



## Communication and dissemination plan

Deliverable D5.1

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## The context

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The Mediterranean Sea is a **small-scale ocean impacted in a disproportionately way by climate change**: it currently warms at a rate of 20% faster than the rest of the globe, thus experiencing dramatic changes that menace the entire coastal zone at many levels of complexity (Cramer et al., 2018).

Population growth and coastal development, coupled with mass tourism experienced before the pandemic and emerging trends during the pandemic (e.g. increased visitation in natural areas) are generating **multiple environmental pressures mainly in the mediterranean coastal areas**, such as an increased demand for water, food, and energy resources, air and water pollution caused by human presence, increased waste generation, land consumption and degradation of habitats, unsustainable use of living resources, landscapes, and coastlines.



## The project

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REBOOT MED (Recovering, Experiencing and Boosting eco-tourism in the WestMed area) is a 24-months **flagship project** aiming to encourage public-private partnership co-defining **Blue Economy Action Plans for the Recovery of the tourism sector**, and to incubate, accelerate and test new eco/blue economy tourism packages in 10 pilot areas in 6 WestMed countries.

REBOOT MED is implemented through 3 result-oriented pillars:

- 1) **capacity building and awareness raising on the competitiveness and sustainability of the coastal and maritime tourism ecosystem** are implemented through local clusters and a series of exchanges organised in collaboration with the WestMed Initiative.
- 2) **promoting asset-based development approach and leveraging on local assets** to create sustainable growth and a healthier environment are implemented to support and stimulate tourism SMEs, coastal communities and potential pioneers.
- 3) to close the loop, **lessons learnt will be shared and capitalised at the local and the WestMed level**



# The aim of the communication and dissemination strategy

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This document aims at **setting up the communication and dissemination strategy of the REBOOT MED project**. The definition of this strategy is essential to ensure **the broadest dissemination and promotion of the project results**, in a coherent and efficient way.

The main purpose of this document is **to provide the project partners with key information on communication and dissemination activities** that will be developed throughout the project lifetime and their distribution among partners.

The strategy includes a description of the methodology that will be followed, a definition of the main target groups and ways to reach them adequately, a detailed description of all activities/tools – and associated timeline – related to communication., distribution of resources of communication activities among the project's partners as well as an explanation of evaluation methods.

Templates for several types of documents (meeting documents i.e. agenda, minutes, list of participants; reports/deliverables and communication material, i.e. leaflet, poster, infographic, etc.) and instructions on how to use social media will also be provided.

The structure and content of **this document can be subject to minor changes** depending on the project needs and partners' suggestions during the project lifetime.



## The project objectives

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The cross-cutting objective of REBOOT MED is **to support the implementation of the joint WestMed roadmap for the development of a sustainable blue economy** in the sub-basin in order to generate growth, create jobs and provide a better living environment for Med populations and tourism ecosystems through:

- **Involving stakeholders** at the local and WestMed level by ensuring their full commitment to a sustainable ecotourism network
- Promoting new and sustainable public/private partnerships **co-creating action plans for the blue economy in the WestMed**
- Increasing **the awareness and knowledge of public and private stakeholders, citizens, coastal communities and SMEs** on the importance of strengthening the competitiveness and sustainability of the coastal and maritime tourism ecosystem
- Concrete support for **the start-up and marketing of new ideas/projects in 10 pilot areas in 6 Western Mediterranean countries** as well as job creation in the niche market of ecotourism
- Co-design and testing of **new eco/blue economy tourism packages** and common environmental assessment and measurement tools at the WestMed level
- Highly **reusable recommendations** to support WestMed public authorities in diversifying maritime and coastal tourism products with a green, digital and circular economy approach.



## Communication objectives

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### **AWARENESS**

Give visibility to the project

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### **EXCHANGE**

Promoting the exchange of good practice

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### **ADVOCACY**

Guiding policy and decision making

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### **DISSEMINATION**

Disseminate results and lessons learnt

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### **CONSCIOUSNESS**

Consciousness on sustainability around the sea

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## Awareness: Give visibility to the project

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Giving visibility to the project is a communication objective to be pursued at several levels and throughout the duration of the project, and is a transversal objective as it contributes to the achievement of the others.

The communication activities supporting this objective are punctual for the main targets and more generic for the secondary targets, but they concern any action which contributes to **making known the existence of the project and the expected results**, in the first phase, and the **results obtained in the dissemination phase**.





## Exchange: Promoting the exchange of good practice

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Promoting the exchange of good practice is a fundamental objective that helps to engage key actors in the development of the REBOOT MED project.

Communication activities contributing to this objective are aimed at specific target groups within the sector of interest, at local, regional and WestMed level. Creating moments of exchange and timely dissemination of information and results will help **support the advocacy and policy-making objective.**



## Advocacy: Guiding policy and decision making

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In order to guide policy choices, communication activities play a strategic role in disseminating and exploiting the key results to decision-makers.

In pursuing this objective, the press will also be involved, as a target audience and as a media outlet, to ensure wide dissemination through sectoral and specialised channels, **highlighting the importance of the results obtained and the impact on the territories concerned.**



## Disseminate results and lessons learnt

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Dissemination of the results is essential to ensure long-term sustainability.

The results of the project will be used to develop **new projects and activities based on the experience gained**, in terms of good practices, difficulties, challenges and ways forward. The dissemination of the results, at various levels and to different target groups, will consolidate the project as a basis for future developments.



## Consciousness on sustainability around the sea

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The project aims to achieve important results that will have a decisive impact in the long term to protect the Mediterranean area through tourism actions in the blue economy.

The concrete problems that the project addresses concern the whole population, which is why it is important that the project reaches a wide audience, as well as specific targets, as raising awareness of the issues and the **good practices to be implemented is a way to encourage everyone to take care of a common good.**





## Target groups

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# Characterisation/description of the different target groups

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- **Local, regional, national public authorities**, public bodies and their representatives and policy makers with competences related to coastal and maritime tourism sector activities, such as municipalities, associations/unions of municipalities, regional departments, ministries, etc.
- **Potential pioneers of green/blue economy tourism**, such as young people, women, NEETs, start-up entrepreneurs, business support organisations
- **Organisations working in the field of coastal, maritime and sustainable tourism**, such as tourism operators, travel companies, SMEs
- **The general public and eco-tourists**
- **Local communities and citizens**
- **Strategic multipliers**: media (news agency/newspapers/online newspapers), Programmes, Initiatives, Partners of other projects



## Target groups and how to reach them

Target group	Objective	Activity
Public bodies	advocacy	Target group reached through dedicated communication channels and direct contacts, such as phone calls, emails, events
Potential pioneers of sustainable blue tourism	exchange	Target group reached through appropriate and extensive communication and promotion activities, both offline and through social media
Coastal, maritime and sustainable tourism organisations	awareness consciousness	Target group reached through local dissemination and communication activities by each partner
General public and eco-tourists	awareness consciousness	Target group reached mainly through social media
Local communities and citizens	awareness consciousness	Target group reached during the design and testing of eco-tourism packages through direct contacts (phone calls, informal live discussions, etc.)
Strategic multipliers	dissemination	Target group reached through specific press releases and partner network

## Language and tone of voice

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The official languages for external communication are **English, French and Arabic**.

At the local level, national languages will also be used to stimulate and strengthen the engagement of beneficiaries and stakeholders.

The "tone of voice" used for external communication will be **adapted according to the target groups** and the defined communication objectives (friendly; informal; formal; institutional; divulgative; journalistic) in order to ensure a high level of impact of the project communication.







## Stakeholders engagement

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# Stakeholders engagement

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Stakeholder identification is fundamental to the development of effective communication actions.

In the framework of the REBOOT MED project, the stakeholders engagement will be put in place throughout the activity T2.1: Stakeholders engagement planning.

It is proposed that each partner contributes to the identification of stakeholders in its own territory on the basis of the proposed WP2 implementation methodology and the tools.





## Channels and activities

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## Channels and activities

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- 1) The communication and dissemination plan
- 2) Visual identity of the project
- 3) Communication materials
- 4) Project website
- 5) Social networks
- 6) Regional exchanges and networking
- 7) Organisation of a final WestMed conference
- 8) Press relations



# The communication and dissemination plan

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At the very beginning of the project implementation, a project communication and dissemination plan [deliverable 5.1] is developed.

This plan aims to :

- a) define **communication objectives and target groups** and how they will be reached
- b) detail the **online and offline activities**
- c) determine the **tasks and roles** of the partners and the internal communication flow
- d) define the **timetable and budget** for all communication activities
- e) establish **evaluation criteria** to monitor and control communication activities
- f) **ensure that the Agency's rules for communication activities are fully respected**



## The project visual identity

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To characterise the project and make it highly recognisable, a logo and visual identity were created.



The idea of this logo was to approach the themes of the project in a more conceptual way. The round shape is a reminder of the coalition and union of the project partners. It also implies the notion of security and renewal. The colours support the ecological and natural aspect. The typographical play with the "O" recalls the idea of a new project, and new emerging ideas.

The logo will be used on all communication materials of the project. The rules for its use are defined in the graphic charter and are in line with the Agency's and EU's communication guidelines.



## The graphic charter

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A project's graphic charter was developed. It is available [here](#)



## Communication materials

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In order to implement the communication activities, the project will have at its disposal the following materials, respecting the defined visual identity

- a PPT diagram
- a letterhead
- a project fact sheet [D5.2]
- a project website [D5.3]
- a brochure
- roll-up
- outline documents for the report, project deliverables, agenda of events

All materials will be translated into the languages of the partners. Printed versions of gadgets/promotional materials will be reduced to help reduce the carbon footprint of the project. If printed, they will be printed to high environmental standards. QR codes could be used for certain materials.

Other communication materials will be designed and implemented according to the needs of the partners.





## The project website

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A project website has been developed to provide a space accessible to all to find key information on the project, activities, events and news and results. It is available at the following link: <https://www.reboot-med.eu/>

The website has been designed to be intuitive and allow an easy navigation for all users, both in terms of structure and content. It has been developed in accordance with the rules of the web with keywords that will facilitate its highlighting in the main search engines (SEO - search engine optimisation).

The events and news sections will be updated regularly: content will be provided by the partners based on the development of the activities, the partners will cooperate to ensure the translation of the content into the available languages, the partner responsible for communication will ensure the coordination of the publications and the workflow.

The website will be available in all official project languages (English, French and Arabic).



## Social networks

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Communication via social media allows to reach a **wide audience**, but also a more profiled audience thanks to the algorithm underlying the main platforms. Extensive social media activity is being organised, primarily through the project's dedicated [Facebook](#) and [Instagram](#) pages/accounts.

These will be the two main online channels through which the project will communicate. The partners' existing social pages/accounts will also be used to promote and communicate widely about the project.

The content that will be disseminated on social networks will be web-friendly, presented in a light and attractive way using intelligent multimedia such as infographics, videos, images and hashtags. Ideally, at least 4 original contents per month will be published on each channel. **Content will be in English and partners languages**, provided by the partners under the coordination of Petra Patrimonia Corsica who will organise an editorial plan (available [here](#))

All content will be integrated with mention of official social profiles of the fund (#EMFAF @CINEA\_eu @EU\_MARE), as well as partners' ones, according to tags and hashtags defined in the editorial plan.

A report will be produced at least once a year.



## Regional workshops and networking activities

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REBOOT MED aims to ensure the **learning of existing tools and methodology** to public and private actors through **living labs and regional workshops** in order to develop within the project concrete packages that will be tested and then commercialised. The members of the Strategic Steering Committee as well as the actors involved in the implementation of the WestMed initiative will participate (BlueInvest, Interreg MED programme, ENI CBC MED programme, UfM, UNWTO).

3 regional workshops will be organised in collaboration with the WestMED initiative:

- 1) in Corsica
- 2) in Morocco
- 3) in the Balearic Islands

In the framework of the regional workshops, **specific communication activities will be activated** before (save the date, invitations, press coverage, reminder), during (customised material with project identity, coverage on social networks and press, videos and photos) and after (follow-up emails, reports, publication of videos and photos).



## WestMed Final Conference (1)

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At the end of the project, a final two-day WestMed conference will be organised in Tunisia in a hybrid modality (online and offline). Interpretation in the project languages will be provided on site and remotely. 100 people are expected to participate.

The communication of the event will be developed in the 3 following phases:

- 1) **Before the event**
  - a) definition of the "concept" of the event
  - b) selection of the physical location and the web platform
  - c) creation of a profiled database for sending invitations
  - d) creation of a save the date with registration form
  - e) sending reminder emails
  - f) social planning to publicise the event
  - g) sending out a local/international press release
  - h) creation of support material (roll ups, posters, ppt slides)



## WestMed Final Conference (2)

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### 2) During the event

- a) Attendance list
- b) distribution of the press kit (press release, agenda, brochure)
- c) video coverage
- d) photo coverage

### 3) After the event

- a) Follow-up impact assessment (survey with questions, download of material, telephone/email feedback to understand the perception of the proposed solution to the reference stakeholders)
- b) Event report (date of event, link to recorded video, points discussed and impact)
- c) Follow-up mail and publication of event material (slides, photos, videos)

The European flag should be displayed in the meeting rooms and the project logo should appear on all materials.



## Press relations (1)

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Press releases and press conferences will also be developed and organised at local level in a hybrid (online/offline) modality. The **press release is a fundamental tool for disseminating information about the project** through online and offline media. The press release and the invitation to the local media will be developed by the partner organising the event, in the local language and in English or French, at least 15 days before the event. Templates for the press release and agendas will be made available in a Google Drive ([here](#)); then each press release should be published in the corresponding Google Drive folder ([here](#)).

The press release should have all of these elements

- a) The project logo
- b) A clear reference to EU / EMFAF funding
- c) The name of at least one person the journalist can contact for further information (email / phone).
- d) The address of the project's web page and social media
- e) The link to download the press kit / media kit

In order to ensure proper dissemination, **it is suggested that each partner creates a database of contacts**. Creating the database in excel will facilitate the selection of press by theme.



## Press relations (2)

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The press conference is an **effective way of engaging the media**, and is an important opportunity to get across key messages and give more information than in a press release, answering questions from the press and highlighting points not otherwise covered.

The necessary elements are as follows:

- **PRESS ADVISORY**: "Save the date" email for press and journalists with an agenda (project header in the language of the conference)
- **DATABASE**: press contact database profiled by region and theme
- **PROJECT FILE** (press kit): personalised file for journalists containing
- **PROJECT PRESENTATION**: project header with project presentation, numbers and contacts
- **AGENDA** of the meeting
- **PRESS RELEASE**: subject and text with the main information of the meeting, quotes and contacts
- **PROJECT BROCHURE**
- **ROLL-UP**: roll-up of the project, if applicable, in the language of the territory





## Monitoring and reporting

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## Indicators for assessing the results achieved

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- A) **The project website:** to assess the effectiveness of the website, there are analysis tools that take into account the number of visits, unique visitors, bounce rate, time spent on the site. The number of news and events published on the site should also be considered
- B) **Social networks:** indicators are the number of posts published, coverage and user engagement (likes, comments, shares, followers)
- C) **Regional exchanges and networking:** number of participants, evaluation of the event through a satisfaction questionnaire
- D) **Print materials:** number of copies printed and distributed
- E) **Final conference:** number of participants, evaluation of the event through a satisfaction questionnaire
- F) **Press relations:** number of articles published, journalists present at the press conference.





## Human resources

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## Human resources

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Petra Patrimonia Corsica (COO, Corsica, France) is the leader of WP5 "Dissemination and Communication".

A communication officer with more than 5 years of experience in EU funded projects is available to ensure the coordination of activities and the realisation of deliverables foreseen by the WP5.

**Each partner** (PRISM, CPMR, ASCAME, IUCN, WWF, CCIST, AETIB, DNP) **will designate a communication officer as a contact person** and unique interlocutor of Petra Patrimonia Corsica in order to support the development of the planned activities through the creation of a working group dedicated to the project communication.



## Methodology and workflow

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Petra Patrimonia Corsica (COO, Corsica, France) as leader of WP5 - "Dissemination and Communication" is in charge of **coordinating the communication officers** of each partner organisation through collaborative tools and the organisation of operational meetings on a regular basis (each 2 months) as well as according to the needs to follow the progress of the work.

A working group dedicated to communication will collaborate on:

- a) organising, collecting and updating and translate the texts for the website
- b) writing the social content during each partner's publication turn
- c) supporting the dissemination of content on partner accounts
- d) writing press releases ( regarding the schedule, helped by the tools available in Google Drive )

The partnership will also collaborate in sharing contacts for invitations to events and press conferences, supporting the dissemination of communication through the network of member organisations.





## Financial resources

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## Financial resources

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The budgetary allocation for WP 5 "Dissemination and Communication" is about 9% of the total project budget, for an estimated amount as follows:

Budget line	Estimated costs
A. Personnel costs	€ 61.873,68
B. Subcontracting costs	€ 37.000,00
C.1 Travel and subsistence	€ 29.887,00
<b>Total</b>	<b>€ 128.760,68</b>



## Timeline

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# Timeline

	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24
Communication and dissemination plan	█	█																						
Project visual identity	█	█																						
Communication materials		█	█																					
Project website		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Social network		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Regional workshops	█	█								█	█						█	█						
WestMed final conference																							█	█
Press relations	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Meeting and coordination	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█







## EU Communication Guidelines

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## EU Communication Guidelines

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An appropriate approach for adequate visibility of the EU financial support, both by graphic means and in writing/speech, will be put in place from the start of the project implementation. According to Art. 17 of the Grant Agreement, the EU flag and the funding statement ("Co-funded by the European Union") will be displayed in all communication and dissemination activities in the language of the deliverable.



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All communication and dissemination activities related to REBOOT MED will use factually accurate information: a disclaimer will also be used to exclude the responsibility of the EU or the funding authority for the views and opinions expressed by the project.

[https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)



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