

Interreg Europe ESSPO Project

Communication strategy



CONTENT

1. Statement of purpose.....	2
2. ESSPO abstract.....	2
3. ESSPO objectives	2
4. ESSPO communication objectives	3
5. ESSPO Communication strategy	9
6. ESSPO Target Audience/stakeholder mapping analysis	10
7. Stakeholders analysis and key messages.....	12
8. Communication activities.....	14
a. ESSPO website.....	15
b. Partners institutional webites.....	16
c. Social media	16
d. Contacts exchange.....	17
e. Public and media relations	17
f. Events and meetings.....	17
g. Partners' internal communication.....	20
h. Branding.....	20
i. Sustainable communication	21
j. POSTER.....	21
9. Budget	21
11. Contact	22



1. STATEMENT OF PURPOSE

This ESSPO communication strategy is designed to help the project achieve its objectives and disseminate the results among relevant policy makers . In particular, it will set a road-map for:

- Engaging effectively with stakeholders
- Ensuring the relevant people understand what we do
- Demonstrating the success of our work

2. ESSPO ABSTRACT

ESSPO addresses the issue of insufficient impact and efficiency of policies aiming to enhance SMEs competitiveness, especially their growth on national and international markets as well as their engagement in innovation processes. So far considerable budgets have been invested for SMEs support, however its impact on the economy of EU territories is questionable. The territories represented in the project as well as all EU regions need to develop comprehensive support portfolios designed as policy mixes, making synergies of different services and in a smart way targeting their specific support to appropriate segments of SME population.

The project will work on the solutions to align the support services into efficient portfolios such as:

- Development of new support services to better much the SME needs (filling the gaps, aliment to changing conditions)
- diagnostic tools to assess company absorption capacity and management tools to provide the right match of needs with competent support
- combination of different kinds of support (financial, advice, access to infrastructure etc.) into a joint set
- better coordination the support provided by different actors and remedies to its fragmentation
- improvements of support good quality
- improvements of programme management practices (calls for proposals, project and contact with beneficiaries, monitoring and evaluation the results).

ESSPO will work on specific improvements of SME policy instruments in 8 different territories on national, regional, subregional and local level. 5 of them are belong to Growth & Jobs programmes and 3 are financed from national or local budgets. The project takes a longterm aim to contribute to the creation of effective and efficient services portfolios, which are capable to impact the regional economies. This aim will be achieved through interregional learning process engaging the partners and the stakeholders from the partnership territories.

3. ESSPO OBJECTIVES

ESSPO main objective is to improve the regional policies directed to SMEs competitiveness and engagement in innovation in the participating regions so that of they make effective and



efficient services portfolios, which are capable to impact the regional economies. This way ESSPO will contribute to better effectiveness and efficiency of the public intervention directed to SMEs, thus to better, and more sustainable development and growth. This aim will be achieved through interregional learning process engaging the partners and the stakeholders from their territories.

The operational objectives are set in 2 levels:

1. Related to individual policy instruments. These objectives will be worked out together with decision makers and stakeholders in each individual region, and may consist in:
 - related to territorial objectives behind the envisaged policy improvements. They can be summarized as objectives aiming at:
 - development of new support services to better match the SME needs (filling the gaps, alignment to changing conditions) and improvement of the quality of already existing support;
 - better targeting the services at the relevant SME group segments (SMEs are not all the same) and helping the right beneficiaries to access the right support;
 - ensuring synergies of support services to make comprehensive mini-policy-mixes and this way effectuate the desired impact of the policies;
 - better management of the services portfolios (mini-mixes) by improvement of programme management practices, coordination of supply and better use of monitoring and evaluation to ensure effectiveness and efficiency of the programmes.
2. Project process, and are consisting in:
 - raising the relevant stakeholders (in the partner regions and outside) awareness on issues tackled by ESSPO;
 - gaining wide ownership of the project objectives and outcomes to ensure their use and sustainability;
 - acquisition of knowledge, experience and inspiration to improve the policy makers and support suppliers competences to develop and introduce better policies;
 - develop Action Plans with firm resolution for implementation.

4. ESSPO COMMUNICATION OBJECTIVES

The communication activities within the project are to help to achieve the project objectives, which would not be possible without winning attention, raising awareness and understanding as well as engaging relevant stakeholders for the project activities and results.

The project communication objective describes ESSPO' intended and direct outcomes, what can be directly attributed to the effect of the project. They resulted in the following schema:

Objective	Target groups	activities
-----------	---------------	------------



<p>Raised awareness on importance of efficient support portfolios through changing mindsets of those who deliver policies on their role and tasks and winning attention and backing for project objectives.</p> <p>Many regions invest considerable budgets for SMEs support, however the efficiency in enhancement the region's competitiveness through SMEs support system is questionable. It is partly due to the fact that the support provided by regions is not well designed and managed on strategic and operational level. It is therefore the mission of ESSPO to work on the mindset changes among decision makers and bodies responsible for policy delivery about the function they have in the process of design and implementation of policies which shape territorial ecosystem. The project main message in that respect will be to help policy and decision makers understand the mechanisms behind the public policy interventions in order to increase their responsibility for the introduced policy instruments. It is important that this target group understands the influence they have on SMEs reality not only through the quantity of budget allocated to specific instruments but also via the quality of intervention – the way policy is organized and managed to compose adequate policy mix.</p>	<ul style="list-style-type: none"> • Officials decisive for the implementation, implementing agencies • Policy and decision makers in partner regions • European, national and other EU regions' policy and decision makers 	<ul style="list-style-type: none"> • Regional Events (Hearing SME): SME's Open Day – SME hosting in its premises policy and decision makers, intermediaries. Entrepreneurs present their achievements, practices and issues and are "heard" by the participants. 8 events in each territory, 15 participants each • Regional Events (Dialogue with SMEs): interactive sessions with SMEs, policy and decision makers, intermediaries, led by professional moderator (achievement of dialogue among those target groups), 8 events in each territory, 40 participants each) • Participation in external events (participation in other events/conferences that affect target groups and correspond with project objectives) • Website updated on regular basis • Social Media appearance (cross exchange of posts, official news on partners' fan pages) • Final conference
<p>Raised understanding of companies' needs as well as raising the awareness on the competences and role of support suppliers in delivering policies and assisting SMEs' growth.</p> <p>There is an identified problem of dispersed SME support policies, which tend to reach a small portion of the SMEs</p>	<ul style="list-style-type: none"> • Officials decisive for the implementation, implementing agencies • Policy and decision makers in partner territories • Regional stakeholders – support suppliers 	<ul style="list-style-type: none"> • Regional Events (Hearing SME): SME's Open Day – SME hosting policy and decision makers, intermediaries, • Regional Events (Dialogue with SMEs): interactive sessions with SMEs, policy and decision makers, intermediaries, led by



<p>population and therefore the macro scale result of the intervention is not visible neither to SMEs nor to those who deliver policies. What is more the business support organizations (BSO) operating in territories are not well coordinated, if at all any coordination is in place, as they are not recognized by the policy and decision makers the relevant partner to design and implement the business support policy. There are many intermediaries, the support offer is fragmented and clear definition of the role of BSO in the innovation ecosystem is missing. Despite the effort to provide information of “who does what”, onestopshops and “no wrong door” SMEs are still confused on the supply available and whom to turn to. BSO are confused about what is expected from them by the policy makers. The point which ESSPO is going to reach is policy practitioner recognized the role of the SME support services as a tool to implement policy objectives in the field of companies competitiveness. It is also important for the project that policy objectives were factbased, founded on understanding of SME needs and capacities by both policy makers and BSO.</p>		<p>professional moderator (achievement of dialog among those target groups)</p> <ul style="list-style-type: none"> • Participation in external events (participation in other events/conferences that affect target groups and correspond with project objectives) • Final conference
<p>Engagement of stakeholders in policies improvement. Ownership of the implemented policies by the target groups/beneficiaries is crucial factor of the effectiveness of introduced solutions. It is mainly steaming from the involvement of stakeholders in the policy design and implementation process. The participative element of the policy design process is however much demanding in terms of timing and logistics and therefore often missing or limited in the</p>	<ul style="list-style-type: none"> • Regional stakeholders – support suppliers • Regional stakeholders – support target groups (SMEs) 	<ul style="list-style-type: none"> • Regional Events (hearing SME): SME’s Open Day – SME hosting policy and decision makers, intermediaries, • Regional Events (dialogue with SME): interactive sessions with SMEs, policy and decision makers, intermediaries, led by professional moderator (achievement of dialog among those target groups)



<p>policy making practice in partners' territories. The objective of ESSPO is to address this issue in relation to specific SME support measures which are going to be addressed and in most cases redesigned in active dialogue among stakeholders in each partner territory. This will be possible through communication events oriented on SME "hearing" and exchange of viewpoints between partners ("dialogue" session). Interactions of the territorial partners will be enriched with outcomes of the interregional policy learning process within ESSPO which will be communicated on regular basis via social media, website updates and final conference.</p>		<ul style="list-style-type: none"> • Website updated on regular basis • Social Media appearance (cross exchange of posts, official news on partners' fanpages) • Final conference,
<p>UNDERSTANDING OF THE POLICIES. Awareness of policies objectives and the reasons for using specific tools for their implementation is often missing among target groups/beneficiaries of Operational Programmes and other SME support policy instruments as well as in media. This leads to a negative perception of public interventions in the field of companies competitiveness. The objective of ESSPO is to make the policy design and implementation mechanisms and the rationale behind them clear and attractive showing specific good practices and case studies to illustrate internal logic of policy instruments and their tangible and intangible results from the perspective of different target groups (SMEs, citizens). ESSPO partners realise that reaching the general public with very specific and complex thematic (which SME support policy certainly is) is a very</p>	<ul style="list-style-type: none"> • Media • Regional stakeholders – support target groups (SMEs) • General public 	<ul style="list-style-type: none"> • Regional Events (dialogue with SME): interactive sessions with SMEs, policy and decision makers, intermediaries, led by professional moderator (achievement of dialog among those target groups) • Website updated on regular basis • Social Media appearance (cross exchange of posts, official news on partners' fanpages) • Final conference



<p>challenging task however they believe that the regular activities of all consortium through though the project lifetime can affect at least the communities of people gathered around partner institutions and related stakeholders, mainly involving online means of communication.</p>		
<p>Understanding of the project objectives and results. ESSPO partners realize that efficient dissemination of the project idea is a big challenge due to the complexity of the theme as well as the fact that it is difficult to attract attention of stakeholders addressed with messages from hundreds of EU projects running simultaneously. ESSPO communication strategy is therefore focusing on specific target groups selected by the partnership and relevant stakeholders with the objective to attract and involve relevant individuals on territorial and UE level who can both take advantage and provide project with adequate feedback. Having among partners the European Association of Development Agencies will be very helpful in reaching not only EURADAs associates but also the thematic platforms and decision makers on EU level as well as numerous representatives of EU regions operating daily in the capital of EU who should be interested in project and its outcomes. EURADA will also assure that project objectives and outcomes are presented on relevant external events organized in Brussels. For addressing decision makers on territorial level ESSPO regular communication on project objectives and outcomes is planned to be carried out by all partners via</p>	<ul style="list-style-type: none"> • European, national and other EU regions' policy and decision makers 	<ul style="list-style-type: none"> • Website updated on regular basis • Social Media appearance (cross exchange of posts, official news on partners' fanpages) • Final conference • Participation in external events (participation in other events/conferences that affect target groups and correspond with project objectives) • Communication with EU policy and decision makers, other thematic platforms and initiatives on EU level (RIM plus, ERRIN, S3, INTERREG Platform – EURADA animating from Brussels)



<p>social media and relevant websites update (partners and stakeholders institutional websites, information provided for external websites). All partners will be dedicated to present project idea and its outcomes on external events they take part.</p>		
<p>Maintain the strong involvement of partners during the whole project lifetime. For the successful implementation of project objectives it is crucial to keep partners constantly involved in the project operations through project lifetime. One of the ways to reach this objective is regular meetings focused on exchange of information about current and planned project activities which help to address arising issues in due time and allows people share their successes in delivering project outcomes. In addition to regular meetings closed group on Instant Messengers will be arranged with exclusive access for ESSPO partners where people will share information and issues which require immediate feedback from others. Such tool helps to address all adhoc issues which can appear during the project implementation and facilitates dynamics of integration of the ESSPO partners community. In order to strengthen the integration of ESSPO partners which contributes to their involvement in project operations people will be encouraged to exchange information in the form of posts and official news on partners' fan pages. In order to present final project outcomes a conference will be organized. Each partner will contribute and the agenda will be planned so that every partner could present lesson learnt in the project from their viewpoint.</p>	<ul style="list-style-type: none"> • Project partners 	<ul style="list-style-type: none"> • Partner regular meetings during project. Such meetings will be organized within ESSPO in the form of teleconferences and direct meetings organized in parallel with events focused on exchange of experience in phase 1 as well as in phase 2 – in total at least 8 per year in phase 1 and 1 per year in phase 2. Each meeting will follow the agenda distributed in advance and will be closed with “to Do list” distributed among partners. • Closed group (partners only) on Instant Messengers e.g. Facebook • Social Media appearance (cross exchange of posts, official news on partners' fan pages) • Final conference



Activities and target groups will be developed in further paragraphs.

5. ESSPO COMMUNICATION STRATEGY

ESSPO communication strategy main purpose is to incorporate the communication activities and tools into the project core elements in order to gain synergic effect reinforcing the improvements of policy instruments addressed by ESSPO.

In that respect communication mainly aims to:

- Change mindsets of those who deliver policies on their role and tasks
- Raise understanding of companies needs within project timeframe through a number of activities
- Improve awareness of policy makers and practitioners on specific issues related to organization of support portfolios in efficient way.

To provide this, communication activities will be evaluated by putting appropriate tools in place, e.g.:

- during workshops and events organized within ESSPO project
- constant delivery of content and monitoring of the project's online presence

Winning attention and backing for project objectives is crucial to assure sustainability of results therefore project will focus on engagement of stakeholders, policy and decision makers.

Communication will be addressed to:

- Decision makers relevant for the policy instruments addressed in ESSPO
- Regional stakeholders (SMEs and business support organizations)
- Project partners.
- European, national and regional policy and decision makers

Each partner is going to be involved in implementation of the strategy with adequate activities to carry out.

Main communication activities are based on direct contact. There are territorial events and final conference scheduled. Events are planned both, for hearing SME voice and to animate dialogue among SME and other stakeholders.

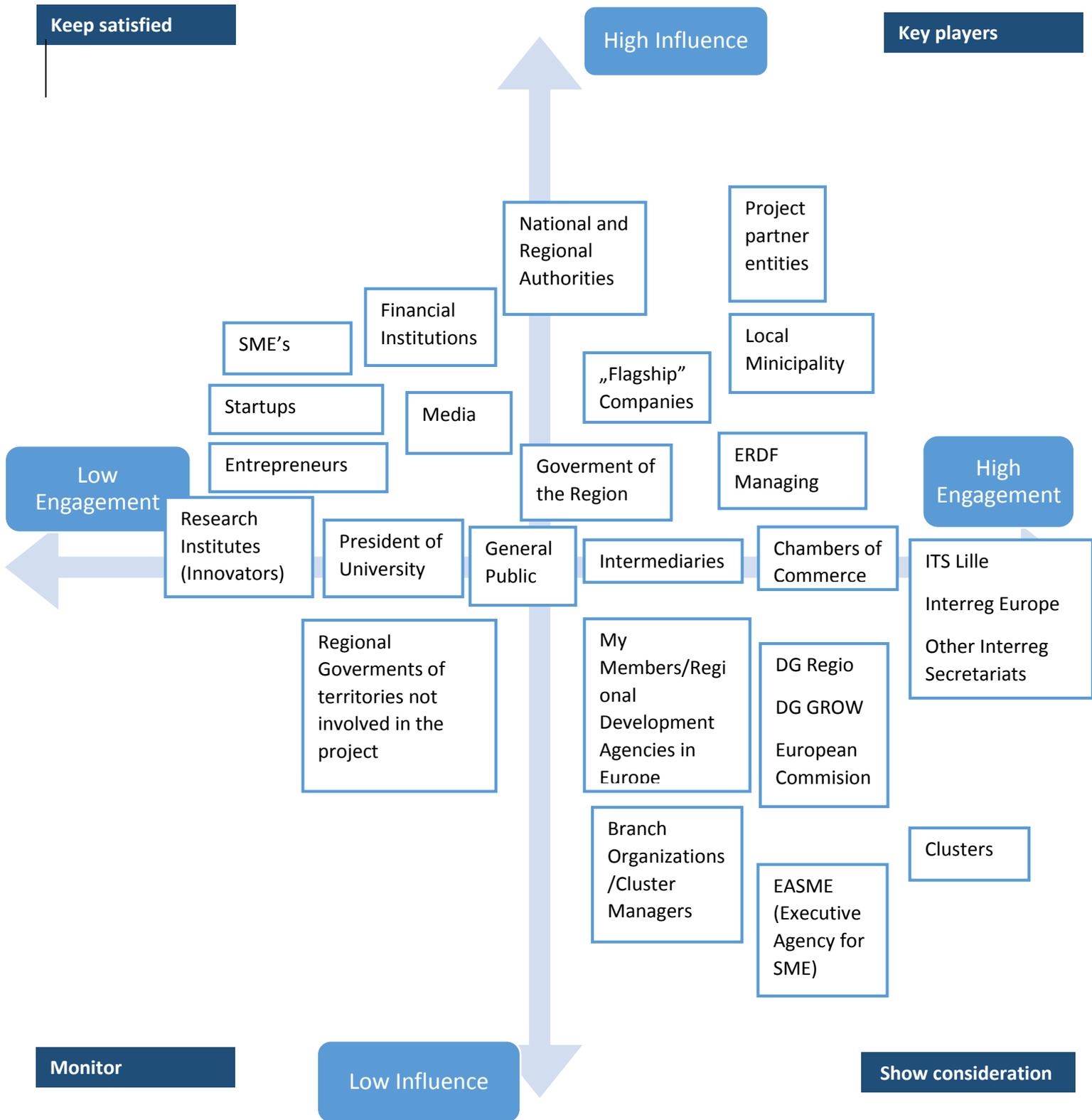
To maintain the attention and to communicate on regular basis, social media will be involved, up to date website complementation, press kits with the Programme visual identity and BTL tools (e.g. posters) provided as well as regular meetings and teleconferences among project partners.



6. ESSPO TARGET AUDIENCE/STAKEHOLDER MAPPING ANALYSIS

The key target audiences, their engagement and influence on policy implementation were identified during ESSPO Kick off meeting's communication workshop. Those shall be the main focus of communication activities.

They resulted in the following schema.





7. STAKEHOLDERS ANALYSIS AND KEY MESSAGES

Messages are the statements that will feed into each communication action. They are driven by an understanding of what our target audience wants/needs, and should be clear on the action required by that audience upon hearing the message. Messages are supported by proof points, stories, testimonies. The main impulsion of messages are outlined here, but it is crucial that key messages are refined and revised according to the planned activities. Specific messages will therefore be developed for each major communication action.

ESSPO key stakeholders analysis and key messages:

Name of stakeholder	What we expect from the stakeholder	What stakeholder expects from the project	Key message - IDEA - Wording
National and Regional Authorities (all)	<ul style="list-style-type: none"> • Understanding of the project • Implementation the results 	Best practices	<p>A BETTER/OTHER WAY TO HELP YOUR COMPANIES</p> <p><i>ESSPO provides you proven examples how to better help companies in your region</i></p>
Government of the Region/Municipality (owner or the policy instrument addressed in the project)	<ul style="list-style-type: none"> • Active participation and implementation of project outcomes • Institutional learning • Proactive attitude and overcoming their internal resistance • Dissemination of the project's result • Be visible leader of the stakeholder group • Policy making • Implementation of new instrument 	<ul style="list-style-type: none"> • Improvement of policy and local development • New jobs • Economy growth • Good practices • Road map for new services including training and tools • Action plans • Organizational support and networking 	<ul style="list-style-type: none"> • PREPARE FOR THE FUTURE THROUGH BETTER SERVICES <p>Different message in different stages of the project</p> <p>I stage:</p> <ul style="list-style-type: none"> • TOGETHER WE CAN ACHIEVE MORE • DON'T BE AFRAID TO BE ACTIVE



	<ul style="list-style-type: none"> • Platform for communication • Monitoring results 	<ul style="list-style-type: none"> • Improvement of policy and local development • New jobs • Economy growth 	<p>AND INNOVATIVE</p> <ul style="list-style-type: none"> • WE ARE THE RIGHT PARTNER FOR YOU <p><i>ESSPO helps to achieve more visible growth and jobs from improved SME support</i></p>
Our own entities (the project partners)	Good/efficient communication to other stakeholders (outside the partnership)	<ul style="list-style-type: none"> • New knowledge • Strong influence on regional stakeholders (with the help of the partners) • Financial support 	<ul style="list-style-type: none"> • WE ARE DOING IT THE RIGHT WAY • OUR WORK HAS MEANING • LET'S DRIVE THE CHANGE TOGETHER <p><i>Through international partnership we are acquiring knowledge on how better shape policies for SMES</i></p>
“Flagship” Companies/SME	<ul style="list-style-type: none"> • Define needs • Give recommendations (based on their experience in innovative processes) to politicians • Show in practice what/how they have done (give examples) 	<ul style="list-style-type: none"> • More/better services • Funding • Better/more innovative “environment” 	<ul style="list-style-type: none"> • TAKE RESPONSIBILITY • GET INVOLVED <p><i>ESSPO gives you opportunity to be heard by policy makers, your engagement will contribute to better conditions for your company and other SMEs</i></p>
Media	Good understanding for a better description to the audience	<ul style="list-style-type: none"> • High quality content • Success stories 	<ul style="list-style-type: none"> • EFFICIENCY OF THE IMPLEMENTATION



			<p>HELPED TO CREATE JOBS</p> <p><i>Company success stories depend on precise support based on good understanding of SME needs</i></p>
Intermediaries	<ul style="list-style-type: none"> • Spread the message • Input/information • feedback 	<ul style="list-style-type: none"> • added value to provide to their members • impact of the project in view of the set objectives • new tools/services that they can use 	<ul style="list-style-type: none"> • TOGETHER WE ARE STRONG • MUTUAL LEARNING • YOUR OPINION MATTERS <p><i>Let's work together on effective SME support instruments</i></p>
Research institutes – Managers (e.g. president of university) and innovators	<ul style="list-style-type: none"> • Present their capacities to serve companies • Experience in R&D projects • List of experts and equipment • recommendations 	<ul style="list-style-type: none"> • better relation to business • more projects • more money 	<ul style="list-style-type: none"> • LOOK AT YOUR REGION • SCIENCE IS HERE! <p><i>Your knowledge can contribute to better development of the SMEs and the region</i></p>
Interreg Europe (JS and managers) and other programmes	<ul style="list-style-type: none"> • Financial support • Support in communication activities 	<ul style="list-style-type: none"> • Results • Networking 	<p>THANKS TO THE PROJECT WE ARE CHANGING OUR POLICIES</p>

8. COMMUNICATION ACTIVITIES

The mix of communication tools to implement this strategy takes into account the programme requirements and tools provided already by Joint Secretariat such as document templates and website, the project objectives and project limited resources. One of the consequences of this approach is that no promotional 'gadgets' or 'gifts' will be produced unless a clear unexpected need is identified to achieve the project objective and consent from the Joint Secretariat is obtained.



A. ESSPO WEBSITE

ESSPO website will be held on Interreg Europe website (www.interregeurope.eu/esspo) and hosted on Interreg Europe servers.

The screenshot displays the ESSPO website interface. At the top, there are four navigation tabs: 'Research and Innovation' (yellow), 'SME competitiveness' (blue), 'Low-carbon economy' (green), and 'Environment and resource efficiency' (light green). Below the tabs, there are filter options for 'Themes' and 'Countries/regions', and a 'Search' button. The main content area features three news articles, each with a date, a title, a short description, and a 'Type: Programme' label. The first article is dated 23/02/2016 and titled 'Assistance to applicants for second call'. The second article is dated 10/02/2016 and titled 'First call projects approved'. The third article is dated 09/02/2016 and titled 'Get inspired in Rotterdam'. At the bottom left, there is a 'SHARE' button and social media icons for Facebook, Twitter, and LinkedIn.

Poznan Science and Technology Park, as a leader of the project, will have access to ESSPO website and is obliged to publish information about the progress, actions taken, events and every activities concerning ESSPO realization and implementation. In order to publish up to date information, Partners are obliged to prepare information about progress in their region and sent it the project Communication Manager at PSTP (via email anna.ciamciak@ppnt.poznan.pl or on ESSPO google mailing group).

ESSPO website must be updated on regular basis, contain information written in simple and reader-friendly manner (in English). **Information about main project events must be published no later than 2 weeks before the event (sent to PSTP no later than 3 weeks before).**

Number of new visitors during reporting period is one of the indicators that are predefined by the program.

Adequate training for The Communication Manager on the use of the website CMS will be provided on September 2016.

Content of the ESSPO website:

- Information about the project
- ESSPO's duration and budget (from database)
- Partnership from database
- News about the project's implementation and achievements



written by every partner, sent directly to PSTP or to closed group on Google

- Information about main project events published no later than 2 weeks before the event
- Pictures, videos about the project's work
- Digital project outputs
- Link to social media section
- Media Corner

The website facility provided by the Joint Secretariat does not give newsletter or extranet function.

B. PARTNERS INSTITUTIONAL WEBITES

Each Partner is obliged to publish information about ESSPO project **on their institutional website**. The information has to include:

- Short description of the project
- ESSPO aims and results
- Partnership in ESSPO
- Highlight the financial support of EU
- logo set and acronym of the project
- link to ESSPO general website

C. SOCIAL MEDIA

PSTP, as a project leader, responsible for communication strategy, will create **FB ESSPO account** to communicate with target groups. In order to publish news about ESSPO implementation and achievements up to date on ESSPO FB, Partners are asked to:

- provide information/content in English and their mother language
- Sent the information „FB news” and sent it directly to the project Communication Manager (anna.ciamciak@ppnt.poznan.pl) or to the project google group

For efficient communication on social media in order to reach wide range of target groups ESSPO Partners are asked to:

- Inform about project, achievements, results and events **on their social media** (eg. FB, TT, LinkedIn) with:
 - Short description of the project with link to ESSPO website
 - ESSPO aims and results
 - Partnership in ESSPO
 - Highlight the financial support of EU
 - logo set and acronym of the project
 - link to ESSPO general website



- Make links and tag among each other's as well as Interreg Europe's social media and ESSPO Facebook
- Target, know and go into interaction involving stakeholders and target groups (e.g. policy and decision makers) in their area
- Should monitor statistics for their social media related to actions taken among ESSPO activities
- Update information on regular basis
- Provide dynamic and interesting content
- Provide photo and video content, which is essential while publishing on social media
- Partners' FB fanpage (if existing) should follow:
 - Interreg FB fanpage (<https://www.facebook.com/interregeurope/?fref=ts>)
 - ESSPO FB fanpage
 - Each others FB fanpages

D. CONTACTS EXCHANGE

For better and efficient cooperation among project communication, ESSPO Partners should send their communications officers' contacts as well as contacts to persons responsible for communication concerning ESSPO to PSTP communication officer (anna.ciamciak@ppnt.poznan.pl). It will enable publishing up to date information about project implementation.

E. PUBLIC AND MEDIA RELATIONS

Media relations – ESSPO communication activities include media relations activities listed below:

- 16 publications, in total, about ESSPO's implementation/achievements are required
- Each Project Partner has to achieve 2 publications
- ESSPO concerns appearance mainly in press (printed and online)
- Paying for articles is non eligible
- Media monitoring is essential. Keep copy, link, scan or print screen of every article that concerns ESSPO communication

Press Kit, as well as any material provided to the media have to put emphasis to the name of the project, the programme and ERDF support. Additionally project Partners should mention the name of the project, the programme and ERDF support during every contacts with journalists and display them in all public materials.

F. EVENTS AND MEETINGS

Human interaction is essential for building trust and allowing cooperation therefore main communication activities among ESSPO project are based on direct contact.

Based on the needs identified, the events will be both regional and international. Regional events, organized by each partner, are scheduled below:



Name of the event	Description	Responsible organisation	No. of events per project / per region	No. of participants per event	Time scheduled
SME's Open Day - SME hosting policy and decision makers, intermediaries	SME hosting in its premises policy and decision makers, intermediaries. Entrepreneurs present their achievements, practices and issues and are "heard" by the participants. The objective is to get better understanding of companies strategic and operational issues through direct interaction with the manager and the employees in their place of work. This approach should help policy and decision makers and intermediaries to overcome the physical and psychological distance that often separates them from SMEs reality.	Each regional partner PP8 prepares guidelines	8/1	15	Semester 4
Dialogue with SME's - Interactive sessions with SME's, policy and decision makers, intermediaries	Open interactive events focused on the policy instruments target group i.e. SMEs. Discussion engaging SMEs, policy and decision makers, intermediaries, led by professional moderator in order to achieve dialogue	Each regional partner PP8 prepares guidelines	1 led by professional moderator	30	Semester 3



	among those target groups helping them understand each other's needs and viewpoints within the project thematic scope.				
Final conference	Targeted to the outside of the project partnership. To disseminate results, good practices and lessons learned.	Organised PSTP together with EURADA. All partners participate and contribute.	1/ n.a.	100	Semester 9
Participation in external events	Project partners are also encouraged to take participation in external events that affect target groups and correspond with project objectives. The project must be presented either by project Partner being a speaker or information needs to be made available by handouts or at exhibition.	PSTP and EURADA, other partners are encouraged	1 per semester	Nt specified	All semesters

To accomplish project requirements, each event has to be branded with particular set of visual identification:

- Each event has to ensure visibility of ESSPO, EU support (eg. on posters)
- During events Partners are encouraged to place EU flag in appropriate place
- ESSPO logo set must be used on any agendas, list of participants, related handouts and presentations
- Clear reference to the ERDF funding must be placed in each publication
- Power point template, provided by Interreg Europe/ERDF, will be available on the program website as well as press kit and stationery template



G. PARTNERS' INTERNAL COMMUNICATION

To maintain the attention and to communicate on regular basis, meetings and teleconferences among project partners will be scheduled. Teleconferences will be held when needed, approximately every 6 weeks. Additionally there are several direct meetings (e.g. kick off meeting) scheduled and closed group (only for ESSPO Partners) on google+ created to communicate on regular basis.

H. BRANDING

A clear identity for the programme is vital to ensure a coherent visual presence that reinforces the programme's message.

The core Interreg Europe brand is made of 3 components:

- **The logo block**

Interreg
Europe



European Union | European Regional Development Fund

- **The slogan:**
Sharing solutions for better regional policies
Should be used when possible. There's no predefined positioning of it.
- **The 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.

Reference to EU and 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.

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: ESSPO

Logo and acronym as well as Interreg brand identity guide can be easily downloaded from programme's website <http://www.interregeurope.eu/about-us/logo/>

I. SUSTAINABLE COMMUNICATION

The programme adopts a strict approach to the production and use of various promotional material such as bags, pens, notebooks, USP sticks etc. ESSPO does not plan such material, and cost sif ESSPO Partners wish to produce such material as communication tools, prior approval by the joint secretariat is necessary. To reach sustainable communication Partners must remember:

- To produce only materials directly necessary to meet your communication goals
- Every additional production needs approval of joint secretary beforehand
- Interreg Europe encourage use of existing organizational material (pens, notepads etc.)

J. POSTER

The only printed communication tool planned and approved in the application form is **poster**. It is also a strict requirement of the programme that each Partner places a poster with information about the project (minimum size A3), including the financial support from ERDF at the location readily visible to the public, such as the entrance area of a building.

Interreg Europe programme will provide a downloadable template for the production of the poster.

Posters need to stay visible for the whole duration of the project.

9. BUDGET



11. CONTACT

The body responsible for this communication strategy is **Poznan Science and Technology Park** as leader of Interreg Europe ESSPO project.

On operational level, the following person is designated as responsible for information and communication:

Anna Ciamciak – ESSPO Communication Manager

Tel: +48 61 827 97 63, email : anna.ciamciak@ppnt.poznan.pl