



Progetto "POSSO..NON POSSO...VADO! Rev.2 "

CUP:G72F11000080006

COMMUNICATION PLAN

Language of the product English

Result n. 15



The communication plan of the project based on a communication approach unifying aiming to build a common communication. The Communication Plan is the sustainability of the project and the capitalization of its results. It aims, in addition to the dissemination of the project itself to the creation and animation of a network of public and private actors. Two main communication are provided.

The first is internal to the network and aims to develop an ongoing communication. The priority targets are partners, businesses, institutional partners. Posts: project description, current actions being development (dashboards, reporting ...), external events, related to the project schedule (meetings, retro schedule seminars ...), knowledge of network members. Tools: Internet (Internet platform exchange of information,

newsletter, brochure for an approach or overall presentation description, organization of events in different countries (seminars, conferences).

Terms of external communication network aims to promote the project. Targets: local, existing and potential customers of businesses, local entrepreneurs, areas likely to integrate the process at the end of project, potential partners working in the field of business services, politicians territories Union Europe. Content: recognition and description of products released and added value (stakes, range services, qualitative and quantitative results, guarantees mark milestones hinge Project: Project Initiation, meetings and seminars, operational results with testimony, closing the project and perspectives on transfer and, promotion of services developed for business).

Internet Tools: Apart from those projected in the axis of internal communication, internet information platform dedicated to externally via local networks constituted partnership building web to relay information. Other types of tools: paper brochures, organizing events in different countries, creation and distribution of a press release and associated press (press each local territory, the specialized press), Countryside media (press, radio, TV, web) marketing operations in connection with various animations authorities.