

COMMUNICATION PLAN

of the Project:

**“Shared freight transport services connecting
shipper and carrier operations”**

“SCOPE”

Deliverable Title:	D2.1 – Communication Plan
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Author name(s):	Afroditi Anagnostopoulou (CERTH), Eleni Vargianiti (CERTH), Dimitrios Nalmpantis (AUn)
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I. About Scope

The Project “Shared freight transport services connecting shipper and carrier operations” with the acronym “SCOPE” is being implemented under the “Transnational Cooperation Programme Interreg Balkan -Mediterranean 2014-2020” and is co-funded by the European Union and National Funds of the participating countries. The Project Partnership includes 8 partners that come from 3 countries (Greece, Albania and Bulgaria). The SCOPE partnership can be seen at the following table:

Table 1: SCOPE partnership

Project Partner No	Partner Institution (Full Name)	Country
Lead Partner (LP1)	Centre for Research and Technology Hellas-Hellenic Institute of Transport	Greece
P2	Aristotle University of Thessaloniki - Special Account for Research Funds-Department of Civil Engineering	Greece
P3	Professionals' Chamber of Thessaloniki	Greece
P4	Bulgarian Chamber of Commerce and Industry	Bulgaria
P5	Regional Industrial Association - Smolyan	Bulgaria
P6	Smolyan Chamber of Commerce and Industry	Bulgaria
P7	Chamber of Commerce and Industry, Tirana	Albania
P8	Ministry of Infrastructure and Energy	Albania

The SCOPE project aims to address existing inefficiencies and improve the performance of the road freight transport system in the Balkan-Med region by providing a transnational, innovative and market-driven freight exchange platform. The SCOPE platform will build upon available knowledge and experience and will carefully consider local and transnational road freight transport conditions, providing value-added services meeting its users’ needs and requirements. The platform’s novel development process foresees the continuous engagement of industry stakeholders, providing their feedback and guidance, ensuring that the platform, once completed, will already be tailored to its users’ needs with an important pool of prospective users supporting its smooth start-up and access to the market. Besides its online booking system, facilitating freight exchanges between dully-certified users, the SCOPE platform will also provide advanced services (operating cost estimation, routing applications, cargo monitoring, etc.). A simulator will complement the platform’s transport cost reduction objective as a value added service focusing on eco-driving. The SCOPE consortium composition ensures that all relevant stakeholders will be efficiently reached and all required information will be collected establishing a strong transnational collaboration that will provide major socio-economic and environmental benefits to its users; facilitating their

access to new markets; improving their competitiveness; creating employment and investment opportunities.

The main objectives of SCOPE project include:

- The development of an innovative web-based platform that will facilitate shared road freight transport services efficiently connecting national and transnational shipper and carrier operations
- The enhancement of territorial competitiveness and sustainability, thus contributing towards a more efficient business environment in Balkan-Med region
- The early establishment of transnational cooperation between relevant industry stakeholders by creating business friendly conditions for the platform's start-up and easy access to the market.

Moreover, the expected results of SCOPE project are:

- The promotion of strong transnational business collaborations between shippers and carriers in Balkan-Med region
- A valuable tool to utilize day-to-day shipper and carrier operation in order to improve performance of users
- The provision to its users access to new markets and customers offering significant business opportunities, especially for SMEs, supporting their viability in the sector
- The improvement of efficiency and productivity for shippers and carriers leading to major environmental benefits for the Balkan-Med region

II. Communication objectives

SCOPE will place great attention on the efficient and wide dissemination of its activities, outputs and results establishing an effective communication channel with its target audience.

The communication plan is based on the following principles:

- Awareness, with respect to the role of the EU and the Structural Funds of the EU for the general public and the promotion of the added value of the project.
- Transparency, as far as access to the funds is concerned.

- Consistency, the project's messages, results and outcomes to be open, clear and consistent.
- Targeted, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- Interactive, the project will listen to the views of its target audiences and as far as possible incorporate these into the communication efforts carried out.

All project partners have extensive experience of dissemination and communication activities which ensures that the communication of the project goals and results will be distributed as widely as possible to all relevant stakeholders. All partners will be requested to record all their dissemination and communication activities on the dissemination and communication template. The dissemination and communication plan will ensure a continuous alignment of the dissemination and communication to the current development of the project. It will also explain how the visibility of the project outputs and outcomes will be maximized, and how the project outcomes will be shared with stakeholders, relevant institutions, organizations, and individuals. Consultation within the project partners will be needed to explain the dissemination and communication plan in more detail (Figure 1).

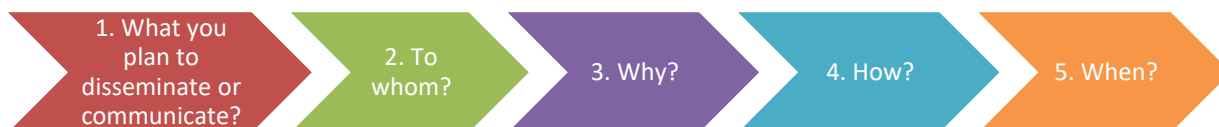


Figure 1: Dissemination and communication plan

The dissemination and communication tools of the project will be used to inform about the project solutions and the benefits. In order to reach the specific target groups and their goals, different set of dissemination and communication tools will be used.

The main dissemination tools are:

- Presentation of results at external events
- Publication and articles in specialized press
- Networking at EU-level at joint events
- Networking at EU-level via social networks

- Project conference – presentation of project outcomes

The main communication tools are:

- Project website
- Website of partners
- E-Newsletter
- Press releases
- Blogs and participation in other social media
- Articles in public and local press
- Events
- Project conference – presentation of project outcomes

The communication and dissemination effort of Scope aims to accomplish the following goals (qualitative and quantitative):

- Publish and disseminate the results of the project within the local authority and to local relevant stakeholders
- Attract the local authority and local relevant stakeholders to events and activities organized by the partnership

The activities performed with the selected dissemination and communication tools will be targeted at the specific audience and goal. The dissemination and communication plan also includes the measurement and monitoring of the outreach of the dissemination activities, both in quantitative (e.g. number of participants) and qualitative (lessons learned, key aspects of debriefing reports of activities) data. This ensures that activities are carried out effectively. The dissemination and communication plan in this project will follow up the steps below.

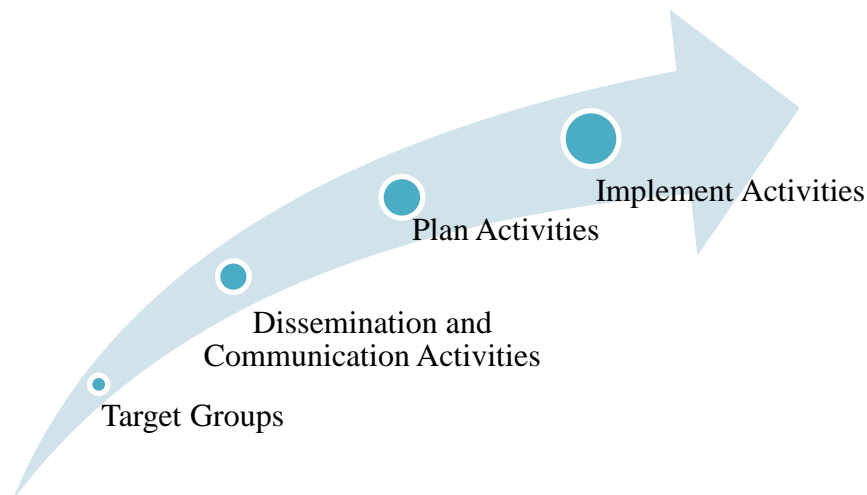


Figure 2: Steps of Dissemination and Communication Plan

III. Target groups

- SMEs: both carriers and shippers in the market of road freight transport
- Industry Stakeholders: representatives of companies that provide road freight transport services and representatives of companies that demand road freight transport services
- Local, regional, national authorities: Key representatives of Municipalities, Regions and Ministries
- Research experts: Researchers with significant expertise in freight transport

IV. Dissemination and Communication Activities

1. Workshops

Local workshops will be held at each partner country with the aim to assess local conditions and solicit the participants' needs and requirements for the SCOPE platform. A large capacity-building workshop will take place at M17, presenting the development of the SCOPE platform for receiving industry feedback guiding the way forward.

The workshops will take place:

- M7-January 2020 in Thessaloniki, Organized by AUTH
- M7-January 2020 in Sofia, Organized by BCCI
- M7-January 2020 in Tirana, Organized by MIE
- M17-January 2021 in Sofia, Organized by SmCCI

2. *Communication events*

A series of publicity events will take place within the framework of the project. More specifically, the project's biannual meetings will also act as communication events with the achieved progress being efficiently communicated to local stakeholders.

The communication events will take place on:

- M8 - April 2020 in Tirana, Organized by CCIT
- M14 - October 2020 in Smolyan, Organized by RIA-Smolyan
- M20 - April 2021 in Tirana, Organized by MIE
- M22 - June 2022 in Thessaloniki, Organized by AUTH

3. *Final Event*

The final event will be organized at the end of the project by CERTH in Thessaloniki. The SCOPE platform will be presented to a wide audience, at the SCOPE final event, facilitating its smooth market access and industry uptake. All relevant stakeholders and experts from public sector, academia and industry will be invited to participate in this event.

4. *Participation to Conferences*

This activity regards participation in conferences, in which the project findings and results will be presented by members of the beneficiary. The exact number of Conferences will be determined according to the availability of relative conferences.

V. *Communication Outputs*

- Name of event, date and location
- Event documents and photos (presentation, photos)
- Overall aim and target audience of the event
- Key results of the event (participants and feedback from participants)
- Overall outcome of the event for the project
- Relevant contacts for future dissemination of the project.

VI. *Communication tools*

SCOPE will deploy a series of communication tools and means for making its identity widely recognizable, spreading the word of its activities and achievements. Several tools will be used, depending on each target audience category, in order to achieve communication adaptability.

1. Project Management Documentation

- The deliverables will follow the same design outline as presented in Annex I.
- The Project logo will be used on all communication materials. It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used).
- A common template for PowerPoint presentation will be used by all beneficiaries and presented in Annex II.
- The reference to the funding *“Project co-funded by the European Union and national funds of the participating countries”* must be clearly indicated in small size in all communication materials and it will be placed on the right bottom of the page.

2. Project logo

The logo is the core element of the SCOPE project identity and is used in all project outreach material so as to secure consistency and wide recognition (see Figure 3). It has been developed based on the rules of Balkan-Med by the LP and it is available to all SCOPE partners.



Figure 3: SCOPE Logo

The following statement *“This research has been co-funded by the European Union and national funds of the participating countries through the Interreg Balkan – Mediterranean program “SCOPE - Shared freight transport services connecting shipper and carrier operations” (MIS: 5048545)”* acknowledges the role and support

provided by the Interreg Balkan-Med Funds.

Both logo and acknowledgement of Balkan-Med funding is mandatory in all communication and dissemination material within the framework of SCOPE such as website, social media accounts, reports and deliverables, power point or other graphical presentation.

3. Project poster

Within six months after the approval of the Project, each project partner will place at least one poster with information about the project (minimum size A3), including the financial support from the EU. The poster should be visible for the whole duration of the Project.

BalkanMed has developed an online tool for the creation of Project posters. The tool is available through the Programme website to all Project Partners and will help them implement the provisions of the Regulation.

Project posters will be created by using the online tool developed by the Balkan-Med Programme and is available in the Programme website at <http://www.interreg-balkanmed.eu/com/74-Online-poster-creation-tool>.

4. Other Promotional material

During the project additional promotional material will be developed, like brochures, flyers and roll-up banners.

Promotional material, describing the project, objectives and main activities, will be created in order to raise awareness on the project at all levels. The templates will be provided to project partners and will be produced in all different languages (i.e. Greek, Bulgarian and Albanian) using a same look and feel. Partners will be responsible for the printing of the brochure in their local language.

5. Project website

The Balkan-Med Programme website hosts one website per project. The integrated system of Programme and Project websites facilitates the monitoring of Project activities and it saves financial and human resources. The project website will include:

- Pre-filled information fields with data from the Application Form: partnership, budget

- Project summary, Project results, news and events during the project

The project will also create its own website, which will be the key dissemination and communication tool for the project. It will serve as the main communication reference point, kept up-to-date including project news, information on upcoming events, delivered reports, etc. The website will follow the Programme's visual guidelines. It will include a public and restricted area. The public area will present information on project objectives, progress and outputs, as well as other interesting links and information related to the topic. All public project reports and publications will be made available online.

At the end of the project the website should be archived onto a CD-ROM, USB disk (or other drive) or online (permanent) storage.

The Professionals' Chamber of Thessaloniki - PP3 is responsible for the development of the official SCOPE project website.

6. *Social media*

The project will take advantages of social media to promote and disseminate objectives, activities and results. Facebook and LinkedIn accounts have been already created sharing day-to-day project information with the SCOPE followers.

The Centre for Research and Technology Hellas (LP) – CERTH – PP1 is responsible for the content of social media and all partners should also contribute to updating information and posting topics.

7. *Newsletters*

Project newsletters will be produced in a bi-annual basis and will provide an update on Project progress and activities, upcoming events and produced outputs. The project newsletters will keep the SCOPE community informed about the project objectives, the project progress and the project results. The aim of the newsletters is to ensure that all interested stakeholders receive a regular flow of information about the project in order to maintain awareness throughout the project lifetime. The Newsletters will be mailed in electronic format and will be published on the website.

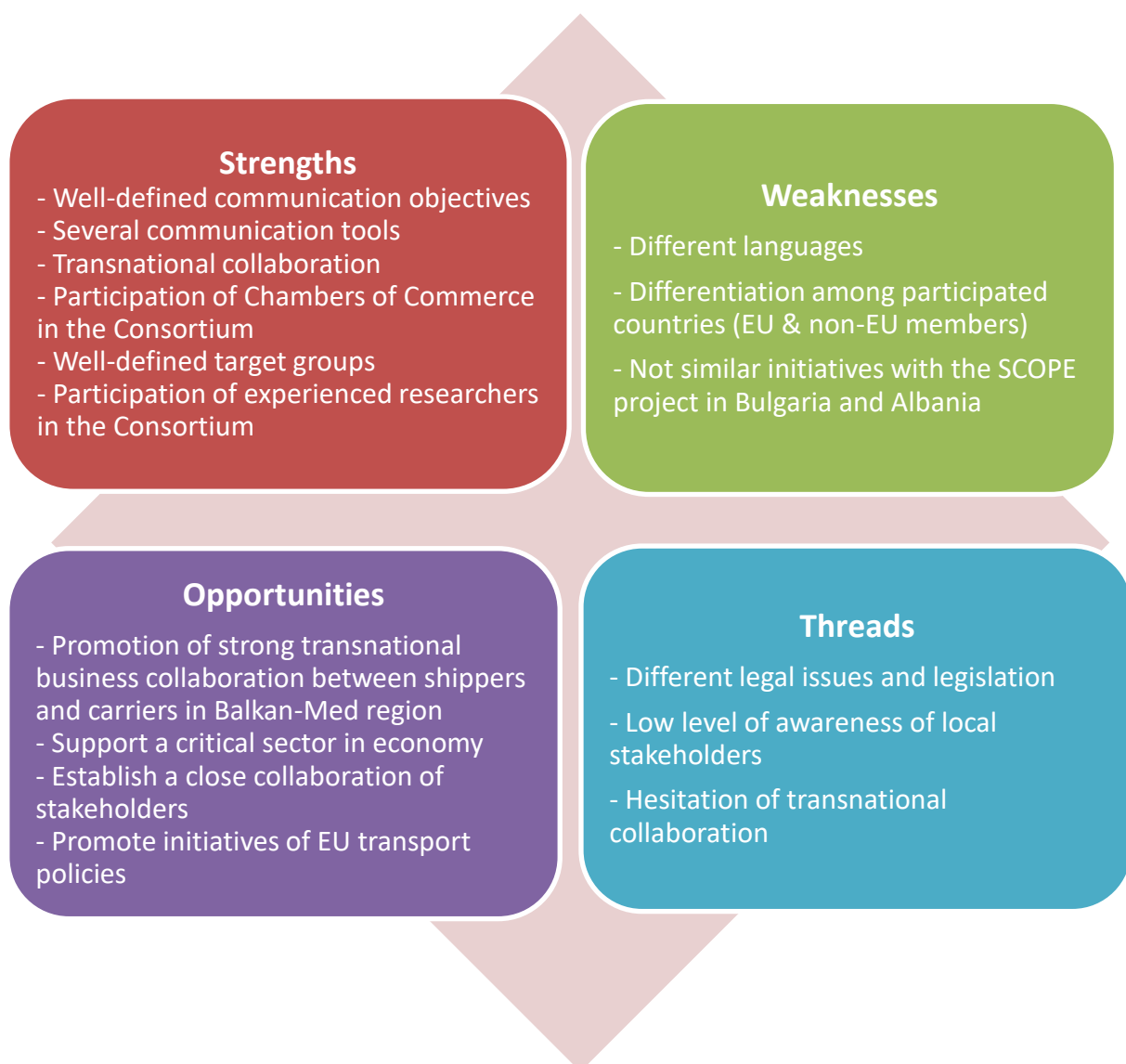
The Centre for Research and Technology Hellas (LP) - CERTH is responsible for this action.

8. *Project video*

The video aims to create visual information about the project lifecycle; it will combine material and photos from all project activities. The video will be inspirational and straightforward. It will be uploaded on the project website so that all stakeholders will be able to see how the project was implemented. It will be developed during May and June 2019.

The Professionals' Chamber of Thessaloniki - PP3 is responsible for the development of the SCOPE video.

VII. SWOT Analysis



VIII. Indicators

SCOPE project data availability and sharing will raise the impact of SCOPE

coordination and support activities, allowing for access to an unprecedented number of potential users. The short description will allow potential users to gain awareness on the data concepts and evaluate their suitability for future use.

The table presented in Annex III is the dissemination and communication reporting tool to record SCOPE dissemination and communication activities and partners will use it to report their actions in a bi-annual basis.

The SCOPE project will be implemented via the official Communication Plan and CERTH (PP1) is responsible for monitoring the implementation. Information on progress will be included in the Dissemination and Communication Reporting Tool and monitoring will be carried out via output and result indicators given in the table below.

Table 2: Indicators and sources of verification

Communication Tool	Type of activity	Partner involved	Details (place, date, language)	Addressed Target Group
Logo	Promotion	CERTH (LP-PP1)	EN	All
Poster	Promotion	to be filled in	to be filled in	to be filled in
Promotional Materials No1	Promotion	to be filled in	to be filled in	to be filled in
Promotional Materials No2	Promotion	to be filled in	to be filled in	to be filled in
Promotional Materials NoX	Promotion	to be filled in	to be filled in	to be filled in
Project website	Information	PCTh (PP3)	to be filled in	All
Social media -	Information	CERTH	EN	All

LinkedIn		(LP-PP1)		
Social media - Facebook	Information	CERTH (LP-PP1)	EN	All
Newsletter No1	Information	to be filled in	to be filled in	to be filled in
Newsletter No2	Information	to be filled in	to be filled in	to be filled in
Newsletter NoX	Information	to be filled in	to be filled in	to be filled in
Project video	Promotion	PCTh (PP3)	to be filled in	to be filled in

IX. Internal communication

In order to enhance the communication and better collaboration between project partners there have been established the following tools of internal communication:

- Project Meetings: biannual meetings
- Shared intranet: Google Drive
- Online Meeting: GoToMeeting (1 per month)

X. Overview of WP2- Project Communication& Dissemination

In the following tables we present an overview of WP2, including deliverables and the estimated budget per partner.

Deliverable 2.1 – Communication plan

Partner	Budget (€)			
	Staff Costs	Office & Administration	External Expertise & Services	Travel & Accommodation
P1- Centre for Research and Technology Hellas-Hellenic Institute of Transport	1540	231	0	0
P2- Aristotle University of Thessaloniki - Special Account for Research Funds-Department of Civil Engineering	1350	202.5	0	0
P3- Professionals' Chamber of Thessaloniki	2050	307.5	4967.29	0
P4- Bulgarian Chamber of Commerce and Industry	2400	360	0	0
P5- Regional Industrial Association - Smolyan	1548.8	232.32	0	0
P6- Smolyan Chamber of Commerce and Industry	1548.8	232.32	0	0
P7- Chamber of Commerce and Industry, Tirana	0	0	0	0
P8- Ministry of Infrastructure and Energy	0	0	0	0

Deliverable 2.2 – Project website and social media

Partner	Budget (€)			
	Staff Costs	Office & Administration	External Expertise & Services	Travel & Accommodation
P1- Centre for Research and Technology Hellas-Hellenic Institute of Transport	1540	330	0	0
P2- Aristotle University of Thessaloniki - Special Account for Research Funds-Department of Civil Engineering	1350	0	0	0
P3- Professionals' Chamber of Thessaloniki	2050	137.7	4967.29	0
P4- Bulgarian Chamber of Commerce and Industry	2400	0	0	0
P5- Regional Industrial Association - Smolyan	1548.8	0	0	0
P6- Smolyan Chamber of Commerce and Industry	1548.8	0	0	0
P7- Chamber of Commerce and Industry, Tirana	0	0	0	0
P8- Ministry of Infrastructure and Energy	0	0	0	0

Deliverable 2.3 – Promotional material

Partner	Budget (€)			
	Staff Costs	Office & Administration	External Expertise & Services	Travel & Accommodation
P1- Centre for Research and Technology Hellas-Hellenic Institute of Transport	1540	297	0	0
P2- Aristotle University of Thessaloniki - Special Account for Research Funds-Department of Civil Engineering	1350	306	0	0
P3- Professionals' Chamber of Thessaloniki	2050	106.74	4967.29	0
P4- Bulgarian Chamber of Commerce and Industry	2400	105	0	0
P5- Regional Industrial Association - Smolyan	1548.8	65.55	0	0
P6- Smolyan Chamber of Commerce and Industry	1548.8	35.1	0	0
P7- Chamber of Commerce and Industry, Tirana	0	77.64	0	0
P8- Ministry of Infrastructure and Energy	0	59.83	0	0

Deliverable 2.4 – Report on external communication events

Partner	Budget (€)			
	Staff Costs	Office & Administration	External Expertise & Services	Travel & Accommodation
P1- Centre for Research and Technology Hellas-Hellenic Institute of Transport	1540	231	0	7380
P2- Aristotle University of Thessaloniki - Special Account for Research Funds-Department of Civil Engineering	1350	604.45	0	6990
P3- Professionals' Chamber of Thessaloniki	2050	1171.8	4967.29	8340
P4- Bulgarian Chamber of Commerce and Industry	2400	720	0	5630
P5- Regional Industrial Association - Smolyan	1548.8	762.51	0	7783.94
P6- Smolyan Chamber of Commerce and Industry	1548.8	964.38	0	6640
P7- Chamber of Commerce and Industry, Tirana	0	378.59	0	2340.29
P8- Ministry of Infrastructure and Energy	0	235.87	0	3360

ANNEX I - Deliverable Template

**TITLE OF
DELIVERABLE**

of the Project:

**“Shared freight transport services connecting
shipper and carrier operations”**

“SCOPE”

The project is co-funded by the European Union and National Funds of the participating countries



Deliverable Title:	
Work Package:	
Due Date:	
Submission Date:	
Start Date of Project:	
Duration of Project:	
Version:	
Status:	
Author name(s):	
Nature:	<input type="checkbox"/> R – Report <input type="checkbox"/> P – Prototype <input type="checkbox"/> D – Demonstrator <input type="checkbox"/> O – Other
Dissemination level:	<input type="checkbox"/> PU - Public <input type="checkbox"/> CO - Confidential, only for members of the consortium (including the Commission) <input type="checkbox"/> RE - Restricted to a group specified by the consortium (including the Commission Services)

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I. *Heading 1*

Main body

Table X: Title (above the table)

Figure X: Title (below the figure)

1. *Heading 2*

Main body

ANNEX X - Title

|

The project is co-funded by the European Union and National Funds of the participating countries

ANNEX II - Presentation Template



PP Logo

PP
Logo



(TITLE OF THE EVENT)

(DATE)

(PLACE)

The project is co-funded by the European Union and National Funds of the participating countries



PP Logo

PP
Logo



The project is co-funded by the European Union and National Funds of the participating countries



The project is co-funded by the European Union and National Funds of the participating countries

ANNEX III - Dissemination and Communication Reporting Tool

Partner	<input type="radio"/> CERTH (PP1) <input type="radio"/> BCCI (PP4) <input type="radio"/> CCIT (PP7) <input type="radio"/> AUTH (PP2) <input type="radio"/> RIA Smolyan (PP5) <input type="radio"/> MIE (PP8) <input type="radio"/> PCTh (PP3) <input type="radio"/> SCCI (PP6)
In cooperation with	<input type="radio"/> Other consortium partner(s). Who? ____ <input type="radio"/> External stakeholder(s). Who? ____ <input type="radio"/> Other. Who? ____ <input type="radio"/> N/A
Period	<input type="radio"/> M1-M6 <input type="radio"/> M7-M12 <input type="radio"/> M13-M18 <input type="radio"/> M19-M24
Place	<input type="radio"/> Greece <input type="radio"/> Bulgaria <input type="radio"/> Albania <input type="radio"/> Other <input type="radio"/> N/A
Title and short description	<input type="radio"/>
Activity	<input type="radio"/> Offline dissemination (display of leaflets, banner, face-to-face promotion) <input type="radio"/> Online dissemination (website, social media) <input type="radio"/> Publication (article, press release, scientific & peer reviewed publications) <input type="radio"/> Organisation/participation in a project event <input type="radio"/> Participation/dissemination in an external event (stand, poster, oral presentation) <input type="radio"/> Meeting with EU bodies/staff (Commission, Agencies, Committees, Parliament) <input type="radio"/> Meeting with other stakeholders <input type="radio"/> Other

Used resources	<input type="radio"/> Website <input type="radio"/> Social media <input type="radio"/> Banner <input type="radio"/> Leaflet <input type="radio"/> Poster <input type="radio"/> Video <input type="radio"/> Social media
Type of audience	<input type="radio"/> Scientific community (higher education, Research) <input type="radio"/> Industry <input type="radio"/> Policy Makers <input type="radio"/> Publishing houses <input type="radio"/> Media <input type="radio"/> General Public (civil society) <input type="radio"/> Other
Estimated number of persons reached	<input type="radio"/> 1-10 <input type="radio"/> 11-50 <input type="radio"/> 51-200 <input type="radio"/> > 200
Feedbacks received	
Other information and comments	