COMMUNICATION PLAN

ATLAS

Adriatic Cultural Tourism Laboratories

(WPC/IDA Ltd.)

SUMMARY

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1 Overview of the project

The ATLAS project - Adriatic Cultural Tourism Laboratories, has been financed at the Call for proposal 2017 Standard+ Priority Axis of Interreg V Italia-Croazia 2014-2020 Programme.

Based on SMART INNO project that has been approved under the Target call on Adriatic IPA cross-border cooperation 2007–2013, ATLAS project promotes a comprehensive supporting framework based on smart, sustainable and inclusive growth with the ambition to develop concrete opportunities for improving competitiveness, seasonality and accessibility in the Adriatic regions thus setting up grounds for the creation of competitive tourism destinations.

The main aim of ATLAS is to support a cultural heritage-based economic growth in the cross border area, by stimulating new and innovative cultural tourism models. The project intends to enhance the cultural heritage, emphasizing its role as a factor of attractiveness that may be able to create growth, innovate tourism business models, create employment and contributing to a general improvement in the quality of life, making more sustainable the exploitation of the territories and of their peculiarities.
Therefore, projects main results are:
- Leveraged cultural heritage potential
- Increased capacities of cultural tourism operators and
- Improved visibility of cultural sites.

The partnership aims to jointly develop the working methods, to share equally all planned transnational activities and are expected to implement them both locally and transnationally.

Main project outputs are:
- Cultural Tourism Stakeholders Map
- Capitalization strategy
- IT Cooperation platform
- Adriatic cultural tourism laboratory
- Innovative ICT tools

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2 Communication and Dissemination Strategy

2.1 General objectives and responsibilities

The main goal of the Dissemination and Communication Plan is to raise awareness of the project activities. Publishing and disseminating the results of the project and attracting the major stakeholders to events and activities organized by the partnership, we intend to guarantee:

- maximum impact of the project itself during its lifetime (18 months)
- sustainable benefits to the stakeholders involved.

This document is elaborated in order to generate an effective communication strategy aimed at widespread dissemination of ATLAS objectives, activities and results between partners and audience involved in project implementation using different communication channels.

Communication plan contains activities' description as planned in Workpackage 2 in the approved application form, guidelines for the use of official logos, visual identity elements, templates and formats.

An effective communication objective should therefore be **SMART**:

Specific: it contributes to the relevant change at the specific objective level

Measurable: it is possible to measure the baseline, the target and, if necessary, the milestones

Achievable: it is possible to achieve the target

Relevant: it contributes to the change at a priority axis and Programme level

Time-bound: it is available and updated at different points in time

Istrian Development Agency Ltd. (IDA) as PP1 is responsible for the definition of the Communication plan, but in close cooperation with Programme Management structure.

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The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime.

2.2 Internal and external communication

The Communication plan will act at internal and external level providing a support tool for communication activities, in order to increase both coordination among the partners identifying a common language useful to achieve the expected results and high visibility to the project activities and outputs ensuring high level of accessibility and understanding to all targets.

It is recommended that The Lead Partner appoint a Communication Manager responsible for planning and coordination of communication measures for the whole project.

Internal communication focuses on ensuring a good collaboration system, defining punctual workflow and a reporting system among Partners. Partners must be aware of the purpose and their fundamental role in increasing the impact and visibility of the project. Internal communication foresees mailing and quick interpersonal communication (chat, skype call, etc.) as the most appropriate instrument to facilitate the flow of information, simplifying the work and furthering relations and contribution of all the partners involved in the project implementation.

A good internal communication management within the partnership is a key for the successful external communication of the project.

External communication, on the other hand, aims at spreading project outputs and results throughout the included regions and to raise awareness in a wider audience of the included area.
Main tool for external communication will be the official web platform.

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2.3   Key messages

A message is a simple and clear idea that has to become a guiding principle for all kinds of communication – everything from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders.

A message should be:
• Short
• Attractive
• Easy to remember
• In line with the purpose of the project.

Taking all these prerequisites into consideration, three potential core messages for ATLAS are:

1. **Unlocked potential of cultural heritage will increase the capacity of cross border tourism sector**
2. **Usage of innovative cooperation tools will create growth in the region**
3. **Competitive tourism destinations will be those adopting smart solutions**

The communication system should be tested periodically to ensure that messages are received and understood and the receivers are satisfied with the method deployed.

2.4   Target groups

Definition of "target group" is a clearly identified audience that has an interest in the project, either directly or indirectly.

Therefore, since a project can target different target groups it is important to identify and specifically define them, in relevance with ATLAS project objectives and its outputs.

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The target audience for each activity within ATLAS will comprise one or more of the following groups:

- Public and non-profit touristic and cultural associations and foundations,
- Local, regional and national public authorities and development agencies
- ICT providers
- Enterprises of cultural & creative industries
- Public and private promotion organizations
- Economic operators of the two shores
- Tourist service providers
- All tourism operators from the CBC area
- Media influencers
- Users of social media
- Visitors of the virtual open air museum
- Disadvantaged groups
- Citizens

The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime. Keeping that in mind, target groups as well as project stakeholders should be involved in the communication activities from the very beginning.

Further on, the sustainability of an effective communication strategy and the lifelong durability of relationships with the target groups will be achieved if the relationship is:

- Directed to the real target that benefits from the communication;
- Committed, regular, true and transparent;
- Realistic and coherent with the purposes and promises of the project;
- Based on common knowledge, mutual feed-back and evaluation.

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3 Communication activities and tools

Activities and tools for the implementation of the communication plan have been divided into four groups according to their specific objective:

- WP2 Act. 2.1. Start-up activities
- WP2 Act. 2.2. Digital activities including social media and multimedia
- WP2 Act. 2.3. Public Events
- WP2 Act. 2.4. Experience Tour

Activity	Date	Actions required	Output indicator	KPI
2.1 - Start-up activities	By 28/02/2018	D 2.1.1.Capitalisation Strategy	Report shared with partners	Dissemination
		D 2.2.2. Project poster	Poster size A3 designed and printed (10 copies)	Designed and printed by each partner and exhibited at partner's premises.
		D 2.2.3. Website update	Updated website in programme web platform	Update of news in the project
2.2. - Digital activities	By 30/06/2019	D 2.2.1. Social network profile activated (Facebook, Twitter)	Activated and connected with with Programme social media communication activities	Quantity and quality of preparation/interaction
		D 2.2.2. Short project portrait produced as a videoclip	Production of short promotional videos to be recorded during the public events and experience tour	Publication & Information
		D 2.2.3. "ATLAS best of"	Paper and electronic document collecting best practices, main outcomes, lesson learned and stories from the project	Distributed at the final conference and in EU level event in which PPs will be invited to participate
2.3. - Public Events	By 30/06/2019	D2.3.1: Opening Event		
		D2.3.2: Launch Press Conference		
		D2.3.3: Medium Term event in the occasion of 2nd Steering Committee	Presentation of project results and stimulating debate, exchange of ideas and best practice	Attendance
		D2.3.4: Side Event to the Arts-tech-biz Mash Up event		
		D2.3.5: Final Conference		
		D2.3.6: Closure press conference		
2.4. - Experience tour	By 30/06/2019	D2.4.1 Experience tour	Direct experience of the innovative approaches	Each partner organized locally a tour designed on project demonstrative actions

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3.1 WP2 Act. 2.1. Start-up activities

Objective: collect feedbacks and engage the stakeholders in dialogue, influencing the attitudes of decision makers; ensure that the project outcomes will be taken into account by the project's stakeholders and by potential stakeholders in the programme area.

Output: capitalization strategy, project poster and update website in programme web platform

Duration: January 2018 – February 2018

Budget: € 33.165,46

In line with wider EU cohesion policy goals for the current programming period, an aligned branding will also contribute to better spending and simplification. Visual identity will be identified and used according to the Programme rules. According to Interreg Italy-Croatia Communication Strategy, ATLAS branding image must be displayed in project official documents and promotional materials together with European Union and Interreg Italy-Croatia Programme logo, in order to highlight that financing is provided from EU (ERDF).

As underlined in the Factsheet n. 8 (Project Communication) all project partners will publish on their institutional websites (where these websites exist) a short description of the project, in English or in their local language. This description will be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.

Partners will also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Programme platform will also be added.

Project will be placed on a poster (A3 size) with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public.

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3.2   WP2 Act. 2.2. Digital activities including social media and multimedia

Objective: to ensure the widest audience possible

Outputs: Activated and connected with Programme social media communication activities, Production of short promotional videos to be recorded during the public events and experience tour, Paper and electronic document collecting best practices, main outcomes, lesson learned and stories from the project

Duration: January 2018 – June 2019

Budget: € 32.964,49

Social networking platforms as Facebook, Twitter and Youtube will be used to involve cultural tourism operators and media influencers by invitation to public events and inform on project activities and relevant outputs. Campaigning through social media and media relations are the approaches identified to reach communication objective 3, to increase traffic to the project platform as the first entry point to information. When trying to raise the awareness about ATLAS cross border training opportunities and achievements, the challenge is to reach almost identical audiences in different roles with different messages in different phases of the project.

Furthermore, digital activity will include a short project portrait produced as a video clip collecting shots from project main events, reports from demonstration activities and interviews to target groups. The paper and electronic document which will collect best practices, main outcomes, lesson learned and stories from the project will be done and distributed at the final conference and in EU level event in which project partners will be invited to participate.

3.3   WP2 Act. 2.3. Public events

Objective: reach more potential interested subjects, others than the one involved in specific targeted activities, presenting project results and stimulating debate, exchange of ideas and best practice

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regarding the topics addressed by ATLAS (digital tourism, innovative cultural tourism business models, under promoted cultural heritage valorization).

The above mentioned goal will be also achieved with the organization of open event planned in WP 4 ("Arts-Tech-Biz Mash up").

Outputs: organize 4 large cross border events, 3 of which overlapping with partnership meeting (Steering Committee including kick-off and final conference), and 1 in the occasion of "Arts-Tech-Biz Mash up" event planned in WP4

Duration: March 2018 – June 2019

Budget: € 35.175,22

According to the Annex XII of the Regulation (EU) No 1303/2013, the project will produce a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public.

3.4   WP2 Act. 2.4. Experience Tour

Objective: involve directly two different kinds of target group in a more intensive and emotionally captivating initiative.

Outputs: each partner is expected to organize locally a tour designed on project demonstrative actions

Duration: January 2019 – June 2019

Budget: € 39.403,81

This activity will take place at the end of the project and will be selected by the Steering Committee supported by the regional task force. Experience sharing is a way to maximize impact and provide more visibility to the innovative ways to live the cultural heritage and traditions of territories. Participants of the experience tour will be cultural tourism operators and media influencers where they have the

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opportunity to experience a different tourism according the solutions developed in the living labs. This cooperation experiences will be transformed into recommendations that will serve as valuable contributions and inputs to the respective national tourism strategies.

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4   Monitoring and evaluation

Information and communication activities will be evaluated in order to check for their effectiveness and efficiency. The monitoring activities will contribute to:

- ✓ Measure the progress in relation to planned budget, activities, assumption and outputs;
- ✓ Find problems and identify solutions and put them in place;
- ✓ Collect source of data for the Evaluation

The Evaluation activity will be carried out following both quantitative and qualitative methods:
- ✓ The quantitative method is mainly based on statistic;
- ✓ The qualitative method is based on group interviews, individual interviews, questionnaire, brainstorming.

An Evaluation Plan will be designed taking into account such methods, the Project Application Form and the Communication Plan. Specific indicators will be identified, in particular:

- ✓ Output indicators in order to measure the direct outcomes of information and communication activities
- ✓ Result indicators in order to measure the immediate effects of outputs on those in receipt or benefiting from them
- ✓ Impact indicators in order to measure direct or indirect consequences of information and communication activities, such as the awareness of different audiences and their response.

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