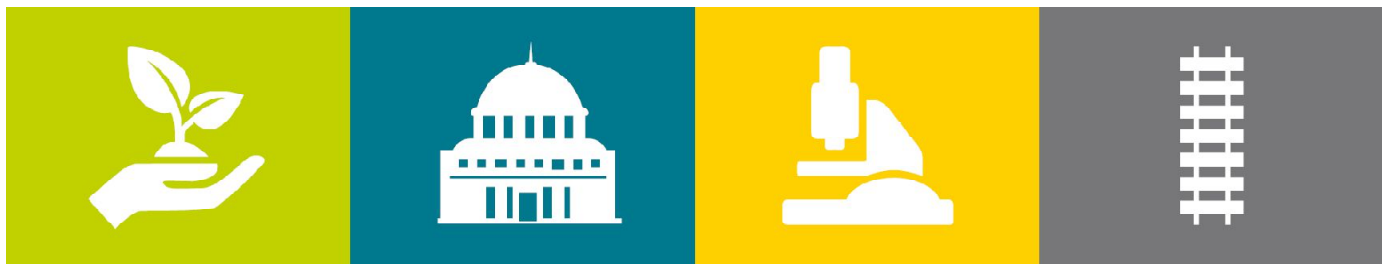


Danube Transnational Programme

Programme co-funded by the European Union funds (ERDF, IPA, ENI)



www.interreg-danube.eu/approved-projects/indeed

COMMUNICATION PLAN

PROJECT INDEED |

Innovation for Dementia in the Danube Region

A stream of cooperation

VERSION: 2.0



COMMUNICATION PLAN

PROJECT INDEED |

Innovation for Dementia in the Danube Region



A stream of cooperation

INDEED PROJECT | Project co-funded by the European Union (ERDF, IPA, ENI)

Summary:

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1. About the Communication Plan

Welcome. This is the INDEED project's Communication Plan. It is a tool that will help us harmonize our communication efforts, coordinate them more effectively and make proper use of them to fulfill the project's goal. It will define staff, time and resources needed and how to use them to reach our target audiences, communicate with them and increase their knowledge about the project objectives, and promote a shift of their attitudes and actions regarding dementia.

The goal of the Communication Plan is to make communication activities a key part of the project, because skillful communication contributes to the success of the project as much as every other activity within the project lifecycle. The Communication Plan defines communication goals and objectives, specifies the target groups to be addressed and defines major messages and the appropriate channels. This way, all PPs will be able to communicate in a consistent manner. The communication plan also quantifies the success of communication activities.

The Communication Plan addresses:

- **The project communication main goal and objectives;**
- **Strategy of communication;**
- **The target groups and ways to continuously reach and engage them;**
- **Communication tools and methods;**
- **Communication channels` features;**
- **Evaluation measures;**
- **Budget.**

The Communication Plan will ensure the framework for a multi-channel communication within and outside the INDEED Consortium. Each Project

Partner (PP) will use the Communication Plan as a guide and reference for all communication actions planned by the project.

2. Introduction to INDEED Project

As a consequence of demographic change, dementia is a major societal challenge in Danubian countries. Prevalence rates range from 5 % in Bulgaria, Slovakia, and Romania to 7 % and above in Austria, Germany and Ukraine. At least 3 million older adults are currently affected by dementia in this area. Due to an increase in life expectancy, the number of people with dementia (PWD) is predicted to rise by 50 % from 2015 to 2030 in eastern and southern Europe. According to the applicants' own expert survey, the quality of dementia care lags behind European standards, particularly in rural areas.

The most significant unmet needs are:

- lack of dementia-specific knowledge and skills among healthcare and social professionals;
- poor coordination of services;
- shortage of dementia-specific facilities such as day centers and special care units;

INDEED addresses these specific goals by developing, implementing and evaluating a comprehensive interdisciplinary educational intervention for institutions and businesses involved in dementia care, their members and employees.

The intervention has 3 modules:

- **CAMPUS:** a training for various professionals representing institutions involved in dementia care; the module provides shared learning and facilitates cross-sectoral interaction;
- **CONNECT:** a networking tool for actors involved in dementia care with embedded principles of dementia case management including horizontal / vertical integration of services;
- **COACH:** a business consultancy service for social entrepreneurs, service providers and start-ups.

By providing solutions for the identified unmet needs on a transnational level INDEED helps to achieve key objectives of the Danube Transnational Programme (DTP), in particular Priority Axis 1. The project contributes to a higher degree of territorial integration by developing one common comprehensive strategy across country borders. Building on shared needs and challenges, the project launches coordinated pilot actions to evaluate the innovative approach. INDEED involves public authorities in different countries and other key stakeholders in strategy development, pilot action design and dissemination of results thus acting as a policy driver and pioneer to tackle the challenges of dementia through transnational cooperation and exchange of best practices. The project generates a common educational framework, concrete tools and services in the field of dementia care.

INDEED features a blended-learning system to increase the competences of stakeholders to better meet social needs and improve the delivery of care services.

INDEED Main Objective:

The main objective of INDEED is to improve dementia care in the Danube region and to contribute to the implementation of national dementia strategies with the scope of enhancing the quality of life of people with dementia and their informal carers.

The strategy of INDEED is precisely geared to generate a change in the identified needs and addresses the relevant professional groups capable of bringing about this desired change. The tools and solutions provided by INDEED are designed to be compatible with national dementia plans which have been developed or are being prepared but have not yet been implemented.

This way, INDEED attempts to fill existing gaps in the dementia care infrastructure, improve service delivery, support the workforce engaged in dementia care and create new job opportunities.

INDEED specific objectives:

Specific objective 1

To improve the knowledge and skills of professionals from different occupations involved in dementia care including health and social care, nursing, public administration, business management.

Specific objective 2

To enhance the interaction, cooperation and coordination of key actors involved in dementia care including healthcare professionals, service providers, public authorities, professional boards and chambers, patient organizations, health businesses on local, national, and transnational levels.

Specific objective 3

To stimulate entrepreneurial activity and foster the development of dementia-related services and facilities on outpatient, intermediate, and inpatient levels.

3. Role of Communication in the Project

INDEED employs a top-down strategy of information delivery. The institutions will act as multipliers of the information provided, ensure a broad outreach and sustain the project's outputs after its termination. Representatives of targeted institutions will be involved from the beginning of the project throughout its course to ensure that their needs, views and preferences are met.

External communication is needed to inform stakeholders on the project, to explain its role for the emerging national dementia plans in the Danube region, to ensure sustainability of its outputs and enhance their wider uptake. A key task of communication activities is to promote and prepare the implementation of the intervention in the curricula of professional educational institutions.

Internal communication is essential in view of the collaborative and transnational nature of the project.

The **Communication Plan** builds upon the results of the analysis regarding: target user groups' needs and preferences, the type of educational design, important features of the multimedia platform, development of dementia care services in the Danube region. This analysis process is ongoing and will run throughout the project. Therefore, the Communication Plan will have as inputs the conclusions of analysis activities of WP3-WP7, including the important Strategy Statement of WP3. The roles of Project Partners in all communication process are specified in the application form. The Communication Plan will be updated continuously throughout the project.

4. Main Goal and Objectives of the Communication Plan

This **Communication Plan** defines the communication goal and main objectives that will help us achieve the project's outcome and outputs.

MAIN GOAL OF THE COMMUNICATION PLAN

Our communication plan is consistent with the **main objective** and the **three specific objectives** of the project.

The main goal of the Communication Plan is to raise awareness among target groups about the importance of improving dementia care in the Danube region and to contribute to the implementation of national dementia strategies with the scope of enhancing the quality of life of people with dementia and their informal carers.

COMMUNICATION PLAN OBJECTIVES

Our communication objectives intent to achieve, during the project`s period, a positive change in the following characteristics of the target groups: knowledge, attitude, practice.

➤ **Knowledge:**

01.1: to inform stakeholders about INDEED project;

01.2: to convey to stakeholders` the importance of dementia as a public health priority;

➤ **Attitude:**

02.1: to promote an open attitude towards implementation of INDEED intervention after project`s end;

02.2: to promote an open attitude of institutions and policy makers towards e-learning and ICT tools use in dementia education and care;

➤ **Practice:**

O3.1: to involve stakeholders in the development of INDEED in order to ensure its relevance to stakeholders and its sustainability after project`s end.

5. Target Groups

Target Groups are structured in accordance with their communication needs.

The focus of communication will be on target groups that can influence project`s outcomes and outputs (primary target groups). The INDEED project aims to include both institutions and their representatives that are directly involved in dementia care provision and institutions in charge of health care policies.

The communication will also address stakeholders which are interested in the INDEED project but do not influence directly its outcome/outputs (secondary target groups).

PRIMARY TARGET GROUPS	
Target groups	Description
Target group 1 (TG1)	Higher Education and Research
Target group 3 (TG3)	Professional Boards
Target group 4 (TG4)	Small and Medium Enterprises (SME) and Start-Ups
Target group 5 (TG5)	Public Authorities & Policy Makers
Target group 6 (TG6)	Participants of the pilot actions (representing TG1-TG5)
SECONDARY TARGET GROUPS	
Target group 2 (TG2)	Interest Groups Including NGOs

PRIMARY TARGET GROUPS

Target groups

Description

Target group 1 (TG1)

Higher Education and Research

- Schools for medicine, nursing, physical therapy, occupational therapy)
- Research Institutions (medical & social)
- Psychology faculties
- Social sciences faculties (including social worker profile)
- Environment related schools (design, architecture, accessibility)

Target group 3 (TG3)

Professional Boards

- Healthcare Professional associations (general physicians, psychiatrists, geriatricians, neurologists, rehabilitation medicine, nurses, occupational therapists, physical therapists)
- Social Workers associations
- Psychologists associations (focus on clinical psychology)
- Architecture & Design associations/boards

Target group 4 (TG4)

Small and Medium Enterprises (SME) and Start-Ups

- Social entrepreneurs
- Service providers
- SMEs, entrepreneurs involved in dementia care
- Social innovators and start-up accelerators / hubs
- Hospital manager associations
- Insurances

Target group 5 (TG5)

Public Authorities & Policy Makers

- Chambers of commerce
- Governmental authorities
- Ministries
- City councils
- Mayors
- Civil servants
- Health Authorities
- EU Parliament

Target group 6 (TG6)

Participants of the pilot actions

They represent a selection of the target groups TG1-TG5 in a specific geographical region and neighboring countries.

SECONDARY TARGET GROUPS

Target group 2 (TG2)

Interest Groups Including NGOs

- NGOs, patients and carers organizations
- Welfare/charity associations
- General public
- Alzheimer Europe
- Other organizations involved in DTP projects

TARGET GROUPS PROFILES AND INTERESTS FOR INDEED PROJECT

TG 1 (Higher Education and Research) consists of institutions for which innovation is a key concept. They address professionals active in various fields (medical, social, others). The e-learning component of the INDEED intervention could extend the outreach of these education institutions. The INDEED modules, particularly CAMPUS, are complementary to classical education and do not aim to replace it.

TG3 (Professional Boards) comprises regulatory or representative bodies of medical, social and others professions. Their interest for INDEED is related to the practical nature of the intervention and to the dimension of capacity building in dementia care proposed by INDEED. These institutions should be addressed also in accordance to practical benefits for their members. A focus should be the large scale capabilities and affordable costs of the e-learning intervention.

TG4 (SME and Start-Ups) are a mixed group consisting of not-for-profit entrepreneurs and for profit sector. They mainly are in the social services area (public or private) and should be addressed in accordance with their interests and mind sets for framing the problems related to dementia care. Key concepts used in social services like social inclusion, client, needs

assessment, social protection should be used in order to convey the social dimension of INDEED. In the case of for profit sector, emphasis should be placed on the potential of the market, the scalable nature of the business and on profitability related facts and concepts.

TG5 (Public Authorities & Policy Makers) are interested mainly in the global picture of dementia care. A strong focus should be put on unmet needs in dementia care in the Danube region and the benefits that INDEED can offer. Arguments for making dementia a health priority should be offered, taken into account the status of national strategies or plans on dementia. The burden on people with dementia and their carers should be emphasized, underlining that a broad range of services is necessary to ensure quality of life of these individuals. Focus should be put on the capability of INDEED to increase the capacity for dealing with the challenge of dementia on a national and regional level. Also, the project's potential to address gaps of care in rural areas and coordination/integration of services should be pointed out. The documents produced by INDEED (strategy statement, policy recommendations) will represent key channels to address these stakeholders.

TG 6 (Participants of the pilot actions) represent a selection of the target groups (TG1-TG5) in a specific geographical region and neighboring countries. In this special group it will be evaluated whether the INDEED intervention package has the capacity to change their knowledge, attitudes and working style regarding dementia care. The intensity of their involvement is of high importance for the project. The challenge for communication will be to provide the core information to a mixed group of professionals in a compact format.

TG2 (Interest Groups Including NGOs) are a heterogeneous audience with heterogeneous interests related to INDEED. They represent a secondary target group and hence should be addressed mainly by mass communication (press, social media, website, newsletters, dementia info days).

Communication objectives related to target groups

All Primary TG:

➤ Knowledge:

O1.1: to inform stakeholders about INDEED project;

O1.2: to convey to stakeholders` the importance of dementia as a public health priority;

➤ Attitude:

O2.1: to promote an open attitude towards implementation of INDEED intervention after project`s end;

O2.2: to promote an open attitude of institutions and policy makers towards e-learning and ICT tools use in dementia education and care;

➤ Practice:

O3.1: to involve stakeholders in the development of INDEED in order to ensure its relevance to stakeholders and its sustainability after project`s end.

Secondary TG.:

O1.1: to inform stakeholders about INDEED project.

Beside these communication objectives, there will be communication objectives focused on each target group in accordance to its characteristics (Section 7).

6. Communication Strategy

Coordination of Communication

The project`s communications will be coordinated by a Communication Manager. A network with staff appointed at each project partner site will be established to ensure information flow within the Consortium and to create local language adaptations of the materials produced. Each PP will also be involved in the communication activities in accordance to roles described in the application form.

External communication:

For external communication, a comprehensive system containing a description of target groups, key topics, slogan, messages, communication tools and methods will be implemented. Its aims are to inform stakeholders about the project, and the progress, to explain its role for emerging national dementia plans in the Danube region, to ensure sustainability of its outputs and enhance their wider use.

External communication system:

- a key target group database;
- information package for the target groups including project flyers, the project mission statement and a bi-annual INDEED Newsletter;
- project webpage;
- project poster;
- social media;
- feedback loop for the target groups;
- press conferences and press releases;
- promotional materials in English as well as in national languages;
- brochures and leaflets;
- press kit;
- presentation kit;
- social media package;

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- public events;
- public documents: fact sheets, strategy statement, policy recommendations.

EVENTS

6 major events with the following objectives:

- **Disseminate the project's objectives and results;**
- **Promote transnational exchange;**
- **Foster the harmonization of dementia policies;**
- **Sustain the project outputs.**

EVENT 1) A kick-off dissemination event will be organized in 25-26th September in Munich conjunction with GA1.

EVENT 2) A policy scoping event will be set up in association with GA2. This scenario will include an analysis of unmet needs and realistic achievements. Results from the policy assessment (WP7) on professional educational and business opportunities in dementia will be shared.

EVENT 3) will present the pilot actions (WP6) by contributing to the Workshop Manual, Participants' Folder and promotional materials on a national level.

EVENT 4) Initial results, insights and experiences gained in the pilot actions will be communicated to stakeholders in conjunction to GA3. A press conference, press releases and other dissemination activities will be carried out.

EVENT 5) „Dementia Info Days“ will be organized in association with the pilot actions (WP6). Efforts will be made to achieve wide media coverage of these events. For the local organization of these events a guide will be developed.

EVENT 6) A final dissemination event will be organized in conjunction with GA4 to demonstrate the progress of the project, to promote the uptake and continuation of its outputs, and to ensure institutional, political and financial sustainability of the project outputs.

Communication During Pilot Actions:

Communication will support the involvement of participants in the 24 pilot workshops. An important focus of communication will be on the preparation of pilot workshops. Social media will be of most use in this area in order to involve and maintain an open attitude towards e-learning. Participants will be encouraged to make posts related to their experiences in the workshops. Options are to post videos of each workshop and interviews with participants on YouTube with captions in English and other languages.

All other tools of communication, including flyers and brochures, will have the role to present to participants the concept of INDEED intervention and provide information about the educational programme. During pilot actions we will collect end-user experiences regarding INDEED educational intervention.

Capitalization Events:

2 Capitalization Events will be organized in conjunction with GA2 and GA4. Networking and collaboration with other DTP partners will be particularly sought within the framework of the Thematic Poles 3 (entrepreneurial learning systems) and 9 (educational governance). Areas of potential capitalization will include:

- raising public awareness and understanding of dementia;
- development of educational methods and business promotion in other health-related domains;
- sharing experiences with technological platforms for programme delivery;
- optimizing transfer of results to countries outside of the project area and European outreach.

Results: raising public awareness and understanding of dementia.

Other communication channels:

- dementia awareness days in conjunction with pilot actions;

- public event on dementia awareness, September 2018 Ljubljana.

Internal communication:

For internal communication a simple yet efficient system will be generated to ensure maximum precision in achieving and communicating the overall project goals and current state. This system consists in regular e-mails, monthly and as needed phone and Skype meetings, a cloud platform (with forum options) for internal communication and collaborative work.

Considering the collaborative and transnational nature of the project,

INDEED will use:

- **mailing lists;**
- **regular phone/Skype conferences;**
- **INTRANET: Google drive files;**
- **collaborative working environment (Google Docs, in connection with Google Drive);**
- **4 face-to-face Consortium meetings (GA1-4).**

7. Communication Tools and Methods

MAIN THEME OF COMMUNICATION:

“INDEED supports institutions and their members. INDEED brings Knowledge, Cooperation and Innovation in the field of dementia care services.”

Communication actions will be performed under this general umbrella of the main communication theme.

SLOGAN:

“Make dementia a health priority!”

The slogan will be present in most of INDEED communication materials.

METHODOLOGY:

PRIMARY TARGET GROUPS

TG1

Higher Education and Research

Communication objectives focused on the target group

- Raise awareness about dementia
- Provide a common knowledge base about dementia
- Highlight the contribution of different professions to dementia care
- Ensure the inclusion of dementia in professional education curricula
- Facilitate the interprofessional exchange in dementia care

Key messages

- Develop practical tools to increase the quality of life of PwD and their carers!
- Make institutional learning both convenient and attractive!
- Use the potential of IT technologies in education!
- E-learning is a strong option for rural areas!

Communication Tools and Methods

CONTROLLED MEDIA

- Direct communication (e-mail, Skype, personal and group meetings)
- Policy Recommendation Catalogue
- Press releases (in medical/social sciences publications)
- Newsletters
- Posters (online&print)
- Flyers (online&print)
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)
- Personal e-mails
- Personal letters

UNCONTROLLED MEDIA

- Press conferences

SPECIAL EVENTS

- Regional workshops (WP6)
- Focus groups
- Written report on focus groups
- Joint meetings
- Round tables
- Scientific events and presentations

TG3

Professional boards

Communication objectives focused on the target group

- Raise awareness about dementia
- Ensure the engagement of professional boards in public awareness campaigns
- Include dementia in the continued vocational education
- Facilitate the understanding and implementation of the principles of person-centered care and case management
- Promoting the bio-psycho-social model of dementia

Key messages

- Improve cooperation and coordination among professionals for patients and carers!
- Improve knowledge and skills about dementia care!
- Target quality of life of PwD!
- Good communication with patients improves behaviour of PwD!

Communication Tools and Methods

CONTROLLED MEDIA

INDEED

- Direct communication (e-mail, Skype, personal and group meetings)
- Policy Recommendation Catalogue
- Press releases (in medical/social sciences publications)
- Newsletters
- Posters (online&print)
- Flyers (online&print)
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)

UNCONTROLLED MEDIA

- Press conferences

SPECIAL EVENTS

- Regional workshops (WP6)
- Focus groups
- Written report on focus groups
- Joint meetings
- Round tables
- Scientific events and presentations
- Personal e-mails
- Personal letters

TG4

SME and Start-Ups

Communication objectives focused on the target group

- Provide business know-how and advise on the creation of business plans in the area of health and social services for dementia
- Provide a common knowledge base about dementia
- Improve dementia care by implementing joint pilot actions
- Raise interest about social entrepreneurship in dementia care

Key messages

- Medical-social cooperation increases quality of life of PwD and is cost saving!

- Regulatory frameworks in the entrepreneurial and business sector is an important need in management care of dementia.
- The area of specialized services for dementia has a major business potential!
- Diversity means richness! A broad range of services increases quality of life of PwD!

Communication Tools and Methods

CONTROLLED MEDIA

- Direct communication (e-mail, Skype, personal and group meetings)
- Press releases (in financial publications)
- Newsletters
- Policy Recommendation Catalogue
- Posters (online&print)
- Flyers (online&print)
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)
- Personal e-mails
- Personal letters

UNCONTROLLED MEDIA

SPECIAL EVENTS

- Policy briefs

TG5

Public Authorities and Policy Makers

Communication objectives focused on the target group

- Provide facts and figures about dementia (prevalence, incidence, costs, epidemiologic predictions, care drain etc.)
- Provide a common knowledge base about dementia

INDEED

- Gain a comprehensive overview of unmet needs and major challenges regarding dementia care
- Suggest concrete and practical solutions
- Raise awareness about dementia care
- Supporting the development and implementation of national or regional dementia plans

Key messages

- Get involved in designing services and facilities!
- Cooperation and integration saves money!
- Diversity means richness! A broad range of services increases quality of life of PwD!
- E-learning is a strong option for rural areas!

Communication Tools and Methods

CONTROLLED MEDIA

- Direct communication (e-mail, Skype, personal and group meetings)
- Policy Recommendation Catalogue
- Press releases (in medical/social sciences publications)
- Newsletters
- Posters (online&print)
- Flyers (online&print)
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)
- Personal e-mails
- Personal letters

UNCONTROLLED MEDIA

-

SPECIAL EVENTS

- Events (e.g. round tables, conferences sessions)

TG6

Participants of the pilot actions

Communication objectives focused on the target group

- Promote involvement in pilot actions
- Increase knowledge about dementia
- Provide a common knowledge base about dementia
- Promote the change of daily practice
- Encourage interprofessional networking
- Create a local hub
- Foster the set-up of innovative services
- Facilitate the understanding and implementation of the principles of dementia case management
- Promoting the bio-psycho-social model of dementia
- Promoting person-centered approach in dementia care

Key messages

- Improve knowledge and skills about dementia care!
- E-learning is fun and interactive!
- ICT Tools for collaborative work are easy to use and increase efficiency of care.
- Target quality of life of PwD!
- Interdisciplinary collaboration is a necessity of quality care

Communication Tools and Methods

CONTROLLED MEDIA

- Educational platform
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)
- Brochures (online&print)
- Posters (online&print)
- Flyers (online&print)
- Newsletters
- Personal e-mails
- Personal letters

SPECIAL EVENTS

- Pilot workshops (WP6)

SECONDARY TARGET GROUPS

TG2

Interest Groups

Communication objectives focused on the target group

- Raise awareness about dementia care
- Inform about the current state and future trends in dementia care
- Improving dementia care by implementing joint pilot actions

Key messages

- Increase awareness and understanding of dementia!
- Good communication with patients improves behavior of PwD!

Communication Tools and Methods

CONTROLLED MEDIA

- Posters (online)
- Flyers (online)
- Project website
- Social media (Facebook, Twitter, Instagram, YouTube)
- Press releases in English and languages of the partners' countries
- Newsletters

UNCONTROLLED MEDIA

- Press conferences

SPECIAL EVENTS

- Events (conferences)
- Alzheimer info days (e.g. annually -*Remember Me! Alzheimer International Day*)

8. Communication Channels' Features

VISUAL IDENTITY GUIDELINES

These are very specific and strict rules to be followed for any communication material produced by INTERREG DTP projects in any format (written, electronic, audio/visual etc.)

General requirements:

- Project logo should be included in any communication material;



- EU funding is mentioned:

"Project co-funded by the European Union funds (ERDF, IPA, ENI)."

It is mandatory to mention the funds (ERDF, IPA, ENI). The font to be used for this mention should be Montserrat. In case of Word and PPT documents, Montserrat font can be substituted by Cambria.

DTP logo (including the project acronym and the EU emblem) has to be 'always clearly visible and placed in a prominent position' as well as the funding.

Attention has to be paid to the size of DTP Indeed logo and to additional logos (specifications can be found in the Annex of the Visual Identity Manual for the DTP projects). If other logos are included in any project document / material, they cannot be both higher and wider than the EU emblem included in your project logo.

A list with detailed visual identity guidelines can be found in the Visual Identity Manual for the DTP projects:

<http://www.interreg-danube.eu/uploads/media/default/0001/10/adfc54f3cc487769162d0406dafa2d7e8ccc6b2.pdf>

<http://www.interreg-danube.eu/relevant-documents/documents-for-project-implementation>

In order to comply with these rules of visual identity, INDEED will provide templates for text (.docx files) and presentation (.pptx files) materials. These will be included in the project`s Media Kit. Video and audio communication materials released by INDEED will be edited before public release.

INDEED Project website:

<http://www.interreg-danube.eu/indeed>

As a main online touchpoint project INDEED will use its web site set up within the DTP website.

Targeted keywords:

Website content will reflect our project`s goals and our target audience needs. We should have in mind how our target audiences think and speak about the topic of our project, and base the structure of our content on that. This will also benefit our search engine optimization (SEO) also and will put our website better on search engines. Keywords to be considered are:

INDEED

#INDEED

#dementia

#innovation

#strategy

#Danube

#education

#campus

#connect

#coach

#interdisciplinary

#e-learning

#social entrepreneurships

To attract more visitors and to serve as a relevant source of project topic related information, content should be communicated in a simple way, not using complicated words and phrases, it should be useful, up-to-date and factual. In order to strengthen the right mind sets of stakeholders, the information should be presented in accordance to the framing/concepts of our project`s Strategy Statement.

Voice and writing style:

Communication should portray openness, warmth and friendliness. When writing content, keep in mind a target person like this: successful institution representative with a strong sense for organization and responsibility and initiative.

- Try to write in a conversational style: like you're telling a story to a friend, not issuing a press release for governmental audiences;
- Try to use the active, rather than passive voice;
- Think like the audiences to whom you're speaking;
- Try to use as little as project management related jargon and acronyms as possible; Examples could include abbreviations from the project application form (A2.1 i.e. Activity 2.1), DTP Programme Indicator etc.;
- Try to use interesting headlines.

SOCIAL MEDIA CHANNELS

The project communication team will publish on project`s social media channels multimedia content in accordance to project`s communication objectives and methodology.

Content will focus on the main theme of communication: Knowledge, Cooperation and Innovation. The content should illustrates dementia as a public health priority and also the nature of INDEED proposed 3 modules intervention.

All project partners are encouraged to contribute with content for the social media channels.

INDEED Project Facebook profile:

Profile name: Indeed Project

The project communication team will publish on a regular basis materials related to topics outlined in the project`s strategy statement. We will engage target audience in a meaningful conversation about the challenges they face regarding dementia care and how we can jointly overcome them.

To amplify the impact of the INDEED project, we will also encourage target groups to share their experiences, thoughts, photos and videos connected to project topics.

Hashtags to be used:

#indeedproject, #interregdanube, #dementiacare

Language

Posts should be published in English. Translation of the post to local language is appreciated, but it is not obligatory.

Tips for Facebook content management:

- encourage other colleagues from the organization to join the conversation;
- mention (and tag) people and pages in your posts;
- try to be active on a weekly basis;
- always illustrate your post with media content;
- try to respond to all messages, including the negative ones;
- try to build trust with your audience.

INDEED Project Twitter profile:

Profile name: Indeed Project

To amplify the impact of the INDEED project, we will publish brief news on INDEED project and facts and data illustrating dementia as a public health priority.

Hashtags: [#indeedproject](#), [#interregdanube](#), [#dementiacare](#)

Language

Tweets should be published in English. If there is enough space you can translate them to local language, but that is not the requirement.

INDEED Project Instagram profile:

Instagram: INDEED Project

Instagram is an online mobile photo-sharing, video-sharing and social networking service. Users can upload photographs and short videos and share it. Photos and videos can be edited with various filters and organized with tags and location information. Videos are a maximum of 15 seconds long.

Tips to choose multimedia content to post:

- Each time you post, you're sharing a special piece of yourself with them; try to share your experiences; tell a story; share memorable moments with your friends and family;

- Nothing catches people's attention like color. Try finding a brightly colored wall or backdrop; the post will radiate positivity and energy ;
- Share your success with your followers; not only do you deserve some appreciation, but it may motivate others as well;
- Life isn't two-dimensional; display the interaction with a video; short movies are both fun to create and watch;
- Try to share something you're working on; your friends will encourage your progress;

INDEED Project YOUTUBE channel:

Profile name: INDEED Project

YouTube channel will be used mainly to promote the involvement of stake holders in the pilot actions and to promote e-learning as a pleasant activity.

Each partner involved in pilot actions will provide a video content (3-5 minutes) for INDEED's YouTube channel. The content should be dynamic, illustrating the structure of the participants, topics discussed and interaction during the workshops. If you do not have professional cameras, there is no problem, you can use your own smart phones. You can also involve in discussions with participants and ask them about their experiences at the workshop.

From the e-learning platforms, 1-2 video items/education module will be provided to illustrate the content of the educational programme. For guidelines on how to make a quality video you can use YouTube materials:

<https://creatoracademy.youtube.com/page/course/great-content>

<https://creatoracademy.youtube.com/page/lesson/family-content>

Be aware of the YouTube pros and cons:

Pros

- Very engaging;
- videos animate our project communication;
- high quality service;

Cons

- more difficult to create a feed-back loop.

INDEED Project Poster:

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as entrance area of a building. The poster needs to stay visible for the whole time of the project duration. Poster should be created by using the template provided by the Danube Transnational Programme.

Project Google Drive folder:

Google Drive platform will be used for file exchange and for collaborative work.

Access to Google drive platform will be granted based on a policy of access. Relevant categories of users will be created (Communication Manager, Project Partners, Associate Partners, press, public etc.) Access will be based on Google account password for documents of internal use and based on free web link access for documents for external use.

Google Drive will also represent a platform of collaborative work for project members, allowing members to directly work on office type documents and other files, including project management files. Google Drive will have forum features also.

INDEED Project flyer and brochure

Flyers will be distributed to stakeholders and target audiences during project implementation phase, especially during public project events.

Flyers will serve the purpose of building awareness of the project and its components among target audiences and user groups inside the region.

INDEED Project Media Appearances:

Articles:

Articles will be published in daily newspapers and specialized magazines and other media at national and regional level. A list of target media will be drafted with the contribution of each partner and will be used to promote project's results and best practices.

Radio/TV appearances:

The participation in local TV/Radio shows and news or commercial on local TV and radio, also during programs related to health-dementia care will be scheduled in each country in order to give the maximum visibility to the project's ongoing activities and preliminary results.

Storytelling is a technique suitable for all our communication activities:

- website and social media;
- public events;
- social media;
- traditional media;
- personal meetings.

Press release:

- Choose a clear, short headline in which you clearly state what the reader is going to learn if he/she dives into the article;
- Identify your audience and choose the right style accordingly (serious or funny, specific or general). If the press release has to be sent to different targets, change your style/angle (and even the content) to make it useful;
- Remember that the project jargon is often the least interesting thing for a journalist;
- Use correct grammar and proofread for errors and typos before sending out the information;

INDEED

- Add powerful high resolution photographs or drawings that depict your press release.

9. Evaluation Measures

The implementation of this plan will be monitored and evaluated annually.

The Project Communication Manager will collect feedback from each partner site, collect planned data, assess the situation, and if needed plan to overcome the challenges and improve the respective activities during the next period.

The Project Communication Manager will evaluate communication efforts by collecting annual target values for the following indicators:

TARGET VALUE							
Indicator	Period one (Mo1-4)	Period two (Mo5-10)	Period three (Mo11-16)	Period four (Mo17-22)	Period five (Mo23-28)	Period six (Mo29-36)	Final (project's start to project's end)
1. Published articles on the INDEED DTP web site	4	12	12	12	12	20	72
2. INDEED DTP Web site photo albums	1	1		8		1	11
3. Transnational dissemination events (general assemblies, kick-off event)	1	1		1		1	4
4. Local dissemination events/conference	3	10		10		3	26

presentations							
5. Created and distributed newsletters	0	1	1	1	1	2	6
6. Media appearances (articles in press, TV feature stories)	4	10	10	10	10	16	60
7. Published Facebook posts	8	20	20	20	20	32	120
8. Facebook page fans/followers	20	60	100	150	300	350	350
9. Published tweets	0	20	20	20	20	40	120
10. Twitter followers	0	20	30	40	60	80	80
11. Published video clips on YouTube channel	0	1	1	10		1	13
12. YouTube channel views	0	10	20	300		400	400
13. Printed and placed project posters	10	0					10
14. Printed flyers/brochures	0	600		600		0	1200
15. Distributed flyers/brochures	0	1200				0	1200
16. Electronic communication aids / digital media items (in English and other languages)	2	2		4		0	8
17. Transnational focus groups (for CAMPUS, CONNECT and COACH modules)	3 (1/Module)		0				3

18. Written report on the focus groups (for CAMPUS, CONNECT and COACH)	0	3 (1/Module)	0				3
19. Dementia info days / action weeks	0		10 (1/country partner)		0	10	
20. Press conferences	0	10 (1/country partner)	10 (1/country partner)		1	21	
21. Press release	2	1	1	1	1	7	
22. Policy brief	0	1	0				1
23. Key target groups database	1 (continuously updated)					1	
24. Press kit	1 (continuously updated)					1	
25. Project presentation kit	1 (continuously updated)					1	
26. Fact sheet on IT for institutional education	1	0				1	

10. Communication budget

Type of cost	Amount (€)	Observations
1. Staff costs	153,384	
1. Office and administrative expenditures	23 007.60	
2. Travel and accommodation costs	8,400	
3. External expertise and service costs	47,000	Includes: Printing Costs for Flyers (20 institutions x 300 flyers) Printing Costs for Brochures (20 institutions x 300 brochures) Printing Costs for Posters (10 PPs x 1 poster) Designer Costs Other costs for external expertise and service
TOTAL BUDGET FOR WP2 activities:	231,791.60	

Ready for action?

Begin to communicate about INDEED 😊 !



Notes
