


# Restricted Cluster Call for Proposal

COMMUNICATION

| 09/11/2021 | 11:00



## WORK PACKAGE 2 – COMMUNICATION & DISSEMINATION

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*Project communication - activities to give birth to the cluster*



Accessible



Transferable

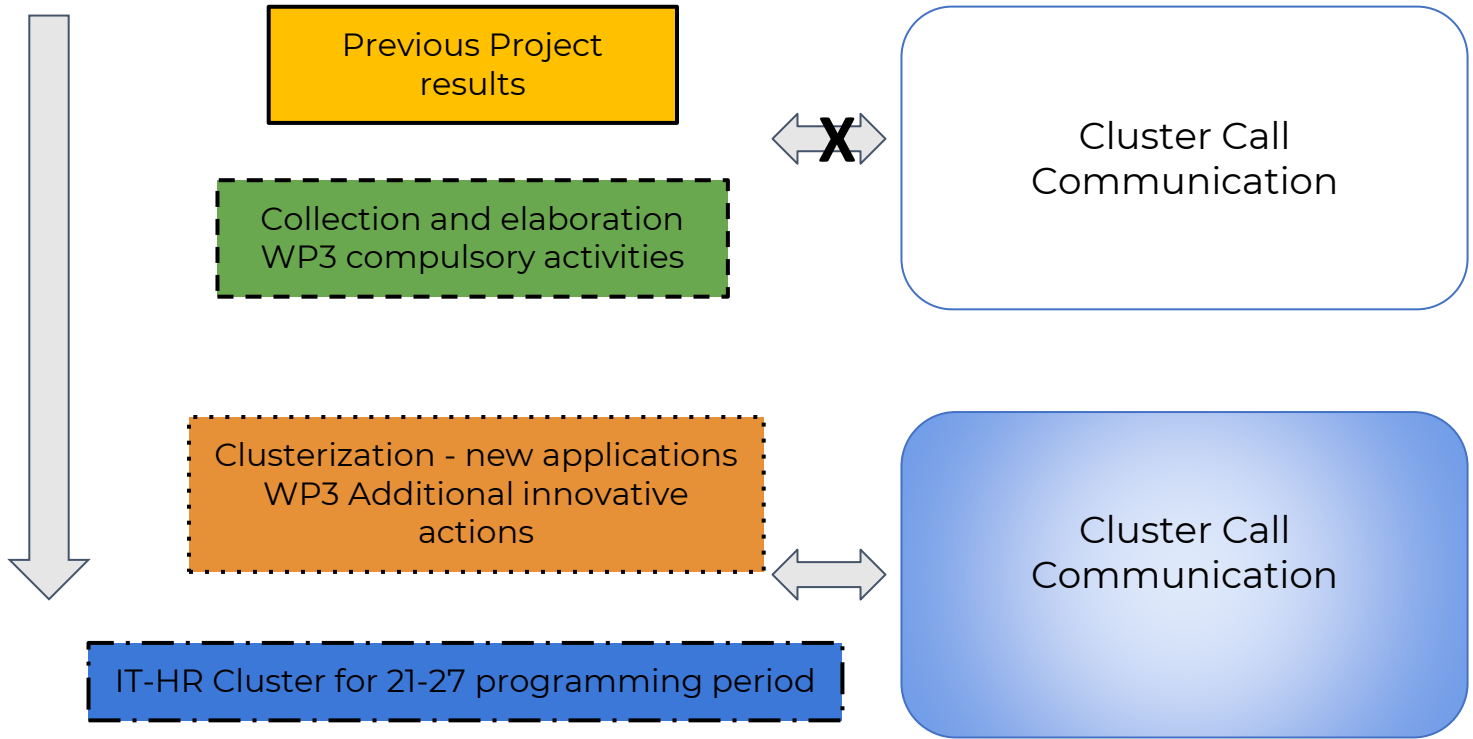


Visible



Since the  
beginning

# CLUSTER COMMUNICATION



Previous Project results

Collection and elaboration  
WP3 compulsory activities

Clusterization - new applications  
WP3 Additional innovative  
actions

IT-HR Cluster for 21-27 programming period

Cluster Call  
Communication

Cluster Call  
Communication

## WORK PACKAGE 2 – COMMUNICATION & DISSEMINATION

### *Mandatory activities*



#### Online & offline events

- Kick-off
- High-level event (at least 1)
- Participation in events with Programme & other ETC Adriatic Programmes, EUSAIR Thematic Steering Groups, EU institutions



#### Promotional campaigns & media relations

- Press releases,
- Press conferences
- Journalist on-site visits
- Radio/tv/newspapers space acquisition,
- Articles in online magazines
- Digital promotional campaigns on radio/tv/newspapers



#### Digital & web-based activities

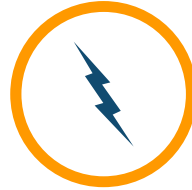
- Video productions
- Interviews and short video clips
- Infographics
- Animated content for social media
- Photos from study visits or pilot sites
- Webdocs

## MINIMUM DELIVERABLES



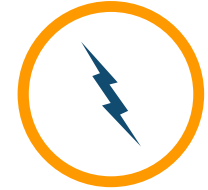
### 1 KICK OFF EVENT

With pre-event and post-event  
promotion



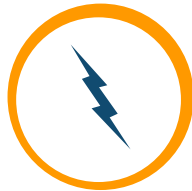
### 1 HIGH-LEVEL SECTORAL EVENT

on the main cluster activity with  
external stakeholders' participation  
(2 x pp)



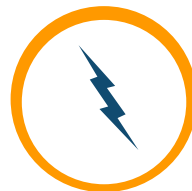
### EXTERNAL EVENTS

Participation with Programme /  
clustering with other projects /  
other ETC Adriatic Programmes,  
EUSAIR Thematic Steering  
Groups, EU institutions



### 1 ARTICLE

On relevant EU or National  
magazine (print or digital)



### 1 DIGITAL COMMUNICATION WEB- BASED PRODUCT

Video or other similar products  
(easy to disseminate online)

## OTHER OBLIGATORY TASKS

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### DIGITAL EDITORIAL PLAN

Per each semester

### WEBSITE PUBLICATIONS & UPDATE

All PPs publish the information on institutional website about project approval highlighting the EU contribution amount



### PROJECT POSTER

Each PP (minimum A3 size) placed at a location visible to the public

## COMMUNICATION MANAGERS



*Mandatory per each project*

Responsible for:

- Ensuring smooth communication flow among the partnership
- Gathering and coordinating communication actions among the partnership at all levels
- Constant coordination with the JS communication manager
- Performing the checks in relation to the communication aspects on the project activities and deliverables (in line with Project Brand Manual, FS8 and Communication Guidelines)
- Content curation of the project digital channels
- Content curation and constant update of the project website



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