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## ***Plan of action for an awareness campaign, for information and advertisement of PCD project***

The primary aim of WP is to set up clear and effective widespread information, addressed to citizens, users, local authorities, organizations and to people interested in this enterprise.

In order to spread project contents adequately, the adopted communication strategy is mixed thanks to the use of various media connected to the project activities and to the purposes to follow.

The diffusion plan, thanks to the experiences of the BLD, is based on the setting of a core graphic display starting from the project logo. This logo represents the field it belongs to and the key ideas (environment, energy, services) into a recognizable icon but it is also based on a pondered synopsis of core concepts.

For this purpose, the founding concepts of PCD are summarized in a basic instrument: the synoptic brochure. This brochure can be read as a paper document in various formats and its contents are the basis for press releases that can support several projects.

The diffusion of the project results is assigned to system WCMS (Web Content Management System) via web. This system is open to all partners and can support the scheduling of the events with a calendar, with content publications of the various formats. Besides, WCMS is able to support web vocational training activities thanks to the publication of the documents on the site.

Taking into consideration the nature of the project it is necessary a massive involvement of local and national political and administrative authorities in various contexts. For this purpose, the seminars to present PCD in local realities must be preceded by a series of preliminary contacts that guarantee the effective involvement of the above-mentioned institutions in order to ensure the effective participation in the various dialogue occasions according to the project.

The phases of invitation and promoting on local and national media must be considered carefully, even if the involved partners have their autonomy. For this purpose partners will be in contact with institutional representatives.

After the initial awareness campaign, which provides for seminars of presentation with distribution of brochures and free access to the web site of the partners and those interested in it. The documents presented during training activities will be advertised and published in the web site of the project and they will be spread in the various in fields of the training activities ( professional orders, professional associations and specialized media..)

The adjustments to Boverket manuals will be collected in a volume, easy to consult ( paper form and digital form). The paper form must have an easy graphic aspect and

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represent properly the technical elements developed by the project according to the adjustment.

The spreading of contents will be made easier through formal activities (carried out directly by PCD) and the necessary interpenetration between PCD activities and partners activities. The contents of the project and the dialogue methodologies which have been introduced, must take part in partners and stakeholders' communication and operation heritage. For this purpose there is the necessity of a very easy access to documentation and content review, with attention to standardization of formats and methodologies of communication in use.

Promoting and advertisement activities will be provided with registration forms of partners inserted in the PCD net in order to guarantee and strengthen the continuity of the project.

For the duration of the project, PCD is expected to participate as official observer for planning themes. Brochure and web site will be available.

Supplementary publications are expected to be prepared, CD-ROM and multimedia materials will be given in order to cut down the costs of paper production.

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