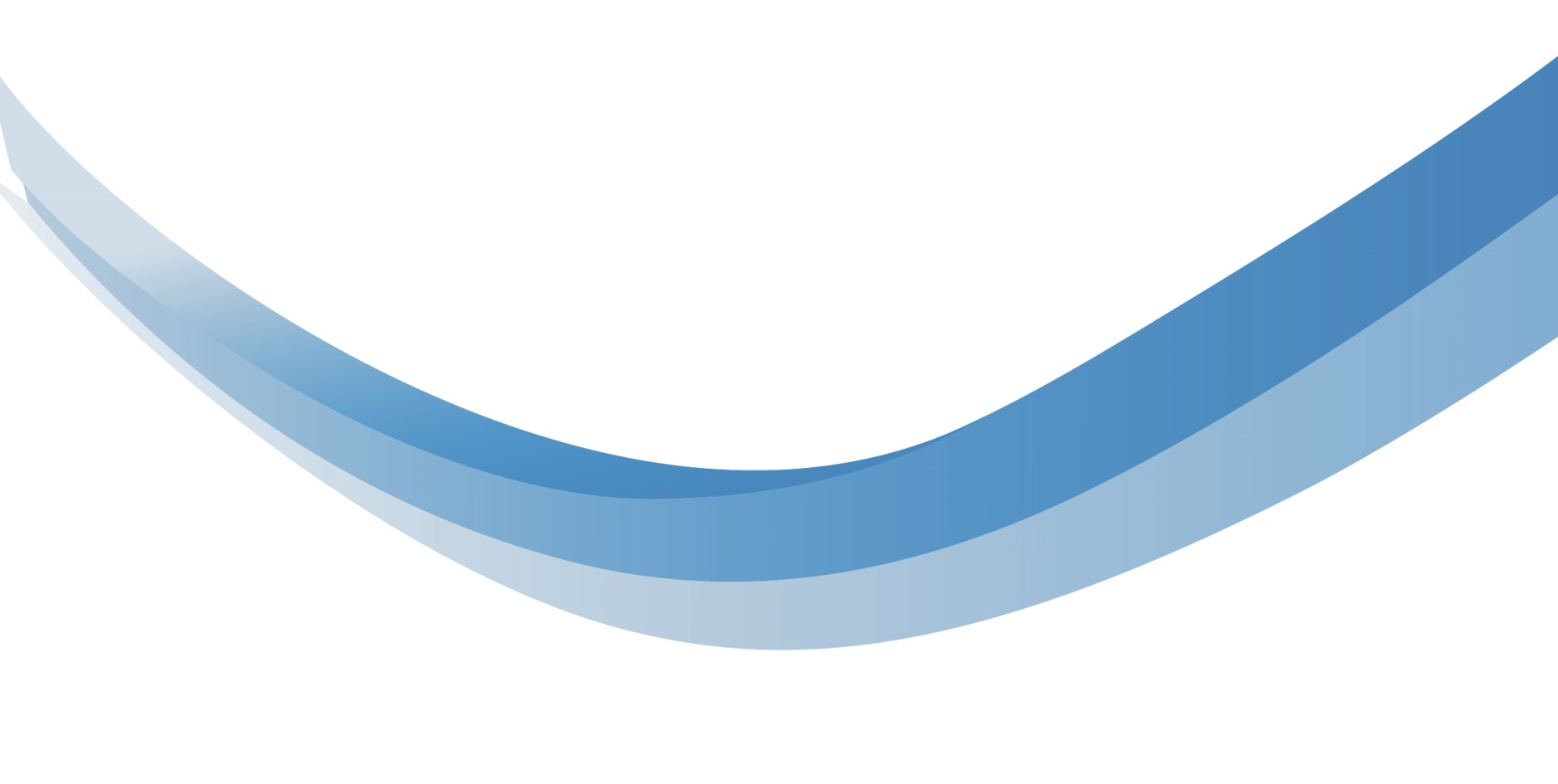


COMMUNICATION TEMPLATE

Annex to the Progress Report (Standar+ & Standard projects)

June 2018

Version n.1



**COMMUNICATION TEMPLATE (NON-BINDING TEMPLATE)**

**PROJECT …………**

|  |  |
| --- | --- |
| **Work Package:** | **2. Communication** |
| **Activity:** |  |
| **Phase Leader:** |  |
| **Deliverable:** | **Communication Progress Report by [partner name]** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Version:** | **Draft/Final 1.0** | **Date:** |  |
| **Type:** | **Report** | | |
| **Availability:** | Confidential | | |
| **Responsible Partner:** | [name of responsible partner] | | |
| **Editor:** | [name of editor] | | |
| **Contributors:** | [names of contributors (partners that provided the Communication Report to the Project Communication manager] | | |

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**Part 1:**

**ANALYSIS**

# PART 1: ANALYSIS

Please describe in more detail the communication activities that have been implemented by your organization in the current reporting period.

**Part 1. Analysis and Part 2. Annexes, may be added per each project participating partner.**

| **COMMUNICATION ACTIONS** | | **DETAILED DESCRIPTION** | **QUANTIFIED OUTPUTS[[1]](#footnote-1)** | **STAKEHOLDERS ADDRESSED[[2]](#footnote-2)** | **MATERIAL ATTACHED[[3]](#footnote-3)** |
| --- | --- | --- | --- | --- | --- |
| **2.1.** | **START-UP ACTIVITIES** | | | | |
| 2.1.1 | Kick-off meeting organization |  | *n. \_\_ of meeting held* |  | Photos, Video (if any from the press conf. for example), Agenda, Invitation, PPT presentations, Participants’ list, Material delivered to attendees (Bag, Pen, USB, Folder, Block-notes…), promotional material produced for the event purposes etc. |
| 2.1.2. | Communication Plan |  | *n. \_\_ produced (draft or final)* |  | Document to be sent to the JS in draft or final version |
| 2.1.3. | Press conference in occasion of KoM |  | *n. \_\_ articles published/broadcasted* |  | Screenshot of article or video link to the TV/radio program |
| 2.1.4 | Poster production and placement in visible place |  | *n. \_\_\_ of posters* |  | Photo from all pps’ premises |
| 2.1.5 | Brief project description on the institutional websites |  | *n. \_\_\_ of published operation descriptions* |  | Screenshot from all pps’ institutional websites |
| 2.1.n |  |  |  |  |  |
|  |  |  |  |  |  |
| **2.2.** | **ORGANIZATION AND OPERATION OF PRESS OFFICES FOR THE IMPLEMENTATION OF THE COMMUNICATION PLAN** | | | | |
| 2.2.1. | Media relations |  |  |  |  |
| 2.2.2. | Printed or digital publication on specialized press |  | *n. \_\_ publications* |  | Link to the press digital page (if any), otherwise screenshot |
| 2.2.3 | Newsletter / bulletins production and dissemination |  | *n. \_\_ of newsletter produced and*  *Date of publication: \_\_/\_\_/\_\_\_\_*  *i.e.*   * *Oct 2018* * *Jan 2019 etc.*   *distributed to n. \_\_\_ e-mail addresses* |  |  |
| 2.3.n |  |  |  |  |  |
|  |  |  |  |  |  |
| **2.3** | **PROMOTIONAL MATERIALS** | | | | |
| 2.3.1. | Design and Production of Brochures |  | *n. \_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_\_* |  |  |
| 2.3.2 | Design and Production of Flyers |  | *n. \_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_\_* |  | Photo showing the material |
| 2.3.3 | Design and Production of USB |  | *n. \_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_\_* |  | Photo showing the material |
| 2.3.4 | Design and Production of roll-up |  | *n. \_\_ copies produced and exposed in \_\_\_\_* |  | Photo showing the material |
| 2.3.5 | Design and production of totems/banners |  | *n. \_\_ copies produced and exposed in \_\_\_\_* |  | Photo showing the material |
| 2.3.6 | Design and Production of giveaways (cups, pens, pencils, bottles, gadgets...) |  | *n. \_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_\_* |  | Photo showing the material |
| 2.3.n |  |  |  |  |  |
|  |  |  |  |  |  |
| **2.4** | **PUBLIC EVENTS ORGANIZATION** | | | | |
| 2.4.1. | Intermediate, final conference and external events' organization |  | *n. \_\_\_ of persons registered*  *i.e*  *n. \_\_ of cooperatives and social economy actors*  *n. \_\_\_ of SMEs association members*  *n. \_\_ of Research centers and Universities representatives*  *n. \_\_\_ of school pupils*  *n. \_\_\_ of high school students*  *n. \_\_\_ of policy makers*  *n. \_\_ of ESI funds national/regional MA’s representatives..* |  | Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants’ list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes…), promotional material produced for the event purposes… |
| 2.4.2. | Press conferences supports and organization |  | *n. \_\_\_ articles published/broadcasted* |  |  |
| 2.4.3 | Thematic workshops |  | *n. \_\_\_ of persons registered*  *i.e*  *n. \_\_ of cooperatives and social economy actors*  *n. \_\_\_ of business associations’ members*  *n. \_\_\_ of cluster X members*  *n. \_\_ of Research centers and Universities representatives*  *n. \_\_\_ civil servants involved…* |  | Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants’ list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes…), promotional material produced for the event purposes… |
| 2.4.4 | Project exhibitions |  | *n. \_\_\_ of persons registered*  *i.e*  *n. \_\_ of cooperatives and social economy actors*  *n. \_\_\_ of SMEs association members*  *n. \_\_ of Research centers and Universities representatives*  *n. \_\_\_ of school pupils*  *n. \_\_\_ of high school students*  *n. \_\_\_ of policy makers*  *n. \_\_ of ESI funds national/regional MA’s representatives..* |  | Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants’ list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes…), promotional material produced for the event purposes… |
| 2.4.5 | Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities..) |  | *n. \_\_\_ of persons registered*  *i.e*  *n. \_\_ of cooperatives and social economy actors*  *n. \_\_\_ of SMEs association members*  *n. \_\_ of Research centers and Universities representatives*  *n. \_\_\_ of school pupils*  *n. \_\_\_ of high school students*  *n. \_\_\_ of policy makers*  *n. \_\_\_ Programme members* |  | Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants’ list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes…), promotional material produced for the event purposes… |
| 2.4.n |  |  |  |  |  |
|  |  |  |  |  |  |
| **2.5** | **DIGITAL ACTIVITIES** | | | | |
| 2.5.1 | Web Content creation and updating of the website |  | *n. \_\_ News/month*  *n. \_\_\_ Events/month*  *n. \_\_\_ Videos produced*  *n. \_\_\_ Infographics produced*  *n. \_\_ Sessions*  *n. \_\_ Users*  *n. \_\_\_ Pages seen*  *% \_\_\_ Bounce rate* |  | Direct links to the website or report downloads showing the traffic (to be detailed later with the Programme) |
| 2.5.2 | Video production and interviews during the public events or workshops |  | *n. \_\_\_ videos produced* |  | Screenshot or link to video |
| 2.5.3 | Social media management  (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs..) |  | *PER EACH PROJECT DEDICATED OPENED SOCIAL MEDIA:*  *n. \_\_ posts/week*  *n. \_\_\_ of group members*  *n. \_\_\_ likes to the posts*  *n. \_\_ comments to the posts*  *n. \_\_\_ ad hoc short videos produced and shared*  *n. \_\_\_\_ infographics produced and shared* |  |  |
| 2.5.4 | Web advertising and direct marketing for project results |  | *i.e*  *n. \_\_\_ ads*  *n. \_\_\_ booked spaced in media/public surfaces etc.*  *…* |  | Photo or screenshot |
| 2.5.5 | Articles publication in other relevant websites |  | *n. \_\_\_ web article published* |  | Screenshot |
| 2.5.6 | Online tutoring and training and services as survey, webinars, videoconference, e-learning courses and smart learning objects |  | *n. \_\_\_\_ online e-learning courses in scorm*  *n. \_\_\_ online training sessions* |  | Link and screenshot |
| 2.5.7 | Project results dissemination |  |  |  |  |
| 2.5.n |  |  |  |  |  |
|  |  |  |  |  |  |
| **3.** | **OTHER (please describe…)** | | | | |
| **3.1.** | **……………………..** |  |  |  |  |
| 3.1.1 |  |  |  |  |  |
| 3.1.2 |  |  |  |  |  |
| **3.2.** | **……………………..** |  |  |  |  |
| **3.n.** | **……………………..** |  |  |  |  |

# PART 2: ANNEXES

**COMMUNICATION MATERIAL**

**List of the communication material produced:**

I.e. radio/tv interview, web articles, press releases, gadgets for the project....and attach the photo of this material, screenshot etc. (for the articles, interviews written and given in local language, the brief description of the content should be given in English).

1. Please consult the Application Form for concrete indicators per action (e.g. number of websites’ visitors, number of press releases, number of attendants to events, number of brochures etc.). **Nota Bene:** the proposed outputs entered in this table are **only indicative**. Partners may add others, modify or erase. [↑](#footnote-ref-1)
2. Please consult the Communication Plan for concrete name and typology of already identified stakeholders. You are free to define also new stakeholders. [↑](#footnote-ref-2)
3. Please list the material to be attached to the present report so as to justify action’s implementation (e.g. participants’ lists, brochures, copies of press releases, photos, videos, etc.), then show them in the Part 2. Annexes [↑](#footnote-ref-3)