AlpInnoCT - Alpine Innovation for Combined Transport

PROJECT COMMUNICATION STRATEGY

Priority 2 - Low Carbon Alpine Space

SO2.2 - Increase options for low carbon mobility and transport

WP C “Communication”

Activity A.C.1 “Start-up activities including communication”

Deliverable D.C.1.2 “Communication Strategy”

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### Glossary of Acronym

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Extended Name</th>
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<tbody>
<tr>
<td>ASP</td>
<td>Alpine Space Programme</td>
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<td>AS</td>
<td>Alpine Space</td>
</tr>
<tr>
<td>PP</td>
<td>Project Partner</td>
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<td>SC</td>
<td>Steering Committee</td>
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<tr>
<td>CS</td>
<td>Communication Strategy</td>
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<tr>
<td>WP</td>
<td>Work Package</td>
</tr>
<tr>
<td>C &amp; D</td>
<td>Communication &amp; Dissemination</td>
</tr>
<tr>
<td>LP</td>
<td>Lead Partner</td>
</tr>
<tr>
<td>CT</td>
<td>Combine Transport</td>
</tr>
<tr>
<td>OBB</td>
<td>Oberste Baubehörde im Bayerischen Staatsministerium des Innern, für Bau und Verkehr</td>
</tr>
<tr>
<td>EBERL</td>
<td>Eberl Internationale Spedition GmbH &amp; Co. KG</td>
</tr>
<tr>
<td>AKL</td>
<td>Amt der Kärntner Landesregierung</td>
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<tr>
<td>bmvit</td>
<td>Bundesministerium für Verkehr, Innovation und Technologie</td>
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<td>CIPRA Lab</td>
<td>CIPRA International Lab GmbH</td>
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<tr>
<td>TPA</td>
<td>Autorità Portuale di Trieste</td>
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<td>FVG</td>
<td>Regione autonoma Friuli Venezia Giulia</td>
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<td>ZAI</td>
<td>Consorzio ZAI Interporto Quadrante Europa</td>
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<tr>
<td>UCV</td>
<td>Unione Regionale delle Camere di Commercio del Veneto - Eurosportello</td>
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<td>Accademia Europea Bolzano</td>
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<td>ITTL</td>
<td>Prometni institut Ljubljana d. o. o.</td>
</tr>
<tr>
<td>BHG</td>
<td>Bayernhafen GmbH &amp; Co. KG</td>
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Table of Contents

GLOSSARY OF ACRONYMS .............................................................................................................................................4
1 INTRODUCTION ..........................................................................................................................................................5
    1.1. Description and objectives of AlpInnoCT project...............................................................................................6
    1.2. AlpInnoCT contribution to EU strategies and policies.........................................................................................7

2 COMMUNICATION STRATEGY ......................................................................................................................................8
    2.1. Communication Objectives..................................................................................................................................9
    2.2. Target groups and project observers..................................................................................................................10
    2.3. Defining Key Messages.........................................................................................................................................11
    2.4. Internal Communication and the Role of Partners.................................................................................................12
    2.5. Thematic and result related Communication......................................................................................................13

3 COMMUNICATION ACTIVITIES ..................................................................................................................................13
    3.1. Start-up activities....................................................................................................................................................13
        3.1.1. Visual Identity: European and Programme Logo’s.........................................................................................13
        3.1.2. AlpInnoCT Logo’s.........................................................................................................................................14
        3.1.3. Templates.......................................................................................................................................................16
        3.1.4. AlpInnoCT website.......................................................................................................................................16
        3.1.5. Social Media Platforms .................................................................................................................................17
    3.2. Publications...........................................................................................................................................................18
        3.2.1. Digital Project flyer........................................................................................................................................18
        3.2.2. Press releases, press articles and interviews.................................................................................................18
    3.3. Public Events..........................................................................................................................................................18
        3.3.1. Mid-Term and Final Conferences..................................................................................................................19
    3.4. Promotional Materials ..........................................................................................................................................19
        3.4.1. AlpInnoCT Poster........................................................................................................................................19
        3.4.2. AlpInnoCT Video........................................................................................................................................19
        3.4.3. AlpInnoCT Gadgets....................................................................................................................................20

4 BUDGET AVAILABLE FOR WP C..................................................................................................................................20

5 INDICATORS OF ACHIEVEMENT AND TIMELINE ....................................................................................................21

6 ANNEXES....................................................................................................................................................................24
    6.1. Project logo............................................................................................................................................................24
        6.1.1. Word template..............................................................................................................................................24
        6.1.2. Document example....................................................................................................................................24
INTRODUCTION

The present document is the Communication Strategy (CS) of AlpInnoCT, the project financed by the Interreg Alpine Space Programme 2014-2020, inside the programme priority 2 - Low-carbon Alpine Space, responding at the specific objective n. 2: “Increase options for low carbon mobility and transport”.

The CS is prepared by the Regional Union of the Chambers of Commerce of Veneto-Eurosportello (PP11), the project partner responsible for its implementation, and then it will be discussed and approved by all partnership.

It will set the ground for organizing and planning all communication and dissemination actions focusing on awareness raising, increasing knowledge, influencing attitudes and changing the behaviour of specific stakeholders and target groups of the project. It will be done by linking project objectives, foreseen outputs and desired results to the communication tools, activities and objectives. The document will provide clear division of tasks, together with the simple guidelines on how to perform the single activity, how to share knowledge and information between PPs and it aims at helping project partners while planning or being involved in any kind of communication activities, especially those addressed to the project’s priority target audiences.

The communication & dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of policies and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 7 different countries and 14 partners, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

Indeed, the C&D activities are a crucial element for the project’s success and these actions will be developed across and throughout its implementation.

In particular, the Communication Strategy outlines key messages, target audience, tools and activities related to facilitating dissemination of information such as: the project website; the social network accounts on Facebook and Twitter; the digital project flyer (in English and local editions in national language); press conferences, press articles, interviews on TV and radios; the video-documentary on the project that documents main project phases; the public events as a midterm Conference in Germany and a final transnational conference in Brussels.

This output derived from WP C “Communication” > Activity A.C.1 “Start-up activities including communication” > Deliverable D.C.1.2 “Communication Strategy” and it is written in accordance with the material of the Factsheets project communication available on http://www.alpine-space.eu/project-management/project-tools-resources/comm-material.
1.1 Description and objectives of AlpInnoCT Project

The Alps are crossroad of goods transport and essential for the economic development in the EU & the AS. At the same time, transport is a main source for pollutant emissions especially in the Alps. Next to their role as transport crossroad, the Alps are a sensitive ecosystem which has to be protected from noise, air pollution and other negative impacts. To reconcile growing goods transport with protection of nature and people in the Alps, it was decided in the EU White Paper 2011 to strengthen intermodal transport and to establish more efficient freight transport corridors. Also EUSALP required a change towards an improved intermodality for freight transport. Yet, CT can currently not compete with road transport. Thus, the main challenge is to raise efficiency, competitiveness and productivity of CT compared to road transport together with relevant stakeholders at transnational level.

AlpInnoCT tackles the challenge of increasing CT productivity by the innovative approach of transferring production industry knowhow to the European CT system. This knowhow serves as a model, is already practice approved and ideal to improve processes especially regarding efficiency. First, an analysis of strategies, policies and processes focusing on CT is carried out followed by a derivation of recommendations for CT improvements, practice approved by pilot activities. The findings are summarized in a Toolbox of Action to disseminate knowledge and raise CT efficiency by stakeholder contribution.

In order to ensure durability to the outputs, a multi-level cooperation on a long term perspective will be put in place. The outputs and experience gained will be spread out in the AS with an effective engagement campaign of new regions interested in developing the same approach and with policy recommendation at EU level.

AlpInnoCT ’s main specific objectives are:

1. Improvement of processes and cooperation in CT networks by recommendations based on the analysis of the transport system with a close look at processes, coordination and cooperation, information and material flows.

2. Integration of innovative approaches fostering modal shift from road to rail, based on recommendations for improved processes, the analysis of technologies and concepts for fostering modal shift will lead to a guideline showing how to integrate these technologies, concepts and approaches in practical CT processes.
3. Enhancement of knowledge and reinforcement of participation possibilities for each stakeholder in freight transport through a Dialogue platform and Toolbox of Action to disseminate project results and knowhow focused on CT.

1.2 AlpInnoCT contribution to strategies and policies

The AlpInnoCT project is implemented through the Interreg Alpine Space programme co-funded by the European Union. Overall objective of AlpInnoCT project is to reduce the negative effects of goods transport that continuously grows in the Alpine Space. AlpInnoCT will improve the competitiveness and efficiency of sustainable transport solutions with focus on CT by a holistic and transnational optimization between all involved transport chain actors. The aim of improving efficiency and competitiveness of CT will lead to an easier access to and increase the utilization of this low-carbon transport method with positive effects for environment and inhabitants of the AS.

Below are the key issues and policy strategy, set at European and Macro-Regional level, which are relevant for the project.

In particular, AlpInnoCT contributes to:

- EC: Europe 2020 (reduction of greenhouse gas emission and EU aim to promote modal shift as part of the greening transport policy), European Strategy for low-emission mobility 2016 (Outputs O 1,2,5).
- EUSALP, Action 4: promote intermodality in freight transport (O 4,5).
- Alpine Convention: increasing efficiency of transport systems and promoting modes of transport which are more environmentally friendly.
- Zurich Process: support new technologies and innovations in CT, strengthen cooperation on int. level. (O 1,3,4).
- White Paper 2011, Goal 3: 30% of road freight over 300km should shift to other modes (water, rail) by 2030 and more than 50% by 2050 (O 1,3,5).
- TEN-T: efficient intermodal freight corridors (O 1, 2).

In the framework of Macro-regional strategy contribution, AlpInnoCT will help to achieve the EUSALP goal “Better overall transport system in terms of sustainability and quality”/sustainable accessibility to the Alps by raising railway attractiveness and utilization. It contributes to EUSALP goal for improving transnational cooperation to provide easier and more sustainable access to the Alpine Region. Only with cost-effective and attractive goods rail transport, the whole railway system (passenger and goods) can be used efficiently and contribute to EUSALP goals.

In addition, AlpInnoCT uses results of the project SusFreight where an analysis of projects regarding transalpine traffic has been done and recommendations were given that should be tackled by future projects. AlpInnoCT capitalizes this knowhow and puts many of these aspects in
practice. AlpInnoCT takes into consideration results of iMonitraf, which provides yearly monitoring of traffic along transalpine corridors and analysis of transport measures introduced at the different territorial levels.

These aspects can be helpful to understand the starting condition and to connect CT with other transport initiatives that encourage the modal shift.

The project Future Trailer (involving relevant technical CT-actors) designs a standard semitrailer to be transported both on road and rail which adds value to AlpInnoCT.

AlpInnoCT will build on past initiatives and ASP projects dealing with European and Alpine crossing goods traffic (e.g. AlpFRail, TRANSITECTS, SusFreight, iMonitraf) which have produced very valuable knowledge. In order to implement this knowledge, AlpInnoCT will bring the added value of a public-private-partnership leading to result implementation. By the innovative way of using the existing and already extensive production industry knowhow from private partners and observers and for the first time transferring it to Combined Transport, CT productivity will be increase.

2 COMMUNICATION STRATEGY

Communication, in general, is the activity of conveying information through the exchange of thoughts, messages or information, as by speech, visuals, signals, writing or behaviour. It is the meaningful exchange of information between two or a group of person. On the other hand, dissemination is the planned process of providing information on quality, relevance and effectiveness of the (intermediary) results of the project to the (intermediary) target group.

The Communication Strategy (CS) establishes a common visual identity, objectives and approaches of AlpInnoCT promotion and assures the maximum visibility to reach the relevant target group.

The AlpInnoCT video and posters (at each partner location) have to show the most important project information, partner logos, AS logo and document the results.

The AlpInnoCT website and the project logo took in consideration the ASP requirements.

The Public Final Conference will expect 100 participants and it will be the Final Platform to present the “Toolbox of Action” to all relevant stakeholders and decision makers in the AS. A project flyer (digital) about project results will be produced in 5 languages.

PP11 has overall responsibility for the communication approach and coordinates the communication and dissemination activities in close cooperation with the LP and the WP T1-5.

The CS will enhance the impact of the project, describing all management (internal), thematic and result related communication activities.

A timeline and budget estimation will complete the strategy.
2.1 Communication objectives

The most important factors to be aware of while identifying and prioritising target groups for the dissemination and transfer plan are its communication objectives:

- **Increase knowledge**

  The increase of knowledge about the status-quo of CT and production processes (common knowledge base) is crucial developing a model concept. Within AlpInnoCT, interdisciplinary “Dialogue Events” bring together relevant public & private stakeholders from economy, policy, transport and production to discuss and exchange their specialized knowhow. The “Toolbox of Action” summarizes these new insights and knowledge to enable the dissemination to EU-wide stakeholders and decision makers beyond the partnership.

  With AlpInnoCT, the stakeholders get a platform through dialogue events to share their views and enhance their knowledge about the different approaches and the innovations used to raise the CT efficiency via model shift. Target groups get to know about production processes and the relevance of it for a smoother, fast and environmental friendly system. Especially with the project Future Trailer an added value is created by integration of experiences and new approaches from practical/technical view.

  Making people aware is an essential component for the successful implementation and the durability of AlpInnoCT project. The innovative approaches, methodology used, recommendations, sharing in conferences, dialogue events enhance the knowledge of politicians and other relevant stakeholders and prepare them better to take decisions with regards to the environment. It adds value to SMEs to upgrade their business with this innovations for the smoother and fast system.

- **Change behaviour**

  By the active integration and involvement of practise-oriented partners as well as political stakeholders and decision-makers in the AS, AlpInnoCT reaches all relevant target groups to change the common behaviour regarding intermodal transport especially Combined Transport.

  The increased network and communication between all stakeholders in the AlpInnoCT partner and observer structure can directly integrate findings and improvements into their daily business and so change their behaviour.

  The behaviour of AlpInnoCT target groups has to be changed. With the Toolbox of Action including knowhow about CT and Action Sheets eg. for freight transport SMEs (models for the access to participate in CT) which have the biggest market share, can be changed in favour of using CT. Based on approved, market oriented production knowhow and tested measures in pilot activities,
the solutions are tailored to the needs of SMEs and fit perfectly for implementation even during the work in daily business.

- **Raise awareness**

Communication and rising of awareness is essential for a long term sustainable freight transport in the Alps. Thus, AlpInnoCT will spread its outputs and results in the “Toolbox of Action” (AlpInnoCT handbook) and on the public Midterm / Final conference. By a website, a project flyer and a video as well as further communication channels is guaranteed that the target groups especially transport SMEs and enterprises that do currently not use intermodal transport are reached and sensitized for CT.

### 2.2 Target groups and project observers

Communication approaches refer to the different interactions between the project team and the target groups. PPs will be supported also by 40 project observers. Their role in the project will be the support of dissemination regarding project outputs plus further tasks, depending on their institutional profile and competences. The main target groups for communication activities within the AlpinInnoCT project are:

- **Local public authority**

Local public authorities and municipalities (politicians as well as experts) along the corridors that are in charge for mobility and transport of the AS countries (especially border crossing activities and policies).

- **Regional public authority**

Regional public authorities and regional councils as well as second-level subdivisions that are responsible for planning, building and maintaining the regional transport network infrastructure (e.g. planning process like access routes to the Brenner Tunnel).

- **National public authority**

National public authorities in Alpine countries who set guidelines and laws define thus the framework for national goods transport in accordance with European freight transport policies and/or actively participating in dissemination activities (eg. EUSALP).

- **Infrastructure and (public) service provider**

Mainly operators/actors in the field of CT like intermodal terminals and further infrastructure operators (e.g. operators of tunnels, tracks) and can therefore help to develop and implement the recommendations into daily business.

- **Higher education and research**
Institutions with extensive knowhow in the fields of transport and production planning to ensure a level of good quality within the transfer of production knowhow to CT.

- **SME**

SMEs especially with focus on transport companies and other SMEs of the transport sector which do not have the capacities (strategic, knowhow, personal) to take part into environmentally friendly CT.

- **Sectoral agency**

Dissemination of projects results to specialized agencies on European level (IEA, Transport&Environment, etc.)

- **Interest groups including NGOs**

Representatives of society and NGOs with a focus on transit traffic issues and operating on national level.

- **Enterprise, excluding SMEs**

Especially those enterprises which are actors of the CT transport chain (railway companies, intermodal service companies and non SME-logistics companies) and can therefore help to develop and implement the recommendations into daily business.

- **Business support organisation**

Business support organisations as chambers of commerce in the AS countries which are dealing with mobility and transport.

### 2.3 Defining Key Messages

The partnership shall define the message(s) to be transmitted to the several target groups. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project or network. Specifically, in order to draw up the communication plan, the following questions should be answered:

- What is the project trying to achieve?
- Are objectives clear, achievable and measurable?
- Who is the project’s audience?
- What do we want to say?
- Which communication tools will be most appropriate?
- When do we want to communicate?
- Who will deliver the message?
- How will the communication plan’s progress be monitored and measured?
Indeed, a communication campaign could be planned to transmit to the target groups the key messages on the benefits they can receive from the project. Since strategic messaging gives a focused, socially relevant dimension to our organizations, possible messages or slogans could allow ideas to spread and give impulse to the project. A slogan could be used on the website, on posters, publications and marketing tools. In order to define a slogan the project team should discuss the “why” of the project.

2.4 Internal Communication and the Role of Partners

The internal communication, that is part of WP 1 Management, is intended to ensure a constant and effective exchange and share of information between the partners as well as an effective and shared management of the knowledge generated by the project’s activities. This will be ensured through the installation and organisation of an intranet tool to distribute documents and ensure cost-free, constant and easy communication between all PPs. In addition, 9 Project Partners and Steering Committee (SC) meetings in partner countries (3 per year) will be organized to share partners activities and project progress of the WPs.

The whole partnership of the AlpInnoCT project shares the following key principles:
- All Project Partners should be constantly informed, have an easy access to all relevant information and can easily distribute/share information;
- Communication and Dissemination should be open, honest, purposeful and timely;
- Communication is a two-way process: it is not just a matter of messages being passed down from the Lead Partner to Project Partners, but upward and horizontal communication on a regular basis is equally important for a smooth implementation of the project.

Every PP is called to provide its contribution in order to update the information concerning the project as well as to enlarge the scope of its dissemination and increase its visibility. For internal communications, it is suggested to use:
- Electronic mail – marked with the acronym ALPINNOCT, WP / no. of Activity and a short description of content;
- Partner area on AlpInnoCT web-site – intranet;
- Working meetings between individual partners, Steering Committee (SC) meetings or meetings through Skype.

The role of the Partners is essential for the Project, as they can build upon the specific communication needs of their country. More specifically, their responsibility is to:
- Identify target groups and information needs in their area;
- Contribute to the implementation of communication plan, ensure ongoing capitalization on results at national and regional levels;
- Establish and maintain contacts with regional and national stakeholders;
- Provide contact details to the Project;
- Identify information gaps, as well as synergies with other AS projects.

Each PP has to appoint a team member to be in charge of communication and information activities.
2.5 Thematic and result related Communication

The transfer of outputs of the thematic tasks WP T1, T2, T3, T4 and T5 are integrated in the respective work packages (WPs). They comprise activities as “Organisation and realization of Dialogue Platform/dialogue events” (A.T5.1) or “Drafting of “Action Sheets” (A.T5.2) that strengthen relationships between all involved stakeholders (in and outside the consortium). Regarding the type of events the communication strategy distinguishes between thematic related events, as for example the “Organisation of Dialogue Events” which are part of WP6 and result related events as in WP7 the “Organization of public events” (A.C.3).

The output of results towards target groups who are not directly involved in the project management or technical WPs are coordinated in the communication work package (WPC or WP7). It includes events for the dissemination of project outputs, the production of marketing material, publications, videos and output related digital activities as for example guidelines for dialogue oriented digital tools.

3 COMMUNICATION ACTIVITIES

3.1 Start-up activities

PP11 develops digital template package included corporate design manual (for internal use) showing AlpInnoCT visual identity and logo taking into account Alpine Space requirements, guidelines and standards.

All PPs decide about project logo, visual identity, website structure and the communication strategy in a steering committee.

The start-up activities comprise the design of project logo, templates, a project website and the launch of social media platforms.

3.1.1 Visual identity: European and Programme Logo’s

The project logo is not an individual project logo but is linked to the corporate design of the European Territorial Cooperation (Interreg) and the Alpine Space Programme. Therefore the Logo is made of:

- the EU emblem,
- the reference to the European Union,
- the Interreg Alpine Space mention, following the guidelines of the Programme;
- a reference to the project.
The logo must be featured on all promotional material, presentations, print material, or any other communication activity that the project organizes. This includes not only promotional material but also documents such as invitations, presentations or agendas.

ERDF claim

In addition to the project logo, all communication materials and products must display a statement acknowledging the European Regional Development Fund (ERDF) as a source of co-funding (ERDF reference). Projects should make sure to insert the following sentence in all documents and on all products:

“This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme” (cf. SC article 7) or include the ERDF reference directly in the project logo with the text “EUROPEAN REGIONAL DEVELOPMENT FUND” (see corporate design manual page IV-VI).

The correct use of the logo can be looked up in the “Corporate design manual” which is annexed to the Communication Strategy. The logo colours are derived from the European flag (blue) and the Alpine Space Programme/Priority 2 (green) and must not be changed. They are the central brand colours of the Interreg corporate design and allow to identify the brand also beyond the logo in all visual communication.

Every project partner must display on their organization’s website the following information about the project:

- the project logo,
- a short project description including its aims and results,
- the financial support (amount and ERDF claim – see above),
- a link to the project website.

3.1.2 AlpInnoCT Logo’s

Within the first months of the Project, PP11 will define a graphical identity and logo of the Project composed of visual elements that aim to be easily recognizable by the public at large and to be the first marketing element of the Project.

The project logo, chosen by the majority of partner, is the follow as showed below.

The logo combine the imagine of the name of the project between an icon of the road transport and another one of the rail transport, to underline the integrated and combined transports. Above, there is the outline of a mountain chain that represent the Alpine Space in which the project acts.
Fig. 01 The logo inserted in the Interreg corporate design

Fig. 02 The logo with ERDF claim

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<td>21/153/97</td>
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<tr>
<td>Light Brown</td>
<td>55/60/65/40</td>
<td>99/78/66</td>
</tr>
</tbody>
</table>

Fig. 04 Colours and font scheme

Font:
- Century Gothic Regular
- Century Gothic Italic
- Century Gothic Bold
- Century Gothic Bold Italic
3.1.3 Templates

A Template for Word and Power Point presentations including relevant standard information and messages will be made accessible for all members of the project. The templates will be used by the partners in all the official project events and might be translated in local language where necessary. It will contribute to give a common image of the project and indicate at a glance the most relevant information of the Project.

3.1.4 AlpInnoCT website

In order to increase not only the visibility but also the sustainability of results, project websites are integrated and hosted on the Alpine Space Programme website as sub- websites with features tailored to project needs. A template structure with the following subpages is offered by AS to which projects can add further pages and content elements:

- Home
- About
- News - events
- Project Results
- Contacts
- Legal notice

The website is located on the Alpine Space server with the following address: http://www.alpine-space.eu/projects/alpinnoct/en/home.

There is also a shorter customized URL which can be used in e.g. project posters and materials: http://www.alpine-space.eu/alpinnoct.

Fig. 05: Home Page of the AlpInnoCT project website
There are no costs for the projects to host their websites as this service is offered by the programme. However, the website has to be filled with contents, updated and technically maintained by the project.

In case a project develops a specific product or specific activities, an additional website or online platform may be developed, as long as its sustainability is ensured. PP11 in fact will implement the website and social media platforms according to the Alpine Space guidelines and steadily fill it with project contents.

### 3.1.5 Social media platforms

**Facebook and Twitter**

To increase the website indexing and traffic, a particular attention will be put on the contents updating as well as on the activation and animation of a dedicated Facebook Page and Twitter account, within which information reported into the website can be spread and discussed with a wider public.

Facebook is a channel mainly used for personal contacts, but it can also be used as a tool to raise awareness about causes and initiatives (e.g. inviting people to join a cause or participate in the project’s events). The Facebook posts share project updates with more content than Twitter, and higher frequency than the website.

Twitter is an online social networking and microblogging service, so it could be used above all for sending short online messages (e.g. project news). The account will be most frequently used during project events, for example, to gather and share the experiences of participants.

The goal of activating the AlpInnoCT social network accounts is to share useful information about the project to our followers, to promote participation at relevant events and conferences, to disseminate project results in order to develop a specific audience and to acquire traffic towards website page, where all contents and specific messages, using articles, news and scheduled events, are published.

We will also make special efforts to follow new people, repost and retweet contents from relevant influencers and media.

Hence, the project will address a specific #AlpInnoCT #AlpineSpace hashtags on social media channels to publicize activities, encouraging debate and participation, increasing visibility of posts and tweets and to try to create a community of users that could be easily identified with our project and create interest around it, as these are channels which are accessible by all communities.

All consortium partners must be actively involved in disseminating the project to their target audiences. They have to strengthen the promotion and the engagement of local stakeholders and of a wider public, spreading the project contents also on their institutional channels, website and social media platforms.
LinkedIn is the most famous and used professional social network in the world, through which the project activities will also be advertised with a LinkedIn Profile “AlpInnoCT project” (https://www.linkedin.com/in/alpinno-project) in order to maintain the ethic of an ‘open and social’ project.
LinkedIn could be very useful for Groups that’s very effective to get in touch with professionals focusing on a specific item. Each PP’s can share news and contents about AlpInnoCT project with other professionals.

3.2 Publications

The two main publications of AlpInnoCT are a project flyer which informs shortly about the projects, its aims and planned outputs as well as a printed Handbook (Toolbox of Action, developed by CIPRA) about the final result including results of T1, T2, T3 and T4 work packages.

3.2.1 Digital project flyer

Unioncamere del Veneto-Eurosportello will organize the design and the publication of a digital project flyer to spread out the objectives and project outputs, on input and agreement by all other PPs.
In order to ensure a large dissemination of the AlpInnoCT project, UCV will ensure the translation of the publication into alpine languages (German, French, Italian, Slovene and English).

3.2.2 Press releases, press articles and interviews

Unioncamere del Veneto-Eurosportello in cooperation with all PPs will be responsible of the dissemination of project results and public events via regular press releases to relevant media and press, press articles, interviews, PP homepages, personal contacts and networks.

3.3 Public Events

All PPs will organize or participate in public events or workshops at local, national, AS and European level with presentations of the project.
3.3.1 MidTerm and Final Conferences

In addition, a public Midterm Conference will be held in May 2018, coupled with logistic congress “Logistik Innovativ” in Germany and a Final Conference is foreseen in Brussels in May 2019 (each with estimated 100 participants).

All PPs will participate in Midterm and Final Conference through the presentation of the Toolbox of Action to all relevant stakeholders and target groups from politics, private and public sector to address all important decision makers.

OBB, BHG, Eberl will be the responsible for simultaneous translation of Conferences.

These public events will have the potential to raise awareness of the project, disseminating its results to the public and it can be a relevant occasion to receive feedbacks by the audience. It should be carefully planned preparing the agenda, writing guest list and invitations, preparing press kit and information packs for media, respecting always publicity requirements.

3.4 Promotional materials

AlpInnoCT focuses on customized promotional material relevant and useful for the target group, stakeholders and decision-makers in CT.

UCV will develop the design and layout of an AlpInnoCT poster and in cooperation with the OBB a video about the project.

AKL will design a specific brochure about results in Carinthia (Villach/Fürnitz).

3.4.1 AlpInnoCT Poster

UCV will develop the design, the layout and the printing of posters (DIN A1) in 5 languages (German, English, French, Italian, Slovene) including general project information.

This poster must be displayed at each project participant’s premises, at a location readily visible to the public, such as the entrance area of a building, in each partner institution (15 partners) in national language or English.

3.4.2 AlpInnoCT video

OBB, with the UCV support, will structure a short target group-oriented video about the project showing PPs, project information and results to be used for Public Events, information for stakeholders and target groups (to be produced by an external company).

3.4.3 AlpInnoCT gadgets
In order to reinforce the project visibility, project gadgets will be created and provided to key target groups and stakeholders attending the project’s meetings. These items are specifically created to suit key stakeholders.

4 BUDGET AVAILABLE FOR WP C

The total available budget for Communication and Dissemination activities for all Project is 367,932.64 EUR, which is 11.91% off the total project budget. The scheme below represent the allocation of the budget among all PPs:
### 5.1 Indicators of achievement

<table>
<thead>
<tr>
<th>WP</th>
<th>Activities</th>
<th>Deliverable</th>
<th>N°</th>
<th>Start</th>
<th>Date</th>
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<td>A.C.1 Start-up activities including communication</td>
<td>D.C.1.1 Digital Template package including corporate design manual</td>
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5.6 Timeline

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6.1 Project Logo
6.2 Word template
   6.2.1 Document example
   6.2.2 Meeting agenda example
   6.2.3 Attendance list example
   6.2.4 Meeting minutes example
6.3 PowerPoint presentation template