

BUSTRIP

**Helping cities progress towards
sustainable urban transport**

**Communication and Dissemination plan
and strategy**

Work package 4

BUSTRIP – Project Communication and Dissemination plan

1. Communication and Dissemination plan

The Communication and Dissemination plan is part of strategic planning of the BUSTRIP project. It helps the project to successfully articulate its mission and communicate its message. Construction of a flexible communication and dissemination strategy involves a series of tasks as set out in this plan. The responsibility for implementing and keeping this plan under review rests with UBC Env Com. However all partners are responsible for creating and realising opportunities for communicating the BUSTRIP message

Project's Communication and Dissemination plan reflects the measures set out in the "Dissemination and promotion" section included in the project application. This section in the BUSTRIP application states that;

The project consortium provides an exceptional basis for dissemination. The two UBC commissions involved have very strong networks in the BSR. They are also networked with other European city organisations and, furthermore, have direct contacts and access to the consultation processes on the relevant policy areas at the European Commission. Dissemination of the project results and lessons learnt will utilise these well-established channels of the UBC. Information on the project and its themes will reach all UBC member cities and numerous other cities and regions in the Baltic Sea Region and Europe via UBC publications, the Baltic Cities Bulletins (editions 2500-5000). For wider dissemination, also a project web site and three project newsletters will be published. The project will produce a printed guidebook and a toolbox CD (in 8 BSR languages plus English) on sustainable urban transport plans/planning (SUTP) in order to promote and ease the development of SUTPs at the BSR and in Europe. On the occasion of the kick-off seminar, Peer Review findings workshop and final conference, media will be effectively informed and invited. European cities will also be reached through co-operation with other city networks Eurocities, ICLEI, POLIS, CIVITAS, Climate Alliance and other European organisations.

There are several target groups for project information; (1) Stakeholders and policy-makers in Baltic Sea Regional, European and national level (2) The participating cities and other cities and municipalities in BSR and rest of Europe (3) Private sector experts and actors in cities and regions (4) General public.

2. Purpose of this document

The purpose of this document is to describe the way in which all communication and dissemination in the BUSTRIP project will be implemented and “controlled” and what are the objectives and targets of project communication and dissemination.

3. INTERREG guidelines for project dissemination

The BSR INTERREG IIIB programme guidelines are based on the provisions of the EU Regulation No. 1159/2000 on Information and Publicity measures to be implemented when carrying out ERDF-funded projects.

- *The project must implement the measures set out in the “Dissemination and promotion” included in the Application Form.*
- *Any changes in the “Dissemination and promotion” agreed among the partners shall be communicated to the JS via the normal reporting procedure and shall in no way lead to a dissemination of the results among the relevant/interested targets weaker than the one originally planned.*
- *The Lead Partner, according to the provisions of the Subsidy Contract, is responsible for ensuring that the project activities and results are efficiently disseminated among the relevant decision-makers, public authorities at various levels and general public. As far as the latter is concerned, a widespread publicity of the project’s outputs/results shall be guaranteed.*
- *The two main imperatives are to be followed in implementing communication measures at project level:*
 - 1) *disseminate the results achieved and the good practices implemented*
 - 2) *ensure transparency in the use of public funds;*

s;

Ownership, title and industrial and intellectual property rights in the outputs of the projects and the reports and other documents relating to it shall be vested in / remain with the Lead and Project Partners.

- **Costs for “Dissemination and promotion” will be co-financed only if the guidelines and the regulation are followed up.** *It is recommended to send together with the progress reports of the project copies of the communication material produced and evidence of the information events carried out in the period of time reported.*

4. Scope

The overall objective of project communication and dissemination is to give the regular progress updates to relevant and interested actors, i.e. European cities, in order to ensure that a wide group of potential users of the SUTP (Sustainable Urban Transport Plans) tool are aware of its development and successful implementation.

More precisely the objectives of the project communication and dissemination plan are:

- Raise awareness about the project and its achievements at international, national, regional and municipal level.
- Inform, consult and involve all relevant stakeholders in order to secure commitment to the project.
- Reach new potential cities and stakeholders in order to secure the further development of the project and its outcomes.
- At all times being aware of indicators of success.
- Promote and publicise the utility of the SUTP tool.
- Assist in raising the profile of sustainable development.
- Assist stakeholders in partner cities to make contribution to sustainable development.
- Create networks.

5. The target audience

The target audience for the project dissemination are identified as:

5.1. International

1. DG Environment and other EU institutions
2. European projects and initiatives
3. New cities in BSR and in rest of Europe that would adapt SUTP
4. Co-funding institutions
5. European press corps

5.2. National

1. National ministries and administrations
2. National associations of municipalities
3. Stakeholders in national ministries and national bodies
4. Press

5.3. Local and regional

1. Stakeholders and decision makers in local and regional bodies
2. Private sector experts and actors in the partner cities and regions
3. The citizens groups and general public in partner cities and regions

5.4. Project partners

A separate target group of the project are all the BUSTRIP partners; city coordinators, planners, inter-sectoral working groups, regional reference groups and other stakeholders and policy-makers in the partner cities and their functional urban areas.

6. Messages

The messages delivered through project communication and dissemination shall tell not only what, but also how.

- The SUTP development process will improve transport planning and environment in the cities and their functional urban areas.
- The SUTP process is integrative and bridges the management of different urban sectors, especially through inter-sectoral working groups in partner cities and regional reference groups.
- BUSTRIP project will be doing pioneering work on overall SUTP development and on SUTP method development.
- The main final product of the project is the SUTP toolbox for the use of other cities in Europe.

7. Formats

The project will choose a delivery system suited for each target group. Important to keep in mind is to keep the initial message, the project key messages, short, and offer more detailed information to those who need it (i.e. stakeholders, researchers).

The following are pro-active dissemination measures:

- **Leaflet**
Instead of a one project leaflet, altogether five leaflets will be produced during the project. The leaflets can also be used as a part of the newsletter. The first leaflet will be published during the first milestone in autumn 2005 to generate interest and to enable the project partners and others to become aware of the project. The other leaflets will concentrate on each of the work packages and will be published one per milestone.
- **Three project newsletters**
The initial schedule for the three project newsletters is described in the project application. The first newsletter is scheduled for late spring 2006, milestone 2 of the project. This newsletter will concentrate on Peer review issues. The second newsletter is scheduled for early milestone 4 in February 2007 and it will deal with SUTP process and Pilot action presentations mainly. The third and final newsletter is scheduled for late milestone 5 in November 2007 and it will deal with project conclusion and achievements.

- The newsletters will be distributed to the wide range of identified European networks and organisations, representing the wide range of target audiences at different levels.
- **Articles in UBC publications**
Articles about the project will be written to other UBC publications on request. The dissemination scope of UBC publications is between 2500-5000 readers.
 - **Articles in local media in the partner cities**
All partners are requested to use their own dissemination channels and to produce articles on the project to local publications. It is advised that a host city or organisation publishes a press release on the occasion of a project meeting or seminar. Project's own letter template can be used for this purpose. It is planned to be downloadable from the intranet.
 - **The SUTP toolbox**
The main outcome of the project will be the SUTP toolbox. It will consist of the following materials; Peer review training materials, PR workbook, PR guidebook, SUTP guidebook, project background papers and all other training materials.
The SUTP toolbox will be marketed as a tool for European cities to adapt Sustainable urban transport planning.
 - **Project meeting reports**

8. Project website – Reactive and hosting dissemination

The project web site will be prepared during the first milestone, in autumn 2005. It will be produced in two phases. The first version will be published before the project kick-off meeting in December 2005 and it will consist of basic information of the project. The second version with interactive sections for the internal use of project partners will be launched once the materials have been produced. The graphic layout and logo for the project web site and for the whole project will be prepared by advertising agency during autumn 2005. The web site should be constructed in English at level 1 – 3 with a structure that enables cross referencing of all documents and be capable of being translated into other languages at all levels in a phased approach.

The public site will present regularly updated information on project progress, as it is the main channel for external communication. The public site that should remain stable should include:

- aims and objectives of the project
- project's background information
- partners' background information
- information on the funding organisation

- logos of the project, partners and funding organisation (altogether three logos)
- contact information

The public site that should be updated regularly or when needed should include:

- Newsletters and other project's publications in PDF or html format
- "a press room" that would contain all press releases published during the project and some photos (for example from meetings)
- Links to relevant projects or documents
- Links to stakeholders web sites
- The ability to track and follow over time the contribution of individual partner cities to the project
- Ability to follow a theme through the project, e.g. pilot actions, SUTP preparation, peer review.
- Dates of the main activities

The intranet should have following regularly updated sections:

- Archive containing all produced documents (Peer review training materials, PR workbook, PR guidebook, SUTP guidebook, project's action plan, minutes of the meetings, etc.).
- Event calendar
- Letter template for partners to use when needed

9. Internal materials

- BUSTRIP background papers
- Peer review training materials, Peer review reports
- Event reports; agendas, minutes etc.
- Reporting and auditing guidelines
- Power Point presentations

Compliments slip

Project will have its' own compliments slip which is to be used when sending any project material.

Stickers

Project will have stickers containing the logo and website address. Stickers can be used, for example, on each one's business card as the project will not have its own business card.