



# COMMUNICATION AND DISSEMINATION PLAN

Exploiting Potentials of

Social Enterprises through Standardized

European Evaluation

and Development System

# SOCIAL SEEDS

Interreg Europe



SME competitiveness



European Union  
European Regional  
Development Fund



Interreg  
Europe

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## I. Summary

This SOCIAL SEEDS communication plan is designed to help the project achieve its objectives and to disseminate the results among relevant policy makers and a general public. It elaborates on target groups and defines core messages. It describes the basis of the communication processes, and guidelines to be followed by all partners.

## II. Project abstract

Recent years have seen a burgeoning interest in social enterprises across Europe, strongly driven by a growing recognition of the role social enterprises can play in tackling emerging challenges. Particularly in the current period of economic and social recovery, social enterprises are able to bring innovative solutions for social cohesion and inclusion, job creation, growth and the promotion of active citizenship. Social enterprises contribute to smart growth by responding with social innovation to needs that have not yet been met. For instance, many social enterprises take it for granted to encourage workers to learn and update their skills. They also create sustainable growth by taking into account their environmental impact and by their long-term vision. For example, social enterprises often develop efficient ways to reduce emissions and waste or use natural resources. In addition, social enterprises are at the heart of inclusive growth due to their emphasis on people and social cohesion: they create sustainable jobs for women, young people and the elderly.

Yet, despite interest in and the emergence of examples of inspirational and ‘disruptive’ social enterprises, relatively little is known about the scale as well as the eco-systems of the emerging social enterprise ‘sector’ of Europe as a whole. Best practices across Europe show that social enterprises are effective & efficient policy tools at policy-makers’ hands to reduce territorial disparities, bridge the public - private sphere and to boost economic growth, employability of vulnerable social groups by improving the performance of regional development policies and programmes. Despite most social enterprises lack adequate resources (access to finance, markets, skilled workforce, supportive policy measures, entrepreneurial skillsets), yet, only eight countries (Bulgaria, Greece, France, Italy, Luxembourg, Slovenia, Sweden, and United Kingdom) have a policy framework in place to encourage the development of such enterprises via legal, administrative and financial instruments. So far, the diversity of national economic structures, welfare and cultural traditions and legal frameworks have meant the main burdens for measuring and comparing social enterprise activity and competitiveness across Europe.

Motivated by the above challenge, the SOCIAL-SEEDS partnership aims to equip policy-makers with an evidence-based policy diagnostic tool that increases the effectiveness of local and regional policies for stimulation of growth & employment (preferably of vulnerable social groups) in social enterprises (SE) including their eco-systems in European cities and regions. To this end, regional and local government-run measurement and labelling scheme addressed to social enterprises (SE) will be established. It will help policy-makers’ concrete actions towards creating the right conditions to allow the sector to thrive. This new scheme will be fully exploitable - regardless of sectors, size of enterprises, maturity - and aligned throughout three different policy-making spheres enabling consensus between bottom-up and top-down implications. Although, similar issues related to strengthening the position of SEs within the private & public sphere has already been part of EU development agendas for many years, but the focus on ranking and benchmarking regional and local SEs according to policy metrics is new. Therefore, SOCIAL-SEEDS partners believe that the achievements will efficiently contribute to shaping

European policymaking as well as engage multi-stakeholders in the way policies are generated, implemented and monitored.

### III. Project objectives

The main objective of SOCIAL SEEDS is to identify and improve the effectiveness of policy instruments & thus to tackle current policy gaps in Europe.

By creating a robust and holistic mechanism for looking at financial and social performance - based on sharing and developing the joint pool of experiences and good practices of different partners – SOCIAL SEEDS will equip policy-makers with an evidence-based policy diagnostic tool that increases the effectiveness of local and regional policies and instruments for stimulation of growth and employment.

To this end, regional and local government-run measurement and labelling schemes will be established. These will allow policy-makers concrete actions towards creating the right conditions for SE to thrive. These schemes will be fully exploitable, regardless of their sector/size/maturity, and aligned throughout three levels, namely

- A. MICRO: a standardized compilation of best and worst practices for social enterprises.
- B. MEZZO: to identify, collect and assess case studies that create the opportunity for analysis and assessment, and thus allowing policy-makers to obtain direct information on the SE state-of-play, operating logic, resource requirements as well as barriers supporting responsible and evidence-based policy interventions.
- C. MACRO: finding and consequences will impact the formulating of regional and national SE policies.

The consortium will do this through:

- 1. conducting study trips to different kinds of existing SEs
- 2. inviting external experts for workshop activities
- 3. hosting conferences for civil NGOs, associations and networks focusing on SEs.
- 4. ensuring communication channels that will make the accumulated knowledge of the project available to social entrepreneurs and public authorities all over Europe working with related issues in the context of business development.

### IV. Communication objectives

The communication activities undertaken during, as well as after the closure of the project, will help to achieve the project objectives. They will bring attention to SOCIAL SEEDS, raise awareness and engage relevant stakeholders in contributing to the activities and the dissemination of its results.

#### A. Internal

To communicate on a regular basis will allow for monitoring of the work scheduled. Meetings and teleconferences among project partners will be regularly scheduled. There will be additional direct meetings between all the project partners to discuss in-depth issues related to the management and implementation of SOCIAL SEEDS.

A restricted part of the SOCIAL SEEDS website foresees in an intranet, where documents between partners can be exchanged. Files are also shared and can be edited/commented through a dedicated DropBox. In the DropBox, partners will also be able to download branded templates related to the project. Project partners will keep in touch via other channels as well: e-mail, phone, Skype.

## B. External

OBJECTIVE	TARGET GROUP	ACTIVITY
<p>To influence public policy on social entrepreneurship in order to improve the quality as well as the quantity of SEs, regardless of their state of maturity.</p>	<ul style="list-style-type: none"> <li>- Regional development agencies</li> <li>- Intermediary organisations</li> <li>- Local/regional/national policy-makers</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly on-line newsletters circulated among relevant entities involved in the design of policies</li> <li>- Regional workshops organised by all partners, every 6 months, dealing with the progress and deliverables</li> <li>- Project website for EU-wide discussion on emerging and existing topics</li> <li>- Press releases in local/regional/national media, even beyond</li> <li>- Final conference, allowing policy-makers access to expertise and policy improvements</li> <li>- Joint presentation in the EWRC 2018, in order to reach more policy-makers and raise awareness of the EC and the CoR on project achievements.</li> </ul>
<p>Reaching SE at local and regional level and shaping and aligning current policies, as well as impacting the policy mix.</p>	<p>Social enterprises and their ecosystems, already running or newly established at local/regional/national level</p>	<ul style="list-style-type: none"> <li>- Annual on-line newsletters circulated among relevant entities involved in the design of policies</li> <li>- Regional workshops organised by all partners, every 6 months, dealing with the progress and deliverables</li> <li>- Project website for EU-wide discussion on emerging and existing topics</li> <li>- Press releases in local/regional/national media, even beyond</li> <li>- Final conference, where national champions and innovative SEs will be promoted and get recognition</li> <li>- Joint presentation in the EWRC 2018, in order to reach more policy-makers and raise awareness of the EC and the CoR on successful SEs and their practices.</li> </ul>
<p>Bridging the gap between policy-makers and SE through intermediary organisations and chambers of commerce. All these entities work together and their involvement is essential in aligning</p>	<p>Intermediary organisations (such as regional innovation agencies) and umbrella organisations such as chambers of commerce and industry</p>	<ul style="list-style-type: none"> <li>- Annual on-line newsletters circulated among relevant entities involved in the design of policies</li> <li>- Regional workshops organised by all partners, every 6</li> </ul>

<p>sectoral and horizontal policy aspects.</p>		<p>months, dealing with the progress and deliverables</p> <ul style="list-style-type: none"> <li>- Project website and restricted area for EU-wide discussion on emerging and existing topics</li> <li>- Final conference</li> <li>- Regional workshops aiming at disseminating knowledge on policy practices addresses to SEs</li> <li>- Joint presentation in the EWRC 2018 with project partners</li> </ul>
<p>Higher education and research institutes play a central part in the development of up-to-date methodology for the policy diagnostic tool. Therefore, the aim of the communication and dissemination activities is to involve the highest possible number of knowledge generating entities in the implementation of the project, as counselling.</p>	<p>Higher education and research institutes dealing with research on social enterprises</p>	<ul style="list-style-type: none"> <li>- External conferences, events and workshops</li> <li>- Project website and restricted area for EU-wide discussion on emerging and existing topics</li> <li>- Press releases in local/regional/national media, even beyond</li> <li>- Regional workshops discussing the methodical frame with stakeholders</li> <li>- Scientific publications</li> </ul>
<p>Reaching NGOs, professional bodies and networks ensures that efforts are in line with the mainstream European development directions, as well as guaranteeing the commitment of both public and private entities to the project objectives.</p>	<p>Close cooperation with NGOs, professional bodies and networks will serve as a tool for diminishing “internal blindness” within the partnership. This target group will serve as a touch-stone, a so-called quality assurance body. Besides pro-actively participating the implementation of the project, it will also reset the main directions should any field of development be neglected or unimproved.</p>	<ul style="list-style-type: none"> <li>- Annual on-line newsletters circulated among NGOs and professional bodies shaping the general (public) opinion about the efficiency of policy and strategies</li> <li>- Regional workshops organised by all partners, every 6 months, dealing with the progress and deliverables</li> <li>- Project website and restricted area for EU-wide discussion on emerging and existing topics</li> <li>- Press releases in local/regional/national media, even beyond</li> <li>- Final conference, where NGOs get access to access to expertise and are given the chance to share their own position papers, green papers, etc.</li> <li>- Presentation in the EWRC 2018, in order to reach more NGOs and professional networks at European level</li> </ul>

## V. Strategy

The purpose of the SOCIAL SEEDS communications is to include the activities and tools into the core of the project, allowing for the reinforcement of policy instruments tackled by the project.

Communication activities will be carried out, with the help of appropriate tools:

- Constantly, by delivering online content and monitoring SOCIAL SEEDS' online presence
- During workshops and events organised in the framework of SOCIAL SEEDS.

Under the coordination of PP6, each project partner will be involved in the implementation of the communication strategy and will have to carry out the necessary activities.

## VI. Target groups

- Local/regional/national policy-makers working in fields that are closely linked to the development of social enterprises (entrepreneurship, education, finance, tourism, health, ICT or even research and innovation)
- Intermediary organizations being in the position of directly or indirectly influencing policies at local / regional / national level
- Social enterprises and their ecosystems
- Higher education institutions dealing with SE research
- NGOS, professional bodies and networks

## VII. Key messages

- **RELEVANCE OF SOCIAL ENTERPRISES:** Social enterprises represent a new business model of economic development in Europe. These enterprises currently have economic relevance, they account approximately for 10% of EU total business and 6.5 % of the entire EU working population.
- **RESULTS OF THE PROJECT SOCIAL SEEDS:** There are successful experiences that are going to be identified and showcased by the project SOCIAL SEEDS supported by the programme Interreg Europe of the European Commission. The main result of the project is going to be an evidence-based policy diagnostic tool to help policymakers to increase the effectiveness of their policy instruments and their Operational Programmes.
- **WE SEEK YOUR CONTRIBUTION:** The project is open to gather experiences and contributions from social entrepreneurs, investors, academia and other stakeholders. They will be integrated in expert groups that will shape the execution of the project SOCIAL SEEDS.

## VIII. Communication activities

To raise awareness about SOCIAL SEEDS and to allow for the mobilisation of as many relevant stakeholders possible, various tools will be deployed and several publications will be issued during the lifetime of the project. After the closure of the project, the website will be kept updated for at least two years to keep disseminating its achievements.

Deliverable	When	PP responsible + PPs contributing
1 kick-off seminar	Semester 1	All
1 study visit to Hungary	Semester 1	PP1
1 dissemination and communication plan	Semester 1	PP6 + All
1 brochure	Semester 1	PP1 + All
1 poster	Semester 1	Joint Secretariat
1 website	Semester 1	Joint Secretariat
7 mini-sites/micro-sites	Semester 1	All
1st press release	Semester 1	PP1
1 seminar in Italy	Semester 2	PP1 + PP6
2nd press release	Semester 2	PP2 + PP6
1st online newsletter	Semester 2	PP6 + All
1 <sup>st</sup> publication "Synthesis of EU policies and Strategies in Europe (and beyond"	Semester 2	All
1 extension to the website: Virtual networking + Policy Learning platform	Semester 2	PP6
3 <sup>rd</sup> press release	Semester 3	PP5 + PP6
1 study visit to Poland	Semester 3	PP5
1 interregional workshop in Estonia	Semester 3	PP7
2 <sup>nd</sup> publication "European Standardized Evaluation and Supportive System Guidelines for Policy Makers (methodology + practical experiences)	Semester 3	All
4 <sup>th</sup> press release	Semester 4	PP7 + PP6
2 <sup>nd</sup> online newsletter	Semester 4	PP6 + All
1 interregional workshop in Hungary	Semester 4	LP + PP6
3 <sup>rd</sup> publication "Best practice and quintuple helix participation models of Social Enterprises" (including an executive summary, to be translated in all partners' languages)	Semester 4	PP6 + All
1 participation application for the European Week of Regions and Cities 2018	Semester 4	PP6 + All
1 seminar in Slovenia	Semester 4	PP4 + PP6
1 study visit in Slovenia	Semester 4	PP4
1-page leaflet "Strategic Blueprint of fostering SE in rural regions"	Semester 5	PP6
1 interregional workshop in Czech Republic	Semester 5	PP3 + LP

5 <sup>th</sup> press release	Semester 5	PP3 + PP6
2 external events to participate in	Semester 5	PP6 + All
5 meetings with key stakeholders and policy-makers	Semester 5	All 1/region
1 research article	Semester 5	LP+PP6+All
4 stakeholder meetings	Semester 6	LP
6 <sup>th</sup> press release	Semester 6	LP + PP6
1 press conference in Brussels	Semester 6	PP6 + All
1 final event in Brussels	Semester 6	PP6
3 <sup>rd</sup> online newsletter	Semester 6	PP6
2 external events to participate in	Semester 6	PP6 + All
1 documentary movie	Semester 6	LP + PP6 + All
Website updates	Semester 7	PP6 + All
Website updates	Semester 8	PP6 + All
Website updates	Semester 9	PP6 + All
Website updates	Semester 10	PP6 + All
Social media	Throughout the project	LP + PP6 + All

- **Kick-off meeting:** organised by the lead partner, for the partnership only.
- **Interregional workshops:** foreseen in Hungary, Estonia and the Czech Republic.
- **Thematic seminars**
- **Study visits:** to existing successful social enterprises. The aim is these will result in 5 case descriptions and 25 identified good practices (to be included in a good practice guide). The foreseen study visits will take place in Hungary, Poland and Slovenia.
- **Brochure:** will contain general information on the background of social entrepreneurship policies in Europe, the aim of the project and the work to be undertaken, as well as contact details. Written by IFKA, graphic design and printing Rzeszow.
- **Website:** as required by the JS, all Interreg Europe projects have been given subsites on the Interreg Europe domain. The one for SOCIAL SEEDS can be found here: <http://www.interregeurope.eu/socialseeds/>. Development of the technical aspects and branding was taken care of by the JS, to allow for a streamlined visual identity for all projects that were granted funding under the Programme. All partners are given logins to the intranet of their website, and assigned partners will be responsible for the day-to-day management and uploading of new content. This website will be updated on a regular basis. It contains information on the project itself, the duration and the partnership, news about the implementation and achievements of SOCIAL SEEDS, information about past and upcoming events, photos and videos, and links to the SOCIAL SEEDS social media.
- An **extension** to this website is foreseen, which will be used as a **platform for virtual exchange and policy learning** with policy-makers and other relevant stakeholders.
- **Mini-sites/micro-sites:** all partners will be required to showcase SOCIAL SEEDS on their institution's webpage, containing information about the project, its aims and results, the partners' place in the consortium and have to mention the financial support by Interreg Europe. This should be done through the creation of a dedicated subpage (shown on the homepage with a clickable logo or any other clear indicator that shows the affiliation with the project). These subpages should at least show the logo of SOCIAL SEEDS, together with the Interreg Europe logo and the European flag. Where possible, it's encouraged to incorporate the Interreg

Europe branding of the JS on these mini-sites. There should also be a link to the main SOCIAL SEEDS page <http://www.interregeurope.eu/socialseeds/>

- **Online newsletter:** to be circulated quarterly to relevant stakeholders. Contents will be delivered by all partners under the coordination of PP6. The newsletter will be sent through the Interreg Europe SOCIAL SEEDS subsite <http://www.interregeurope.eu/socialseeds/>.
- **Publications:** “Synthesis of EU policies and Strategies in Europe (and beyond)”; “European Standardized Evaluation and Supportive System Guidelines for Policy Makers (methodology + practical experiences)”; “Best practice and quintuple helix participation models of Social Enterprises” (including an executive summary, to be translated in all partners’ languages)
- **1-pager leaflet:** describing the project and its learnings, “Strategic Blueprint of fostering SE in rural regions”, written by EURADA.
- **Press releases:** will coincide with the organisation of events of the partnership. The hosting partner will be responsible for writing and issuing the press release with the assistance of EURADA.
- **Press conference:** at least for the kick-off event and the final event.
- **Research article:** in order to qualify the exchange of experience done in SOCIAL SEEDS.
- **Documentary movie:** presenting the cases and good practices identified during the study visits.
- **Poster:** the only printed communication tool planned and approved by the Programme thus far is the poster. It was produced by the JS and circulated among the partnership by the Lead Partner. One of the requirements is that it is placed for the whole duration of the project in a clearly visible space, such as the entrance of the building/offices of your organisation. Partners will be asked to provide the Lead Partner for a photo showing their poster is up, for reporting purposes.

## IX. Database of relevant stakeholder / mailing lists for newsletters, events, publications, etc.

All partners will be asked to provide PP6 with a list of contacts that we can use to promote SOCIAL SEEDS, its activities and its outcomes. This will be done through a file in DropBox.

## X. Branding and logo

In line with the Interreg Europe requirements, all the outputs related to the Programme need to be branded according to the guidelines set out here: <http://www.interregeurope.eu/about-us/logo/>, as well as respecting the graphic identity specific for the SOCIAL SEEDS project, as set out in the documents circulated by the Lead Partner. These materials will also be available for download from the restricted area (partner section) of the website.

The core Interreg Europe brand consists of three components:

1. The logo block



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2. The slogan: Sharing solutions for better regional policies
3. The so-called “origami”



The origami may be used on its own as an endorsement of the brand, but is never a replacement of the full logo. For example, the origami may be used as an illustration, the background of a poster or in a Power Point presentation.

References to the EU and the European Regional Development Fund should always accompany the logo block, except for small sized use.

The proportion and relationship of size between the three key elements may not be altered in any way.

The typeface 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.

General rules concerning logo and acronym:

- Logo visible at prominent place (first/landing page)
- Logo in comparable size to other logos used
- Logo must be visible, without scrolling on electronic and mobile devices
- Partners do not develop their own project logo
- Acronym: SOCIAL SEEDS

## XI. Social media

SOCIAL SEEDS activities will continuously be promoted through social media. Relevant information from other sources that touches upon the topic of social entrepreneurship and the policy framework, will also be shared. SOCIAL SEEDS will use a Facebook page (<https://www.facebook.com/Social-SEEDS-1700085076923531/?fref=ts>), LinkedIn (<https://www.linkedin.com/groups/8530360>) and the twitter account that it is going to be created. These pages will be managed by the Lead Partner and PP6.

Partners are strongly encouraged to share/retweet SOCIAL SEEDS news through their own social media. When attending events related to social innovation in general or in the framework of SOCIAL SEEDS, it is advisable to make a photo and a short comment on the event. Try to include hashtags #SOCIALSEEDS #socent #interregeurope; this allows for easier tracking of the communication efforts done. Make links and tag one another’s institutions, as well as the Interreg Europe programme.

## XII. Sustainability

Interreg Europe has a strict approach to the production and use of promotional material such as USB sticks, pens, bags, notebooks, etc. If SOCIAL SEEDS partners wish to produce this kind of promotional items, they first need to seek approval both of the Lead Partner and of the Joint Secretariat.