

# ACT SOCIAL

## Dissemination and Communication Plan

*Actions for the Support and enhancement of Social entrepreneurship at Local level*

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## 1 Executive Summary

According to the European Commission social enterprises are a driving force for growth inclusive and play key role in addressing the current economic and environmental challenges. The European Parliament, the European Commission and the Economic and Social Committee have recognized the specificities of social enterprises, the dynamics and their abilities to correct major economic and social imbalances contributing to the achievement of a number of general interest objectives. Social entrepreneurship has been proven at European level to alleviate both labour market entry obstacles and social service delivery obstacles to special population groups, problems both present in the eligible programme area. Social enterprises are drivers of change, bringing innovative solutions to social problems. They apply business practices to achieve social good, being based on values of solidarity and empowerment and creating opportunities for those disadvantaged.

The overall objective of the project is to expand social entrepreneurship and contributes to raise employment rates in the Cross-Border area. Specific sub-objectives of the project are:

- to improve the entrepreneurial competences of human resources of social enterprises and people planning to run business in field of social economy, piloting in tourism and food sector
- to increase knowledge and skills in establishing and managing the social entrepreneurship entities,
- to measure, strengthen and increase the social impact of social enterprises in terms of unemployed integration in the CB area
- to deliver tools for the development of the entrepreneurial competencies in the field of social economy,

This Dissemination and Communication plan describes in detail the dissemination activities planned by the consortium of the ACT SOCIAL project. It includes all important aspects of planned dissemination activities, defines dissemination phases and presents planned material and tools to be prepared in order to disseminate information on the project ACT SOCIAL. It aims to define the dissemination goals as well as the project's target audience and channels through which the project results are going to be promoted.



*Actions for the Support and enhancement of  
Social entrepreneurship at Local level  
ACT SOCIAL  
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## **1. Introduction**

### **1.1. Scope of the Project**

According to the European Commission social enterprises are a driving force for growth inclusive and play key role in addressing the current economic and environmental challenges. The European Parliament, the European Commission and the Economic and Social Committee have recognized the specificities of social enterprises, the dynamics and their abilities to correct major economic and social imbalances contributing to the achievement of a number of general interest objectives. National data indicate there are 501 social enterprises in the 4 eligible Bulgarian regions (employing an unknown number of people) and 37 enterprises in the Greek eligible regions employing more than 350 people. Social entrepreneurship has been proven at European level to alleviate both labour market entry obstacles and social service delivery obstacles to special population groups, problems both present in the eligible programme area. Unfortunately, such information (e.g. types of services delivered, target groups, effectiveness in alleviating obstacles, etc) is extremely limited regarding the eligible area social enterprises and needs to be addressed. Social enterprises are drivers of change, bringing innovative solutions to social problems.

They apply business practices to achieve social good, being based on values of solidarity and empowerment and creating opportunities for those disadvantaged. Social entrepreneurs constitute a niche (statistically speaking); they run ventures that are primarily in the business of creating significant societal value, and do so in an entrepreneurial, market-oriented way. The goal will take place mainly through the development of support structures and tools for social enterprises focused as a case study on the Tourism and Food Sector. The main goal of the project is to detect and determine the social impact of social enterprises measured in terms of employment integration in the cross-border area and develop support structures and tools which reinforced the capacity of social enterprises in this frame. Support Structures of Social Innovative Entrepreneurship will be developed with the form of ones stop shop Help

Desks. These Structures along with the tools provided will be commonly designed and developed one in Greece and one in Bulgaria and will implement a cross border network of cooperation and exchanges.

These structures aim to implement Social entrepreneurship activities such as: counselling, education and training, business development services, networking Social Enterprises, publicity and dissemination of the idea of Social Entrepreneurship. In very general terms, the goal of social impact measurement is to understand, manage and improve the process of creating social impact with the goal of maximising or optimizing it (relative to available resources) for social enterprises and their stakeholders. Embedding social impact measurement in the everyday work of social enterprises and their funders should first and foremost aim to trigger a cultural shift.

Beneficiaries and end users of the project's outputs and results will be unemployed people in the CB area, existing social enterprises and NGO's, Municipalities and local stakeholders which will actively participate and bottom up design services and tools directly address the needs of the citizens and the whole CB area as the project will contribute to:

- the local development and social cohesion,
- the linking of economic activities to the local needs,
- the generation of social capital, social services of general interest, social innovation,
- the rectification of the three major labour market imbalances: unemployment, job instability, social and labour market exclusion of unemployed people.



## **2. Analysis of the targets and the content of the Communication Strategy**

### **2.1. Scope of the Document**

Communication and dissemination of results and awareness of the existence of the partnership also help the process of networking with possible stakeholders. Specific aims of promotional and dissemination activities are the promotion of knowledge sharing, the creation of greater public awareness and the promotion of the public understanding and participation in “ACT SOCIAL” activities.

It is expected that the execution of this communication and dissemination plan coupled with partners’ activities will achieve maximum awareness of project activities and results. This deliverable includes information regarding:

- The project’s identity
- The main target groups of the project’s outcomes and the end users envisaged
- The dissemination activities
- The way the planned events will be organized (venues, dates, duration, number of participants, source and target languages)
- The communication material to be produced (e.g. mailing list, electronic Newsletter with resume of reports and event agenda, articles on specific topics) in order to promote project’s results
- The responsibilities relying on each partner

In other words, the agreed dissemination plan will define “What to Whom”, “How”, “When” and “Where” the dissemination activities will be implemented.

## 2.2. Objectives of the Dissemination and Communication Plan

The key to the success of the “ACT SOCIAL” project is the actual implementation of the following communication objectives:

- Engage, motivate, inform and educate existing and potential social entrepreneurs from the following target groups
  - o Tourism and Agricultural Sector
  - o Tourism and Agriculture stakeholders
  - o Registered unemployed people
  - o Local, Regional and National Public bodies
  - o Chambers
  - o Companies/ Employers and Employers organizations
  - o European / National / regional sector associations
  - o Project Partners
- Attract, inform and engage experts and stakeholders with the use of multiple communication and publicity means
- To increase knowledge and bring together professionals and potential social entrepreneurs from the target groups in order to increase project visibility and further disseminate results

Stakeholder management and communication for “ACT SOCIAL” project will focus on conveying the right message, to the right audience at the right time, using the most appropriate method(s) available.

However, it must be remembered that communication and publicity is not a static process; rather, it's one that needs to react to circumstances and incorporate external environment changes into effective communication tactics.

### 3. Analysis of the communication, dissemination and publicity procedures

#### 3.1. Introduction

Communicating the work of those involved in the project both internally and externally will be key to the success of the project and will require a genuine collaborative approach to ensure a common understanding. It is essential that everyone involved in the project is aware of the dissemination activity taking place and has the opportunity to benefit from the resulting positive exposure and be prepared as far as possible, for any negative exposure generated by the project.

#### 3.2. List of Stakeholders

Effective communication and dissemination can be achieved by taking into consideration the key audiences and making messages and information relevant to them. In this section we try to identify the different stakeholder groups that have an interest in social economy and its development through social enterprises in tourism and agricultural sectors.

Providing specific messages according to the targeted group or making messages relevant to a lot of those groups simultaneously can increase the effectiveness of communication and dissemination. The stakeholder groups that are identified are the following:

Stakeholder Group	Stakeholder Reason
<i>Project Partners</i>	Co-fund the project, implement project activities, create project deliverables and ultimately responsible for project's success
<i>Joint Secretariat</i>	Project Officers are responsible for the Project, funding and evaluation
<i>Social Entrepreneurs/unemployed/vulnerable groups of the cross-border area</i>	Keen interest in the Help Desks, the tools, methodology and know-how on social economy and social entrepreneurship

<i>Local businesses, especially SMEs, of the tourism and agro-food sector</i>	Keen interest in the Help Desks, the tools, methodology and know-how on social economy and social entrepreneurship
<i>Local Media</i>	Key interest in events that help shape and affect the business community interested in social economy.  Targeted publications interested in the promotion of project activities
<i>Local stakeholders from both countries.</i>	Citizens, actors, organisations, local and regional authorities, institutions, associations, chambers, academics etc. from the two participating countries that will be encouraged to participate in the events and actions of the Project as well as to take up and promote project's good practices

The identification of targeted stakeholders constitutes a key element of the “ACT SOCIAL” Project Dissemination and Promotion Strategy, as it allows maximising the visibility and exposure of the Project and supported project results.

### 3.3. Good Communication and Dissemination Practice

According to the European Commission (2004)<sup>1</sup>, in order to ensure a successful Communication and Dissemination Strategy, the following actions must take place:

- Define the message
- Target the audience
- Select tools
- Plan the programme

These four (4) elements are examined in the context of the project.

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<sup>1</sup> European Commission, “European Research – A Guide to Successful Communications”, European Communities, 2004

### 3.4. Define the Message

As proposed by the European Commission (2004), in defining the message it is important to:

- Demonstrate the importance of the message to increase its value and interest to the recipient;
- Minimise the effort required on the part of the recipient to understand and accept the message.

Furthermore, according to literature (e.g. Communication Canada, “Successful Communication Tool Kit – Literacy and You”, Communication Canada, May, 2003), communication challenges can be properly addressed by using the following techniques:

- **Being relevant** – Adopting the recipient’s point of view and taking into account his or her ability to understand
- **Being understood** – Formulating and organising the information in a clear and simple manner
- **Being persuasive** – Directing the communication at action and concrete results

The benefits of suitably framed messages are vital for the effectiveness of the communication strategy as they can help by:

- Drawing the attention of national governments, regional authorities and other public and private funding sources to the needs and eventual benefits of the project
- Attracting the interest of potential partners and/or correspondents
- Encouraging talented professionals, entrepreneurs and scientists to join the partner organisations
- Enhancing the reputation of participants, at local, national and cross-border level.

### 3.5. Target the Audience

As mentioned in the previous section, there are six different categories of target groups that need to be addressed. The messages should be relevant to each stakeholder specifically or to more than one category if more categories are to be addressed at the same time.

In the following months, the generic brochure of the project that will be produced will cover almost all audiences. The website will be developed in order to be accessible to all, providing integrated information in an attractive, user-friendly and unequivocal manner. As the project progresses and results emerge, relevant material will be developed in order to target specific groups that have been identified in section 3.

### 3.6. Select Tools

All the project partners, should make efforts in order to communicate project results to the general public as well as to the stakeholders. Such efforts may include communication tools such as magazines, newspapers, and radio as well as the Internet and social media. It is strategically important, as will be explained in the next section, for the “ACT SOCIAL” Project to have active partners in their local and national communities in order to create public awareness of the project and its results. This means that all local activities which include newspapers, brochures, workshops, informal meetings with stakeholders and even direct e-mailing are to be pursued during the course of the project. Tools that can be used to communicate are looked into in the following subsections.

#### 3.6.1 Press Releases

Press releases are used to communicate information proactively to the media and from there to the wider public, from which the elements that are considered of interest to the public are selected. Press releases should have the following objectives:

- They should stand out from the many that are competing for journalists’ attention
- They should encourage reproduction with minimal or no changes

- They should make editing as easy as possible

Press releases are an important tool that can be used throughout a project. An approach that has proved successful when using press releases is for project partners to issue press releases simultaneously in their countries, giving journalists local contact points in order to follow-up in their own languages (European Commission, 2004). Press releases can be posted at specialised portals or in scientific magazines.

Taking into account the technological development, in order to gain and keep attention today, successful press releases need to fit the requirements of today's audiences and how they consume information. Some characteristics of successful modern press releases are the following<sup>2</sup>:

- **They are nimble.** Successful messages are built to fit multiple formats. They feature tweetable headlines and factoids, search engine-friendly elements (e.g. keywords, links, etc.), compelling visuals, and an easy-to-share landing page that renders nicely across LinkedIn, Twitter, Facebook, Google+, and other networks.
- **They are atomised.** The target audience is not concentrated in one place, and neither should press releases and other content addressed to them. One piece of content must be derived from another, such as turning a webinar into a series of blog posts, a podcast or video, a PowerPoint presentation or pdf, an infographic – and each distributed accordingly. Likewise, a simple press release can be similarly atomised. For example, as will be described in the following sections, a variety of key points can be tweeted while accompanying multimedia can be uploaded to YouTube, Flickr, Tumblr, SlideShare, and any number of other sites.
- **They are useful.** Content needs to interest, inform, or entertain the audience. When determining how to communicate with the target audiences and what vehicles to employ, the following issues must be taken into account: the outcomes to be generated, the actions to be encouraged, and where the target audiences live.

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<sup>2</sup> Three Characteristics of Successful Modern-Day Press Releases, The Hubspot Blog. Available online at: <http://blog.hubspot.com/blog/tabid/6307/bid/27623/3-Characteristics-of-Successful-Modern-Day-Press-Releases.aspx#ixzz1zjBvrfEV>



### 3.6.2 Project Website

The website should be able to address all stakeholders of the project by utilising different areas where possible. The website is especially important in promoting the project and posting results and dissemination material. Search engine technology makes it possible for the information that is posted there to be retrieved and displayed with a few clicks of the mouse.

An external website can be used to provide a variety of information to the public while the internal website can be dedicated to improve communication between the partners. The website should be updated regularly in order to attract regular viewers who come to see what is new on the site. Moreover, downloadable versions of any literature and all publication material generated by the project are essential. The website should be heavily publicised in all printed documents and press releases.

### 3.6.3 Banner

A good practice in regard to linking to a project's website is the creation of a banner. A banner should be interesting and pleasant in order to capture the attention of the website's visitor. This banner can be downloaded by webmasters who would like to add a link to the project's website in their own sites. A link to the site would be then added to the banner so that when one clicks the banner, they are redirected to the project's site in a new window.

### 3.6.4 RSS Feeds

RSS stands for Really Simple Syndication. This technology uses XML and allows a user to subscribe to websites that offer the ability to provide RSS feeds. Feeds are typically provided on web content that changes or is updated regularly.

RSS is widely used by blogs and new organisations. In order to subscribe to and read an RSS feed, one must have an RSS reader (sometimes called a news aggregator). These programmes can check the feeds that the user has subscribed to and presents updates of these web pages

in a summary format, allowing the user to click on links to read more about an item on the feed. RSS-aware programs are available for various operating systems. Examples of this sort of website are the Drudge Report and the Huffington Post. There are also websites like Google News, DecaPost and World News Network where aggregation is entirely automatic, using algorithms which carry out contextual analysis and group similar stories together. Client-side readers and aggregators are typically constructed as standalone programs or extensions to existing programs such as web browsers. Many browsers have integrated support for RSS feeds.

As the mainstream media attempts to realise the full potential of RSS, the news media is utilising RSS by bypassing traditional news sources. Consumers and journalists are now able to have news constantly fed to them instead of searching for it.

### 3.6.5 Blogging

A blog is a type of website where entries are made (such as in a journal or diary), displayed in a reverse chronological order. Blogs often provide commentary or news and information on a particular subject. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic.

Blogs represent an opportunity for projects to better communicate with their audiences either directly (via partner and/or project blogs) or indirectly (via pitching third party blogs). Blogs can also help to connect with stakeholders. Blogging is seen as opening up a dialogue with stakeholders and this is seen by many as the main benefit. The dynamic of blogs is also creating changes in journalism and publishing across the globe.

A blog-platform creates a two-way conversation which can become a tremendous asset since it allows writers to learn from their readers.

### 3.6.6 Brochure

A 'flagship' brochure can 'serve as a prestigious calling card for presentation to influential readers' – European policy-makers, national and local authorities, potential partners, media representatives and so on (European Commission, 2004). Produced early in the lifetime of a project a brochure provides an overview of the project partnership, highlights the strengths of the network and reviews the background and technological/scientific rationale for undertaking an initiative. Targeted results and predictions for long-term impacts are also explained. The content should be designed to ensure longevity as such a document is a rather costly exercise.

### 3.6.7 Poster

The most common use of the poster is to describe individual strands of research at conferences, workshops and meetings. Generic posters can be used to introduce complete projects and networks to the wider world. These posters can be used at exhibitions and public meetings. The aim is to provide an eye-catching and thought-provoking presentation and contact or website details giving access to further information.

### 3.6.8 Newsletter

According to the European Commission (2004), a periodic newsletter offers the means to report unfolding developments during the course of a project. It can contain suitably edited versions of press releases, announcements of progress by single partners or workgroup collaborators, reports on conferences and meetings, news of milestone achievements, personnel announcements and finally information about forthcoming events. A newsletter can be circulated four to six times a year or in some cases once a year. This tool will be considered at a later stage of the project when stakeholders are more thoroughly examined and e-mail addresses of stakeholders gathered.

### 3.6.9 Publication on CDs and USBs

Publications on CDs and USB keys have the ability to combine speech and video sequences as well as PowerPoint slideshows. They can incorporate written texts and printable documents. Advantages of this tool are that they are inexpensive to reproduce and that they can be added to a press kit to provide valuable information to reporters who want to report on the project.

### 3.6.10 Press Kit

Press kits are full sets of material that are prepared for journalists. These include press releases covering the main messages that are being communicated. Relevant publications, brochures, handouts of presentation slides, even publications on CDs or USB Keys can be included in the press kits. CVs of relevant people are usually included as well and contact details for journalistic follow-up.

### 3.6.11 Direct e-mailing to Stakeholders

Direct e-mailing to stakeholders can be used when important events are organised by the project's partners. Direct contact with important stakeholders can help keep in touch with key people in European, national, regional or local levels. However, using this tool too often can have an opposite effect with stakeholders considering e-mails from a project as spam. This tool has to be used wisely and with specific aim.

### 3.6.12 Events

Project events are important as they can draw international attention to a project. They can be either introduced as Open/Final events or standalone 'flagship' events. However, such events are costly both in budget and time expenditure. They have to be properly organised and well-thought out before budget or/and time is dedicated to them.

The ACT SOCIAL project foresees the organisation of Open events in Greece and Bulgaria as well as Final events at the end of the project in order to attract attention of all project stakeholders and provide wide dissemination of project progress and results. Moreover, it is foreseen the organisation of two events (workshops) in Greece and Bulgaria in order to represent, disseminate and pilot the electronic platform which will be developed as the operational tool to assist people from remote areas who won't be able to reach the One Stop Shops, to have access to the information.

### 3.6.13 Invited Speakers

On many occasions, speakers are invited to present the work of a project or to do a keynote speech on the research topic they are currently associated with. This presents an excellent opportunity to promote a project and its objectives as well as to put the word out on future collaboration opportunities.

### 3.6.14 Presentations of the Project

Project presentations in national and international conferences as well as in other dissemination events are essential in increasing the stakeholders' awareness of the project. A PowerPoint slideshow or a video can be presented to an audience in order to create interest in the project and its results.

### 3.6.15 Social Media campaigns

Social media marketing is the process of taking advantage of various social media networks (like Facebook, Twitter, Google+, Instagram, Tumblr etc.) to promote the activities and the objectives of the ACT SOCIAL project. Because traffic from social media sites is usually highly targeted, the probability to draw attention to the project is generally higher than using a

search engine query. Another important benefit of traffic from social media is that it is essentially free or relatively low cost compared to other forms of traffic generation.

However, social media requires involvement, both in terms of keeping up with all the latest trends and in maintaining ongoing relationships with project target groups and stakeholders. Social media invites a two-way conversation between the poster of the information and the reader. If the project ignores the second part of the equation, then the marketing effort is most likely doomed to fail. In order to execute a successful social media marketing campaign, the project should review the following list of traits that define a successful campaign, as suggested by the Forbes Magazine.

1. Identification of target audience needs: What do the target audiences want? What are their needs with regards to project activities? The project events, the direct communication with the public and the theoretical studies will shed light on the specific needs of each target or stakeholder group. The promotional activities will then be structured around these needs.
2. Regular online presence with updates. It is essential that project partners post regular, useful or entertaining updates to maintain active online presence and high level of interest for all target groups. The more often the project shares interesting or informative content with fans and followers, the more often it will catch their attention. While it may seem counterproductive to spend time finding an article or blog post that project target groups and followers would like and then sharing it, it actually builds credibility and authority in the eyes of the readers. Over time, the project will become known as something to trust in the mind of its readers.
3. Building relationships with target groups and stakeholders. As mentioned above, creating relationships with target groups and stakeholders is one of the parts of social media marketing that gives it so much power. These relationships can be built by posting updates that users actually want to read, not just a never-ending stream of unrelated or uninteresting pitches. Project updates must be used to inform, entertain and address the needs of target audiences. Opening up a two-way conversation with them via the comments sections and

message boards that many social media sites include are paramount for the success of the campaign. These relationships build credibility and help keep the project in the mind of the reader.

4. Avoiding the pitfalls of going viral. Viral content is a posting or piece of information that someone has created that is shared by thousands, if not millions, of people across the Internet. This posting will often find itself on dozens of different sites. Some even make their way onto television news, and they will more than likely spawn many parodies and response postings. A piece of viral content can be a gold mine, albeit a short lived one, for the poster. However, determining whether or not something will go viral is like trying to write on water. Millions of dollars and Euros have been wasted by companies trying to create something that will go viral. Ninety-nine times out of a hundred, that piece of content wound up being ignored completely.

5. Maintaining a consistent message. When posting information across several different sites, it is easy for the message the sender is trying to convey to become garbled as they try to tailor it for a variety of media and audiences. The tone or codification of the message for Facebook will not work on Reddit or Twitter. This is important for the sender of the message to know as successful communication with online communities requires specific “language”.

6. Participation in the community. As stated above, social media sites are usually tightly knit communities. The users of these sites can spot marketers a mile away, usually because the marketer does nothing more on the site than post information about various products. In order to gain trust (and followers) within one of these communities, one must be willing to participate as well. This is usually done in the form of commenting on the postings of others and the sharing or re-sharing of posts that have absolutely nothing to do with marketing or consumerism.

7. Paying attention to the posts generated by the project. In the effort to maintain regular online presence, it is often tempting to skip editing, proofreading and screening the content of a post or a message. However, this entails a significant degree of risk. In the business world,

for example, unfiltered content has been the downfall of many companies trying to establish a social media presence, and some companies have even lost their entire business because they allowed someone to post rude or demeaning comments directed at unhappy customers. Even a simple spelling error can turn an innocent post into a racial slur, so it is imperative that project posts are screened, edited and proofread before coming online.

8. Raising awareness inside and outside of the Internet. The social media campaign must be effectively couple and matched will all other dissemination activities in order to raise the widest possible awareness of target groups and stakeholders who may be or may not be online.

## 4. Communication, Dissemination and Publicity Tools and Methods

Communication, dissemination and publicity tools and methods that will be implemented in the frame of the ACT SOCIAL project are described below in further detail.

### 4.1. The ACT SOCIAL Website

<p><b>Objective</b></p>	<ul style="list-style-type: none"> <li>• Access the website and information related to it</li> <li>• Domain: <a href="http://www.act-social.eu">www.act-social.eu</a></li> <li>• Advertise and spread the project</li> <li>• Advertise facts and results related to the project</li> <li>• Disseminate educational material</li> </ul>
<p><b>Key Message / Content</b></p>	<ul style="list-style-type: none"> <li>• Hosting all public information about the project along with a private partners section for project management purposes</li> </ul>
<p><b>Target Stakeholder</b></p>	<ul style="list-style-type: none"> <li>• Target group representatives: all categories</li> <li>• Providers through a private section</li> </ul>



<b>Information Required &amp; Level of Detail</b>	<ul style="list-style-type: none"> <li>• Tool including various content</li> <li>• Details of milestones including success levels</li> </ul>
<b>Information Provider</b>	<ul style="list-style-type: none"> <li>• Partners provide input and feedback (news, events etc.)</li> <li>• Web Site developed by LP</li> <li>• Partners can upload their working documents</li> </ul>
<b>Communication Methods</b>	See Appendix 1
<b>Activity Required for Production &amp; Delivery</b>	See Appendix 1
<b>Frequency &amp; Timing</b>	The website will be updated every 6 weeks or when a major achievement has been made.
<b>Feedback and Follow Up Activity</b>	Contact form to be included on the website.

Please see Appendix 1 for more detailed information about the Website.

#### 4.2. Project Identity

<b>Objective</b>	Creation of the special project's identity which will include the creation of the project's logo and slogan
<b>Target Stakeholder</b>	<ul style="list-style-type: none"> <li>• Target group representatives: all categories</li> </ul>
<b>Information Required &amp; Level of Detail</b>	<ul style="list-style-type: none"> <li>• Need to list relevant keywords and use them in the pages, titles</li> </ul>
<b>Information Provider</b>	Lead Partner

<b>Communication Methods</b>	<ul style="list-style-type: none"> <li>• Will be used in all dissemination printing material (leaflet, usb keys, folders etc)</li> </ul>
<b>Activity Required for Production &amp; Delivery</b>	<ul style="list-style-type: none"> <li>• Graphic design proposals</li> </ul>
<b>Frequency &amp; Timing</b>	<ul style="list-style-type: none"> <li>• Will be delivered from LP once</li> </ul>
<b>Feedback and Follow Up Activity</b>	-

#### 4.3. Printing Material

<b>Objective</b>	<p>Creation and Printing of Dissemination material with the logos of the ACT SOCIAL project and INTERREG programme, in quantities according to JoB for each partner. Specifically:</p> <ul style="list-style-type: none"> <li>• Folders</li> <li>• Notebooks</li> <li>• Pens</li> <li>• Big Posters for events</li> <li>• Roll Up, Banners</li> <li>• USB keys</li> </ul>
<b>Target Stakeholder</b>	<ul style="list-style-type: none"> <li>• Target group representatives: all categories</li> </ul>
<b>Information Required &amp; Level of Detail</b>	-
<b>Information Provider</b>	<ul style="list-style-type: none"> <li>• Lead Partner is responsible for the design</li> <li>• All the partners will print in quantities according to the JoB</li> </ul>
<b>Communication Methods</b>	<ul style="list-style-type: none"> <li>• Will be used and shared in all project's events and in the developed SE One Stop Shops (open – final events, workshops, seminars etc)</li> </ul>

<b>Activity Required for Production &amp; Delivery</b>	<ul style="list-style-type: none"> <li>• Graphic design proposals and printings</li> </ul>
<b>Frequency &amp; Timing</b>	<ul style="list-style-type: none"> <li>• According to the work programme</li> </ul>
<b>Feedback and Follow Up Activity</b>	-

#### 4.4. Information Days / Events

<b>Objective</b>	<ul style="list-style-type: none"> <li>• 2 Info Days will take place at the beginning (Open Events) and 2 at the end of the project (Final Events) in Greece and Bulgaria</li> </ul>
<b>Target Stakeholder</b>	Target groups and general public
<b>Information Required &amp; Level of Detail</b>	<ul style="list-style-type: none"> <li>• Appropriate room rental, ensuring accessibility, logistics infrastructure etc</li> </ul>
<b>Information Provider</b>	<ul style="list-style-type: none"> <li>• Lead Partner is responsible for the organization of the Open and Final Event in Greece</li> <li>• PB2 is the partner responsible for the organization of the Open Event in Bulgaria</li> <li>• PB3 is the partner responsible for the organization of the Final Event in Bulgaria</li> </ul>
<b>Communication Methods</b>	<ul style="list-style-type: none"> <li>• Sending of invitations, agendas, useful information and related material</li> </ul>
<b>Activity Required for Production &amp; Delivery</b>	<ul style="list-style-type: none"> <li>• Preparation of invitations, agendas, useful information and related material</li> </ul>
<b>Frequency &amp; Timing</b>	According to the project's workplan

<b>Feedback and Follow Up Activity</b>	Evaluation Questionnaire according to the Quality Management Plan
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#### 4.5. Search Engine Optimisation

<b>Objective</b>	Make sure that the website is highly ranked in search engines
<b>Target Stakeholder</b>	<ul style="list-style-type: none"> <li>• Major Search Engines</li> <li>• Stress upon 'national' SE with relevant languages</li> </ul>
<b>Information Required &amp; Level of Detail</b>	<ul style="list-style-type: none"> <li>• Need to list relevant keywords and use them in the pages, titles</li> <li>• Required tagging of the maps identified by SE</li> </ul>
<b>Information Provider</b>	All partners
<b>Communication Methods</b>	<ul style="list-style-type: none"> <li>• Web-based interactions with SEs</li> </ul>
<b>Activity Required for Production &amp; Delivery</b>	<ul style="list-style-type: none"> <li>• Create SE plan</li> </ul>
<b>Frequency &amp; Timing</b>	<ul style="list-style-type: none"> <li>• Set up strategy and check if the strategy works after a period of time (1 month)</li> <li>• Modify the SEO strategy according to project milestones</li> </ul>
<b>Feedback and Follow Up Activity</b>	<ul style="list-style-type: none"> <li>• Use traffic tools such as Google analytics and modify SEO strategy accordingly</li> </ul>

#### 4.6. Focused Links

<b>Objective</b>	To be exposed as the cross-border and European expert in the field of social economy and entrepreneurship with focus on the tourism and agricultural sector
<b>Key Message / Content</b>	Here is THE place for: <ul style="list-style-type: none"> <li>• Getting information and sources on Social Economy and Entrepreneurship on Tourism and Agricultural Sector</li> </ul>
<b>Target Stakeholder</b>	All relevant sites that have an interest in the field of social economy, social entrepreneurship, tourism and agricultural sector
<b>Information Required &amp; Level of Detail</b>	List of sites and their descriptions
<b>Information Provider</b>	<ul style="list-style-type: none"> <li>• Partners</li> <li>• Providers</li> </ul>
<b>Communication Methods</b>	Use of social bookmarking in order to list all of the sites to be linked in.
<b>Activity Required for Production &amp; Delivery</b>	Web browsing and contacting relevant sites for linking
<b>Frequency &amp; Timing</b>	According to the project milestones
<b>Feedback and Follow Up Activity</b>	<p>Check whether links are broken</p> <p>Check traffic to the sites and from the sites</p>

#### 4.7. Newsletters and Press Releases

<b>Objective</b>	Provide a way to keep key stakeholders informed on the current status of the project and project's activities
<b>Key Message / Content</b>	<ul style="list-style-type: none"> <li>• The electronic newsletter will contain projects highlights (major outcomes, links, contacts, dissemination activities).</li> <li>• Press releases will be released before and after each foreseen project's event</li> </ul>
<b>Target Stakeholder</b>	The <i>ACT SOCIAL</i> newsletter will target key stakeholders, on a voluntary basis (registration to the newsletter will be done through the project portal and various events).
<b>Information Required &amp; Level of Detail</b>	<p><b>General Sections:</b></p> <ol style="list-style-type: none"> <li>1. Updated Information about the stakeholders</li> <li>2. Events</li> </ol> <p><b>Local Section:</b></p> <ol style="list-style-type: none"> <li>1. Information specific to the country itself</li> </ol>
<b>Information Provider</b>	All partners
<b>Communication Methods</b>	<ul style="list-style-type: none"> <li>• All the Partners will be responsible for the editing and publishing of the 4 newsletters</li> <li>• All the Partners will be responsible for the editing and releasing of press releases</li> <li>• Languages: English (and Greek or Bulgarian based on local level press releases)</li> </ul>
<b>Activity Required for Production &amp; Delivery</b>	Gathering various content from the partners

<b>Frequency &amp; Timing</b>	To be issued on a regular and periodical basis <ul style="list-style-type: none"> <li>• Newsletters will be published</li> <li>• Press Releases based on the project's implementation progress</li> </ul>
<b>Feedback and Follow Up Activity</b>	Feedback from readers will allow fine-tuning of the newsletter

#### 4.8. Paper based Leaflets / Project Brochures

<b>Objective</b>	To be spread during various conferences, meetings
<b>Key Message / Content</b>	Convey project results Invite people to use the platform
<b>Target Stakeholder</b>	Visitors to conferences and events
<b>Information Required &amp; Level of Detail</b>	paper-based leaflet / brochure
<b>Information Provider</b>	All partners
<b>Communication Methods</b>	Main leaflet will be developed with additional content according to needs that maybe arise during the project's implementation
<b>Activity Required for Production &amp; Delivery</b>	Local distribution and translations
<b>Frequency &amp; Timing</b>	Need to update the leaflet regularly according to milestones
<b>Feedback and Follow Up Activity</b>	Get remarks from audience and make changes accordingly

#### 4.9. Online campaign / Social media campaign

<b>Objective</b>	To be present in the most popular social media platforms, such as Facebook, Twitter and the project website
<b>Target Stakeholder</b>	Social media users including all kinds of public and stakeholders
<b>Information Required &amp; Level of Detail</b>	Basic project information Project developments and results
<b>Information Provider</b>	Lead partner All partners
<b>Communication Methods</b>	Maintain project profiles on major social media platforms Regularly update profiles, allowing comments of all kinds
<b>Activity Required for Production &amp; Delivery</b>	Creation of profiles
<b>Frequency &amp; Timing</b>	According to milestones and at least once a fortnight
<b>Feedback and Follow Up Activity</b>	Keep track of comments on Facebook, Twitter and/or project website



#### 4.10. Radio Spot

<b>Objective</b>	To inform the public in 30 seconds duration, about the project and the services offered through it. The project within its 30sec duration shall convey the basic messages about the project.
<b>Target Stakeholder</b>	Public at local level – project’s target groups
<b>Information Required &amp; Level of Detail</b>	Basic project information Project developments and results
<b>Information Provider</b>	Lead partner All partners
<b>Communication Methods</b>	Released and published through a local radio station for a period of 30 days (3times per day)
<b>Activity Required for Production &amp; Delivery</b>	Production of the spot in three languages (Greek, Bulgarian and English)
<b>Frequency &amp; Timing</b>	3 times per day for a period of 30 days)
<b>Feedback and Follow Up Activity</b>	Keep track of the publication

#### 4.11. Internet Ads

<b>Objective</b>	Design of internet ads with the slogan and logo of the project and main messages regarding its scope and activity (total 10 internet ads).
<b>Target Stakeholder</b>	Project’s target groups
<b>Information Required &amp; Level of Detail</b>	Basic project information Project developments and results

<b>Information Provider</b>	All the partners
<b>Communication Methods</b>	Released and published through internet
<b>Activity Required for Production &amp; Delivery</b>	Production of the ads
<b>Frequency &amp; Timing</b>	10 internet ads based on the project's implementation progress
<b>Feedback and Follow Up Activity</b>	Keep track of the publication

#### 4.12. Media Entries

<b>Objective</b>	Creation of a registration template (model) with the message of the communication strategy, for the promotion of the project and its actions in press/print press (total of 10 entries).
<b>Target Stakeholder</b>	Project's target groups
<b>Information Required &amp; Level of Detail</b>	Key information about the project Results and achievements of the project
<b>Information Provider</b>	All the partners
<b>Communication Methods</b>	Published in the written press
<b>Activity Required for Production &amp; Delivery</b>	Production of the model/template

<b>Frequency &amp; Timing</b>	Based on the project's implementation progress
<b>Feedback and Follow Up Activity</b>	Keep track of the publication

## **5. Road Map of Communication and Dissemination Strategy implementation**

ACT SOCIAL dissemination activities shall be planned on the basis of ones described (proposed) in the above-mentioned sections including regular updates according to the passing time. But in case of some new, not mentioned propositions they shall also be reported and relevant decisions will be always made by the whole project consortium.

For effective planning activities, the regular updating is required as well as engagement of all partners to disseminate the knowledge evenly in all partner countries. The way of planning activities will be as follows:

- Partners propose activities they would like to undertake and give all necessary details;
- Lead Partner gathers and merges the input;
- Lead Partner presents all propositions during the project meetings;

The project consortium jointly decides what will be undertaken and by whom – in this way the responsibility is allocated to particular project partners.

## 5.1. Carrying out dissemination activities

**Performing previously planned dissemination activities consists always of three main steps:**

- Organization of the activity and preparation of all relevant staff (e.g. printing flyers, preparing presentations, etc.);
- Performing the event (e.g. giving the presentation, chairing the event, sending newsletter, publishing press release, etc.);
- Gathering all relevant pieces of information, data and feedback to report the activity.

The responsible partner shall undertake the aforementioned steps and keep lead partner informed on the progress of the performed activities.

**Rules and guidelines for performing particular activities:**

- Organizing the events shall be previously accepted by the whole consortium;
- All activities shall be always reported to the Lead Partner afterwards to the consortium (reporting sheet is provided in the Quality Plan);
- If necessary relevant partners shall be involved, for example in translations, descriptions of particular parts of the project's outputs, etc.
- Articles, press releases and newsletters shall be previously internally reviewed by the consortium before submitting for publication;
- All events shall be accompanied by leaflets distributed to event's participants and/or posters (put in relevant places to attract the wider audience);
- All presentations shall be made on the ACT SOCIAL template (is provided in the Quality Plan);

Since the whole dissemination process was divided into two main phases, all undertaken activities must be adjusted to the dissemination phase according to the current project's state (e.g. press releases or articles – in the beginning of the project describe the general idea of the project, its goals and expected outcomes, but in the functionalities development phase present the executed tasks and available tools, methodologies and research results, while the project's end phase activities shall summarize the results and show advantages, etc.).

## 5.2. Reporting on dissemination activities

Partners responsible for performing dissemination activities will report them after they are finished to the Lead Partner. The activities will be reported in a specific template (presented in the Quality Plan) in order to be described in a similar way and take into consideration all relevant aspects. In all the cases, activity material used shall be attached – e.g. presentation, article, press release, newsletter, etc.

## 5.3. Defining responsibilities

As mentioned above, responsibilities will be allocated during planning and accepting dissemination activities. However, there are some overall responsibilities, which can be defined at the very beginning, namely:

- Lead Partner is responsible for coordinating the whole dissemination process and keeping partners informed;
- All partners are responsible for updating information (e.g. events, new possibilities of publications, etc. mainly on national and local level) every six months (mainly information related to their countries);

- Partners performing a particular activity are responsible for reporting it to the Lead Partner;
- All the partners are responsible for preparing newsletters scheme and partners involved in the newsletter tasks are responsible for completing and checking the newsletter content;
- All partners are responsible for translating (if needed) and distributing newsletters;
- Partner performing a particular event is responsible for printing current flyers and/or posters and other dissemination material (depending on needs);
- Lead Partner is responsible for introducing changes in dissemination material (flyers and web site), e.g. in case of some specific needs of a particular event during which the material is expected to be used;
- Partners who are going to publish press release or articles are responsible for their preparation and informing the consortium about it;

#### 5.4. Collecting and updating information and data

Dissemination activities are performed within the whole project's duration according to the application form. Therefore, all needed pieces of information must be updated, since at the beginning of the project we are not able to predict all future possibilities and to recognize all opportunities for the project period. For this purpose, each of the partners is responsible to update information regularly.

## 5.5. Communication, Dissemination and Publicity Strategy

In order to increase the effectiveness of the dissemination and communication tools presented in the previous chapter, an integrated set of strategies is required that includes the following actions:

- Engaging all partners – increasing their commitment to project communication
- Strengthening the ability of partners to undertake initiatives
- Social networking – collaboration between partners and stakeholders
- Ensuring project participation in significant events
- Posting press releases on the Internet
- Translating dissemination material into programme languages and English, as possible
- Direct e-mailing to stakeholders about important events
- Increasing traffic to project website
- Using the right tools
- Getting feedback from stakeholders
- Readjusting dissemination plans according to needs.

## 5.6. Engaging all partners – increasing their commitment to project communication

Each dissemination activity is confined by space and time. Dissemination activities have the ability to disseminate knowledge in a local or national context by creating project awareness for a specific period of time. By engaging all partners in the dissemination and communication processes, the project makes sure that the awareness of project activities and results is increased. Thus, each partner is encouraged to participate in national, local and regional events and to create awareness of the project. Stakeholders and interested parties can also participate in this process.

## 5.7. Strengthening the Ability of Partners to Undertake Initiatives

For dissemination to be effective, it is important for all partners to feel free to engage in the dissemination activities. This will be specifically stated and its importance will be communicated during technical and other meetings when relevant discussions emerge. The dissemination material should be put into good use according to the opinions of each partner individually.

Open/Final and other dissemination activities can be organised according to local, national, cross-border as well as international needs according to the opinions of individual partners and organisations.

## 5.8. Social networking – collaboration between partners and stakeholders

Another important strategy that can help the previous two (engagement and the undertaking of initiatives) includes the collaboration between different partners (either within the same country or at cross-border level) when dissemination events are considered. In other words, partners will make efforts to form alliances in order to propose events and perform dissemination activities.

## 5.9. Ensuring project participation in significant events

It is important that project partners participate in significant events (other than the project's) in order to 'put the word out' on the project and its results. To this end, partners must identify and collect relevant events where the ACT SOCIAL project can have an important and catalytic presence.



### 5.10. Posting newsletters and press releases on the Internet

The Internet is an effective medium to disseminate results and one where researchers, stakeholders and interested parties have easy access. All partners will be encouraged during the course of the project to identify portals, especially in their national language, and to post the produced newsletters and press releases with the results of the project and press releases creating awareness of the existence of the ACT SOCIAL Project.

Each partner organisation is responsible for disseminating the newsletters and press releases in their native language. This strategy will enhance project's presence on the Internet and will provide several 'contact points' where links to the ACT SOCIAL Project website exist.

### 5.11. Increasing traffic to project website

Following the recommendations of the European Commission's 'A Guide to Successful Communications' (2004), the traffic to the website can be increased by:

- Actively encouraging linking from other websites
- Registering the website with the appropriate portals.

In order to address the first point on the list, all partners of the project will be encouraged to link to the website from their organisation's web site as well as from project lists that may appear on different locations on the web. Moreover, partners will create and post project descriptions and links to the ACT SOCIAL Project website that will upload to their organisations' websites.

A banner that can be downloaded by webmasters can help in increasing traffic to the ACT SOCIAL project website. This has to be interesting in order to capture attention.

In order to address the second point, a number of appropriate steps will be made. For example, in the Google portal ([www.google.com](http://www.google.com)), when entering the keywords "Actions for the Support and enhancement of Social entrepreneurship at Local level" or just "ACT SOCIAL", the Project's website should appear as the first or second result. The same strategy will be

implemented for all major search engines, such as the Bing ([www.bing.com](http://www.bing.com)) search engine amongst others.

Further additions will be taken during the course of the project.

### 5.12. Using the right tools

In the previous chapter, the tools that can be used for dissemination have been specified. It is important to select the right tools according to specific circumstances and goals. For example, press conferences can be costly so these are not to be used often. In more detail, the following tools are to be used as much as possible:

- Newspaper and electronic releases
- Presentations of the project
- Open and Final Events
- Newsletters
- Internet banner and adds
- Social media campaign
- Printing of Dissemination and Communication Material
- Production of the Radio Spot

Considering the breakdown of activities as described in the Application Form in force, the project partners will undertake the creation and use of the publicity tools below. However, it should be noted that these are the minimum required tools and by no means should the list be considered exhaustive. Partners should feel free to use and exploit any further publication tools referred to in this document.

## **1. Lead Partner:**

- Creation of Project logo and project slogan
- Design and development of the project website in three languages
- Organisation of the Open and Final Event in Greece
- Organisation of the event for the presentation and piloting the web platform in Greece
- Design and development of the communication and promotional material:
  - o Design and production of 1.000 leaflets (2 pages) in two languages (EN-GR)
  - o Design and production of 500 USB keys
  - o Design and production of 100 posters
  - o Design and production of 2 Big Event Posters
  - o Design and production of 900 folders
  - o Design and production of 2 e-newsletters
  - o Design and register 5 internet ads of the project
  - o Design and register 5 media entries (press) of the project
  - o Design of a Roll up - banner
  - o Design and production of a 30secs Radio Spot

## **2. Project Partner 2**

- Content contribution in all the promotional activities – provision of input and translation of the promotional material into Bulgarian
- Organisation of the Open Event in Bulgaria

- Design and development of the communication and promotional material<sup>3</sup>:
  - o Design and production of 1.300 leaflets (2 pages) in two languages (EN-BG)
  - o Design and production of 1.500 USB keys
  - o Design and production of 300 posters
  - o Design and production of 4 Roll – Ups
  - o Design and production of 1.000 folders
  - o Design and production of 1 e-newsletters
  - o Design and register 5 internet ads of the project
  - o Design and register 5 media entries (press) of the project
  - o Design and production of a 30secs Radio Spot

### **3. Project Partner 3**

- Content contribution in all the promotional activities – provision of input
- Organization of the Final Event in Bulgaria
- Organisation of the event for the presentation and piloting the web platform in Blagoevgrad
- Design and production of 1 e-newsletters

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<sup>3</sup> PP2 will also print for PP3

### 5.13. Readjusting dissemination plans according to needs

Project partners will make efforts to keep dissemination and communication of the project targeted, effective and up-to-date. If there are needs for greater efforts in disseminating to a specific stakeholder group or in using a specific tool, this is going to be observed and discussed among partners. Should such a case arise, readjustments of the partners' dissemination plan according to needs are going to be suggested.

### 5.14. Time schedule

Below is presented the time schedule of the implementation of dissemination activities. It is noted that this time schedule is indicative and can be reviewed by the partners according to the project's implementation needs.

<b>Dissemination and Communication Tools (Deliverables)</b>	<b>Estimated Date of delivery</b>
ACT SOCIAL Website	October 2018
Project's Identity (Logo and Slogan)	October 2018
Project's Leaflets (in three languages)	October 2018 from the LP. Reproduction from the PB2
Big Posters	October 2018 from the LP. Reproduction from the PB2
Banners	October 2018 from the LP. Reproduction from the PB2
USB Keys	October 2018 from the LP. Reproduction from the PB2

Folders	October 2018 from the LP. Reproduction from the PB2
Pens	Till the organisation of the Events
Notebooks	Till the organisation of the Events
Radio Spot	Till April 2019
Internet Ads	October 2018 from the LP. Reproduction from the PB2
Media Entries	October 2018 from the LP. Reproduction from the PB2
Information Days / Events	Till the end of the project upon agreement of the partners
Newsletters	One per semester or upon agreement of the partners for publishing milestones and/or important activities.
Press Releases	Before and after the organisation of events

## 6. Conclusions

This document outlines the Dissemination and Communication Plan for the ACT SOCIAL project. The plan has been established by firstly defining the objectives of dissemination, the project content to be disseminated, the target groups to be approached, the instruments and tools to be used, recommendations for the action plan and detailed dissemination methodology.

To establish a well-defined strategy, sections of this deliverable answer the questions of what needs to be disseminated, by whom and to whom, how, and why. All included propositions will be extended and updated, what will be involved in the dissemination report at the end of the project.

All project partners are going to be deeply involved in the dissemination process. The main dissemination objective is to widely spread the project's assumptions and results and to reach the variety of target groups according to the project's scope. In order to realize these dissemination goals particular activities will be undertaken.

Apart from the dissemination material that will be produced and printed (project logo, presentation template, flyers and website, dissemination material etc) the consortium is going to present the project using Internet, press, newsletters, articles etc., through organising and participating in events and updating the prepared material. Several newsletters and press releases are going to be published announcing the project's news. Special emphasis will be put on participating in events thematically related to the project's scope and raising ACT SOCIAL awareness among participants of these events.

## APPENDIX I

### Website Purpose

The website will have a dual purpose: (1) to be used universally by people outside the project, (2) to provide an internal project repository, and will be designed to fulfil the following criteria in order to help the project meet its aims:

- **Communication:** The project vision should be clear to anyone who visits the website. It may be useful to collate email addresses of the audience using the site so they can be sent newsletters and/or be notified when website content has been updated.
- **Interpretation:** A flexible and consistent metadata support should ensure that the published data is transparent and comprehensible to the user – especially when it comes to publishing results and statistics.
- **Stimulation:** The content and layout of the website should be visually appealing with a clear easy to use navigation framework to hold users interest.
- **Search and Navigation:** The website architecture must provide comprehensible navigation across the whole website. It must be easy to find the desired data inside the website. The response time should have a high priority.
- **Maintenance:** The development and maintenance of the project website should not just be the task of IT experts and the project staff. Strong support from the top management will be essential to ensure the website meets the aims of the Building Excellence through Accreditation Project.

The project website will contain links to the partner's websites. The website will be regularly updated and the public area will enable visitors to subscribe to the regular project newsletter. Partners will use the website themselves as well as encouraging other stakeholders to visit, so to fulfil:



- Dissemination of final project results
- Visibility of the initial achievements and project progress
- Intra-team communication in order to make easier the circulation of information within the group.

### **Website Layout and Features**

The website layout and features will be discussed among partners during the third technical meeting. Website elements will include information according to the matrix below.

<b>Page Name</b>	<b>Content Description</b>	<b>Links within Site</b>	<b>Links to Outside</b>
Home			
About the Project		Website of the Interreg V-A Greece – Bulgaria 2014-2020 Programme	
Objectives			
Results			
Partners		Websites of each partner	
Library			
News			
Technical Meetings / Events			
Useful Links	List of relevant sites		
Contact			

## **Website Update and Maintenance**

The website should be updated every six weeks, whenever there is news, or when a major achievement or deliverable is met. The update process will be as follows:

It is anticipated this process should take no longer than one week to undertake.

## **Web marketing**

The website should be visible on the Web and become the central place for ACT SOCIAL. In order to reach this position, the following process should take place:

- The Lead Partner will apply SEO methods
- The Lead Partner will update resources
- Partners will provide input with information, activities and resources

## APPENDIX II

<b>The ACT SOCIAL Project</b>	
<b>Dissemination and Promotion Activity Reporting Template</b>	
Date:	Date of the report
Partner:	Partner reporting
Dissemination Activity:	Short description of the activity
Type of Activity:	Type of activity (presentation, workshop, publication, etc)
Date of Activity:	Date of activity
Place of Activity:	Place where the activity takes place
Performer:	Partner performing the activity
Summary:	Summary of the activity

Comments/feedback:	Various comments and feedback reporting
Material Attachments:	as Specify attachments to the report (PPT, Text files etc) which supported the activity