INNOWINE

Communication plan

Informest

Content

Objectives of the communication plan

The communication plan (CP) is a fundamental informative tool for planning and implementation of communication activities for the achievement of specific goals. The purpose of the present document is the definition of the methodology and the operative actions for the promotion and dissemination of the project among partners, target groups and general audience.

The coordination of partners from different countries requires particular attention to the definition of guidelines and criteria for a correct and effective management of communication activities.

The CP is the basic tool both for the internal and the external communication in a perspective of the so called integrated communication: it coordinates the partners in the implementation of the planned informative activities and, moreover, it gives the possibility to the project partners to communicate with their stakeholders and target groups.

The communication plan aims, therefore, to:

1) define and implement communication activities;
2) ensure the coordination and collaboration among partners;
3) spread the project, its activities and its result to the stakeholders and to the general public.

The communication plan can be theoretically divided into three phases:

1) planning: definition of the plan;
2) implementation: operative management of the project;
3) evaluation: check of the correspondence between expected objectives and achieved results.

Therefore, the CP is an essential part of the wider project administration. Moreover, it should be considered a flexible and adaptable tool, that is able to respond promptly to possible changes during the project implementation.

Overview of the project

The general objective of INNOWINE is the correct exploitation of the autochthonous, wine-oenological species in the area of the County of Osijek Baranja and the Autonomous Province of Vojvodina through the support in the re-adjustment of the qualitative standards of products and the strengthening of the network among the institutes of research.

The project aims to foster the sustainable, local development of the involved areas by activating profitable and useful interchange mechanism in the field of:

- research

- production

- international cooperation

- increase of development policies in the rural area from the side of the Public Institutions

The specific objectives of the project are:

- strengthening of the collaboration among international research institutes

- transfer of technical and scientific know how

- increase of influence of the local public administration

The SWOT analysis highlighted some important topics:

Internal analysis:

Strengths	Weaknesses
- wine-growing as a driving productive sector for both territories (HR and SRB) - wine-oenological tradition - presence of an important ampleographic base - presence of institutions dealing with research, innovation and experimentation in this sector	- consequences of the war in the 90s - fragmented production with prevalence of small-medium enterprises - little capacity to extend the business in the international market - lack of associations of producers

- farmers inclined to investments - cooperation already carried out with regional entities (scientific and wine production) - coordination among manufacturers and R&D Institutes - agreements for institutional cooperation - Strong connection with the territory thanks to experiences in the implementation of cooperation projects (in itinere or already carried out) - acknowledgment of the value of wine (value of the local wine higher compared to that of the wine of the Italian market) - production lower than the demand	

External analysis:

Risks	Opportunities
- unfavorable weather conditions - recurrence of diseases like filossera vastatrix - little interest and involvement of associations - low support and interest for this topic from the side of the Institutions - slowing down of the development due to the international crisis	- importance of local products and territory, with recovery of the cultural traditions linked to wine-oenological - various initiatives of enoturism - possibility of European investments in the wine-oenological sector - possibility of a growing income in the short period for wine-oenological sector - possibility to benefit from FEASR funds (for Croatia)

INNOWINE aims to foster a useful learning process and interchange among the territories with mutual benefits for the involved actors. The transference of good practices and technologies will contribute to create the conditions for a local sustainable development through a progressive ownership of results and will encourage the cooperation.

Partnership

The partnership of INNOWINE is composed by six partners from Italy, Croatia and Serbia and is coordinated by the Italian Lead Partner Informest:

Informest – Agency for development and international economic cooperation
Informest – Agenzia per lo sviluppo e la cooperazione economica internazionale

University of Novi Sad, Faculty of Agriculture
Poljoprivredni fakultet, Univerzitet u Novom Sadu

University of Osijek, Faculty of Food Technologies
Prehrambeno - tehnološki fakultet Osijek

Regional Agency for the development of Slavonia and Baranja
Regionalna razvojna agencija Slavonije i Baranje

University of Udine, Department of Food Science
Università di Udine, Dipartimento di Scienze degli Alimenti

Applied Genomic Institute of Udine
Istituto di Genomica Applicata di Udine

Beneficiaries

Direct beneficiaries:

- Local producers of the Autonomous Province of Vojvodina and County of Osijek-Baranija
- Associations of producers
- Universities and R&D Centers
- Local economical system

Indirect beneficiaries:

- Local Administration of the County of Osijek and Autonomous Province of Vojvodina
- Operators of the satellite job of the wine-oenological sector
- Students, teachers, researchers, technicians of the wine-oenological sector
- Local population

Project structure

INNOWINE is divided into five work-packages (WP):

1) **Management and coordination** (WP responsible: Informest): this WP ensures the correct management of the activities and the collaboration within the partnership, in order to achieve the expected results. Informest will supervise the management of costs and coordinate the required activities regarding the financial and administrative issues.

2) **Communication and dissemination** (WP responsible: Informest): this set of actions aims at the coordination and carrying out of communication and information activities, in order to promote the project, its objectives, initiatives and results and ensure a complete involvement of stakeholders.

3) **Improvement of the local autochthonous species of vine through the instruments of the applied genomic** (WP responsible: Institute of Applied Genomic of Udine): the Institute of Applied Genomic will coordinate this work-package and provide the knowledge and the instrumentations for the selection of local, autochthonous species of vine through the instruments of applied genomic.

4) **Improvement of the performances of university laboratories for the analysis of the vine in order to establish a service usable also by producers** (WP responsible: University of Novi Sad, Faculty of Agriculture): this WP has the purpose to improve the instrumentations of machinery in the laboratories of universities and strengthen the services for manufacturers.

5) **Strengthening of the collaboration among universities and support to the mobility of professors, students, researchers and technicians** (WP responsible: University of Udine, Department of Nutrition Science): cooperation and interchange among the University of Udine and the Universities of Osijek-Baranja and Novi Sad to stimulate the mobility of human resources.

Communication strategy

Communication is a vital function for the implementation of a project and aims to ensure that project activities are well coordinated and effectively carried on. It is a useful tool to manage the partnership and ensure the participation and collaboration of the involved actors. Moreover, the communication plan clearly defines the set of activities for the promotion of the project and the dissemination of its results and objectives.

The communication plan will, therefore, ensure the harmonization between the internal communication, within the partnership, and the external communication aimed at different target groups and general public. The external communication will be addressed to stakeholders and beneficiaries of the project, both direct and indirect, and will be mostly spread through the website project.

The first step for the management of the activities is the creation of the methodology that, in a perspective of profitable partnership, shall follow the following principles:

➢ **Coherence of intervention**: coherence and cohesion are the pillars of a multi-intervention strategy, that means a strategy led by several actors and with several activities. Each action shall integrate with the others and contribute to the final goal;

➢ **Common methodology**: the plurality of actors needs the establishment of a common, shared and coordinated methodology of planning and intervention;

➢ **Shared approach**: narrowly connected with the previous point, shared approach means collaboration and reciprocity;

➢ **Team-working**: team-working is an essential requisite for any task that implies a large amount of activities to be carried out. Team-working is also the best way to share information, ideas and suggestions and permits a clear definition of roles and tasks and, consequentially, a clever allocation of resources;

➢ **Integration of activities**: this aspect stresses the importance of a set of precise actions, which have to be implemented within a common modality of intervention and having all, as a general principle, the achievement of the final goals;

- ➢ **Time-planning**: a crucial and sometimes scarcely considered element is the time-planning. The scheduling of the activities increases the effectiveness of the organization and makes the actors react and respond promptly to unexpected events or problems that have to be faced along the way.

Given the objectives of the plan, a crucial activity is the identification of the target groups. INNOWINE is a project that integrates three different territories and involve many actors belonging to different realities. Target groups of the communication will be mainly:

- Universities and R&D Institutes, which deal with scientific research, industrial development, innovation, technology transference, education and training of human resources
- Manufacturers
- Workers of the agriculture and wine-oenological sector
- Small-medium enterprises and associations of producers
- Technicians (researchers, teachers, students, operators)
- Public administration and local institutions
- Policy makers
- Media
- General Public

Considering the plurality of target groups, an effective segmentation is required, when planning the communication activities, that keeps in consideration the different level of knowledge of the groups about the wine-oenological techniques.

It will be very important that each country partners will plan its own set of communication activities for country-specific stakeholders within the general communication strategy of the project.

Internal communication

In order to enhance the project workflow, some tools will be used. Besides contacts via e-mail, telephone and skype, that will be used for daily communication, some meetings will be planned in order to discuss about the state of the art of the project and organize the work.

The most important communicative tool will be the website, which represents also the interface of the project. The website will be available at the link www.innowine.it and will be the main informative source about the project. It will respect the criteria of:

- usability
- constant updating
- accuracy in the choice of the content and information

The website will be easy to use and accessible and will have a clear and intuitive structure, to permit a simple use and retrieval of information. The main menu will be structured in six section:

- Home page
- Partnership
- Project
- Work packages
- Events
- Photogallery

The website will be managed and updated by Informest and partners will collaborate to upload information and documents. An English version is also foreseen and there will be the possibility for users to contact the partners (see below, picture 1).

Picture 1: homepage website INNOWINE

External communication

The tools that will be used to implement the communication plan can be divided into four groups:

1) VISUAL IDENTITY TOOLS
    - Logo of the project
    - Claim/headline of the project
    - Common layout for documents and deliverables

2) INFORMATION TOOLS
    - Website
    - Promotional material (flyers, depliants, leaflets, brochures)

3) MEDIA TOOLS
    - Press releases
    - Newspaper articles
    - TV/Radio programs
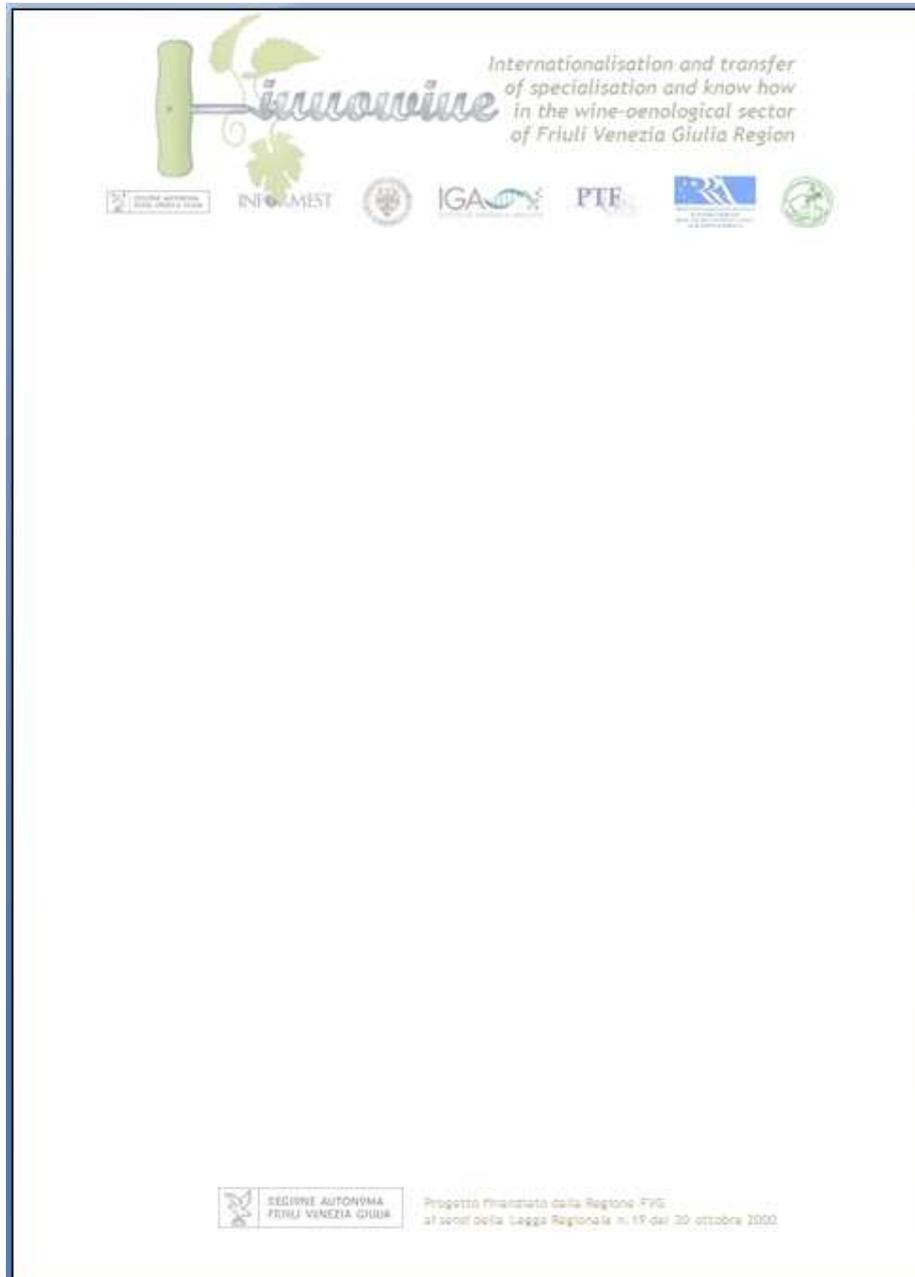
4) EVENTS
    - Technical meetings
    - Press conferences
    - Workshops
    - Final event

The **visual identity** will be the distinctive element of the project and will be achieved through the use of the logo and a common layout (see below, picture 2).

Picture 2: logo INNOWINE

Moreover, for all official documents, the headed notepaper will be used (see below, picture 3).

Picture 3: headed notepaper IINNOWINE

Concerning the information activities for general audience, the **website** will have a section with description of the project and updatings about it. On the occasion of public events, like conferences or trainings, some informative material will be created. The project brochure will be available just on-line, in order to guarantee a continuous updating of activities and results. It's envisaged the creation and print of a final brochure.

Communication activities will focus also on **media**, through publication of press releases in local newspapers or specialized magazines. Besides meetings and workshops, a final conference will be organized to guarantee a complete dissemination of results.

Monitoring and evaluation

The main purpose of a monitoring and evaluating system is to indicate how effective the communication has been and what the impact on target groups has been. A regular follow-up of all communication activities will be executed, so that the results can be evaluated and integrated within the communication strategy and adjustments can be made if necessary.

The monitoring system will contribute:

- to measure the implementation of the project with reference to the budget, the scheduling of activities and the procedures;
- to identify problems and/or inefficiencies;
- to collect inputs for future activities

The evaluation system will follow both a quantitative and qualitative approach.

Some of the main indicators that will be used to evaluate the effectiveness of the communication will be:

- number of uploading on the website
- number of visitors of the website
- number of click per page
- number of downloading
- number of events organized
- number of participants per event
- number of promotional material produced and distributed
- number of articles and press releases

Budget

The budget for communication activities will be 1999,50 euro.