PROGRAMME INTERREG EUROPE PROJECT CLAY

COMMUNICATION PLAN

Clay boosts SME competitiveness in the ceramic sector through interregional policy learning to support innovation in technologies, processes and products.

Duration 2018 - 2023: phase 1 (36 months) + phase 2 (24 months)

Document information

Document title	Communication Plan
Document information	Communication, Dissemination and Project Visibility Plan
Project title	CLAY (Cross Sector Support for Innovative and Competitive Artistic Ceramic SMEs)
Project program	Interreg Europe
Document recipients	Project partners
Confidentiality status	Project partners
Delivery Date	16/10/2018
Status version	Final
Authors	AEuCC (Giuseppe Olmeti, Paola Casta, Elisa Emiliani)
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Contributors	all the partners, RESOLVO

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www.interregeurope.eu/clay

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1. Introduction

Interreg Europe helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the programme aims to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

CLAY project belongs to the Priority Axis 2 of the Interreg Programme: **SME competitiveness**, which aims at improving the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, European Territorial Cooperation programmes, supporting SMEs in all stages of their life cycle to develop, achieve growth and engage in innovation.

CLAY (Cross Sector support for Innovative and Competitive Artistic Ceramic SMEs) aims at supporting the ceramic sector by prioritising new technologies, strengthening brands and developing new services to maintain competitive advantage and face the challenge of globalisation.

The Artistic Ceramics represents a central part of European tradition, mainly composed by small and micro enterprises that were hit by the economic crisis and low-cost competition.

For the ceramic sector, globalisation represents a challenge but also an opportunity, in this sense the sector, supported by public policies, must improve the way it conceives and develops new products, industrial processes and services, in line with the recent drive towards advanced manufacturing.

The CLAY project gathers 5 regions which have both important ceramics traditions and innovative small and medium enterprises, and uses interregional exchange to identify solutions to the challenge of matching tradition and innovation, by improving regional programmes for innovation.

The main goal of the project is to show that product, process design and innovation can keep tradition and modernity visible and competitive in today's world. The overall objective is to ensure that policy instruments are adapted to support the ceramic sector to flourish in the contemporary global environment.

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CLAY project is implemented by 6 partners:

Partner 1: **Italy** - **Regione Umbria** - Regional Government of Umbria (**Lead Partner**)
www.regione.umbria.it/home
www.regione.umbria.it/attivita-produttive-e-imprese/progetto-interreg-clay

Partner 2: **Spain** - **AeuCC** - Agrupaciòn Europea de Cooperaciòn Territorial Ciudades de la Ceramica, AECT limitada - European Grouping of Territorial Cooperation Cities of Ceramic, EGTC with limited liability (**Advisory Partner**)
www.aeucc.eu
www.aeucc.eu/projects/clay

Partner 3 **Romania** - **ADRSV** - Agentia pentru Dezvoltare Regionala Sud Vest Oltenia - Regional Development Agency South West Oltenia
www.adroltenia.ro
www.adroltenia.ro/CLAY

Partner 4 **Finland** - **Etelä-Pohjanmaan liitto** - Regional Council of South Ostrobothnia
www.epliitto.fi
www.epliitto.fi/clay

Partner 5 **Portugal** - **CTCV**: Centro Tecnológico da Cerâmica e do Vidro - CTCV: Technological Centre for Ceramics and Glass
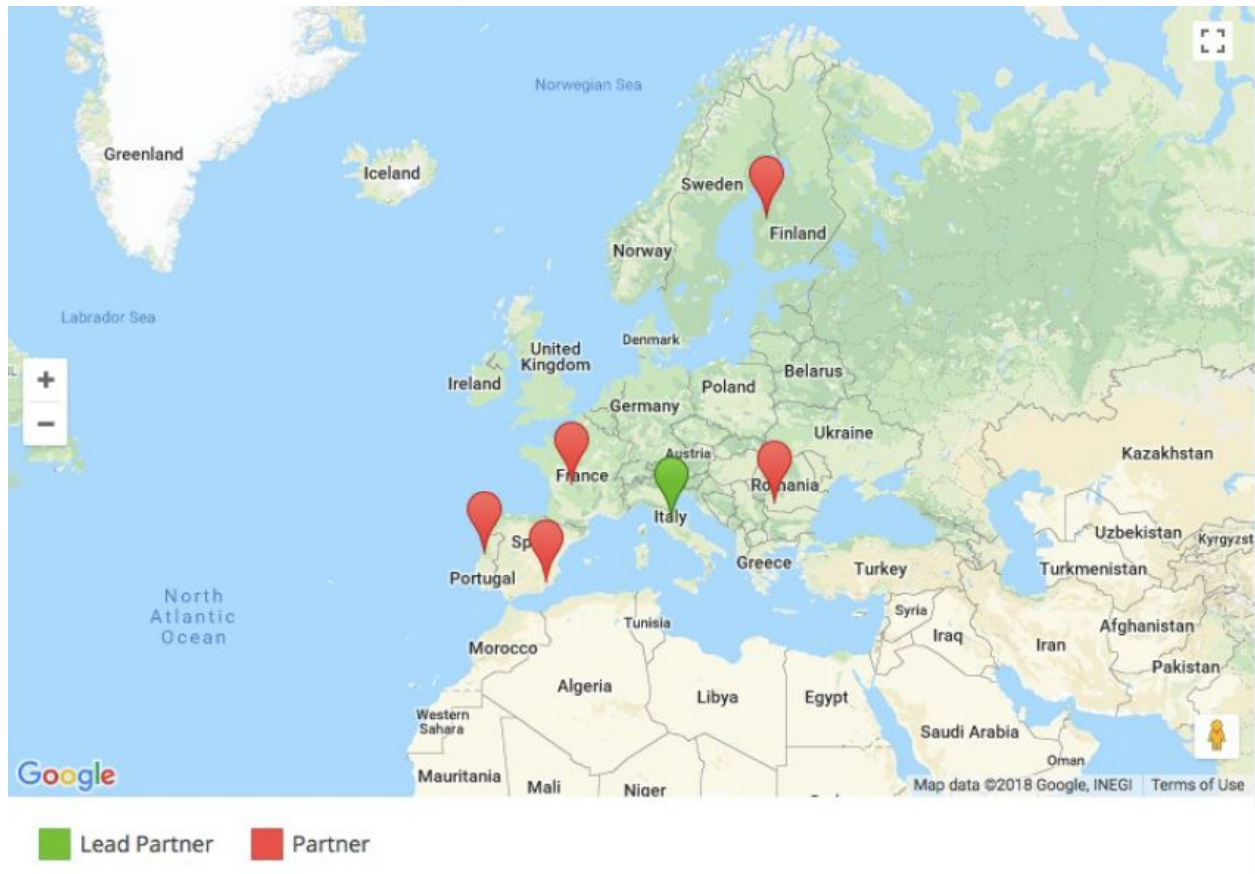www.ctcv.pt
www.ctcv.pt/projdi_clay.html

Partner 6 **France** - **Association pour le développement et la promotion du pôle européen de la céramique** - Association for the development and promotion of the european ceramic center
www.cerameurop.com
www.cerameurop.com/2018/08/07/clay

www.interregeurope.eu/clay
Facebook - Instagram - Youtube - Linkedin

Communication Plan is a strategic project tool, which contributes to achieving the project's objectives. It is important not only to ensure transparency and knowledge sharing but also to raise awareness amongst citizens within Europe of the benefits accrued from projects co-funded by the European Regional Development Fund. Disseminating project outputs ensures the durability of project results, while having the added benefit of inspiring others to take part in interregional cooperation.

CLAY Communication Plan structures and organizes the communication and dissemination effort of the CLAY project. It aims to promote the scope and objectives of the project. It includes a detailed analysis of the communication strategy and the communication and dissemination infrastructure, target groups and objectives.

The plan also sets out the internal communication channels and provides a guideline for the reporting and monitoring of its implementation. To facilitate these processes, the plan also includes a number of templates as annexes.

CLAY Communication Plan will be managed by AEuCC, the Communication Manager – Advisory Partner of project CLAY, with the continuous support and cooperation of all the Partners.

2. Communication strategy

The communication activities can be structured inside and outside of each organization (in order to raise awareness of the CLAY project, to motivate the relevant stakeholders to participate in the project's activities, to disseminate the results).

In **Phase 1**, communication ensures target group engagement and wide awareness.

In **Phase 2**, communication shares experience of Action Plan implementation with target groups and the wider public.

2.1 Communication Objectives

Communication objectives are goal driven, describe how communications can help deliver the project aims, and they are SMART: specific, measurable, attainable, relevant and time-bound.
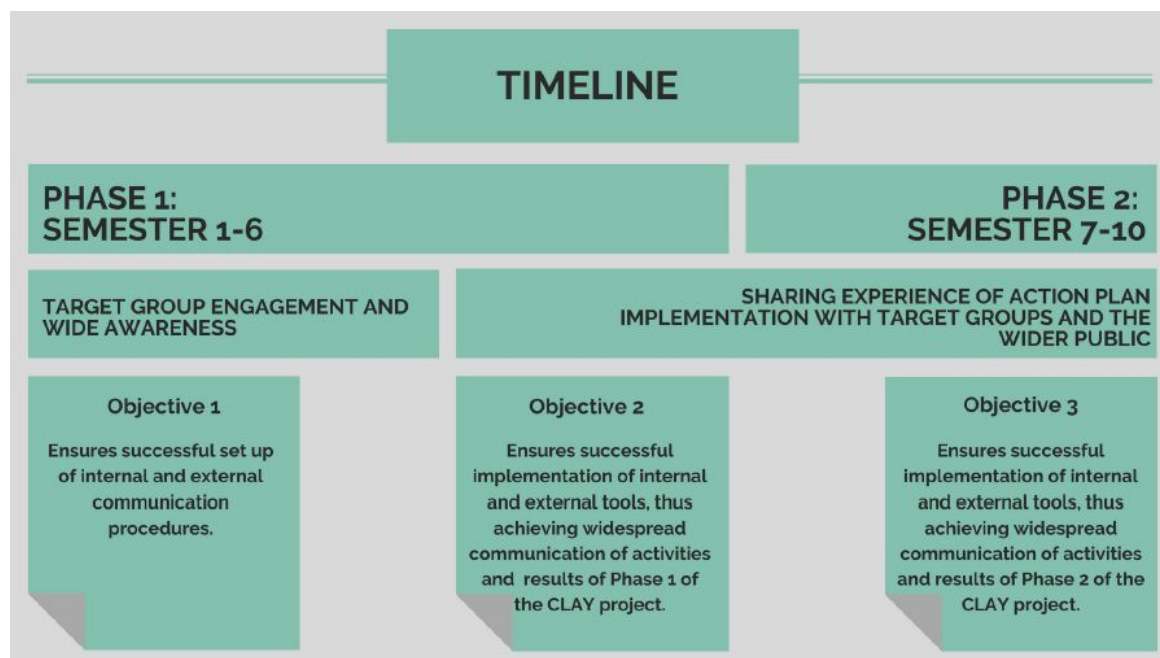
2.1.1 Objective 1

Ensure successful set up of internal and external communication procedures.

Target group: CLAY partners and key stakeholders.

Activities: The set up phase should be completed by Project Month 4.

In order to reach this:

1. All partners allocate Local Communication Managers (LCM) and activate any necessary external procurement procedures;

2. AEuCC as Communication Manager (CM) completes content for CLAY web page (on Interreg Europe site), CLAY poster and sets up social media (FB / Twitter / Instagram);

3. LP (Regione Umbria) and CM (AEuCC) set up internal communication tools: mailing list, overview of tools and when they should be used, intranet;

4. All partners update their website with CLAY information, display the poster, link CLAY social media to their organizations' social media;

5. Partners check and approve the final Communication Plan and test / approve related internal and external tools.

The successful achievement of Objective 1 is demonstrated by full approval of plans and tools.

2.1.2 Objective 2

Ensure successful implementation of internal and external tools, thus achieving widespread communication of activities and results of Phase 1 of the CLAY project.

Target group: communication of Phase 1 concerns a range of target groups that goes wider that the stakeholder group engaged in CLAY exchange activities. It looks towards the organizations and people that will be interested in the impact of the project: this ranges from representatives of other traditional sectors, to the general public – people that buy ceramics, people that live and work in the regions.

Activities: Activities to achieve Objective 2 run from project outset, to Month 36, at which stage all regions should have guaranteed awareness of CLAY among identified target groups.
In order to reach this:

1. Regione Umbria organizes one **"Launch Event"** (Month 3), which is recorded so that partners can use video material in regional communication;

2. All partners undertake regional communication, building on existing tools (e.g. ERDF ROP media office existing in all regions, annual events). They ensure continuous media appearances and internet updates;

3. AEuCC (CM), on partner input and Communication Agency support, continuously updates Communication Tools set up at project outset;

4. Each region organizes a Phase 1 Mid-term event, designed as open events and innovative ceramics exhibitions. They are organized in emblematic locations, in cities with key ceramics heritage.

Events are linked interregionally (internet connections to other events; video footage of CLAY activities);

5. Internal communication tools run throughout the period, to support coordination of partner activities and share material;

6. One **"Phase 1 - Taking Stock - Innovation in Ceramics Event"** is organized in Brussels, by AEuCC;

7. Partners participate in communication sessions at all Interregional Learning Events, to evaluate activities. Each session produces an evaluation report on activities, indicators and necessary improvements.

Successful achievement of Objective 2 is demonstrated by details in evaluation reports on activities.

2.1.3 Objective 3

Ensure successful implementation of internal and external tools, thus achieving widespread communication of activities and results of Phase 2 of the CLAY project.

Target group: The target groups for this objective are the same as for objective 2 (it is the content of communication that changes). These are the organizations and people that will be interested in the impact of Action Plan implementation. This ranges from representatives of other traditional sectors, to the general public – people that buy ceramics, people that live and work in the regions.

Activities: Activities to achieve Objective 3 run from Month 37 to Month 60, at which stage all target groups be aware of CLAY Action Plans. Activities in this phase are as identified by the INTERREG EUROPE programme.

Therefore, in order to reach this:

1. AEuCC (CM) updates the project web page and related web tools, with partner input;
2. Partners continue to ensure media appearances and running of regional communication tools;
3. One **"High-level Dissemination Event"** is organized in Brussels at project conclusion, by AEuCC;
4. Partners participate in communication sessions at the 2 Interregional Learning Events foreseen in this phase, to evaluate activities. Each session produces an evaluation report on activities, indicators and necessary improvements.

Successful achievement of Objective 3 is demonstrated by details in the evaluation reports on activities.

2.2 Internal and External communication

The communication strategy covers **internal and external communication**, becoming the reference document for communication for the duration of the project and afterwards, in order to:

● Enable an effective and efficient coordination among the **partners** strengthening the communication (**internal communication**);

● Make the project activities and results available to the **key stakeholders and target groups** and attract a larger target audience and final users that might consider the project results useful (**external communication**).

2.2.1 Internal communication

For a smooth daily communication, partners use email exchanges, with video/skype conference where necessary. For document exchange the partners use shared Google Drive folders.

Project events (one per semester, with exchange of experiences, communication, CSG sessions) are the main internal communication moment.

Semester 1, LP organises **ILE1** in Assisi (including the Launch event). Each partner chooses a piece of artistic ceramics emblematic of their region, to be shared at the event. ILE1 sees the participation of partners and stakeholders in the following sessions.

Semester 2, ILE2 is organised by P7 in Limoges

Semester 3, ILE3 is organised by P4 Regional Council South Ostrobothnia in Seinäjoki.

Semester 4, **ILE4** is organised by P5 CTCV in Coimbra / Caldas da Rainha.

Semester 5, ILE5 is organised by RDA SW Otlenia in Horezu.

Semester 6, P2 AEuCC organises **ILE6 in Brussels**, held together with dissemination conference (Taking Stock). The focus of the event is entirely on interregional exchange on Action Plans.

PM is in charge of internal communication. PM has the full overview of project activities and can communicate with and activate necessary input from other consortium members. PM is also in charge of communication with the programme bodies. PM, FM and CM participated at all programme workshops: lead partner workshop; communication workshop; financial workshop.

2.2.2 External communication

External communication includes all activities which will be carried out by each partner such as the involvement of their own stakeholders and networks, in order to raise the awareness for the CLAY project, its project activities and results.

- Face-to-face activities and dedicated discussion opportunities, such as: presentations, round tables, meetings, visits to key stakeholders, workshops, conferences, information sessions, exhibitions, demonstrations, peer reviews, public events;

- Internet based activities, such as: project website and link to partner's website, emails, newsletter, social media;

- Targeted written material, such as: leaflets, brochures, flyers, posters, reports;

- Press conferences and press releases, articles in specialised press;

- Audiovisual media and products, such as: radio, web TV, YouTube, video clips, podcasts;

- Project branding and logos;

- Performance activities: activities closely related to project work packages such as the implementation of survey, seminars, workshops or piloting and the involvement in evaluation activities.

External dissemination is fully described in paragraph 4.

2.3 Communication Structure

The **Advisory Partner** AEuCC manages Communication Activities, allocating an experienced Communication Manager from its staff, to coordinate and monitor the impact of the communication activities at transnational level, and activating external support to cover:

contract with a professional communication agency for design and implementation of social media strategy and press office activities, printing of communication material. The world of **social media and media** appearances is so overcrowded, that this focused expertise is essential to make real impact;

participation of experts and stakeholders at main **dissemination events (described below - launch conference, mid-term events, Taking Stock Event, High-Level dissemination event);**

organization of **2 dissemination events in Brussels: Phase 1 Taking Stock Conference and Phase 2 High Level Dissemination Event.**

Every partner will be responsible for communication in its own country. They will support successful implementation of communication actions, allocating a Local Communication Manager (LCM) and activating external resources for communication material (preparation, printing) and organization of Mid-Term events.

2.4 Target groups

The communication activities are aimed at specific target groups, described as follows.

- **Key stakeholders**:
  - Ministry of Labour and Social policy and relevant institutions in partners' countries and policy maker in the field of employment;
  - Policy makers in charge of craft policy; Professional associations;
  - Employer associations and social partner institutions;
  - Chambers of Commerce and other Associations of Craft Businesses;
  - Regional employment offices and relevant institutions in partners' countries;
  - Universities and Research institutes in the field of Ceramic Craft;
  - Public and private museums of Ceramics, galleries and other cultural institutions and subjects operating in the field of Ceramics Craft;
  - Organizations engaged in culture, art and ceramics heritage;
  - Ceramics professionals and craft businesses;
  - Institutions and Bodies dealing with cultural tourism based on Ceramics;
  - Ceramic market-fairs and festivals.

- **Organisations and people interested in the impact of the project**:
  - General public, private citizens interested in Ceramic Craft and Culture;
  - Representatives of other traditional sectors;
  - People that live and work in the project's regions;
  - Interested NGOs.

2.5 Programme requirements for communication

Interreg programme has some mandatory rules to follow:

Use the EU emblem referring to the European Union and ERDF (European Regional Development Fund);
Add on the beneficiary's website a short description of the project, including aims, results and financial support;
Have a A3 poster describing the project in a location visible to the public;
Logo set used;
Project website updated at least once every six months;
Disclaimer present in project's publications.

Partners' websites

It is a mandatory requirement for all partners to publish information about CLAY project on their institutional websites. The information requested are:

- Short description of the project;
- Aims;
- Results;
- Financial support by EU and ERDF (with logo / emblem);
- Not mandatory: link to project website.

The short description on the partners' website has to be shown in the national language and, at the discretion of the partner, in English.

3. Visual Identity

The visual identity can be defined as what the project's target audiences and stakeholders picture in their mind when they hear or see the project name CLAY: it is very important in order to assure the maximum visibility and recognisability of the project and of its outcomes and results, and also to make it easier for the partners to identify themselves in the project.

The visual identity encompasses all visual inputs that can be associated with the project: logo, color treatment, fonts, layout and templates to be used for presentations, text documents, printed and web materials. Thus, all project's materials should include the name of the project, the website address and the graphic elements described in this section.

AEuCC, as communication manager, will provide partners with the template for the correct usage and position of CLAY project branding and disclaimer as prescribed by JC: partners should always use this template in the project materials.

3.1 Project branding

The Interreg Europe programme branding is made up of three elements: the programme name, the EU flag and fund reference, and a visual element, origami representing through colour the four themes that Interreg Europe supports.
Project branding is based on the Interreg Europe branding, incorporating the most relevant elements from the programme branding.

Project logos are designed to be 'stand-alone'. The logos must be used by projects without adding the the programme logo. Furthermore, projects should NOT use the 4-colour origami as part of their own branding. Only the relevant colour scheme linked to the topic in which their project is approved should be used.
The EU flag and reference to the European Regional Development Fund must always be used together with the project logo.

3.1.2 Project logo

The project logo visualizes CLAY idea at glance. The logo (developed by the JS) should be used for the realization of each deliverable and tool, together with the EU logo, according to the project branding guidelines specified by the EU.

The light blue color is specific for projects of Axis 2: SME competitiveness.

Projects are provided with ten logo version files:

1. Vector: Project Logo in CMYK	
2. Vector: Project Logo in Greyscale	
3. Vector: Project Logo in Black & white	

4. Vector: Project Logo with EU Flag in CMYK	
5. Vector: Project Logo with EU Flag in Greyscale	
6. Vector: Project Logo with EU Flag in Black & white	
7. JPG: Project Logo in Color	

8. JPG: Project Logo with EU Flag in Color	
9. PNG: Project Logo in Color	
10. PNG: Project Logo with EU Flag in Color	

Logos are available to download in the Google Drive Folder:

https://drive.google.com/drive/u/3/folders/134WHOjNsfu03j8tfJvhweXWh9a-8gfh-

Correct logo use on backgrounds

Standard project logo block - Ideal logo use: Standard logo on white background.

Allowed logo use on background (not recommended)

Using the standard logo block on coloured background is possible if there is no alternative. It has to be a very light background.

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the white border must be 1/25th of the height of the EU emblem.

In exceptional cases, the negative monochrome logo version may be used on very dark backgrounds.

Small size logo versions

Ideally the smallest version of the project identity should not result in the brand name "Interreg Europe" being smaller than 20 mm.

3.2 Other elements of visual identity

3.2.1 Typefaces

Montserrat: for project identity the typeface Montserrat has been chosen as it is visually similar to the Interreg logo.

Typeface Logo extensions (programme names, project names)

Montserrat - Regular
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Open Sans: the typeface for all other applications from body text to headlines is Open Sans. It has a neutral, yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Both typefaces are available for free, including web font kits.

Typeface Overall communication (body text, headlines, etc.)

Open Sans - Bold
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Open Sans - Semibold
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Open Sans - Regular
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Open Sans - Italic
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Arial: has been selected as the primary corporate typeface of Interreg Europe because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Arial - Bold
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Arial - Bold Italic
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Arial - Regular
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

Arial - Italic
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

For most uses, typeface colour must be black on white background.

AEuCC, as Communication Manager, will provide partners with templates containing the layout to be used for project's text and presentations, including: the position of logo and EU emblem, the position of page numbers and other documents details that should always be replicated by partners.

www.interregeurope.eu/clay
Facebook - Instagram - Youtube - Linkedin

3.2.2 Colours

The Interreg Europe colour palette consists of seven unique colours. Projects should only use their topic colour as dominating colour and add other colours - if needed - from the additional coulour palette.

Interreg Europe competency is presented by four topics, each having its own icon. SME competitiveness icon:

SME competitiveness

PMS 3115 U

C 71 M 00
Y 19 B 00

R 28 G 184
B 207

#1cb8cf

3.3 Disclaimer

The Disclaimer is **not required** on any publication presenting info (such as communication, dissemination, presentation, etc.).

It is **required** for any publication with new content (policy recommends, good practices guide, etc.).

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3.4 Project Photos

CLAY photo 1 - copyright free

CLAY photo 2 - copyright Antonio Veca

CLAY photo 3 - copyright free

4. External Communication Tools

In this section we enlist the communication tools at local level and project level, online and offline.

4.1 Project Website

The project website (www.interregeurope.eu/clay) is an integrated webspace within the Interreg programme website.

Its aim is to inform about the project's general goals and objectives, outcomes and results, as well as the on-going activities and upcoming events. Other relevant aims of the website are to attract interested parties that wish to contribute to the project and to distribute the public outcomes of the project.

It includes: general information about the project; project summary and the main project activities; information about partners; project's news; news about project's meetings; downloadable materials, publications and documents; contact information; media and pictures.

The website is updated at least every 6 months and is monitored through Google analytics, in order to check how well it is working as a source of information.

The sitemap of the Project Website:

- Home (project summary; partnership map; Policy instruments addressed)
- News
- Events (e.g. Kick Off meeting in Assisi)
- Contacts (of all the partners, with links to the websites)

4.2 Printed materials

4.2.1 Project Poster

Description: the JS provides a specific Poster for every Project, which includes the project acronym (CLAY), the partners and a short description:

CLAY boosts SME competitiveness in the ceramic sector through interregional policy learning to support innovation in technologies, processes and products.

The poster will be displayed in all the partners' premises.

Target groups: Partners, staff; Policy makers (especially employment and craft); Ceramics craft business; Events participants; public authorities; cultural institutions; research centres; project's stakeholders; general public.

www.interregeurope.eu/clay
Facebook - Instagram - Youtube - Linkedin

4.2.2. Project card

Description: Realization of a project card (double-sided, full colour) printed in English Language and translated in the partners' languages.

AEuCC, as Communication Manager, will take care of cards designing. The card will be produced in the beginning of the project for promoting the initiation of the project among the target groups and stakeholders and will synthetically expresses the background of the project, targets, main activities, partners.

Target groups: Partners and staff; Policy makers (especially employment and craft); Ceramics craft business; Professional participating in project's activities; Events participants; public authorities; cultural institutions; research centres; project's stakeholders, general public.

4.2.3. Project roll-up

Description: Realization of a roll-up of the project (self-standing, full colour, for each partner) printed in English Language and translated in the partners' languages.

AEuCC, as communication manager, will take care of the design. Roll-ups will be produced in the beginning of the project for promoting the initiation of the project among the target groups and stakeholders and will synthetically expresses the background of the project, targets, main activities, partners. Roll-ups will be also used in the ILE and all project events.

Target groups: Partners and staff; Policy makers (especially employment and craft); Ceramics craft business; Professional participating in project's activities; Events participants; public authorities; cultural institutions; research centres; project's stakeholders; general public.

4.3 Media publications

Description: AEuCC, as communication manager, will prepare press releases in English language after each main event/phase of the project, which will be sent to different media (in particular to specialised press) for publication.

Target groups: Partners and staff; Policy makers (especially employment and craft); Ceramics craft business; Professional participating in project's activities; Events participants; public authorities; cultural institutions; research centres; project's stakeholders; Private citizens interested in the topic.

Contribution of the partners: Press releases will be sent to the partners, that should translate them into their national language and send to their media contact and networks.

www.interregeurope.eu/clay
Facebook - Instagram - Youtube - Linkedin

4.4. Project database and newsletter

Description: AEuCC has a database of Ceramics stakeholders of over 4.000 contacts. A periodical newsletter will be created to inform all the interested subjects about the results and outcomes of the project (3 issues per year minimum expected).

Target groups: Decision makers; project's stakeholders; professionals.

Contribution of the partners: AEuCC will send the English text of the newsletter to the partners, that will translate it into their national language and spread it through their contacts and channels.
Also, after every regional event, the partners will provide AEuCC with pictures, information etc. in order to update the website, newsletter and social media channels of the project.

4.5 Social Media

Description: AEuCC will implement Social Media profiles for the project (Facebook, Twitter, Instagram), constantly updated with the project last news, events, materials and results, during the whole project duration and after the conclusion.

Target groups: Partners and staff; Project stakeholders; General public.

Contribution of the partners: the partners will share the social media posts in their own social media pages.
Also, after every regional event, the partners will provide AEuCC with pictures, information etc. in order to update the website, newsletter and social media channels of the project.

Facebook: @clayeurope
https://www.facebook.com/clayeurope/
Facebook has 2,17 billion monthly active users (Source: Global Digital 2018).
Below you find a profile of Facebook users, updated to January 2018: the main target is 18-44 years old.

Instagram: clayeurope
https://www.instagram.com/clayeurope/
There is nothing better than a picture to tell a story.
Instagram is a Visual social network, and Ceramics works very well with visual communication. CLAY Instagram account can help the dissemination of the project using pictures, of different types:
- Original pictures of ceramic works and artists/craftsmen provided by the partners;
- Original pictures of the meetings of the projects;
- Sharing pictures posted by single partners or by other users (#repost).

Instagram has more than 1 billion monthly active users and more than 500 million daily active users (Source: Statista 2018 reported by Adv Media Lab, March 31, 2018).
Below you find a profile of Instagram users, updated to April 2018.
Instagram profile would therefore help in addressing a young target, between 18 and 34 years old, which is a good target for CLAY with reference to an age group potentially interested in policies fostering the creation of new companies in the field of Artistic Ceramic SMEs.

Youtube: CLAY Interreg Europe

https://www.youtube.com/channel/UCjqhhDmo5HmXfnI9a-Bd4RA/featured?view_as=subscriber

YouTube is the biggest online video platform worldwide featuring a wide variety of user-generated and corporate media content that include music videos, TV clips, as well as other video clips such as video blogs, short original videos, Let's Play gaming videos, instructional videos on everything from language learning to stain removal, as well as videos with educational content.

Youtube has almost 1.9 billion users worldwide (Source: Statista, July 2018), constantly growing (see below).

Youtube CLAY channel would publish video content of various kind, such as:
- Videos related to meetings and official events;
- Interviews to partners;
- Slide show, both informative (i.e. to better explain the project) and visual (i.e. to describe a partner or an event).

Linkedin: Interreg CLAY

https://www.linkedin.com/company/interreg-clay/

CLAY will update a Linkedin page. LinkedIn is different from the rest of the social media outlets because it's specifically designed for business and professionals. Users mainly go to LinkedIn to showcase their job experience and professional thoughts, making it one of the more important platforms to use for B2B.

5. Communication actions

5.1 Communication actions per semester

5.1.1 Semester 1 (Phase 1)

P2 AEuCC - Communication Manager (CM) drafts the Communication Plan. All partners allocate a local CM. They all participate in a communication session at ILE1, to discuss the Plan and related tools.
LP, supported by CM, organises **CLAY Launch Event in Perugia (M3, with ILE1)**, with local and interregional stakeholders.
CM completes content for **CLAY web page** (on Interreg Europe site) with partners' support. CM provides photo / check content of **CLAY Poster** and sets up **social media** (FB / Twitter / Instagram) and **internal communication tools** (mailing list, overview of tools and usage, intranet).
Partners update website with CLAY information, display the poster and link CLAY social media to their organisations' media.
CM updates Communication Plan with social media and **press strategy (prepared by Communication Agency**, following procurement) and publishes 2 media appearances. CM takes part in the communication workshop held at programme level.
All partners carry out partner level communication activities building on existing tools: **1 media appearance per region** (e.g. through ERDF ROP regional media office); **participation in external events** (e.g. GOOD MORNING CERAMICS! events held annually in different EU countries).
By the end of semester 1, partners check and approve the Final Communication Plan and test / approve related internal and external tools. In this way, Communication Objective 1 is achieved by the end of the semester and tools to achieve Objective 2 are in full swing.

5.1.2 Semester 2

With partner input, CM continuously updates Communication Tools set up at project outset and provides technical content.

Supported by Communication Agency, CM ensures that social media and press contacts are effectively managed and updated and publishes **2 media appearances**.

All partners participate in a **communication session at ILE2**, to discuss communication progress, eventual participation in external events, etc.

Partners continue **providing updates for CLAY website and social media**, using the social media strategy. For example, Instagram is particularly relevant as the artistic ceramics sector produces such beautiful objects that can be shared to catch attention.

Partners carry out regional communication activities: **1 media appearance per region**, using tools suggested in the Press Strategy and **publicising the Needs Survey**; participation in **local events** (e.g. ceramic fairs).

CM ensures **communication of project among members of the EGCT**, using its database of over 10K contacts, EGCT newsletter and relevant festivals/events. EGCT members are cities with ceramic traditions so their engagement is important not only for communication, but also to provide input to project content (closely linked to exchange activities, such as the 1st survey described above).

Internal communication tools are used throughout, to support coordination of partner activities and share material. The CM prepares an evaluation report on first year activities, indicators and necessary improvements.

5.1.3 Semester 3

With partner input and using CLAY strategies, CM updates CLAY Communication tools and provides technical content. **CM ensures that 2nd survey is widely communicated and publishes 2 media appearances**.

All partners participate in a **communication session at ILE3**, to discuss communication progress, organisation of mid-term events, eventual participation in external events, etc.

All partners continue providing updates for the CLAY website and social media. They carry out regional activities building on existing tools and ensuring that the survey with well-publicised.

All partners organise Phase 1 Mid-term events (1 in each region, at the end of Semester 3) designed as open events and innovative ceramics exhibitions. They are organised in cities with key ceramics heritage and, where possible, within GOOD MORNING CERAMICS! These events are usually in June and allow the public to visit ceramics laboratories, participate in workshops and in street festivals. It is a great way to engage local citizens. Partner can have CLAY stands and workshops, with local stakeholders. CLAY events are linked interregionally, using internet connections to events in other regions and video / photographic footage of CLAY activities.

As per previous semesters, they guarantee **min.1 media appearance per region** (though in this semester, with the events, the final value should be even higher).

Internal communication tools are used throughout, to support coordination of partner activities and share material.

5.1.4 Semester 4

With partner input and using the Communication Plan, social media and press strategy, CM continuously updates CLAY Communication tools, provides technical content and publishes **2 media appearances**.

All partners participate in an interactive **communication session at ILE4**, to discuss communication progress, with an overview and analysis of activities carried out at project and regional level. In particular, they consider how to promote results of the interlinked mid-term events. These events should have resulted in a lot of attention and footage (photos, videos, media), which the CM will gather and publicise through CLAY communication tools.

Partners continue providing updates for the website and social media, using the social media strategy. They carry out regional communication activities. As per previous semesters, they guarantee **1 media appearances per region**, maximising the impact of these appearances thanks to the CLAY press strategy and participate in relevant local events.

The CM ensures communication of project activities among the members of the EGCT, using its database, newsletter and relevant festivals and events. Internal communication tools are used throughout, to support coordination of partner activities and share material.

The CM prepares an evaluation report on Year 2 activities, indicators and necessary improvements and an updated plan of work for the final year of Phase 2. This includes initial proposals for organisation of the public event planned for Sem6.

5.1.5 Semester 5

CM continuously updates CLAY Communication tools and provides technical content.

CM prepares a draft strategy note for the Phase 1 - Taking Stock - Innovation in Ceramics Event, planned for Semester 6.

All partners, participate in an interactive **communication session at ILE5**, to discuss communication progress. They also analyse the proposals for the event in Semester 6. This event should be a practical workshop, which communicates to selected audiences everything that has been achieved in Phase 1 and anticipates to them what will be carried out in Phase 2. Different from the high-level political event in Phase 2, this is an event for other regions with ceramics tradition that might be interested in taking up some of the project results. It should also give CLAY partners a chance to demonstrate their work. Thus, the plan, communication strategy and agenda should reflect these objectives.

Partners continue providing updates for the website and social media and carry out regional communication activities. As per previous semesters, they guarantee **1 media appearances per region**. GOOD MORNING CERAMICS! takes place in this semester, so partners link up where possible. CM ensures communication of activities, including the Event, among EGCT members and publishes **2 media appearances**.

Internal communication tools are used throughout, to support coordination of activities and share material.

5.1.6 Semester 6

CM continuously updates CLAY Communication tools and provides technical content. CM activates registration for the Event and manages the communication strategy, with min **2 media appearances**. The Interreg Policy Learning Platform is used to reach interested participants.

All partners carry out partner level communication activities disseminating the project and giving visibility to the Taking Stock event by building on existing tools. They provide web/social media updates and guarantee at least **1 media appearances per region** (though in this semester, with the events, the final value should be even higher).

Phase 1 - Taking Stock - Innovation in Ceramics Event is organised in Brussels (M34) by CM in conjunction with ILE6. This public event is organised on the basis of the strategy and agenda agreed in Sem 5 and should mark the bridge between results of Phase1 (interregional learning and action plan) and implementation in Phase 2. The event should attract around 50 participants and be organised as a series of interactive workshops, networking spaces and exhibitions.

All partners, with CM support, participate in a **communication session at ILE6**, to evaluate communication in Phase 1 and plan activities to be carried out in Phase 2 (media / web updates / high-level political event).

Internal communication tools are used throughout, to support coordination of partner activities and share material.

CM prepares Year 3 / Phase 1 evaluation report, with the work plan for Phase 2.

www.interregeurope.eu/clay
Facebook - Instagram - Youtube - Linkedin

5.1.7 Semester 7 (Phase 2)

The partners ensure regular updates of the project website with information on the action plan implementation.

5.1.8 Semester 8

The partners ensure regular updates of the project website with information on the action plan implementation.

5.1.9 Semester 9

The **partners organise a final dissemination event** gathering executives and policy makers from the regions and from other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plan implementation to a large audience. The project website is updated accordingly.

5.1.10 Semester 10

The partners ensure regular updates of the project website with information on the action plan implementation.

5.2 Summary of communication actions

Action	Frequency / Number	Means of communication	Expected results	Responsible partner for the action	Timeplan
External communication tools summary					
Project Website	Minimum 1 news/event every 6 months	Online, updating the website	1.200 hits per reporting period	AEuCC (+ partners provide updates)	At least every 6 months, starting in June 2018
Partners' website	Visible page with info about project	Online	Available to website users	All partners	By 31/07/2018
Poster	Every partner show it in facilities	Print	Seen by 6.000 people	All partners	By 03/09/2018
Social Media	Facebook page, update following news and events	Online	Reaching at least 500 people per post	AEuCC (+ partners provide updates)	Starting by the 31/07/2018
Media	Press releases, following news and events	Print	At least 42 media appearances (1 per partner per semester, 2 per CM per semester)	AEuCC and All partners	Press releases to be written 2 weeks before events
Newsletter	3 issues per year minimum	Online	Database of 4.000 contacts	AEuCC and All partners	Starting by the end of September 2018

Card	2.000 per partner, 12.000 in total	Print	Distributed to 12.000 people	AEuCC and All partners	Starting by the end of September 2018
Roll up	Every partner show it in facilities and events	Print	Seen by 10.000 people	AEuCC and All partners	Starting by the end of September 2018

Action	Frequency / Number	Means of communication	Expected results	Responsible partner for the action	Timeplan
Summary of Communication events					
Launch event	1	Meeting, conference	50 participants	Regione Umbria	June 2018, during kick off meeting
Participation in external events	When occurring	Fair, Good morning ceramics etc.	At least 1 external event per phase	All partners	All project
Mid-term event	1	Open event, ceramics exhibitions	30 participants	All partners	Phase 1, end of Semester 3
Taking stock	1	Innovation in Ceramics Event (Brussels)	50 participants	AEuCC	Phase 1, during ILE6
High-level Dissemination Event	1	Event in Brussels	50 participants	AEuCC	Project conclusion

6. Monitoring and Evaluation

The communication actions will be monitored using the communication plan as a basis to gather all the useful information from the partners (through partners' reports every 6 months) and draft communication reports (once a year), which will be used for the final communication reports (an assessment of the success of the communication activities).

The success of the communication activities will be assessed against the following criteria:

- number of targets reached in each partner country

- media coverage (number of articles or news published about the project, audiovisual material, interviews etc.)

- website (updates, visits, consultation, cross referencing etc.) and interaction on the social media pages

- number of people participating in the open events (e.g. Launch event)

- printed material distribution

- number of requests for information

- feedback from end-users, other stakeholders, peers, policy-makers

- links with existing networks and transnational partners; transfer of information and know-how

6.1 Communication Report Template

The partners are responsible for performing communication activities in their own countries, and will report them to the Communication Manager AEuCC.

The activities will be reported in the specific template (Annex 1) in order to be consistent, and will take into consideration all relevant aspects, as for instance:

- Responsible partner
- Type of activity
- Date and place
- Short description (justify the choice of institution, the relevance toward the project objectives)
- Type of audience
- Results and feedback (e.g. conclusions from the discussion, participants comments, how it may influence the project, etc.)

Each activity material used (if applicable) shall be attached – e.g. presentation, article content, press release note, link etc.

7. Annexes

Annex 1: Partner communication / dissemination template

Annex 2: Interreg Project Branding Guidelines

Annex 3: CLAY Powerpoint Template

Annex 4: CLAY doc Template

Annex 5: Kick off communication presentation