

D 2.1.2. E-CHAIN Communication Plan

Activity A.2.1 Start-up activities

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Specific objective	4.1 - Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the programme area
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Work Package Title	Start-up activities
Activity Number	2.1
Activity Title	Media relation and publications
Partner in Charge	PP5 - University of Rijeka, Faculty of Maritime Studies Rijeka
Partners involved	LP - Municipality of Ancona PP1 - Amatori Interestate SRL PP2 - Brusutti S.R.L. PP3 - G.M.T. S.P.A. PP4 - University of Trieste PP6 – Prosoft d.o.o. PP7 - Jadrolinija PP8 - City of Split PP9 - Rathmann d.o.o.
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ACRONYMS / ABBREVIATIONS

ACRONYM	DEFINITION
PP	Project partners
PT	Project Team
TC	Technical task coordinator
WP	Work package
IT	Information Technologies

CONTENTS

1. Introduction	1
2. Overview of the project	2
3. Communication activities	1
4. Budget for Communication activities	9
5. Monitoring and evaluation	10

1. Introduction

The Communication Plan (CP) document is part of Work Package 2 - Communication activities of the E-CHAIN project, co-financed from the EU and the 2014 – 2020 Interreg V-A Italy -Croatia CBC Programme, inside the priority axis Maritime transport, responding at the specific objective n. 4.1: “Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area”.

The E-CHAIN communication plan defines framework and set of measures and actions to promote the project outputs and results; identification of local, regional, national and EU communication channels; description of focused and customized dissemination strategies for local usage.

The communication and dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of policies and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders of 2 different countries and 10 partners, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

The Communication Plan promote the project outputs and results using local, regional, national and EU communication channels: the project website; social network accounts; the project portraits; publications, press releases, e-newsletters, promotional materials and dissemination events.

The CP is prepared by the University of Rijeka, Faculty of Maritime Studies (PP5), the project partner responsible of WP2 - Communication activities, and discussed and approved by the whole partnership.

2. Overview of the project

E-CHAIN main objective is to enhance connectivity and harmonization of data for the Adriatic Intermodal Network, through the realization of a modular integrated software (E-CHAIN platform) for the management of intermodal transport services in port areas for passenger transport.

E-CHAIN is based on the experience of the Consortium in the management of Italian and Croatian ports logistics issues, on the need to standardize and computerize the procedures in order to achieve a consistent cost savings, reducing travel time, improving transport efficiency and consequent pollutants emissions (CO₂) reduction. To enhance the current situation, E-CHAIN will focus on providing new services such as an improved Port multimodal infomobility system for the passengers, a ticketing system integrated with other transport modes, an advanced touristic co-marketing tool for the operators.

These services will be designed and deployed in the selected pilot sites (Ancona, Split and Venice) by:

- Establishing requirements, specifications for E-CHAIN services and for integration with existing systems;
- Creating detailed reference architecture that complies with relevant standards, best practices;
- Verifying the adapted services against the requirements and specifications.

E-CHAIN project will create a collaborative-multidisciplinary platform for innovative services that will have clear emphasis on conscious "sustainable" mobility including CO₂ emission classification by:

- Developing selected services according to the specifics (WP3);
- Deploying service versions at pilot sites;
- Developing WS to allow integration between different systems for a multimodal transportation: E-CHAIN will provide trip solution optimizing resources and real-time events including booking/ticketing modules for an integrated payment among different operators.

E-CHAIN platform will finally demonstrate its applicability with the deployment in three pilot sites. A Business model suited to adapt the technology developed in the three applicative contexts will be created and specific needs will be taken into account.

Target groups who will benefit from E-CHAIN results:

- citizen and tourists will benefit from E-CHAIN services;
- local/public authorities who will implement info-mobility system and they will benefit in terms of transport efficiency, tourism, image;
- transport and touristic operators, cultural - entertainment event - exhibitions, whose specific need will be considered in business model (WP5). Transport operators will also benefit of training

service and Touristic ones can be included in the E-CHAIN platform promoting its services to their clients;

- Logistic-transport operators at EU, International or national level will benefit as potential future clients and they will ensure transferability of E-CHAIN.

The common integrated approach for both countries, both for ticketing and infomobility, is considered a new concept that will improve the existing transport.

E-CHAIN project, in line with results expected by the IT-HR Programme, aims at contributing to improve the quality, safety and environmental sustainability of marine and coastal transport services.

Main outputs and results:

- Definition of users' functional and performance requirements for the proposed ECHAIN platform and APP features, after the identification of SoA, identified stakeholder roles and goals, defined use-cases (3 pilot sites), analysed potential E-CHAIN service use-cases, studied service and content providers' requirements.
- E-CHAIN collaborative and multidisciplinary platform for a seamless trip solution and service implementation. E-CHAIN will provide timetables and travel solutions optimizing resources (vehicles, staff), real-time events: plan trip from origin to destination, integrating train, bus & ferry logistic information. E-CHAIN will include booking&ticketing allowing the payment of transport modes of different operators thanks to the integration between local IT systems and stakeholder involvement:
- transport operators, passengers Maritime agency, public authorities.
- E-CHAIN pilot implementation which consists of Business Model creation based on specific Pilot sites needs: Ancona, Split, Venice; staffs training; Installation plan for the Pilot Sites; operational test; evaluation of the project benefits and final review of the Business Plan defining corrective actions for each Pilot Site and examining the most promising ways for transferability

3. Communication activities

Communication activities will be coordinated by PP5 and will be implemented for all the project duration. The action will ensure a smooth internal communication through the use of emails, Skype and phone calls. PPs will contribute to communication activities according to their territorial relevance and WP responsibilities. Communication results will be regularly evaluated and the plan will be adopted if necessary.

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. Media relation and publications
- WP2 Act. 2.3. Digital activities
- WP2 Act. 2.4. Public Events

The Work package 2 activities start with the beginning of the E-CHAIN project and will be implemented throughout the whole project lifespan.

WP2 is composed of four activities and each activity is described in detail including:

- Objective
- Output
- Duration
- Budget

Activity	Start/end date	Action	Output	KPI
2.1 Start-up activities	1.1.19/1.7.19	D 2.1.1 – E-CHAIN Communication Strategy	CS shared with LP and PP	Dissemination of project activities and results
		D 2.1.2 – Communication Plan	CP shared with LP and PP	
		D 2.1.3 – Tools for coordinated	Designed printed material	Printed by each PP and

		E-CHAIN image		display at each PP premises
		D 2.1.4 – E-CHAIN Kick-Off Meeting	Coordination of activities	Defined activities
2.2 Media relation and publications	1.1.19/30.6.20	D 2.2.1 – Publication in selected journals and conferences	Presenting project results and stimulating debate, exchange of ideas and best practice regarding the topics addressed	Attendance and media coverage
		D 2.2.2 – E-CHAIN Campaign on media		
		D 2.2.3 – Project leaflets		
		D 2.2.4 – Project roll-up		
		D 2.2.5 – Project gadgets		
2.3 Digital activities	1.1.19/30.6.20	D 2.3.1– E-CHAIN website on IT-HR web platform	Setting up of the information on the project website and on social media	Information and periodical updates of project website and social media in order to raise awareness and increase knowledge about project activities and results
		D 2.3.2– E-CHAIN website on IT-HR web platform management		
		D 2.3.3– E-CHAIN social media strategy		
		D 2.3.4– E-CHAIN social media tools management		
		D 2.3.5– PPs institutional websites E-CHAIN publicity	Setting up PP institutional websites about the project	

		D 2.3.6– Mid-term Communication report	Assessing the impact of communication activities, number of target groups reached and fulfilment of communication objectives	Dissemination of communication project activities and results
		D 2.3.7– Final communication report	Reporting data on Communication at national and local level	
2.4 Public Events	1.1.19/30.6.20	D 2.4.1 – Local Public Events	Presenting project actions, objectives and results	Attendance and media coverage
		D2.4.2 - Final Conference		
		D2.4.3 - IT-HR/European Institution public events		

Visual identity

Project materials will be designed on the basis of logo model according to Italy-Croatia Programme rules and all internal and external communication will contain an image consistent with the visibility guidelines of EU funding. Harmonisation of the brand elements represents an essential asset in the realisation of the visual identity of the Interreg Italy-Croatia CBC Programme. The E-chain communication kit provided by Italy-Croatia Programme includes the template for covers, invitations, logo, office pack, poster, background and maps. The communication kit is downloadable at the following link:

<http://www.italy-croatia.eu/content/project-implementation-documents>

All partner organizations downloaded the communication kit and will use it for all project communication outputs and for internal documents with respect to the Project brand manual rules when drafting a document or a communication output.

The project shall also take care to ensure the compliance with EU regulatory requirements on publicity and information and to outline the dissemination campaign as well as to provide an



indicative timetable for the promotion activities for the duration of the E-Chain project. All reports will follow the coordinated image. All material will be downloadable and available on electronic format.

Project logo

The logo is the most important element of the visual identity and all project activities and material must be branded with the given project logo. All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme.

The pre-defined logos for projects includes all elements that are necessary for a successful branding of project activities:

- European Union emblem (EU flag and European Union label)
- Name of funding strand (Interreg)
- Programme name (Italy-Croatia)
- Project acronym (written below the Programme name and in the colour of the related thematic priority)
- Characterization element (wave in colour of the with Priority Axis the project is belonging to)
- Fund label (European Regional Development Fund) when needed

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules, listed in the Project brand manual, and must not be altered in any way.

Italy-Croatia Programme provides 4 colour versions of the logo: standard, grey scale, black and white and negative. The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it must be a very light background. For single colour reproductions, a greyscale version of the logo should be used.

This version should only be used whenever the full colour is not available.

The version of the logo with the text "European Regional Development Fund" written below has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.



Figure 1 - E-chain project logo

Maritime transport

PANTONE:	CMYK:	RGB:	HEX:
COOL GRAY U 9	C 46 M 37 Y 34 K 15	R 138 G 137 B 140	# 8a898c
7538 U	C 40 M 32 Y 29 K 0	R 168 G 167 B 169	# a8a7a9
538 U	C 21 M 15 Y 14 K 0	R 209 G 210 B 211	# d1d2d3
310 U	C 56 M 4 Y 1 K 0	R 111 G 196 B 233	# 6fc4e9
2975 U	C 44 M 0 Y 6 K 0	R 151 G 212 B 232	# 97d4e8
7457 U	C 32 M 2 Y 11 K 0	R 185 G 221 B 225	# b9dde1

Figure 2 Colours scheme for Maritime transport priority axis logos

Media contact lists

Project Communication manager will collect a media contact list to updated during the implementation of the project by the whole partnership. Media contact list will collect the names of local, regional and national (in Croatia) newspapers and specialist magazines to send the press releases.

Project poster

According to the Annex XII of the Regulation (EU) No 1303/2013, within six months after the approval of the project, each project partner should place a poster (of minimum A3 size) with information about the project including the financial support from the European Union and the



project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building. In order to help project partners to comply with this obligation, the Programme provided a Poster template available for download on the Programme website.

The posters will be placed by each partner in readily visible locations to the public.

Publications

Project's results will be published at EU paper magazines and/or scientific journals. All publications should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme.

Press releases

Press releases (in Italian and in Croatian) will be prepared and published on local, regional and national newspaper, send by email and shared on social media.

E-CHAIN website

A dedicated website for the project, will be provided by the programme to widely disseminate and communicate the launch, development and achieved results of the project. The website will be hosted on the Italy-Croatia web platform and it will be maintained for the whole duration of the project. The Programme will provide a complete website section (calendar, document library, directory, tools etc.) to each selected project, as well as will provide to the projects all the elements to manage and configure their website section (visuals, features, content, social networking, etc.).

Project Communication Manger will feed the E-CHAIN website with contents and will constantly update it with news, event and project outputs and deliverables. All created promotional materials will be uploaded on the project web site and on created social network pages. These channels will also be used for information about implemented project activities, events and outputs.

Partner institutional website

All project partners should publish on their institutional websites a short description of the operation, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should 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 should also be added.

Social media accounts

Social media are becoming more and more important to reach a wide range of target audiences. Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups.

Facebook, Twitter, LinkedIn, YouTube accounts will be used to update stakeholders about project development and about intermodal services available in the project area.



To increase the website indexing and traffic, an attention will be put on the contents update of all social network accounts. Main goal is to share useful information about the project to our followers, to promote participation at relevant events and conferences, to disseminate project results in order to develop a specific audience and to acquire traffic towards website page, where all contents and specific messages, using articles, news and scheduled events, are published.

All consortium partners must be actively involved in feeding the social media with news and contents and in disseminating the project to their target audiences. They have to strengthen the promotion and the engagement of local stakeholders and of a wider public, spreading the project contents also on their institutional channels, website and social media platforms.

4. Budget for Communication activities

The total available budget for Communication and Dissemination activities for all Project is 356.035,45 €.

WP 2 Communication activities	2.1 Start-up activities	€ 11.226,45
	2.2 Media relation and publications	€ 77.847,50
	2.3 Digital activities	€ 104.810,35
	2.4 Public Events	€ 162.151,15
Total		€ 356.035,45

Allocation of the budget among all PPs

Partner name	WP 2
LP - Municipality of Ancona	€ 29.720,00
PP1 - Amatori Interestate S.R.L.	€ 14.610,00
PP2 - Brusutti S.R.L.	€ 37.075,00
PP3 - G.M.T. S.p.A.	€ 21.897,60
PP4 - University of Trieste	€ 35.875,00
PP5 - University of Rijeka, Faculty of Maritime Studies	€ 81.383,50
PP6 - Prosoft d.o.o.	€ 28.078,70
PP7 - Jadrolinija Rijeka	€ 50.932,40
PP8 - City of Split	€ 43.827,50
PP9 - Rathmann d.o.o.	€ 12.635,75
Total	€ 356.035,45

5. 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.