GUIDELINES FOR FINAL PROJECT COMMUNICATION DELIVERABLES

Version 1.1 of 20th November 2020

Table of Contents

PROJECT WEBSITE AND DIGITAL TOOLS

The Programme will ensure the mandatory maintenance of projects' websites hosted on the Programme web-platform, however the designated project web-content administrators (and as consequence the Lead Partners as only partner administratively and financially responsible towards the MA and in charge for the project coordination and supervision of the activities implemented) are responsible for entering up-to-date information and of the project website content curation. Any external website or internet-based tool should be maintained online by the beneficiaries at least until 31st December 2023. After that period, they have to be stored locally to be able to show them in case of a control. A log of the evolution of web-sites and adequate local back-up systems have to be required from developers. The local back-up or technical reference of the hosting computer/server has to be provided to the JS with the final report. In addition, all the project final deliverables and outputs (in accordance with the approved Application Form) have to be edited according to the Programme rules as detailed in the Factsheet 7 and the Factsheet 8 and it is mandatory to upload them (besides on the SIU System according to the SIU Management & Monitoring System Progress Report User Manual - Version 1.2) also on the project website summarizing as follows:

- The "LIBRARY" - "DOCS&TOOLS" section of the project web-site:

  ➢ Documents: for all final project deliverables (such as Guidelines, Thematic reports and analysis, Policy recommendations, books, brochures, newsletters, other promotional material etc.)
  ➢ Tools: for all digital tools developed in the framework of the project (such as digital platforms, digital applications, external thematic websites etc.)

- "MULTIMEDIA" (IN THE MAIN MENU SECTION): for all photos produced during the pilot actions and project events.

- "MULTIMEDIA (WIDGET IN HP)": several most representative photos that story-tell your project and its activities

- "VIDEO" (not visible when the project page is delivered by the Programme to the project but to be created by the project in HP according to the Project Web site manual - ver. 1.5): for all videos, web-documentaries, video-interviews (to be linked from the project Youtube channel)

Hereinafter please find all the details for each section.

LIBRARY

This is the initial appearance of the Library.

LIBRARY

Here all the documents.

DOCUMENTS	+
TOOLS	+

SEE ALL DOCS & TOOLS

DOCUMENTS

This section should contain all the final project deliverables of the WP2 (such as Infographics, E-books, Posters, Brochures, Newsletters, Articles published on the newspapers, on relevant magazines and portals, Press releases, Press clippings on relevant local/national/EU magazines, Project campaigns materials, Event follow-up reports, other promotional material etc.) and of the thematic WPs 3-4-5-6-7 (such as Guidelines, Thematic reports and analysis, Policy recommendations, Benchmarking reports, swot analysis etc.).

The final deliverables of the WP1 related to the management should not be published on the website but only uploaded on SIU (such as meeting minutes, agendas of the SCs, Guidelines for internal management system, rules and procedures, Partnership agreement, Subsidy Contract etc..)

Communication WP: WP2

Communication Plan: This document is only for the internal purpose since it usually includes stakeholders' sensible data etc. Thus the Programme Manager in charge for the project will check that it has been delivered and uploaded in SIU, but there is no need to publish it on the website.

Communication Evaluation Reports (Interim reports and final report, if foreseen): Generally these are internal evaluation documents so their publishing is not compulsory. If project SC deems important these however can be published on the website to demonstrate the strength of the project actions.

Follow-up report: each event organized by the project should contain the follow-up report describing the typology of the audience present, in case of both online and offline events, and setting up the description of each of the speakers' presentations and main conclusions of the discussion that took place. Also some relevant photos should be enclosed too per each of the speaker and in case of the online event several

screenshots of the main speakers and audience should be enclosed to the follow up report. Please remind never to upload the attendance sheets from the events since these information are against GDPR. Instead qualify your audience in numbers (nr. of participants) and by segmenting the typology of the stakeholders (i.e. 5 business supporting organizations representatives, 20 regional public authority representatives, 10 national public authority rep., 10 students etc…). If the event included the press conference, please briefly mention the number and name of the media present, press-clip the earned articles that have been published on the press or link in the video section the video reportage and include some photos in the follow-up report.

Also the pilot actions, trainings, labs, focus groups, brokerage events, b2b etc.. need to foresee a follow-up report as above detailed. Please have in mind to include the most representative photos and when photo-shooting the pilot actions concentrate on the activities and the object of the pilot.

Public events and meetings, especially high level events (Mid-term or Final Project Conference): these events cannot be self-referenced and limited to the partnership only, but need to involve the qualified speakers, miscellaneous types of audience and high number of participants.

Examples of the follow-up report to be prepared as minimum requirement.

- [Example](#)

In relation to the off-line events, especially high-level events such as Mid-term and Final event, the event post-video production will be considered as an communication asset.

ON-LINE EVENTS – MINIMUM REQUIREMENTS

In relation to the current period of pandemic emergency situation related to the Covid-19 and impossibility of the projects to implement the traditional off-line events in presence both on local, national and cross-border level, at the Programme level are set the following **minimum communication requirements** for the organization of the **on-line project events** in order to **guarantee the deliverable quality, all requirements will be valid till the end of programme. All projects should include some of the following activities related to the dimension of the event:**

- Setting up of an interactive landing page or dedicated web space
- Event video production or video of the pilot actions carried out in streaming
- Engagement of the well-identified and motivated target groups by the means of activities carried out on social media (i.e advertising segmented per users groups)
- Adequate online promotion and information about the event (pre-event and post-event)
- Presence of the moderator of the event and of the coordinator of the chat box (regia)
- Proactive communication during the event by the means of i.e. live-twitting (using the pre-event defined hashtag and aimed at creating the trending topic on Twitter)
- Adequate graphic composition for the layouts of the background scenes (with project(s) logos and/or coordinated visual identity of the specific event) of speakers going live in interviews in hybrid modality – speaker(s) and moderator onsite and the audience online in streaming
- Planning the moments for the online interaction with stakeholders by the means of interactive features and/or by foreseeing and launching the interactive and creative quiz of knowledge verification

- Video-conference set-up should be planned and carried out in using the professional communication platforms with availability of features for the interaction with participants (raising hand, chatbox etc.)
- For the purposes of the monitoring social engagement and online event mentions the professional platforms should be put in place
- Post-event feedback on the event should be prepared and submitted by the means of the online questionnaire, with the content in-depth analysis and eventual thematic consultation on the new Programming period 2021-2027 (last with support of the JS)
- In order to include the wide audience at National and EU level on relevant thematic of the project, the involvement of the high-level thematic and institutional speakers should be ensured (external to the project partnership), with all-on-time carefully prepared and creative contents able to engage the participating audience
- In order to be considered as an public event or public meeting at cross-border level, the online event should be carefully planned, promoted and organized in order to ensure the involvement of at least 100 online participants and with livestreaming feature
- Preparation of the follow-up report of the event (with main conclusions of the speakers and of the discussions took place, main key messages & outcomes) as above indicated

Technical WPs: WP3-4-5-6-7

In case an deliverable foreseen by the AF foresees the survey of the stakeholders and/or self-assessment and benchmarking reports that contain the confidential data of the stakeholders and the deliverable is functional to the production of the final report related to the same WP, there is no need to upload the single surveys, self-assessment or benchmarking reports on the website. It is enough to submit them on SIU with the PR.

The same situation applies for the deliverable such as eg. Software architecture report for setting up a new tool foreseen by the AF. If the deliverable is functional to the production on another deliverable such as for example the webtool (aimed at developing service or product whose durability goes beyond the project closure, and if foreseen by the AF or requested in the project change), the same webtool will be the proof and needs to be indicated with link and duly described on the TOOLS section (the purpose, how does it work, which are the TGs of the webtool, how to use it etc.).

TOOLS

There should be the link to the external platform and brief description of the purpose of this extra web-platform (in addition to the project website): why is it being set up, which is the purpose and who are the target groups and how will they benefit in the future from this platform and how to use it, what actions should be done and who is the administrator/contact for more information.

It is recommended to upload and to name the deliverables following the instructions below:

Activity number_Name of the deliverable (as indicated in AF), always without spaces, as i.e.:
2.1_Final Event Follow-up Report & Speeches
3.2_Report on cluster innovation in Adriatic

You can prepare the library according to your editorial taste, as long as it is tidy and comprehensible:

WP2 - Communication
Activity number_Name of the deliverable 1
Activity number_Name of the deliverable 2
Activity number_Name of the deliverable n..

WP 3 – Name of your WP3
Activity number_Name of the deliverable 1
Activity number_Name of the deliverable 2
Activity number_Name of the deliverable n….

WP 4 – Name of your WP4
etc…

Point of Attention:
- Uploading the final documents in SIU is different than communicating your project deliverables on the project webpage. The first activity purpose is exclusively related to the financial aspect related to the Progress Report: justification of coherence among the expenditures declared and activities performed and outputs produced. Instead when communicating on the project webpage, your project is showcasing the final deliverables and putting them on disposal of the Programme that financed the operation and on disposal of your stakeholders and citizens. Please pay attention to this aspect and respect your financing body and your audience when editing the final documents.

NEWS & EVENTS

Please remember that during the project implementation the articles prepared by the project on ongoing project activities and updates should be prepared regularly in order to inform the project stakeholders of the project progress. Thus the articles, containing photos if available, should be created and uploaded in the "news" section.
All the events organized by the project, both online and offline, should be created and announced in the "events" section.
All these elements, together with any video prepared that has to be published in the "video" section or the infographics that can be embedded and uploaded in the "documents" section can afterwards be promoted on the project social media.

The content on the social media is not enough since the scope of the projects is to attract the stakeholders attention and increase the landing of the external users on the project home – that is represented by the project webpage.

## MULTIMEDIA HOME (widget on the bottom of the home page)
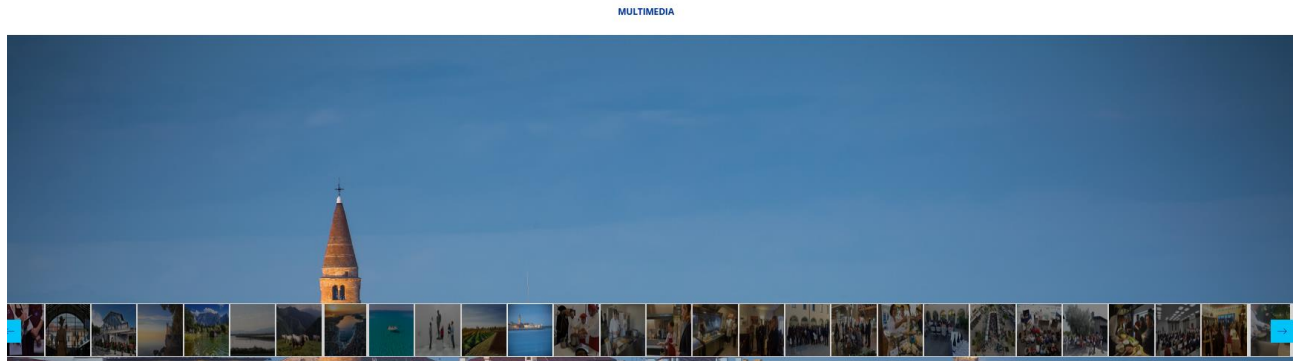
Select 6-10 (these may be even more) most representative project photos that are testimony and story-tell your project activities the best and upload them in the multimedia gallery home to be displayed on your home page.

The folder on the backend where to upload the photos for this purpose is Multimedia Gallery Home. When uploading you can create the subfolders if you want to organize them in the backend.
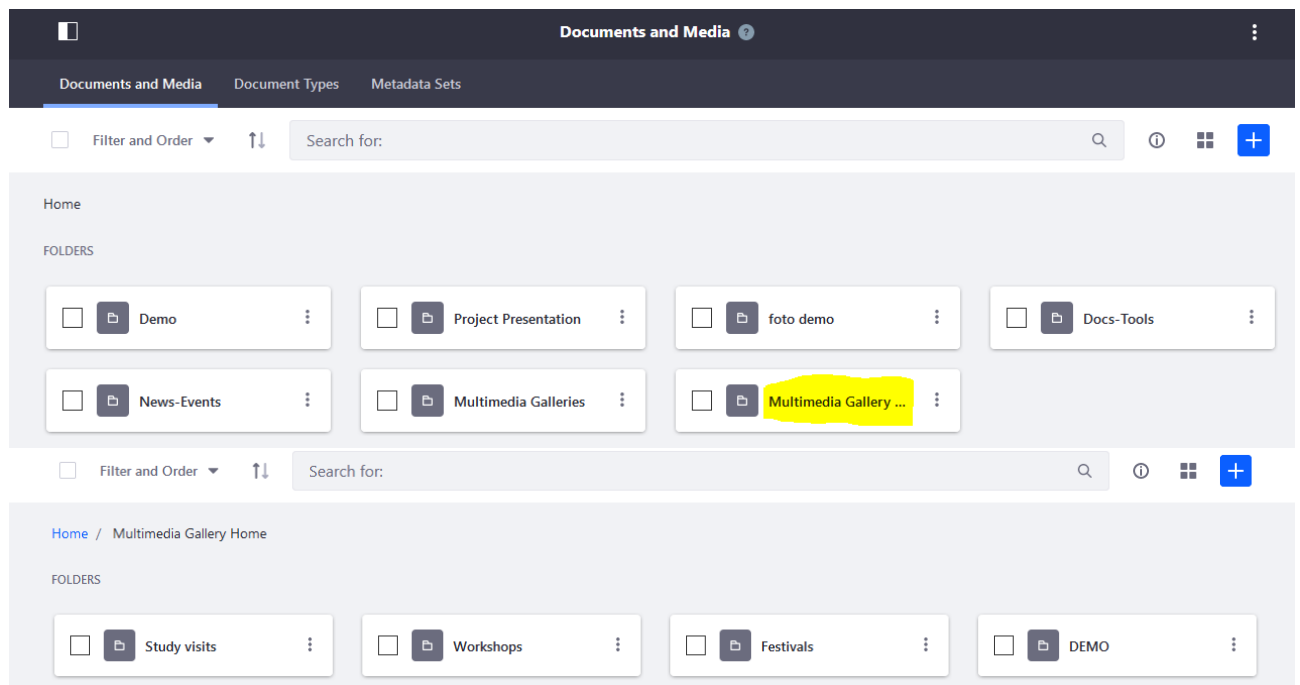
VIDEO
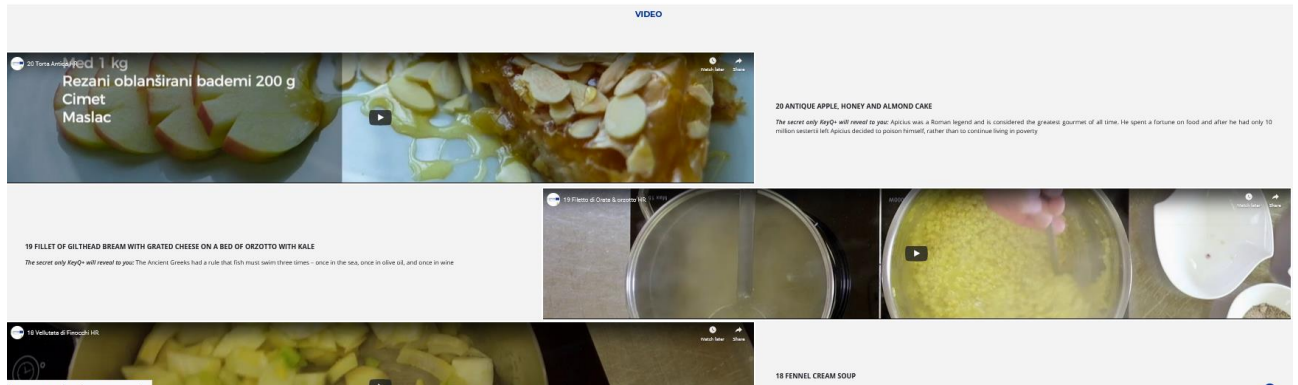

For project videos and interviews recorded please link it from your youtube channel to the home page. See the Project Web site manual - ver. 1.5 for the indications for the insertion of the widget and for the description and embedding indications.

FOOTER

In the footer space the LPs' main data should be added.

Also in the footer the projects should add the links for the social media used (except Linkedin which is missing still as space).
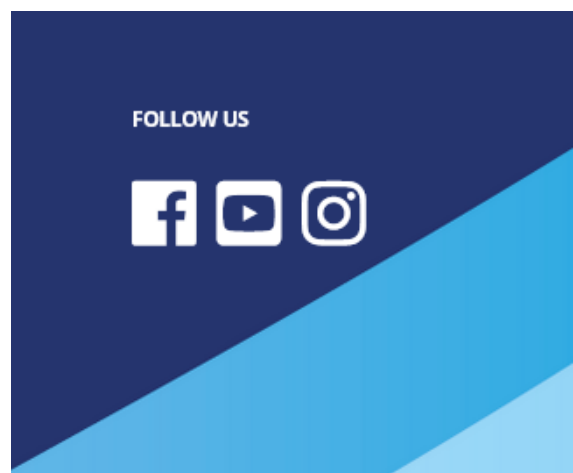
## MULTIMEDIA GALLERIES (in the main menu section)

Per each event organized (offline or online) should be created the folder named as follows: *YYYYMMDD_Event_Name_Place* and the photos of the event mentioned should be uploaded. Thus these will scroll down from the menu.

Also the pilot actions carried out on the territories, training programmes, labs, focus groups, brokerage events, B2B match-making events etc. have be included in the Multimedia as events and named *YYYYMMDD_Event_Name_Place*

The folder on the backend where to upload the photos for this purpose is Multimedia Galleries.
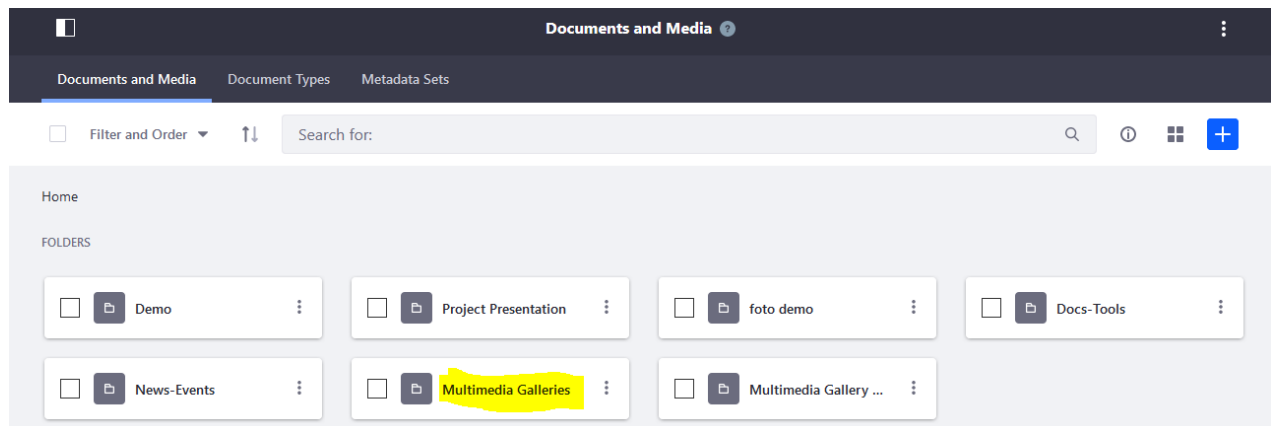
When uploading you should create the subfolders that will aggregate the photos per each event together.
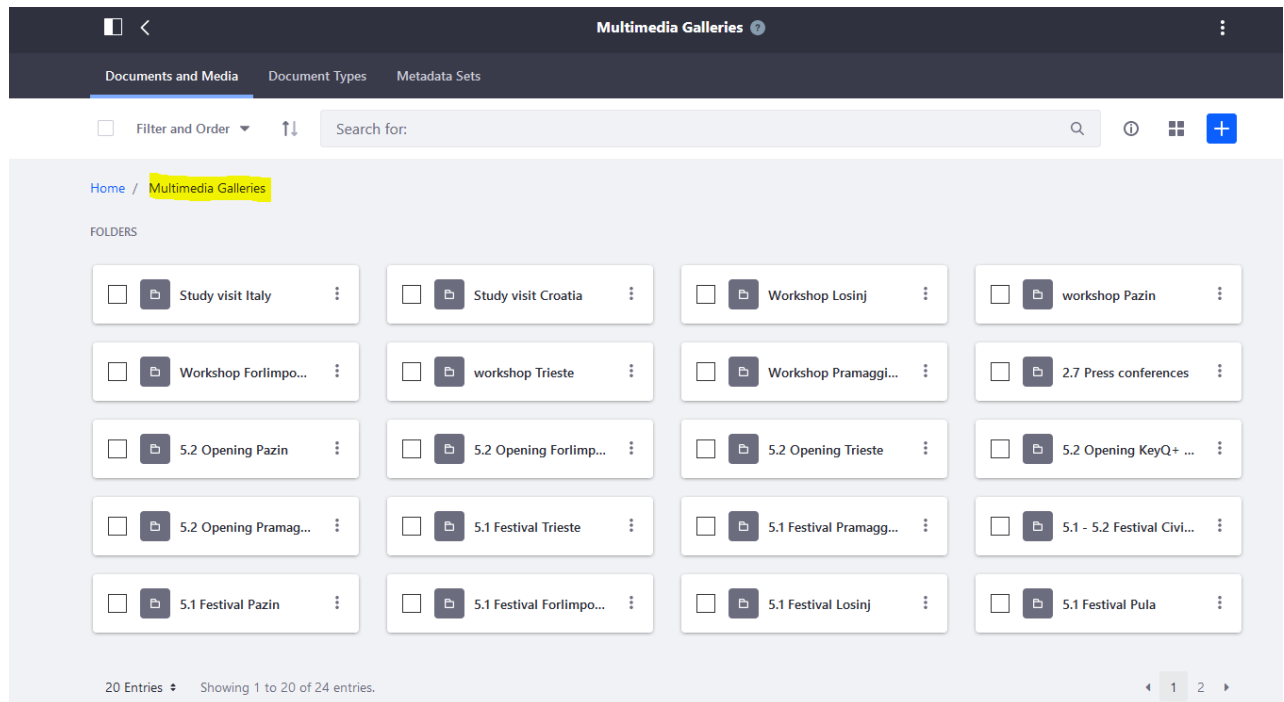
For all the examples you can consult and check out the **22 Standard+ projects websites** already full of content

QUALITY OF FINAL REPORTS, DOCUMENTS AND DELIVERABLES

As already said it is compulsory that the projects publish the final reports, documents, recommendations, guides on the Programme library and to use at least the project headed paper for final file editing.

What should all reports contain:
● For each deliverable, the document should have a cover page.

Minimum content of the cover page:

● **Full logo set:** (1) project logo + (2) EU flag and (3) reference to the European Regional Development fund (ERDF), project full title, axis, objective, URL of project website.
● Title of deliverable (as in SIU)
● Work package number, name of Work Package
● Activity number, name of activity
● Partner in charge (author)
● Partners involved
● Status (draft, final, N._of_version, etc.)

- Distribution (confidential, public, etc.)
- Date(s)

Minimal presentation requirements:
- Table of contents if applicable (and linkable with pages)
- List of abbreviations and terms (if applicable)
- Executive summary and abstract when applicable
- Number of pages

Valuable additional elements of presentation:
- Footer or header including number and title of deliverable – distribution – name of project, project slogan (if any), partners' logos

Point of attention

The Programme has not determined the template for the final deliverables of the projects. This means you can be creative and engage the graphic designer for the nice creative editing of your final deliverables (while respecting the compulsory visual elements set by the Project Brand Manual). Instead, in case you don't choose this option, you have your project headed paper and the minimum requirement for editing has to be respected as indicated in the FS8 and FS7.

In addition, and if you are using the project headed paper, please mind to edit the document in such a way that the text or logos don't overlap the visual elements (big blue wave at the cover page or the smaller blue wave at the bottom of each subsequent page of the document) and to apply the editing elements of the document according to the FS8 indications and as here repeated for your convenience.

Here some examples of the final deliverables acceptable by the Programme:
- Final deliverable editing set up (minimum requirement)
- Programme publication on IMD2020 (more creative editing while respecting the minimum visibility requirements
- KEYQ+ Catalogue of recipes
- KEYQ+ Tourist Guide
- KEYQ+ Handbook
- BLUE KEP Guidebook
- ML-REPAIR Campaign and trainings
- ML-REPAIR Exhibitions and awareness raising