

I-SEE - Project for strengthening information exchange between Italy and South East Europe neighbouring countries on New Psychoactive Substances

COMMUNICATION AND DISSEMINATION PLAN

Project title	I-SEE - Project for strengthening information exchange between Italy and South East Europe neighbouring countries on New Psychoactive Substances
Grant Agreement No.	JUST/2013/ISEC/DRUGS/AG/6426
Workstream	WS4
Dissemination level	Open to all

Table of contents

1. Introduction	p. 3
2. Overview of the I-SEE project	p. 3
3. Communication and dissemination goals	p. 3
4. Guiding principles of the communication strategy	p. 4
5. Target audience	p. 4
6. Communication messages	p. 4
7. Communication channels: tools and instruments	p. 5
7.1. Internal communication	p. 5
7.2. External communication	p. 5
8. Graphical identity	p. 6
9. Evaluation of communication and dissemination processes	p. 7
10. Appendices	p. 7
10.1. Letterhead layout	p. 7
10.2. Presentation layout	p. 8
10.3. Cover for deliverables	p. 9
10.4. Indicators for evaluation	p. 10

1. Introduction

This document describes the dissemination and communication strategies to be adopted within the I-SEE project. Its purpose is to formalize and provide guidelines to manage the dissemination and communication activities related to the I-SEE project, to schedule the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

The definition of communication and dissemination goals and the use the right means to achieve them is a useful instrument that will includes target audiences, main communication messages, channels and tools of communication, information about the I-SEE graphical identity and the evaluation of communication and dissemination processes.

2. Overview of the I-SEE project

The project has been co-funded by the Prevention of and Fight against Crime Programme (ISEC) of the European Union (see Grant Agreement N. JUST/2013/ISEC/DRUGS/AG/6426). The project is coordinated by the University of Florence, Health's Science Department (Italy). The I-SEE project also involves two EU neighbouring countries, traditionally engaged into intense cross-border cooperation programmes in different fields and whose accession process in the EU took place at different stages, Slovenia and Croatia.

This heterogeneity concerns also their respective Early Warning Systems (EWS), which are quite differently organized and have different levels of development. Therefore, the I-SEE project aims at developing, also according to the EMCDDA operating guidelines on EWS, the integration and sharing of best practices between the Italian EWS (which counts on a longstanding and well developed informative network made of national institutions, Law Enforcement, analytical laboratories, clinical centres) and the other two EWS.

3. Communication and dissemination goals

The main objectives of the "Communication and Dissemination Plan" are:

- To establish and maintain mechanisms for effective and timely communication between project partners; to coordinate all levels and types of communication in relation to the project.
- To communicate and disseminate the knowledge produced by the project and all relevant knowledge available at EU level.
- To raise general awareness towards the I-SEE project, its activities and its potential impact in the field.
- To raise specific attention of stakeholders, policy and decision makers to the project as an important instrument for the benefit of the programme area; to inform them about the progress of the development of the project activities.
- To demonstrate the role of the EU and ensure transparency about the use of public funding, as well as the concrete achievements of the projects.

4. Guiding principles of the communication strategy

All communication processes have to follow some general shared indications, which are considered useful to establish and maintain a good working collaboration among partners, as well as to achieve effectively the project objectives:

- Communication processes must be clear and known to all project partners;
- Communication and dissemination must be purposeful and timely;
- Dissemination and communication must be open, honest and frank;
- In general, relevant information will be available on an open basis;
- Communication is a two-way process. It is not just a matter of messages being passed down from the coordinator to partners: upward and horizontal communications are equally important.

Communication tools will be tailored accordingly to the target so as to be clearly understandable and emotional at the same time, to both catch recipient's attention and to convince him/her to take the project into account for further use and transferability.

To that purpose, communication messages will be separate into technical and instructive ones: the first, quite methodical and detailed, the second more demonstrative. Both will be oriented to highlight the European added value and the benefit for Member States represented by the I-SEE project.

5. Target audience

Internal target group: coordinator, workstream leaders, all project partners.

External target group:

- EU Institutions: officials from different EU bodies need to be informed on a constant basis about the progress of the project and its results. At European and international level, dissemination is intended to reach the European Commission, the EMCDDA, the United Nations Office on Drugs and Crime, the World Health Organization, the Ministries of Interior and Ministries of Health of every EU Member State, and other international organizations dealing with drugs and NPS issue.
- Stakeholders, decision makers, authorities and Institutions at regional, national or international level dealing with policies in the fields of the programme priorities and development. In particular, dissemination will involve national Ministries of Interior, Ministries of Health, Law Enforcement, forensic laboratories, health services dealing with drug addicts, professionals orders and associations.
- General public (for transparency reasons and for ensuring that the added value of community assistance reaches the wider public).
- Media representatives.

6. Communication messages

The consortium shall define the message or messages to be transmitted to the several target groups. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project or network. Key messages to be transmitted:

- Main topic of the project
- Aim of the project

- Potential impact of the project
- Stakeholders and beneficiaries of the project
- Project conferences, workshops and events
- Major developments
- Goals achieved

Dissemination and communication activities will always have to highlight the financial support from the EC.

7. Channels of communication: tools and instruments

7.1. Internal communication:

- **Mail:** The reason for email communication is that there is no cost for this type of communication with maximum of information that can be spread. The email address opened and used to manage the I-SEE project coordination is project.isee@dss.unifi.it
- **Telephone calls:** Telephone calls are used in cases, when there is a need for a fast answer, as well as when the previous tool is not suitable in the given situation.
- **Face to face meetings:** Project partner meetings will occur on a regular basis, as reported in the project form. Those meetings will be set to discuss all the results, which have been reached during the last reporting period, as well as for planning the tasks and responsibilities for the next period. They include technical meetings and financial meetings.
- **Trouble shooting:** In case there is any problem in the communication between two project partners, in case of a dispute or in cases when troubles might harm the successful implementation of the project, the leading partner will be contacted to try to provide support and to foster a diplomatic solution to the discussion.
- **Web conference system:** To implement online meetings with all project partners it has been adopted a proven videoconferencing system. All partners has been previously assisted from the technical point of view to test each software and to make them feel at ease with this instrument. This communication tool can be used for online meetings when it is not possible to organize a vis-à-vis meeting and can easily be organized, needing only a PC, a webcam and an Internet connection. The web conference system also allows to share documents and to work with them collectively, reaching shared and common text versions.

7.2. External communication:

- **Webpage:** The project web page has been considered the most efficient way to concentrate all the data and results created during the project and to reach the greatest general public. Besides the general information about the I-SEE project, on the web pages news about conferences and other actions will be presented. A specific section is dedicated to the evaluation and the reporting documents that will be elaborated during the project process. The webpage developed for the I-SEE project is the following: <http://www.dss.unifi.it/vp-102-i-see.html> That is available both in Italian and English language.

- **Project booklet:** This document is intended to be a live folder, which will continuously be enriched with project's achievements and contributions from partners.
- **Reporting documents:** Considering the "Monitoring and Evaluation Plan", a number of reporting documents will be elaborated to show the development of the project and the results that have been achieved.
- **Press conferences:** Three press conferences are foreseen during the I-SEE project. For those, a media database will be used for invitation. The first two press conferences will be held in Croatia and Slovenia, having the possibility to reach the specific audience in each country. The final conference will take place in Florence (Italy), where the coordinator's team is located. For each conference, a press release will be elaborated and a representative from the EC will be invited.
- **Participation to national and international events:** taking part to other conferences (as a collateral) will be an option as it may improve the impact of the project.

8. Graphical identity

A visual identity for the I-SEE project has been created in order to preserve the uniqueness of the project itself and to assure that everybody will clearly identify the project by graphic layout of all documents. All project partners use graphical design that has been agreed among them. That is very important for disseminating the same project "stamp".

Project partners are responsible for compliance of visual identity in communication tools related to the project. In particular, a clear visual reference to the EU can be maintained on all materials due to the presence of the EU flag and the specific statement "Co-funded by the Prevention of and Fight against Crime Programm of the European Union" and the reference to the Grant Agreement number.

Logo

A specific logo has been created for the I-SEE project (fig. 1). A specific logo has been created also to highlight the financial support from the EC (fig. 2), according to EC indications at the kick off meeting.



Fig. 1

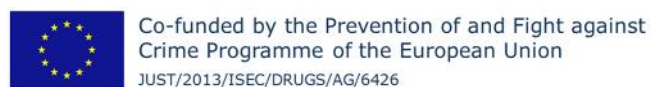


Fig. 2

Templates

Specific templates have been created in order to identify the I-SEE project also by graphic layout. In the appendices are available the letterhead layout (appendices n.10.1), the presentation layout (appendices n. 10.2) and the cover for deliverables (appendices n. 10.3).

However, it is important to highlight that when partners have to use institutional layout or the predefined layout of EC bodies (agencies) (like EMCDDA/EUROPOL reporting forms), necessary and mandatory for formal communications internal and external to their own organizations (eg. Ministry of Interior Police, National Institute of Health, EMCDDA, EUROPOL etc.), it is possible to put on the documents a reference to the project Grant Agreement number only. That is sufficient to

indicate that the contents of the communication refer to activities of the project I-SEE. In these cases, priority will be given to the graphic identity of the institution and minimum requirements for EU funding visibility will be respected by means of the Grant Agreement number.

9. Evaluation of communication and dissemination processes

Monitoring and evaluation will be ensured by identification of indicators and using appropriate techniques. In the appendices are available indicators about communication process (appendices n. 10.4) taken from the “Monitoring and evaluation plan”.

10. Appendices

10.1. Letterhead layout

 I-SEE European Project on New Psychoactive Substance	 Co-funded by the Prevention of and Fight against Crime Programme of the European Union JUST/2013/ISEC/DRUGS/AG/6426
<p>I-SEE - Project for strengthening information exchange between Italy and South East Europe neighbouring countries on New Psychoactive Substances</p>	
Coordinator  UNIVERSITÀ DEGLI STUDI FIRENZE Department of Health Science	Beneficiary partners  NIJZ National Institute of Public Health Slovenia  Ministarstvo za notranje zadeve Policija National Forensic Laboratory and Criminal Police Directorate  DrogArt  UNIVERSITY OF SPLIT SCHOOL OF MEDICINE Republic of Croatia

10.3. Cover for deliverables

I-SEE - Project for strengthening information exchange between Italy and South East Europe neighbouring countries on New Psychoactive Substances

TITLE OF THE DOCUMENT

Project title	I-SEE - Project for strengthening information exchange between Italy and South East Europe neighbouring countries on New Psychoactive Substances
Grant Agreement No.	JUST/2013/ISEC/DRUGS/AG/6426
Workstream	
Dissemination level	

10.4. Indicators for evaluation

Activities	Outcome	Output Indicators	Expected deliverable
Production (design and printing) of information materials	Leaflet of the project by M1	N Leaflet of the project (1)	Leaflet
Production of the website	Website by M3	N website (1)	Website
Troubleshooting when tasks are not fully completed or do not reach expected results		N. Troubleshooting (unpredictable)	Document
Press conferences organization	1 Press conference by M1	N Press kit (1)	Documents in the press kit
		N persons attending the meeting (unpredictable)	Minute of the meeting
		N minutes elaborated (1)	
	1 Press conference by M12	N Press kit (1)	Documents in the press kit
		N persons attending the meeting (unpredictable)	Minute of the meeting
		N minutes elaborated (1)	
Final conference organization	Final conference (M24)	N Press kit (1)	Documents in the press kit
		N persons attending the meeting (unpredictable)	Minute of the meeting
		N minutes elaborated (1)	
Definition and implementation of dissemination plan	Dissemination and communication plan by M10-11	N dissemination and communication plan (1)	Document
	Dissemination of results	N final report sent	Report