TR3S
Towards Regional spEcialisation for Smart growth spirit

Component 2 – Communication and dissemination

Communication Plan

Contents

1.   Introduction

The purpose of this Communication Plan (CP) is to provide a formal planning document for internal and external communication activities and disseminating information of the project and its results. The CP specifies goals, key targets and responsibilities in order to support partners to communicate uniformly and providing a coherent communication strategy.

1.1   *Project background*

Europe faces a moment of global transformation and must take charge of its future. In the meantime, the world is moving fast and long-term challenges like globalisation, pressure on resources and ageing, intensify. Europe can succeed in this transformation if it acts collectively. Regions need a strategy to come out stronger from the crisis, overcome structural weaknesses and contribute to turn the EU into smart, sustainable and inclusive economy in accordance with the EU guidelines (e.g. Europe 2020) to build a knowledge-based, low carbon economy with high employment level. This calls for a deep analysis of regional capacities leading to the joint identification of the set of priorities on which stakeholders, regional innovation policies and investments should be focused on in order to better position themselves in the knowledge economy.

The TR3S project is financed by Interreg IVC programme and the duration of the project is 2012 to 2014. The project has ten partners from nine EU countries and forms a geographically balanced partnership.

1.2   *Project goals*

TR3S was born with the aim to mobilise the innovation capacity and potential of regions towards smart growth being a policy intelligence knot for knowledge exchange and wide cooperation without boundaries. The project also intends to boost smart policy processes in order to prepare regions to better face opportunities and challenges and become globally competitive by suggesting new promising recipes. TR3S proposes an innovative methodology assimilated to a "cooking process" to achieve these objectives and results. This cooking process mixes tradition with specialisation, innovation and creativity.

TR3S brings together good representation of the EU's diverse innovation geography and multiple ways of addressing the innovation challenges and paradigms by identifying, exchanging and transferring Good Practises through inter-regional cooperation. By creating a collaborative and coordinated knot with both private and public stakeholders, the project facilitates intensive regional and inter-regional cooperation and partnership across Europe. TR3S aims to understand different innovation ecosystems and move full regional innovation potential to create efficient and smart policy processes and policies for regional development that allow regions to create adequate conditions for growth and long term investments in R&D&I and mechanisms to invest in their own futures.

2.   Communication Strategy

2.1   Communication goals

TR3S project aims to develop innovative methods to assure the best communication and dissemination possible for internal and external project purposes. The communication strategy will enhance and ensure successful involvement of key regional stakeholders by means of a strong dissemination and networking strategy, making TR3S results accessible for wide audience. Methods of communication will be kept user-friendly in order to boost the involvement of partners and stakeholders.

The aim of the CP is to ensure commitment and common understanding of the project and its vision among project partners, increase awareness about the project and its results and form a uniform and coherent project front. The project communication messages should be used in all communication about the project and clearly reflect the project goals.

2.2   Target groups

Potential TR3S audience includes the following main target groups:

- **TR3S partner regions.** Ten project partners representing nine different EU countries.

- **TR3S project community.** The community should include decision makers and all agencies and stakeholders involved in project activities in all partner regions.

- **Policy makers at EU, and national and regional levels.** Policy makers are main players in creating targeted policies and instruments at different levels.

- **Private and public stakeholders involved in research & development & innovation**.

- **Any other**?? ¿Do you think that "experts" would fit in the "stakeholder" category?

2.3   Responsibilities

The component 2 is led by the Baltic Institute of Finland and it is responsible for Step 1 including creation of communication plan and capitalization of "TR3S cooking toolbox" including e.g. database of key stakeholders and a wikispace. The lead partner Tecnalia Research and Innovation Foundation is responsible for Step 2: the Web 2.0 component and strategy. SPRI is responsible for Step 3: connecting TR3S aiming to coordinate the organisation and participation in events as well as getting connected with other related projects and platforms. Lubelskie Voivodeship is responsible for Step 4: the dissemination materials, e.g. leaflets, newsletter, press releases etc.

All project partners are responsible for dissemination of project aims and results at the local level, e.g. local press releases and presenting the project to interest groups in relevant seminars and meetings.

This document will be updated by the component 2 leader during the project as and when needed to ensure effective communication and dissemination. The contact information of the responsible partners mentioned above can be found in Annex A.

3.   Communication activities

3.1   *Main tools of communication*

The project external communication tools will be designed accordingly to the communication goals and main project audiences. All communication tools at project level will be in English (brochures, newsletters, social media etc.). Project partners may choose to deliver targeted communication tools in their own local communities in their own language (local press releases, translated newsletters etc.) if desired. All communication material will be disseminated electronically to all project partners.

The main tools of communication are:

- **Logo.** To be used in all project material to create a coordinated image. *(Responsible partner P9)*

- **Project documentation templates.** To be used in all project presentations, letters etc. *(Responsible partner P9)*

- **Wikispace (www.tr3s-project.eu).** To be used as a public website and a base to share project related documents internally. *(Responsible partner P9)*

- **Database.** Database will present all relevant stakeholder information and will be updated regularly. *(Responsible partner P9)*

- **Brochures.** The first brochure aims to present the objectives and main goals of the project. Another one will present outcomes of the project. *(Responsible partner P8)*

- **Newsletters.** Newsletters will inform interested audience about ongoing activities and upcoming events. One newsletter will be produced per reporting period. *(Responsible partner P8)*

- **Press releases.** One press release will be produced per reporting period. *(Responsible partner P8)*

- **Web 2.0**. Web 2.0 tools to be used to disseminate the project events and results. See 3.2 Web 2.0 strategy for details. *(Responsible partner LP)*

Internal communication means communication between all project partners and within partner organisations. The most important tools for internal communication are projects wikispace, steering group meetings, consortium cooking sessions in joint partner meetings, e-mails and phone or Skype conversations. The main subjects of internal communications are project activities, principles and focuses, project management, joint visions and communication guidelines.

3.2   *Web 2.0 strategy*

The Web 2.0 strategy will be oriented to widely disseminate the results of the TR3S project, assuring the durability of these results and contributing to evidence-based policy making across Europe. The aim of this 2.0 strategy is to become experience referents and opinion leaders in the field of smart specialisation strategies for regions.

The Web 2.0 tools that will be used for the project will be the following:

- The before mentioned Wikispace, that will be used both as a public website and as an internal communication tool for project partners. The Wiki will be the core of the Web 2.0 strategy because it will hold the knowledge and the expertise of the project team, and also the valuable contents for our intended audience.

- Slideshare, the Web 2.0 based Slide Hosting Service, to share all the presentation format documents produced in the project and considered to be worth for the public audience.

- Youtube, the popular video sharing Website, will be used to to share the videos created at the 2 main interregional dissemination events that will take place in the course of the project.

- LinkedIN, as the social networking website for professionals it is, will be used as a space to get in touch with international experts in the field of Smart Specialisation Strategies.

- Twitter, using the cooking scheme comparison, will be the parsley of all our 2.0 sauces. It will be used to address our audience to the valuable products our project manages to produce.

- No blogs will be created for the TR3S project. Project partners are encouraged to refer to the project and its results in those blogs they are currently following about the main subject of our project. Should any partner want to start following a blog about this theme, they can be found at the following URL: http://www.google.com/blogsearch

Wikispace:

The Wikispace will be the core of the 2.0 communication strategy: it will hold both the public contents to be shared with our audience and a space for the project internal communication. The address of the wikispace is **www.tr3s-project.eu**.

An encyclopaedic article about TR3S will be written in English and uploaded to the **Wikipedia**. This article will also be translated to the 9 project partners' languages and uploaded to the Wikipedia. The Lead Partner will be responsible for the first English version of this article, although it will be created in a collaborative way with all the partners. The translations to the rest of languages of the TR3S project will be responsibility of each partner speaking that language.

- Basque: SPRI and Tecnalia

- Estonian: Valga Country Government

- Finnish: The Baltic Institute of Finland

- German: Stuttgart Region Economic Development Corporation

- Hungarian: Pannon Business Network Association

- Italian: Piedmont Region

- Polish: Lubelskie Voivodeship

- Romanian: Bucharest-Ilfov Regional Development Agency

- Spanish: SPRI and Tecnalia

Slideshare:

A Slideshare account named **TR3S_PROJECT** has been created in Slideshare in order to share the presentations produced in the course of the TR3S project with our intended audience.

A first presentation in English containing a presentation of the TR3S project will be created and uploaded to Slideshare. The Lead Partner will be responsible for this presentation. As it has been stated in the case of the Wikipedia, this general presentation will be also translated to the rest of the languages of the project by the responsible partners (see partner responsibilities at the Wikispace paragraph)

The TR3S project will upload to Slideshare all presentations produced in the course of the project considered to be sharable in order to show both the work that is being developed and our expertise in the field of the Smart Specialisation Strategies. The presentations will be at least in English and always uploaded in PDF format. Each project partner will consider the possibility to translate these presentations to their own language.

The Lead Partner will manage the Slideshare account and will be responsible for uploading the presentations to the Slideshare website, both presentations in English and those translated to the partners's languages.

Youtube:

Youtube will be used as a repository of multimedia project related content, mainly videos about presentations at the two main regional events to be held in the course of the project.

For this purpose an account has been created in Youtube (TRSSS.PROJECT@gmail.com). The Lead Partner will be responsible for the management of this account.

LinkedIN:

TR3S project is not going to create a LinkedIN profile nor a discussion group. Instead, we will make use of the existing means in LinkedIN to promote our project. TR3S project will use LinkedIN as a substitute of a blog, this is, a kind of discussion or information platform to share the knowledge we acquire during the project life.

One of these means will be a discussion group in LinkedIN named "Smart Specialisation Strategies" with 91 members at the moment. Regarding the TR3S project we will start joining this group, reviewing its published documents and following their discussions. This means that all partners with a LinkedIN profile are encouraged to request to be accepted in this group. Partners without a LinkedIN profile are also encouraged to create a profile and request admission in the group.

It is important to point out that we will be guests in this group, so we all must be subtle enough to listen to the existing posts and following the discussion threads and then, when appropriate, include references or links to our contents.

Each partner will be responsible for his/her contributions in this discussion group, following the guidelines described before.

Twitter:

As it has been said before Twitter will be the parsley of our 2.0 sauce and will play an important role in the project's 2.0 strategy. A Twitter account named **TR3S_PROJECT** has been created for the project and it will be managed by the Lead Partner.

The following approach will be adopted with Twitter:

- The TR3S_PROJECT account will start following those partners with a Twitter account. Partners with a Twitter account should also become followers of the TR3S PROJECT account.

- Then, we will follow the policy makers, stakeholders and experts who have something to say in the field of the Smart Specialisation.

- Gradually, as the project goes on, we will add new contacts as they are identified as experts in this field of activity.

- From the TR3S_PROJECT Twitter account we will direct the attention to the public contents produced throughout the project:

    o New public contents at the Wikispace: documents, news or events

    o New project presentations uploaded to the Slideshare website.

    o New videos uploaded to Youtube

    o Discussions in the LinkedIN "Smart Specialisation Strategies" group.

- Twitter will also be used to share information at the two main regional events to be held in TR3S.

- Two hashtags have been registered for the project: #TR3S_PROJECT and #TRES_PROJECT. When tweeting TR3S related issues from the partners' twitter accounts it is strongly recommended to use any of these hashtags.

The management of the TR3S_PROJECT Twitter account will be responsibility of Tecnalia.

A schema showing the 2.0 strategy can be seen below:
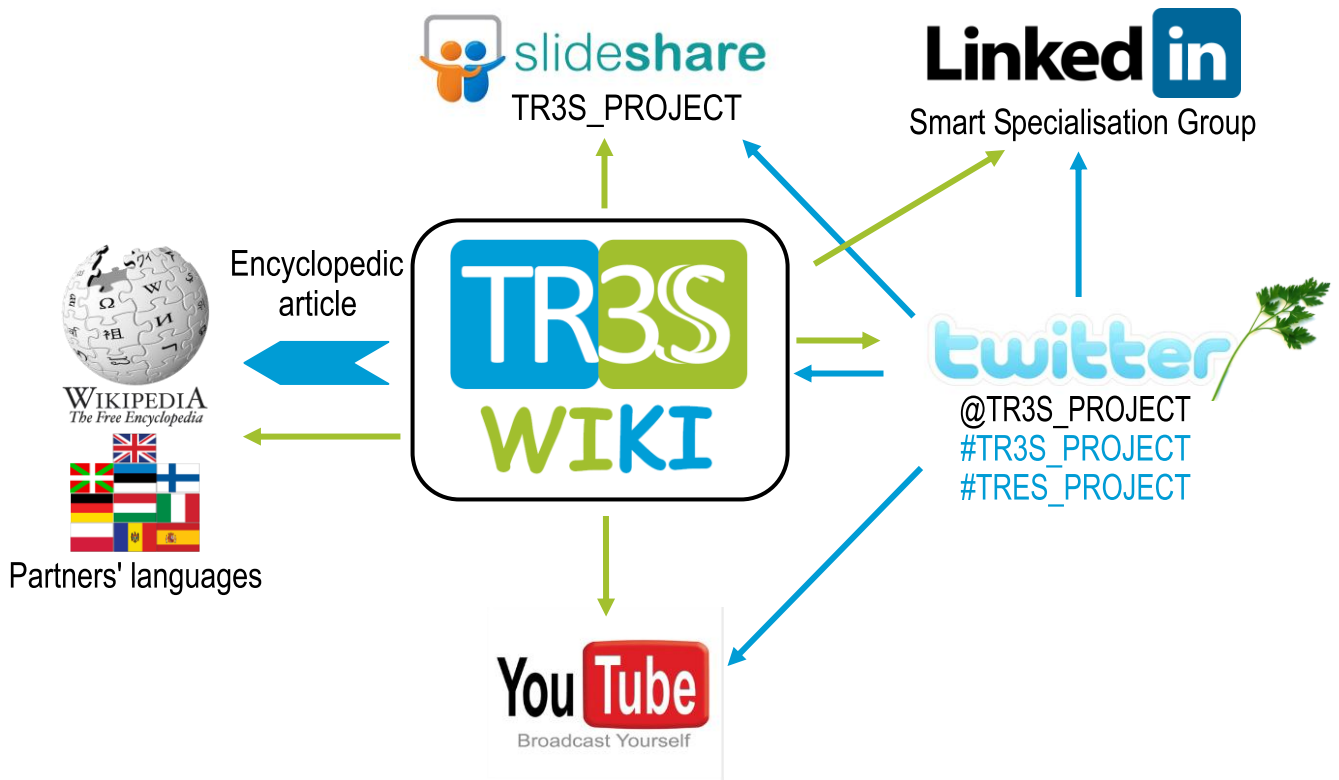
3.3 Events

Conferences and different stakeholder events represent a vital part of TR3S communication activities to be able to foster involvement and collaboration with all parties involved. In addition to events organised in the frame of the project, it is advisable to take part also in conferences, workshops and meetings in line with the project topic and goals in order to disseminate the project and to establish possible synergies and contacts with other projects and organisations.

Events are a major part of Component 3 in which the following events will be organised:

|	INDICATORS	TARGET	NOTES
Output indicators	N^o of inter-regional events (seminars, workshops, study visits, etc.) organised by the project to exchange experience	19	Events calendar kept updated.
	N^o of participants in all these inter-regional events	150	
Possible additional output indicators	N^o of story-telling talks	9	
	N^o of specialisation stories	9	
	N^o of training living-lab	1	To be organised by P6?
	N^o of living-kitchen sessions	27	3 per region to be organised.
	N^o of morning coffees	9	1 per region to be organised.
	N^o of morning teas	9	1 per region to be organised.

An events calendar will be kept up to date and shared among partners in order to track the information and monitor the communication impact. An events' report template is presented in Annex B.

4. Monitoring and evaluation

The objective of monitoring and evaluation phase is to be aware of the state and effects of the communication activities during the whole project implementation. Each project partner is asked to report about the implemented communication action in order to monitor the state of activities.

	INDICATORS	TARGET	NOTES
Output indicators	N° of press releases disseminated	6	One press release per period.
	N° of brochures created	2	First brochure is designed at the beginning, second in the last period.
	N° of copies of brochures disseminated	3000	
	N° of newsletters created	6	One newsletter per period.
	N° of copies of newsletters disseminated	6000	Only electronic versions will be provided.
	N° of dissemination events organised	2	
	N° of other events participated in	6	
Possible additional output indicators	Dissemination toolbox	1	
	N° of stakeholders, experts and media in the database	800	
	N° of YouTube videos (1 per event)	2	
	N° of posts in existing social networks	360	
	N° of Twitter tweets	400	
Result indicators	N° of articles/appearances in press and media	3	
	Estimated n° of participants in events	200	
	Average no of visits per month on operation's website	100	A monitoring tool needs to be set up on the website.

5. Time schedule
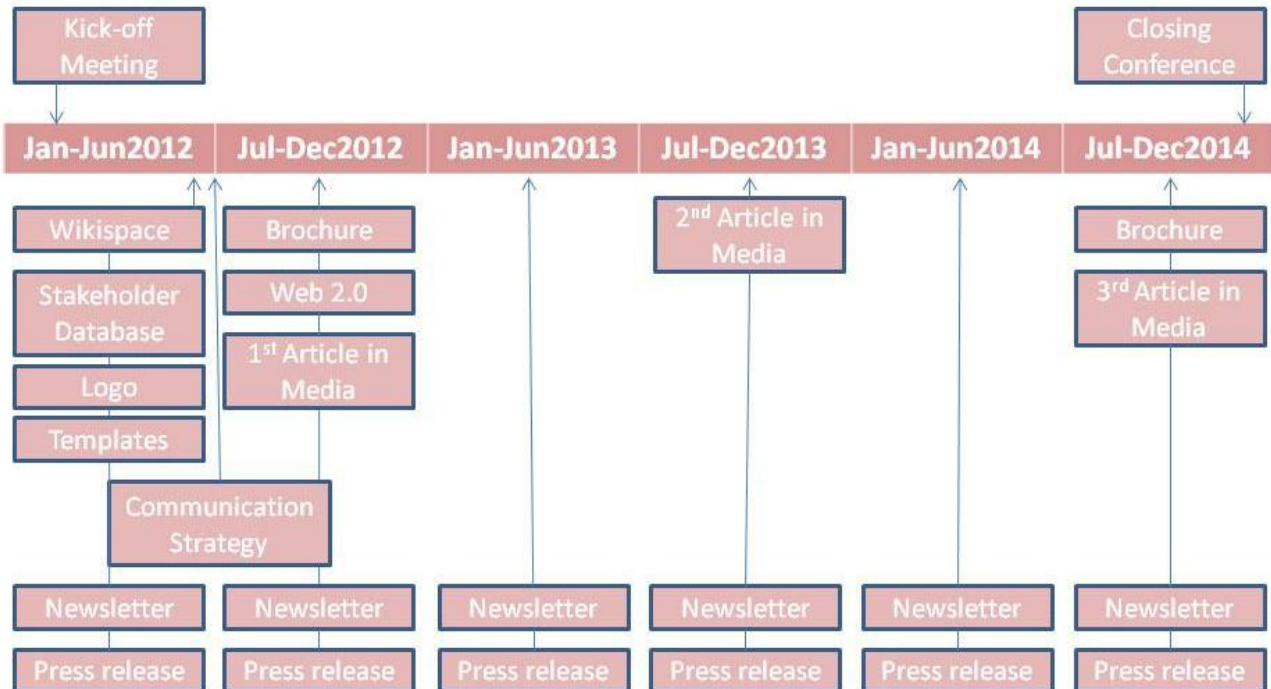
ANNEX A: Contact details of partners involved in communication

	Organisation	Name	Position	E-mail
Lead Partner	Tecnalia Research and Innovation Foundation	Ms Ezekiela Arrizabalaga	Project Manager	ezekiela.arrizabalaga@tecnalia.com
	Tecnalia Research and Innovation Foundation	Mr Xabier Uriarte	Communication Manager	xabier.uriarte@tecnalia.com
	Tecnalia Research and Innovation Foundation	Ms Ana Bonilla	Project Manager	ana.bonilla@tecnalia.com
P9	Baltic Institute of Finland	Mr Esa Kokkonen	Director	esa.kokkonen@tampere.fi
	Baltic Institute of Finland	Ms Emmi Saarinen	Project Manager	emmi.saarinen@tampere.fi
P8	Lubelskie Voivodeship	Ms Magdalena Fotek	Director	magdalena.fotek@lubelskie.pl
	Lubelskie Voivodeship	Ms Anna Kepa	Project Manager	anna.kepa@lubelskie.pl
	Lubelskie Voivodeship	Ms Katarzyna Jedruszczak	Project Manager	katarzyna.jedruszczak@lubelskie.pl
P2	SPRI	Mr Txomin Olabarri	Research Services Manager	tolabarri@spri.es

ANNEX B: Event report template

Partner	
Event / Meeting Subject	
Date and location	
Agenda	
Participants	
Links to further information	
Summary of the meeting:	
Where was event disseminated in? (press, website etc.)	
Press release (if made)	
Photos (attach photos or add a link)	

European Union
European Regional Development Fund