

**D-Care Labs**

**Communication Plan**

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# 1. About the Communication Plan

**Welcome.** This is D-Care Labs project's Communication Plan.

The communication plan is intended as a tool that will help to harmonize the communication efforts of D-Care Labs project partners, coordinate the efforts more effectively, raise awareness about the project and its results in public, enhance visibility at transnational and partner levels, share the knowledge inside and outside the partnership. It will define responsibilities of each project partner, define target groups, define useful communication tools, communicate the project results to the public, create capitalizing effects and increase their knowledge about the project objectives and its results to interested and relevant stakeholders.

Our objective is to enhance visibility at transnational and partner levels, to promote project activities and results on all levels of the governance, starting from social care service providers to local, regional, national and transnational stakeholders to enable DR actors to be better connected and informed.

**The goal of the Communication Plan** is to make communication activities a key part of the project, as we believe that successful communication contributes to the general success of the project as much as every other activity within the project lifecycle, but we also believe that it is a communication tool that aims to respond to the need of increasing transparency and awareness of EU funds by promoting EU financing in the framework of the Danube Transnational Programme (DTP).

This communication plan follows indicators and requirements, defined in the Danube Transnational Programme Communication Strategy, DTP Communication Toolkit for Projects, DTP Visual Identity Manual and other relevant materials and regulations.

**Communication plan will define:**

- Project communication main goals and objectives
- Target groups and ways to reach and engage them
- Communication tools and methods
- Evaluation measures
- Budget.

This Communication Plan will not deal with internal project communication. Lead partner will be in charge of that activity and it will be a part of ongoing project management activities.

The Communication Plan is developed by the lead of Work Package Communication (WPC), in our case Centre for European Perspective – CEP (Slovenia) with the support of Lead Partner (LP), Diakonie Baden (Germany) and other project partners.



The communication plan will be regularly evaluated and updated (if needed) throughout the duration of the D-Care Labs project.

## 2. Introduction to Project D-Care Labs

### 2.1. Project Objectives

D-Care Labs addresses the fundamental needs of home care beneficiaries, which are not satisfied by current social service providers. There are extensive requirements to fulfil needs e.g. as proper medical therapies and support for body hygiene, provision of adequate home facilities to prevent falls and measures to enable social inclusion of needy people into the local community.

Our project intends to address these challenges by establishing specialized macro-regional D-Care Lab innovation structures to enable social service providers, product developers and social start-ups to design and implement better and innovative home care services and products for elderly persons, people with disabilities and children with special needs.

The main objective of D-Care Labs is to strengthen the implementation of innovative social services in the domain of home care. The Transnational Lab Strategy is based on an analysis of beneficiary needs (incl. needs caused by the Coronavirus), innovation potentials and intends to identify complementary interregional resources.

The main result of D-Care Labs is the establishment of a Transnational Lab of the Labs which will offer a framework for the incubation of the Regional Labs and a community of practice to increase mutual learning and transnational co-creation. The setup of ecosystems of social investment will provide financial and entrepreneurial support structures. During the pilot actions of 9 regional labs, innovation structures will be tested and improved. D-Care Labs will help institutional actors and other stakeholders in the DTP to identify obstacles, develop and implement a plan to address them; improve institutional capacities, analyse the beneficiary needs and innovation potential as well as offer a framework for the incubation of regional labs.

Main objective connected to communication is to promote project activities and results on all levels of the governance, starting from social care service providers to local, regional, national and transnational stakeholders to enable DR actors to be better connected, informed, and to improve their work as the final outcome.

The D-Care Labs project is funded by the **European Union** and the **Interreg Danube Transnational Programme**.

# 3. Project Communications Main Goal and Objectives

This Communication Plan defines main communication objectives which will help us achieve the change the project aims to bring about in the Programme area.

The WP objective is to provide general information on the project and its results to interested and relevant stakeholders. For this goal, adequate communication tools to reach target groups during the lifespan of the project, to disseminate project results to a broader public, to create capitalizing effects with existing initiatives will be utilized.

After the launch of D-Care Labs, the communication manager (CEP) prepares a detailed communication strategy. Project partners compile national mappings of key stakeholders, while CEP (with support of labs) works on best suitable communication means for a specific target group, considering their territorial, language and other specific needs. Our objective is to promote project activities (incl. application calls for regional D-Care Labs) and results on all levels of the governance, starting from social service providers to local, regional, national and transnational stakeholders to enable DR actors to be better connected, informed, and to improve their work as the final outcome.

At least the following identified tools for interested and relevant stakeholders will be used, however, additional ones can be added during the project implementation to ensure targeted results: project's website, animated video, project leaflet, press releases, newsletters, social media with online campaigns, videos about project activities, project's events (kick-off event, closing event and smaller events during the project implementation) and other relevant events in the region.

For reaching out to widest possible general public, the project uses the DTP website, project partner's websites and social media, various EUSDR events (Annual Forum, Steering Group meetings, DTP events) and other events with similar topics.

## 3.1. The Target Groups

The target groups mentioned below have been recognised as the key audiences with which the project needs to communicate. The characteristics and needs of each target group differ (partly also due to the transnational character of the D-Care Labs project).

The target groups identified and defined are:

- home care beneficiaries (including care homes staff) and their caring relatives
- local, regional and national public authorities and policy actors
- social entrepreneurs / intrapreneurs in the field of home care
- social investors (e.g. foundations, public and private investors)

- general public.

Our communication activities will be focused on achieving a change in at least one of the following characteristics of the target groups:

- **Knowledge:** we will expand the knowledge of the target groups related to the focus of the project, teach them about trainings for social entrepreneurs/intrapreneurs working on developing innovative home care ideas, show innovative approaches in this field, product development and setting up an ecosystem of specialised social innovation labs. In addition, to setup an ecosystem of social investment, establishment of informal relations with social investors is key along with keeping on communicating our key messages. To attract social investors, we will arrange public social innovation nights, where the best home care solutions will be pitched. In this way, the impact investor can increase its knowledge about innovations in the field of home care and can choose the best, he/she would like to support.

- **Attitudes:** we will try to stimulate target groups to accept the need for changes in home care service, show them good practices and innovative examples of changes in the home care service as well as try and influence the target groups to share their findings with others. We would like to influence the attitude of social service providers, by arranging a series of workshops to qualify partners as multipliers and provide information project materials. Since social service provision is part of national and subnational competences, limited exchanges take place in the transnational / European context. In this way, every country develops own solutions for similar problems. We would like to demonstrate - that even social service provision takes place in the national / local context and that transnational collaboration will help to solve problems. To demonstrate the transnational added value in the context of the transnational lab (partnership), transnational public events (e.g. social innovation nights) but also video clips and other online tools will be used. In this way, we will influence the attitude. Moreover, we would like to establish a transnational community of D-Care Lab innovators. The pilot online community-tools are an important instrument for this.

- **Behaviour:** We would like to mobilize multiple actors to enable and implement innovations in the field of home care to solve the most urgent needs beneficiaries (elderly, people with disabilities, children in need). For this reason, events like social innovation nights or bootcamps will be arranged. The target group should realize that everyone can do something to solve current problems. by making target groups a part of the project activities we will influence their actions, offer them possibilities, and have them realize that they too can contribute to the change in the field of home care innovation and entrepreneurship.

To ensure coherent communication, main messages and key statements connected with D-Care Labs project and its aims will be used. In case of different target groups these messages and objectives will have to be modified or tailor-made or target groups will have to be reached using different tactics.

TARGET GROUP	COMMUNICATION OBJECTIVES FOCUSED ON THE TARGET GROUP	COMMUNICATION CHANNELS USED
<b>Home care beneficiaries and their caring relatives</b>	Raise awareness about home care issues; Involve the stakeholders in the strategy formulation; Gather data on the current status of home care; Share news about innovative home care ideas.	Direct communication through project partners, newsletters, social media platforms
<b>Local, regional and national public authorities and policy actors</b>	Provide facts and figures on the home care; Raise awareness on the issues and major challenges facing home care; Involve the stakeholders in the strategy formulation; Suggest concrete solutions.	Direct communication through project partners
<b>Social entrepreneurs / intrapreneurs in the field of home care</b>	Raise interest about social entrepreneurship in the field of home care; Provide business know-how in the field of home care; Inform about trainings for social entrepreneurs/intrapreneurs; Show innovative approaches in the field of home care.	Direct communication through partners, newsletters, social media platform
<b>Social investors (e.g. foundations, public and private investors)</b>	Provide business know-how in the field of home-care; Foster the setting-up of innovative services in the field of home care; Establishing of informal relations with social investors.	LinkedIn and other D-Care Labs social media channels, newsletters, direct contact through project partners
<b>General public</b>	Raise awareness about home care issues; Informing about the current and future trends in home care (also due to COVID-19 pandemic).	Social media platforms (Facebook, Twitter, Instagram)

### 3.2. Main Goal of the Project

The main project objective is establishing long-term inter-regional social innovation structures to facilitate home service and product innovation in the DR. Therefore, increasing competences and capacities of support organisations (federations, foundations, start-up centres, universities) to create specialized social innovation labs in cooperation with responsible national, regional and local public institutions.



Project partners will use the main messages or some key statements in every communication action to ensure coherence. In some cases, due to different target groups and locations, tailor-made actions and messages will be used (especially in the terms of language usage in parts where knowledge of English is not prevalent). Note that produced key messages can be modified/refined during the project duration in order to be in line with the activities. As the project has only started the key message will be focused on project description and description of project objectives.

The goal when producing main messages will be:

- showing the importance of EU funding and transnational knowledge sharing in the field of home care;
- expanding the knowledge of social innovation, social entrepreneurial approach, and social innovation labs;
- communicating the link between D-Care Labs project and the improvements that contribute to better home care services.

The following keywords are suggested when creating communication content: *home care, social investment, policy change, social innovation, innovative solutions.*

Two samples of the key project description and main message:

**- long version:**

D-Care Labs addresses the fundamental needs of home care beneficiaries, which are not satisfied by current social service providers. There are extensive requirements to fulfil needs e.g. as proper medical therapies and support for body hygiene, provision of adequate home facilities to prevent falls and measures to enable social inclusion of needy people into the local community. Our project intends to address these challenges by establishing specialized macro-regional D-Care Lab innovation structures to enable social service providers, product developers and social start-ups to design and implement better and innovative home care services and products for elderly persons, people with disabilities and children with special needs. The main objective of D-Care Labs is to strengthen the implementation of innovative social services in the domain of home care. The Transnational Lab Strategy is based on an analysis of beneficiary needs (incl. needs caused by the Coronavirus), innovation potentials and intends to identify complementary interregional resources.

The main result of D-Care Labs is the establishment of a Transnational Lab of the Labs which will offer a framework for the incubation of the Regional Labs and a community of practice to increase mutual learning and transnational co-creation. The setup of ecosystems of social investment will provide financial and entrepreneurial support structures. During the pilot actions of 9 regional labs, innovation structures will be tested and improved. D-Care Labs will help institutional actors and other stakeholders in the DTP to identify obstacles, develop and implement a plan to address them; improve institutional capacities, analyse the beneficiary needs and innovation potential as well as offer a framework for the incubation of regional labs.

- **short version:**

Fundamental needs of home care beneficiaries are currently not comprehensively satisfied by social service providers (e.g. proper medical treatment, social inclusion activities or safe and secure home facilities) in the Danube Region. The challenges vary between wealthier states (Austria, Germany) and Central and Eastern European countries, but there are also some common problems like increasing numbers of beneficiaries, qualified staff shortage, financial restrictions or ideal use and development of digital solutions. COVID-19 caused further fundamental challenges of home care in all Danube Region countries. Therefore, the project aims to establish specialized and sustainable inter-regional D-Care Labs innovation structures to enable social service providers, product developers and social start-ups to design and implement better and innovative home care services and products for older people, persons with disabilities and children with special needs.

In the duration of the project (July 2020 – December 2022) – the project consortium from 10 European countries – will develop a “Transnational Lab Strategy for Home Care Innovation”, set-up 9 regional D-Care Labs and pilot test the new structures. Moreover, an inter-regional collaboration structures to enable mutual learning processes about innovation structures and new home care solutions will be established.

## 4. Project Visual Identity

Visual identity of the project will make sure all communication activities and tools are visually aligned. By following visual identity guidelines, we will achieve better recognition and add brand value to our project's visibility.

According to Danube Transnational Programme visual identity guidelines, D-Care Labs project will share the programme's brand by just adding the project acronym below in the colours of the priority the project belongs to.

The logo of the project plays a role of utmost significance in creating brand association regarding visual communication and will be always included in all communication materials produced at the project level.

The logo will be placed in a central and visible top position of the material (in the first/main page) and it can never be smaller than any other logo included in the same material.

When talking about other project partner logos – the partners will follow the advice of the Joint Secretariat and either not to include other (project partner's) logotypes along with the main Interreg logotype or include them, following the EU flag size rule (Annex of the DTP Visual Identity Guidelines also included in this Communication Plan as Annex I).

Colours used by the DTP:

<b>PANTONE</b>	<b>CMYK</b>	<b>HEX</b>	<b>RGB</b>
Reflex Blue	100/80/0/0	003399	0/51/153
2716 C	41/30/0/0	FFCC00	159/174/229
Yellow	0/0/100/0	9FAEE5	255/204/0
109 C	0/24/90/2	fbbf18ff	251/191/24
382 C	21/0/88/15	abd91aff	171/217/26
Cool Gray 4 C	0/0/1/30	b3b3b2ff	179/179/178
3145 C	71/14/0/47	277588ff	39/117/136

The font used in producing official project document follows the DTP official font: Montserrat Regular. This font is used for programme names, project names, reference to the funding. Calibri and Segoe UI Bold may be used for the project acronym in certain exceptions. The D-Care Labs will follow and use the official font in all official communication (in official documents, presentations, project leaflets and other official materials). If for some reason the official font cannot be used in official documents, the partners can use a font that resembles any of the beforementioned fonts.

The font is available for download here: <http://www.fontsquirrel.com/fonts/montserrat>



All versions of the logo of the D-Care Labs project are included in the Annex II, below are two versions of the official project logo.



According to the DTP Guidelines in all communication tools and activities, the reference to the funding by the European Union must be **clearly indicated**. EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI).

Considering this, the general reference "**Project co-funded by the European Union**" needs to be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific funds should be mentioned. This reference to the European EU funding should be written in the typeface Montserrat. The colour of the text can be: white, reflex blue or grey (CMYK 0, 0, 0, 50).

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

In the case of documents/materials to be produced in the local language for dissemination only at national level, a more specific reference to the national co-financing is possible in this way: "The participation of the (*name of nationality*) partner/s has been co-financed by (*name of country/national funds provider*)".

DTP projects are not allowed to create their own website but to use the one hosted in the programme website. In exceptional cases, projects might still develop a separate website for tools or products with a life reaching beyond the project and being a project output itself and not a simple communication tool. The development of such a separate website will be subject to approval during the assessment of the project and a specific justification will be required. If this separate website is approved, the project will be required to follow the programme's visual guidelines.

**Additional rule:** each project partner must include in its institution's website, where such a website exists, a short description of the operation, including its aims and results, and highlighting the financial support from the European Union.

In order to comply with their rules of visual identity, D-Care Labs project will provide templates for documents in .docx and in pptx. for use. The materials can be found in the media kit and on the projects cloud service.

# 5. Communication Tools and Methods

Notifying the target groups on the progress of the project and its results are crucial for D-Care Labs when trying to achieve the change of behaviour and knowledge.

Through the communication activities and knowledge sharing the project will try to actively involve relevant local and transnational stakeholders and experts. All the publications and other materials and information produced during the project will be issued in the English language, but due to the lack of knowledge of English language of some target groups some publications will have to be adapted on each partner's level and translated into local languages or a translator will need to be used during events. Partners can, for the purpose of local, region and national information dissemination about the project, communicate in their respective language.

## 5.2 Posters

WPC leader (CEP) has the overall responsibility for the design of outputs under WPC activities, which also include project visuals. Project poster with information about D-Care Labs and EU support was designed and will be printed and displayed by all partners. Poster displays project acronym, title of the D-Care Labs project. Within six months of the approval of the project, each project partner will place at least one poster with information about the project (minimum size A3), including the financial support from the ERDF/IPA/ENI, at a location that is easily visible to the public (e.g. the entrance area of a building or office). The poster needs to stay visible for the whole duration of the project.

All project partners are responsible for the following:

- Placing the mandatory posters in a visible spot and providing photo documentation of the placed posters
- Create a contact list of local media;
- Manage the local media appearances.

## 5.3 Leaflets

Project leaflet providing the news on D-Care Labs project will be aimed at introducing the project, the aim and the partnership. The leaflet will be developed and edited by the WPC leader (CEP). The English version of the leaflet will be printed by the WPC leader and disseminated as possible (according to the current COVID-19 restrictions). Leaflets can also be distributed online and at other events. The leaflet

translated into local language can be further distributed by partners at local and national level and online.

## 5.4. eNewsletters

The D-Care Labs project's eNewsletters will be published 5 times during the implementation of the project. The eNewsletters will be published in English and published after the official kick-off of the project, in the second, third, fourth and fifth period of the project.

The eNewsletters will be comprised of: news articles provided from the partners, work progress, meeting reports and outcomes, benchmarks of the project, project events etc.

The aim of the e-Newsletters is reaching other projects' partners, EU bodies & institutions and certain category of stakeholders that might be interested in subscribing to the eNewsletter.

The project level eNewsletter will be prepared and published by WPC leader, who will also provide an edible version of each eNewsletter to partners so that it can be translated to their national languages for the purpose of reaching wider public that may have a lesser knowledge of English. National language versions will be distributed to a list of e-mail addresses (for journalists, local/national stakeholders, beneficiaries etc.) by each project partner. The distribution of the eNewsletter must follow GDPR rules and guidelines.

To document the distribution of the eNewsletters, partners will provide the WPC leader with screenshots of the emails sent, which will be saved in project's cloud.

## 5.5. Media Appearances

All DTP projects are expected to inform the general public about their activities and achievements. Alongside social media channels, the main information channel for this purpose is the media at local, regional, national and European level (here we count the online and printed press). When preparing material to be distributed to the media, focus will be on the name of the project, its aim and EU support to the project.

Partners can involve the media by inviting them to D-Care Labs events, giving interviews on the project (in the newspaper, on the radio or TV), with articles to be published in local, regional or national newspapers with the content that follows the project objectives and activities and aims at educating the general public about the D-Care Labs project.

The copies of articles or videos of interviews of the D-Care Labs project must be archived with the visible date of publishing and source. The copies will be saved in the projects cloud.

## 5.6. Public Events

The partner holding the public event will be responsible for the organization of their event. The related media work attached to public events will be handled by the organizing partner and supported by the WPC leader. Media coverage linked to public events (such as press release in English and the local language, press kits regarding the project dissemination, main messages for the media, etc.) must be prepared by the organizing partner with the help and supervision of the WPC leader and lead partner. The exact content of the press-kits will be clarified before each public event and will be set according to the needs of the media.

Public events will cover the visibility of the EU and the DTP in the following ways: the project logo will be used on all documents (agendas, list of participants, related hand-outs and PPT presentations). All templates of mentioned documents can be found on the projects cloud. With many events moving online, the organizing partner must strive to ensure that any registration forms, emails or virtual conferencing services (if the service includes this option) include the project name and logo of the D-Care Labs project.

The **objectives** of the events will be:

- dissemination of the project's objectives and results;
- promotion of the project;
- promoting transnational exchange and cooperation.

## 5.7 D-Care Labs Website

DTP hosts all project websites on the official Danube website. Several sections, such as project description, partnership, information about the financing, and other information are automatically filled-in from the eMS and is later updated from the project progress reports. The content of the project website on the is updated by the WPC leader as per DTP requirements.

The content will be uploaded by the WPC leader of the project alongside the supervision of the lead partner, which also has the right to update or change the published content.

All project partners are responsible for providing regular input for D-Care Labs website. The following content will be published on project website and is expected to be forwarded to the WPC leader:

- News about the project's implementation and achievements;
- Information about main project events;
- Pictures about the project's work (if possible, the photographs should be in a high resolution);
- Other digital project outputs.

The project website is connected to the project's social media accounts, so timely reports on the project implementation and achievements is important. All news should be sent as soon as possible, within 2-3 days after the activity, implementation, event, etc.

## 5.8 Partner's Websites

All project partners will publish information about the D-Care Labs project on their organisations' website. A short description of the project, its aims and results, partnership, and highlight the financial support from the European Union funds (ERDF/IPA/ENI) has been provided by the WPC leader and can be found on the cloud of the project.

The information on partner websites has to include the visual elements of the D-Care Labs (project logo) in a visible place, so that it meets the general visibility and publicity requirements of the programme. A link to the project website should be added for more information about the project's activities. If the partners have social media account, the information on partner websites should be shared there as to ensure higher visibility of the project.

Partners have the right to translate the content (i.e. project description) published on the website into their national languages in order to contribute to their website surface. Partners should also publish news about the project's implementation and achievements, information about main project events, and pictures about the project's work on their own organisations' website.

All partners are responsible for the following:

- Place project information on each partner's institution website.
- Partners regular task will be to provide content information for the website (common DTP website).
- Include in each partners' institution website a project description and EU support.

## 5.9 Social Media

Social media nowadays covers a wide scope of the information we receive and share daily, so being present on some of the social media channels is very important for a project.

D-Care Labs project has created Facebook, Twitter, LinkedIn and Instagram page. LinkedIn Groups was also established. The partners have been encouraged to follow D-Care Labs social media channels and post or repost the content from the D-Care Labs project on their social media channels as well. Partners are encouraged to either translate the content into national language to cover their audience. The information should be brief (in the case of Twitter the link to a longer post can be added to the post), up-to-date and engaging. In order to better engage the general public interesting graphics, photos or videos should be used.

Below is a list of D-Care Labs social media channels:

- Facebook: <https://www.facebook.com/DCareLabsProject>
- Instagram: <https://www.instagram.com/dcarelabs/>
- LinkedIn: <https://www.linkedin.com/company/d-care-labs>



- Twitter: [https://twitter.com/labs\\_care](https://twitter.com/labs_care)
- YouTube: <https://www.youtube.com/channel/UCYdd7HVqaRhdSYfSwOT8tA>

Social media channels are an extremely useful tool that can be effective only if project partners and relevant stakeholders are actively using them. To ensure that the effect of the social media usage is achieved to the maximum effect, the following strategy should be used (relevant for all four social media channels):

1. The WPC leader is responsible for creating posts and general updating the D-Care Labs social media accounts with the input from the lead partner.
2. Project partners should provide content for the D-Care Labs social media accounts and develop own content to be shared on their own social media accounts (e.g. D-Care Labs posts in their national languages, etc.).
3. Partners should use their organisations' social media accounts (if they have them) to follow and comment on the posts from D-Care Labs social media pages, share the posts from project on their organisation's accounts and forward suggestions for future posts to the WPC leader.
4. Project partners should follow D-Care Labs on social media with their organizations (and if possible personal) profiles and invite colleagues, interested stakeholders, family members and friends to follow as well. The process of inviting people to follow D-Care Labs social media accounts was already shared and is available on the projects cloud service.

The official hashtag of the project is **#DCareLabs** and can be used in all social media posts. Additional hashtags that can be used (if the context of the post matches) are: #homecare #socialinnovation #Danube #DTP. List of possible additional # to use is added in the Annex III. of this Communication Plan.

Social media channels in regard to the content posted:

#### **FACEBOOK**

The communication team will publish materials related to the project and the topics focused on the topic of home care. We will engage target audiences to share their experiences regarding home care.

#### **INSTAGRAM**

Interesting photos and videos produced in the duration of project activities will be shared on the platform. Content should focus on interesting and memorable posts regarding project topics and partner activities.

#### **TWITTER**

Social platform Twitter will be used to share project news, data and news regarding the home care situation in the Danube region and wider.

#### **LINKEDIN**

Posts on the LinkedIn platform will be focused on 2 target groups: social entrepreneurs / intrapreneurs in the field of home care and social investors.

## **YOUTUBE**

YouTube channel will be used mainly to promote longer video content produced within the D-Care Labs project activities.

## 5.10 Digital Content

The communication strategy strives towards ensuring that the activity of the D-Care Labs project is visible on social media. To ensure this visibility, all partners are asked to share at least one D-Care Labs related post per month in average during the whole implementation period. The content can be an original post connected with D-Care Labs activities, infographics, animations or articles connected with the content of the project etc. D-Care Labs social media channels will publish digital contents at least three times per month.

The document the sharing of the content, partners will upload the screenshots of posts on the cloud of the D-Care Labs project.

## 5.11 Capitalisation

Capitalisation strives towards: creating links and synergy between DTP projects working on similar or complementary topics, other DTP stakeholders and programme bodies, beneficiaries of D-Care Labs project (and other DTP projects) outputs, establishing professional links in order to cooperate and achieve better results in the project.

First links between D-Care Labs project and similar DTP projects have already been established and the communication part of the project will reflect the established connections.

The capitalisation activities will include participation in events to exchange projects' content, joint meetings, cooperation on thematic studies and strategy proposals, exchange visits (if possible, during the current COVID-19 limitations) and joint dissemination activities.

Furthermore, participation in other DTP/EUSDRF capitalisation poles, PA EUSDRF SC meeting/events to present or develop D-Care Labs project results and create synergies with other projects/organizations will also be encouraged.

# 6. Tools and Methods for Creative Communication

D-Care Labs' communication requires active involvement of the partners, so it is important to set-up the common understanding and build capacity of digital activities in the partnership. Content creation can only happen with the help of project partners as each part of the 'project puzzle' can contribute to quality output.

D-Care Labs communication will follow the good practices of other Danube projects and partners in the project.

When talking about content and content creation many organizations mention the lack of necessary knowledge or funds can find themselves a bit lost. If needed, WPC leader CEP will be in constant communication with project partners requesting help on social media and content development. A short manual on tools and methods for creative communication is included in the Annex IV.

## 6.1. Content Creation

**Content creation** is a process of generating ideas that attract and engage your target group(s). This content is then used to create written or visual content and shared with your target groups as a social media post, video, infographic, etc. and shared via specific channels.

Content itself can be many things – blog posts, white papers, videos, media coverage links, photos, slideshows. What matters most is, that the content is good.

Great content helps engage target groups, communicate messages your project wants to share and start conversations. It needs to serve a purpose and be accessible.

The channels for the distribution of content vary and continue to grow each year, but the basic rules of content creation are still the same:

- **Understand your audience** – understanding your audience is crucial for content creation as this tells you which kind of content will attract them. Would they prefer full articles or rather short posts with infographics and videos? Would they understand the usage of jargon?
- **Selecting social media platform** – once the target groups are recognised, their usage of social media platforms should be considered. Is their attention focused on Facebook, Twitter, LinkedIn? Facebook is popular among all age groups, while younger audiences prefer Instagram. LinkedIn on the other hand might be the preference of the professionals in the field of social innovation, social start-ups, and home care.
- **Draft posts for each platform and proofread** – not all platforms work in the same way and cross-posting of posts may not work in all cases. A longer post with an infographic may work

on Facebook, but Twitter has a limitation on the length, so cross-posting would not work. The posted content can contain very similar ideas, just make sure to adapt it to the style of the used social platform and make sure to proofread(!).

- **Prioritize the visuals and make it simple** – visual information is processed faster than a post with only text, so always make sure your posts, presentations, etc. include visuals. When speaking about the language, always keep in mind the audience you address. Will they understand the language used? Can it be simplified or more understandable?
- **Experiment** – if a project is just at its beginning stage and still growing its audience, content styles can vary to see what ‘works’ and what doesn’t.

Following the basic rules of content creation, let us look at a content creation process D-Care Labs project will follow:

### 1. **Brainstorm, outline and consider your audience.**

Brainstorming kicks off the process of content creation. Firstly, set the goal of the content you intend to research: What are you trying to communicate? Who is the audience and what do we want the audience to gain by receiving this content? Will humour work? Through what means will you communicate your message (website, press release, Facebook post, etc.)? When these questions are answered you can begin gathering facts, quotes, and other materials to start writing.

### 2. **Write.**

When the information is gathered, focus first on a structure of the content. Will it have a heading, description or summary, images, video? Are you writing a press release, social media post or an article? Try to be consistent with the writing style (e.g. follow the AP style, Chicago style, etc.) and make sure to use proper grammar. Be clear, concise, and direct. Try to use active voice and positive statements as it motivates readers to take action. When writing a press release make sure that the lead (first paragraph) includes the main message and that the first paragraph answers the ‘Six Ws’: Who, What, When, Where and How.

### 3. **Review.**

Reviewing the content is vital and should be done by someone other than the writer. The reviewer should check whether the content is accurate, if it follows the project message, if the text is well written and if the grammar is correct.

### 4. **Revise.**

Revision follows the reviewing stage, when the writer uses the feedback from the reviewer and updates the text/post.

### 5. **Approve.**

After the post is revised, it must be double-checked before publishing. Make sure to tick-off the following points:

- Is the content complete?
- Is the grammar correct?
- Do images look ok, do videos/audios play normally, do hyperlinks inside a document work normally?
- Is the message we want to convey easily understandable to a non-expert?
- Were you focusing on your target groups and adapted the communication accordingly?

## 6. Publish.

Press the publish button!

Worth remembering – creating content takes time, so never underestimate the effort needed to create and deliver quality content.

## 6. 2. Tools for Content Creation

As mentioned before, great content using short text and interesting visuals engages the audience faster than only straightforward text. If our audience gives no feedback, it does not mean that our content was bad, it might just mean that we did not communicate it properly. In this respect, we need to consider the three types of learning and information retaining types: visual, auditory and kinesthetic.

**Visual learners** are usually people that need to see pictures and graphs to visualize the information. Around 65 percent of the population are visual learners, which means that they appreciate the use of images, diagrams, mind maps in place of text.

**Auditory learners** are learners who need to hear the information to learn it. Auditory learners cover about 30 percent of population. For auditory learners audio recordings or videos with text read aloud work best.

**Kinesthetic learners** are those who require a bit of physical activity in order to grasp a concept. They cover just 5 percent of worlds population.

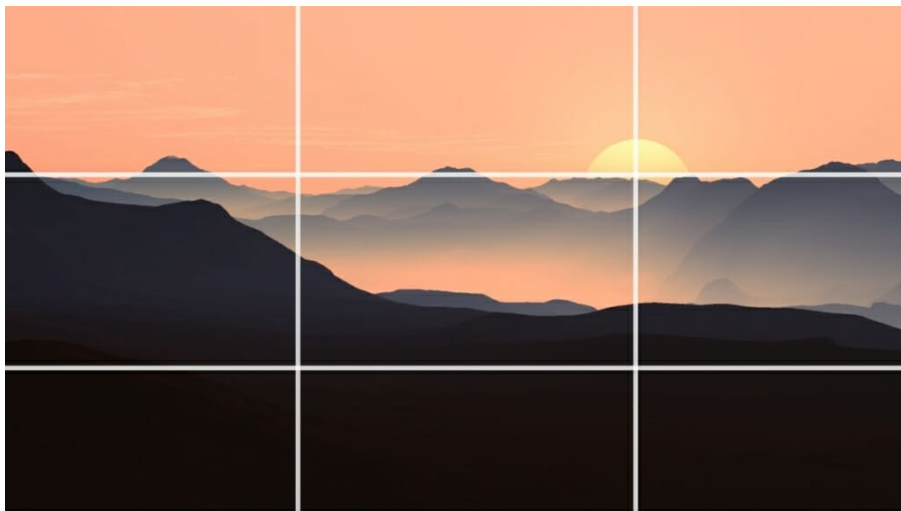
Most of the social media posts strongly focus on the visual learners and the statistics prove that videos and content with images get more views on social media. We hope that by producing interesting and easy-to-understand visual content, we attract the attention of our target groups.

Let us now focus on the visual content creation tools which will help us gain the attention of our target groups. The extended edition of this part is included in the Annex IV. – Manual on Tools and Methods.

When talking about working with our own photos, we must ensure that our photos are of high quality and properly set up. Good and interesting photos attract the eye of a person scrolling through their Facebook, Twitter, Instagram, or LinkedIn feed.

When choosing or taking your own photos for media use, try to keep in mind this few ideas:

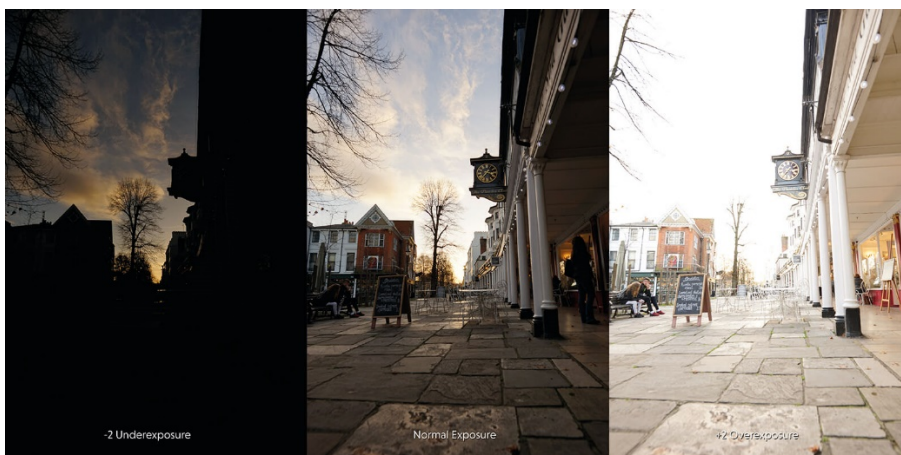
- Always make sure that your photos are of **high resolution**. Each social media platform has their own specifications (included in the Annex IV.). Nowadays the smartphones make quite good quality pictures.
- Try to **keep the photo level**. Smartphones and photo cameras have grids that help us keep the photo horizontal. The same grid can additionally help us follow the rule of thirds in photography, but more about that in the Manual.



Example of a horizontal photo with a grid, focused on the rule of thirds.

Photo by: PhotoBlog

- **Keep your pictures bright**. Again, smartphones usually have AI that will help you brighten the photos, additional brightness can be 'added' with photo editing programmes.



Examples above: underexposed, normal and overexposed photo.

Photo by: Phlearn.

- **Focus of the photo** is important as it tells us what you want to show. Keep the focus of the photo on the thing you want to show to the viewer.

When talking about photo editing, you can do some basic photo editing in Photos app (app in Windows 10), where you can easily crop, rotate, add filters or automatically enhance your photos.

When focusing on free photo editing programmes, we would suggest using GIMP (<https://www.gimp.org/>). Many photo editing programmes like Photoshop can be really expensive, so GIMP is a good free alternative. The photo editing toolkit of GIMP features layers, masks, curves, and levels.

Another good alternative is Canva (<https://www.canva.com/>) – an online photo editor, that is ideal for turning your photos into social media posts. Unfortunately, it does not offer advanced tools for photo editing, but the tools for basic editing are easy to use.

Our third suggestion is Fotor (<https://www.fotor.com/>) – a free photo editor with premium level filters, unfortunately it lacks in the area of retouching a photo.

### Using stock photos

When the project is just starting it is understandable that you do not have any photos you can use. In this case stock photos can be handy.

Stock photos are free from copyright restrictions or are usually licensed under creative commons public domain dedication, which mean you can copy, modify and use these photos in your own work without needing the authors permission (please keep in mind that some of the photos may not be used for commercial purposes – such photos usually have a disclaimer attached).

Below are some of our most frequently used pages where free stock photos can be found and downloaded.

**Pexels** – <https://www.pexels.com/>

**Unsplash** – <http://unsplash.com/>

**Pixabay** - <https://pixabay.com/>

### Image creation tools

**Canva** – Canva is definitely one of the favourite tools for graphic design that is easy to use and free. It has a lot of already prepared templates for social media posts and other graphics, with plenty of free design elements and fonts.

**Adobe Spark** (<https://spark.adobe.com/>) – is another content creation software. It includes already prepared templates, lets you combine text, images and even video.

**Pablo** (<https://pablo.buffer.com/>) – another free content creation tool, most suitable for social media posts.

## Videos

Although the social media platforms keep changing every year, one constant remains: the power of video on social media platforms. Statistics show that 68% of people prefer video over simple photos or text to learn about new services or products.

Videos typically capture viewer's attention with sound and movement, so using well-crafted videos that include short core message, unique look and sound is the best way to engage the audience. Another aspect that speaks in favour of using short videos to tell your story are social media algorithms. Especially Facebook's algorithms have evolved to give more visibility to video content at the expense of just plain-text posts.

If you are just starting out with videography and wish to produce a short video, you don't have to worry about expensive equipment or expensive editing programmes. Simple video can be made with a smartphone which can produce good quality videos.

For a beginner in videography, these simple things should be followed:

- Always use the back camera for better quality footage.
- Shoot the video in landscape mode (horizontally).
- If possible, turn on the overlay grid (in the video settings), so you can keep your phone level.
- When filming, make sure you have good lightning and face your subject toward a window. Never have the source of light (e.g. a window) behind the subject.
- Try to use a simple background or remove background clutter, so that the attention of viewers is on the subject.
- Avoid shaky shots – try to keep your camera/smartphone as steady as possible.
- Recording audio for a video with a smartphone can be tricky. Having an external clip-on microphone would be optimal, another option could be using a second smartphone placed directly above the subject and recording the voice using a voice memo app. This captured audio can then be synced to the video footage in the editing.
- If you have the budget, purchase a reliable tripod, a gimbal stabilizer and external microphone for audio.

After you have filmed your videos, you can start the editing process. In video editing process, we always edit with the purpose of having a video that tells a story. With video editing programmes, you can crop, colour correct or add graphics and text to your video.

Below are some free video editors that can be used when editing videos:

**Windows Movie Maker** – is an app already included in Windows 10, quite easy to use.

**Lightworks** (<https://www.lwks.com/>) – is one of the most powerful video editors available for free with a wide range of formats supported. It may be a bit to advanced for a beginner user, but it offers a very good alternative to expensive professional video editors.



**Openshot** (<https://www.openshot.org/>) – is a free open source video editor with a simple interface, which might prove to be a good choice for users just starting out with video editing.

## Animations

Animation or an animated video is a good tool for explaining complex subjects and has high entertainment value. Explaining a normally difficult subject through animation helps keep viewers attention better than a live video or explainer text.

Below are some animation tools that can be used to make simple animated videos. All three mentioned offer different pricing plans, the free version allows the download of a watermarked animated videos, under 3 minutes. Animaker and Powtoon offer HD quality downloads, while RenderForest allows the download of videos in 360p resolution.

**Animaker** (<https://www.animaker.com/>) – is an easy tool for simple animation creation. It includes some already prepared templates for explainer videos, infographic videos or simple animated promotional video.

**Render Forest** (<https://www.renderforest.com/>) – a free animation tool similar to Animaker.

**Powtoon** (<https://www.powtoon.com/>) – another free animation tool.

## 7. Evaluation Measures

The monitoring of the implementation of communication plan is the role of the WPC leader in cooperation with the lead partner. WPC leader will collect feedback from all partners, assess the current situation and (if needed) revise the plan of activities for the next period.

The evaluation of the effectiveness and impact of the communication and knowledge sharing activities will:

- be based on continuity to avoid giving only a 'snapshot' at one point of the implementation;
- be carried out regularly, in order to undertake corrective measures, if necessary, in time;
- use both quantitative and qualitative indicators;
- avoid the usual shortcomings of monitoring papers on project activities (i.e. not determining concrete measurable targets, taking monitoring as only an 'execution of duty' and not an activity serving the improvement).

WPC leader will evaluate communication efforts by collecting target values for the following indicators:

Indicator	Period 1	Period 2	Period 3	Period 4	Period 5	Value
D-Care Labs Commun. Plan	1	Not relevant	Not relevant	Not relevant	Not relevant	1
Mandatory posters	1	Not relevant	Not relevant	Not relevant	Not relevant	Not relevant
People reached through social media acc.	200	500	500	500	500	2200
Project info on partner website	All partners	Not relevant	Not relevant	Not relevant	Not relevant	All partners
Social media followers	50	50	50	50	50	250
Media contact list	1 list per partner	Not relevant	Not relevant	Not relevant	Not relevant	1 list per partner
Placement of mandatory posters	All partners	Not relevant	Not relevant	Not relevant	Not relevant	
Distribution of eNewsletter	All partners	All partners	All partners	All partners	All partners	All partners

## 8. Timeline of Activities

Time plan of communication activities and deliverables is based on the application form.

<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>Deliverable Target Value</b>	<b>Date</b>
D.C.1.1	Communication and Dissemination Plan	1.00	07.2020
D.C.1.2	Graphic Identity Manual	1.00	07.2020
D.C.2.1	Project leaflet	1.00	11.2020
D.C.2.2	Animation video	2.00	11.2022
D.C.2.3	Project newsletters	5.00	12.2022
D.C.3.1	Virtual kick-off event	1.00	10.2020
D.C.3.2	Regional events	18.00	11.2022
D.C.3.3	Social innovation event in Sarajevo	1.00	01.2021
D.C.3.4	Social innovation event in Slovenia	1.00	03.2022
D.C.3.5	Closing event: Policy dialogue and social innovation night	1.00	09.2022
D.C.4.1	Website and social media accounts launched	3.0	12.2022

## 9. Communication Budget

WP C Budget		
Type of cost	Amount (€)	Observation
Staff costs	185,654.53	
Office and administration	27,848.15	
Travel and accommodation	22,959.45	Participation at int'l meetings
External expertise and services	44,450.00	Project promotional materials, leaflets, video production, public events, translating.
Equipment	1,100.00	Laptop
Total budget		<b>282,012.13</b>

**Annex I – DTP Visibility Guidelines**

**Annex II – Official logo of the D-Care Labs**

**Annex III – List of # to be used on social media**

**Annex IV – Manual on Tools and Methods**