

ASTAHG

Alpine Space Transnational Governance  
of Active and Healthy Ageing

Kick-off meeting

28-29 June 2018

Trieste

WP Communication

# WP Communication

- Duration : 3 years (2018-04 / 2021-04)
- Partners involved : All partners.

## Objectives : application form

- Engage 4ple Helix actors in the transnational governance board
- Support data collection on governance applications on AHA in the AS
- Exchange with other initiatives, particularly EUSALP;
- Disseminate the outcomes (particularly, the observatory and the framework) and favour the transfer of high impact initiatives and innovation on AHA;
- Support the sustainability of project outcomes, in particular the transnational governance board and the observatory. Communication activities will have horizontal character and support all implementation WPs. The communication activities and channels will be tailored to reach the different stakeholders and objectives.

# WP Communication

## **A.C.1. Start-up activities including communication**

This activity focuses on the creation of the project identity within the ASP framework (logo, claim, key messages and website) and the definition of the communication strategy, identifying the channels and activities to reach target groups and stakeholders and exchange with EUSALP, and the selection of indicators to monitor the reached audience. The communication strategy will be approved by the PSG and delivered by M3, although new communication needs may bring to updates to the strategy.

### Deliverables :

- Communication plan
- ASTAHG website : <http://www.alpine-space.eu/astahg>
- Information web page on partners' websites

# WP Communication

## A.C.1. Start-up activities including communication

Deliverables	How	Input (what, from who)	Link with other activities
Communication plan	This document details: communication channels and activities (web, social media, publications, events, synergy activities with EUSALP, EIPonAHA and other projects, ...); calendar of activities and events; indicators.	<b>PSP PACA</b> : definition and writing the deliverable	-
ASTAHG website	ASTAHG website will be hosted in the ASP website and will be updated at least every 3 months, plus additional updates for every relevant communication. By M6.	<b>PSP PACA</b> : creation and updates <b>Partners</b> : contributions (activities and news)	-
Information web page on partners's websites	Each partner will publish on their website the ASTAHG information webpage	<b>PSP PACA</b> : define the content in English <b>Partners</b> : publication on their websites	-

# WP Communication

## A.C.1. Start-up activities including communication

### Activity planning

Deliverables	Dead line
Communication plan	September 2018
ASTAHG website	October 2018
Information web page on partners's websites	September 2018

# Communication strategy

## Summary of the content

- Introduction
- Target groups
- Corporate identity : *logo, templates and colours, word templates , power point templates, scientific papers templates*
- Press office
- Communication activities : *digital activities, website, social media, promotional activities, publications, scientific publications*
- Timetable
- Measuring and reporting

# WP Communication

## **A.C.2. Publication(s)**

This activity will run in parallel with the implementation WPs in order to diffuse and emphasize ASTAHG objectives and results. Articles will be published in scientific literature and as supporting documents for policymakers in the AS and EUSALP to share the project outcomes and analysis results.

### Deliverables :

- Flyer
- Poster
- State of the art on AHA initiatives and governance in the AS
- Papers

# WP Communication

## A.C.2. Publication(s)

Deliverables	How	Input (what, from who)	Link with other activities
Flyer	A digital flyer translated in the AS national languages and in English, containing ASTAHG objectives and activities. The flyer will be available on ASTAHG website and printed and distributed at events.	<b>PSP PACA</b> : definition and writing in english <b>Partners</b> : translate and print in the language for each event	-
Poster	A poster will be realized in compliance with ASP indications, containing the crucial ASTAHG information and translated in the language of each project participant, to be displayed at their premises and during events	<b>PSP PACA</b> : definition and writing in english <b>Partners</b> : translate in the own language and print for each event	-
State of the art on AHA initiatives and governance in the AS	Report gathers the T2 and T3 analyses results for EUSALP, policymakers and interest groups on the governance state of the art and innovation on AHA. It will be written in plain language and translated in the AS national languages to reach a wide audience.	<b>PSP PACA</b> : coordination <b>Partners</b> : define and write the contents, translate and validation	T2 and T3
Papers	A position paper (in plain language) and a peer-reviewed scientific paper, freely available on ASTAHG website, describing ASTAHG results (governance analyses, AHA cooperation framework) to heterogeneous audiences interested in AHA initiatives.	<b>PSP PACA</b> : coordination and gathering of contributions <b>Partners</b> : writing and diffusion	-



# WP Communication

## A.C.2. Publication(s)

### Activity planning

Deliverables	Dead line
Flyer	September 2018
Poster	September 2018
State of the art on AHA initiatives and governance in the AS	The first version - M 20 – December 2019 (PACA) The last version - M34 – February 2021 (Trieste)
Papers	April 2021

# WP Communication

## **A.C.3. Public Event(s)**

Events aim at involving AHA 4ple helix actors in ASTAHG activities. Large scale events will gather the attention of high level players to transnational activities and results, as well as on their sustainability. Representatives of EUSALP, of local and international AHA projects including EIPonAHA, will be involved. Local events will raise awareness on ASTAHG objectives and will stimulate data collection for AT3.1, AT3.2 as well as participation to the transnational governance board.

### Deliverables :

- ASTAHG stakeholders
- Local events
- International events

# WP Communication

## A.C.3. Public Event(s)

Deliverables	How	Input (what, from who)	Link with other activities
<b>ASTAHG stakeholders</b>	The main players of AHA policy design, implementation and realization of initiatives and services in the AS regions will be identified, belonging to the 4Helix categories, and listed as ASTAHG stakeholder.	<b>PSP PACA</b> : A stakeholder map template <b>Partners</b> : Regional contributions	T1 DC3.2
<b>Local events</b>	Focused events in partners/observers regions, inviting the stakeholders identified in DC 3.1. For each event, documents as the participants list, schedule, presentations and minutes will be collected.	<b>PSP PACA</b> : coordination <b>Partners</b> : organisation	DC3.1. A.T.3.1. A.T.3.2.
<b>International events</b>	A midterm event (in PACA) and a final conference (in Trieste) will be organized, as 1 day events disseminating ASTAHG results. For each, a press release will be organized. The participants list, schedule, presentations and minutes will be reported.	<b>PSP PACA</b> : organising the mid-term event <b>LP (Regione Autonoma Friuli-Venezia-Giulia)</b> : organising the final conference	All activities contribute to the content

# WP Communication

## A.C.3. Public Event(s)

### Activity planning

Deliverables	Dead line
ASTAHG stakeholders	October 2018 – the template December 2018 – the first version
Local events	2019 (between the first and the second Transnational Governance Board)
International events	M 20 – December 2019 (PACA) M34 – February 2021 (Trieste)

# WP Communication

## **A.C.4. Digital activities**

Active presence on the websites and social media of the project, of partners and associated partners, with particular care for PA websites. Creation of digital presentations and multimedia to disseminate project outcomes in different contexts. Particular relevant to enforce cooperation with other projects in ASP and other Programs on the governance/AHA topic.

### Deliverables :

- Social media report
- Digital contents

# WP Communication

## A.C.4. Digital activities

Deliverables	How	Input (what, from who)	Link with other activities
Social media report	The report summarizes ASTAHG activity and audience reached on the web in each reporting period through indications such as number of posts/tweets, number of followers, number of shares, etc.	PSP PACA : Responsible Partners : contributions (activities and news)	All activities contribute to the content
Digital contents	Catalogue of the digital presentations and multimedia conveying information to ASTAHG stakeholders and the public, including a presentation/tutorial for using the OT2. They will be available through ASTAHG website.	PSP PACA : Responsible Partners : contributions (activities and news)	All activities contribute to the content

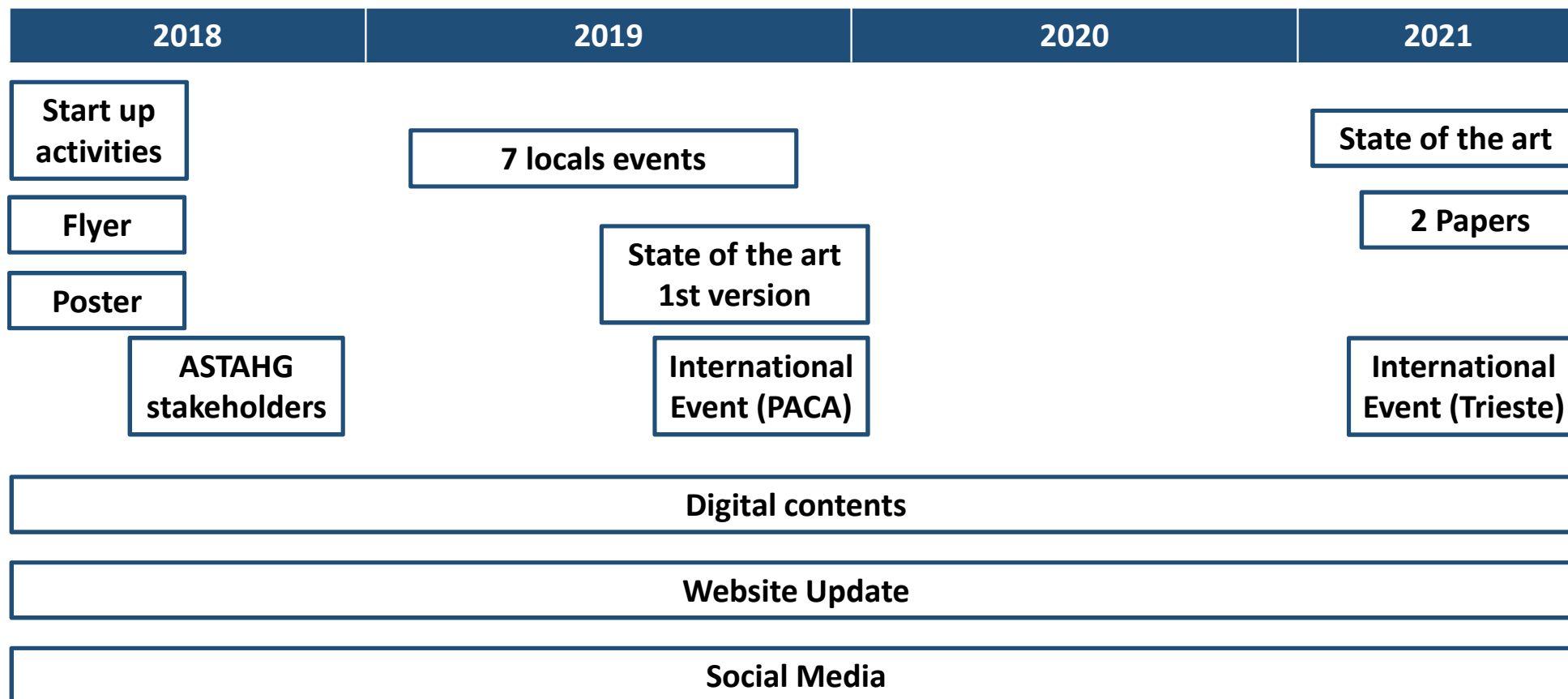
# WP Communication

## A.C.4. Digital activities

### Activity planning

Deliverables	Dead line
Social media report	All the ends of periods
Digital contents	All the ends of periods

# WP Communication – Activity planning





# WP Communication – Next steps

- **3rd and 4th July 2018**

- ✓ Website training with Communication managers (PSP PACA)
- ✓ Communication strategy training with Lead partners & comm. Managers (PSP PACA)

- **August – September 2018**

- ✓ Flyer and poster translation
- ✓ Partner's logo collect

- **September – October 2018**

- ✓ Strategy, plan, identity
- ✓ Communication guidelines and materials for partners
- ✓ Website and social media
- ✓ A stakeholder map template

# Communication requirements

**Project information on project partners' websites** : Every project partner must display on their organisation's website the following information about the project:

**Project poster** : Each project must produce a poster (minimum size A3) with information about the project, the project logo and information about the ERDF co-funding of the project. This poster must be displayed at each project participant's premises, at a location readily visible to the public, such as the entrance area of a building.

**Website** : Project websites are integrated and hosted on the programme website as sub-websites with features tailored to project needs.

**Final event** : All projects are required to plan at least one public final event to present the results achieved during their implementation phase

**Promotional material** : Promotional materials may be produced only if they appear to be strictly necessary to project communication activities and if they clearly serve the objectives of the project communication strategy.

**The media and social media** : The best way to communicate project purpose and achievements to a targeted and/or a broader audience is to address the media and use social media.

# WP Communication – Contacts

Pôle Services à la Personne PACA

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