

REINPO RETAIL PROJECT

INTERNAL COMMUNICATION PLAN

Prepared by the Lead Partner

Chamber of Commerce of Castellón

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Communication **PLAN**

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I. The Global Communication Plan of the Project.

This internal communication plan represents the first part of the global communication plan of the project, which includes the following points:

- Internal Communication.
- External Communication.
- Publicity.

At a strategic level, the Lead Partner (LP) will be responsible for the management of the integral communication of the project. To do so, the communication tools foreseen in the application and the calendar will be designed and will be structured around the following elements:

- **Official website of the project.**

The official website of the project will be operative by the end of the first trimester of the management period of the project and will contain, among other aspects, the following communication levels:

- Official information of all the official templates.
 - Official information of all the regulation including the frame of the actions contained in the project.
 - Internal communication Intranet, structured in three sublevels of action:
 - Minutes and official documents.
 - Management templates and monitoring of projects.
 - A specialized on line assistance and a blog system for the development of blogs allowing a P2P communication, always under the administrative supervision of the LP.
 - A two folded leaflet with information summarizing the project objectives.
 - A two folded leaflet with information on the services of the project.
- Each partner will be responsible for translating and printing the leaflets.

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II. The Internal Communication Plan.

The internal communication plan should provide for a regular and efficient sharing of information and views. A good internal communication will encourage the team to carry out the project objectives and will avoid the unnecessary duplication of efforts.

The internal communication plan aims:

- to organize information flow between the LP and the project partner (PP) and between PP themselves;
- to facilitate and improve the implementation of the project objectives;
- to guarantee that PP identify themselves with the main objectives of the project;
- to make the transnational cooperation of the project easier.

▪ Which are the target groups of the internal Communication Plan?

- Project partners.
- PP organizations.
- Subcontractors, consultants.
- Financial and administrative staff.

▪ Which are the foreseen communication tools?

- **E-mail communication** [main tool of communication]. The LP will play a key role to guarantee a good communication strategy and a data base will be hosted on the Intranet to collect all the emails on the website. As far as possible, the PP should give an answer at their earliest convenience. A FAQs corner will be managed by the LP in order to improve the implementation level of the strategy.

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- **Internet website and Intranet.** PP will be able to upload certain issues of general interest on the user area. An alert system via email will be set in motion.
- **Virtual Community.** A project Virtual Community will be implemented for PP and stakeholders with links to the partners' homepages.
- **Telephone.** In the event of an urgent question or decision, the telephone will be the communication tool used. All important questions treated by phone will be inserted in the Data Base by the responsible of the communication strategy and will be spread among partners.
- **Letter.** PP should address a letter to the LP in case of an official procedure¹.
- **Meetings.** The term refers to those meetings foreseen in the PA, as well as the informal meetings related to the evolution and implementation of the different components of the project, organized by the LP and promoted by each PP.
- **Virtual meetings.** The term refers to meetings held through Skype, WebEx conferences, and others.
- **Printed materials** (brochures, flyers etc.). As mentioned above, a common leaflet with the main objectives of the project, the partner identification, the main results foreseen and the contact area will be designed by the LP. Each partner will be responsible for translating and printing these communication materials and communicating to the LP the dissemination strategy and the impact of the same.
- **Video.** A promotional video for the project will be created.

¹ See Partnership Agreement (PA).

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- **Face to face contact.**
- **Other communication tools** shall be implemented according to the' needs of partners.

III. The internal communication structure.

The internal communication is divided in two levels of communication:

- The project management level.
- The project implementation level.
- **The project management level.**

Every PP will communicate directly with the LP through a one to one communication.



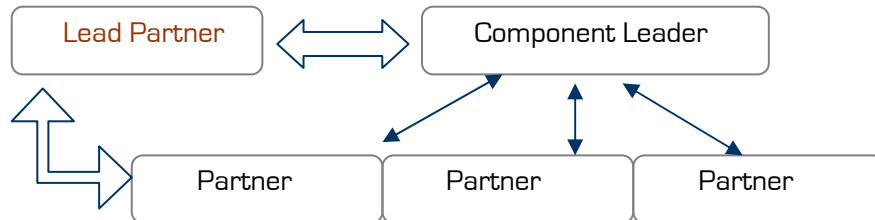
The LP will be the contact organization with the Joint Technical Secretariat on behalf of the whole partnership.

- **The project implementation level.**

Every partner will be in direct contact with the responsible partner of each component. The Component Leader will coordinate the work and will be responsible for delivering the information to the LP on time.

To discuss technical issues, PP can also communicate directly with each other, both virtually and face to face, in a meeting, a visit, etc, but this must be coordinated with the Component Leaders and the LP must be informed.

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▪ Common Communication Rules.

To optimize the management communication, the internal communication plan of the project includes the following rules:

- Every PP should answer the emails as soon as possible.
- The emails of common interest can be sent to the whole partnership for specific and singular communications to allow the communication flow.
- All the information related to the project implementation must be sent directly to the contact indicated by the Component Leader and with a copy to the Project Manager (email).
- All the information related to the financial aspects must be sent directly to the Financial Manager (email) and with a copy to the Project Manager (email).

▪ Internal communication tasks:

- Approval of reports.
- Approval of the meeting minutes (between PP for a specific component and for the Steering Committees).
- Communication of the agendas and the dates of the meetings.
- Organization of the internal events organized by each PP and related to the project.
- All the issues about the implementation of the project.
- All the issues about the management of the project (questions on financial issues, etc.).

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IV. Statement for all communication actions and publication.

According to the Regulation (EC) n. 1828/2006, and more specifically to Article 7 (Publicity), all communications or publications regarding the project, including a conference or a seminar, shall state that it has received an ERDF funding through the Med Programme.

- **All communications and publications must contain:**

- **European flag:**

The European flag mentioning the ERDF funding: «Programme cofinanced by European Regional Development Fund». The text should be clearly readable.



- **Programme MED Logo:**

The logos shall be located in the first page and shall not be smaller than other logos displayed.

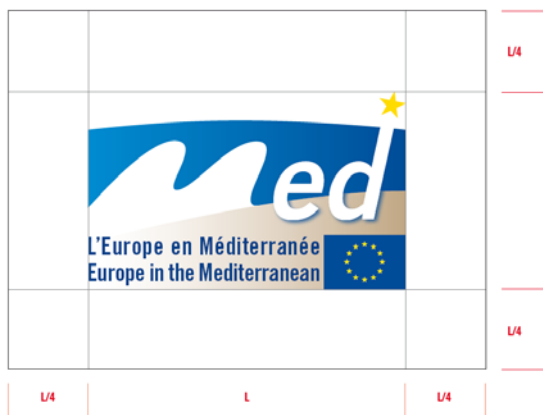
The minimum dimension for the complete logo **must exceed 25mm.**



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To ensure the good visualization of the MED logo:

- The exterior black line indicates the clear area surrounding the logo. ($L/4$, for example: the minimum dimension of logo is 25mm, the clear area = $25\text{mm}/4 = 6.25\text{ mm}$).
- The minimum dimension for the complete logo must exceed 25mm.



Inacceptable modifications:

Proportional changes between different elements



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Disproportionate resizing



Colour changes



Reduced clear area proportions

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Annex 1.

LOCAL INFORMATION SHEET FOR BROCHURE AND WEBSITE INFORMATION.

A leaflet (A4, color, folded and printed both sides), providing information in English, will be published.

4,000 copies will be printed in English and will be available on the website. The content will come from local partners, who will gather general information to reach the overall public.

- Partners' logos (good quality):
- Partner Information Form:

Partner name in English	
Partner name in original language	
Address	
Tel./fax	
Email of Project/Communication Manager	
Brief description of partner: institutional role (max. 300 characters)	
Brief description of partner in relation to project scope (max. 700 characters)	
List of Key objectives for partner (max. 300 characters)	

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Annex 2.

LP AND PP COMMUNICATION MAIN TASKS.

RESPONSIBLE	ACTIONS
LEAD PARTNER	<ul style="list-style-type: none"> ▪ Global Communication Plan definition. ▪ Website of the Project. ▪ Global Communications of the transnational activities of the Project. ▪ Logo. ▪ Management of the Intranet and partnership communications.
PARTNERS	<ul style="list-style-type: none"> ▪ Each partner will nominate a communication responsible. ▪ Each partner will implement its local communication plan, which will include, at least, the following activities: <ol style="list-style-type: none"> 1) Identify local and regional target audience and final beneficiaries. 2) Local leaflet translated and printed (1,000 copies each). 3) Definition of 5 press notes and publication in local media. 4) Organization of 2 local meetings with stakeholders (1 at the beginning and one at the end of the project). 5) Definition of the Annual Report including all the communication activities carried out at a local level. 6) Banner on their web site. 7) REINPO RETAIL news in their own Newsletters. 8) Email signature: Project Manager or Communication Manager (not financial manager).
Main tasks after the Kick-off.	<p>Each partner should provide LP the following information during the 2 months after the Kick-off:</p> <ul style="list-style-type: none"> ▪ Local Information sheet [see Annex 1]. ▪ Local WP related to the website and logo proposal. ▪ Local Communication Plan. ▪ A list including the main activities organized by them or in which they are foreseen to take part in relation to the objectives of the Project [capitalization strategy].
Definition of target groups and/or stakeholders.	<ul style="list-style-type: none"> ▪ Definition of the project target local community (companies, organizations, Chambers, etc). ▪ Definition of the different communication levels: direct (e.g. target of companies by sector); indirect (e.g. SMEs, organizations, Universities, etc). ▪ Definition of the strategy to involve direct and indirect audiences = Local Communication Plan, which includes: calendar and inputs (e.g.: 200 brochures distributed in the international event organized by our organization).

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Annex 3.

CAPITALIZATION PLAN TEMPLATE.

Partner Name:

Identify coherence with Regional and National Operational Programmes:

Programme objective	Project activity/ result coherence	Comments

Describe dissemination and capitalization actions at regional level (political leaders, stakeholders and decision makers) through, for example, press conferences, seminars and dedicated presentations to targeted decision-makers, politicians, and relevant regional level agencies for business and cluster development – minimum deliverable 1 Partner Information Seminar:

Event	Activity	Target (numbers and composition)

Describe dissemination and capitalization actions to networks and associative bodies (e.g. communications and presentations to working groups, committees and assemblies):

Body and event	Activity	Target

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Annex 4.

COMMUNICATION PLAN TEMPLATE.

Please note that to be eligible, all materials for communication purposes must comply with the publicity and information requirements laid down in the Commission Regulation (EC) No 1828/2006 (Articles 8 and 9) and its Annex I.

All promotional materials produced in the framework of the project must include the following elements:

1. Emblem of the EU (the flag) and
2. Reference to the European Union and
3. Reference to the contribution of the European Regional Development Fund and
4. The logo of the MED Programme and the phrase "Europe in the Mediterranean".
5. The Project logo, once approved by the Steering Committee.

The Lead Partner will take no responsibility whatsoever for communications produced by partners that do not respect these requirements or that do not use the agreed standard communication products.

Any updates to this information should be sent to the Project Communication Manager.

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Partner Name:

Identify local target groups and final beneficiaries (key stakeholders, decision-makers, economic and professional organizations, cluster and business development agencies, TTIs, regional and national economic planning committees) and monitor contacts and information provision:

Target Beneficiary	Contacts	Information Provision (detail event or information document)

Describe local press and media strategy and targeted activities (local press conferences, radio broadcasts, press interviews/campaigns) and monitor results and indicators:

Event & Date	Activity	Target (numbers and composition)	Material distributed

Please digitalize all press articles on the project.

List information materials produced:

Material	Target group	Numbers and distribution (newsletter, website etc)

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List Information Events held for Local stakeholders or others

Event & Date	Attendance	Short description

Please note that a list of all Participants should be kept at information events containing the following information:

- Date and Place of Event:
- Agenda:
- Material distributed with a copy:
- List of participants (signed) identifying role and name:

List website/newsletter communication

Material	Indicate communication source (website link, newsletter etc.)

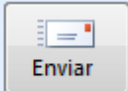
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Annex 5.

TEMPLATES OF THE COMMUNICATION ACTIONS FOR LP AND PP.

- Notification of a Meeting.
- Agenda of a Meeting.
- Draft Minutes of a Meeting.
- Final Minutes of a Meeting.
- Written procedure.
- Written procedure response.
- Publication press release/ newsletter.

- Notification of a Meeting.

	Para...	<input type="text"/>
Enviar	CC...	<input type="text"/>
Cuenta ▾	CCO...	<input type="text"/>
Asunto:		REINPO RETAIL - Meeting notification

Dear REINPO RETAIL partners,

The LP is **pleased to invite you to the meeting of the REINPO RETAIL project** due to be held in in .

We hope that this date is adequate for all of you and **we kindly ask you to confirm your availabilities** for these dates as soon as possible.

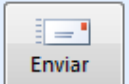
Soon, you will received the detailed agenda of the meeting, as well as practical information on the your travel and accommodation and the technical documents required for the preparation of the meeting.

We are at your entire disposal for any further information.

Best wishes.

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- Agenda of a Meeting.

	Para...	<input type="text"/>
Enviar	CC...	<input type="text"/>
Cuenta ▾	CCO...	<input type="text"/>
Asunto:		REINPO RETAIL - Agenda Meeting

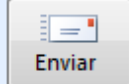
Dear REINPO RETAIL partners,

Attached you will find the **agenda for our project meeting** due to be held on [REDACTED].

Please **let us have your feedback and arrival times** no later than [REDACTED] so that we can start organizing the logistics and, if required, make changes to the agenda.

Thank you for your cooperation.

- Draft Minutes of a Meeting.

	Para...	<input type="text"/>
Enviar	CC...	<input type="text"/>
Cuenta ▾	CCO...	<input type="text"/>
Asunto:		REINPO RETAIL - Draft minutes meeting

Dear REINPO RETAIL Partners,


Please find attached the **draft minutes of the meeting** held last [REDACTED].

Please note that this is a draft version, so **if you want to propose any amendment to the minutes, do not hesitate to let us know within the next 2 weeks** (until [REDACTED]).

Thank you for your cooperation.

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- Final Minutes of a Meeting.

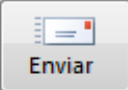
	Para...	
Enviar	CC...	
Cuenta ▾	CCO...	
Asunto:		REINPO RETAIL - Minutes meeting

Dear REINPO RETAIL Partners,

Please find attached the **minutes of the meeting** held last [redacted] for **your approval in 10 days by written procedure**.

Thank you for your cooperation.

- Written procedure.

	Para...	
Enviar	CC...	
Cuenta ▾	CCO...	
Asunto:		REINPO RETAIL - Urgent written procedure

Dear Steering Committee members,

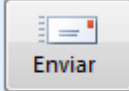
In accordance with the rules of the REINPO RETAIL Steering Committee set out in the Quality Regulation, the LP, as Chair of the Steering Committee, would like to **launch an urgent written procedure (5 days) for the approval of [redacted]**, in application of the procedures laid down by the Managing Bodies of the TN MED Programme.

The LP therefore asks all members of the Steering Committee to approve by [redacted] for the complete implementation of the activities planned Application Form.

Thank you for your cooperation.

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- Written procedure response.

	Para...	
Enviar	CC...	
Cuenta ▾	CCO...	
Asunto:		REINPO RETAIL - Written procedure response

Dear Lead Partner,

We hereby confirm on behalf of Partner [redacted] that we agree with the change proposed by the LP last [redacted] in order to [redacted].

Yours sincerely,

Partner [redacted]

- Publication latest press release/ newsletter.

	Para...	
Enviar	CC...	
Cuenta ▾	CCO...	
Asunto:		REINPO RETAIL - Publication latest press release/ newsletter.

Dear REINPO RETAIL partners,

Please, **find attached the latest press releases/ Newsletter** concerning the REINPO RETAIL dissemination activities.

We also inform you that these press releases/ Newsletter have been **uploaded on the website** of the project. You can read them following these links: [http:// \[redacted\]](http://[redacted])

Looking forward to hearing from you.

Best regards.