



COMMUNICATION DISSEMINATION EXPLOITATION

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Internal Communication: scope and role

Needs for external Communication with stakeholders (consultation, participation ...)

Scope of Dissemination and Exploitation (transferring outputs and results to interested parties for follow up and scale up)

Steps for a communication and dissemination strategy

INTERNAL COMMUNICATION

- Objectives (why and what)
 - keep the partnership informed: what we are doing? project progress? Who is doing what?
 - keep the team engaged: communication is a tool for team building and performance
 - Support qualitative and timely implementation
- Who? To whom?
 - project general manager communicates with partners' local managers/contact persons



AND HOW?

It depends on many factors, but it could be...

- face-to-face
- telephone
- e-mails
- texting
- web meetings, consortium meetings
- team collaboration tools such as shared clouds area (but with clear procedures)



EXTERNAL COMMUNICATION



Objectives (why)

Engaging stakeholders in project tasks where consultation or participation is needed

Helping to build strong relationships with target groups and stakeholders

Improving common understanding of the problem addressed by the project and of the solutions developed by the project

Increasing awareness, change attitudes, change behaviours



Who communicates:

Communication manager with communication officers, social media officers, web masters, news editors, video makers, ...



With whom:

Target groups identified/mapped as main interested and relevant parties

Press



What

Progress and results



How

Various channels: the most suitable for the targets addressed



Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the **results** of the project to **key actors**



Dissemination occurs as and when the results of the project become available



It is **not enough** to focus the dissemination activities mainly in the final stages of the project



Dissemination plays an important role **from the beginning** of the project's life to its very end and beyond



A **strategy** which covers the **whole project cycle** is necessary

DISSEMINATION

EXPLOITATION

- Exploitation consists of **mainstreaming** and **multiplication**
 - **Mainstreaming** is the planned process of transferring the successful results of the project to appropriate **decision-makers** in regulated local, regional, national or European systems
 - **Multiplication** is the planned process of convincing individual users to adopt and/or apply the results of project

- **Sustainability** is the capacity of the project to continue its existence and functioning beyond the end of the funded period
- The project results are used and exploited incessantly
- Sustainability of results implies use and exploitation of results in the **longer term**



SUSTAINABILITY

WHY ARE COMMUNICATION, DISSEMINATION, EXPLOITATION OF RESULTS AND SUSTAINABILITY KEY ELEMENTS?

The results of many projects have not been adopted to the expected extent by organisations outside the partnerships or even by the partner organisations in the long-term

They are tools for making change happen



Trame verte et bleue

En bref
La trame verte et bleue a comme vocation d'interconnecter des territoires naturels et semi-naturels afin de former des réseaux écologiques intelligemment planifiés. Ces réseaux vertes (terrestres) et bleus (aquatiques) sont conçus dans l'objectif de pouvoir assurer une série de services écosystémiques comme le traitement des eaux, la qualité de l'air ou la mise à disposition d'espaces de loisirs ainsi que de faciliter l'adaptation au réchauffement climatique. Grâce à leurs effets bénéfiques sur l'environnement, ils améliorent la qualité de vie et le sentiment d'appartenance des habitants des Alpes.

En pratique
En reliant des territoires naturels fragmentés et en restaurant des habitats dégradés, la trame verte et bleue contribue de façon importante à la préservation des écosystèmes et de la biodiversité dans les Alpes.

Local Partners
FRANCE
ALPAC - Réseau Alpes des Espaces Protégés
Partenaires du projet
SUISSE
Parc national Suisse
Musée cantonal
AUTRICHE
Parc national Hohe Tauern
Parc national Ötztal
Slovenie
Parc national Triglav
MONTENÉGO
Montagne de la forêt lausannoise
FRANCE
Adrien Couderc - Département Alpes-Maritimes
Nicolas Simeoni - Département Alpes-Maritimes
Fédération Nationale des Chasseurs
ALLUMAGNE
Biodiversité - Département Alpes
Biodiversité - Département Alpes
Parc national Suisse
Paysans - Département Alpes
SLOVÉNIE
Parc National Hohe Tauern
Slovenia Conservation Society

CONTACT
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ALPBIONET2030
Gestion intégrée de la faune alpine et des habitats naturels pour les générations futures

EUROSALP - Stratégie de fusion européenne pour la région alpine
L'espace alpin comprend des territoires avec des tendances démographiques, sociales et économiques très hétérogènes ainsi qu'une diversité culturelle et linguistique importante. Cette diversité se traduit également par des fonctionnements politiques et des traditions très variés. Aussi bien les valeurs communes que les perspectives divergentes au sein de cet espace alpin seraient absolument nécessaires à l'identification et à la mise en œuvre de stratégies communes ainsi qu'une collaboration transnationale. EUROSALP représente un cap stratégique alpin commun, agissant sur des dimensions politiques pertinentes au niveau régional, national et européen, en se permettant ainsi d'assurer un minimum de synergies.

ALPBIONET Réseau | INFRASTRUCTURE VERTE

ARE COMMUNICATION AND DISSEMINATION....?

- A Web Site?
- A Poster? A Flyer?
- A Conference? An Event?
- A Newsletter? ...
- A Social Network?

These are **tools** for communication and dissemination, the evidence of communication and dissemination

BUT they are not communication and dissemination

We need A **STRATEGY** for communication and dissemination



IS THIS SOCIAL NETWORK?





THIS IS !

COMMUNICATION AND DISSMINATION ARE A MEAN TO MAKE THE CHANGE

What change we want to activate?

Who is the **targets**? The people, the organizations, the institutions that should **change attitude, behaviour** to achieve the project results?

What do we need in order to activate the change?

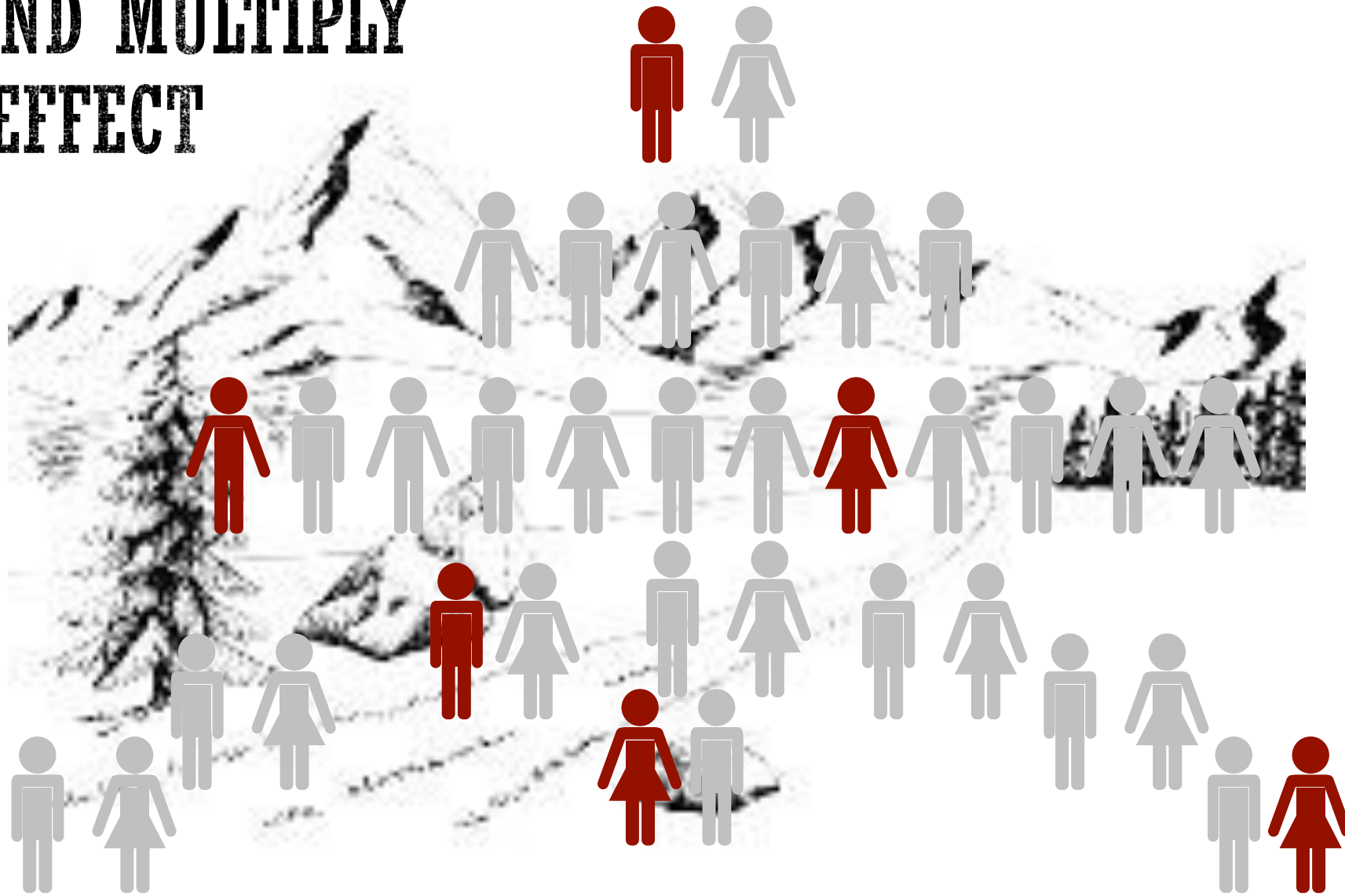
Providing targets and stakeholders with deliverables and outputs

Training targets to be sure they are capable to benefit from project outcomes

**TO MAKE THE
CHANGE
WE HAVE TO
REACH OUR
TARGETS.
WHO IS YOURS?**



... AND MULTIPLY THE EFFECT





It should **not be a long and tedious document**, but instead a clear and effective doc to be often browsed through, during project implementation



It helps you **remembering** your communication and dissemination objectives, target groups, activities and timing

Writing your communication strategy starts with your project application form (AF)

COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY

THE STRATEGY

- A solid STRATEGY addresses the following questions:
 - What kind of needs does the project respond to? (Vision)
 - What are the expected project results? (Mission)
 - Who are the **potential users and final beneficiaries** of the project's outputs and results?
 - What types of dissemination activities are appropriate to reach the target groups?
 - What are the most appropriate means/channels?
 - What are the human and financial resources available for dissemination?
 - Who is doing what?

THINK ABOUT THE AUDIENCE

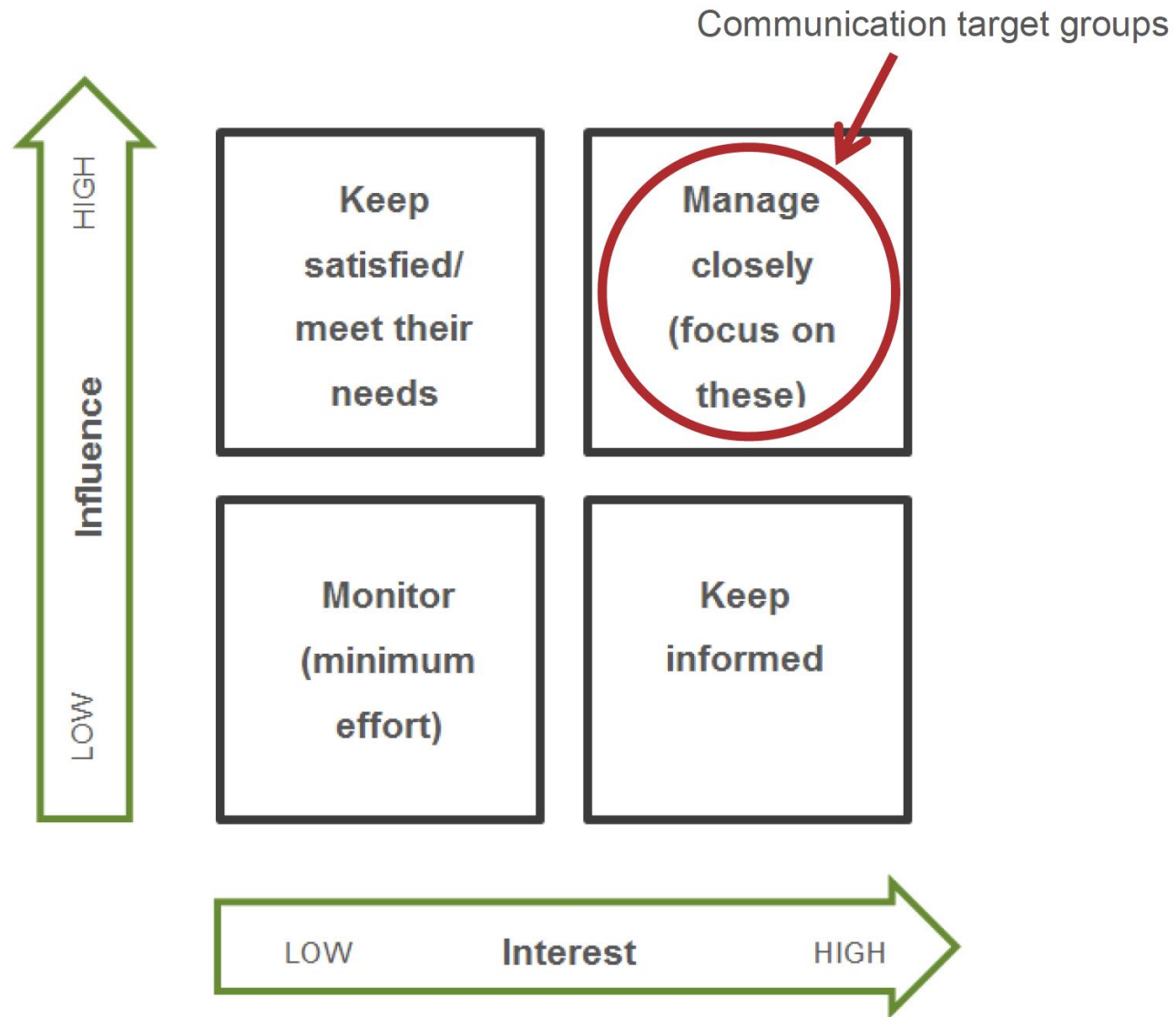
What is ...

a stakeholder group?

All actors involved. Both those positively and those negatively affected by the project.

a target group?

The special stakeholder groups addressed by your communication. Each target group has different needs and should be reached via tailored approaches.



MAPPING STAKEHOLDERS/ IDENTIFYING TARGETS



- Not all your project target groups might be reached with the same approach

- It is important to choose the right approach to get the most out of each communication activity
 - Branding
 - Storytelling
 - Hand facts & figures dissemination
 - Practical guidance
 - Trainings
 - Networking
 - Child education/entertainment

FOR EACH TARGET THE RIGHT MESSAGE

	Thinks now	Should think	Approaches	Messages	Time frame
Target group 1					
Target group 2					
Target group 3					
Target group 4					

- In order to adopt the right approaches in relation to the right target groups, it is important to clarify what messages you want to share
- This tool will help you to check the consistency of your project communication activities planned

CHALLENGES

Defining the pay off to
attract the right audience
and targets

The importance of the
project acronym



REMIND: RULES FOR ELIGIBILITY

- Never without the logos: EU FLAG, Programme logo, project logo
- Never without the statement acknowledging the European Fund or any other donor/sponsor

“This project is co-funded by the EU in the framework of the programme

REMIND TO MONITOR PROJECT PROGRESS, TO COMMUNICATE AND TO MONITOR COMMUNICATION TASKS



What's going on?

Ask the partners, ask the team >
then write news and posts



Collect

Attendace list

Mailing list

Press realises

Pictures , videos ...

Evidence of materials

Insights



ANY QUESTIONS?