

ISTER COMMUNICATION AND DISSEMINATION PLAN

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Contents

Contents.....	2
1 Introduction.....	3
1.1 About the ISTER project	3
1.2 Communication landscape	3
1.3 SWOT Analysis.....	4
1.4 The strategic role of communication	6
2 Communication aim and objectives	6
3 Responsibility of the partners in the implementation of Communication and Dissemination Plan..	7
4 Targeted groups	8
5 Key messages.....	9
5.1.1 Communication messages for the national authorities	12
5.1.2 Communication messages for the regional authorities	12
5.1.3 Communication messages for the local authorities.....	12
5.1.4 Communication messages for the business and service providers.....	13
5.1.5 Communication messages for the academia, NGOs, and civil society.....	13
6 Visual identity and joint branding	13
7 Communication tools	15
7.1 External Communication and Dissemination channels.....	15
7.1.1 Events	15
7.1.2 Table of ISTER – Events.....	18
7.1.3 Project website.....	18
7.1.4 Information about ISTER on project partners’ websites	19
7.1.5 Digital activities and media appearance	19
7.1.6 Publications and promotional materials	21
7.1.7 Table of ISTER prints, publications & media appearances	24
7.2 Internal Communication	25
7.2.1 Project cloud.....	25
7.2.2 Contact list.....	26
7.2.3 Others.....	26
8 Monitoring, reporting and evaluation of communication activities	27
9 Budget.....	27
10 Annexes	27
11 List of links	27
12 List of project partners and their acronyms	28
13 List of abbreviations	28

1 Introduction

The Danube Transnational Programme strengthens joint and integrated approaches to preserve and manage the diversity of natural and cultural assets in the Danube region, as a basis for sustainable development and growth strategies. Moreover, the programme envisions investing in the creation and/or maintenance of ecological corridors of transnational relevance in the Danube region. One of the specific objectives covered by Priority 2 is to foster the sustainable use of natural and cultural resources, as well as heritage.

Communication is important not only to ensure transparency and the sharing of knowledge, but also to raise awareness among citizens within Europe of the benefits accrued from projects co-funded by the European Regional Development Fund. Disseminating project outputs ensures the durability of project results, while also having the added benefit of inspiring others to take part in interregional cooperation.

1.1 About the ISTER project

Project Title: Connecting Historical Danube Regions Roman routes

Project Acronym: ISTER (when using the project acronym, always use capital letters)

ISTER is an Interreg Danube Transnational Programme, which firstly addresses the challenge of Roman heritage discontinuity. The project tackles the territorial dimension of the Roman Routes, as a contiguous transnational element that passes DR states' borders and provides a relevant scale for exchange and joint development. Therefore, ISTER's main objective focuses on rediscovering and revitalizing the ancient Roman Roads Network along the DR as a key driver in promoting territorial development based on sustainable use of cultural and natural heritage. To increase local attractiveness, ISTER is leveraging on three key assets:

- Adopting a multi-layered governance chain aimed at strengthening knowledge framework and institutional capacities of DR actors through capacity building and collective knowledge mapping;
- Using advanced tools and technologies for enhancing non-physical accessibility, visibility and valorisation of Roman routes and settlements network, laying the foundation for a thematic cultural route based on Roman heritage with a narrative function, reviving ancient assets and promoting non-renewable and fragile, but yet unexplored and unexploited Roman legacy;
- Acquiring the shift from old policy approaches (protection through isolation) to new, integrative methods for improving the policy and regulatory framework in Danube crossed-regions.

1.2 Communication landscape

The invention of the computer, internet and mobile telephone have consumed our world and the way we communicate. Nowadays, the changing media landscape offers the opportunity to change media selections, as well as offering an opportunity for the co-creation of value between businesses and their Consumers. The world is shifting from the era of mass communication to mass customization, from mass media to YOU media. We live in an era of media fragmentation where the power of an information user stems from their ability to make choices in regards to media selection, to raise their voice and even dictate communication trends. The period of "One Message Fits All" is over. Instead, seven different categories have been established in the Digital Media Space – Social News, Media Sharing, Micro Blogging, Blogs and Forums, Social Networking, Newsletters, Mobile App.

It is up to debate whether the audience has become more active or more passive. On the one hand, there are many and varied information channels, but on the other hand, the information that the user previously searched for and found himself, now comes to him in the form of empowerment and enablement. Unlike the old model where the consumer had to frantically search and pay for information, the internet has allowed for a quick and free or affordable access to cultural, professional, lifestyle and marketing information through different media platforms.

The communication landscape related to the planned face-to-face communication events underwent a dramatic change after the WHO announced COVID-19's outbreak as a pandemic on 11 March 2020. The subsequent lockdown of countries and regions, the mandatory quarantine when entering and leaving certain countries, the rapid inclusion or exclusion of specific countries from the list of those subject to quarantine, the ever-increasing number of infected and deaths by COVID-19 together with various restrictive measures gathering a group of people in one place, turned the idea of the modern world of communication and events. This new environment has put the implementation of all national and especially international projects under enormous stress and risk. Considering that the ISTER project started after the announcement of the COVID-19 pandemic, the end of which cannot be specified yet, the Communication and Dissemination Plan should, without completely abandoning physical meetings between partners and/or stakeholders as part of the project communication events, be prepared to envision a possible change in their organization and implementation and to develop a backup plan for conducting them online in a secure digital environment.

Taking into account the specifics of the communication landscape, the goals and objectives of the ISTER project and, finally yet importantly, the identification of key actors in the field of cultural heritage from local to the Danube Region / European scale, is the right basis from which to start building the Communication SWOT Analysis.

1.3 SWOT Analysis

A communication SWOT analysis considers specific factors pertaining to the execution of the communication and its outcome. It also examines factors defining the communication environment in which the consortium operates.

In this section, an analysis of the Strengths, Weaknesses, Opportunities and Threats involved in the Communication & Dissemination Plan is carried out. This analysis aims at providing the essential information about which characteristics of the strategy and the project in general are favorable for the achievement of the goals of the C & D Plan and which characteristics are unfavorable.

The SWOT analysis, therefore, makes it easier for the Partner responsible for WP C_Communications to make forecasts and devise alternative plans, should the unfavorable factors prevail.

- **The strengths** of the project are in the attractiveness of its core theme concerning RCH "Connecting Historical Danube Regions Roman routes"; in predictable and stable flow of funding by EU funds (ERDF & IPA) and national funds; in the large network of partners and their communication networks and channels, which were included in existing research and other structures related to the preservation of the Roman Cultural Heritage even before the start of the project; the existence of representatives from a diverse target audience in the consortium; the long-term vision of the project, as well as the digitization of analogue resources in a transdisciplinary framework that encourages the use of "state-of-the-art" standardization tools.
- **Weaknesses**, such as the difficulty of adapting the messages to specific target groups, complete (partial) lack of previous relationships between the consortium partners, undeveloped internal

communication between the partners and insufficient experience of some of them in regards to the strict communication requirements and visualisation rules of the Transnational Danube Program (DTP) must be taken into account.

- On the other hand, ISTER offers **opportunities** to promote the accelerated implementation of RCH & Roman Roads; to exchange interregional experiences and good practices among the partnership; to use various categories of digital media and channels towards the target audience in the process of information dissemination.
- The main external identified **threats** to the project's communication activities is related to the changed global epidemiological situation caused by the COVID-19 pandemic and the resulting restrictions related to travel and gathering of a group of people in one place. The ensuing economic crisis is also a factor. Another difficulty for the project would be the differentiated legal environment in which the consortium operates. Finally yet importantly, the specifics of the communication landscape in which the ISTER project is implemented must be taken into account, namely the decline of the impact of traditional media.

Table 1. SWOT Analysis: ISTER Communication & Dissemination Plan

Strengths	Weaknesses
<ul style="list-style-type: none"> • attractiveness of the core theme • predictability and stable flow of funding • large network of partners (and their contacts) • most partners are involved in existing research structures with multiple communication channels • representatives from a diverse stakeholder groups and user community are present in the consortium • project's long-term vision • old, analogue knowledge will be reinvented and made digitally available • transdisciplinary – linking different research fields digitally/online • partners actively involved in using and promoting state-of-art standardization tools 	<ul style="list-style-type: none"> • tailoring messages to diverse audiences/target groups may be difficult • difficulty reaching audiences beyond academia • complete (partial) lack of previous relationships between the consortium partners • undeveloped internal communication between the partners • insufficient experience of some of the partners regarding the strict communication requirements and visualisation rules of the DTP Programme
Opportunities	Threats
<ul style="list-style-type: none"> • ISTER could help promote the accelerated implementation of RCH & Roman Roads • exchange of interregional experiences and good practices among the partnership • use of various categories of digital media and channels towards the target audience in the process of information dissemination 	<ul style="list-style-type: none"> • COVID-19 pandemic and the restrictions related to travel and gathering of a group of people in one place • economic crisis • differential legal environments in which the consortium acts • decline of impact of traditional media

The purpose of this Communication and Dissemination Plan (C & D Plan) is to provide an overview of this strategic communication design and the basis for a joint understanding of the upcoming tasks and responsibilities of all partners involved. The communication plan will ensure active cooperation, smooth implementation, involvement of project partners and relevant stakeholders, communication and

dissemination of project results, and the transfer of know-how among project partners, crossover sectors and levels.

1.4 The strategic role of communication

Communication is a management function and a strategic tool that is vital for the implementation and the success of every project. It calls for cooperation and coordination between the actors involved in the management and execution of the project.

Understanding the change in the communication landscape and the strategic role of communication are the basis for the creation of this Communication and Dissemination Plan. Moreover, it will be based on the following aspects:

- **Transversal approach** essential for a successful project implementation: Communication is integrally connected to all parts and moments of the project implementation. The C & D Plan has three main phases and the measures (messages, target groups and tools) will be accordingly adapted to them:
 - Project awareness (attracting applicants and quality projects)
 - Support towards projects' communication
 - Making projects' achievements visible (facilitating capitalisation)
- **Real commitment and cooperation of all actors:** Communication should be seen as a key tool, not just as a mandatory addition to project documentation. Only when all actors are embedded by this idea and give importance to communication will the benefits of good communication be appreciated. The C & D Plan calls well for cooperation and coordination within, between and among the actors involved in the management and execution of the project.
- **Targeted communication** linking the appropriate messages and tools to the relevant target audiences. Strong and targeted communication stimulates project development, attracts quality stockholders and demonstrates their added value. At the same time, it ensures that project supported by the DTP programme is visible, accessible and accountable to the public.
- **Holistic approach** by integrating media into the project communication activities, aligning project website and social media platforms with the goals of the project, finding out the most effective for communications tools to the relevant target audiences, linking each communications tool to a specific objective, creating communication templates for a more unified image by following DTP visualisation guidelines for projects.

2 Communication aim and objectives

The Communication and Dissemination Plan aims to promote the ISTER project in the Danube region as well as at EU level, while reflecting the role of the ancient Roman road network along the DR as a key driver for promoting territorial development based on the sustainable use of cultural and natural heritage. On the other hand, it aims to reach the target stakeholders and attract key partners by providing maximum transparency and information.

It is important to differentiate between the project objectives and communication objectives. In addition, it is necessary to distinguish between internal and external communications objectives. Both

need to be addressed: communication between the partners, as well as communication which is targeted to stakeholders outside the partner organisations, including the general public.

All communication aims to support the ISTER project objectives and to make the programme well known. This has been ensured by setting communication objectives that lead to the best possible outcome of project implementation. The communication objectives are in line with the project's strategy, as follows:

- Extending the current knowledge framework through a shared and documented database of the Roman network of Routes and Settlements along the Danube Region (WP_T1 and a WP_T3).
- Designing new tools for enhancing physical and non-physical accessibility, visibility and valorisation of Roman routes and settlements network (WP_T3).
- Building capacities of DR multi-level stakeholders and articulating the regulatory framework conditions through policy integration measures (WP_T4).

The Communication and Dissemination Plan is a jointly prepared document by all the project partners. It established the main directions for a proper and adequate dissemination of project activities and results at all levels (local, regional, national and transnational). At the same time, the C & D Plan is flexible and responsive to changing needs and challenges. It is open to discussion and change in light of any arising needs and conditions.

The C & D Plan has two annexes - The Communication Guidelines (see Annex I) and the Communication Work plan (see Annex II). The Communication Guidelines has been considered the minimum that project partners should follow. The work plan contains a summary of tasks for each of the project partners together with a time plan for them.

3 Responsibility of the partners in the implementation of Communication and Dissemination Plan

The communication activities of the project are covered by the deliverables of WP C_COMMUNICATION with Bulgaria Economic Forum (BEF) as the leader of this task in close cooperation with the project leader. The involvement of all the project partners is essential and their contribution to these activities. BEF is responsible for activities at partnership level, leveraging on constant cooperation all project partners, which is essential for delivering the project's "message" to all relevant stakeholders in the Danube region and at each partner's local/ state level. Therefore, BEF also acts as a supervisor of the activities performed by each partner, which are supposed to be cooperatively and systematically implemented by all project partners.

The set of communication activities for all target groups will be the same. Based on who has the responsibility for a particular communication activity, there will be three groups of activities:

- Activities under the full responsibility of the WP C_COMMUNICATION leader (BEF) – e.g. project website, project repository, delivery of the Communication & Dissemination Toolkit
- Activities under the responsibility of the WP C_COMMUNICATION leader (BEF) with necessary contribution of the project partners, where contribution is required and managed by BEF – e.g. project leaflets, brochures, publications (translations, distribution)

- Activities under the responsibility of each project partner supervised by BEF – e.g. promotional materials, organization of workshops, regular posts on social media, etc.

Within the ISTER project a Communication & Capitalisation Board (CCB) is formed to assist the activities related to the WP C_Communication that will run continuously during the project lifetime, setting up proper communication both internally (between project partners) and externally (targeting local stakeholders and a wider audience). The CCB consists of Communication Leader and Communication Managers appointed from each project partner and responsible for the implementation of communication & dissemination activities within the project's partner organization.

Members of the CCB have signed a written agreement for achieve an ambiance of mutual understanding and cooperation. Its purpose is to remind all partners of the expected activities within the partnership and to model the expected interaction with and among the Communications Managers. It sets up the responsibilities and expectations of all the parties in details. All document is available in the project cloud (*ISTER_PROJECT > ISTER WORK PACKAGES > WP C_Communication > A.C.1 Start-up activities > D.C.1.1_Communication and Capitalisation Board set-up > CCB Agreement*).

Detailed descriptions of the communication activities and the tasks of the individual partners allocated for the duration of the project are given in the Communication Work plan (see Annex II).

4 Targeted groups

The main target groups of the ISTER project according to the AF are those concerning regional development (preferably even sustainable regional development), territorial management and policy and decision making and all representing relevant parties in fostering sustainable use of natural and cultural heritage and resources within these fields. Different target groups are addressed by different specific communication objectives and through different activities.

- Local public authority (target value: 250)
- Regional public authority (target value: 100)
- Interest groups including NGOs (target value: 500)
- SME (target value: 200)
- General public (target value: 8000)

The target groups can be divided into two main groups according to their nature within the project implementation.

The **internal target groups** consist of people working with the implementation of the actual programme:

- LP (1)
- Project Partners (15)
- Associate Partners (10)
- DTP structures

The **external target groups** consist of all other stakeholders that are of interest to the project in reaching its main goals:

Stakeholders:

- National public authority
- Local public authority
- Regional public authority
- Representatives of academia and student organizations
- Cultural heritage institutions (e.g. museums)
- Interest groups including NGOs
- Civil society and business structures
- SME
- National Heritage Networks

General public (for transparency reasons and for ensuring that the added value of community assistance reaches the wider public):

- Citizens from the DR area
- EU general public

Media

Media is a channel, but also a target in itself and should be a major partner for promoting the project:

- Media from the DR countries at regional and national level (both written and audio-visual media to be more easily reached by the project)
- European media in general

EU institutions

The EU institutions need to be informed on a constant basis about the progress of the project and its results. The EU institutions particularly involved are:

- UNESCO national bodies
- ICOMOS
- ICCROM
- Europa Nostra
- European Heritage Network

A detailed description of for each target group, specific subgroups / examples shall be made, according to the categories within Stakeholders 'identification and analysis as part of Work Package T2.

5 Key messages

The community added value of the project will be a constant feature of the messages. The EU financial contribution will be highlighted, focusing on the extent of co-financing supplied by the Funds. The key message to be transmitted is that transnational cooperation in the Danube region means bridging gaps

and uniting forces with the purpose of sustainable and harmonious development of the region and better cohesion of all countries in the area, including candidate and neighbor ones.

Information for the different target groups will be adjusted to their specific needs (Table 2. Target groups' information and foreseen impact)

Table 2. Target groups' information and foreseen impact

Target group	Information	Forseen Impact
Stakeholders: <ul style="list-style-type: none"> Decision-makers of DR countries dealing with national policies in the fields of the regional development and sustainable use of natural and cultural heritage Representatives of all local, regional and city authorities in project partners countries 	<ul style="list-style-type: none"> Information on the project: its background, objectives, benefits and results How to benefit from the project outputs How to harmonise national, regional policies in cases where transnational approach provides added value 	<ul style="list-style-type: none"> Transnational cooperation feeding into national and regional policies Increased support for the transnational cooperation Increased visibility of the programme at national level
Potential beneficiaries <ul style="list-style-type: none"> National, regional, local authorities Relevant authorities, ministries acting in the fields of the project priorities Universities, research and cultural institutes NGOs, actors of the civil society SMEs 	<ul style="list-style-type: none"> Information on the project: its background, objectives, benefits and results 	<ul style="list-style-type: none"> Digital platforms and Application with updated valuable information for the RICH and Roman Roads and Settlements
Partners and Lead Partner	<ul style="list-style-type: none"> Information on the ISTER project: background, objectives, procedures, benefits, results How to run ISTER project communication activities How to disseminate results Make the most of results by coordinating with other relevant projects (capitalisation) 	<ul style="list-style-type: none"> Clear understanding and efficient realisation of project Multiplied dissemination of project information and results to other stakeholders Capitalisation on the results of the project
General public and media <ul style="list-style-type: none"> Local, regional, national, EU-level and specialized media (print, broadcast and online) 	<ul style="list-style-type: none"> What are ISTER project doing? Results/impacts of DR countries cooperation Benefits of transnational cooperation: results, achievements The role played by the EU 	<ul style="list-style-type: none"> Raised general public awareness and support for the ISTER project Raised awareness further among various audiences across the project area Raised awareness of the added value of EU
EU institutions	<ul style="list-style-type: none"> Information on the project: objectives, benefits, result Benefits of DTP cooperation Project results/impacts 	<ul style="list-style-type: none"> Raised awareness and support for the project Multiplied dissemination of project information Support for the future of transnational cooperation

The communication strategy for the ISTER project sets out the key communication messages that have to be presented to the relevant stakeholders. There are key messages applicable for all the target groups in general. In case of some target groups, the key messages are slightly modified.

Please note, that sometimes the scope of the target groups overlap, e.g. a ministry for regional development is a national authority however, it evaluates the country also on regional basis. Also not all the groups might be identified in all the countries. So use the key messages that would suit your groups of stakeholders and your country. When communicating the message to your stakeholders try to keep it short, simple and understandable. Infographics might be the good solution, use it in your presentations to draw a workflow etc.

General communication messages applicable for all the target groups:

About ISTER (in general):

- ISTER will enable better understanding of how the use of Roman heritage, specifically the network of Roman routes and settlements can support sustainable tourism practices and territorial planning and development.
- ISTER will stimulate inter-institutional dialogue in the realm of Roman heritage protection and valorization.
- ISTER will enhance cooperation between different levels in development planning and tourism.
- ISTER will enable exchange of good practices within and between Danube countries.

About ISTER Catalogue on Roman routes & Settlements along the DR:

- The Catalogue on Roman Routes and Settlements will be developed based on the collective knowledge of all interested parties in the topic of Roman Cultural Heritage valorisation, management and sustainable use.
- The Catalogue on Roman routes & Settlements will be an open source web tool that will support in deepening the understanding of the Roman Routes heritage along the Danube Region.
- The Catalogue on Roman routes & Settlements will consist the baseline for the future evidence-based policies developed by urban planners, decision makers and other interested parties.
- The Catalog on Roman Routes and Settlements will contribute to a better understanding, interpreting and transforming the Cultural Heritage in a driver for meaningful and attractive experiences by leveraging on territorial evidence.

About GIS-based territorial Atlas:

- The GIS-based Atlas will be an open source web tool for visualising the Roman Routes legacy along DR.
- The GIS-based Atlas will provide a geographical data management instrument for managing Roman routes legacy database.
- The GIS-based Atlas will collect information, deepening the awareness, understanding and interpretation of Roman roads and settlements network for the 8 partner countries in the DR.

- The GIS-based Atlas will impact on evidence-based spatial policies related to protection, preservation, management and sustainable use of natural and cultural heritage and resources, specifically the Roman Route heritage values.
- The GIS-based Atlas will support policy planners in recognizing and understanding constraints and potentials in a given territory.

About Transnational Interactive digital tool:

- Interactive tool will increase awareness and foster the preservation of physical archaeological assets.
- Interactive tool will connect Roman heritage in open networks in Danube Region countries.
- Interactive tool will make Roman Routes and Settlements heritage more widely available to citizens and the general audience in Danube Region.

5.1.1 Communication messages for the national authorities

- The Catalogue on Roman Routes and Settlements together with the appropriate policy and regulation recommendations will facilitate national authorities in shifting towards a sustainable and innovative approach of Roman Routes heritage.
- The GIS-based Atlas may serve for national authorities as a reliable source of information for investments to foster sustainable development.
- Based on the GIS Atlas collected information, policy planners will be able to better respond to the development trends and societal challenges in the country.

5.1.2 Communication messages for the regional authorities

- ISTER will enable better understanding of how the use of Roman heritage, specifically the network of Roman routes and settlements can support tourism and territorial development at regional level.
- The Catalog of Roman roads and settlements, together with pilot activities, will preserve Roman heritage. Inventory of Roman heritage will provide examples of good practice for the preservation and management of such monuments in the Danube region.
- The GIS-based Atlas may serve for regional authorities as a reliable source of information for investments to foster sustainable regional development.
- Right decisions and good governance may increase the attractiveness of a region.

5.1.3 Communication messages for the local authorities

- ISTER will enable better understanding of how the use of Roman heritage, specifically the network of Roman routes and settlements can support tourism and territorial development planning.
- The Catalog of Roman roads and settlements, together with pilot activities, will preserve Roman heritage. Inventory of Roman heritage will provide examples of good practice for the preservation and management of such monuments in the Danube region.
- The GIS-based Atlas will be developed with the participation of local authorities.

- The GIS-based Atlas will help policy planners to recognize and understand constraints and potentials in the town/municipality territory.
- Right decisions and good governance may increase the attractiveness of a town/municipality.

5.1.4 Communication messages for the business and service providers

- ISTER will enable better understanding of how the use of Roman heritage, specifically the network of Roman routes and settlements can support tourism and territorial development planning.
- ISTER will improve the knowledge of the SMEs in the touristic sector regarding the cultural territorial assets and they will become more aware of the multi-fold benefits of a transnational approach to cultural heritage and of the importance of transnational collaboration for enhancing the attractiveness of the Roman Cultural Route.
- ISTER will contribute to SMEs in the tourism sector to improve their offer and provide visitors with a unique experience facilitated by technical and non-technical tools.
- The instruments developed within the ISTER project will provide complex and valuable territorial data and will make synergies with other territorial assets with touristic potential such as gastronomy, arts & crafts, festivals, etc.
- The Catalog on Roman Routes and Settlements, GIS-based territorial Atlas of Roman Routes legacy and ISTER APP for Roman eco-cultural route will diversify the tourist offer.
- The Catalog on Roman Routes and Settlements will offer a comprehensive overview of Roman roads and settlements in the Danube region.
- The GIS-based Atlas may serve for business as a reliable source of information for investments to foster sustainable regional development.

5.1.5 Communication messages for the academia, NGOs, and civil society

- ISTER invites people to contemplate the beauty of Roman assets, while involving them in an exciting learning process.
- The methodology for cataloguing and classifying Roman routes and settlements, which will be used in the ISTER project, is intended for all interested organizations that want to approach the preservation of Roman heritage in an innovative way.
- The GIS-based Atlas will be developed with the participation of the academia, NGOs, business, civil society. Right decisions and good governance may increase the attractiveness of a territory.
- The GIS-based Atlas will help to identify missing data for academia; academia may focus their research on these gaps.

6 Visual identity and joint branding

The Communication and Dissemination Plan content is based on the Communication Toolkit and Visual Identity Guidelines, key documents prepared by the Danube Transnational Programme (see the list of links at the end of this document). However, at the same time, it suits the specific needs of the ISTER

project and the cooperation within the project team. Its implementation is supposed to contribute to the successful and efficient implementation of project activities. Regardless of this communication strategy, all project partners are advised to familiarize themselves with both documents, the Communication Toolkit and Visual Identity Guidelines, in order to avoid possible future inconveniences linked with ineligibility of costs.

The rules for the visual identity of the projects within the Danube Transnational Programme are very strict and are applicable for both parts, for external communication as well as internal communication. This is why they are mentioned at the beginning in a separate chapter. DTP Visual Identity Guidelines for projects has been designed to ensure that partners of the projects can prepare their communication materials in a strictly coherent way. Please see the Link for the official DTP Visual Identity Guidelines

<http://www.interreg-danube.eu/uploads/media/default/0001/02/d548b4a64b9626913236e504033cb0c0b8413a57.pdf>

or

visit the project cloud (*ISTER_PROJECT > DTP_official documents > Project Communication_docs > Visual Identity Manual for DTP projects.pdf*)

The official logo of the ISTER project is available in three variations: full colour, black and white and ink blue (Fig.1). All three versions are available in the project cloud (*ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_Communication > ISTER Logos & Templates > Logos*).



Fig.1 Project logo in full colors

According to the rules, visual/ communication materials need to avoid using the project logo together with other logos (your company logo etc.). In case you are obliged to do so, please make sure that the other logo uses the maximum size of the EU flag. Please see the figure 2 (taken from the DTP and Visual Identity Guidelines p. 8).

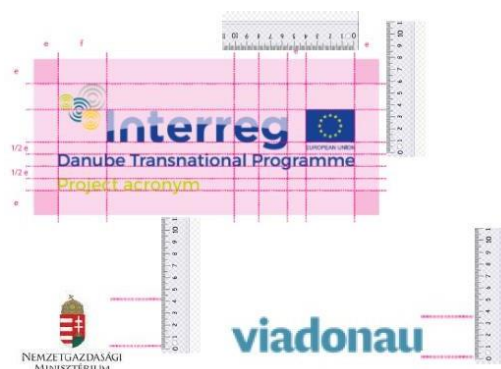


Fig.2 Proportions of logos displayed together with the programme logo

Moreover, all the printed materials must contain two necessary pieces of information required on each of the templates – note about the EU co-funding and the link to the project website. The reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria. You can use the following text for the note regarding the funding: **Project co-funded by European Union funds (ERDF, IPA)** (Fig.3) and this link to the project website: www.interreg-danube.eu/approved-projects/ister. The font is given by the Visual Identity Guidelines (p.17). As for the position, the fund mention **must be placed on the left bottom of the page**. In case the slogan is already placed there, it can be written under the name of the project or vertically on the right hand side of the layout.

Project co-funded by European Union funds (ERDF, IPA)

Fig.3 Obligatory co-funding sentence

7 Communication tools

The Communication and Dissemination Plan contains two major parts. These are, the **External Communication and Dissemination channels**, meaning communication outside of the project to the relevant stakeholders, and secondly the **Internal Communication** for communication within the project team. Different tools and different methods of communication are used for each type of communication; therefore, they are described separately in this document.

7.1 External Communication and Dissemination channels

7.1.1 Events

Events are an extremely important communication tool, due to their interactive character and the networking, as well as the media opportunities they can provide. The events to be organised are diverse and serve the needs of specific target groups and the different phases of the programme implementation.

There are different types of events relevant to the project's communication. These are the consortium meetings open to a wider audience (Kick-off, MT meeting and End Conference), project events (local thematic / awareness raising events), workshops (local and transnational CBW and transnational capitalisation workshop) and other relevant programme events outside of the project.

A very detailed description of how to organize an event (applicable for a conference or a workshop) can be found on p. 17-28 of the DTP Communication Toolkit for projects (Please see the List of Links at the end of the document or visit the project cloud).

7.1.1.1 Consortium meetings open to a wider audience

Responsibility: Kick-off: PP2 URBASOFIA (with support of Lead Partner (MNIT)), MT meeting: Lead Partner (MNIT), End conference: PP2 URBASOFIA (with support of Lead Partner (MNIT) and BEF)

Quantity: 3 (1 kick-off, 1 MT meeting and 1 End conference)

Few things to remember:

- Make sure the information about the conference is published on the project website (send the information to office@biforum.org or to registration@biforum.org. It must be published also on social media.
- Prepare a registration form.

- Print the DTP template poster and place it visibly somewhere in the venue and in the conference room.
- Use the templates for the ISTER presentations and for all the printed materials: attendance sheet, distributed documents, evaluation questionnaire etc.
- Take several photos from the conference. If possible, make a video.
- Upload to the project cloud all the documents from the event. (For the events - scans of invitation, attendance lists, presentations, photos etc. For meetings, also the agenda and minutes from the meetings.)

7.1.1.2 Project events

Responsibility: Local thematic / awareness raising events: ERDF + IPA project partners

Quantity: 16

Few things to remember:

- Make sure the information about the conference is published on the project website (send the information to office@biforum.org or to registration@biforum.org. It must be published also on social media.
- Prepare a registration form.
- Print the DTP template poster and place it visibly somewhere in the venue and in the conference room.
- Use the templates for the ISTER presentations and for all the printed materials: attendance sheet, distributed documents, evaluation questionnaire etc.
- Take several photos from the conference. If possible, make a video.
- Upload to the project cloud all the documents from the event.

7.1.1.3 Workshops

Responsibility: local and transnational CBW (LP, ERDF PPs 2, 3, 5, 6, 7, 10, 12, 13, IPA PP1 & PP2) and transnational capitalisation workshops (LP, PP11 and PP10)

Quantity: 37 (33 Local CBW for MLSG, 1 Transnational CBW, 3 Transnational capitalisation workshops)

Although workshops themselves belong to a different project activity (WP_T2 D.T. 2.3.1, 2.3.2, 2.3.3 & WP_T\$ D.T.4.3.1), it is important to present the project correctly. A very detailed description of how to organize an event (applicable for a conference or a workshop) can be found on pages 17-28 of the Communication Toolkit (Please see the List of Links at the end of the document or visit the project cloud).

Few things to remember:

- Make sure the information about the conference is published on the project website (send the information to office@biforum.org or to registration@biforum.org. It must be published also on social media.
- Prepare a registration form.
- Print the DTP template poster and place it visibly somewhere in the venue and in the conference room.

- Use the templates for the ISTER presentations and for all the printed materials: attendance sheet, distributed documents, evaluation questionnaire etc.
- Take several photos from the conference. If possible, make a video.
- Upload to the project cloud all the documents from the event.
- Invite the workshop participants to subscribe to the project newsletters. The form for subscribing can be found at the bottom of the first page of the project website: <http://www.interreg-danube.eu/approved-projects/ister>

Events during the COVID-19 pandemic

In relation to the COVID-19 pandemic, we consider it our joint responsibility to minimise the spreading of the corona virus. To allow project to adjust to the challenges of the pandemic and support project partners in achieving their results in the best possible quality we encourage them to be flexible to decide whether to hold physical meetings or to organise them in a virtual manner, via electronic communication channels.

In the case of a physical meeting, each partner should consider with the recommendations by the relevant authorities responsible for public health such as the World Health Organisation (WHO) or national health organisations, and follow the instructions.

In the case of a digital meeting/event, the signing of the attendance list has to be done through the electronic signing platform (for example <https://signrequest.com>). The budget for a hall, equipment, coffee break, etc. can be invested in appropriate 2-D, 3-D animations or video presentations for the materials that will be used during the virtual meeting/event.

7.1.1.4 Other relevant events outside the ISTER project

Responsibility: WP leaders (LP, PP1, PP3, PP7, PP8 and PP11) and partners PP2, PP4, PP5, PP6, PP10, PP12, PP13, IPA PP1, IPA PP2

Quantity: 28 (3 per WP leaders -18 in total and 1 per other partners (except for PP9) – 10 in total)

Awareness of the ISTER project has to be raised also at other conferences or events that are relevant to the project topic and to the project goals. Each of the WP leaders will attend at least 3 (per partner) relevant events, e.g. LP seminar annual DTP events, Communication Training, Thematic capitalization events and will present the ISTER project to at least one of them for which he will prepare a short report from the event. All the other partners (except for PP9) will participate to at least one thematic capitalization event, organised in Europe.

Few things to remember:

- Ask the organisers whether it is possible to place the DTP template poster, if yes do not forget to take some photos e.g. with conference participants reading it, take one or two general photos from the event.
- Use the templates for the presentation; make sure you have a photo of you presenting it.
- Upload all the documents from the event to the project cloud.
- Invite the participants in your presentation to subscribe to the project newsletters. The form for subscribing can be found at the bottom of the first page of the project website at: <http://www.interreg-danube.eu/approved-projects/ister>

7.1.2 Table of ISTER – Events

As for all communications activities, the timing and content of events are carried out in close coordination to ensure coherency in information given out across the project. The table below gives an overview of events planned over the project period. This is subject to revision depending on the dynamics of the epidemiological situation with COVID 19 in Europe and information on opportunities to participate in third country events (*Table 3. ISTER – Events*).

Table 3. ISTER – Events

WP	Event type	Estimated period	Quantity
D.M.1.2	Project consortium meetings (SCOM)	every 6 months	4
D.C.1.1	Communication Board meeting	every 6 months	4
D.C.4.1	Consortium meetings open to a wider audience: <ul style="list-style-type: none"> • Kick-off virtual format; • MT meeting in Alba Iulia, RO; • End Conference in Cluj-Napoca (RO) 	<ul style="list-style-type: none"> • November 2020 • September 2021 • October 2022 	<ul style="list-style-type: none"> • 1 • 1 • 1
D.C.4.2	Local Thematic events/ awareness raising events – one per partner	within the ISTER project duration	17
<ul style="list-style-type: none"> • D.T2.3.1 • D.T2.3.2 • D.T2.3.3 • T2.2 	Capacity building workshops (CBW): <ul style="list-style-type: none"> • Local CBW for MLSG_Module 1: Roman Route heritage as a driver for touristic, local/ regional development • Local CBW for MLSG_Module 2: Roman Route heritage as an enabler for policy and regulatory framework • Local CBW for MLSG_Module 3: Roman Route heritage as a means for exchange and collaboration • Transnational CBW in Alba Iulia/ RO 	<ul style="list-style-type: none"> • December 2021 • February 2022 • April 2022 • September 2021 	<ul style="list-style-type: none"> • 10 • 10 • 10 • 1
D.T4.3.1	ISTER transnational capitalisation workshops	September 2021, January 2022, August 2022	3
D.T4.3.3	ISTER Awards for BP at DR level	January 2022	1
D.C.4.3	Programme events: WP Leaders <ul style="list-style-type: none"> • LP seminar annual DTP events, • Communication Training, • Thematic capitalization events Other PPs (excluding PP9) <ul style="list-style-type: none"> • Thematic capitalization events 	within the ISTER project duration	18 (3 x 6) 10 (1 x 10)

7.1.3 Project website

Responsibility: BEF

Quantity: 1

Every DTP project is supposed to have its website located within the DTP program's website. Therefore, there will be no separate web page created just for the ISTER project. The link to the project website is www.interreg-danube.eu/approved-projects/ister. Always refer in your communication posts/ messages to the official page of ISTER projects on DTP website.

Usually twice a month a piece of news will be published in the section: New and Events. Each project partner will send at least 1 piece of news for the website for each project period.

The project website (fig. 4) is managed and updated by the communication leader, although all the project partners are welcome to participate and send their news for publishing to office@biforum.org or to registration@biforum.org

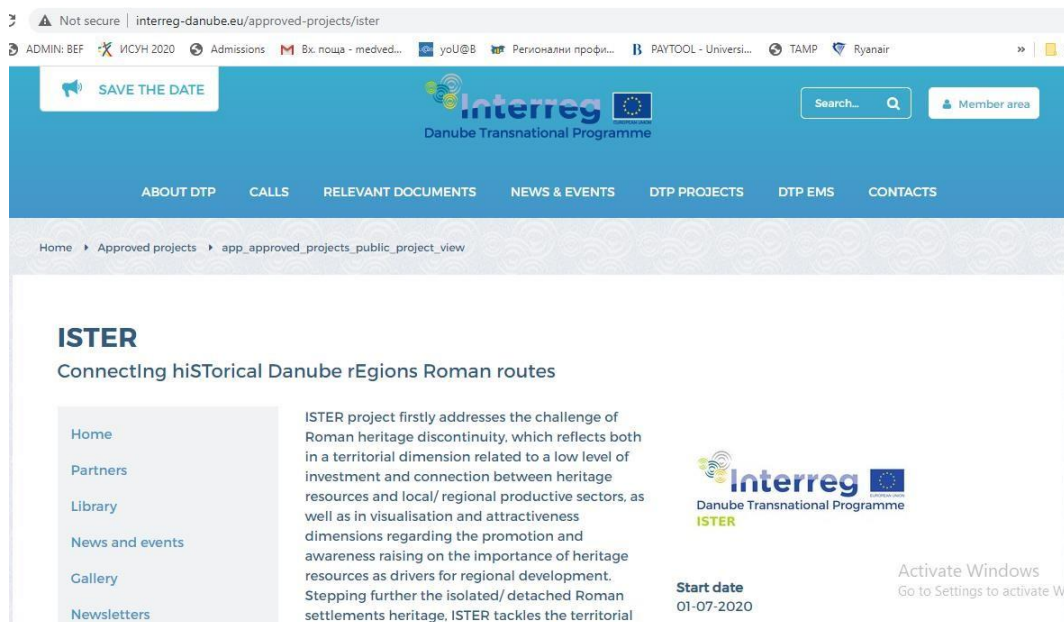


Fig.4 Project website

7.1.4 Information about ISTER on project partners' websites

Responsibility: ERDF + IPA project partners

Quantity: 16

Project partners should publish the full title of the project, project acronym, funding program, project budget, as well as a short description of the project, including its aims and results (later during the implementation of the project) on their websites. Important information is the financial support from the European Union. Content of the information published can be the same as at the project website. This is the only case where the size of the project logo does not have to respect the Visual Identity Guidelines. Display it in a size appropriate to the rest of the content of the webpage. When highlighting the financial support use the wording: "Project co-funded by the European Union funds (ERDF, IPA)" (see fig. 3)

7.1.5 Digital activities and media appearance

The implementation of communication, dissemination and awareness raising actions will be closely linked with digital activities, including social media and multimedia. Social media will play an important role in the overall communication and dissemination activities, being one main tool used for sharing knowledge, results and project's findings, while multimedia will be used mostly for partners conducting SSI work (in WP_SSI). They will be responsible for preparing video-documentaries (WP_T4), which will play an important role in raising awareness and increasing the attractiveness of the Roman eco-cultural Route and will be, therefore, well promoted and disseminated.

7.1.5.1 Social media

Responsibility: BEF

Quantity: 3

Social media will be used for the project presentation. BEF is responsible for creation, update and management of Facebook, Twitter and Linked-In accounts.

Facebook: @InterregISTER

Twitter: @InterregISTER

LinkedIn: <https://www.linkedin.com/in/interreg-ister-2610741b7/>

Project partners are encouraged to help BEF with the up keeping of the social media so that they are up to date and full of new and interesting information. Usually twice a month project partners will receive a kind reminder for news for the social media. At any time, please feel free to send any other items you may want to share. Do not forget to share your messages and impressions from meetings with stakeholders, from the national and transnational workshops etc.

7.1.5.2 Digital products

Responsibility: Aerial Photography documentation: LP/ MNIT; Catalogue on Roman routes & Settlements: PP7; GIS-based territorial Atlas: PP8; ISTER App: PP9; Video Documentary: PP2 with the support of territorial and thematic partners (LP and PPs: 2, 5, 6, 7, 10, 12-16); Proper dissemination: ERDF + IPA project partners

Quantity: 5

The digital products created within the project will present Roman Cultural Heritage in an attractive and exciting experience that will make people more engaged with both their common history and the territories they are passing through.

- The Aerial Photography documentation will provide a photography set from a raised perspective, covering different selected areas from partner cities/ regions/ states. It will consist of the immediate visual information not easily perceptible from the ground level, gaining fine birds' eye view of targeted sites.
- The Catalogue on Roman routes & Settlements will be an open source web tool that will support in deepening the understanding of the Roman Routes heritage along the Danube Region. It will be developed based on the needs of all interested parties in the topic of Roman Cultural Heritage valorisation, management and sustainable use.
- A GIS-based territorial Atlas will provide a spatial representation of the open inventory of Roman routes legacy in DR and relevant information regarding protection limits applicable to both Roman Settlements and Roads Network, retracing the history of the Roman Empire (through Roman Roads Network in DR) and its relation with the natural environment. The Atlas will provide a platform for Roman routes legacy geographical data management, which will hold definition for GIS layers with attributes, allowing for suggestive visual representation.
- Transnational Interactive digital tool - ISTER App for Roman eco-cultural route. ISTER Interactive tool will be a digital collaborative app, aimed at supporting the Roman eco-cultural route valorisation, as well as effective communication and awareness raising on ISTER findings related to the Roman roads and settlements network. The app will provide a user-friendly interface, loading valuable content on the rich Roman routes' legacy, serving as an open-source knowledge portal and allowing for collaborative contributions.

- ISTER Video Documentary - transnational marketing tool. It will be a brief and recapitulatory reportage (15/25 minutes) of different moments along the consortium geographical area, which will be used for wider exploitation and dissemination purposes. The video-documentary will promote the knowledge gathered throughout ISTER project and it will promote the tie between individual and collective identity of the Roman eco-cultural Route, emphasising the local products and experiences along the ISTER partner cities and states.

All project partners will be responsible for the active and adequate promotion and dissemination of all project's digital products at all levels (local, regional, national and transnational).

7.1.6 Publications and promotional materials

7.1.6.1 Project leaflets

Responsibility: Preparation of the graphic design and initial text for the English version: BEF, Print of the English version: ERDF + IPA project partners (50 copies each), Translations and print of the translated versions: ERDF + IPA project partners (200 copies each)

Quantity: 1

The project leaflet will be prepared in cooperation with the project partners. BEF will prepare the graphic design and initial texts in English. The project partners can modified/commented texts. The final version will be distributed for the translations.

Leaflets in English and in national languages will be printed by the project partners (at least 50 copies in English and 200 copies in national language) and are supposed to be distributed wherever appropriate (national workshops, relevant conferences, stands at the entrance to your organisation). Print more copies whenever needed. The leaflets can be printed on the standard paper using the project partners' printers. No extra paper is required.

The leaflet will be available in the project cloud, the English version and in all other language variations (*ISTER_PROJECT > ISTER WORK PACKAGES > WP C_Communication > A.C.2_Promotional materials > D.C.2.1_Communication and Dissemination Toolkit > Leaflets*).

7.1.6.2 Thematic promotional materials

Responsibility: ERDF + IPA project partners

Quantity: 16

Thematic promotional materials (brochures) will be designed and distributed during project specific events (transnational meetings, capacity building seminars, awareness raising events). Most of them (flyer, brochures, posters, handbooks, and local publications) will be delivered through a digital form and a selected number of materials will be printed in hard copies. They regularly will be shared via social media platforms: LinkedIn, Twitter and Facebook.

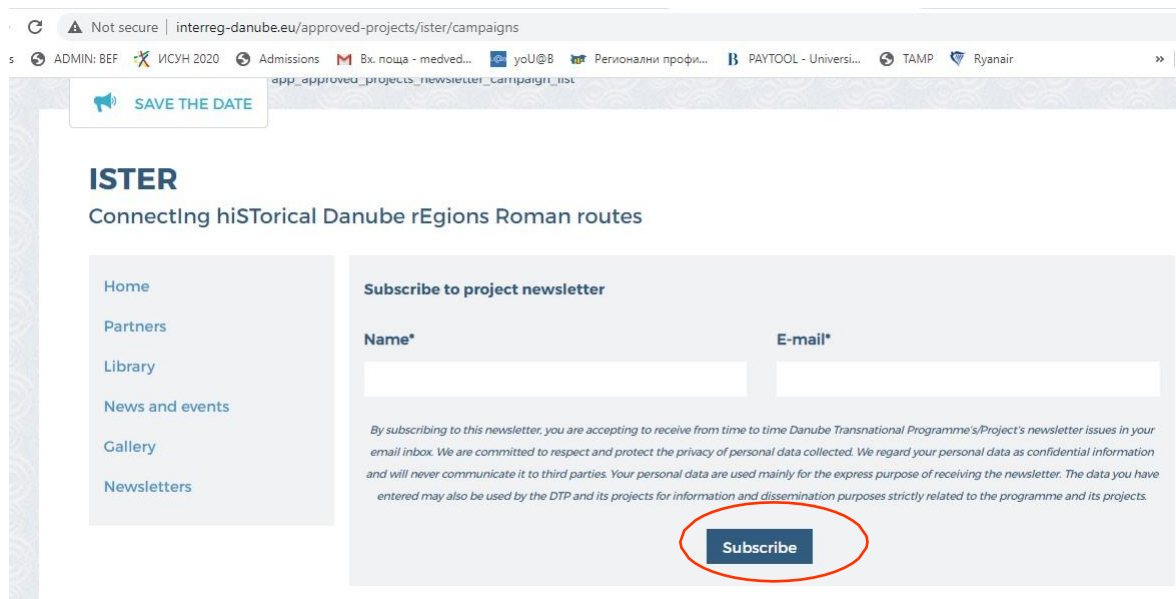
7.1.6.3 Newsletters

Responsibility: BEF

Quantity: 5 (as a minimum)

Newsletters will be published using the tools of the DTP programme website. Every newsletter will be prepared and distributed to the project partners for comments, for topics and information to be added. BEF will then prepare a version for publication using the project graphics and will publish the newsletter via the website tool. There will be at least one newsletter published for each project period (in practice

it means at least every six months) if relevant it can be more often. It is important to invite the stakeholders to subscribe (fig. 5) to the project website for receiving the newsletters.



The screenshot shows a web browser window with the URL interreg-danube.eu/approved-projects/ister/campaigns. The page features a navigation menu on the left with links to Home, Partners, Library, News and events, Gallery, and Newsletters. The main content area is titled "ISTER Connecting hiSTorical Danube rEGions Roman routes" and contains a "Subscribe to project newsletter" form. The form has two input fields: "Name*" and "E-mail*". Below the fields is a privacy notice: "By subscribing to this newsletter, you are accepting to receive from time to time Danube Transnational Programme's/Project's newsletter issues in your email inbox. We are committed to respect and protect the privacy of personal data collected. We regard your personal data as confidential information and will never communicate it to third parties. Your personal data are used mainly for the express purpose of receiving the newsletter. The data you have entered may also be used by the DTP and its projects for information and dissemination purposes strictly related to the programme and its projects." At the bottom of the form is a blue "Subscribe" button, which is circled in red in the image.

Fig.5 Subscribe to project newsletter

7.1.6.4 Articles and media appearances

Responsibility: ERDF + IPA project partners

Quantity: 16

During the project's implementation project partners are obliged to present it within the relevant forms of media. Presentations and regular updates and news on project progress, events and relevant topics will be disseminated in English within the project's social media channels: LinkedIn, Twitter and Facebook (at least 2 per month). In addition, each partner will actively use its own social media channels to disseminate relevant information about the project in the respective national languages (minimum 15 own posts per partner). Articles and posts in the national languages have to be translated into English and sent to the Communication Leader for further dissemination through the project media channels.

Each partner must present the project at least once through digital articles and media appearances in general and / or professional publications (at least 1 per partner). Project partners are also encouraged to use other types of media e.g. a short interview in a radio broadcast, or on local TV; these of course if you have the possibility.

7.1.6.5 Scientific publications

Responsibility: Preparation of the publication: GI + LP, Translation and proper dissemination: ERDF + IPA project partners

Quantity: 2

At least two scientific publications will be delivered by the end of ISTER project because of joint partners work. This publication will be in English and will be prepared by GI and LP, in co-authorship with other project members, according to their specific knowledge inputs, Professional and scientific publications will be realised at the consortium level, activity led by thematic knowledge providers, holding high-level research expertise. Scientific papers will be aimed at sharing original research work, based on the results and findings of the project, with other scientists. Additionally, scientific papers will be realised based on

reviewing the research conducted in the field Roman heritage-led sustainable use, management and valorisation.

7.1.6.6 Non-scientific publications

Responsibility: Preparation of the publications: PP7 +PP11, Translation and dissemination: ERDF + IPA project partners

Quantity: 2

Non-scientific publications will be realised based on the most relevant content gathered during the implementation WPs (especially WP_T1, WP_T3 and WP_T4). Therefore, the following publications will be produced:

- ISTER publication, focused on Roman heritage interpretation, management and valorisation guidebook (English version);
- Transnational Policy recommendation booklet (English version and translated into the languages of the partner countries - and adapted with local recommendations and guidelines considering the specific case of each territorial context).

7.1.6.7 ISTER final publication

Responsibility: Preparation of the publication in English: BEF by the support of URBASOFIA and LP, Design and printing of the English version: BEF (1000 copies), Translation into national language and dissemination in digital format: ERDF + IPA project partners

Quantity: 1

Results of the project are presented in the ISTER final publication, summing up the overall project experience. This publication will be realised in English and a summary will be produced in national languages. Project partners may send comments on the content, as well as on the graphic design.

A thousand copies will be printed by BEF and distributed to the project partners (each project partner 50 copies) the rest will be left for the final conference. Each financing PP will be responsible for ensuring proper communication and dissemination at local/ regional/ national level (targeting especially public authorities and policy makers, as well as decision takers).

7.1.6.8 Posters/roll ups

Responsibility: Preparation of the posters: BEF, Print and use: ERDF + IPA project partners

Quantity: 1 DTP template poster and 1 DTP template roll up in digital format, 32 (2 x 16) prints

DTP template poster is derived from a template given by the DTP (Visual Identity Guidelines p. 19). It contains only the project logo, full title of the project, link to the project website and information about co-financing and co-funding by the EU funds (ERDF, IPA). The DTP poster is prepared in a poster version and a roll up version. Posters and roll ups can be used equally. Use the one that is more convenient for you. Posters and roll ups can be downloaded from the project cloud (*ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_Communication > A.C.2_Promotional materials > D.C.2.1_Communication and Dissemination Toolkit > Project poster/roll-up*).

Project partners must download the DTP template poster/roll up from the project cloud, print it in two copies and place it the premises of their organization/company. Minimum size for the poster is A3. The first one should be placed at the entrance (e.g. if you have an information center or simply at the reception), the second one outside of the project's staff office. Whenever using it at an event/ exhibition/ workshop, try to take a photo of participants or speakers with a visibly placed poster.

Please note that the DTP template poster is “a must” and it has to be used whenever and wherever possible.

7.1.7 Table of ISTER prints, publications & media appearances

The table below gives an overview of the minimum prints, publications & media appearances planned over the project period. (Table 4. ISTER – Prints, Publications & Media appearances).

Table 4. ISTER – Prints, Publications & Media appearances

WP	Prints, Publications & Media appearances	Estimated period	Quantity
D.C.2.1	Communication and Dissemination Toolkit (CDT): <ul style="list-style-type: none"> • Poster – digital • Poster – printed • Roll-up – digital • Roll-up – printed • Initial project flyer in English - digital • Initial project flyer in English – printed (16 partner x 50 copies) • Initial project flyer in national languages – digital • Initial project flyer in national languages – printed (16 partners x 200 copies) 	December 2020	<ul style="list-style-type: none"> • 1 • 16 • 1 • 16 • 1 • 800 • 8 • 3200
D.C.2.1	Thematic brochures - digital & printed	to be determined	
D.C.3.1	Posts in English for the DTP website about the deliverables, outputs and progress of ISTER project minimum 3 per partner	within the ISTER project duration	48
	Initial project information on the partners websites in English /mandatory/ and in national language /optional/	December 2020	16
D.C.3.2	ISTER E-newsletters (every 6 months)	within the ISTER project duration	5
D.C.3.3	Posts for ISTER social media profiles in English, including also information on upcoming / past project events minimum 3 posts per partner/per period	within the ISTER project duration	240
D.C.3.3	Publications in national languages in partners' website & social media channels (incl. translated posts, press releases etc. of the other partners) minimum 6 per partner/per period	within the ISTER project duration	480
D.C.3.3	Articles & media appearances in English or national language minimum 1 per partner	within the ISTER project duration	16
D.C.5.1	Scientific publications	2021, 2022	2
D.C.5.2	Annual non-scientific publications	December 2020 December 2021	2
D.C.5.2	ISTER final publication	December 2022	1
D.C.5.2	Press release in English or national language minimum 1 per partner	within the ISTER project duration	16
D.T3.1.1	Aerial Photography documentation	June 2021	1
T1.1	Catalogue on Roman routes & settlements along the DR	April 2021	1
T3.1	GIS-based territorial Atlas of Roman Routes legacy in DR	June 2022	1

T3.2	Transnational Interactive digital tool - ISTER App for Roman eco-cultural route	June 2022	1
D.T4.2.2	ISTER Video Documentary - transnational marketing tool	October 2022	1
T4.3	Memorandum of maintenance of ISTER tools (GIS-based Atlas & Transnational interactive digital tool/ app for Roman eco-cultural route)	December 2022	1

7.2 Internal Communication

The responsibility for communication among the project partners is shared. The Lead Partner together with the WP responsible partner needs to ensure a continuous communication flow to all project partners about the current implementation status, however also the WP leaders need to ensure the same for the activities and work packages they lead and implement.

In order to minimize mistakes when displaying the project logo there is a set of templates that should be used for the project deliverables. Please note that e.g. meeting minutes, presentations from a meeting and/or workshop or a list of attendance sheets are all considered as project deliverables and that the logo, link to the project website and the note regarding EU funding must all be displayed correctly!

Examples of the visualization of the main elements, materials and templates of the ISTER project can be found in Annex I of this Communication and Dissemination Plan. These Communication Guidelines are considered the minimum that project partners should follow. Always make sure you have used the right templates, the right size of the project logo etc.

ISTER internal communication tools comprise of two main instruments: a shared and collaborative ISTER cloud (hosted and managed by the Lead Partner – MNIT, through Google drive) and ISTER contact database (managed by the WP Communication Leader - BEF).

7.2.1 Project cloud

The official address for hosting ISTER cloud is on the Google Drive. Each project partner, including the Lead Partner is requested to create an official google mail account for ISTER at institutional/ company level. Please create the account following the indicated convention below: `isterproject.pp1@gmail.com`.

ISTER cloud will be used as an online shared drive for storing materials, documents and deliverables strictly related to ISTER project and it will contain four main folders:

1. Consortium database, containing dedicated folders with: documents approved by the MA/JS (Award letter, Application form, Budget form), Partnership Agreement, Subsidy Contract and Synoptic table for hard copies delivery (*ISTER_PROJECT > DTP_official documents > Project Management_docs*).
2. DTP official documents, containing a dedicated folder for the project communication related documents and templates and a dedicated folder for project management related documents and templates given by the program (*ISTER_PROJECT > DTP_official documents > Project Communication_docs*).
3. ISTER Work Packages, containing a dedicated folder for tracking the activities in each work package (managed by each WP leader for their respective WP) and one dedicated folder for each Work Package (*ISTER_PROJECT > ISTER WORK PACKAGES*).

4. ISTER contact database, an editable excel with contact information from each project partner and associated partner, stored in a single, easy to use contact database (*ISTER_PROJECT > ISTER_Contact database*)

Folders Naming and Nesting

The convention for the organisation of each WP shared folder is based on the following nesting system:

Example: WP M_Management

A.M.1_Project Coordination and Reporting

D.M.1.1_ISTER Project Management Plan

D.M.1.2_ISTER Consortium Meetings

D.M.1.3_Technical Progress Reports

File Naming

File naming will use the following convention for all materials and deliverables related to ISTER project:

Date_Contents_Author_Version (yy-mm-dd_D.x.y.z Title_COMPANY Name_Version.no)

Table 5. File Naming

Date:	Year-Month-Day	indicate when you created the file for the first time
Contents:	Deliverable Number Title	indicate the title according to the AF
Author:	Company Name	indicate the Acronym
Type of the input & Version.no	template/ draft/ contribution/ revision the version number (v01) or simply final (for the deliverable responsible)	

Example: 200916_D.T2.1.1 Methodological framework for Stakeholders Mapping_URBASOFIA_draft01

The set of project templates is prepared and located in the Google Drive of the project (*ISTER_PROJECT > ISTER WORK PACKAGES > WP C_ Communication > ISTER Logos & Templates*).

Project papers, documents, presentations, tables and attendance lists are prepared by default in three-color versions (black & white, full colors, blue). It is up to the project partners which form they wish to use. Attendance list for meetings with participants from different countries must include also the name of the country (special attendance sheet in the project cloud).

7.2.2 Contact list

ISTER contact database will be located in a separate folder of the project cloud and will be used as a single source for contact information, providing a central location and clear means for finding this type of data. The Lead Partner and the WP Communication Leader are responsible for maintaining a clean and up to date contact database for an efficient internal communication among ISTER project partners and ASP network (*ISTER_PROJECT > ISTER_Contact database*).

It is the responsibility of each project partner to inform the LP and BEF in due time for the changes in the respective contact data.

7.2.3 Others

As a recommendation, try to include the acronym of the project to all the subjects of the e-mails (e.g. ISTER_). This will help the others to sort emails relevant to the project.

8 Monitoring, reporting and evaluation of communication activities

Monitoring and evaluation of the implementation and results are an important aspect of this Communication and Dissemination Plan. They are aimed at measuring the implementation's success and efficiency against the defined objectives, as well as at ensuring better management of budgetary resources. Consequently, it serves for improving the communication tools and activities used.

Evaluation means assessing quality and quantity of activities, as well as harmonisation of activities with the C & D Plan. In the process of monitoring and evaluating the communication activities both at project and at partner level, a monitoring tool for quantitative and qualitative indicators is used.

The communication managers upload / update information about the communication activities of each partner in the monitoring tool for the respective period. Based on the collected information, the ISTER project Communication Report is prepared by the communication leader.

The Monitoring tool is available in the project cloud (*ISTER_PROJECT > ISTER WORK PACKAGES > WP C_ Communication > A.C.3_Digital activities > Partners' media publications*).

The financial manager will also check the list of activities, in order to have control over the budget. More detailed monitoring and evaluation measures are enlisted in the Quality Management Plan, where different partners are responsible for the final check-up of ISTER deliverables, including the ones related to communication & dissemination issues. Moreover, the communication leader is responsible for continually monitoring the progress of each partner in regards to the expected communication & dissemination activities and outcomes.

9 Budget

The budget for the project communication includes staff costs and external services (printing, catering etc.). In total it is 239 291.9 €.

10 Annexes

Annex I: Communication Guidelines

Annex II: Communication Work plan

11 List of links

Interreg Programme website: <http://www.interreg-danube.eu/>

ISTER project website: <http://www.interreg-danube.eu/approved-projects/ister>

Communication toolkit: <http://www.interreg-danube.eu/uploads/media/default/0001/02/2da382312485e5c038fca3a65677f225b17a4969.pdf>

Visual Identity Guidelines: <http://www.interreg-danube.eu/uploads/media/default/0001/03/4182fb685fec6d741229f1826a7f41eaf64e1f44.pdf>

12 List of project partners and their acronyms

Table 6. List of project partners

No	Abbreviation	Partner name	Country
ERDF LP	MNIT	Muzeul Național de Istorie a Transilvaniei	ROMANIA
ERDF PP1	URBASOFIA	URBASOFIA, Town and regional planning company	ROMANIA
ERDF PP2	AIM	Alba Iulia Municipality	ROMANIA
ERDF PP3	BEF	Bulgaria Economic Forum	BULGARIA
ERDF PP4	DDTG	DDTG Duna Fejlesztő Transznacionális Csoport Nonprofit Korlátolt Felelősségű Társaság	HUNGARY
ERDF PP5	VMJV	Veszprém Megyei Jogú Város Önkormányzata	HUNGARY
ERDF PP6	MGML	Muzej In Galerije Mesta Ljubljane	SLOVENIA
ERDF PP7	ZRS BISTRA PTUJ	Znanstveno raziskovalno središče Bistra Ptuj	SLOVENIA
ERDF PP8	GI	Geodetic Institute of Slovenia	SLOVENIA
ERDF PP9	BOKU	University of Natural Resources and Life Science, Vienna	AUSTRIA
ERDF PP10	RVOW	Regionalverbund Ostwürttemberg	GERMANY
ERDF PP11	PAKORA	Pakora.net – Netzwerk für Stadt und Raum	GERMANY
ERDF PP12	APC	Archäologische Kulturpark Niederösterreich Betriebsges. m.b.H.	AUSTRIA
ERDF PP13	PVM	Paksi Városi Múzeum	HUNGARY
IPA PP1	RADEI	Regionalna agencija za razvoj i evropske integracije Beograd	SERBIA
IPA PP2	RAUSK	JAVNA USTANOVA "RAZVOJNA AGENCIJA UNSKO- SANSKOG KANTONA"	BOSNIA AND HERZEGOVINA

13 List of abbreviations

AF	Application Form
DTP	Danube Transnational Programme
ERDF	European Regional Development Fund
EU	European Union
IPA	Instrument for Pre-accession Assistance
NGO	Non-governmental organization
WP	Work package

10 basic points for the most important communication issues within the frame of the ISTER project. Please consider this as the project „**communication minimum**“, further in-depth information is stated in the Communication and Dissemination Plan.

1 COMMON WORKSPACE

3 TEMPLATES

5 PROGRAM POSTER/BANNER

7 THEMATIC BROCHURES

9 SOCIAL MEDIA

2 LOGO

4 INFO ABOUT PROJECT

6 LEAFLETS

8 WEBSITE

10 OTHER

1 COMMON WORKSPACE

All project communication materials and templates are available within the [common workspace in Google drive](#). Please upload here all relevant materials and outputs.

- Each project partner creates an official google mail account for ISTER at institutional/ company level following the indicated convention below: isterproject.pp1@gmail.com
- All [background documents](#) can be found here:
ISTER_PROJECT > DTP_official documents > Project Management_docs



Sign in

Continue to Google Drive

Email or phone

[Forgot email?](#)

2 LOGO

The rules are quite strict regarding the use of the project logo – all is described in detail in the [Visual Identity Guidelines](#). Please be aware to **fully respect these guidelines**; below you can find the most important rules.

Project logo:

ISTER_PROJECT > ISTER WORK PACKAGES > WP C_ Communication > ISTER Logos & Templates > Logos

Danube Visual Identity Guidelines:

- Respect the requirements regarding the minimum size, colors, font type and the aspect ratio stated in the Guidelines.
- Other logos cannot exceed the EU emblem in height and width. The logo is normally considered to be only the graphic element and not the name of the institution (see the picture on the left).

ISTER_PROJECT > DTP_official documents > Project

Communication_docs > Visual Identity Manual for DTP projects.pdf

3 TEMPLATES

There are a number of templates prepared with respect to the above-mentioned guidelines. Always **use the given templates** for all documents and presentations created within the project. You can choose between different color schemes or sizes. There are **two necessary pieces of information required** on each of the templates – **note about the EU co-funding and the link to the project website**.



Annex I - ISTER COMMUNICATION GUIDELINES

10 basic points for the most important communication issues within the frame of the ISTER project. Please consider this as the project „**communication minimum**“, further in-depth information is stated in the Communication and Dissemination Plan.

PAPER

„Paper“ template is simpler than the document template and is used for less official occasions, when the file is not structured, e.g. for leaflets or conference invitations.

ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 1. Paper

DOCUMENT

„Document“ template is suited for more extensive documents, where the table of contents, chapters and other necessities are needed.

ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 2. Document

EXCEL

Template for excel tables.

ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 3. Excel

PRESENTATION

For any presentations within the frame of the project

ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 4. Presentation

MINUTES

Template for minutes from project meetings.

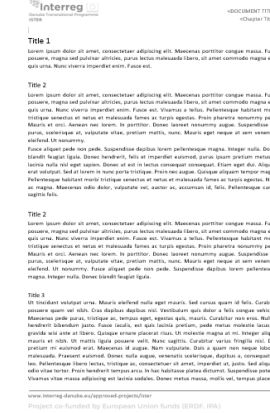
ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 5. Minutes

ATTENDANCE SHEET

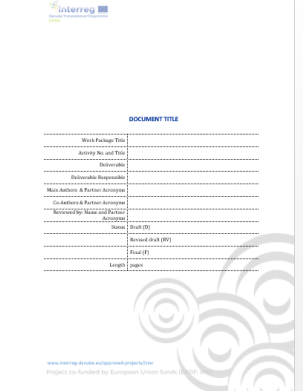
Template for attendance sheets from project meetings, conferences and other events.

ISTER_PROJECT > ISTER WORK PACKAGES > WP_C_ Communication > ISTER Logos & Templates > Templates > 6. Attendance_sheet

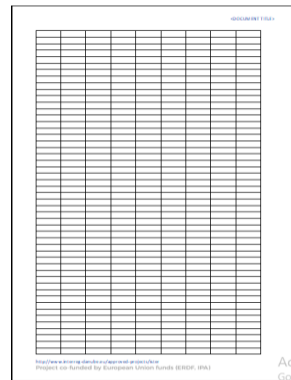
Paper



Document



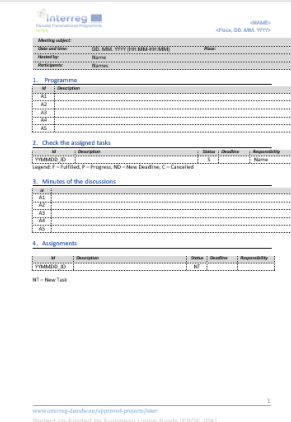
Excel



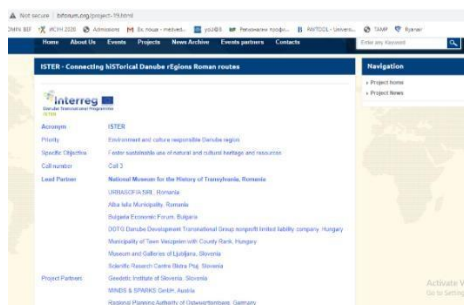
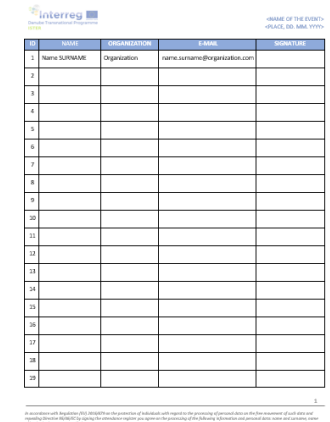
Presentation



Minutes



Attendance sheet



4 INFORMATION ABOUT THE PROJECT ON AN ORGANISATION'S WEBSITE

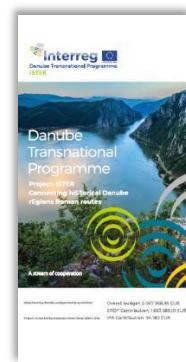
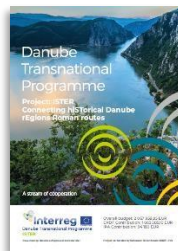
- Give a **short description of the ISTER Project**, including the logo and link, on the **website of your organisation**. You can use texts and graphics from the project website and leaflet.
- The above-mentioned requirements regarding the size of the project logo in relation with other logos don't need to be fulfilled in this case.

Annex I - ISTER COMMUNICATION GUIDELINES

10 basic points for the most important communication issues within the frame of the ISTER project. Please consider this as the project „**communication minimum**“, further in-depth information is stated in the Communication and Dissemination Plan.

5 PROJECT POSTER / ROLL-UP BASED ON DTP POSTER TEMPLATE

- Print the poster and place it somewhere near the entrance to the building of your organisation and on the door of your office. Posters can be printed also in other formats, minimum A3 up to A0.
- Print the roll-up and use it during project events
ISTER_PROJECT > ISTER WORK PACKAGES > WP C_ Communication > A.C.2_Promotion materials > D.C.2.1_Communication and Dissemination Toolkit (CDT) > Project poster / roll-up based on DTP template



7 THEMATIC BROCHURES

Thematic brochures can be designed and distributed during project specific events (transnational meetings, capacity-building seminars and awareness raising events). They will be delivered through a digital form.



9 SOCIAL MEDIA

- If you have any project-related matter you want to share through social media, please **send it directly to office@biforum.org**.
- We seek for short messages (e.g. one tweet is limited to 140 characters), that will grab the attention of our followers, preferably with a photo or picture.
- Follow ISTER on Facebook, Twitter and LinkedIn, and if you want to – share and like.

Facebook: @InterregISTER

Twitter: @InterregISTER

LinkedIn: <https://www.linkedin.com/in/interreg-ister-2610741b7/>

6 LEAFLETS

Translate the official project leaflet into your national language.

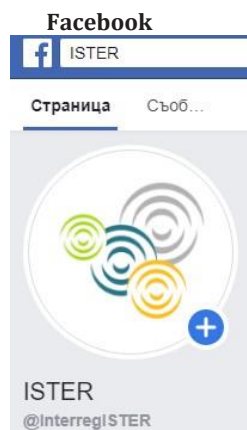
- Print at least **50 leaflets in English** and **200 leaflets in your national language** and leave them by a bookcase or stand in your organisation so they are freely available for visitors. If you are attending a relevant event, take some of them with you. Especially at the national workshops, there should be a few copies of them.

ISTER_PROJECT > ISTER WORK PACKAGES > WP C_ Communication > A.C.2_Promotion materials > D.C.2.1_Communication and Dissemination Toolkit (CDT) > Leaflets

8 WEBSITE

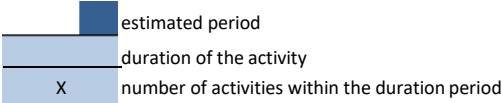
www.interreg-danube.eu/approved-projects/ister

- If you have any project-related matter you want to publish on the project website, please **send your contribution directly to office@biforum.org**.
- We need to publish about **1 news item every 2 weeks**. The text should be a maximum of one side of A4, accompanied by pictures.



10 OTHER

Please, always write the words: **ISTER_** at the beginning of each subject of any e-mails regarding the project, it makes the communication clearer.



WP	Description	Responsible Partner(s)	PERIODS																																						
			2020						2021												2022																				
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30									
July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December												
COMMUNICATION AND DISSEMINATION PLANNING																																									
D.C.1.1	CCB Agreement - preparation in English and signing	PP3, All PPs																																							
D.C.1.2	Communication and Dissemination Plan - preparation in English	PP3																																							
D.C.1.3	Create a project cloud in Google Drive	LP																																							
	Create an official Google mail account for the access to project cloud in Google Drive	All PPs																																							
PRINTS, PUBLICATIONS & MEDIA APPERANCES																																									
D.C.2.1	Poster & Roll-up - preparation and design	PP3																																							
	Poster & Roll-up - printing	All PPs																																							
	Initial flyer in English - preparation and design	PP3																																							
	Initial flyer in English - printing	All PPs																																							
	Initial flyer - translation in partners national languages and printing	All PPs																																							
	Initial flyer - online dissemination	All PPs																																							
	Thematic brochures - preparation, design and printing / online dissemination		at the discretion of the partners																																						
D.C.3.1	ISTER webpage - creation	DTP																																							
	ISTER webpage - updating in English	PP3																																							
	Publication of initial project information on the partners websites - in English (and national languages optional)	All PPs																																							
	Writing press releases / posts in English for the DTP website about the deliverables, outputs and progress of the project - at least 3 elements per partner	All PPs																																							

WP	Discription	Responsible Partner(s)	PERIODS																													
			2020						2021												2022											
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December			
D.C.3.2	Writing a partner presentation / partner experience on the RCH topic for ISTER e-newsletters - 1 per project partner	All PPs																														
	ISTER E-newsletter in English - preparation and design - at least 5 editions	PP3																														
	ISTER E-newsletter in English - online dissemination	All PPs																														
D.C.3.3	ISTER social media channels - creation of project profiles in Facebook, Twitter and LinkedIn and updating in English	PP3																														
	Writing posts for ISTER social media channels (including also information on Upcoming/past project events etc.) - at least 3 per partner/per period	All PPs																														
	Publications in own website & social media channels in resp. national language (translated posts of the other partners, own posts etc.) - at least 6 per partner/per period	All PPs																														
	Writing and publishing in digital media articles in English or national language and/or media appearances - at least 1 per partner	All PPs																														
D.C.5.2	Writing of annual non-scientific publications in English	LP, PP7, PP11																														
	ISTER final publication & Summary in English - preparation, design, printing and distribution on paper	PP3																														
	ISTER final publication Summary - translation on national languages	All PPs																														
	ISTER final publication - online dissemination	All PPs																														
	Writing and publishing in media of a press release in English or national language - at least 1 per partner	All PPs																														
D.T.1.1	Catalogue on Roman routes & settlements along the DR - online dissemination	All PPs																														
D.T.3.1	GIS-based territorial Atlas of Roman Routes legacy in DR - online dissemination	All PPs																														
D.T.3.2	Transnational Interactive digital tool - ISTER App for Roman eco-cultural route - online dissemination	All PPs																														
D.T.4.2.2	ISTER Video Documentary - transnational marketing tool - online dissemination	All PPs																														
D.T.4.3	Memorandum of maintenance of ISTER tools - online dissemination	All PPs																														

WP	Discription	Responsible Partner(s)	PERIODS																											
			2020						2021												2022									
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	
EVENTS																														
D.M.1.2	Project consortium meetings for all SCOM Members in virtual or physical format	LP, PP1		IM		IM																								
D.C.1.1	CCB meetings for all Communication managers in virtual or physical format	PP3, LP																												
D.C.4.1	Openl Kick-off meeting in virtual format	LP, PP1, PP3	IM																											
	MT meeting in Alba Iulia, RO;	LP																												
	End Conference in Cluj-Napoca (RO)	LP, PP1, PP3																												
D.C.4.2	Local Thematic events/ awareness raising events – one per partner	All PPs																												
D.C.4.3	Programme events outside the ISTER project for WP Leaders - attending of 3 events	LP, PP1, PP3, PP7, PP8, PP11																												
D.C.4.3	Programme events outside the ISTER project for other PP (excluding PP9) - attending of 1 event	PP2, PP4, PP5, PP6, PP10, PP12, PP13, IPA																												
D.T.2.2	Transnational CBW in Alba Iulia/ RO - 1 event in English for all PP	LP, PP10, PP11																												
D.T.2.3.1	Local CBW for MLSG_ Module 1: Roman Route heritage as a driver for touristic, local/ regional development	LP, ERDF PPs 2, 3, 5, 6, 7, 10, 12, 13 IPA PP1 & PP2																												
D.T.2.3.2	Local CBW for MLSG_ Module 2: Roman Route heritage as an enabler for policy and regulatory framework	LP, ERDF PPs 2, 3, 5, 6, 7, 10, 12, 13 IPA PP1 & PP2																												
D.T.2.3.3	Local CBW for MLSG_ Module 3: Roman Route heritage as a means for exchange and collaboration	LP, ERDF PPs 2, 3, 5, 6, 7, 10, 12, 13 IPA PP1 & PP2																												
D.T.4.3.1	ISTER transnational capitalisation workshops - 3 events in English for all partners	LP, PP10, PP11																												
D.T.4.3.3	ISTER Awards for BP at DR level - 1 event in English for all partners	BEF, LP, PP10, PP11																												
REPORTING OF COMMUNICATION ACTIVITIES																														
	Information and evidences update in the monitoring tool in the project cloud about the partner's communication activities.	All PPs																												
	Preparation of a Communication Report in English	PP3																												