

COMMUNICATION PLAN

PROJECT IDENTIFICATION:
EAPA_1059/2018 - ACCESS2SEA

www.access2sea.eu

COMMUNICATION AND DISSEMINATION PLAN

Content

1. INTRODUCTION.....	2
2. BASIC GUIDELINES OF COMMUNICATION ACTIONS.....	3
3. COMMUNICATION OBJECTIVE.....	3
4. ATLANTIC AREA PROGRAMME COMMUNICATION KEY DOCUMENTS	4
5. TARGET GROUP ANALYSIS	5
6. PROJECT COMMUNICATION ACTIONS.....	6
Action 1. Access2Sea Communication Plan	6
Action 2. Project Events.....	8
Action 3. Project targeted dissemination events.....	9
Action 4. Project online presence: Website & Social Networks	10
Action 5. Communication materials	12
Action 6. Project presence in the traditional media	13
7. ACCESS2SEA COMMUNICATION INDICATORS	14
8. MONITORING & EVALUATION	14
9. INTERNAL COMMUNICATION	15
10. CALENDAR.....	16

COMMUNICATION AND DISSEMINATION PLAN

1. INTRODUCTION

This document is the Communication and Dissemination Plan for the Access2Sea Project. The purpose of this document is to ensure that all the partners agree and aware of activities to be carried out, by whom and when in order to meet the communication and dissemination objectives of Access2Sea.

Marine aquaculture is a leading sector of the Atlantic area blue economy that counts on an important tradition in many EU countries and that is relevant in many of its coasts.

The main goal of Access2Sea is to enhance the exploitation and preservation of the Access2Sea natural assets:

- By unblocking the existing barriers to provide the industry with technical solutions to give aquaculture businesses access to shore.
- By enabling onshore production.
- Broadcasting new solutions and providing support to the aquaculture SMEs.
- Supporting them in exploiting the natural assets in a sustainable way as well as in improving its performance through the improvement of their business model.
- Cooperate between stakeholders, business support organizations, research institutes, national and regional administrations and local councils facilitating the innovation and knowledge transfer in Aquaculture sector.

This communication strategy establishes three broad general objectives, framed within the communication elements of INTERREG AA in the 2014-2020 programming period.

These elements related to the information of the actions and the publicity of the results of the actions carried out, give rise to the three main general objectives, which are:

- Raise awareness among the public of the role played by the EU through the project, disseminating and disseminating the achievements achieved.
- Increase transparency in the execution of actions.
- Ensure the visibility of the EU and the project among the population in general and public and private entities.

2. BASIC GUIDELINES OF COMMUNICATION ACTIONS

- The communication actions of the Access2Sea project will search the maximum possible impact, resorting to different forms and methods adapted to the beneficiaries of the projects.
- Priority will be given to dissemination through electronic means: websites, email, social networks, etc.
- Communication synergies will be created in order to increase the impact and increase the effectiveness of the measures.
- Communication actions will not be discriminatory, will not use sexist language, and will promote equality between women and men, and social inclusion.

3. COMMUNICATION OBJECTIVE

The purpose of the strategy and guidelines document is to provide a clear focus for digital communication objectives and activities within the project. The main communications objectives to be elaborated in this plan are set out below.

1. Communicate effectively and strategically with stakeholders to drive the engagement with the project and help the partnership to achieve project goals through of engagement and maximize the impact. Target group includes aquaculture centers, their clients and business support organizations.
2. Disseminate the results of the project and the knowledge acquired for the benefit of interested parties and economic actors.
3. Ensure transparency and visibility of project activities and results for citizens and regions of the Atlantic Area. The project will provide plans, tools and processes for the association that can help ensure compliance with the program's legal advertising requirements and avoid any breaches or sanction.

The Communications Plan will describe the main strategies that will be carried out during the project's lifetime under each of the above objectives, identifying the main target audiences, defining the key messages and detailed communication tools and activities. The Plan will include the creation of a distinctive visual identity for the project, comprising logo, font and colour palette and all the other elements of the corporate image.

4. ATLANTIC AREA PROGRAMME COMMUNICATION KEY DOCUMENTS

- Guidelines for Projects Communication
- Guidance on correct use of the EU Emblem in Projects communication
- Interreg AA Area programme Brand Design Manual
- Section 2.2 of Annex XII of the Common Provision Regulation (EU) Nº. 1303/2013, establishes the responsibilities of the beneficiaries with regards to information and communication measures for the public.
- Articles 4, 5 and Annex II of the Commission Implementing Regulation (EU) Nº. 821/2014 establishes the rules to comply with EU visibility and ERDF support.

These documents are available in the Atlantic Area Website:
<https://www.atlanticarea.eu/page/25>

5. TARGET GROUP ANALYSIS

Stakeholder Group	What they want/need to hear	What they want to achieve	Message	Means of comm	Responsible
Public Administration	What is Access2Sea?, Is there anything useful? Who is funding it? Who is behind it?	More Businesses created. More Innovation and Growth. More investment in economic activities. More economic activities in strategic sectors.	Project events, project activities & project results to communicate them and also for dissemination within their users. Engage them with Focus Groups, working tables, attending events, ..	Press releases, newsletter, digital media, emailing, presentations, individual meetings, public presentations.	All partners
Businesses	What is Access2Sea? How can I benefit? Is it funded?	More Opportunities for my business. Business Support. Added Value.	Project events, project activities and project results so they can benefit from them. Support available.	Digital media, emailing, public presentations, individual meetings, traditional media.	All partners
Researchers	What is Access2Sea? How can I benefit? Is it funded? How can the knowledge, connections or tools be used?	Connections with the market. More research opportunities. More funding for research.	Project events, activities and results. Opportunities to network with companies and other researchers, funding opportunities.	Public Presentations, individual meetings, digital media, newsletters, emailing, networking events.	All partners
Academia	What is Access2Sea? Is there anything useful for my organization? Who is funding it? Who is behind it? How can my community benefit from it? Could it be useful for my research groups?	Connections for their community. More research opportunities. More jobs opportunities for newly graduated. A strong business ecosystem.	Project events, project activities & project results to communicate them and also for dissemination within their users. Engage them with Focus Groups, working tables, attending events, .. Support available.	Public Presentations, digital media, newsletter, prescribers, networking events.	All partners
General Public	Aquaculture products are good and good relation quality / price. Aquaculture is sustainable. Aquaculture are healthy. Fish wellbeing is a priority in aquaculture. Fish feed is healthy. Aquaculture farms are sustainable.	Eat healthy at a reasonable price. Live in a sustainable environment. Protection of the environment. Jobs opportunities.	Benefits from consuming aquaculture products. Information on how fish is bred and treated in aquaculture farms. How aquaculture can be sustainable. The jobs opportunities that aquaculture offer to the region. The benefits for the environment. How aquaculture farms and producers care about the environment. How fish are fed. How healthy aquaculture fish is.	Public presentations, leaflets, brochures, digital media, traditional media, monographic documents, advertisements.	All partners
Partners / ERDF / Atlantic Area Programme	That Access2Sea project, activities and results are disseminated widely, fulfilling the programme's and ERDF rules.	Have a large repercussion of the project and project results. Let stakeholders and general public know of the ERDF funding of the project. Let stakeholders and general public know that EU funded projects are useful. Have a large number of beneficiaries of the project activities and results.	EU and programme logo have been inserted in all project's communication material, events and means of communication, using and respecting the rules.	Digital media, traditional media, public presentations, dissemination events, public presentations, specific presentations	All partners

6. PROJECT COMMUNICATION ACTIONS

The following actions have been designed with the agreed budget in mind and to ensure best value for money within that budget:

Action 1. Access2Sea Communication Plan

Due: May 2019

Responsible: P1

The Communication Plan will be draw up by the CEEI Bahía de Cádiz (with the collaboration of all partners) defining the project communication strategy and supporting the partnership in an efficient communication of the project activities, results and outputs and with the communication target groups This document will define the tasks to do by the communication manager and by the other partners defining as well the how, when and to whom.

This document serves as a point of reference for all partners. This will be a working document that can be revised ad adapted subject to programme and project requirements and constraints. Also, a live version of the document will be shared on the project workspace (Google Drive) with a record of any changes and the agreement thereof.

Logo & Branding

A distinctive visual identity for the project, comprising a logo, font and colour palette, and all the other elements of the corporate image will be created.

As a means of demonstrating what the look and feel of the branding could look like, P1 will design potential variations of the logo using the brand name and keeping in line with the key stakeholders and keywords for the campaign and taking all messages, goals and audiences in to consideration. This will provide a distinctive visual identity for the project.

The brand name will be rolled out across all regions and the strapline translated into 4 languages as required.

A calendar to implement and follow up all communication actions is included in **Appendix 1** of this Communication Plan.

KEY DELIVERABLES

- Assure project partners have at their disposal the knowledge and tools they need to be efficient in promoting and disseminating the project objectives, activities, outputs and results and the programme (ERDF) support.
- Increase the partners communication capacity, the project achievements and the support of ERDF and AA programme support visibility.
- Communications objectives, key message, target groups and calendar identified and agreed.
- Communications tools and methods identified.
- Monitoring and evaluation agreed.
- Logo and Branding agreed.
- Brand Guidelines - Edits to the logo, font type and colour, how to use and how not to use the logo, spacing and some sample uses of the logo i.e. in online ads, Facebook cover pic and profile pic etc.
- Design social media platform deck designs.
- Website page design templates.

INDICATORS

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results
WP2 COMMUNICATION	
Action 1	1

Action 2. Project Events

Due: March 19 – February 22

Responsible: All

Activities:

1. Launching Event

Partner Responsible: P4

Date: During Kick Off Meeting

Partners due to attend: All partners

Objective: Publicize the project approval & discuss the state of play of the aquaculture sector in the project territories.

2. Project Final Event

Partner Responsible: LP

Partners due to attend: All partners

Date: End of project

Objective: LP will organize the project final event to disseminate the project final results, deliverable & outputs & discuss on future challenges partners could jointly address in future projects.

3. Local events.

Partner responsible: All

Partners due to attend: Local Partners.

Objective: Organize smaller local events to reach the same objective as in the launching and final events in their regions.

KEY DELIVERABLES

- Raise awareness of regional stakeholders and general public about the project and the project achievements.
- Assure that aquaculture stakeholders of the project territories (specially SMEs) know the project and its objectives, understand the importance of the aquaculture sector for local development and are aware of the project achievements.

INDICATORS

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results	Number of participants in actions for the dissemination and capitalization of results
WP2 COMMUNICATION		
Action 2	14	340

Action 3. Project targeted dissemination events

Due: January 2021 – December 2021

Responsible: All the partners with the monitoring of P1

Organization of results dissemination events targeting specific groups of beneficiaries of the project results. In particular, dissemination events will be organized aiming to attract aquaculture SMEs in the Atlantic Area and promote a better access for innovative aquaculture SMEs to the European and global markets.

One event will be organized per project territory and partners in the same territory will work together in its organization.

KEY DELIVERABLES

- Assure aquaculture SMEs know the project and its objectives, understand the importance of the aquaculture sector for local development and are aware (being able to use it) of the project achievements.

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results	Number of participants in actions for the dissemination and capitalization of results
WP2 COMMUNICATION		
Action 3	5	50

Action 4. Project online presence: Website & Social Networks

Due: March 19 – February 22

Responsible: Led by CM and executed by all the partners

Creation of the project web site (according to the programme requirements) and the specific profiles in different social networks according to the profile of the different project communication target groups following the communication plan guidelines.

This action will be led by the project CM that will define the tasks and execution calendar to be developed by the other partners.

Digital media will be used in the dissemination of results and activity information but also in engaging target groups into the project. Website and social media content and feeds will be regularly updated by all partners.

A twitter and Linkedin account have been created to disseminate project activities and results.

All partners will use these profiles as a common tool for communication.

The project social media accounts have been created:

- Twitter Account: <https://twitter.com/Access2Sea>
- LinkedIn Account: <https://www.linkedin.com/company/access2sea-project>
- When possible, partners should use the Hashtag **#Access2Sea** in their social network communication.

Also partners should link the project's social networks accounts, when disseminating from their own corporate accounts.

Each partner will be responsible for ensuring regional media coverage. Press notes will be released and sent to local / regional media and will be available in media section of the website.

Press notes will be regularly published on the project website and distributed using the social media channels as well as partner's corporate websites and digital media, to announce a forthcoming event of interest to the targeted audience, as well as to inform after each important milestone or event. A common template has been created for this purpose (**Appendix 2**)

All materials produced will be distributed to the partners and can be used as templates for their local dissemination.

P1 will ask all partners to provide scans/recordings of coverage as and when they appear and will provide a bi-annual media coverage report.

KEY DELIVERABLES

- Website
- Social Media: Twitter and LinkedIn
- Bi-annual e-newsletter on activities, progress and results (infographics)
- All the partners will must to collect all the screenshots publications in a documents Word and upload in the Google Drive area.

Possible press releases will include:

- Assure that aquaculture stakeholders of the project territories know the project activities that are being carried out at all time and know its results and the project achievements.
- Improvements in the aquaculture area.
- Improvements in the aquaculture implementation, etc.

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results
WP2 COMMUNICATION	
Action 4	3

Action 5. Communication materials

Due: March 19 – February 2022

Responsible: All the partners with the monitoring of P1

Production of the communication materials (leaflets, brochures, etc.) which type & four languages (English, France, Ireland, Portuguese and Spain) will be defined according to the communication target groups. It will include materials:

- For the project events & about the project activities.
- Targeting SMEs (assuring their involvement in the project activities) & local communities (raising their awareness about the relevance of the aquaculture sector for the territorial development).
- The mandatory A3 poster that partners will display in their premises.

KEY DELIVERABLES:

- Project leaflet for Access2Sea, will be designed by P1 and translated and printed by partners.
- Project templates for other partners to use and update into the 4 languages and other regions of the project – reports, presentations, email, etc.
- Design of rollup for Access2Sea to be used in the dissemination and networking events.
- Design of an A3 poster to be displayed at each partner's workplace. A picture will be required.
- Electronic newsletters to be issued at least twice a year, based on a common template.
- Biannual communication and dissemination report.

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results
WP2 COMMUNICATION	
Action 5	1

Action 6. Project presence in the traditional media

Due: April/May 2019

Responsibly: All the partners with the monitoring of P1

This action includes all types of project's relationships with traditional media: - Press releases (individual and joint) Press conferences - Advertising and announcements - Articles and interviews the main objective is to mobilize and to keep the traditional media interested in the project developments assuring a permanent presence of the project in those communication channels.

With this, we will try to assure that aquaculture stakeholders of the project territories know the project activities that are being carried out at all time, understand the importance of their participation in that activities and know its results and the project achievements.

KEY DELIVERABLES

- Press releases
- Press conferences
- Advertising and announcements
- Articles and interviews

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results
WP2 COMMUNICATION	
Action 6	1

7. ACCESS2SEA COMMUNICATION INDICATORS

ACCESS2SEA OUTPUT INDICATORS	Number of actions for the dissemination and capitalization of results	Number of participants in actions for the dissemination and capitalisation of results
WP2 COMMUNICATION		
Action 1	1	
Action 2	14	340
Action 3	5	50
Action 4	3	
Action 5	1	
Action 6	1	

8. MONITORING & EVALUATION

The objectives, outputs and results described in this document will be regularly reviewed. A requirement of the programme is that the project report on its activities, including communication, on a bi-annual basis as part of the progress reports submitted to the JS.

On a monthly basis, CEEI Bahía de Cádiz (P1), as WP lead, will update the partners on progress in the context of the monthly conference call. More detailed updates on progress and achievements will be presented at partner meetings.

Key performance indicators will include:

- Unique visits to the website
- Social media followers and engagement
- Project targeted dissemination events
- Number of participants in actions for the dissemination and capitalization of results
- Project online presence: 2 (Twitter and LinkedIn)

- Press releases
- Press conferences
- Advertising and announcements
- Articles and interviews

P1 will maintain a register of all communications and in particular will seek to ensure that project communications adhere to the programme publicity guidelines as set out on <http://www.atlanticarea.eu/page/25>, particularly through the use of standard communication templates and procedures. It is the responsibility of all partners to familiarize themselves with the programme requirements and follow their strict application.

An annual review will be conducted to assess the fitness of the plan. Changes to the plan will require the approval of the partnership and record of any changes will be maintained and the up to date version circulated to all partners.

9. INTERNAL COMMUNICATION

Objectives:

- Ensure each partner's involvement in the project
- Encourage information exchanges between partners
- Share a common vision of the project

Tools:

- A monthly conference call gathering all partners, each WP leader presents their WP updates: achieved and forthcoming actions.
- Two Steering Committee Meetings (SCM) per year to follow-up the project progress and take strategic decisions.
- A Google Drive platform has been created to facilitate exchanges between partners and sharing of documents.
- A Gantt chart has been produced comprising a general Gantt and key deliverables. WP leaders will be asked to update their Gantt chart before each SCM. Likewise, in the Gantt chart there is a calendar gathering the main project actions has been produced.
- Additional tools could be implemented later on to ensure a sound project management.

10. APPENDIX 1: CALENDAR

Action	Task	Responsible	Deadline
1	Project logo designed	CEEI	may.-19
2	Project Launch Event (ES)	CEEI	may.-19
6	Project Launch Press Announcemet (1)	CEEI	may.-19
6	Kick off Meeting and Project Launch Event press Release (jointly) (1)	CEEI	may.-19
1	Access2Sea Communication Plan ready	CEEI	jul.-19
4	Social Network Profiles Created (Facebook, Twitter, LinkedIn)	CEEI	jul.-19
5	A3 Poster created and translated in 4 AA languages	CEEI	jul.-19
1	Tasks and Execution calendar to be developed by partners (Comm. Plan)	CEEI	jul.-19
1	Brand Guideline	CEEI	ago.-19
4	Project Web Page created	CEEI	ago.-19
5	Project Leaflet designed and translated in 4 AA languages	CEEI + partners	ago.-19
5	Project Roll up banner designed, translated	CEEI + partners	ago.-19
5	Project Folders designed (English)	CEEI	ago.-19
5	A3 Poster printed and Placed at Partner's premises entrance	Partners	ago.-19
1	Project Communication Report	All Partners	ago.-19
5	Project Leaflet printed for Project dissemination	All partners	sep.-19
5	Project Roll up Banner printed (1 per partner in their AA language)	All partners	sep.-19
5	Project Folders printed (partners)	All partners	sep.-19
5	1st Project Newsletter created and disseminated	CEEI + partners	oct.-19
2	Local Launch Events (France 2, Port 2, UK 1, Ire 1)	Partners	dic.-19
6	Local launch events press announcemens (6) and press releases (6)	Partners	dic.-19
3	Project Targeted dissemination Events (5. 1 per Country) (50 SMES, 10 per Country)	All the partners	dic.-19
1	2nd Project Communication Report	All Partners	feb.-20
1	3rd Project Communication Report	All partners	sep.-20
5	2nd Project Newsletter created and disseminated	CEEI + partners	oct.-20
1	4th Project Communication Report	All Partners	feb.-21
1	5th Project Communication Report	All partners	sep.-21
5	3rd Project Newsletter created and disseminated	CEEI + partners	oct.-21
2	Final Event	CEEI	feb.-22
2	Other Local Disseminaiion Events during Project lifetime (+6)	Partners	2019/ 2022
1	6th Project Communication Report	All partners	feb.-22

[illegible]

https://drive.google.com/open?id=1SOyKRfnmc_4c-e9XjqUVQhC77AzcR5jX

Tips:

To be used to send information to media
after events, press conferences, ...

Send pictures of the event.

Write sentences of highlights of what has
been said.

Make it attractive to get the media's
attention and interest

PRESS RELEASE

Title

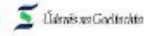
Subtitle

Date, body of the press release

"Access2Sea" is a project, co-financed 75% by ERDF through the Interreg Atlantic Area Programme, with 9 partners from 5 EU Countries (Spain, Portugal, Ireland, France and United Kingdom).

Access2Sea aims at improving the attractiveness of the Atlantic Area for the aquaculture, facilitating a more sustainable Access to Business opportunity.

Form more information about this press release or if you wish to receive further graphical material, please contact _____ (contact person), at _____ (partner organization) Tel number _____, email _____





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Associated Partners

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www.tech-brest-iroise.fr

✓ Cuideachta Feamainn Turtar Gorm Teo (TSC – Bleu Turtle)
www.theseaweedcompany.com

✓ Association of Aquaculture Marine
Businesses of Andalusia (ASEMA)
www.asemaonline.com

✓ Union Chamber of Algae and Marine Vegetables (CSAVM)
www.chambre-syndicale-algues.org



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