



Molise Conference, Isernia

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WP7 – Communication report

Fabrizio Spallone, SI Molise





Summary of WP7 tasks



- Task 7.1 - Communication Team Coordinator**

- Task 7.2 - Newsletter and other publications**

- Task 7.3 - Communications with the European Commission**





Communication process



□ What do we have?

- An useful document has been created by the Project Coordinator (THE-
ISSUE-Project-Briefing-Paper) on November-2012; it can be used for different ways of communication
- Posters (Toulouse and Molise conferences)
- One Flyer by the Polish team
- THE ISSUE paper for the ITS world congress 2013
- A folder of THE ISSUE project
- Newsletters 1, 2, 3
- Other materials developed by each region (e.g. directories) that need to be coordinated



□ Next steps

- Future coordination of publications and articles
- Database of the events still organized or relevant for THE ISSUE topics



Task 7.1 Communication Team Coordinator



□ Activities' progress

▪ Communication plan

A new version of the timetable and the hypothesis about the number of newsletters and press releases has been produced (excel file: WP7 Timetable 9-7-2012). The update of the timetable and the hypothesis about actions and newsletters will be produced after Molise Conference

▪ Communication Team Group

Considering the delays of some communication processes and the difficulty to coordinate different partners, our suggestion is to organize additional teleconferences within the Communication Team Group still established. SI Molise has realized a document (WP7 COMMUNICATION GUIDELINES sent by email on 18th October 2012 and available on the private area of the website) with its contribution to the overall communication strategy to reinforce project diffusion

▪ Report to the Steering Group

The second report will be presented today (24th January 2013) within the SG

□ Next steps

- Updating of the timetable and databases for mailing
- Implementation of the plan (new press releases, newsletters)



□ Points of attention

- ☞ Even if with some problems related to single decisions (newsletter contents, translations), the whole communication process is more stable and pervasive.



Task 7.2 Newsletter & other publications



□ Activities' progress

▪ Third Newsletter

The final editing of the newsletter has been sent on December and after coordination with the Polish team group, the (web-based) newsletter has been published on the website. At the same time the webmaster has sent the newsletter to all relevant addresses of the project (internal and external). A common decision has been to present this newsletter in coincidence with Molise event. The new number of the newsletter (the fourth) will be issued after the Conference

▪ Press releases and publications

SI Molise has produced:

- ✓ the Press Communicate for Toulouse Conference (pre and post event);
- ✓ the Press Communicate for Molise Conference (pre and post event);

The Communication Team is ready to give support for specific requests concerning the contents, editing, contacts

□ Next steps

- Newsletter 4
- Press releases and publications

□ Points of attention

- ☞ Newsletter translations (a specific email will be sent on this key point)





Task 7.3 Communications with the EC



□ Activities' progress

Links with European Offices and political contacts

The main objective of this area of activity is to manage relations with the European Economic Community by opening a privileged channel of communication with respect to the developments of the project. A first database of addresses is available for newsletter distribution and contacts' creation.

Sviluppo Italia Molise has also produced a document (WP7 - TASK 7.3_Communications with the European Commission_A step forward) containing some concepts and guidelines for this peculiar activity.

A printed copy of Newsletter 3 will be sent to relevant stakeholders in Europe

Nereus synergies

The channel of communication is very good and synergies have been created also for Molise Conference



□ Next steps

- The activity of sensibilization will continue throughout the year

□ Points of attention

- ☞ Some difficulties can be underlined in the process of contacting people and offices in Europe, because a lot of times they did not receive a direct message, so personal meetings are more efficient (even if with higher costs for us!) to disseminate THE ISSUE topics.



THANK YOU FOR YOUR ATTENTION!

