Communication Plan

SENS NETWORK

The Communications Plan was drawn by the DDTG Danube Development Transnational Group Non-profit Ltd. ordered by Green Heart of ZALA Rural Development Association. The Communication Plan was developed within close cooperation of the Communication Work Package Leader Local Development Foundation for Pomurje Region, Green Heart of ZALA Rural Development Association and DDTG Danube Development Transnational Group Non-profit Ltd.

Tartalom

1. The SENS NETWORK project
International Mentor Network for Social Enterprises

1.1. Project Summary

The result of this project is going to act as an instrument to solve problems of the project area, regardless of nationality: low economic indicators and employment rate, unused potential, inadequate resource utilization, lack of micro-level contact between bordering countries, lack of help to self-organized economic actors.

- Direct target: to create a complex development package, which – from surveying to carryout – helps self-organized social enterprises of the cross-border area, based on local needs.

- Indirect target: to move forward regional cooperation and economic indicators through helping the development of the targeted economic groups. To create a methodology which – after the inclusion of local needs – can be adapted all across the EU.

- The main outcome: a self-preservative public support network, which will to influence the economic development of the project area on the long run. Its first target group is social enterprises who receive development help through cooperation and actors who were unable to establish a social enterprise without professional help. Also, organizations who contribute indirectly to the establishment and help them as partners throughout their operation (rural and spatial development agencies, foundations, local governments)

- Method: Cross-border planning, assessment of needs, examination and documentation of these. Training mentors on both sides of the border, providing them with a toolkit created based on the assessment. Meanwhile: continuous harmonization

of needs on both sides of the border, jobshadowing activities, workshops, creation of webpage.

- Innovation: we assess needs viewing the crossborder region as a whole; the whole methodology was planned utilizing a cross-border cooperation. Innovatively we place emphasis on the knowledge and solution of practical problems, which are specific in the cooperating regions. Social enterprises are innovations themselves, as the bases of ecosocial market economy.

1.2. Project Partners

Lead partner: Local Development Foundation for Pomurje Region (LRF)

Local Development Foundation for Pomurje Region was established in 2008 as an NGO for enhancing the development of volunteering, and regulating the development and operation of NGOs in the Pomurje Region. It aims at enhancing the faster development of the NGO sector and involve it in the social dialogue on local and regional level, thus it will contribute to the development of the region through new contents, projects and services. Supporting NGOs will ensure a more effective and successful operation of the organisations, and also the adherence to the legislation of social enterprises on local level and in crossborder cooperation. The organisation's core values – professionalism, quality, transparency, life-long-learning, cooperation and openness – will contribute to the success and results of the partnership.

As a lead partner, LRF has a long-standing experience in the field of supervising, monitoring and evaluating, organising events, establishing contact between NGOs and other sectors. In the framework of organisational development, LRF strengthens the target groups, ensuring the sustainability of their operation and the project.

Project partner: Green Heart of ZALA Rural Development Association (ZZSZ)

The association was established in 2008. Its main goal is to improve the living conditions of the population in its area of operation and strengthen the social and economic role of spatial and rural development. The organisation has a 10 year long experience in the field of rural development and has prepared several project proposals, in addition it generated and participated hundreds of successful international projects and cooperation. Three members of the staff has a long-standing experience both in rural development and project management. Besides participating in successful projects of other lead partners, the association had many own projects implemented in Hungary as well.

2. Communication Plan

2.1. Background

This document provides details on how SENS NETWORK project will ensure that both objectives of transparency and informing the public are realized. In this regard, SENS NETWORK project will go beyond the minimum requirements of making information available by putting effort into communication with and reaching out to stakeholders, beneficiaries and citizens, because effective communication does not only raise awareness about the project but it can also generate support from citizens as well as policy makers to ensure a lasting, positive impact of the project. By raising the quality of the implementation of the project and by helping to achieve its objectives, communication adds value to the project.

SENS NETWORK Communication Plan provides a framework to manage and coordinate the wide variety of communications that take place during the project. The communication plan covers who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications.

The Communication Plan is meant to ensure a good two-way communication among all stakeholders, a key for the success of the project. Good communication forestalls surprises, prevents duplication of effort, and can help to reveal omissions and misallocation of resources early enough to permit corrections.

2.2. Communication SWOT-analysis

	Helpful in achieving communication objectives	Harmful in achieving communication objectives
Internal factors	**STRENGTHS** • authenticity • partners' existing good relations with the target groups • partners' excellent and strong social and public relations • first-hand experience and direct insight in rural development	**WEAKNESSES** • growing lack of work force in the region • slow adapting to changing social and economic environment • financial difficulties
External factors	**OPPORTUNITIES** • lack of promotion and representation of social enterprises in the region • including environmental organisations and social in order to widen the scope of project communication • focusing on small communities and their interest • promoting ecosocial market economy • emphasizing innovative thematic concept, as local answers for global challenges (organic farming, community gardens, loch-tech solutions, replacement of lacking work force through social entreprises etc.)	**THREATS** • too many projects in the programme area at the same time • target groups are overburdened with their own activities • financial difficulties of the organisations of the target groups • limited access to the media (too expensive) • changing legislative environment

2.3. Objectives

As objectives, SENS NETWORK Communication Plan identified the following:

- Raising awareness: Preparing jointly the target groups. It has a major importance that the total population, including the porfessional stakeholders of the project, are informed about the developments of the project, as the service attains a significant impact only with a wide range of users. Channels: onine and printed media, TV, social media, targeted mails

- Changing behaviour and attitude: Developing a joint mentor network. The activities of the mentors count as communication channel. The mentor network is a gap filler and innovative solution that is a good example for cooperation between regions. It can be the first stage of a new way of thinking. Other channels: social media, web page, targeted email, posters, events. Target groups: local authorities, developing and rural communities, already existing social cooperatives.

- Knowledge-transfer: Joint knowledge base, professional background. In the framework of the project, a huge knowledge base will be established, as a supporting service of the mentor network. Its primary benefit is supporting the project and its goals, its secondary use is providing information for those who start new activities in the project area, and it is the basis of adaptation on international and regional level. Channels: events, web, media. Methods: professional reports, professional articles, success communicating publications, raising awareness of the access of the knowledge.

- Introducing social cooperatives: social cooperatives are one of the most effective approaches to ecosocial economic modell on a local level.

- Promoting social cooperatives: promoting the beneficial economical, social and environmental effects of social enterprises, highlighting its connection and impact on the sustainable development of rural areas.

2.4. Target Groups

This section identifies the audiences targeted in this Communication Plan, and the purpose of communicating with each audience. Thus, following actors play an important role in the implementation of the communication strategy:

Project partners: To improve co-operation, project partners need to communicate with each other. In addition, they will communicate with target groups within their countries.

Organisations and groups in project regions: The awareness campaigns in the beneficiary countries are being carried out and supported by organisations and groups in the particular regions. By this, the groups and organisations themselves act as communicators for the project.

European Commission, national and regional institutions, authorities and media: These groups need to be informed about SENS NETWORK project and can support it by passing down information to their target groups and to general public.

- Local public authorities and rural communities
- Professional stakeholders and experts
- Existing social cooperatives
- Interest groups including NGOs
- General public and media in the partner countries

2.5. Strategy and key messages

Communication forms an integral part of project implementation strategy for the SENS NETWORK Project. Innovative activities and close co-operation with beneficiaries will be

necessary to ensure effective communication of the implementation and success of the project.

2.5.1. Primary principles during project communication

- Specifity: main communication direction and channels toward target groups, secondary toward whole society
- Number: with correctly planned communication methods it is possible to reach bigger impact with given costs
- Availability: target group has to do as little as possible in order to acces the information
- Inspiration: target group is inspired to participate in the project or to use the results of the project
- Opinion inducing: the project answers important needs that affect the population's quality of life in the whole project area

Therefore it is important that project communication inform the most people about the development, thus enhancing self-organising movements and a relevant public debate.

In the first half year of the project LB will elaborate a communication strategy that will be accepted by all partners. LB will be responsible for communication on project level, communication on partner level will be implemented by the partners, with the supervision of LB.

2.5.2. Communication channels

- trilingual web page
- developing joint visual guidelines
- establishing social media pages – Facebook page
- local media (printed, radio and TV), press conferences
- project events: opening and closing events and other events
- promotional material, advertising packages
- presentations on events as invitees

- bilingual posters on grants

- trilingual brochures

Besides the obligatory design elements of the programme the project will use its own joint visual image on both side of the border. Easy identification is of major importance, although the project is not building a brand, long-term sustainability is an important aspect.

Information will be given in more languages regarding all communication channels, if possible.

2.6. Communication activities and tools

2.6.1. Initial activities

Jointly adopted communication plan: 1 communication plan will be developed that aims at describing in detail the ways, steps and goals of project communications. The plan identifies the communication channels to be used. In addition it defines the responsible partner for each task. It describes initial visual guidelines, and defines the type of marketing strategy. The plan contains approx. 20 pages. As a methodology, it focuses on cost efficiency and the strategic directions laid down in Communication WP. The plan also focuses on evaluation, thus the efficiency of activities will be supervised as well.

Bilingual, 20 pages/per language at most, pdf format, contents:

- report summary

- target groups

- communication channel

- description of events

- scenarios plans

- communication SWOT

- drafts of graphical design elements

- obligatory elements of public

- communication circles, responsibilities

2.6.2. Public events

Public conference with press conference (2)

In order to communicate the opening and closing of the project 2 conferences will be held with press conference on both side of the border.

The goal of the opening event is to present the project, introduce partners and associated partners, stimulate the interest of target groups and involve them in the project.

Location: Slovenia, Slovenian-Hungarian simultaneous interpreting, participants: project partners, social entrepreneurships, self-organised communities, local self-governments, rural communities, non -governmental organisations, organisations for spatial and rural development; contents: press conference about the project (30 min), lecture about the project and project topics, cooperation potential, presentation of social entrepreneurships, round table discussion; refreshments and buffet-lunch.

The goal of the closing event is to communicate and capitalize project results. It is of major importance to present the mentor network and its services. The members of the network summarize their experiences and present the developed strategic partnerships.

Location: Hungary, Slovenian-Hungarian simultaneous interpreting, participants: project partners, social entrepreneurships, self-organised communities, local self-governments, rural communities, non-governmental organisations, organisations for spatial and rural development; contents: press conference about the project (30 min), project summary, presentation of project results and sustainability, presentation of mentor's network and network's services, presentation of social entrepreneurships that were developed in the project, round table discussion; refreshments and buffet-lunch.

2.6.3. Promotional material

Advertising packages (project folders): 300 package from recycled materials

content:

- 1 piece pen with project logo, elements of the graphic design
- 1 piece notes with project logo, obligatory elements of the graphic design
- informational material about project elements
- in a folder with project logo, obligatory elements of the graphic design

Roll-up: 2-roll-ups with logo and obligatory graphic design of the project: 1-1 piece / per participating country; Slovenian and Hungarian language, 85 cm of graphic width and 200 cm of graphic height; material: special roll-up film or PVC casting material; framework: aluminium and artificial mass; in the package: framework, bag for transport, printed graphic

Brochure in three languages (SLO, HU, EN): 100 brochure. A/5 size, 4 pages, 1x bent, 135 g paper for printing, environmentally friendly, colour 4+4

Press release: representatives of both countries give a statement to the press about the beginning and the progress of the project (2 piece/HU, 2 piece / SLO)

PR articles: 1 piece printed and 1 piece online article on the Slovenian side of the project area; 1 piece printed and 1 piece online article on the Hungarian side of the project area; articles are short, they include the essence and attract the attention; they include identification and obligatory elements of the graphic design of the project

Bilingual leaflets: bilingual leaflets: prepared in Slovenian and Hungarian language, members of the consortium are on the leaflet recognizable; contents: general synopsis about the project, format: DIN A4 (21x29,7cm), 135g print paper, environmentally friendly, without refined surface, 4/4 in colours

Project poster: 2 pieces, bilingual (Slovenian-Hungarian), A/5 dimension, material: cardboard or plastic

2.6.4. Digital activities

Joint web page: informative web page with special graphic design in 3 languages with information about the project, reports, development plan and expert material; monitoring: google analytics service

Bilingual social network page: 1 piece Facebook page, contents in 2 languages, with followers selected from the target group; contents: dynamic, short, interesting contents, photographs, reports, news posts from external clients, implementation of non-representative surveys.

2.6.5. Communication and public events plan

Activity number	Resp.	Activity	Duration
D. C.2.1	LRF	Opening event with press conference	06. 2019
D. C.2.2	ZZSZ	Closing event with press conference	11. 2020
D.T2.3.1	LRF, ZZSZ	Expert-information days	02. 2021
D.T2.3.2	LRF, ZZSZ	Closing »study« camp	02. 2021

2.6.6. Communication tools plan

Activity number	Resp.	Activity	Duration
D. C.3.1	ZZSZ	Advertising packages (project folders)	07. 2019
D.C.3.2	LRF	Roll-up	06. 2019
D.C.3.3	LRF	Brochure in three languages (SLO HU EN)	06. 2019
D.C.3.4	LRF, ZZSZ	Press release	02. 2021
D.C.3.5	LRF, ZZSZ	PR articles, printed and online	02. 2021
D.C.3.6	LRF	Bilingual leaflets	06. 2019
D.C.3.7	LRF	Project poster	06. 2019
D.C.4.1	LRF	Joint web page	08. 2019
D.C.4.2	LRF	Bilingual social network page	08. 2019

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3. Logos

Programme and project The programme logo and the project logo must be used by the beneficiaries during the whole project implementation period on every document, webpage, events, project-related communication and publications.

<u>Programme logo:</u>

<u>Project logo:</u>

Partner logos:

Local Development Foundation for Pomurje Region (LRF)

Green Heart of ZALA Rural Development Association (ZZSZ)

For further information on communication of the programme and downloading the programme logos, please see the Implementation Manual for Beneficiaries.

The guidelines of the use of the programme logos apply to the project logo as well!