

# TRANSDANUBE

## WP2 – Communication activities

### Kick-Off-Meeting

Vienna, Dec. 10 – 12, 2012

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- General info about the WP
- Special responsibilities
- Actions of the WP
- Budget
- Timetable
- Outputs and results
- Activities in the first period (01/10/2012-31/03/2013)

# General Information about WP2

The WP will deal with different tasks:

- communication plan
- project website
- newsletter
- 2 Conferences
- general brochure
- press releases
- participation and presentation on external conferences and workshops
- internal communication

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# Special responsibilities

**PP4 WPRED**: Workpackage coordination

**PP2 BGLD**: Creation of project website

**PP5 BBTDM**: Creation of project brochure

**PP3 BSGR**: Organization of mid-term  
conference

**IPA PP2 RARIS**: Organization of final  
conference.

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WP2 consists of 5 different types of activities

1. Communication Plan
2. Media-communication/dissemination
3. Non-media communication/website
4. Mid-term and final conference
5. Internal communication

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# 2.1 Communication Plan

## **Timeframe:**

01/10/2012 - 31/01/2013.

## **Tasks:**

- Nomination of communication manager
- Draft communication plan
- Final communication plan

## **Responsibilities:**

### PP4 WPRED

- nominate communication manager
- development of draft communication plan
- finalization of communication plan after kick off meeting
- annual evaluation of communication plan

### All PPs

- Inputs to communication plan, annual evaluation.

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## 2.2 Media- communication/dissemination

### **Timeframe:**

01/01/2013 - 30/09/2014.

### **Tasks:**

- press contacts and press releases
- At specific events press conferences on the project (see also act. 4.3 marketing measures DTC - PP1)

### **Responsibilities:**

#### PP4 WPRED:

- press releases on project level,
- together with meeting/conference hosts: organisation of press conferences at project events,
- elaborate media contact list

#### All PP and ASP:

- provide media contacts to CM,
- liasoning with regional/national/international media,
- regional/national/international press releases (including translation into local language).

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# 2.3 Non-media communication/website

## **Timeframe:**

01/11/2012 - 30/09/2013.

## **Tasks:**

- One project website (language: English; available beyond project end; contain an internal section)
- project folder (additional factsheets)
- transnational brochure available in a printed and a digital (pdf) version.
- electronic newsletter

## **Responsibilities:**

### PP2 BGLD:

- Establishment and operation of website, keeping it online after project end.

### PP4 WPRED:

- Communication manager together with WP-Leaders will draft inputs for the Website
- 3 e-newsletters

### PP5 BBTDM:

- project brochure

### All PP/ASPs:

- Inputs for presentation on the website and in the e-newsletter.
- Participation in other events and dissemination

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## 2.4 Mid-term and final conference

### **Timeframe:**

01/04/2013 - 14/09/2014.

### **Tasks:**

- PP3 BSGR organises a mid-term conference
- IPA02 RARIS organises a final conference as an event on which all project achievements will be presented.

### **Responsibilities:**

#### PP3 BSGR:

- organisation, implementation of mid-term conference

#### IPA PP2 RARIS:

- organisation, implementation of final conference

#### PP4 WPRED:

- support in media work before, at and after every conference.

#### All PP/ASP and Observers:

- Active support for preparing contents, organisation of speakers, invitation to and communication on the event.

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# 2.5 Internal communication

## **Timeframe:**

01/11/2012 - 30/09/2014.

## **Tasks:**

- communication plan: internal communication guidance document.
- website: key tool for the internal communication.
- goals:
  - efficient communication flow
  - keeping project partners up to date
  - exchange knowledge on project activities, experiences helpful to the partnership
  - ensure common understanding of goals
- be clear on decision making processes and how to implement them.
- Common methodology (Act. 3.1) for the implementation of the project activities.
- Project templates including a logo and other elements of a common design.

## **Responsibilities:**

### LP/PM:

- draft for internal project communication - part of the communication
- Keeping whole partnership updated

### PP2 BGLD:

- Cooperate identity of the project including a project logo, subjects and templates for reports and presentations.

### WP Leaders:

- coordination of the work packages,

### All PPs:

- appoint an internal project leader and an administrator
- Active approach and tight communication.

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# Planned budget

| WP2 BUDGET              |                     |                    |                    |                     |                    |                   |                          |                     |
|-------------------------|---------------------|--------------------|--------------------|---------------------|--------------------|-------------------|--------------------------|---------------------|
| Name of Partner         | Internal            |                    |                    | Total internal      | External           | Equipment         | Financial charges, guar. | TOTAL               |
|                         | Staff               | Overhead           | Travel             |                     |                    |                   |                          |                     |
| LP - EAA                | 23 040,00 €         | 1 843,20 €         | 2 500,00 €         | 27 383,20 €         | - €                | - €               | - €                      | <b>27 383,20 €</b>  |
| ERDF PP1 - DTC          | 15 400,00 €         | 1 232,00 €         | 2 500,00 €         | 19 132,00 €         | 1 000,00 €         | - €               | - €                      | <b>20 132,00 €</b>  |
| ERDF PP2 - BGLD         | 17 500,00 €         | 1 400,00 €         | - €                | 18 900,00 €         | 3 000,00 €         | - €               | - €                      | <b>21 900,00 €</b>  |
| ERDF PP3 - BSGR         | 16 500,00 €         | 1 320,00 €         | 1 300,00 €         | 19 120,00 €         | 9 000,00 €         | - €               | - €                      | <b>28 120,00 €</b>  |
| ERDF PP4 - WPRED        | 19 200,00 €         | 3 840,00 €         | 5 100,00 €         | 28 140,00 €         | 23 100,00 €        | - €               | - €                      | <b>51 240,00 €</b>  |
| ERDF PP5 - BBTDM        | 10 000,00 €         | 800,00 €           | 7 500,00 €         | 18 300,00 €         | 13 000,00 €        | - €               | - €                      | <b>31 300,00 €</b>  |
| ERDF PP6 - Vidin Region | 6 340,00 €          | 507,20 €           | 4 000,00 €         | 10 847,20 €         | 6 400,00 €         | - €               | - €                      | <b>17 247,20 €</b>  |
| ERDF PP7 - CSDCS        | 3 000,00 €          | 240,00 €           | 6 000,00 €         | 9 240,00 €          | 6 000,00 €         | - €               | - €                      | <b>15 240,00 €</b>  |
| ERDF PP8 - INCDT        | 7 680,00 €          | 614,40 €           | 3 100,00 €         | 11 394,40 €         | 1 300,00 €         | 1 000,00 €        | - €                      | <b>13 694,40 €</b>  |
| ERDF PP9 - SERDA        | 6 500,00 €          | 520,00 €           | 3 500,00 €         | 10 520,00 €         | 4 000,00 €         | - €               | - €                      | <b>14 520,00 €</b>  |
| ERDF PP10 - SKCYCLO     | 3 690,00 €          | 295,20 €           | 1 000,00 €         | 4 985,20 €          | - €                | - €               | - €                      | <b>4 985,20 €</b>   |
| ERDF 20% PP1 - DO       | 14 000,00 €         | 1 120,00 €         | 1 000,00 €         | 16 120,00 €         | 2 000,00 €         | - €               | - €                      | <b>18 120,00 €</b>  |
| IPA-I PP1 - DCC         | 3 300,00 €          | 264,00 €           | 2 300,00 €         | 5 864,00 €          | 2 500,00 €         | - €               | 500,00 €                 | <b>8 864,00 €</b>   |
| IPA-I PP2 - RARIS       | 2 000,00 €          | 160,00 €           | 500,00 €           | 2 660,00 €          | 19 900,00 €        | - €               | - €                      | <b>22 560,00 €</b>  |
| <b>TOTAL</b>            | <b>148 150,00 €</b> | <b>14 156,00 €</b> | <b>40 300,00 €</b> | <b>202 606,00 €</b> | <b>91 200,00 €</b> | <b>1 000,00 €</b> | <b>500,00 €</b>          | <b>295 306,00 €</b> |

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# GANTT diagram



| Task name   | Responsible  | 2012 |    |    | 2013 |    |    |    |    |    |    |    |    |    |    |    | 2014 |    |    |    |    |    |    |    |    |    |  |  |
|---|--------------|------|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|--|--|
|   |              | 10   | 11 | 12 | 01   | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 01   | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 |  |  |
| <b>WP2 – Communication activities</b>                     | <b>WPRED</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
|   | <b>WPRED</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.1 Communication Plan</b>                             | <b>WPRED</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.2 Media-communication/ dissemination</b>             | <b>WPRED</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.3 Non-media communication/ website</b>               | <b>BGLD</b>  |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.4 Mid-term conference</b>                            | <b>BSGR</b>  |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.4 Final conference</b>                               | <b>RARIS</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.5 Internal communication</b>                         | <b>LP/PM</b> |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |
| <b>2.5 Creation of project logo and project templates</b> | <b>BGLD</b>  |      |    |    |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |  |  |

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# Timing of the outputs

| WP2                                   |                     |   | Period 1   | Period 2   | Period 3    | Period 4    | Period 5    | TOTAL                        |
|---------------------------------------|---------------------|---|------------|------------|-------------|-------------|-------------|------------------------------|
|                                       |                     |   | 2012.10.01 | 2013.04.01 | 2013.07.01. | 2014.01.01. | 2014.07.01. |                              |
| Concrete outputs                      | Responsible partner | Participating partners                                      | 2013.03.31 | 2013.06.30 | 2013.12.31. | 2014.06.30. | 2014.09.30. | until the end of the project |
| O2.1.1. Communication plan            | ERDF PP4 - WPRED    | all other PPs   | 1          |            |             |             |             | 1                            |
| O2.2.1. Press conferences             | ERDF PP4 - WPRED    | together with hosts of kick off, mid-term, final conference | 1          |            |             | 1           | 1           | 3                            |
| O2.2.2. Press releases                | ERDF PP4 - WPRED    | together with LP  | 1          |            |             | 1           | 1           | 3                            |
| O2.2.3. Media contact list (database) | ERDF PP4 - WPRED    | all other PPs   |            |            | 1           |             |             | 1                            |
| O2.3.1. Project website               | ERDF PP2 – BGLD     | LP, WPLeaders, all other PPs                                |            | 1          |             |             |             | 1                            |
| O2.3.2. Project brochure              | ERDF PP5 - BBTDM    | LP, WPLeaders, all other PPs                                |            |            |             |             | 1           | 1                            |
| O2.3.3. Project newsletters           | ERDF PP4 – WPRED    | LP, WPLeaders, all other PPs                                | 1          |            | 1           |             | 1           | 3                            |
| O2.4.1. Project mid-term conference   | ERDF PP3 – BSGR     | LP, PP4, all other PPs                                      |            |            |             | 1           |             | 1                            |
| O2.4.2. Project final conference      | IPA-I PP2 - RARIS   | LP, PP4, all other PPs                                      |            |            |             |             | 1           | 1                            |

# Non mandatory indicators related to WP2

| Name of indicator  | Type   | Number until the end of the project |
|--|--------|-------------------------------------|
| 01. No of articles/appearances published in the press and in other media (including online media, TV, radio) | output | 20                                  |
| 03. Average of hits per month on the project's website   | output | 2000                                |
| 05. No of transnational events implemented,  | output | 2                                   |
| 06. No of national events implemented  | output | 9                                   |
| 07. No of regional events implemented,   | output | 12                                  |
| 08. No of study visits organised,  | output | 7                                   |
| 02. No of individuals reached directly through dissemination outputs in the co-operation area                | result | 15000                               |
| 03. No of administrative actors reached directly through dissemination outputs in the co-operation area      | result | 300                                 |
| 04. No of private sector actors reached directly through dissemination outputs in the co-operation area      | result | 500                                 |
| 05. No of SMEs reached directly through dissemination outputs in the co-operation area                       | result | 50                                  |

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# Deadlines in the first period

| WHAT   | WHO     | UNTIL                       |
|--|---------|-----------------------------|
| 2.1 Nomination of Comm. manager                    | WPRED   | 01/12/2012                  |
| 2.1 Draft for Communication Plan                   | WPRED   | Kick-Off meeting 11/12/2012 |
| 2.1 Inputs to Communication Plan                   | All PPs | 15/01/2013                  |
| 2.1 Final Communication Plan                       | WPRED   | 15/02/2013                  |
| 2.2 Send 20 contacts to media list                 | All PPs | 31/12/2012                  |
| 2.2 First press release                            | WPRED   | 15/01/2013                  |
| 2.2 Translation and dissemination of press release | All PPs | 31/01/2013                  |
| 2.3 Draft project website                          | BGLD    | 15/02/2013                  |
| 2.3 Inputs for e-newsletter                        | All PPs | 31/01/2013                  |
| 2.3 First e-newsletter                             | WPRED   | 01/03/2013                  |
| 2.5 Cooperate identity (logo, templates etc.)      | BGLD    | 15/02/2013                  |

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**Thank you for  
your kind  
attention!**



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