



Project funded by the
EUROPEAN UNION



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES

Project Communication: rules, features, tools

Mònica Olmos
Project Communication Manager

Kick-Off Meeting – Barcelona
19th February 2020

Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

Contact persons

Susanna Leonelli
PROJECT COORDINATOR
susanna@texmedalliances.eu

PP Contact Person
Mònica Olmos
TEXFOR
monica@texmedalliances.eu

www.enicbmed.eu/projects/tex-med-alliances

Partnership



CTN
Industrial Association
of Northern Tuscany
(Italy, Tuscany)



SEPEE
Hellenic Fashion
Industry Association
(Greece, Kentriki Makedonia)



CETTEX
Textile Technical Center
(Tunisia, Ben Arous)



MFCPOLE
Monastir El Fejja
Competitiveness Pole
(Tunisia, Tunis)



GACIC
German Arab Chamber
of Industry and Commerce
(Egypt, El Iskandanyah)



ACI
Amman Chamber
of Industry
(Jordan, Amman)



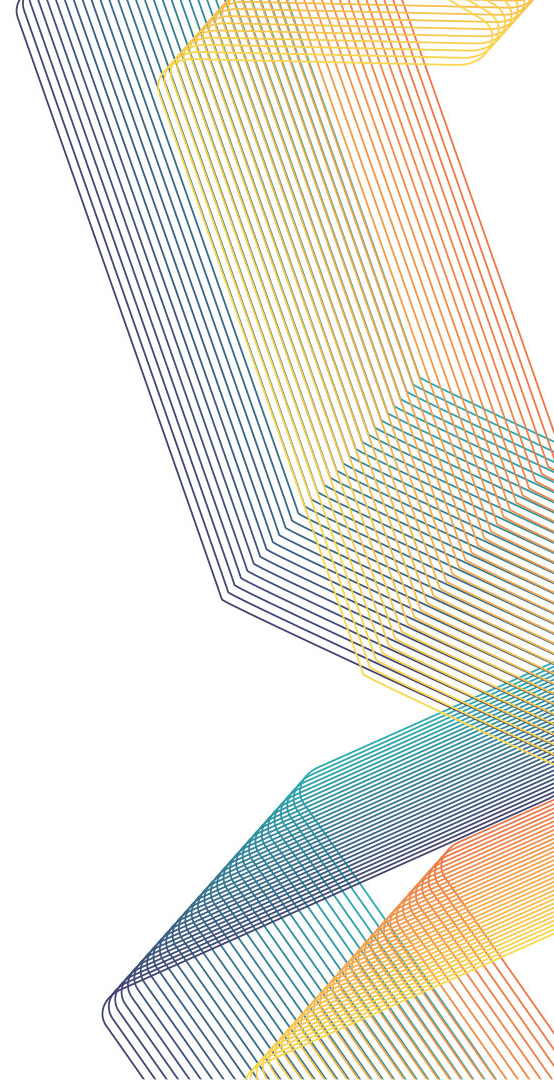
الاتحاد العام للصناعات الفلسطينية
Palestinian Federation of Industries

PFI
Palestinian Federation
of Industries
(Palestine)

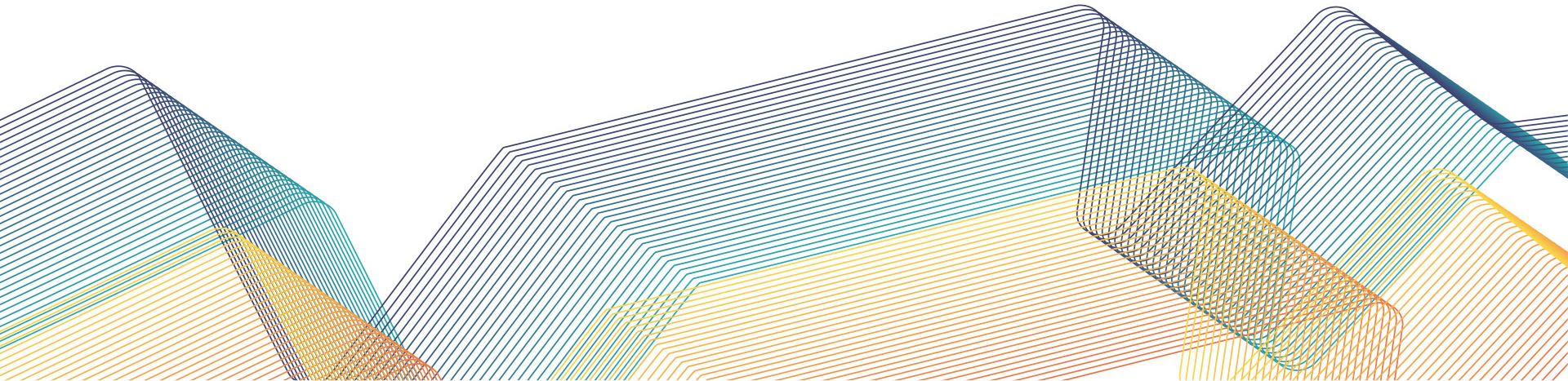
This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of TEXFOR and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures

Table of contents

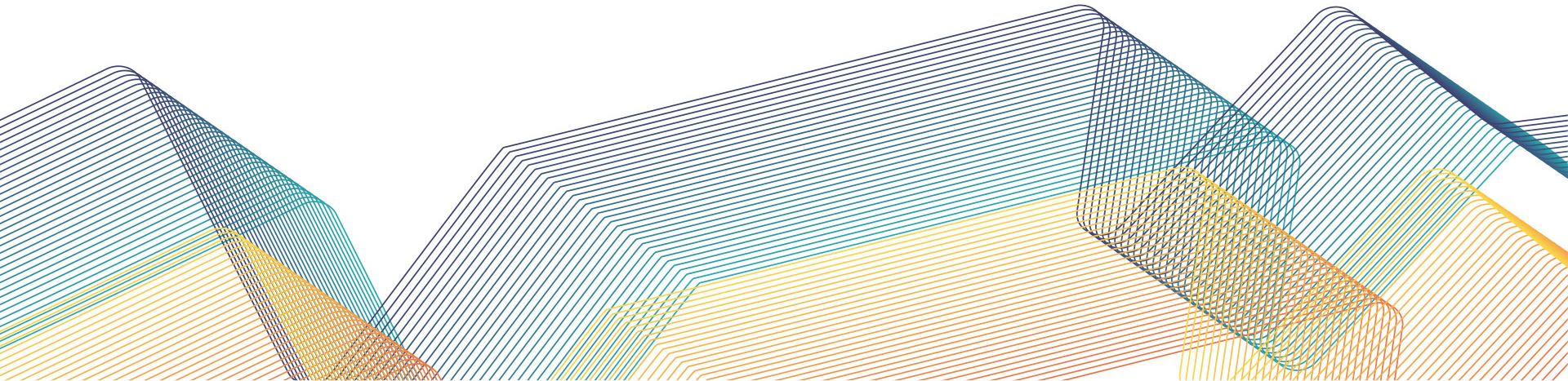
- 1. Communciation and Visibility Guidelines**
- 2. What to Communicate**
- 3. Evaluation**
- 4. Communication Plan**



1. Communication and Visibility Guidelines



1.1 Legal Framework



1.1 Legal Framework

Grant Contract, Art. 21 “the Beneficiary must take all **necessary steps to publicise** the fact that the **European Union has financed or co-financed the Project**. Such measures must comply with the Programme rules for visibility, as well as any national regulations/requirements pertaining to visibility, as the case may be”

In ENI CBC Med Programme, **all communication activities** shall be **developed in close collaboration** with the **Managing Authority** (MA) acting as Contracting Authority of the Programme

Compliance with visibility rules included in the Project Implementation Manual is of extreme importance to secure the Programme financial contribution to the project: **respect of visibility rules** will be checked by auditors in interim/final reports and lead, as the case may be, to **ineligible expenditures**. Communication and Visibility section of the Project Implementation Manual will be shared with all project partners.



Project funded by the
EUROPEAN UNION



REGIONE AUTONOMA DI SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES

1.1 Legal Framework

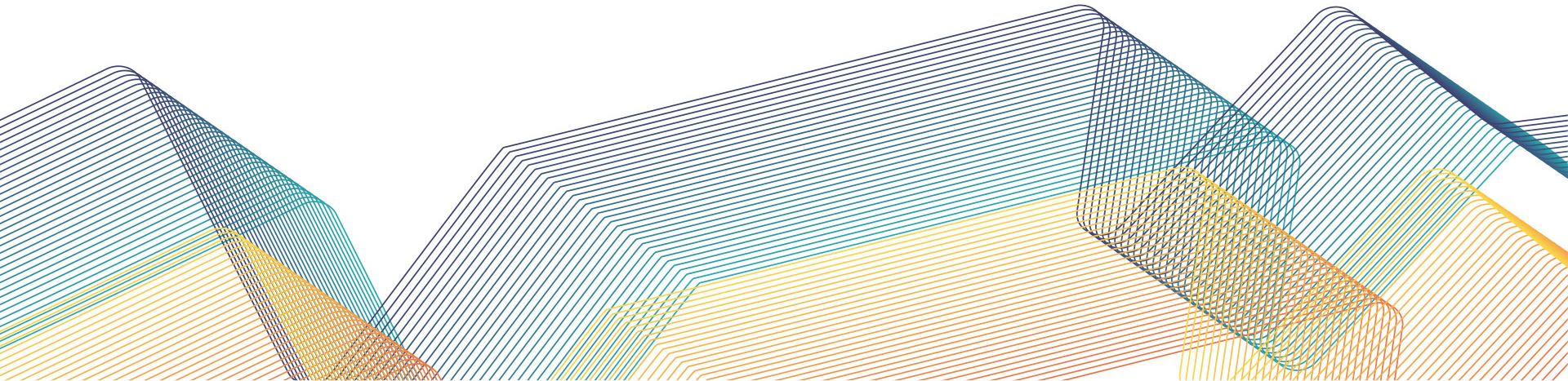
Main Rules

- Full visibility to the EU/Programme Contribution to the project
- Logos prominently and clearly displayed and highly visible in printed material, audio-visual material, social media, etc.



TEX-MED ALLIANCES

1.2 Communication Team



1.2 Communciation Team

Communciation is a **commitment** for all (Lead Beneficiary and Partners)

Partner	Person	Roll	Email
Texfor - Lead Beneficiary	Monica Olmos	Project Communication Manager	monica@texmedalliances.eu
Texfor - Lead Beneficiary	Luz Villalta	Marketing and Communication Assistant	luz@texfor.es
CTN - PP1	Saida Petrelli	Local Marketing and Communication Manager	s.petrelli@confindustriatoscananord.it
SEPEE - PP2	Vasso Kavatziki	Local Marketing and Communication Manager	info@greekfashion.gr
CETTEX - PP3	Nabila Benromdhane	Local Marketing and Communication Manager	nabila.benromdhane@cettex.com.tn
MFC Pole - PP4	Riadh Ben Aziz Riadh	Local Marketing and Communication Manager	riadh.benaziz@mfcpole.com.tn
MFC Pole - PP4	Marwen Ben Slimane	Marketing and Communication Assistant	marwen.bensliman@mfcpole.com
GACIC - PP5	Yasmine Kandil	Local Marketing and Communication Manager	yasmine.kandil@ahk-mena.com
ACI - PP6	To be appointed		
PFI - PP7	Alaa Breek	Local Marketing and Communication Manager	Alaa@pfi.ps

1.2 Communciation Team

Main duties: Project Communication Manager

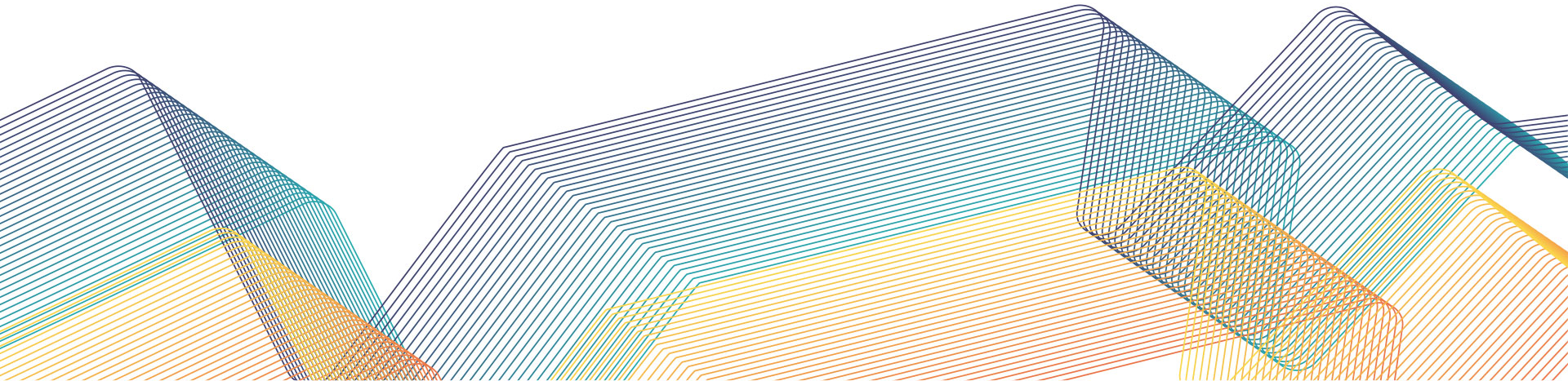
- Direct relation with the Programme Communication Manager and Project Coordinator
- Development of Project Communication Plan
- Coordination of the Project communication strategy and of the communication Team
- Setting up indicators and assessment of communication activities

1.2 Communciation Team

Main duties: Marketing and Communication local staff

- Promotion of the project in his/her cluster
- Drafting and development of local communication plan
- Implementation of the operational communication activities in and of his/her cluster
- Co-operation with Communication Manager regarding the achievement of the goals established by Communication Plan

1.3 Use of Project Visual Identity



1.3 Use of Project Visual Identity

1.3.1 Logo

Beneficiaries and partners are requested to ensure high visibility of the EU and Programme support in any action undertaken or printed/digital material produced.

Displaying the logo is the most important element for ensuring that project activities are eligible for funding.



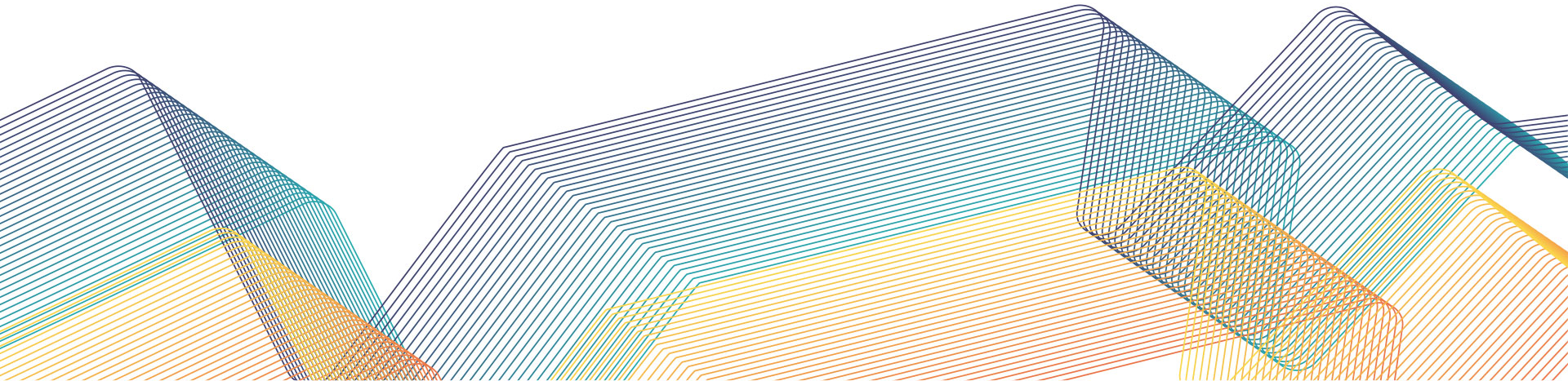
TEX-MED ALLIANCES

1.3 Use of Project Visual Identity

Placement and size of the logo

- This is the only logo the Lead Beneficiary and partners are authorized to display.
- As a general requirement, the project logo shall not be smaller than 4cm (height) and 10,17cm (width).
- Project logo can never be smaller than other logos placed next to it.
- Only members of the partnership (Lead beneficiary and partners) are entitled to have their logos displayed together with the project logo
- The project logo shall always appear on top of any material, on the front page (for publication, etc.) and at the beginning of a video.

1.4 Digital Communication



1.4 Digital Communication

1.4.1 Website

ENI CBC MED Projects websites have been standardized and integrated in the Programme website.

<http://www.enicbcmmed.eu/projects/tex-med-alliances>

We are requested to **update** the webpage at least **4 times a month** with news, events, activities, etc. **The involvement of all partners will be required.**

All tenders, vacancies and opportunities shall be compulsorily published on the project webpage.

Outputs shall be uploaded in the project webpage



Project funded by the
EUROPEAN UNION



TEX-MED ALLIANCES

1.4 Digital Communication

1.4.2 Social Media

Tex-Med Alliances in Social Media



Twitter

@TexMedAlliances



Instagram

#texmedalliances



LinkedIn

Tex-Med Alliances

Look for the project accounts, follow them and disseminate the posts.

Use **@TexMedAlliances** or **#TexMedAlliances** when posting in your official accounts about the project and use **#GOMED** (official hashtag for ENI CBC MED standard Projects) and **@ENICBCMed**

A **Whatsapp group** with all Local Communication Staff **will be created** to facilitate dissemination



Project funded by the
EUROPEAN UNION

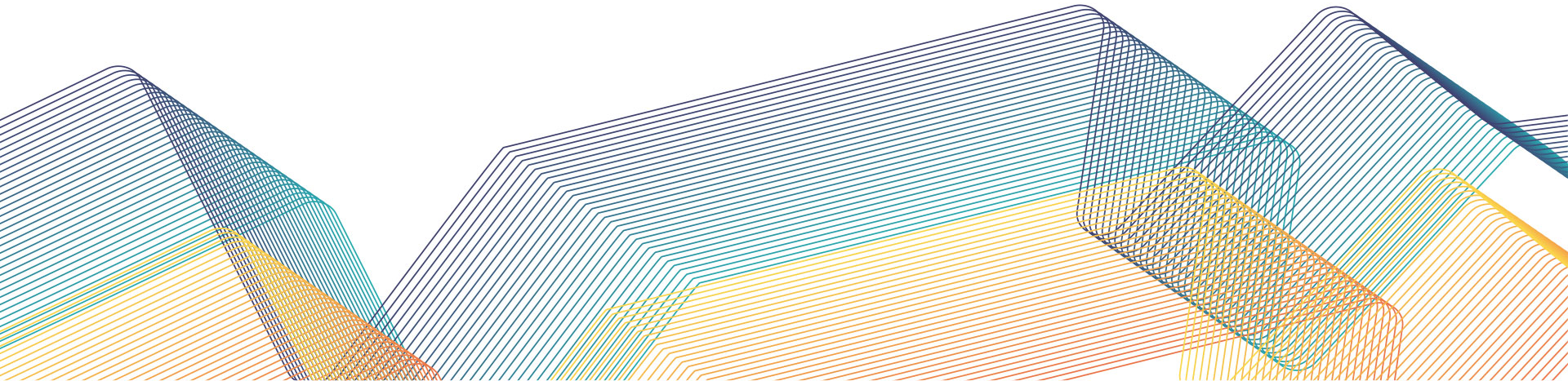


REGIONE AUTONOMA DE SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES

1.5 Media Relation



1.5 Media Relation

Media are a prime target group for project communication and the Programme expects that **projects regularly inform media** about their activities and achievements so that projects gain awareness with the general public.

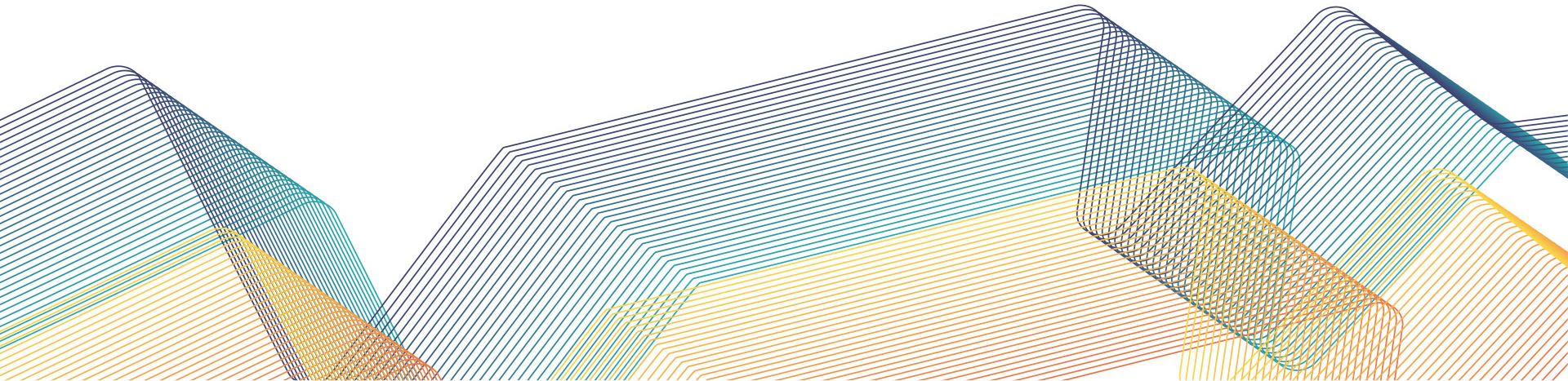
5.1 Press releases

It is **mandatory to disseminate a press release at the beginning of the project and one at the end of the project** summarizing the main results achieved.

Each partner will be responsible for the **production of a press release** on the events organized by them. **All press releases must be sent** to the project Communication Manager **two weeks prior to their publication** and approved by the programme Communication Manager

A template with all compulsory information and layout will be provided

1.6 Printed Material



1.6 Printed Material

Layouts for printing materials will be provided to Project partners

Folder



Notepad



1.6 Printed Material

Flyer

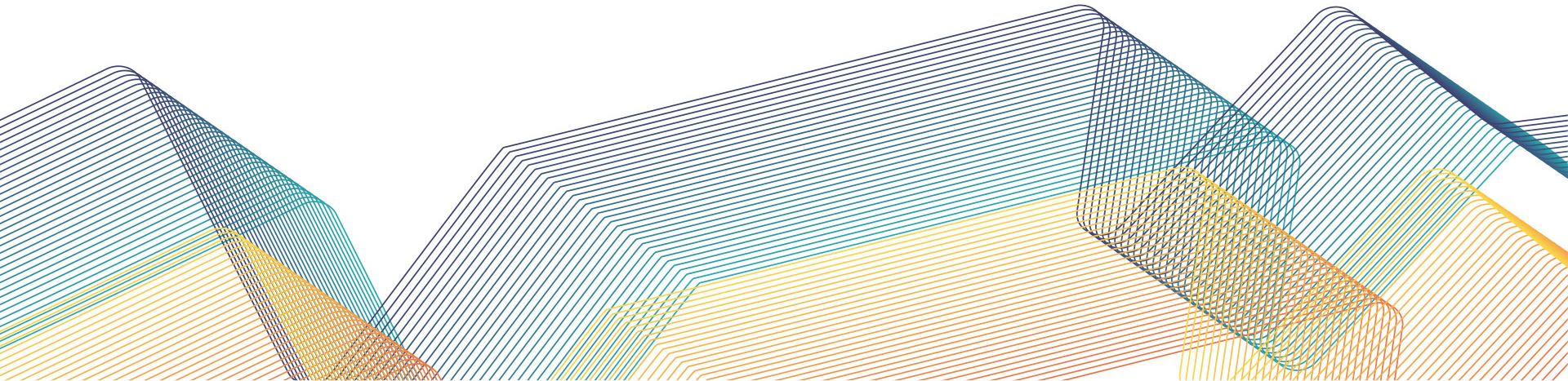


Roll Up



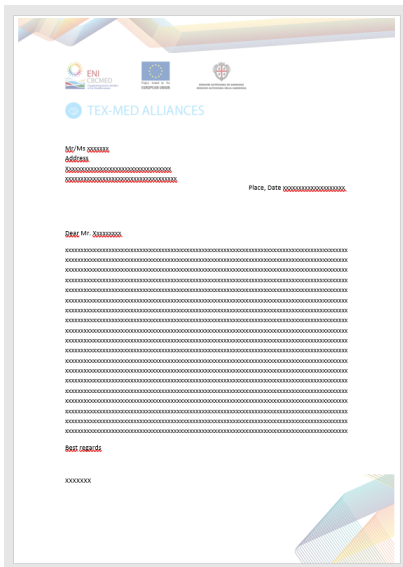
TEX-MED ALLIANCES

1.7 Project Management Templates



1.7 Project Management Templates

Letter



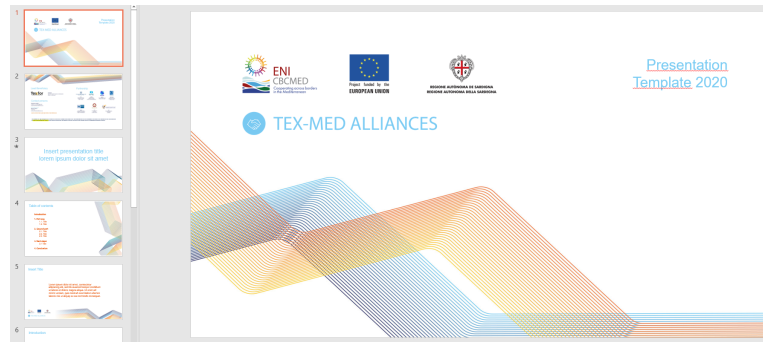
Letter template for TEX-MED ALLIANCES. The header includes logos for ENI CBCMED, the European Union, and the Regione Autonoma della Sardegna. The body contains a placeholder for the recipient's name and address, followed by a large area for the letter text. The footer includes the TEX-MED ALLIANCES logo and a decorative graphic.

Press Release



Press Release template for TEX-MED ALLIANCES. The header includes logos for ENI CBCMED, the European Union, and the Regione Autonoma della Sardegna. The body contains a placeholder for the press release text, followed by a large area for the letter text. The footer includes the TEX-MED ALLIANCES logo and a decorative graphic.

Ppt



Presentation Template 2020 for TEX-MED ALLIANCES. The slide includes logos for ENI CBCMED, the European Union, and the Regione Autonoma della Sardegna. The body contains a placeholder for the presentation content, followed by a large area for the letter text. The footer includes the TEX-MED ALLIANCES logo and a decorative graphic.

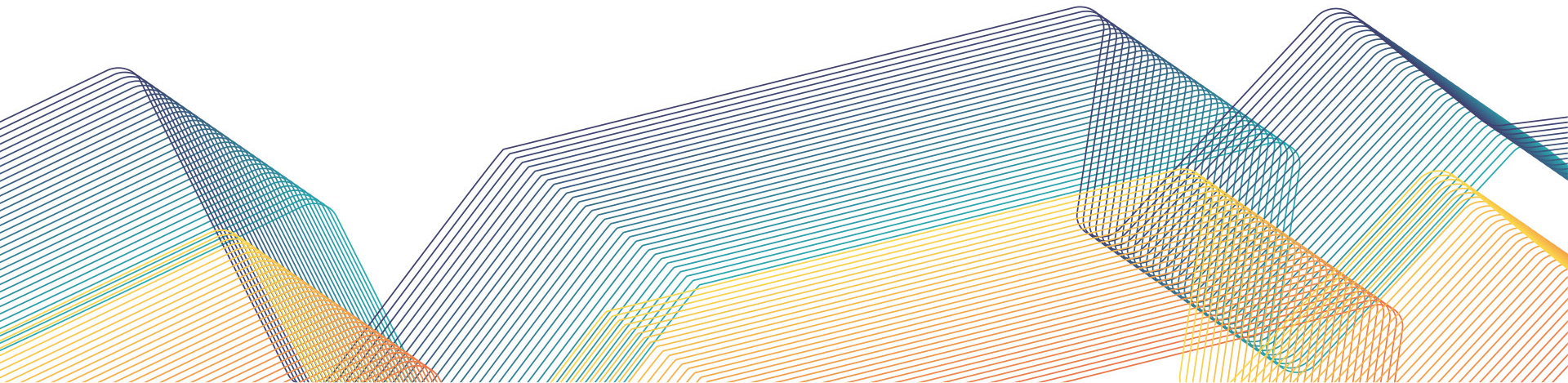
Agenda

[illegible]

Attendance List

[illegible]

1.8 EVENTS



1.8 Events

Any kind of **events** (seminars, steering committees, press conferences, trainings, public conferences, etc.) organized under a project shall **always convey the messages that it is funded by the EU**.

The **project logo shall appear on all materials** (including invitations, agenda, printouts, banners, etc.) and the **European flag** should be **displayed in meeting rooms**. A **banner** or a **roll-up** poster shall be displayed in all events

Partners are requested to **share the agenda** of events with the project communication manager at least **3 weeks before** the event is held.

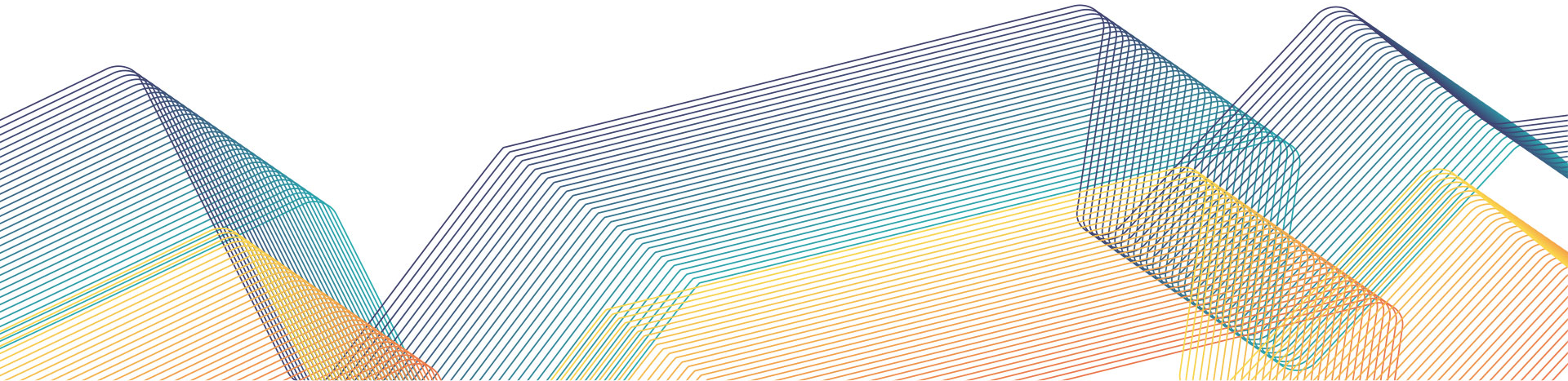
For events organized in Mediterranean Partner Countries, an **invitation** shall be **addressed** to the **local EU Delegation**.

When organizing the event **don't forget to get the right people on board**, to **select a convenient venue**, to **create a learning experience** (what do people want to learn)



TEX-MED ALLIANCES

2. What to Communicate

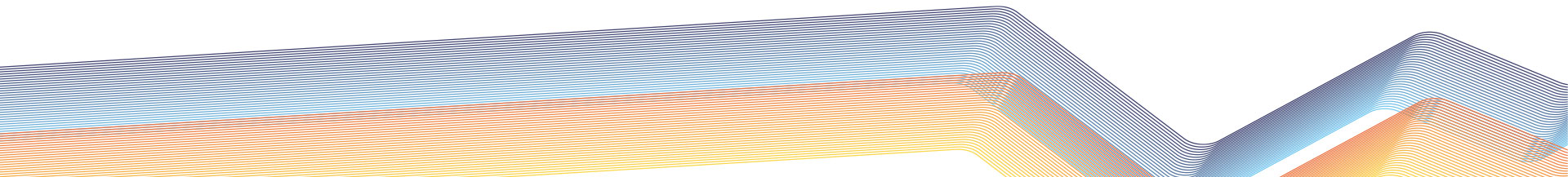


2. What to communicate

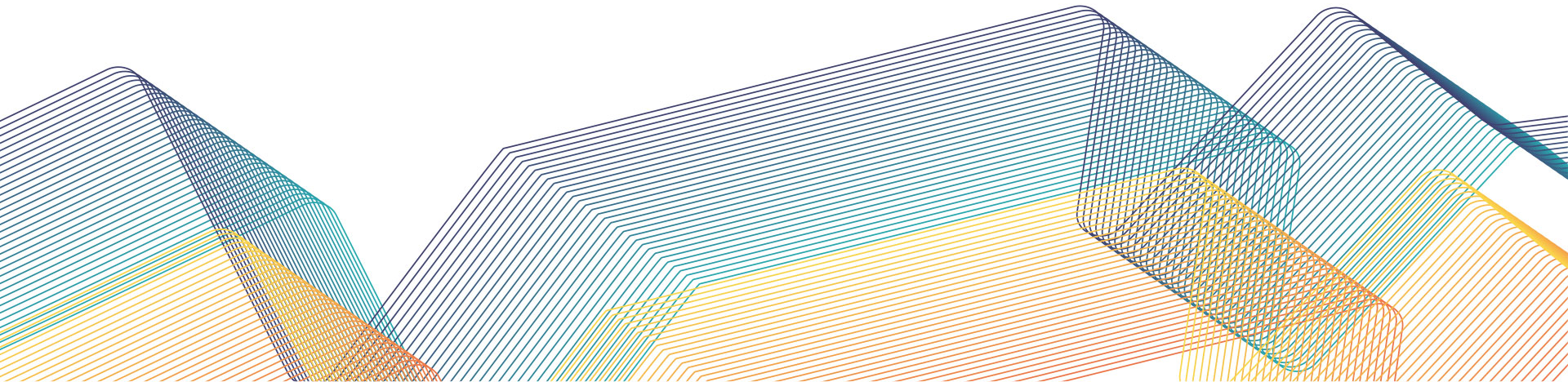
Promotion of Euro-Mediterranean cooperation: the goal of the ENI CBC Med Programme communication strategy is “to promote the magnitude of mutual interests and long-term objectives of cooperation between the EU and Partner Countries in the Mediterranean area.”

To Highlight

- Joint solutions developed and implemented
- Cooperation among partners
- EU contribution to get the objectives
- Focus on human stories, the problem and the solution



3. Evaluation



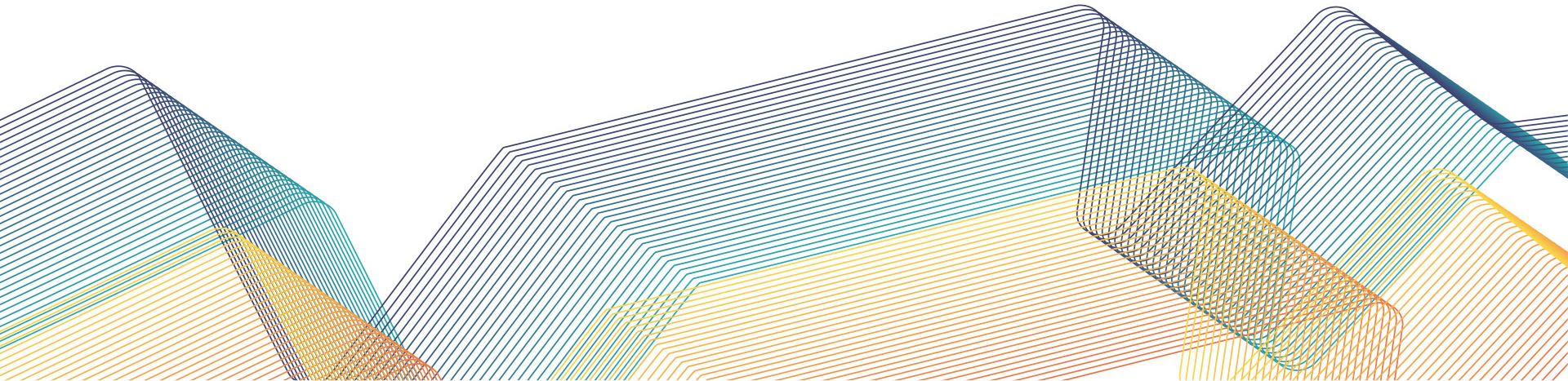
3. Evaluation

The evaluation of communication activities is an integral part of the communication strategy implemented by the project.

As indicated in the Communication Plan of the project these will be the main indicators for the evaluation:

- The **number of participants** in TEX-MED Alliances Events
 - Social Media **followers** and **Impacts**.
 - Published **Press Reviews**.
 - The **number of visitors** in the webpage.
 - Number of **participants** in the calls.
 - Number of **deals/synergies/new commercial relations** accomplished in the fairs/events.
 - The **economic impact** of those new synergies mentioned above.
 - **ROI:**
$$\frac{\text{Economic impact fruit of the synergies created in the events}}{\text{total investment in communication}}$$
- 

4. Communication Plan



4 Communication Plan

The **communication plan** is considered as a roadmap for the timely and effective implementation of the contents included in Work Package 2. It is a live document that will be updated during the project implementation.



Project funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES

4 Communication Plan

General objectives

- Strategic planning to effectively disseminate and exploit the program results
- Development of an online dissemination strategy built around the TEX-MED Alliances website and social media (linkedin, twitter and instragram)
- Creation of informative and attractive dissemination materials
- Distribution of information throughout the multiple dissemination channels.
- Presentations in relevant public conferences, events and fairs
- Evaluation to understand the levels of dissemination success against some pre-established goals.

4 Communication Plan

Three dissemination stages will take place

Stage 1. Early awareness raising for all stakeholders and participation development

Stage 2. Promotion of the activities and calls.

Stage 3. Results dissemination

4. Communication Plan

Main communication activities for project partners

Communication activities	Time frame
<p>A.2.4.1 Production of printed/digital/audio-visual material to promote the Project and Events:</p> <ul style="list-style-type: none"> Activities: Includes Graphic material, project flyers, roller banners, pens, pen drives, notebooks, business cards, gadgets for conferences, etc.; dvd, pendrives, other digital documents Body responsible: PP5+PT+PPs 	Between January 2020 and August 2022
<p>A.2.4.2 Public relations:</p> <ul style="list-style-type: none"> Activities: it consists in advertising in PPs websites, newsletters, project websites the Project's events Body responsible: PP5+PT+PPs 	Between January 2020 and August 2022
<p>A.2.5.1 Media Relations:</p> <ul style="list-style-type: none"> Activities: Includes Press Articles in on-line and off-line journals and broadcast videos/interviews through online platforms. Body responsible: BEN: CM +PPs staff 	Between January 2020 and August 2022
<p>A.2.6.1. Online Communication management:</p> <ul style="list-style-type: none"> Activities: Includes editing and updating the Project's website with news, pictures, documents; Promoting the Project on the websites of the PPs by hosting links, announcements, news and pictures; Activating social media, i.e. posting on Twitter, Instagram and LinkedIn; digital and audiovisual content creation, newsletter deliveries, e-mail marketing, signature logo for e-mail communication Body responsible: BEN: CM +PPs staff 	Between January 2020 and August 2022
<p>A.2.7.1 Organization of Local Project Presentations</p> <ul style="list-style-type: none"> Activities: Includes Project's presentations in Barcelona (concurrent with the Kick-off Event), plus Italy, Greece, Tunisia, Egypt, Jordan and Palestine. Body responsible: PT + PPs staff 	Between February 2020 and March 2020
<p>A.2.8.1 Organization of conferences for promoting CBC initiatives:</p> <ul style="list-style-type: none"> Activities: Includes cluster workshops and presentations at events organized by Project partners in the 7 participating countries aiming at collecting applications of MSMEs/BROs for FIs and stimulating their interest for the 3PIs call for proposal Body responsible: PPs staff + PT 	Between April 2020 and September 2020
<p>A.2.8.2 Advertising 3PIs call:</p> <ul style="list-style-type: none"> Activities: Includes the promotional activities to advertise the call for proposal to collect ideas from MSMEs/BROs for Innovation, Circular Economy and Internationalization initiatives. This includes: posts in the Project's website, PPs websites, social media; announcements in newsletters and specialized media, etc.; preparation of dedicated printed material. Body responsible: PPs staff + PT 	Between April 2020 and September 2020
<p>A.2.9.1 Dissemination Meetings</p> <ul style="list-style-type: none"> Activities: Includes meetings/events organized in the participating countries to present Project's results to MSMEs and other stakeholders. Body responsible: PPs staff + PT 	Between February 2022 and August 2022
<p>A.2.2.1 Organization of a Final Conference</p> <ul style="list-style-type: none"> Activities: It will be organized in Alexandria to present Project's final results (including new Alliances). It will include 3 Closing meetings for the establishment of Internationalization, Innovation and Circular Economy Alliances and the Capitalization Forum. Body responsible: PP5 + PT 	August 2022
<p>A.2.3.1 Organization of a Capitalization Forum</p> <ul style="list-style-type: none"> Activities: Concurrent with the Final Conference, it will share with a large audience of stakeholders the Project's methodologies, approaches, intangible assets, practices and lesson learnt that can be transferred to other sectors/regions/programs. Body responsible: PP5+ PT 	August 2022

Thank you for your attention!!!!



Project funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES