



European Union
European Regional
Development Fund

Communications Activities – 4th through 6th Semesters

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Šibenik, 10 December 2018

4TH SEMESTER PLAN

4th Semester plan

- 1. Presentation of project to local public:** partners in each territory will hold one official presentation of the LAP + results of phase 1 of project to public, public authorities and national and regional stakeholders. This event will include a press conference and coverage of regional radio and TV news services.

Svil: week of 16-20 December + 1 focused on Foligno

North East Region: 31 October and 12 December

Sibenik: 12 December

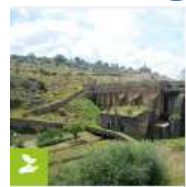





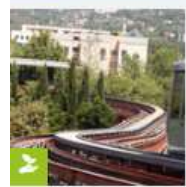



Extremadura:

CABO: 14 December

Pannon:

4th Semester plan

2. Regular updates of the project website: done

	<p>Local Action Plan for La Serena (Extremadura)</p> <p>03/12/2018 The Region of Extremadura describes its Local Action Plan Type: Project</p>		<p>Green Pilgrimage and SHARE: walking the same path</p> <p>25/10/2018 Two Interreg Europe projects explore some commonalities Type: Project</p>
	<p>SHARE contributes to communications seminar</p> <p>28/11/2018 Sharing what we have learned with communications managers of Interreg E... Type: Project</p>		<p>Stakeholder Policy Debate Set</p> <p>15/10/2018 Policymakers from 6 European territories will discuss aspects of cultural... Type: Project</p>
	<p>Final meeting of Phase 1 planned</p> <p>26/11/2018 Partners will present finished Local Action Plans Type: Project</p>		<p>Watch the SHARE EU Week of Regions Talk</p> <p>12/10/2018 The talk on sustainable management of cultural heritage can be viewed online Type: Project</p>
	<p>SHARE presents at Sustainable Mobility workshop</p> <p>13/11/2018 The innovative integrated ticket and the St. Francis Way presented as a good... Type: Project</p>		<p>Next interregional exchange meeting announced</p> <p>03/10/2018 Action plan monitoring and study visits are planned. Type: Project</p>
	<p>Stakeholder Political Debate Held</p> <p>09/11/2018 Policy makers from 6 European countries discussed sustainable manage... Type: Project</p>		<p>SHARE at EU Week of Regions and Cities</p> <p>01/10/2018 Topics and results from SHARE will be discussed at #EUWeek event Type: Project</p>

4th Semester plan

3. Dissemination kit: A specific dissemination kit will be prepared in national languages and in English.

Status: Partial. Translations received have been uploaded to the SHARE website library section.

Find reports and documents relevant to the project here.



Dissemination Kit

03/12/2018

Information about the project and its implementation in 7 languages.



Vadstena, Sweden events 22-23...

12/10/2018

Agendas for the Interregional Exchange and Political Debate in Vadstena



Documents from meeting in...

21/05/2018

Documents prepared for the Greenwich interregional exchange meeting.

Indicators

Number of appearances in media	Not including own media (newsletters etc.) and appearances into the project partners website	56
Average number of sessions at the project pages per reporting period		1.000

Earned Media appearances:

- Total reported in first 3 semesters: 23
- 4th semester should show big increase because of political debate in Vadstena (9 media mentions in Umbria alone) and local press events in 6 territories.
- List links to earned media on “info for lead partner” form

Web sessions:

2nd semester: 496

3rd semester: 1192

4th semester: 887 (5 months)

5TH - 6TH SEMESTER PLAN 2019

5th and 6th Semester plan

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

Working plan:

- each month one partner (except advisory partner) will prepare an article or video on the state of **action plan implementation**
- each month one partner will prepare an article (text + at least 2 photos) presenting **cultural heritage** covered by the policy and Local Action Plan

In other words...

Action Plan Article / video

- each month one partner (except advisory partner) will prepare an article or video on the state of action plan implementation. Each partner prepares 2 during the year.

Cultural heritage article

- each month one partner will prepare an article (text + at least 2 photos) presenting cultural heritage covered by the policy and Local Action Plan. Each partner does 2 during the year.

Proposed publishing schedule

	January	February	March
Article	Svil	Pannon	Cabo
Heritage	Nerda	Svil	Extremadura
	April	May	June
Article	Extremadura	Nerda	Sibenik
Heritage	Sibenik	Cabo	Pannon
	July	August	September
Article	Svil	Pannon	Cabo
Heritage	Nerda	Svil	Sibenik
	October	November	December
Article	Extremadura	Nerda	Sibenik
Heritage	Cabo	Extremadura	Pannon

Proposed publishing schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sviluppumbria	A/V	CH					A/V	CH				
NERDA	CH				A/V		CH				A/V	
Extremadura			CH	A/V						A/V	CH	
CABO			A/V		CH				A/V	CH		
Pannon		A/V				CH		A/V				CH
Sibenik				CH		A/V			CH			A/V

A/V = article or short video about the state of LAP implementation.

CH = article plus 2 or more photos presenting a cultural heritage monument or site covered by local policy (benefitting from LAP).

Remember, cultural heritage articles can be prepared as soon as you want.

Other communications news

1. The Policy Learning Platform - Low Carbon Economy invited SHARE to present at seminar held on 21 November in Manchester, focused on sustainable mobility.
2. The JS invited SHARE to submit a short video about a communications success: the live-streaming / video of the TED talk in Brussels for EU Week of Regions.
3. Web traffic is doing well this semester, with 887 sessions (July-Nov) vs a target for 6 months of 1000.

Questions welcome

Thank you!

**Cathleen Foderaro
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