

Urban N.O.S.E.

Template for dissemination of Local Action Plans

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Communication Plan's Strategy and Objectives

The strategy at the base of public awareness campaigns and advertising is provided, on one hand, to ensure maximum transparency in the use of public resources, on the other, to mobilising institutional, local, economic and social, national and international operators for a full and effective use of financial resources and for a greater awareness about the contents of the LAP and the actions to be taken.

The **strategy**, although characterised by flexibility to meet the needs of the population, will take account of four key elements of the methodology of action for dissemination:

- *Information (documentation);*
- *Coordination of actions / integration;*
- *Hearing-investigation (methodology);*
- *Action / evaluation / planning.*

Communication and dissemination activities have the **overall objective** to inform, raise awareness and make participating in all the activities included in the LAP population, public and private entrepreneurs, external stakeholders and the productive forces in general, researchers, practitioners , technicians and consumers.

Specific objectives of the Communication Plan are to:

- *raise awareness and mobilise all the actors of urban development;*
- *let participate actively the local population to choices and initiatives;*

- *let reflect on the local potential of development;*
- *encourage membership (cultural identity) of the population to the territory;*
- *maintain and / or rediscover the richness of cultural diversity;*
- *promote inclusive development actions that enhance the local heritage and environment.*

Recipients of the actions of communication

The information and dissemination activities will be directed to the following main categories of internal and external users (TARGET):

- *potential beneficiaries;*
- *regional and local authorities and other public authorities;*
- *professional organisations and economic environments;*
- *economic and social partners;*
- *NGOs, especially bodies to promote equal opportunities, cultural ones and those who work to protect and improve the environment;*
- *operators or promoters of social economy projects ;*
- *consumer users and the public in general.*

The recipients of the communication actions in relation to the objectives of communication are varied in external (not residing in the territory of implementation of the LAP) and internal (residents).

Audience

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> <input type="checkbox"/> Entrepreneurs <input type="checkbox"/> Local Institutions <input type="checkbox"/> Regional Institutions <input type="checkbox"/> Local Media <input type="checkbox"/> Regional Media <input type="checkbox"/> Economic Media <input type="checkbox"/> Generalist Media <input type="checkbox"/> Resident population 	<ul style="list-style-type: none"> <input type="checkbox"/> Frequent Tourists <input type="checkbox"/> Tourists to be acquired <input type="checkbox"/> Specialised Press <input type="checkbox"/> Generalist Media <input type="checkbox"/> Internet Browsers <input type="checkbox"/> Foreign Press <input type="checkbox"/> Other Stakeholders

Purpose of communication

To INTERNAL PUBLIC	To EXTERNAL PUBLIC
<ul style="list-style-type: none"> - Inform about the project - Create participation - Raise awareness towards the protection of the urban environment - Encourage the institutions to take measures for protection and enhancement - Communicate new opportunities in respect of local identities - Research and reworking of local cultural contents 	<ul style="list-style-type: none"> - Publicise the territory for economic, social, environmental, tourism and cultural purposes - Publicise the products and services arising by the social economy - Show your identity heritage, with all its peculiarities - Strengthen the knowledge of social business incubators - Highlight the innovative aspects and the opportunities offered by the territory, while respecting local particularities

Advertising requirements common to all co-financed initiatives

The communication plan ensures compliance with the provisions of the EC regulations in force and any specific provisions of the competent authority on information and publicity about interventions from the Structural Funds. In particular, we will comply, for each of the action taken, the following advertising requirements:

- *at the meetings informative display of the flag in the lounge;*
- *in the promotional material, websites, audiovisual material, posters, brochures, or whatever is distributed, they will be well seen the logos of the European Union, of the Programme URBACT II, of the region and the municipality of reference;*
- *a copy of all documentation of the demonstration activities will be sent to the contact person for the communication action plan, together with the material distributed during meetings;*
- *will also be sent copies of all publications and audio-visual material made in the implementation of LAP.*

Strategic issues of communication

- Social Economy as a bearer of values.
- Presence of ethnic and cultural uniqueness.
- Good organisation of the receptive area.
- Environmental and landscape wealth and integrity.
- Relevant environmental and social values.
- Quality of local products / services.
- Implementation and evaluation of LAP.

Expected Quantity of communication actions and tools

Communication actions and tools	Quantity
- Thematic meetings (direct contacts with opinion leaders, operators, etc..)	36
- Official site (updates and news)	70
- Press Releases	36
- Posters	15
- Brochures, leaflets, etc..	12
- Conferences	12
- Events	6
- Television (dedicated services and spaces)	36
- Social networks "Facebook" and others (n° of members)	500
- Publications	9

Tools used

RECIPIENTS	INCEPTION PHASE	INTERIM PHASE	FINAL PHASE
Entrepreneurs	<i>TM; OS; PR; P; LB;C;</i> <i>PB</i>	<i>TM; OS; PR; P; LB;C;</i> <i>PB</i>	<i>TM; OS; PR; P; LB;C; E</i> <i>PB</i>
Local Institutions	<i>TM; OS; LB;</i>	<i>TM; OS; LB;</i>	<i>TM; OS; LB;</i>
Regional Institution	<i>TM; OS, LB;</i>	<i>TM; OS; LB;</i>	<i>TM; OS; LB; C</i>
Local Media	<i>PR; C</i>	<i>PR; C</i>	<i>PR; C, E</i>
Regional Media	<i>PR</i>	<i>PR</i>	<i>PR</i>
Economic Media		<i>PR; C</i>	<i>PR; C, E</i>
Generalist Media	<i>PR; C</i>	<i>PR; C</i>	<i>PR; C, E</i>
Population	<i>TM; OS; PR; P; LB;C;</i> <i>TV; FB; PB</i>	<i>TM; OS; PR; P; LB;C;</i> <i>TV; FB; PB</i>	<i>TM; OS; PR; P; LB;C; E</i> <i>TV; FB; PB</i>

Symbol key

<i>Instrument</i>	<i>Acronym</i>
Thematic meetings	<i>TM</i>
Official site (update)	<i>OS</i>
Press Releases	<i>PR</i>
Posters	<i>P</i>
Leaflets, brochures, etc..	<i>LB</i>
Conferences	<i>C</i>
Events	<i>E</i>
Television	<i>TV</i>
Facebook Social Network	<i>FB</i>
Publications	<i>PB</i>

Timing - volume of communication

Recipients	PHASE		
	Inception	Interim	Final
Entrepreneurs	High	High	High
Local Institutions	High	High	High
Regional Institutions	Average	Average	Average
Local Media	High	High	High
Regional Media	Average	Average	Average
Economic Media	Low	Average	Average
Generalist Media	Low	Low	Low
Population	High	High	High

Symbol key

High	High
Average	Average
Low	Low

Compared to the usual tools used by the thematic network Urban NOSE, it would be worth to testing, at least, two of them in particular:

- **Television:** one may sign a contract with the local television stations for the purchase of "independent" containers that the LSG will use for all institutional communications, events, projections of results, etc.. with a predetermined format in outline, divided by subject areas with acronyms \ Opening and closing billboards for each category.

The container might be produced easily and at low cost even in folders (properly animating photos and data supplied by the press office / Resp. Project Communication) by adding ad hoc video contributions or recovered from various sources (Youtube, Street reporter, etc.).

- **Facebook and other social networks:** opening of a business account on Facebook (or Twitter, Tuenti, etc.), not as simply a window (for this purpose there is the corporate website "www.urbact.eu") but as a truly cross-cutting means for all business activities of the partner cities.

The *Business Account* will contain information on all activities carried out by Urban NOSE and references to the various axes, measures and activities of the LAP in each partner city.

Fans of Urban NOSE (beneficiaries, institutions, local universities, private associations, etc..) will be able to share (receive and insert) **videos, photos, external tags**, reviews and opinions, to create and invite to events.

Through this tool can also be very easily carried out **surveys**, analysis of statistics related to: impressions, clicks, demographic info on fans , etc ...

They can also be developed at a low cost interactive applications.