

Work Plan

Project management and coordination of activities

Wp2: Information, awareness raising and capitalization	<p>WP's main goals are making the project better known to a wide audience as well as to the local actors aiming at their involvement in the project, and ensuring an efficient capitalization of project's results. P1, as WP's responsible partner, will appoint a Communication Manager (CM), charged for providing the capitalisation plan (CP) and implementing the capitalisation strategy. The CP will capitalize KEPASS Communication strategy. In line with KEPASS, capitalisation strategy will take into account stakeholders' different perspective on the potential project benefits. Therefore, the capitalisation strategy will have to settle a variety of communication tools to tailor messages to different beneficiaries' needs and expectations. These tools will include: posters, social networking activities, information events, cross-border events, a short, printed publication and a closing conference reporting project's main outcomes. During project's promotional events and the closing conference, feedbacks and inputs from outside the Partnership will be collected. Fluent daily internal communication is settled in the WP. It will be ensured by regular emails, calls and meetings and will help the Partnership to establish a good flow of information, exchange best practices and increase its problem solving ability. CM will be in charge to set the CP and its guidelines and share it with the partnership. Each PP is required to implement its provisions at local level by appointing a communication coordinator responsible for organizing local conferences and coordinating the production of local promotional materials. P1 is in charge for activating the project profile on social media and constantly updating it during the project with all PPs' contribution. P1 will also organize capitalization workshops. Planned WP2 External expertise according with involvement and role of each PP:organisation of events, production of promotional material.</p>
---	--

WP2	coordinator/supervisor	implementing PP	Deliverable	description	2018												2019								
					Year												Year								
					Months												Months								
N° project months (1,2,3...)					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
2.1 Start-up activities																									
1.Communication manager and staff	P1	LP, all PPs		The activity will aim to deploy all the necessary staff and instrument to guarantee an efficient internal and external communication to support the project activities promotion and dissemination. A communication manager will be appointed to coordinate the activities with the partners. Each partner identifies communication staff.																					
2. Target groups identification	P1	all PPs		Each PP identifies target audiences. Key messages are tailored to their needs and expectations.																					
2. Elaboration of the Communication Plan	P1	all PPs		The communication manager prepares a communication plan and shares it with the partnership. The Communication Plan manages both internal and external communication. external communication is achieved through the initial kick of meeting, promotional materials like posters and flyers, promotional cross-border and local events, social media communication, and a final printed publication of the project. Internal communication is secured through e-mails, skype meetings, chat groups, and partners' periodical meetings.																					
3. Definition of the capitalization plan	P1	all PPs	1 capitalization plan	Capitalization Plan(CP) is established by P1 and shared among partners.CP is part of the Communication Plan and determines the goals of the capitalization strategy,that are managing external communication,ensuring that project outcomes are transferred to stakeholders, collecting their feedbacks.																					
2.2 Communication horizontal tools																									
1. Website implementation & updating.	P1	all PPs	Website updated	The activity will guarantee a promotion of the activities and their results, ensuring that communication tools and deliverables will reach the identified target group. Each PP provides contents for the website																					
2. social network profiles	P1	all PPs	2 Social media profiles (Facebook and LinkedIn)	Social media will be used with their feature to target the audience. Social network are implemented on both English and local languages. Particular attention will be paid to the language avoiding scientific terms when communicating to the general public.																					
3.promotional material	P1	all PPs	6 Promotional materials	P1 is in charge for the realization of promotional material in English (poster, publications on EU paper magazines, short portraits of project and its results), each PP is responsible for the realization of promotional posters to be placed at the entrance of schools and other strategic places indentified by PPs, and for the creation of promotional flyers to be distributed at local events																					
2.3 Diffusion of BLUE KEP Call for schools																									

