

## WP 2 - Communication

All PPs will arrange their communication staff which will co-operate with PP1 coordinator for the successive implementation of the projects communication activities, related to all the WPs. The Beneficiary, as the project coordinator has a key role in comprising the overall communication plan of the project. Also, he will cooperate with PP1 for the implementation of publicity/dissemination and communication activities of: a) the regeneration planning of ACDs (WP4); b) the pilot urban interventions & the open workshops (WP5); c) the 2nd MEDNETA Conference in Athens. PP2: Co-operates with the PP1 for communication actions of pilot products & implementation schemes (WP7). PP3: co-organizes with PP1 communication actions of all the project activities that will be located in Florence and the dissemination of the Med Forum toolkit with training material (WP6). PP4: co-organizes with PP1 communication actions of (a) all the project activities that will be located in Valencia and (b) the pilot urban interventions & the open workshops (WP5). PP5: co-organizes with PP1 communication actions of (a) all the project activities that will be located in Tunis; b) the 1st MEDNETA Conference in Tunis; (c) the capitalization of the project results through the setting up of the MEDNETA Observatory (WP3). PP6: co-organizes with PP1 communication actions of a) all the project activities that will be located in Beirut and b) the ACDs Lab network and the Rotating Exhibition (WP8). PP7: co-organizes with PP1 communication actions of (a) all the project activities that will be located in Hebron and (b) Med-Forum setting up and its respective training programs (WP6).

### The main expected results of WP2 are:

- Raise the competitiveness of the ACDs towards a leading economic sector in historical cities.
- Support the development of a social process based on cross-border cultural dialogue among multiple stakeholders; using a broad range of tools and methods, through the synergies, the transfer of knowledge and new technologies.
- Inform and raise awareness of EUMC and MPC citizens which will be reached by the communication and visibility campaign, in order to participate at project's conferences, visit open workshops, attend the rotating exhibition and enter the project website.
- Wide participation of the ACDs target-groups in the planned training strategies of SWOT seminars, open workshops, Med Forum training courses.
- Support the promotion of sustainable urban strategies for the revitalization of historic cities.

### The activities of WP2 are:

#### 2.1 Develop a Communication and Visibility Plan:

2.1.1	A detailed plan for communication and visibility activities will be written at the beginning of the project. The Plan will indicate: i)the scope of the plan, ii)timetable of actions iii)target groups and stakeholders iv)tools and communication channels v)evaluation of communication activities.The Communication Plan will be shared and validated with JMA/JMC before implementation.
<b>2.2</b>	<b>Set up a Website and Portal:</b>
2.2.1	Establishment of a Website & Portal to shape the identity of the project for the better communication among partners and target groups. The Website of the project will serve as a central portal for all the activities and outputs of the project: The project Website will consist of two different access sections: a section, which will be open to the public, and a restricted section (Partners' area), where access will be permitted to the project partners and reviewers. Website will include the necessary dissemination material and documentation of the evolution of the project. Website & Portal will be also used for project monitoring and progress and will display selected deliverables for meetings, events and conferences. It will present results and best practices, meetings documents, information on partners and on the participating cities conditions and improvements. It will also include a space for the Observatory, as well as for the ACDs Lab Network linked to the project.
<b>2.3</b>	<b>Horizontal communication activities of the project:</b>
2.3.1	It concerns horizontal activities for the life cycle of the project to support all WP's such as: leaflet and brochure for general communication, News Letters, press releases, radio/TV advertisements, promotional items, display panels, banners, logos, photos/audiovisuals.
<b>2.4</b>	<b>Set up of a press office based in Athens:</b> The press office will be created in the 1 <sup>st</sup> month of the project in order to carry out the tasks under WP2
<b>2.5</b>	<b>Two (2) Conferences Organisation:</b>
2.5.1	<b>Organization of 1<sup>st</sup>MEDNETA conference in Tunis:</b> The 1 <sup>st</sup> conference will present the interim results of the project and the pilot actions and will take place in 12M;
2.5.2	<b>Organization of 2<sup>nd</sup> MEDNETA conference in Athens:</b> The 2 <sup>nd</sup> conference will take place in 23M, to promote project results to National, Mediterranean

	and International level
2.6	<b>Communication actions of WP1: Management and Coordination: 2.6.1:</b> The key activities of the project (kick off meeting-official presentation of the project [inaugurating event in Athens] and final meeting) will be promoted through the 2.3 horizontal activities and with invitations to specific target groups (National, Regional, and Local government officials, scientific, cultural, and Educational (Universities etc) institutions, Chambers, Associations, NGOs and SMEs in the field of arts, crafts and design, architecture and planning).
<b>2.7</b>	<b>Communication actions of WP3: Capitalisation of results:</b>
2.7.1	Presentation of specific guidelines to the local governments and/or agencies for the operation of MEDNETA Observatory for the meta-project period
2.7.2	Presentation of specific guidelines to a wider audience how the Web-GIS Platform will be accessible
2.7.3	Publication and presentation of the 'Guide for the promotion of ACD's for Communities Regeneration in Historic Cities'. The above mentioned activities will be held as part of a special session organized in the context of the 2 <sup>nd</sup> MEDNETA conference in Athens. These guidelines presentations will be available online (project website).
<b>2.8</b>	<b>Communication actions of WP4: Regeneration planning of ACDs:</b>
2.8.1	Preparation of communication material for the 6 SWOT seminars with local stakeholders (one in each city), namely invitations, press release, banner, two interviews in local newspapers
2.8.2	Communication and dissemination of results and outputs of this WP will be achieved through online (selected elements will be available online in the MEDNETA website) and offline channels. The results will be presented in 1 <sup>st</sup> MEDNETA conference
<b>2.9</b>	<b>Communication actions of WP5: Pilot urban interventions: open workshops:</b>
2.9.1	Organising 6 Open Events in order to communicate pilot interventions in Athens, Florence, Valencia, Tunis, Beirut and Hebron. Communication is

	going to be supported by the material of all the horizontal 2.3 activities
2.9.2	Presentation of the implementation of the pilot urban interventions in the website;
2.9.3	Dissemination of the Exchanged experiences among partners on pilot urban interventions, as part of a roundtable organized in the context of the 1 <sup>st</sup> MEDNETA conference;
2.9.4	Promotional items could be distributed during the events i.e. a small design item of the participating ACDs
2.9.5	Group visits by local journalists will be organized in each MEDNETA city in the context of the organization of the pilot urban interventions
<b>2.10</b>	<b>Communication actions of WP6: Med Forum- training courses</b>
2.10.1	Design and implement an integrated campaign for the promotion of the MED Forum through the horizontal activities 2.3 in each city with special emphasis in the three MPC cities that will host the seminars
2.10.2	Preparation of a presentation for each workshop to be uploaded in the project website
2.10.3	A tool kit with basic training material will be available online
<b>2.11</b>	<b>Communication actions of WP7: Pilot Products and Implementation Schemes:</b>
2.11.1	Online and offline activities will take place and wide use of communication tools through horizontal activities to promote and guide the pilot products that will be developed jointly by the involved ACDs. The communication actions are going to be combined with those in WP5
<b>2.12</b>	<b>Communication actions of WP8: ACD's Lab Network:</b>
2.12.1	Communication of the ACD's Lab network in the project's Website
2.12.2	Horizontal Communication actions (2.3) related with the organization of the

rotating exhibition to promote Med ACDs and their pilot products

**The Quantified Outputs of WP2 are:**

- A communication & Visibility Plan (in English); MEDNETA Website and Portal (in English/Arabic).
- Two (2) Press Conferences (1<sup>st</sup> during the Inaugurating event in Athens and the 2<sup>nd</sup> during the final meeting in Beirut); 6 News Letters (1 every 4<sup>th</sup> M) each to be published in 1000 copies and be uploaded in the project Website; At least 3 listings in the press per country regarding MEDNETA Activities; Radio advertisements in each involved city; Group visits by local journalists.
- Publication of “Guide” to promote creativity for the ACD’s (in English/Arabic) 6000 copies; 2 MEDNETA Conferences Proceedings (1000 copies each); Production of photos & Audiovisuals to be viewed in social media (YouTube, twitter, face book) & uploaded to the project Website.
- Promotional Items (200 per city & event) for SWOT seminars, open events, information days, Med Forum; Leaflets and Brochures, for general communication (20000 copies); 100 Banners and 50 Display Panels; PPT presentations and posters.