Mediterranean Transnational Technology Transfer - MET³

1st Project Meeting
Bari, Friday Nov. 13th 2009

COMMUNICATION STRATEGY ROADMAP
Responsibilities according to Subsidy Contract

Preamble: Regulation (EC) n 1828/2006 (p.2)

Special attention to :
Article 8 : Responsibilities of beneficiaries relating to information and publicity measures for the public

Article 9 : Technical characteristics of information and publicity measures for the operation

Article 7 (of the Subsidy Contract) : Publicity (p.9)
Components of the Communication Strategy

- Objective(s)
- Outcomes
- WHAT: Measures
- HOW: Channels
- + budget + bodies involved + evaluation
- WHO: Target groups

Components of the Communication Strategy
COMMUNICATION STRATEGY
ROADMAP – *WHY?*

The objectives are:

- To ensure that the project effectively communicates results to the widest possible audience;
- Promotes networking;
- Targets specific audiences and establishes a coordinated approach to maximise impact.
- To support all PPs in your communications activities
The Communication Plan will focus on:

- Methodological Approach of a Communication Strategy Plan;
- Definition of Objectives (long/short term), Hierarchy of objectives;
- Aggregation of Communication Good Practices Examples (EU level);
- The Role of the MET3 “Communication & Capitalisation” Group;
- Identification of target groups & their key actors, characteristics, needs;
- Guidelines on creating Publicity Material – according to EC Regulation/complying to EC requirements;
COMMUNICATION STRATEGY
ROADMAP – provisional content (2/2)

- Communication Toolkit;
- Content of Messages;
- Communication Channels (media);
- List of Communication Activities in a Time plan framework;
- Expected outputs per activity;
- Rules of on-going monitoring;
- Set up of Effectiveness Measures (Evaluation Indicators-Criteria)
The “Communication & Capitalisation” Group along with all involved partners, possessing the necessary expertise, will contribute on defining:

- Objectives - goals,
- Target groups
- Communication activities
- Communication tools & means
Target groups & Final Beneficiaries

- **1st level**-beneficiaries both from public and private sector: local & regional TT structures, Research & technology Organisations, Intermediaries, SMEs, Investors

- **2nd level**-local & regional stakeholders: Innovation policy makers, Ministries of Development & Innovation, General Secretariats of Research & Technology, stakeholders from neighbouring countries

- **3rd level**-cross-cutting communication to upper level transnational authorities: DG Regio, JTS MED
COMMUNICATION STRATEGY ROADMAP – to WHOM? (2/2)

Target Groups of MET³ Network

- Public Authorities, Decision & Policy Makers
  (on regional, national & EU Level)

- Innovation Intermediaries
  - Innovation Networks
  - Innovation, Knowledge & TT consultancies

- Technology Providers
  - Research & Technology Organisations (RTOs)
  - Academia
  - Research Institutions/Centers
  - Scientific Societies

- Financing Bodies/players
  - Private Investors
  - Public Funding Bodies
  - V.C Firms

- Industry Players
  - SMEs
  - Industrial / Business Associations

- General Public
COMMUNICATION STRATEGY
ROADMAP – HOW? (1/3)

By types of information & promotion means:

- events (for potential general or targeted beneficiaries)
- online public relations (Portal. www, newsletters, forum)
- media work (press releases, advertisements)
- publications (flyers, brochures etc)
Promotional Material (printed and audiovisual):

- targeted Info leaflets/flyers,
- thematic-based brochures, CD’s/ DVDs, materials to decorate a booth or a point of information (posters, banners, stickers), and instructions to presenters.
- Newsletters
MET³ VISUAL IDENTITY

Particular attention to the visual identity of the project by using common project’s logo, slogan, multilingual presentations & templates (letterheads, fax, PPT etc) and promote them to EU level websites.
PROPOSALS for MET$^3$ LOGO
COMMUNICATION STRATEGY
ROADMAP – WHEN?

By Phases (based on the detailed time plan)

- start: Information and raising awareness
  e.g. Kick off Meeting, website

- cruising speed: Motivation and targeted information to beneficiaries, associated bodies and policy makers
  eg. newsletters,

- evaluations: Pilot Activities & capitalisation Meeting

- follow-up: Diffusion of project results
  e.g. Regional Open days, International Open Conference & proceeding leaflets
Target groups & communication means will be elaborated using the SMART tool, which means that all designed activities will maintain the following characteristics:

- S – SPECIFIC
- M - MEASURABLE
- A - ACHIEVABLE
- R - REALISTIC
- T – TIME-RELATED
COMMUNICATION STRATEGY ROADMAP

Monitoring and Evaluation of Actions (1/2)

**Sources of evaluation**
1. Quantitative sources: statistical data, quantitative market research methods
2. Qualitative sources: interviews
3. Legal documents & monitoring reports
4. Subjective assessment based on personal experience

<table>
<thead>
<tr>
<th>Media communication</th>
<th>On-line communication</th>
<th>Organization of events</th>
<th>Promotional objects</th>
<th>Publication activities</th>
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</thead>
</table>

Positive & negative aspects of communication structure
Conclusions and practical recommendations
## COMMUNICATION STRATEGY ROADMAP

### Monitoring and Evaluation of Actions (2/2)

<table>
<thead>
<tr>
<th>Effectiveness</th>
<th>Impact indicators</th>
<th>Transparency</th>
<th>% of actions advertised online / in mass media</th>
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<tbody>
<tr>
<td></td>
<td>Public awareness</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>No of Participants per event (compared to forecast)</td>
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<td></td>
<td></td>
<td>No of links to MET3 website via other web pages</td>
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<tr>
<td></td>
<td></td>
<td>No of press releases</td>
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<td>Result indicators</td>
<td>Visibility</td>
<td></td>
<td>Availability of the own project logo</td>
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<td>Dissemination</td>
<td></td>
<td>No of published material distributed (per type)</td>
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<td></td>
<td></td>
<td>Number of mass media used</td>
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<td></td>
<td></td>
<td>Number of press/radio adverts</td>
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<tr>
<td>Budget indicators</td>
<td></td>
<td></td>
<td>Executed publicity budget in comparison with proposed budget</td>
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### Quality

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<thead>
<tr>
<th>Quality</th>
<th>No of Registered Network Members</th>
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<tbody>
<tr>
<td></td>
<td>Number of visitors to the website</td>
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<td></td>
<td>Design, length, content of presentations, skills of presentators</td>
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### Visual Attractiveness

<table>
<thead>
<tr>
<th>Quality</th>
<th>Balance between text and images</th>
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<tr>
<td></td>
<td>Attractive format</td>
</tr>
<tr>
<td></td>
<td>Eye-catching pictures</td>
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<td>Dynamic graphic layout</td>
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### Interactive means

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<th>Quality</th>
<th>Creation of a programme Website</th>
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<tr>
<td></td>
<td>Information availability on the Website</td>
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Thank you...