



- ECOSEA
- WP2 – Communication

Project implementation and timing

- Tirana, 8°, July 2013

Communication Plan

“Project in the project”, a horizontal action
involving all partners

Internal: to create a sound network among partners

External: without communication we do not exist

Messages must be univocal,
verifiable,
credible,
solid

Overall message: “OUR SEA”

Proposal for the communication strategy of the project

- β The Communication Plan
- β Setting goals
- β Targets and sub-targets
- β Defining messages
- β Logo and colors
- β Communication tools and channels
- β Cooperation: organizational model
- β Internal communication rules
- β Plan implementation

Targets and sub-targets

- Confirm identify targets : Institutional (160) and private (4000), in addition to the site navigation (33,000 contacts), plus other not quantified. These figures are considered to be minimal and to be refined and divided into subcategories.

The establishment of a database of names and addresses of the target groups

- - Target Italian national and international institutions (by P2)
- Target not Italian national partners (P7, P8, P9)
- Target regional public (all partners)
- Target regional private (markets, cooperatives, consortia, associations, individual fishermen)

Targets

- Target “general” (schools - consumers- fairs, others):
to identify specific initiatives, leveraging other initiatives and resources outside the project (eg. Nutrition education in schools, institutional stands in exhibition events already scheduled, etc.).
- Specific initiatives of co-marketing (non-commercial), for example with agencies and environmental organizations (WWF, Legambiente, ecological brands). (all partners)
- Opinion leaders (all partners)

Project Website

The main tool of communication, both internal and external is the website ECOSEA.eu, dedicated to the project. Both target groups are interested in this instrument. As indicated in the tender of public evidence, the site will contain at least the following items and to provide the following services: setting, structuring and implementation of the site.

Site structure

- I. Search Engine
- II. Realization site map for navigation, so defined:
 - Home
 - The Project
 - The objectives
 - Partners
 - The main stages
 - The expected results
 - Events
 - Contacts
 - Tutorial
 - Materials

Site structure 2

- Service mailing list
- Service Contact us
- Newsletter
- Uploading and downloading files
- Service delivery reports and statistics
- Ability to manage sections with restricted access to project partners (access via a system of authentication and password), project management and management of calendars of work, including system messages between workgroups
- On-line Help for coordination working groups

ECOSEA.EU

- Languages: **English** as official language of the project
- versions in **Italian, Croatian and Albanian** – (under the partners' responsibility for selection of texts and translations) .
- Contents of the site and the translation will be borne by the participants in the project, which will guarantee the accuracy and completeness of the texts, provide photos and other useful materials.
Two sections: one reserved for partners, with access code provided by the administrator, and one open to all interested customers.

Make the site live !

- Goals of the site :
- become an everyday tool of information and work,
- linking to other sites that provide news and useful data: ie, weather forecast, institutional sites, EU sites, research centers, fish markets, scientific sites, other projects, etc..
- The partner sites are required to give adequate information to the project, and will be linked.
The most accurate description of the features of the website is in the Tender.

Partners will “belong” to the project



Other means

- Newsletter
- Tool targets: mainly fishermen and operators in the fishery sector

Both on hard copy and web version, can also be downloaded on external equipments. Six numbers are expected during the project. Size A3, in four colors, printable also with local printers. It is foreseen that a version on CD will be provided to interested partners for versions in Albanian, Croatian and Italian. Eventually, the NL can be inserted in the periodical publications of the partners (for the RER the magazine "Agricoltura" 11 yearly numbers with a print run of 50,000 copies and special inserts).

Other means

- b.3 Publications

- Scientific publications for dissemination: it is important to highlight the innovative aspects of the project and environmental protection. Still to be agreed upon, according to budget availability and the finalization of publications.

- b.4 Press conferences

- As per the project, conferences are scheduled at different times of the project. They are usually not very effective, and should be combined with initiatives aimed at journalists, a kind of “educational tour” with a final tasting of fish products. We need to build a mailing list of publications and publicists in the sector, covering both the printed paper that other media.

- b.5 Radio and TV

- The TV local / national and radio broadcasters find to be inserted between the usual contacts, and drives and directories for message, reports, interviews on the project. Audio and video clips will be delivered: a 15-20" in English (on the websites), a 15-20" video presentation. Divide local contacts from national and international, in order to create a list of contacts in the media sector,

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Thank you for your patience !

