

Urban N.O.S.E. Network of Social Enterprises



Guidance Note

upon the production of the project Final Report

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Connecting cities
Building successes



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Final Report's Strategy and Objectives

The strategy at the base of the Final Report redaction is directed, on one hand, to ensure maximum transparency in the project results attained by the thematic network, on the other, to mobilising institutional, local, economic and social, national and international actors for a full and effective use of the network resources and for a greater awareness about the results achieved and the possible, future actions to be taken.

The **strategy** should mix the right level of flexibility, to meet the needs of the different targeted recipients, and should take account of the methodology of action for dissemination:

- *Information (documentation);*
- *Provoking inspiration;*
- *Allowing further investigation;*
- *Giving room for action / evaluation / further planning.*

The Final Report has the **overall objective** to inform, communicate and disseminate, raise awareness and make sharing the experience made through the project among decision-makers, practitioners, public and private entrepreneurs, external stakeholders and the productive forces in general, researchers, technicians, consumers, up to EU and other worldwide institutions.

Specific objectives of the Communication Plan are to:

- *raise awareness and mobilise all the actors of urban development;*
- *let share actively the EU population about the project results;*
- *let reflect on the project potential of development;*
- *encourage evaluation of the project achievements;*
- *valorise the richness of cultural diversity among the EU partner cities.*

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 socio-economic environments;*
- *economic and social partners;*
- *Universities and research centres*
- *NGOs, especially bodies promoting equal opportunities, job inclusion, social economy, green economy, knowledge economy, etc.;*
- *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 the Final Report are varied in external (not residing in the territories of implementation of the thematic network) and internal (residents).

Audience

INTERNAL	EXTERNAL
<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"/> Social Media <input type="checkbox"/> Generalist Media <input type="checkbox"/> Resident population	<input type="checkbox"/> Specialised Press <input type="checkbox"/> Generalist Media <input type="checkbox"/> Internet Browsers <input type="checkbox"/> Social Networks <input type="checkbox"/> Foreign Press <input type="checkbox"/> EU Institutions <input type="checkbox"/> Other International Stakeholders

Purpose of the Final Report's communication

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To INTERNAL PUBLIC	To EXTERNAL PUBLIC
<ul style="list-style-type: none"> - Inform about the project - Create curiosity and reflection - Raise awareness towards the project contents and results - Encourage the institutions to take measures in the direction of the project - Communicate new opportunities in respect of social economy - Research and reworking on social enterprise incubators 	<ul style="list-style-type: none"> - Publicise the territory for social economy purposes - Publicise the products and services arising by the social economy - Show your thematic network, with all its peculiarities - Strengthen the knowledge of social business incubators - Highlight the innovative aspects and the opportunities offered by the project, while respecting local particularities

Advertising requirements common to all co-financed initiatives

The Final report, being an official publication of the thematic network, 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, it should be complied, for each of the action taken, the following advertising requirements:

- *in the Final Report, to be distributed, they will be well seen the logos of the European Union, of the Programme URBACT II, of the Member State and the municipality of reference;*
- *a number of copies of the Final Report previously agreed with the URBACT Secretariat will be sent to the contact person in Paris (e.g., to Laura Caldironi);*
- *will also be sent copies of the Final Report to other local, regional, national and international institutions.*

Strategic chapters of the Final Report

Here below, the minimum of chapters expected in the Final Report

- Preface (decision-maker, elected member)
- Introduction (project coordinator)

- Short description of the project
- Presentation of the partnership
- Urban N.O.S.E. Numbers
- Handbook on the collection of good practices
- Guide to the case studies produced by the network
- Guide to the LAPs produced by the network
- Conclusions (Lead expert)

Finally, at least one page has to be dedicated to reference points in the partner cities (including the Lead partner), with a mention of each local project coordinator and his local staff

Format of the Final Report

As for the format of the Final Report publication, it is left to the free choice of the Lead partner, possibly shared with the whole partnership and the project management team, with particular reference to the Project Communication manager.

Here, only a little suggestion upon practical and comfortable solutions: for example, pocket size, easy to carry with you or with removable cards or papers for easier reference.

Not forgetting, however, the care of the aesthetic of the Final Report, which must arouse inspiration and curiosity (for example, a square rather than classical rectangular size; soft pastel colours that do not attack the reader, handwriting attractive, free and modern, etc.). It goes without saying about the correct use of photos and explanatory panels, that must be chosen with care and inserted in a harmonised way.

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 255 cities, 29 countries, and 5,000 active participants

www.urbact.eu/project



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT

