

Atlantic Social Lab

Cooperation for the promotion of Social Innovation

COMMUNICATION PLAN

EXTENSION PHASE

EAPA 246/2016
ERFD-INTERREG
WP2 Communication
Document prepared by: CES – Centre for Social Studies

1. Introduction and Goals of the Document

Atlantic Social Lab is a project focused on developing and promoting social innovative approaches and methods to respond to key growing social issues of the Atlantic Area, affecting citizens, third sector and social enterprises as well as the public sector. The project ended in May 2021 with tangible results that benefited many citizens in the Atlantic Area. However, the pandemic has highlighted the weaknesses and gaps in existing social protection and inclusion policies and the pressing need to address these. The extension phase of Atlantic Social Lab aims to address new measures to provide long-term solutions in the post-COVID scenario with a particular emphasis on digitalization. In this sense, new pilot actions will be developed and tested to provide social services to citizens in this new context. The extension of the project started in March this year and will last until June 2023.

Atlantic Social LAB envisages a wide dissemination strategy and effective communication activities to engage key target groups and stakeholders, inform on the main outputs and maximize the project impact. In this extension phase, the **WP2 - Communication** is coordinated by CES, in close cooperation with the whole partnership.

The general communication plan of the project was made in its initial phase by the partner previously responsible for this WP (P2 - Santiago de Compostela). It has been validated by all partners and is available for public consultation on the **project website**.

This document is an update of the previous plan, focused on the new objectives and characteristics of the project. This communication plan is meant to reach all relevant target groups: civil society as the main beneficiary of the project actions, and local and regional authorities and associations as final recipients of the lessons learnt. This document identifies the planned communication actions and clarifies the involvement of the other partners in each of the activities. In general, all the project partners will be actively involved in the communication activities, in charge of regional and national media coverage, collaborating in online and networking activities, developing promotional materials and providing content to the project website. All partners, coordinated by the WP leader, will pay special attention to meeting the Programme publicity requirement as set out in Regulation (EU) 1303/2013. Annex XII, point 2.2.

The activities identified in this plan are divided into four main actions: Atlantic Social LAB Communication and Dissemination Plan, Project website and online strategy, Project leaflet and promotional materials, and Media coverage.

The activities within this WP have been built closely connected to the ones developed within WP3, focused on project capitalization and sustainability.

2. **General information**

In order to cover the Project's communication objectives, the Plan contemplates both measures centred on **Internal Communication** of the Project and others oriented to **External Communication**.

Specific objectives of **internal communication** include:

- i** Create an effective flow of information among project partners, organizing efficient communication between the participating institutions;
- i** To systematize the communication between the partners, especially between the partners and the lead partner, since the correct management and execution of the project is dependent upon achieving this objective;
- i** Structure the distribution of responsibilities in the field of communication;
- i** Disseminate the progress made and the results obtained during the project;
- i** Make the most of the available communication tools, both the ones already implemented, as well as future ones.

Specific objectives of **external communication** include:

- i** Dissemination and awareness-raising of the Project among the target audiences of the Atlantic Social Lab, specifically the partnership, the project's aims and objectives, how it is financed, its progress, etc.;
- i** Carry out effective, transparent, attractive and understandable communication throughout society regarding the project's objectives, its results and the implicit values within it;
- i** Provide a documental base and reference material for realising future works or studies from public institutions and interested entities;
- i** Disseminate new knowledge or reference material for political, local, regional, national and European decision-makers;
- i** Disseminate and make available all relevant project information to the main beneficiaries involved and interested in the project;
- i** Promotion of the transfer and applicability of project results at regional and European levels;
- i** Contribute to the formation and dissemination of results among specialized publics and the scientific community;
- i** Contribute to constructing solid, extendable cooperation networks with practical and lasting results.
- i** Disseminate transparently and effectively news and events relevant to the project's areas of intervention;
- i** Be flexible to adapt to the emerging needs of the project and partners.

Target Audience: civil society, local communities and people at risk of social exclusion as the main beneficiary of the project actions; NGOs and other third-sector organizations supporting vulnerable groups; Social entrepreneurs; Social economy companies; Universities and research centres; European institutions; and Local/regional authorities.

Budget: The activities will be supported by CES budget allocated to this WP.

Key message: The main message to convey is related to the project's areas of intervention, both at an operational and academic level. In this sense, the message will be based:

- a) On the importance of social innovation as a useful tool to bridge the consequences of social and economic crises;
- b) On the relationship between social innovation and digitalisation;
- c) The importance of digitalisation in a post-COVID scenario;
- d) The role of digitalisation in the effectiveness and efficiency of social services;
- e) On the development of socially innovative actions in the field of digitalisation;
- f) The impacts and results of pilot actions;
- g) Social innovation trends in Europe and the Atlantic Area;
- h) The possible inequalities arising from digitalisation processes and how to overcome them.

3. Communication Actions

3.1 Atlantic Social LAB Communication and Dissemination Plan

The project is required to have a Communication and Dissemination Plan which falls in this action. This document embodies what is required in this action because it describes the main strategies that will be carried out during the project's lifetime, identifies the main target audiences, defines the key messages, and details the communication tools and activities. This document should be understood as an updated annexe to the general communication plan mentioned in the introduction.

This action includes the creation of a distinctive visual identity for the project, comprising a logo, font and colour palette, and all the other visual elements of the corporate image.

The project's corporate image was developed in the initial phase of the project when this WP was led by Santiago de Compostela partner (P2). In this extension phase, it was decided to maintain the project's corporate image to avoid overlapping efforts and ensure continuity of the ASL visual identity.

ASL Logo: already created and *available for download* at the project's website.

Interreg Atlantic Area Logo: *available for download* at the project's website.

Combined Logo: already created and *available for download* at the project's website.



To conclude, this action has been achieved, both in the first phase and in the extension phase of the project.

3.2 Project website and online strategy

The **website** is one of the key communication tools of the project, since it is the first source of information about Atlantic Social LAB for many people outside the project. The website gives an overview about the project, its objectives, progress and results, partnership and their contacts, including a specific section for the Atlantic Area programme. The project also has an online presence through social networking services: **Twitter and Facebook**.

Both the website and social media pages were coordinated by P2. In this extension phase, digital platforms are coordinated by CES and all the accesses are now managed by this partner.

Specific activities to be developed in this extension phase in this action are:

- i** Updating of partnership information on the website;

- ✚ Insertion of general information (a new tab) about the project extension on the website;
- ✚ Change partnership information on the home page;
- ✚ Publication of external news on the website within the project's areas of interest;
- ✚ Publication of internal news on the website regarding the project or the partners;
- ✚ Publication of study visits reports on the website;
- ✚ Publication of technical reports on the website;
- ✚ Original Facebook Posts (about project-related news);
- ✚ Sharing of partner information and/or relevant external news on Facebook;
- ✚ Original Twitter posts (about project-related news);
- ✚ Sharing of partner information and/or relevant external news on Twitter.

These activities require the **involvement of the whole partnership**. The involvement requested is: sending one or two monthly news items about each partner (to feed the website and social networks); sending specific information that they consider important to share on the project's communication channels; interactions with the Facebook and Twitter pages to increase the visibility and reach of the publications (through likes, comments and/or shares).

The table below summarizes the periodicity of development of each of the activities, the indicators for monitoring the results and the outreach objective foreseen in the application.

Activity	Periodicity	Indicators	Number of people reached
Publication of external news on the website	Minimum 2 per week	Metadata reports	2000
Publication of internal news on the website	Minimum 3 per month	Metadata reports	
Publication of study visit reports on the website	Published whenever ready	Metadata reports	
Original Facebook Posts	Minimum 3 per month	No. of people reached and interactions	
Sharing partner information and/or relevant external news on Facebook	Minimum 2 per week	No. of people reached and interactions	
Original Twitter posts	Minimum 3 per month	No. of likes and retweets	
Sharing partner information and/or relevant external news on Twitter	Minimum 2 per week	No. of likes and retweets	

All the activities carried out through these communication channels ensure true information, respect the original sources, use neutral, non-abusive language, respecting the equality criteria foreseen in the project.

3.3 Project leaflet and promotional materials

One of the project's concerns has been to minimise its environmental impact. In this sense, the production and distribution of traditional printed promotional material is reduced to a minimum.

During the initial phase of the project, the following **promotional materials** were produced:

- ✚ Project brochure in the 4 project languages (***portuguese, spanish, french, english***);
- ✚ ***Roll up*** to be used in the dissemination and networking events;
- ✚ ***Flyer*** on Green Inclusive Economy;
- ✚ ***Flyer*** on Social Innovation and Active Public Engagement;
- ✚ ***Flyer*** on Social Economy and Social Responsibility in the Private Sector;
- ✚ ***Flyer*** on Welfare Services;

Due to the fact that at this stage of the extension, the project has a different focus and some changes in the partnership, it will be important to **update some of the promotional material developed**, namely:

- ✚ Update the brochures with information on the goals, scope and partners of the extension;
- ✚ Update the roll-up to include the new partners;
- ✚ Make a new flyer on the digitalisation of social services.

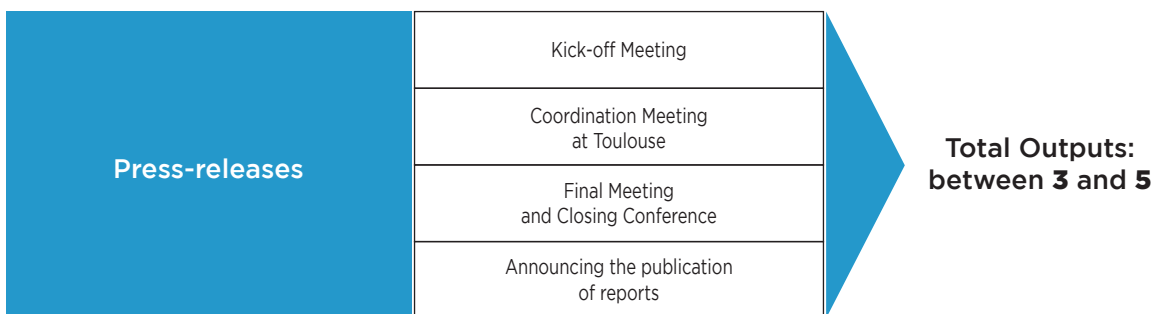
CES will be responsible to update and develop this promotional material and the following **involvement of the partnership** is required in: providing feedback on the draft brochures and flyer, translating the brochures into Spanish and French, revising the brochure in English and providing necessary information on pilot actions for the flyer on digitisation of social services.

3.4 Media coverage

Media coverage will comply two main dimensions: newsletters and press-releases. For this extension phase there are the following activities planned:



CES is responsible for making the newsletters, sending them to partners for feedback and publishing them on the project's communication channels. **Each partner** is asked to disseminate it to their contacts and social media platforms, translating it into their languages if they consider it relevant.



CES is responsible for making the press releases, sending them to partners for feedback and publishing them on the project's communication channels. **Each partner** is asked to disseminate it to their contacts and social media platforms, translating it into their languages if they consider it relevant.

Involvement of the Partnership: Apart from the involvement already mentioned, each partner should, wherever possible, disseminate the press notes in the regional and local news and media outlets. Press conferences will be held to present key milestones of the project and beneficiaries will arrange for radio interviews and television broadcasts with the final beneficiaries. Each partner will be responsible for ensuring regional media coverage.

4.
Final Considerations

WP2 and WP3 should be developed in articulation. WP3 focus on The Capitalisation Strategy of Atlantic Social LAB and implies transferring the Atlantic Social Innovation Plan into the mainstream policy makers and umbrella institutions in the participating regions as a legacy to strengthen social cohesion in the Atlantic Area. This activity will be coordinated by GCU and they will be in charge of extending the Atlantic Social LAB Capitalization Plan that will be implemented in coordination with all the partners.



Partnerships:



The project Atlantic Social Lab is co-financed by the European Regional Development Fund (ERDF) through the INTERREG Atlantic Area Cooperation Program (EAPA_246 / 2016).