

2012



[EUROPEAN DISSEMINATION OF RESULTS]

This dissemination plan aims to provide all project partners with guidelines on planning and organising communication and dissemination activities within the CreativeCH project.



CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

FP7-SCIENCE-IN-SOCIETY-2011-1
Grant Agreement No. 289076

Page | 1

CreativeCH

Creative Cooperation in Cultural Heritage

SiS.2011.1.3.4-1

European dissemination of results – first plan

Deliverable number:	D5.1
Dissemination level:	Public
Delivery date:	30 March 2012
Status:	Final Version
Author(s)	Evandro Oliveira (MFG)



CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.



Project acronym: **CreativeCH**
 Project full Title: Creative Cooperation in Cultural Heritage
 Grant agreement no: 289076

Deliverable / document information:

Deliverable nr. / title:	D5.1 European dissemination of results – first plan
Document title:	120320_WP5_CreativeCH_disseminationPlan__v6
Author(s):	Evandro Oliveira (MFG)
Dissemination level / distribution	Public

Document revision history:

Version / Date:	Changes / approval:	Author / approved by:
v0.1 / 25.02.12	First draft structure and content	E. Oliveira (MFG)
v0.2 / 27.02.12	Inclusion of visuals	E. Oliveira (MFG)
v0.3 / 27.02.12	Wording based on language review	P. Newrly (MFG)
v0.4 / 01.03.12	Editing of all chapters	G. Geser (SRFG)
v0.5 / 20.03.12	Document review	All partners
v06 / 28.03.12	Last review, native proof-reader and EU logo change	E.Oliveira (MFG) P. Newrly (MFG)
Final / 30.03.12	Full document approved	F. Niccolucci (PIN)

DISCLAIMER

The information in this document is subject to change without notice.

LICENSED UNDER CC BY-NC-SA

The document is licensed under CC BY-NC-SA. This document reflects only the authors' view. The European Commission is not liable for the content of the present document and any use that may be made of the information contained herein.



Table of Contents

1. EXECUTIVE SUMMARY	3
3. THE CREATIVECH PROJECT	6
4. COMMUNICATION STRATEGY	13
4.1 COMMUNICATION & DISSEMINATION GOALS.....	15
4.2 CORE MESSAGE	17
4.3 TARGET AUDIENCES: PERSPECTIVES AND MESSAGES.....	18
4.4 CHANNELS	22
4.5 SUCCESS CONDITIONS.....	25
4.6 SWOT ANALYSIS.....	26
4.7 TIMETABLE	27
5. EU LOGO AND PUBLICITY RULES AND REQUIREMENTS	28
6. COMMUNICATION AND DISSEMINATION INFRASTRUCTURE	30
6.1 VISUAL IDENTITY	31
6.2 PROJECT WEBSITE	36
6.3 SOCIAL MEDIA	41
6.4 PROMOTION MATERIAL AND PUBLICATIONS.....	42
6.6 MEDIA WORK.....	46
6.7 EVENTS AND PRESENTATIONS	47
7. INTERNAL COMMUNICATION.....	49
8. CONDITIONS AND PROCESSES FOR SUCCESS.....	51
9. ANNEXES.	53
9.1 WORD TEMPLATE.....	53
9.2 POWERPOINT TEMPLATE.....	54
9.3 DISSEMINATION REPORT TEMPLATE.....	55
9.4 SHORT DOCUMENT TEMPLATE	56
9.5 PRESS RELEASE ELEMENTS.....	57
9.6 REGIONAL COMMUNICATIONS PLAN	58
9.7 INTERNAL COMMUNICATION TEMPLATE.....	61



1. Executive Summary

This document is the **Dissemination and Communication Plan for the CreativeCH project** and sets out **guidelines and the roles of the key actors** involved in the WP5 – European Dissemination of results, namely the Communication Lead Partner (MFG Public Innovation Agency for IT and Media), the Lead Partner (PIN – Servizi Didattici e Scientifici per l'Università di Firenze s.c.r.l) and the Regional Communication Coordinators (RCCs) from the other consortium members.

In this document also covers in detail **the infrastructure** to be developed and **deployed for the efficient and effective communication** of the project to its target-groups and for **efficient internal communication (among the project partners)**. In order to ensure a project coherent appearance, it will also provide guidance for locally produced material¹. Furthermore, it includes all the background information regarding the **corporate identity and main deliverables**; and **a roadmap for the evaluation** of all communication activities

The aims of the communication & dissemination strategy are:

- To **maximize** the influence that will be exercised by **CreativeCH** towards promoting and encouraging cooperation and mutual innovation among organisations of Science&Technology (S&T), Cultural Heritage and Cultural and Creative Industries (CCI).
- To **increase** the participation and engage young people in this cooperation, making them understand why **CreativeCH** and cultural diversity are key European assets.
- To **enlarge** the impact that the **CreativeCH** project will have on public

The dissemination and communication strategy is divided into the following chapters:

Chapter 3: Short overview of the project, in order to make a better understanding of the context in which the dissemination and communication strategy is established. The objectives of and benefits from the project are of particular importance for the adoption of an effective strategy. The same is true for the presentation of the project's partners, which highlights the Consortium's strengths and uniqueness.

¹ As described in the proposal.



Chapter 4: Analysis and presentation of the strategic components:

- a) overall communication and dissemination goals,
- b) core communication message and the respective objectives,
- c) various target groups and stakeholders who will be addressed by the communication and dissemination activities,
- d) relevant communication channels
- e) the dependencies which will determine the success or failure of the communication and dissemination strategy,
- f) a SWOT analysis to facilitate forecasts and the configuration of alternative strategies and activities

Chapter 5: Publicity rules and requirements established by the European Commission presented in detail.

Chapter 6: Presentation of the communication and dissemination infrastructure, including the description of the tools, materials and events.

Chapter 7: Definition of the internal communication channels which are indispensable for the project and crucial for the success of the communication & dissemination plan.

Chapter 8: Presentation of the conditions and processes which will ensure the successful implementation, evaluation and reporting of the communication & dissemination plan.

Chapter 9: Annexes: a list of documents such as templates for internal and external communication activities. These are important documents, which can facilitate both internal and external communication, provided they are used properly and respect the project's corporate identity.

In sum, the communication & dissemination plan is an instrument available to the partners of **Creative CH**. As far as the communication and dissemination component of the project is concerned, the plan will facilitate internal coordination, ensure that duplication of efforts is avoided and allow for effective collaboration so that the shared goal, the successful materialization and broader dissemination of **Creative CH**, is accomplished.



2. The CreativeCH Project

The following two descriptions can be used to present the project to our target groups:

Page | 6

SHORT DESCRIPTION:

The Creative Cooperation in Cultural Heritage Project (CreativeCH) strengthens the cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries.

CreativeCH offers organisations, municipalities and regions the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation.

LONG DESCRIPTION:

The Creative Cooperation in Cultural Heritage Project (CreativeCH) strengthens the cooperation and mutual innovation between institutions in the field of digital cultural heritage, science and technologies and SMEs from the cultural and creative industries and demonstrates how these sectors can benefit from each other not only from the economic perspective but also in terms of content.

The project promotes four local showcases (Tuscany, Salzburg, Catalonia and Banat) to show how the cooperation of science & technology - cultural heritage and cultural & creative industries can produce benefits and value for cities and regions. These showcases aim to provide concrete instruments to the local population and in particular to the young generation to understand how science & technology and cultural creativity can allow an enhanced access to and a better understanding of cultural heritage.

To make cultural heritage more attractive for young people, students will be involved in the realisation of the local showcases in the partner regions. For this reason, a close relationship with universities will be established.

Parallel to that, an open European peer-learning network will be set up to link experts, practitioners and students active in the field of cultural heritage offering them the opportunity for targeted exchange expertise and knowledge.



In addition, a virtual forum, Cultural Heritage Innovation European Forum (CHIEF) for young researchers, artists and practitioners from around Europe will be created to discuss topics of interest and presenting own projects

Within the framework of a series of 10 international workshops, the consolidated and existing experiences will be transferred through the discussion among actors from science and technology, cultural heritage and cultural and creative industries.

Page | 7

CreativeCH offers regional organisations, municipalities and regions the opportunity to develop new ways and initiatives to promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation, and to integrate the already existing experiences within the European network.

MAIN PROJECT GOALS:

- **Demonstrate** the benefits of combining cultural content, knowledge, creativity and technology.
- **Develop and promote** local showcases of creative cooperation in four partner regions.
- **Involve and train** students in the understanding and communication of cultural diversity and heritage.
- **Provide a virtual forum**, the Cultural Heritage Innovation European Forum (CHIEF), for young researchers, artists and practitioners from around Europe to discuss topics of interest and presenting own projects.
- **Set up an open peer-learning network** of organisations and experts to share knowledge and experiences from initiatives across Europe.
- **Organise a series of 10 international workshops** on vital themes of creative cooperation in cultural heritage



PROJECT PARTNERS:

Università di Firenze s.c.r.l. – Italy

Page | 8

PIN – Servizi Didattici e Scientifici per l'Università di Firenze s.c.r.l. is a regional centre created by the University of Florence, the Municipality and Province of Prato and regional entrepreneurial associations to support research and university courses in Prato. Research activity is organized in laboratories and PIN VastLab is the one in charge of CreativeCH.

PIN VastLab has long-standing expertise in EU funded research, training and professional development of young researchers and practitioners in the field of digital cultural heritage; VAST-LAB's staff combines a thorough understanding of both the content and contexts of cultural heritage and the deployment of ICT for their communication.

Salzburg Research Forschungsgesellschaft m.b.H – Austria

Salzburg Research is the non-profit research organisation of the State of Salzburg. Since 1996 the organisation conducts applied technological and socio-economic research in ICT.

Main application areas are digital media; tourism & transport; culture & heritage; and education. SRFG has long-standing experience in EU cooperation projects, both as coordinator and partner, in the Framework Programmes, Interreg, Lifelong Learning and eContentPlus.

SRFG also runs two national competency centres that are cofunded by ICT, media and tourism businesses (Salzburg NewMediaLab; eMotion – ICT for the tourism and leisure industries).

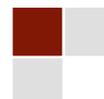
The SRFG eCulture Group, active since 2000, has a strong focus on advancing the use of ICT in the heritage sector.

The University of Coimbra, Portugal

The University of Coimbra is an indisputable reference in higher education and research in Portugal, due to the quality of the courses taught at its eight Faculties and to the advances achieved in pure and applied research in various areas of knowledge, in Portugal and in the world.

The prestige of the University of Coimbra may be demonstrated by the position it holds in the international rankings of universities and research centres.

This University is not only a true icon of Portuguese culture in the world, but it also pursues a policy of constant improvement in various fields, which allow it to reassert the high quality of research and teaching, as well as an active role in the development of businesses and



industry, and in activities involving intensive knowledge in Portugal in connection with pioneer multinational and international organisations working for the advance of science and knowledge.

Museu de la Ciència i de la Tècnica de Catalunya (mNACTEC) - Spain

The Generalitat of Catalonia is the institution under which the autonomous community of Catalonia is politically organised and its Departament de Cultura is the responsible department for culture and the media.

The project work will be carried out by the Museu de la Ciència i de la Tècnica de Catalunya (mNACTEC) which is the leading Catalan museum for science and technology.

The Museum aims to preserve, present and promote the region's industrial heritage and manages a network of 25 industrial heritage sites/centres in Catalonia. The museum has developed a significant tourist program based on these centres and other industrial sites in Catalonia.

A 3 year tourism development programme created Industrial Tourism Network of Catalonia (XATIC), an association of 17 municipalities which is growing and involves other municipalities and private sites.

mNACTEC also promotes relationships between research centres, companies and society through projects such as Connect with Innovation (2009-2010) that realised a touring and online exhibition co-developed with Leitat Technological Centre, Universidad Politécnica de Cataluña and regional companies (funded by the Fundación Española para la Ciencia y la Tecnología).

Universitatea de Vest din Timisoara - Romania

The West University of Timisoara was founded in 1944 and completely restructured in 1989, profiting of this opportunity through adoption of international standards and innovative methods in teaching and research.

The department in charge of CreativeCH will be the Faculty of Letters, History and Theology (LIT). Besides a study branch of "Cultural Studies", LIT has been involved in collaborations with heritage institutions such as the regional directorate for culture and cultural heritage, the Banat museum in Timisoara, the museum of the Rural Culture, the Timisoara Art museum and associations that promote and manage regional/local cultural and creative activities such as festivals.



MFG Medien- und Filmgesellschaft Baden-Württemberg, Germany

MFG Baden-Württemberg is a regional public innovation agency for ICT and media, based in the South-West of Germany. MFG’s mission is to support and foster the IT, media and related business sectors in the region of Baden-Württemberg.

With its two main shareholders being a regional state ministry and the regional public broadcaster (SWR) MFG has now been active for nearly 15 years at the interplay of creativity and technology by fostering an interdisciplinary sector approach. This encompasses ICT, creative industries and IT application areas.

MFG also hosts a variety of clusters and networks and delivers targeted services (ISO 9001 certified) in the area of innovation management, technology transfer and regional development and marketing.

MFG is also one of the founding members and chairs the European Interest Group on Creativity and Innovation e.V. (formally established in May 2010), a pan-European initiative of more than 30 regional and local development agencies, research institutions, companies and support organisations that foster the relationships between creativity, culture, technology and innovation.

THE CONSORTIUM

CreativeCH brings together a unique consortium that will combine the expertise in cultural heritage, ICT applications or CH, collaboration with cultural and creative industry organisations as well as training and dissemination experience.

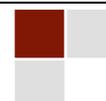
The integrative approach of the consortium means that the members already bring together, around the core focus on cultural heritage, many experts that have cross-domain expertise and aim at further cross-fertilizing among the target communities.

Project Members

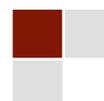
Partner	Name	Position within CreativeCH	Email	Phone	Skype
MFG	Petra Newrly	Project Manager	newrly@mfg.de	+49-711-90715357	petranewrly
MFG	Evandro Oliveira	Communication Manager	oliveira@mfg.de	+49-711-90715324	evandro.samuel



MFG	Simona Pede	Project Manager	pede@mfg.de	+49-711-90715326	simonalacruzca
SRFG	Guntram Geser	Project Leader	guntram.geser@salzburgresearch.at	+43-662 – 2288-303	Guntramgeser
SRFG	Andreas Strasser	Project Assistent	Andreas.strasser@salzburgresearch.at	+43-662 – 2288-306	Tbp
SRFG	Julia Eder	Communication	julia.eder@salzburgresearch.at	+43-662 – 2288-245	Tbp
UVT	Otilia Hedeşan	Project coordinator	ohedesan@litere.uvt.ro	Tbp	Tbp
UVT	Ion Imbrescu	Management coordinator	ionimbrescu@yahoo.com	Tbp	Tbp
UVT	Sorin Hermon	Scientific Coordinator	sorin.hermon@gmail.com	Tbp	Tbp
UVT	Raluca Selejan	Research Assistent	raluca.selejan@gmail.com	Tbp	Tbp
UoC	Joaquim Ramos de Carvalho	Project Leader	joaquim@uc.pt	+ 351 239 857 003	joaquimrcarvalho
UoC	Sara Trindade	Project Manager	trindadesara@gmail.com	+351 917834189	saradtrindade
UoC	Paula Simões	Communication	paulasimoes@gmail.com	+351 932283394	aluapseomis
mNACT EC	Eusebi Casanelles	Project Leader	ecasanelles@gencat.cat	+34 607073831	eusebicasanelles
mNACT EC	Carme Prats	Showcases	carme.prats@gencat.cat	+34 937368966	Tbp



mNACT EC	Irene de Pedro	Communicatio n	idepedro@gencat.c at	+34 937368966	Tbp
mNACT EC	Joan Muñoz	Workshops	joanmunoz@genca t.cat	+34 937368966	joanmunozvi c



3. Communication Strategy

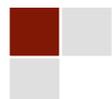
The **CreativeCH** communication and dissemination strategy reflects an analysis of the goals, messages, target groups, time horizons, channels, dependencies and Strengths, Weaknesses, Opportunities and Threats (SWOT), which will determine the success or failure of the communication & dissemination plan.

The strategic character of the communication and dissemination activities is of utmost importance. It allows the communication & dissemination plan to adopt a consistent and systematic approach, to take into consideration as many variables as possible and to evolve in light of changing circumstances.

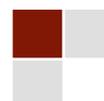
The communication and dissemination strategy is flexible and responsive to changing needs and challenges. Even though, the communication & dissemination plan prescribes in detail the overall strategy, it is open to discussion and evolution in light of arising needs and conditions. This dynamic element is what distinguishes the **CreativeCH** dissemination & communication plan.

Successful implementation is dependent upon:

- **Deployment** of the most appropriate means, channels, resources, processes and procedures.
- **Monitoring** and assessment of dissemination activities in relation to the predefined targets.
- **Development** of strong linkages among the partners.



This chapter is comprised by the following elements:



4.1 Communication & Dissemination goals

The main goals from the communication & dissemination WP5 are:

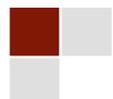
Page | 15

- To **maximize** the influence that will be exercised by **CreativeCH** towards promoting and encouraging cooperation and mutual innovation among organisations of S&T, CH and CCI.
- To **increase** the participation and engage young people in this cooperation, making them understand why **CreativeCH** and cultural diversity are key European assets.
- To **enlarge** the impact that the **CreativeCH** project will have on public perceptions about the benefits of S&T, CH and CCI cooperation.

Therefore, the communication and dissemination effort of **CreativeCH** aims to accomplish the following goals (qualitative and quantitative)²:

EUROPEAN LEVEL

² According to Support Action document. B 3.1.7 – p. 36-37



LOCAL LEVEL

- ✓ Local showcases to have a Web presence in their regional language.
- ✓ Showcase media presentation
- ✓ Reports on showcases' concept, implementation and final results in English on project website.
- ✓ Local dissemination of two Public workshops per showcase that reach 10-15 participants
- ✓ Announcements of at least four public presentations per showcase to engage participants, with media engagement,
- ✓ Distribution of 8000 leaflets in 5 languages related to the project.

To sum up, from this brief analysis of the goals it becomes evident that communication and dissemination are activities which will last throughout the entire duration of the project's life and a responsibility of all partners is required who will be fully involved in strategy, production, implementation and assessment of the dissemination activities.



4.2 Core message

The identification and launch of the **CreativeCH** core message, around which the communication objectives will revolve is a major challenge for the communication & dissemination plan. Due to the very complex matrix of involved and multifocal points of the project the core message must have very specific characteristics:

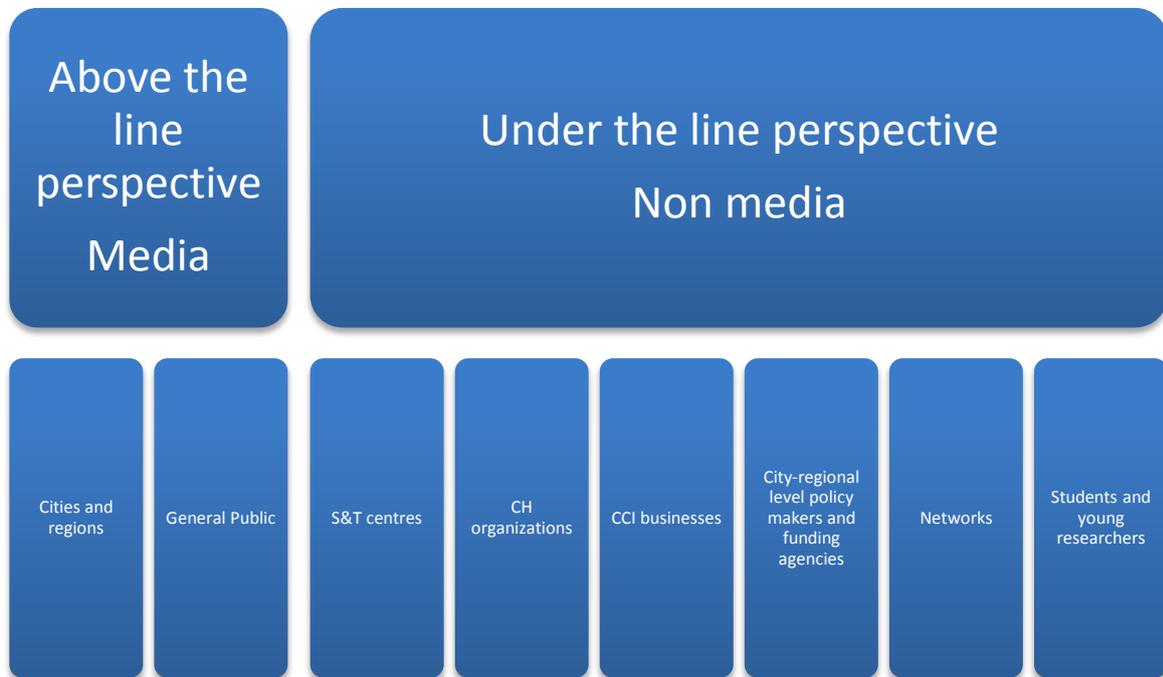
- The message has to be short.
- It has to be attractive.
- It needs to be easy to remember.
- It needs to mirror the actual scope of the project.

Taking all these prerequisites into consideration, the CreativeCH message is:

“CreativeCH stimulates the European Cultural Heritage promotion through innovative, creative and technological solutions.”

The finalized core message incorporates the following elements:

4.3 Target audiences: perspectives and messages



MAIN MESSAGES

What does the CreativeCH does?

The Creative Cooperation in Cultural Heritage Project (CreativeCH) strengthens the cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries.

CreativeCH offers organisations, municipalities and regions the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation.

Why is it doing it?

The cooperation between institutions is happening at a slow pace and there is not much awareness on the economic and social advantages of this cooperation. Therefore, by showing and promoting that cooperation directly with the involved actors and indirectly through showcasing and examples, it is aimed to fully capture the new opportunities. On the other side, encouraging young people to engage with that cooperation can turn them into vital sources of inspiration and innovation.



Why is it important?

Cultural Heritage appreciation has risen over the last decades and is part of the EU core strategic agenda on social, cultural and economic perspectives. Cultural Heritage can be communicated with novel ICT applications like in historic town centres, cultural sites, industrial heritage and museum collections. ICT can also help in promoting intangible cultural heritage like music, drama and festive rituals. Tourism and creative businesses are two key economic sectors that can benefit directly. Regions and cities can benefit indirectly.

TAILORED MESSAGES

The tailored messages are the attempt to define specific communications needs of the target groups. Depending on the project development, those messages must need to be adjusted and reviewed. It is important that all the RCC's disseminate the same messages.

Cities and regions

“**The CreativeCH** project offers the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation. Therefore, your participation in the project is a crucial step to make your city and your region more competitive.”

S&T centres

“**The CreativeCH** project offers a peer-learning network as well as a virtual forum to promote discussion and exchange on cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries. The project promotes that cooperation and this means new business opportunities for developing and promoting novel applications“

Later stage: for the toolkit and handbook with good practices, guidelines and innovative approaches, a concrete message will be developed once the deliverable is produced.



CH organisations

CreativeCH project offers opportunities for organisation and professional development. The participation in the project activities and the partnership on disseminating materials can help local companies and consequently foster the image of your organisation.

Later stage: for the toolkit and handbook with good practices, guidelines and innovative approaches, a concrete message will be developed once the deliverable is produced.

CCI businesses

CreativeCH project offers opportunities to develop a full understanding of current and future business opportunities in the field of cultural heritage for purposes such as tourism and new ICT applications development.

Later stage: for the toolkit and handbook with good practices, guidelines and innovative approaches, a concrete message will be developed once the deliverable is produced.

City/regional-level policy-makers and funding agencies

CreativeCH project offers opportunities to develop a full understanding on the benefits from cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries.

Later stage: for the toolkit and handbook with good practices, guidelines and innovative approaches, a concrete message will be developed once the deliverable is produced.

Students

CreativeCH project offers a virtual forum to promote discussion and exchange on cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries. The project promotes cooperation and this means opportunities for developing and participating in new projects

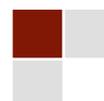
Networks

CreativeCH project offers a web based information platform, a peer network as well as a forum to promote discussion and exchange on cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural &



creative industries. Your Network can be informed and involved, therefore having the possibility to find opportunities for developing and participating in new projects

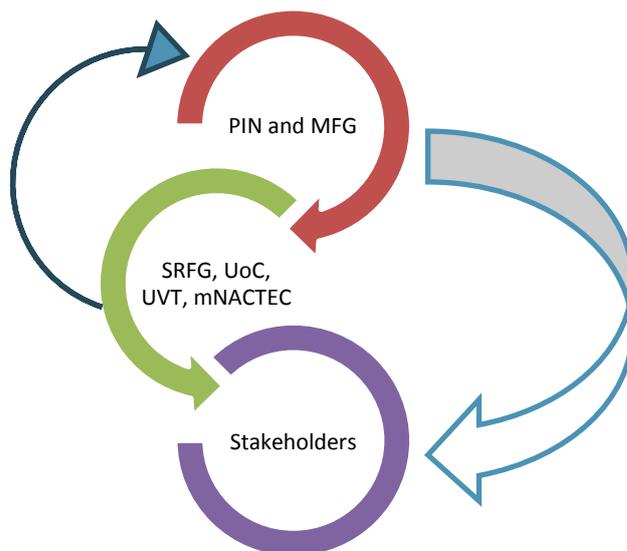
Note: All messages will include information that the CreativeCH project is funded by the European Commission, within the Seventh Framework Program.



4.4 Channels

CreativeCH will be communicated to the audiences via multiple channels. This is a strategic option, which allows partners to be flexible and respond to differentiated needs and circumstances. Close collaboration among partners is again the critical success factor.

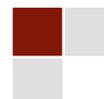
COMMUNICATION FLOW



a) Vertical: Direct Communications channels

Channels	Contractual obligation ³	How to deploy
Telephone	ADDITIONAL	To invite experts and speakers in conferences, workshops. To make first stakeholders first contact. When direct communication is necessary
Fax	ADDITIONAL	Upon request from third parties.
Mail	REQUIRED	Systematically throughout the project's life. E.g. mailing campaigns, invitations.
Hangouts/skype	ADDITIONAL	For Conference calls, e-meeting and webinars.

³ Non-contractually agreed channels will be developed and deployed as long as consensus is reached within the Consortium about: the time-line, the Partner in charge and the resources to be used



b) Horizontal and Vertical: National, regional and local existing channels

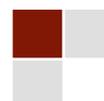
Channels	Contractual obligation ⁴	How to deploy
Partners' websites	ADDITIONAL	Up-dates about project's news. Links to project's website.
Existing networks	REQUIRED	On occasions when it is evidently useful. E.g. conferences, events, newsletters, publications.
Project flyers	REQUIRED	On all the events and dissemination activities
Roll ups	REQUIRED	On all the events and dissemination activities
Showcase local flyers	REQUIRED	On showcase related events
Existing Third party's mailing lists	REQUIRED	Include info about CreativeCH activities.
Partners' e-newsletters	REQUIRED	Include info about CreativeCH activities in regular e-newsletters.
Mass Media	REQUIRED	Systematically throughout the project's life. E.g. articles, press conferences. Particularly important for addressing local and regional stakeholders.

c) Horizontal: web-based, interactive channels

Channels	Contractual obligation ⁵	How to deploy
CreativeCH website	REQUIRED	Regular up-dates, interaction, input on all activities/events/showcases in English with photo or audiovisual material
Showcase Web presence	REQUIRED	Regular up-dated information.
CHIEF	REQUIRED	Register and participation
BLOG	ADDITIONAL	Prepare articles and background information
Third Party's e-newsletters	ADDITIONAL	Inclusion of CreativeCH activities and publications in third party's e-newsletters.
Facebook	ADDITIONAL	Regular up-dates storytelling with photos, links and videos.

⁴ ibid

⁵ ibid



Twitter	ADDITIONAL	Regular updates on activities and during events. Using of #CreativeCH and other #tags
YouTube	ADDITIONAL	Creation of account. Up-loading videos from conferences, workshops, study visits, site visits.
Google +	ADDITIONAL	Join CreativeCH circle at MFG, post info. Used for e-meetings or webinars (Hangouts)

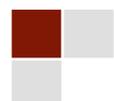


4.5 Success conditions

The **CreativeCH** dissemination & communication plan will accomplish its aims and communicate the **CreativeCH** agenda to the public successfully, provided that the following conditions are met:

Page | 25

- Effective coordination by partners responsible:
 - a) for WP5: MFG with assistance of PIN
 - b) for WP2: UoC with the assistance of PIN
 - c) for WP3: SRFG with assistance of MFG
 - d) for WP4: mNACTEC
- Active participation of all partners in the design, implementation, review and assessment of the communication and dissemination strategy.
- Prompt response to and provision of feedback to the respective partners.
- Deployment of the necessary human and material resources.
- Emphasis on quality.
- Early planning
- Development of the appropriate managerial, organizational and communication procedures.
- Measurement of the cost-effectiveness of the dissemination related strategies:
 - Development of the most appropriate strategy with regard to available resources,
 - Respect of the budgetary requirements and constraints,
 - Configuration of alternative strategies.



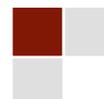
4.6 SWOT Analysis

In this section, an analysis of the Strengths, Weaknesses, Opportunities and Threats involved in the dissemination & communication strategy is carried out. This analysis aims at providing the essential information about which characteristics of the strategy and the project in general are favorable for the achievement of the goals of the communication & dissemination plan and which characteristics are unfavorable.

The SWOT analysis, therefore, makes it easier for the partners to overcome the W and T and take advantage of the S and O. On the other side, the partners should have this overview in mind while elaborating their work packages and local activities, as well as producing communication materials.

Table

SWOT analysis: Creative CH	
<p>STRENGTHS</p> <ul style="list-style-type: none"> ✓ Societal interest on the core theme ✓ Tangible existing examples ✓ Multidimensional strategy, including multipliers and multistep participation level activities ✓ Explicit interest by the European Commission ✓ Predictable and stable flow of funding ✓ Consortium diversity ✓ Consortium already disposes of a large regional, national and European network with relevant stakeholders. 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> ✓ Central cooperation stakeholders are very different and usually don't cooperate. ✓ The theoretical background and the intangible products of the project ✓ Differentiation of physical, digital and financial capacity among partners ✓ Different communication background human and social capital among partners ✓ Different languages ✓ Predictable and stable flow of funding, therefore not a challenge to perform. ✓ Consortium diversity
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ✓ Visualisation and storytelling possibilities that generate traffic to the web platform and therefore their conversion for the project ✓ Young people involvement that provide high levels of participation and interaction ✓ Trend set up on the core theme ✓ Attract various players around the activities and establish connections ✓ Spread and low cost of New Media 	<p>THREATS</p> <ul style="list-style-type: none"> ✓ Academic approach, not integrating technological or political approach ✓ Not overcoming stakeholder differences and consortium diversity ✓ Too specific and jargon based information ✓ Inadequate goal setting ✓ Fail to capture media attention



4.7 Timetable

In this section a timetable is provided for the first 18 months.

Phases	Objectives
Phase 1 Oct 2011 - March 2012 Months 1-6	<u>Initiation of the project & Communication Effort</u> 1 st Series of communication infrastructure development 1 st Series of deployment of tools, materials, events and activities.
Phase 2 April 2012 - Sept 2012 Months 7-12	<u>Implementation of plan & Consolidation of CreativeCH</u> 2 nd Series of communication infrastructure development (writing and translating promotional texts, templates, press release, preparing kits) 2 nd Series of deployment of tools, materials, events and activities Monitoring and assessment Development of joint communication activities plan
Phase 3 Sept 2012 - March 2013 Months 13-18	<u>Implementation and Review</u> 3 rd Series of communication infrastructure development (primarily writing and translating promotional texts) 3 rd Series of deployment of tools, material, events and activities Monitoring and assessment Sustainability and valorization Communication Action Plan midterm review
Phase 4, 5, 6 and 7 Months 19-36	To be defined



4. EU Logo and Publicity rules and requirements

The CreativeCH project will strictly abide by the regulation set by the European Commission and the Council, concerning information and publicity requirements for EU funded projects.

Page | 28

In particular:

1) Events: conferences, workshops, study visits, site visits, demonstration booths (list not exhaustive)

- The EU flag will be displayed in all relevant rooms, venues and premises



- The Seventh Framework Programme logo will be displayed in all relevant rooms, venues and premises:



- Certificates of attendance or other certificates will include the following statement: 'This project is funded with support from the European Commission within the framework of the Seventh Framework Programme.'

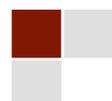
2) Publications: brochures, leaflets, newsletters, press-releases, articles, reports, policy recommendations, best practice guides (list not exhaustive)

- The EU logo, together with proper reference to the fact that Creative CH is funded with support from the European Commission, and the Seventh Framework Programme logo will be displayed on front page
- Inside publications, there will be included the statement: The document is licensed under CC BY-NC-SA. CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

-

3) Websites, multimedia, e-newsletters, on-line content (list not exhaustive)

- EU logo and Seventh Framework Programme logo will be displayed on home-pages (as for websites) and in a prominent position (as for other material)
- Logos will be clickable, with hyperlinks to:
 - European Commission DG Regio website:
http://ec.europa.eu/regional_policy/index_en.htm



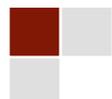
- Seventh Framework programme website:
http://cordis.europa.eu/fp7/home_en.html

- On websites, the following description will be available:

CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

4) Other specifications

- Three copies of main project publications (general brochure, good practice guidelines, final results) will be sent to the Seventh Framework Secretariat
- Any material published on the Media will also be sent to the Seventh Framework Secretariat



6. Communication and dissemination infrastructure

The CreativeCH dissemination & communication plan take into account the following aspects:

Page | 30

- The project covers six countries across the EU and members from different institutions and backgrounds
- The need for partners to pro-actively engage with the aims and objectives of the project as well as provide input when needed

The direct stakeholders of the project are the Project Partners (including the Lead Partner), MFG Project Manager (Petra Newrly), the Communication Manager (CM) (Evandro Oliveira) and the six Regional Communication Coordinators within each region, who are implementing on behalf of the partner region the day to day management.

As WP 5 Leader, MFG is responsible for the overall project communication, including the planning, implementation and monitoring.

To be easy to implement the work on a day to day base, the main contacts for MFG are the Regional Communication Coordinators (RCCs) who are responsible for the communication activities in their region.

MFG will set up and moderate regular hangout calls with the RCCs (e.g. every month) to discuss and monitor the communication activities in the regions.

Each regional coordinator will develop a media list, listing magazines, online platforms and further communication channels with particular relevance for the project.

The project partners inform each other through reports from events, activities related to the project (action plans and others)– as well as through key administrative papers required for the running of the projects (including financial tables, progress and financial reports, specific guidance notes and key contacts within the partnership).

The underlying core value for the communication of the project will be transparency and efficiency - open and factual, timely, accurate, accessible and in the use of plain English.



6.1 Visual identity

A consistent appearance is very important and compulsory. Therefore, here are the key elements that have to be used:

Page | 31

Logo

At the beginning of the project, a **CreativeCH** logo was developed by the Communication Manager in order to create the basis of the overall **CreativeCH** corporate design. The logo will be included in every project output, reports, documents and websites.

Aim of the **CreativeCH** logo

- create a consistent appearance
- reach brand recognition
- **CreativeCH** logo = catchy, concise, unique and recognizable in order to acquire publicity and leave a significant mark.

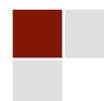
FINAL VERSION:

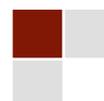


FINAL VERSION WITH CLAIM:



APPLICATION VARIATIONS:





Colours

In accordance to the logo, the main project colours were defined and have to be used in all the materials.

Page | 34

MAIN COLOURS



ROYAL GREY: C0 M10 Y25 K50



BLUE: C65 M25 Y0 K20

DECO COLOUR



BROWN RED: C28 M87 Y97 K30

Lettering

The main font will be Helvetica Neue LT – to be used in most printed materials:

Helvetica Neue LT Regular
1234567890ßqwertzuiopüasdfghjklöäyxcvbnm
QWERTZUIOPÜASDFGHJKLÖÄ>YXCVBNM

Helvetica Neue LT Bold
1234567890ßqwertzuiopüasdfghjklöäyxcvbnm
QWERTZUIOPÜASDFGHJKLÖÄ>YXCVBNM



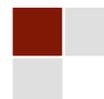
Arial will be the alternative font for web or in case Helvetica Neue LT is not available:

Arial Regular

1234567890ßqwertzuiopasdfghjklöäyxcvbnm
QWERTZUIOPÜASDFGHJKLÖÄYXCVBNM

Arial Bold

**1234567890ßqwertzuiopasdfghjklöäyxcvbnm
QWERTZUIOPÜASDFGHJKLÖÄYXCVBNM**



6.2 Project website

The project website, www.creative-heritage.eu is the main access point for information about the project, its coordination activities, services, events, and for downloading its products in digital format.

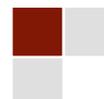
A modular, stable and secure Web content management (typo3) is used and has available plug-ins for all services planned to be used by the project. The website is optimized for high impact on search engines.



The website menu will be divided into the following main sections:

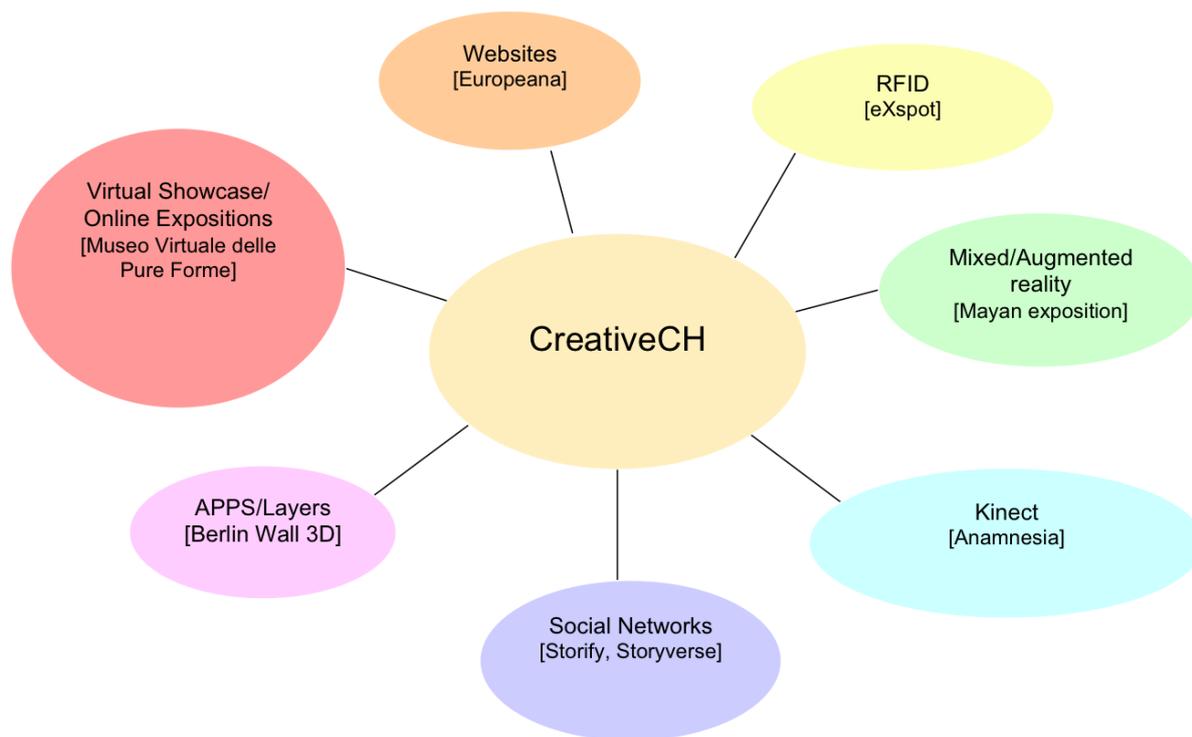
NEWS

The section will have content related to CH, S&T and CCI, as well as news from the project and its activities. It will also be the homepage and the most dynamic part of the website, with regular updates, multimedia and social networks plug ins. All the partners will deliver content in English, including at least one audiovisual material (photo or video). The content has to be written without jargon and understandable for general public. The communication manager will manage the section, but all the partners have to deliver at least one content item per month.



In this section, there will be also included some features that will serve to feed social network channels. The features production guidelines will be made available by MFG. Each partner has to produce at least one feature per year.

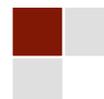
News item content examples



BERLIN WALL 3D

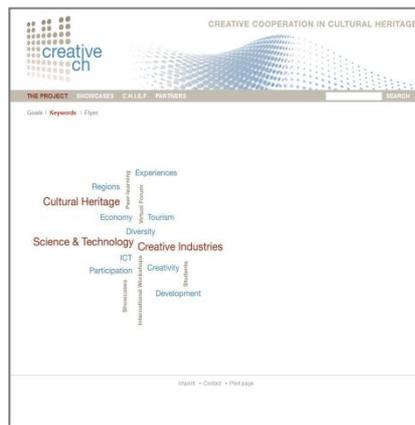
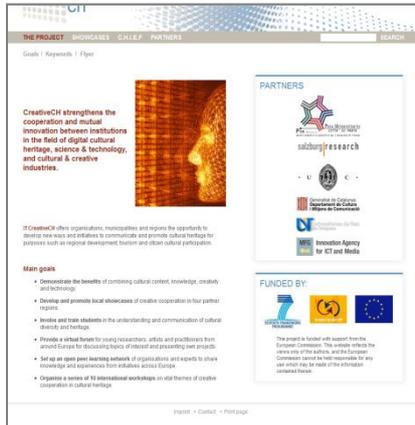


The Berlin Wall 3D puts history into its location context and encourages the interaction with that specific historic site. Just pointing a device to Brandenburg gate the layer shows the fallen Berlin Wall coming back to life.



THE PROJECT

This section will be the most static part of the website, providing general information about the project. It might me included some teasers, banner or other web 2.0 tools or plugins to drive traffic aiming conversion.



SHOWCASES



The showcases' landing page will have a short description about the concept and links to local showcases. There will be a page given to each of the partners responsible for the showcases that has to be updated at least once per month. The content can be shared with the news section and should include support material such as illustrated concepts, images, videos, etc. For that purpose, access to Typo3 will be provided, that allows the RCC to maintain the page.



For Mar/Com reasons, it is advantageous to have only one domain www.creative-heritage.eu/. However, regional languages should have the same domain name with a ad word, ex: www.creative-heritage.eu/tuscany. This will facilitate search engines optimization.

CHIEF

The Section of the CHIEF Forum will not be on the same platform, but on a developed landing page that has the same header and menu options. With that it can be assured that the end user has not the impression of jumping on different platforms and has the possibility to click other menus sections and has a smooth navigation. All the links from this landing page that are not on the website, will be open in a new window.

Until the launch of the CHIEF, a general description will be provided, that will afterwards be integrated in THE PROJECT section:



More details of the CHIEF are provided by partner UdC, as well as dissemination activities will be presented in line with the partner input, after the strategy is presented. The dissemination activities will be added and included in the plan, as long as they are in line with the principles and strategic options of this document.

EVENTS

Concise summaries of CreativeCH events and information material will be available on dedicated pages and in pdf-format in addition to the option of downloading the full



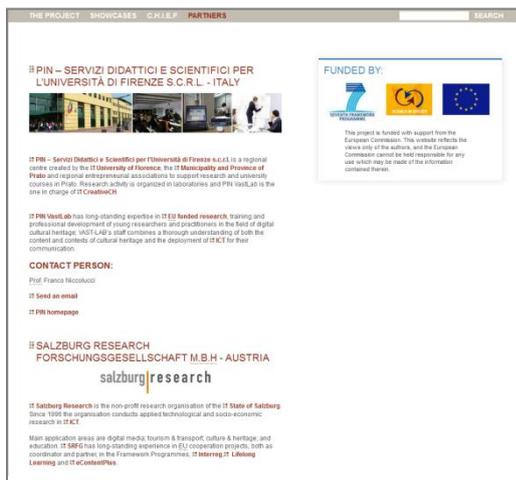
documents. Functionality for CreativeCH events scheduling, event blogging, registration and documentation of presentations will be available.

BLOG

There will be a dedicated space on the website for a more Blog style section. In that space articles and specialized texts will be published to feed discussion on the CHIEF platform. The main difference to the news section is the target group. Therefore, more complex and academic approaches are foreseen. The forum moderators will spread the links to these articles throughout the forum.

PARTNERS

The Partners section is a static content section, in which description of the consortium partners and links for more information are provided. The Section can be updated with plugins with dynamic content on the left side column, according to the project needs.



ENGAGING DYNAMIC

Tools for social networking: CreativeCH will provide a virtual point of contact and opportunity to post and exchange information and comments among participants in the network. This will include Web 2.0 micro messaging and social networking tools especially for the CHIEF community of students and practitioners. ⁶

⁶ For more info, please check the social media strategy part in 6.3.



6.3 Social media

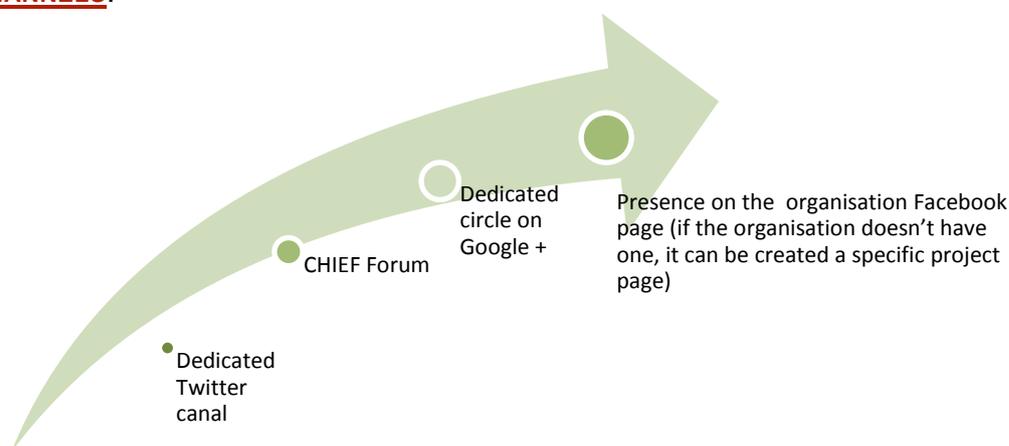
The **CreativeCH** will establish specific actions in the social media fields with the aim to support the dissemination.

Page | 41

There will be three main goals in Social Media channels:

- 1- To bring people together and new target participants to the project activities.
- 2-To spread project information and developments through storytelling and showcase.
- 3-To disseminate information about the Events and to win new participants.

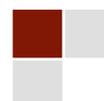
CHANNELS:



The communication in social media will be mostly in English. (Except for the national pages of partners' Facebook pages)

MFG will provide the partners with a detailed working plan, according to the project calendar. MFG will create the dedicated Twitter Channel. It will also offer a detailed plan and an online workshop for partners in how to use the channels and tools for the project.

Each partner will deliver at least three "people storytelling content" per calendar year. The production help and guidelines will be delivered to the partners by MFG.



6.4 Promotion material and publications

CreativeCH will disseminate a number of project information materials and publications in print and digital formats. All electronic versions will contain links to further information on the website. The QR code can be used in addition to the links on print materials.

PROJECT LEAFLET



CreativeCH strengthens the cooperation and mutual innovation between institutions in the field of digital cultural heritage, science & technology, and cultural & creative industries.

CreativeCH offers organisations, municipalities and regions the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation.



www.creative-heritage.eu

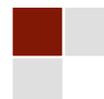
Project Partners:

- PIN s.c.r.l. – Servizi Didattici e Scientifici per l’Università di Firenze
- Salzburg Research Forschungsgesellschaft
- Universidade de Coimbra
- Generalitat de Catalunya – Museu de la Ciència i de la Tècnica de Catalunya
- Universitatea de Vest din Timisoara
- MFG Innovation Agency for ICT and Media Baden-Württemberg

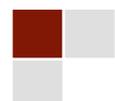


Funded by:





BOOKMARK



Roll up

A portable roll-up will be developed and produced by the Communication manager and MFG will provide one each per partner in English. If wished, the template can be adapted to the regional languages by the partners and the file can be sent to production. In these cases, the Roll-up production costs will be billed to the partners.

PowerPoint presentation

There is a template that should always be used for all project related presentations. Furthermore, there will be developed by the Communications Manager a standard Powerpoint project presentation that should be used by the partners and if needed translated into their regional languages. There will be one slide with the **CreativeCH** project overview that can be introduced into other presentation.

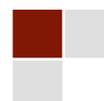


Media information

Up-to-date information media kit and a project press release will be developed by the Communication manager.

Showcases leaflets

Each partner must create leaflets for each showcase that will be distributed locally at larger project events.



Printed Handbook

A printed Handbook “Creative Cooperations in Cultural Heritage: Innovative Projects and Recommendations on Good Practice“ (ca. 120 pages) will be developed and also made available online. There is also the option to print-on-demand.

Page | 45

Peer-reviewed papers

Peer-reviewed papers deriving from project activity will be actively encouraged, with the proviso that they comply with the provisions of the Consortium Agreement on IPR and mention EU support.



6.6 Media work

Press Releases

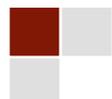
Page | 46

During the project the CM will prepare English press releases in order to disseminate the project results. Partners will be responsible for translations and regional adoptions as well as for spreading the press releases to relevant regional stakeholders and on European/international level. On local level, there will be also the development and distribution of Press Release.⁷

Press Conferences

Strong reasons (outcomes) are needed to schedule a press conference. There will be one press conference in each region – if possible – in order to advertise the project at a regional level. Each partner is responsible for the organization of press conference and especially inviting relevant journalists. The CM will support these activities concerning press conferences with material if needed.

⁷ (see Annex 9.5)



6.7 Events and presentations

Conferences and large events

Page | 47

It is not an objective of **CreativeCH** to undertake a new conference or other large event. Therefore all public **CreativeCH** events are preferably intended to “piggyback” on the organization and audience of major events.

The project will be strongly present at such events with a programme of workshops and showcase presentations in order to make the project results known and promote take-up.

Selection of major events: To allow for exchange and cross-fertilizing between S&T centres, CH organizations and CCI businesses, events will be chosen that are relevant for these target groups and fit with the planned workshop topics.

Workshops

10 half-day workshops of the CreativeCH partners and members of the stakeholder network will take place, including students from the CHIEF forum (expected participation of each workshop: 30).

The results of the workshops will be documented and made available on the project website.

Showcase presentations:

10 presentation spaces will occur at major events to present the CreativeCH showcases to interested visitors from CH organisations, CCI businesses and S&T centres (some 150 visitors are expected at each event).

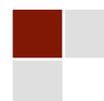
Contacts made will be followed up systematically.

Local/regional workshops and presentations

There will also be workshops and presentations in the framework of the local/regional S&T – CH – CCI cooperations for developing the CreativeCH showcases. The workshops on this level will primarily focus on involving members of the local/regional network in the development of the showcases whereas the presentations of course aim at the broad public and will preferably take place in contexts such as the European Heritage Days or a local/regional festival.



If events are organized within other Work packages, the respective WP coordinator will provide guidelines for their organization and structure. Following indications are not mandatory for these events although attention should be paid to the general rules.



7. Internal Communication

Communication within the Consortium will take place either systematically throughout the project's life or occasionally, before and during meetings and events. As it is a critical factor of success, the following framework is set up to determine internal communication standards.

Systematic internal communication

Systematic information flow within the project has four objectives:

- a) to provide the project Coordinator with the information required for onward reporting of progress to the Managing Authority,
- b) to provide the project Coordinator and the respective Task Leaders with more detailed, updated and high quality information on the state of the project,
- c) to provide the quality assurance with confirmation that quality control procedures are in force,
- d) to facilitate reporting internally within the project.

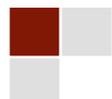
Channels

Smooth information flow within the project will be ensured by:

- The exchange of internal reporting documents and memos
- Notification of relevant new publications and releases of reports, policy initiatives, guidelines, recommendations, articles ,

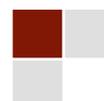
All specialized documentation generated by the project will be exchangeable primarily in electronic format. The project Coordinator will enforce adherence to these guidelines. Exchange of information will mainly occur by e-mail, which requires the adoption of e-mail lists.

- project partners are called upon to provide an **e-mail** address to MFG in order to create a mail-list for internally distributed information,
- In addition, project partners are called upon to create a **Wiggio** account and link to each other via a group, established by MFG. www.wiggio.com
- Skype and G+ Hangouts can be used for conference calls. Telephone will be used for urgent needs.



Guidelines for exchanged documents

- Document format: Open Office & Ms Office and PDF
- Cover Page for internal communication: see annex 'Internal Communication Template'



8. Conditions and Processes for success.

Implementation

Not only the implementation, but also the configuration and review of the communication & dissemination plan are a shared responsibility among all partners.

Project partners, apart from carrying out their duties according to the present plan, are called upon to prepare their own communication & dissemination plans. These plans will translate into concrete results the objectives of the present plan. They should include the following information:

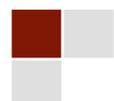
For the assistance of the project partners in the design and implementation of their communication & dissemination plans, a Template has been inserted as Annex 9.6 in the present plan. This Template will facilitate coherence among the 6 communication & dissemination plans which will be developed by the respective partners.

- a) Specifications of the Target Groups, with quantitative estimates of the stakeholders in the respective regions and foreseen outreach
- b) Tools & Resources to be used
- c) List of events, activities to take place
- d) Overview of time-frame for each activity
- e) Appointment of national / regional / local communication coordinators
- f) Any additional information about resources helpful and available to the project partners

Monitoring and evaluation

The **CreativeCH** communication and dissemination actions and results will be monitored and assessed in a systematic way. For this purpose acceptability criteria will be identified and a methodology for assessment will be developed. It is not within the scope of the present plan to prescribe thoroughly the processes, means and methods of the communication and dissemination assessment. The purpose of this subsection is only to provide a roadmap regarding the objectives of the monitoring and assessment processes and to restate the obligations established at the Application Form.

The aims of the assessment process are multiple:



First, it attempts to measure the impact and effectiveness of the dissemination actions and results, with respect to **CreativeCH** agenda and scope.

Second, it provides essential data with regard to the coordination of the communication and dissemination activities, and to the project partners with regard to their own dissemination activities.

Third, it constitutes an additional guarantee that EU funding is allocated in an effective and efficient way, as far as WP5 (Communication and Dissemination) The assessment and evaluation process will be carried out twice a year and its results will be published, also twice a year, in a Dissemination & Communication Report.

Reporting – documentation of dissemination activities

Each dissemination and communication activity which will be carried out for the implementation of the present plan is going to be reported via the templates available on Annex 9

Critical success factors

In sum, the implementation, monitoring and reporting of the communication & dissemination plan will be dependent upon the following factors.

- Close collaboration among the partners
- Sound reporting of events and activities, according to the guidelines established by the present plan
- Effective coordination by the WP Leader and the project Coordinator.

The measurement of the success will be done with following indicators:

Performance indicators	
Website Platform	1000+2000+3000 – 6000 visitors
CHIEF	100 registrations
European peer-learning network	50 stakeholders
Workshops	10 (each 30 persons) results available on project website
Conference presence	At least 10
Showcases presentations	4 per showcase
Media presence/relations effort	At least 5 times along the project per partner
Media Articles	10 per year per partner
Showcase presentation	6 * 150 participants
Facebook	1 post per partner per week
Twitter	200 followers (plus at least 1 tweet per partner per week)
Handbook	300 x print and 500 x digital distribution



9. Annexes.

9.1 WORD TEMPLATE

2012

cooperation in cultural heritage

[YOUR TITLE TO BE INSERTED HERE]

Please Insert a short project description.

CreativeCH (Creative Cooperation in Cultural Heritage) is a project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author(s) and do not necessarily reflect the views of the European Commission.

[YOUR TITLE TO BE INSERTED HERE] 1 März 2012

Project acronym: **CreativeCH**
 Project full title: Creative Cooperation in Cultural Heritage
 Grant agreement no: 289076

Page | 1

DELIVERABLE / DOCUMENT INFORMATION:

Deliverable nr. / title:	
Document title:	
Author(s):	
Dissemination level / distribution	

DOCUMENT REVISION HISTORY:

Version / Date:	Changes / approval:	Author / approved by:
v0.1 / XX.XX.XX	First draft structure and content	
v0.2 /		
Final /	Full document approved	F. Niccolucci (PIN)

DISCLAIMER

The information in this document is subject to change without notice.

LICENSED UNDER CC BY-NC-SA

The document is licensed under CC BY-NC-SA. This document reflects only the authors' view. The European Commission is not liable for the content of the present document and any use that may be made of the information contained herein.

www.creative-heritage.eu | MFG

[YOUR TITLE TO BE INSERTED HERE] 8 Februar 2012

1. Heading1

Heading2

Intense quote

Seite | 3

INTENSE REFERENCE

Normal text example.

- Box with bullet points
- Here an example

Here is a quote example:

"CreativeCH stimulates the European Cultural Heritage promotion through innovative, creative and technological solutions."

www.creative-heritage.eu | MFG

[YOUR TITLE TO BE INSERTED HERE] 8 Februar 2012

Here is a graphic example:

Example of a graphic

Second graphic header

level 2

level 2 list

level2

level 2 list

level2 list

level 3

level 3 list

level3

level3

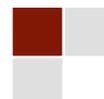
level3

level4

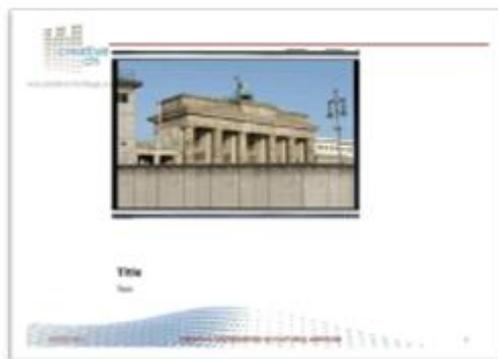
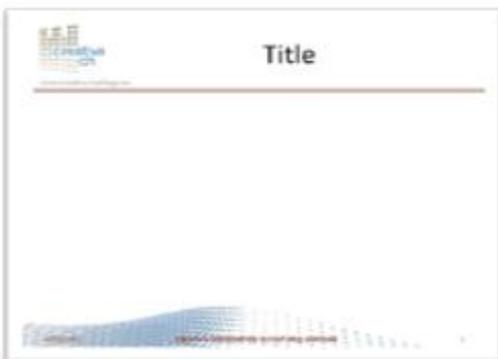
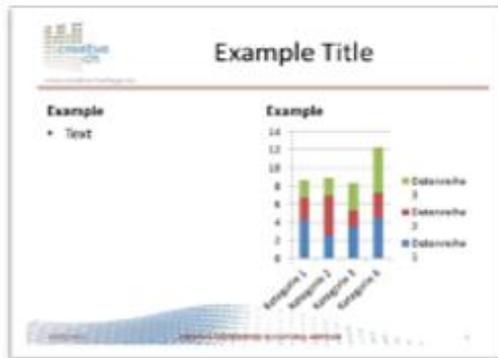
Table Example:

Table header	
To be changed according to content	In case of bullet points: <ul style="list-style-type: none"> One bullet point Second
Alternated row colour.	

www.creative-heritage.eu | MFG



9.2 POWERPOINT TEMPLATE



9.3 DISSEMINATION REPORT TEMPLATE

2012	 	CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.														
 <p style="margin-top: 10px;">cooperation in cultural heritage</p>	<h1 style="margin: 0;">[DISSEMINATION REPORT]</h1> <p style="margin: 5px 0 0 0;">Please Insert name of your organisation</p>															
<p><i>For events (conference, workshop, meetings, etc.)</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 30%;">Name of the event</td><td></td></tr> <tr><td>Date and Location</td><td></td></tr> <tr><td>Person attending</td><td></td></tr> <tr><td>Type of dissemination activity (conference....)</td><td></td></tr> <tr><td>Target audience</td><td></td></tr> <tr><td>Number of participants/ people reached</td><td></td></tr> <tr><td>Outcomes (feedback, results,...)</td><td></td></tr> </table>			Name of the event		Date and Location		Person attending		Type of dissemination activity (conference....)		Target audience		Number of participants/ people reached		Outcomes (feedback, results,...)	
Name of the event																
Date and Location																
Person attending																
Type of dissemination activity (conference....)																
Target audience																
Number of participants/ people reached																
Outcomes (feedback, results,...)																
<p><i>For publications (press release, article, report, website, etc.)</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 30%;">Title</td><td></td></tr> <tr><td>Author</td><td></td></tr> <tr><td>Published in (website url, name of publication)</td><td></td></tr> <tr><td>Date of publication</td><td></td></tr> <tr><td>Format (online/print)</td><td></td></tr> <tr><td>Number of readers (approximately)</td><td></td></tr> </table>			Title		Author		Published in (website url, name of publication)		Date of publication		Format (online/print)		Number of readers (approximately)			
Title																
Author																
Published in (website url, name of publication)																
Date of publication																
Format (online/print)																
Number of readers (approximately)																



9.4 SHORT DOCUMENT TEMPLATE

2012



cooperation in
cultural heritage

[SHORT DOC TITLE]

Please Insert name of your organisation
Author
Description

1. Heading1

Heading2

Intense quote

INTENSE REFERENCE

Normal text example.

- Box with bullet points
- Here an example




CreativeCH is a FP7 project funded by the European Commission. The views and opinions expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.



9.5 PRESS RELEASE ELEMENTS

PRESS RELEASE - Your press release should clearly state that it is a press release;

LOGOS used must include the project logo, the EU logos and if you wish yours organisation logo;

DATE - Use a coherent format;

DATELINE - The first paragraph should begin with the city and country from which the press release is issued;

PAGE NUMBERING – The absolute maximum number of pages is three;

FOR MORE INFORMATION - Provide full details for at least one named contact who can give further information on this news. Also include the URL address of your project's website on the respective Creative CH portal;

NOTES FOR EDITORS - This is a block of general background information that is not included in the main text of the press release;

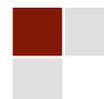
- ENDS - is the standard international way to denote the end of the main text of the press release. Some countries also use ### in place of - ENDS -;

- MORE - at the end of the first page denotes that another page follows.

Accompanying documents

Depending upon the type of news, you might want to include some of the following with the press release, which can either be sent by post or email:

- Fact sheets;
- Backgrounders;
- Press kit;
- Photos in high definition.



9.6 REGIONAL COMMUNICATIONS PLAN

Sections

The Regional communication & dissemination plans will include the following sections:

Page | 58

1. A description of the means and channels which will be deployed in order to reach the respective target – groups
2. A presentation of Events and Activities, which each Partner will organize in effectuating the present communication & dissemination plan
3. An analysis of processes to be put into effect and dimensions for the preparation and successful implementation of the aforementioned events and activities
4. An identification of the special target-groups and stakeholders, which their communication & dissemination activities will be addressed to
5. A short CV and the contact details of the National communication & dissemination coordinator
6. Information regarding networking (affiliations, access to policy-makers, mailing lists, international media, oder related projects) and other resources which could be helpful for and become available to the rest of the project partners.

1. Description of the target groups

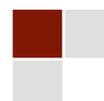
Please give a brief description of the target groups with quantitative estimates on possibly interested stakeholders in the concerned region that your organisation will aim at.

#	TARGET GROUPS	QUANTITATIVE ESTIMATE
1.	Name and short description	Number of stakeholders (persons) approached
2.		
3.		
4.		
5.		
6.		
7.		

2. Events / Period

Please list and describe briefly the type and numbers of events your organization needs to implement in the course of the CreativeCH project and give an indicative time plan for the activities foreseen.

EVENT / ACTIVITY TYPE (add lines as necessary)	No.	DESCRIPTION	TIMEPLAN



Workshop / Meeting / Visit / Conference / etc	1-...		

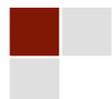
3. Description of the type of dissemination activities

Please give an overview of the type of dissemination activities in your region and the methodology that your organization will be conducting for dissemination activities (see examples).

EVENT / ACTIVITY TYPE (add lines as necessary)	No.	EVENT RELATED ISSUES
Workshop / conference / etc	1	Language: Translations: Geographical Outreach: Duration: Target groups: Type of media:
Participation in 3rd party Conference	2	Giving out CreativeCH flyers etc

4. Description of the means and channels to be deployed

Please give an overview of the means and resources available to your organization to implement the dissemination activities. Please specify the dissemination channels available and your primary means of communication and whether you are planning to purchase additional means or channels.

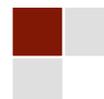


#	EVENT / ACTIVITY TYPE	DISSEMINATION CHANNELS AND PRIMARY MEANS OF COMMUNICATION
1.	Workshop / Meeting / Visit / etc	E.g.: Already established networks, affiliated organizations' Conferences / events, Facebook page, streamlining of videos and up-loading on YouTube
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

5. Appointment of national/regional/local communication coordinators

6. Any useful additional information:

- a. Resources that could be useful and available to the other partners,
- b. Channels that could be useful and available to the other partners



9.7 INTERNAL COMMUNICATION TEMPLATE

Project acronym: **CreativeCH**
 Project full Title: Creative Cooperation in Cultural Heritage
 Grant agreement no: 289076

Deliverable / document information:

Deliverable nr. / title:	
Document title:	
Author(s):	
Dissemination level / distribution	

Document revision history:

Version / Date:	Changes / approval:	Author / approved by:
v0.1 / XX.XX.XX	First draft structure and content	
v0.2 /		
Final /	Full document approved	F. Niccolucci (PIN)

DISCLAIMER

The information in this document is subject to change without notice.

LICENSED UNDER CC BY-NC-SA

The document is licensed under CC BY-NC-SA. This document reflects only the authors' view. The European Commission is not liable for the content of the present document and any use that may be made of the information contained herein.



**Naming convention*

Example 120220_WP5_CreativeCH_DisseminationPlan_V1

Description 120220: Date of realisation

WP5: Work Package where it is included

CreativeCH: Name of the project Communication Plan: Name of the Document

DisseminationPlan: Document Name

V1: number of the version

Underscore (_): used to separate the parts of the name of a document, instead of

(-), in order to ensure interoperability

