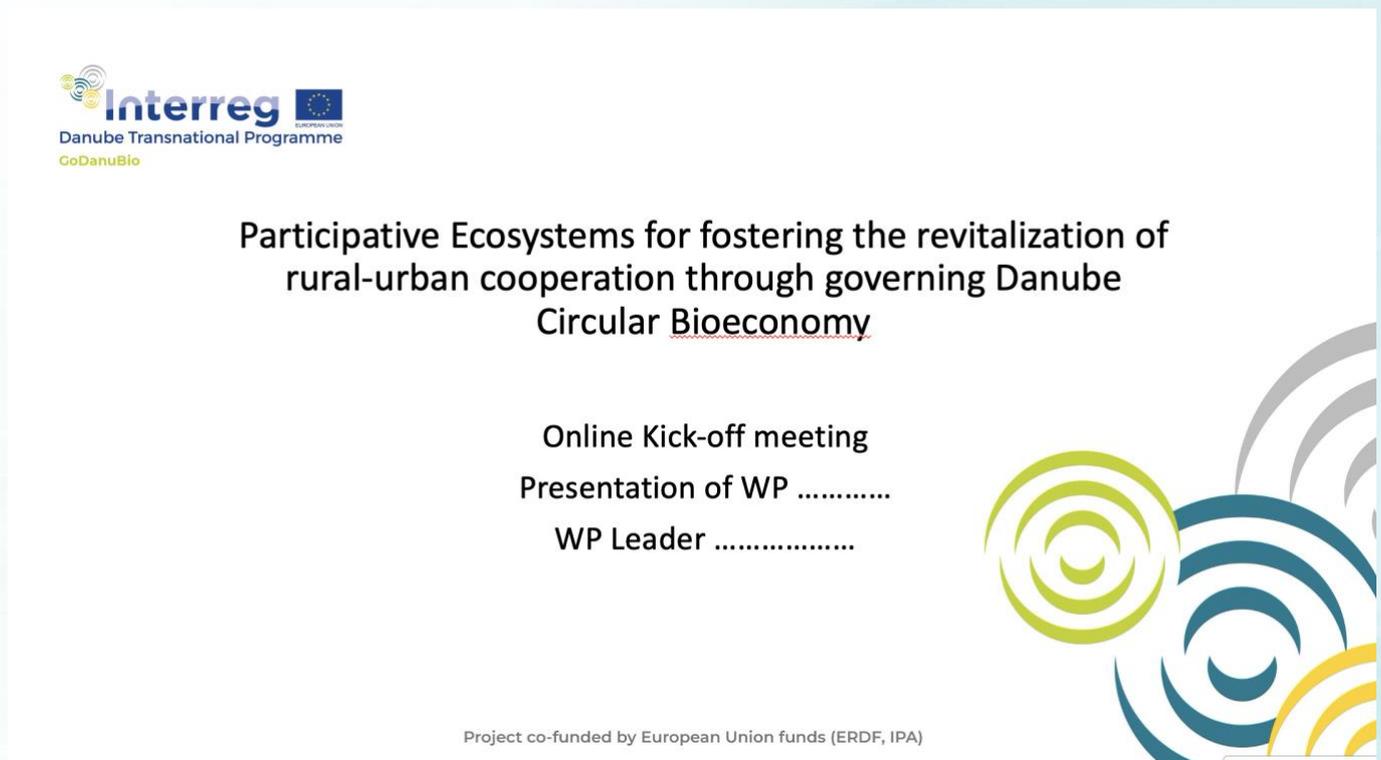
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.1	Start-up activities including communications	06.2020	11.2020	50,000.00
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Target value	Deliverable Delivery Date
Deliverable D.C.1.1	Communication Plan	The Communication Plan comprises communication main goals and objectives, target groups, key messages, tools and methods, evaluation measures, budget, activities, channels, delivery timeline, task division among the partners, evaluation plan. The plan includes a detailed analysis of the communication strategy and the communication and dissemination infrastructure, and the society in general.	1.00	12.2020
Deliverable D.C.1.2	Coordinated communication tools kit	A common brand identity is created in line with the DTP logo. The package includes the logo, a presentation template, the project poster, the roll up and the GoDanuBio leaflet.	1.00	12.2020
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget

Activity A.C.2	Digital activities	06.2020	11.2022	126,543.00
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Target value	Deliverable Delivery Date
Deliverable D.C.2.1	Social media profiles	ABC will be responsible for setting up and monitoring various forms of social media. All partners contribute updating information and delivering content.	1.00	12.2022
Deliverable D.C.2.2	Short video	ABC will produce short videos that communicate the projects objectives together with PPs and aligned to public events, project meetings, press conferences and project results communication.	2.00	12.2022
Deliverable D.C.2.3	Press releases	The Communication Plan includes the production of 20 press releases circulated via web, regional platforms and a project website.	20.00	12.2022
Deliverable D.C.2.4	Project website	To increase the visibility and sustainability of results, a project website is integrated and hosted on the program website and will be updated on a regular basis. All outputs and relevant results will be published on the project website.	1.00	12.2022
Deliverable D.C.2.5	Project information on project partners' websites	All project partners display the following information about the project on their organisation's website : logo, short project description including its aims and results, the financial support, link to project website	19.00	12.2022
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.3	Public Event(s)	06.2020	09.2022	70,000.00
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Target value	Deliverable Delivery Date
Deliverable D.C.3.1	Kick-off and Final conference	Both events are used to inform and involve key stakeholder of GoDanuBio to involve an audience	0.00	09.2022

		as wide as possible.		
Deliverable D.C.3.2	Awareness Raising	All partners actively communicate the goal and frame of the project at relevant EU-level international events (e.g. Annual Forum of the EUSDR), national and regional events to satellite the concept to further potential partner regions. The Awareness Raising will also be used to exchange good practices and capitalize with other DTP projects.	10.00	09.2022
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.4	Publication(s)	06.2020	09.2022	60,000.00
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Target value	Deliverable Delivery Date
Deliverable D.C.4.1	Final Publication	The publication includes an executive summary and a comprehensive topical text. A print and e-version make it interactive. Visuals and guidelines complete the publication.	1.00	09.2022
Deliverable D.C.4.2	Policy Memos	Policy Memos will be developed as short, fact-based information reports. They serve to visualize to decision makers main topics addressed and to inform about the progress in a target-oriented way. The Policy Memos will be delivered to the main strategic events.	3.00	09.2022

## 13. Annexes:

### 13.1. GoDanuBio PowerPoint template



Titel hinzufügen

Text hinzufügen



## 13.2. Template deliverable GoDanuBio

   <p style="text-align: center;"> </p>  <p style="text-align: center;"><b>D.X.X.X</b> <small>(Calibri 28, bold type, black)</small></p> <p style="text-align: center;"><b>Title of the Deliverable</b> <small>(Calibri 28, bold type, black)</small></p> <p style="text-align: center;"><b>Project region</b> <small>(Calibri 24, bold type, black)</small></p> <p style="text-align: center;"><b>Responsible PP acronym</b> <small>(Calibri, 20, Normal; black)</small>  <small>Month Year (Calibri 16, Normal; black)</small></p>	   <p><b>Project Information</b>          Project Title: GoDanuBio - 'Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy'          Project code: DTP3-471-4.1          Lead partner: BIOPRO Baden-Württemberg GmbH          Start of the project: 01/07/2020          Duration: 30 months  <a href="http://www.interreg-danube.eu/approved-projects/godanubio">http://www.interreg-danube.eu/approved-projects/godanubio</a></p> <p><b>Deliverable Information</b>          Author/-s: PP acronym          Deliverable nr.: D.X.X.X          Submission date: Month Year          Dissemination level: Public / Confidential</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Version</th> <th style="text-align: center;">Date</th> <th style="text-align: center;">Content</th> <th style="text-align: center;">Elaborated by</th> <th style="text-align: center;">Reviewed by</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Calibri, 12, normal</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>  <p style="font-size: small;">Project co-funded by the European Union Funds (ERDF and IPA)</p>	Version	Date	Content	Elaborated by	Reviewed by	Calibri, 12, normal																			
Version	Date	Content	Elaborated by	Reviewed by																						
Calibri, 12, normal																										

**Table of content** (Calibri, 14, example)

Introduction (Calibri, 11, normal).....	3
1. Management .....	4
1.1. GoDanuBio management structures .....	4
1.1.1. Project Partners (PP) .....	4
1.1.2. Quality Manager .....	5

**Disclaimer:**

*The information and perspectives set out in this document are those of the authors and do not necessarily reflect the official opinion of the European Commission. Neither the European Commission institutions and bodies nor any person acting on their behalf may be held responsible for the use that may be made of the information contained therein.*

**Title of section** (Calibri, 14, bold)

Text of section (Calibri, 12, normal)