SWAN

"Enhancing regional transportation through Sustainable Water Aerodrome Network"

Del. 2.1 – Communication Plan

Port Authority of Corfu
(LB)

Project Details:

Programme: **(Interreg V-A) EL-IT - Greece-Italy**

Priority Axis: **Cross Border and Sustainable Transport System.**

Objective: **Promoting transport and removing bottlenecks in key network infrastructure.**

Project Title: **Enhancing regional transportation through Sustainable Water Aerodrome Network.**

Project Acronym: **SWAN**

Reference No:**5003044**

Lead Partner: **Port Authority of Corfu**

Total Budget: **2.632.895,00€**

Time Frame: **01/01/2018 - 13/11/2020**

Deliverable Details

WP: 2 - Communication

Activity: 2.1 – Communication Strategy

Deliverable Title: 2.1.1 Communication Plan

Responsible Partner: Port Authority of Corfu

Involved Partner: ALL

Date & Place of delivery: Corfu, 13/11/2020

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Σύνοψη

Το παραδοτέο *2.1.1 - Σχέδιο επικοινωνίας* (*Communication Plan*) εκπονείται στο πλαίσιο του *Πακέτου Εργασίας 2 - Πληροφόρηση και δημοσιότητα (Information & publicity)* από τον Επικεφαλής Εταίρο (Οργανισμό Λιμένος Κέρκυρας) σε συνεργασία με τους λοιπούς εταίρους του έργου.

Το Σχέδιο Επικοινωνίας καθορίζει τη στρατηγική επικοινωνίας του Έργου που θα είναι ο ακρογωνιαίος λίθος όλων των δραστηριοτήτων που σχετίζονται με τις δράσεις προβολής και διάχυσης των δράσεων και των αποτελεσμάτων του έργου.

Τα βασικά σημεία που εξετάζονται στο Κοινό Σχέδιο Επικοινωνίας του έργου, είναι μεταξύ άλλων, τα εξής:

- ✓ Εταιρική ταυτότητα του έργου (Λογότυπο, πρότυπο παρουσίασης κ.λπ.)
- ✓ Επικοινωνιακή προσέγγιση του έργου και εντοπισμός ενδιαφερόμενων/ εμπλεκομένων φορέων.
- ✓ Περιγραφή υλικού επικοινωνίας και μηνύματα που πρέπει να εστιάζουν.
- ✓ Κανάλια και μέσα επικοινωνίας
- ✓ Περιγραφή Ιστοσελίδας του έργου.

Σύμφωνα με το Σχέδιο Επικοινωνίας, η προβολή του έργου SWAN θα επιτευχθεί μέσω:

α) Της ανάπτυξης Ιστοσελίδας του έργου (θα αναπτυχθεί από τον Δήμο Κεντρικής Κέρκυρας & Διαποντίων Νήσων), παρέχοντας πληροφορίες σχετικά με:

- ✓ τις υποδομές που θα δημιουργηθούν και τον εξοπλισμό που αποκτηθεί στο έργο SWAN (συμπεριλαμβανομένων των νέων υπηρεσιών και προτύπων ασφαλείας που θα πληρούν) για:
  - Τα υδατοδρόμια της Κέρκυρας, των Παξών, των Οθωνών, του Μανθρακίου, της Ερεικούσας, του Ταράντο, της Καλλίπολης και του Ναρντό.
  - Τους μίνι τερματικούς σταθμούς που θα δημιουργηθούν σε: Κέρκυρα, Παξούς, Οθωνοί, Μανθράκη, Ερεικούσα, Ταράντο, Καλλίπολη και Ναρντό.
- ✓ Πληροφορίες για τις πτήσεις (διαθέσιμα δρομολόγια), το κόστος, την πρόγνωση για τον καιρό και την θάλασσα (εικόνες μέσω κάμερας). Σημειώνεται ότι ο ιστότοπος θα συνεχίσει να λειτουργεί και μετά την υλοποίηση του έργου, συμβάλλοντας στη βιωσιμότητα των αποτελεσμάτων του.

β) Της επίσημη ιστοσελίδας του έργου SWAN, η οποία παρέχεται από το πρόγραμμα Interreg Ελλάδα – Ιταλία 2014-2020: https://greece-italy.eu/rlb-funded-projects/swan/

Γ) Της συμμετοχή του εταιρικού σχήματος σε Διεθνείς Εκδηλώσεις:
- ✓ Οργάνωση από τον Δήμο Κεντρικής Κέρκυρας & Διαποντίων Νήσων (PB2) και συμμετοχή (όλων των εταίρων) στο Διεθνές Συνέδριο που θα πραγματοποιηθεί στην Κέρκυρα, συμπεριλαμβανομένης της συμμετοχής ενδιαφερομένων και βασικών φορέων από τον χώρο της Ναυτιλίας, των μεταφορέων και της Αεροπορίας.
- ✓ Συμμετοχή σε μια διεθνή έκθεση / έκθεση προώθησης των αποτελεσμάτων του έργου (IBT Berlin).

Δ) Της παραγωγής υλικού επικοινωνίας: Όλοι οι εταίροι θα παράγουν υλικό επικοινωνίας που θα χρησιμοποιηθεί σε συναντήσεις έργων, στο Τελικό Συνέδριο και στη διεθνή έκθεση για τη διάδοση των δραστηριοτήτων / αποτελεσμάτων του έργου.

Introduction

The deliverable *2.1.1 - Communication Plan* is elaborated in the context of the WP2 - Information and Publicity.

This is the Joint Communication plan that is elaborated by the Lead Beneficiary (Port Authority of Corfu) in collaboration with the WP2 Leader, Municipality of Central Corfu & Diapontian Islands (PB2).

The Communication Plan will define the Communication Strategy of the Project which will be the cornerstone of all communication related activities.

The Key sections assessed by the Communication Plan, analysed in the following chapters, are the following:

- The establishment of the project (business) identity (Logo, presentation template etc.)
- Define the sections of project's website.
- Define the project's communication approach towards the already identified related stakeholders/ Key players.
- Define and describe the communication material.
- Define joint communication channels and means

The visibility of the SWAN project will be achieved through:

a) The development the project website (it will be developed by the PB2 – Municipality of Central Corfu & Diapontian Islands), providing information about:
- the SWAN infrastructures & Equipment (including offered facilities and safety standards) for:
    - water aerodromes of Corfu, Paxoi, Othonoi, Manthraki, Ereikousa, Taranto, Gallipoli and Nardo.
    - Mini terminals of Corfu, Paxoi, Othonoi, Manthraki, Ereikousa, Taranto, Gallipoli and Nardo
- the flights (available routes), the prices and the weather and sea forecast (images through web camera). The website will continue to operate after project implementation contributing to project's sustainability.

b) the regularly updated SWAN officially page: https://greece-italy.eu/rlb-funded-projects/swan/

C) Participation in International Events:

- Organisation (by PB2) and participation (of all partners) in the International Conference that will take place in Corfu, including the participation of stakeholders and key players of the marine and aviation sector.
- Participation in one international fair / exhibition of the promotion of project's results.

D) Production of Communication material: All the partners will produce communication material which will use in project meetings, in the Final Conference and in the international fair disseminating of project activities/results/outputs.

More details are described and presented in the following sections.

1. Background

1.1 Overview of the Communication plan

The overall objective of the Project Communication (WP 2) is to engage final beneficiaries in the project activities and to maximize the project's impact. The approach that will be applied is mixed and include:

- Common dissemination activities (e.g. Activities Outside of eligible area project platform, communication and promotion material).
- A mixed set of different types of events: Training & Educational programme & seminars/webinars, conduction of Flight Tests and survey, Organisation of the Final Maritime Conference (in Corfu), participation in an International exhibition / Fair.
- A setup of communication channels with self-explanatory roles towards the achievement of project's objectives (e.g. Creation of Website / (including weather and sea forecast - web images)).

To achieve the WP goals, each partner will set a Communication Manager (CM); CMs will be in direct contact and inform their Project Manager. All related activities will be deployed in the **communication plan**.

The structure of the Communication Plan is presented in Figure 1.

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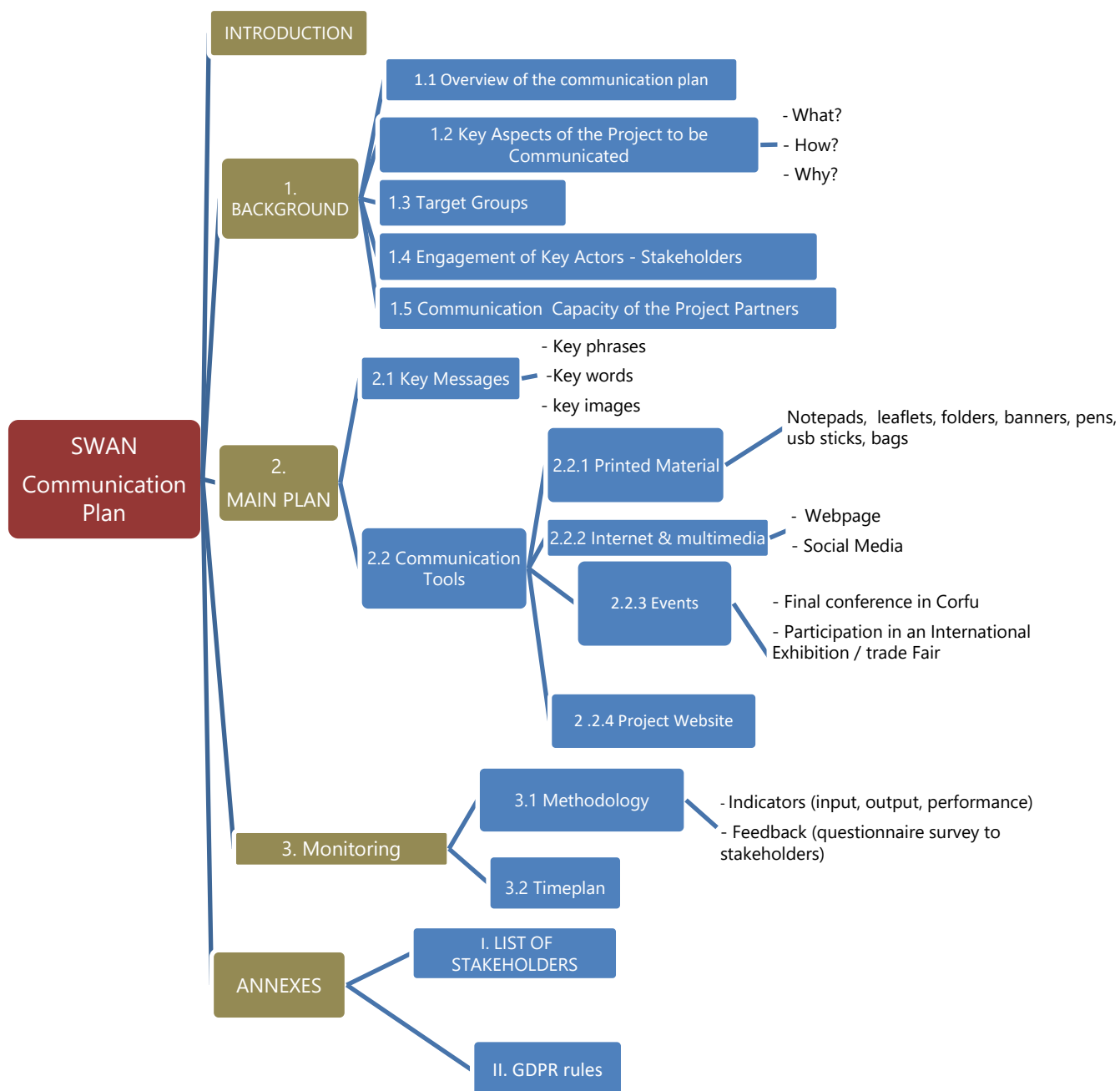- II. GDPR rules

SWAN Communication Plan

Figure 1 –Structure of Communication Plan

1.2 Key Aspects of the Project to be communicated

This section presents the key aspects of the project that should be communicated during project's activities, in the produced communication material and during the participation of events:

- Direct impact / benefits in the life of project's target groups and general public
- Main outputs of the project – 8 Sea planes infrastructures & several technical reports.
- Number of people benefited from the infrastructures (SWAN network) and other key figures
- Other key features:
  - **Economic growth**: The local economy will be benefited by an additional transport mean. New jobs will be created.
  - **Low Environmental Impact - Environmental Protection:** Environmental Impact and noise abatement Assessments take place for the foreseen infrastructures in every area, respecting among others Wild Life, Biodiversity and Ecosystems.
  - **Project partnership**. As a Cross Border cooperation programme, the partners should highlight that people across borders can achieve significant results by working together.
  - **Provision of real multimodal capability**, connecting any coastal site, from downtown port cities to remote areas and to areas with international airports.
  - **Limited requirements for infrastructures**: a mini-terminal and low-cost floating pontoon can establish an eco-friendly sustainable hybrid (aviation - marine) network. The limited requirements from the infrastructural point of view and its low environmental impact makes seaplane transportation one of the best alternatives for multimodal & integrated transport systems.

The promotion of the above key aspects of the project, will be undertaken in the foreseen communication/dissemination activities of the project (WP2 & WP6), As mentioned above, an International Conference will be organised in Corfu by PB2 with the participation of stakeholders and key players of the marine and aviation

sector and the participation of the partnership in an international fair disseminating project's results/activities.

Furthermore, all the partners will produce communication material which will use in project meetings, in the Final Conference and in the international fair for project publicity and the dissemination of project results/outputs.

Particularly, the partners will produce in total:
- o 10,000 pens,
- o 5,000 notepads,
- o 5,000 folders,
- o 500 usb sticks,
- o 15 banners,
- o 1,900 leaflets,
- o 300 bags.

1.3 Target Groups

The target groups of the project are national, regional and municipal authorities, actors related with marine and aviation sector, citizens – general public, travel agencies and actors related with tourism industry.

- Final beneficiaries of your Project's results
- Inhabitants of the involved areas,
- Tourists & travellers,
- Marine Transport & Aviation companies,
- Touristic SMEs & travel agencies
- Local SMEs including travel agencies, touristic shops, restaurants, and hotels
- Local, regional, national authorities and European institutions
- Network institutions and organizations
- General public (citizens)
- local stakeholders

The Key target groups of the SWAN project are mainly the inhabitants and the travellers of the programmed area (from Greece & Italy) who will be highly benefited by the water aerodromes and described services.

An important target of the project is to develop and implement a training scheme related to the commercial seaplane handling and management on the water aerodromes.

More details about the Target Groups are presented in the following Section (Section 1.4).

1.4 Engagement of key actors – stakeholders

This section aims to identify and involve key stakeholders/beneficiaries and actors in the project's activities. 5 distinguished steps are recommended in order to engage the key actors.

1. **Classification of the key actors/ stakeholders in Target Groups:** This step is important as will facilitate the communication actions, identifying tailored solutions for each group. One possible classification could be the following:
   - ❖ **Key Stakeholders / Actors:** Some of the stakeholders/actors of SWAN project could be transport companies, actors from aviation industry, water airplane manufacturers, administrative companies etc.
   - ❖ **National/International/Regional/local public authorities:** This group includes different levels of elected and local government (central government, regions provinces, municipalities, etc). Interaction will include both direct involvements of representatives (including decision-makers &elected members) from these institutions in the project's local or transnational meetings, as well as dissemination of promotional material.
   - ❖ **Private Sector:** This group includes business support organisations, local SMEs, companies offering water airplanes, companies managing water aerodromes, transport transportation and aviation companies etc., whose engagement in the project activities will build the foundations for the development of long-term collaboration and new investments for growth and jobs in the water aerodromes sector.
   - ❖ **Academia:** This group includes research Institutes, Aviation schools and Universities that can be involved in project's activities and be interested by project's results.
   - ❖ **General Public** especially local communities of the project partners, project's areas must be directly involved and well-informed, to raise awareness on the objectives of the project and facilitated the transportation between the inhabitant between point that are not well connected.

The following table presents and indicative approach towards each of the target groups and the respective goals

Table 1– Indicative approach involving target groups in project's activities

Target Group	Goals	Approach
Inhabitants	Create jobs Facilitate transportation	❖ facilitate main of transportation between the inhabitants.
EU level institutions	Influence EU policy Create synergies with horizontal projects	❖ Invitation of Eu officials and project's representatives to project events. ❖ Presentation of the project achievements to EU events.
Private Sector (companies managing waste aerodromes, enterprises involved with water and air transportation, cargo companies, business support organisations, local businesses, travel agencies, tourist industry etc),	Transfer of innovation Support jobs' creation	❖ Networking ❖ Distribution of project material
Pilot's Academia	Development of expertise on sustainable aviation production Promotion of the innovative models	❖ Organisation of water seaplanes events (seminars, workshops, conference) ❖ Invitation of academic experts to project events
General Public	Increase social networking Attract youth to innovative water seaplanes business (growth & jobs)	❖ Website and social media accounts ❖ Press and media

2. **Valorisation of partner's networking**.
3. **Valorisation of partner's human resources and collaboration** with other local, regional or national governmental or private agencies to collect detailed information about possible interested stakeholders; Municipalities, ministries or agencies working with agriculture sectors serve as example of the other bodies that will be contacted.
4. **Use public (available online) information** to identify other possible interested stakeholders and parties.
5. **Contact and reach individually or in group interested parties and stakeholders**, using the most appropriate and effective method. Methods that can be used include:
   o Organizing meetings with interested parties and stakeholders.
   o Collaborating with other local or regional agencies to participate in the meetings they organize and to retrieve from them databases which contain information about possible stakeholders.
   o Contact interested parties via post, e-mail, telephone and other means of communication.
   o Use massive communication tools such as the project's official webpage and social media (Facebook, twitter, Instagram).

1.5 Communication capacity of the project partners

This chapter presents communication channels & tools for the efficient communication among the project consortium and the stakeholders:

- **Project's website & platform:** SWAN official website could be the main tool for the communication and the dissemination of project's activities/results to stakeholders.
- **Development & update of a coordinated communication plan:** The communication plan will be the cornerstone of all communication related activities.
- **Liaisons with other international initiatives:** This task will aim at coordinating
  and pooling existing networks of the partner's, external to the consortium such us European projects, National Platforms and International Platforms.
- **Publicity & outreach:** Press conferences, interviews, newspaper articles related to the project SWAN can further promote project's goals and activities and disseminate its results.

- **Database with stakeholders:** This database will include information with stakeholder of the sector along with contact details (address, email, telephone, website, social media accounts, etc), their main activities, interests, challenges, and what they are excepting from the project. The use this kind of database by each partner can facilitate massive communication among all stakeholders of the project.
- **Electronic communication & multimedia:** Stakeholders will be contacted and presented with information via.
    - E-mails,
    - Social media (Facebook, twitter, Instagram).
- **Online marketing (Optional):** The most intensive communication channel will be the Internet. We assume that our main target groups are familiar with the Internet and social media, and therefore we will make an extensive use of those means. A page on Facebook, as well as a profile on Twitter and Instagram will be created and fed regularly with information on activities and forthcoming events during the whole project lifetime by each partner.
- **Dissemination of Promotional material:** 10.000 pens, 5000 notepads, 5000 folders, 500 usb sticks, 15 banners, 1900 leaflets, 320 bags.
- **Face to Face presentations & participation in conferences & international events:** Every aspect of the SWAN project should be presented in international trade exhibitions such as the *WTM in London* or *ITB Berlin* and through the information and dissemination activities such as the Final Conference that will take place in Corfu. Those events will be mainly hosted by the project consortium organizations. The aim of those presentations will be mainly to increase the awareness the of seaplanes connecting any coastal site, from downtown port cities to remote areas and to areas with international airports.

The Project main webpage will also serve as a communication tool for every project key message and related information. More details are presented din section 2.
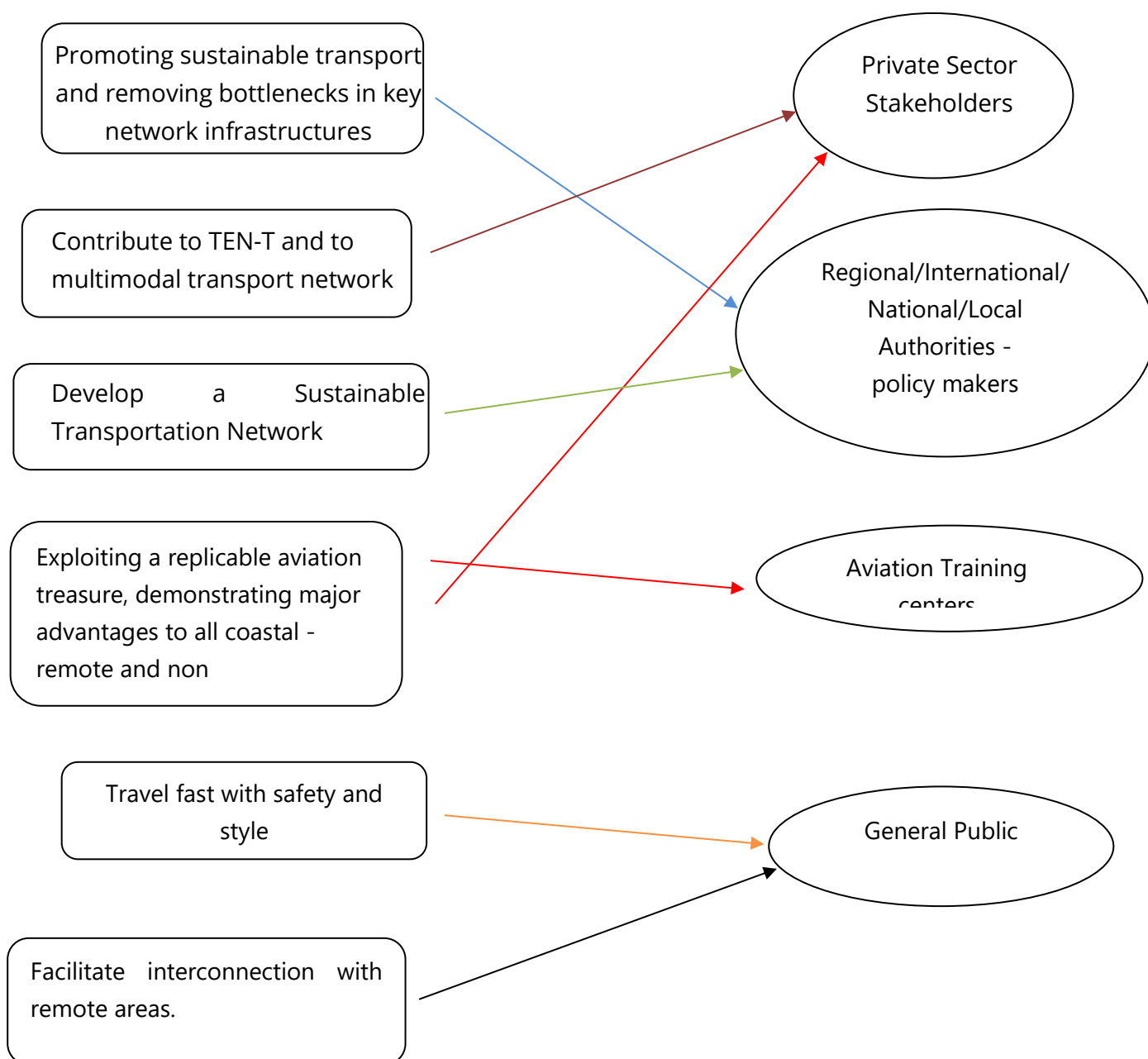
2. Main Plan

This section presents indicative key messages (words, phrases and images) and useful communication tools (some of them are foreseen to be produced) that can be exploited by the Beneficiaries for the dissemination of project activities.

2.1 Key messages

2.1.1 Key Phrases

The partners should focus on key messages, for the printing of their communication material and preparation of their communication material.

Key Phrase	Target Audience
Promoting sustainable transport and removing bottlenecks in key network infrastructures	Private Sector Stakeholders
Contribute to TEN-T and to multimodal transport network	Regional/International/ National/Local Authorities - policy makers
Develop a Sustainable Transportation Network	
Exploiting a replicable aviation treasure, demonstrating major advantages to all coastal - remote and non	Aviation Training centers
Travel fast with safety and style	General Public
Facilitate interconnection with remote areas.	

2.1.2 Key words

Some key words that could be included in all relevant communications of the project, both in terms of content, and in terms of symbolism are:

Water aerodromes, Seaplanes, Aviation, Cross Border and Sustainable Transport Network, Promotion of sustainable transportation, removing bottlenecks in key network infrastructures, enhancing regional mobility, Connection secondary and tertiary nodes, Boosting maritime transportation, Sustainable development

2.1.3 Key images

We need to focus on key images related to water airplanes, sustainable transportation, multimodal transportation.

- *Programmed Name with the reference to the fund*

- The programme name should be set in Monserrat Regular, with a letter spacing of 20.
- The Colour is the same reflex blue as in the logo.

Figure 2 – Official Project Logo

- *Alignments Programmed Name with the reference to the fund*

If the reference to the European Regional Development fund is part of the logo, it must be written below the programme name in Monserrat Regular, Reflex Blue.

The distance between the baseline of the fund and the baseline of the programme name should be 1/2 of the basic unit. The European Union label should be aligned with the base line of the of the "ERDF", while the length of the "ERDF" should be aligned with the length of the Interreg logo.
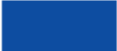

Figure 3–Alignment and spacing of the image

Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153

Figure 4 – Colour Reference

- *Multimodal Sustainable Transport System Logo*

Icons Standard appearance (positive)

The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the thematic objective it represents.

Key images:

The way to promote water airplanes and aerodromes through visual images of these creates a safe environment for the viewer and leads them to use this means of transport.
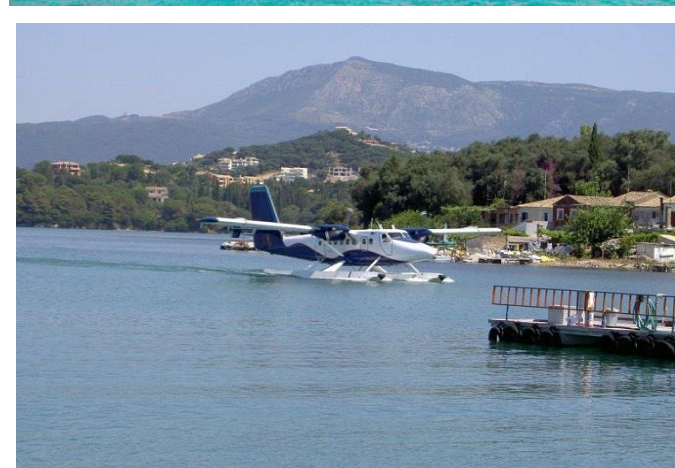
Figure 5 - Key images

2.2 Communication Tools

2.2.1 Printed Material

According to the Application Form, specific number of units per item will be designed and produced as promotional material for project purposes. The total units of digital/written communication material is 22,735.

Particularly, the partners will produce in total:
- ✓ 10.000 pens,
- ✓ 5.000 notepads,
- ✓ 5.000 folders,
- ✓ 500 usb sticks,
- ✓ 15 banners,
- ✓ 1.900 leaflets,
- ✓ 320 bags.

Break down analysis - Units produced per partners

Based on the Justification of Budget (excel file), each partner should produce specific number of communication material as this presented below:

LB1: 2000 pens, 1000 notepads,1000 folders, 100 USB, 3 banners, 550 leaflets/ Total: 4653 units

PB2: 2000 pens, 1000 notepads, 1000 folders, 100 usb sticks, 3 banners, 550 leaflets, 200 bags. Total: 4853 units

PB3: 2.000 pens, 1.000 notepads, 1.000 folders, 100 usb sticks, 3 banners, 400 leaflets, 100 bags. Total: 4603 units

PB4: 2000 pens, 1000 notepads, 1000 folders, 100usb sticks, 3 banners, 200 leaflets. Total: 4303 units

PB5: 2000 pens, 1000 notepads, 1000 folders, 100usb sticks, 3 banners, 200 leaflets. Total: 4303 units

The logo of SWAN project must always be clearly display in the produced material. Its position should be aligned with the grid.

2.2.1.1 Printed Material
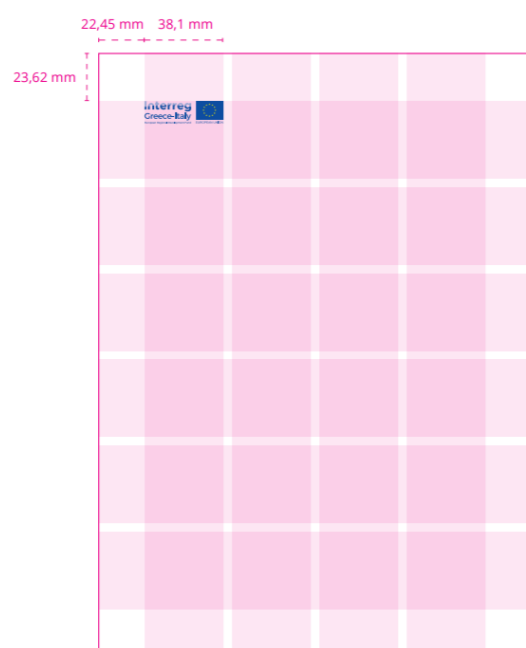
- ▪ <u>Logo positioning on A4</u>

Figure 6–Positioning of the logo in the grid on a A4 document.

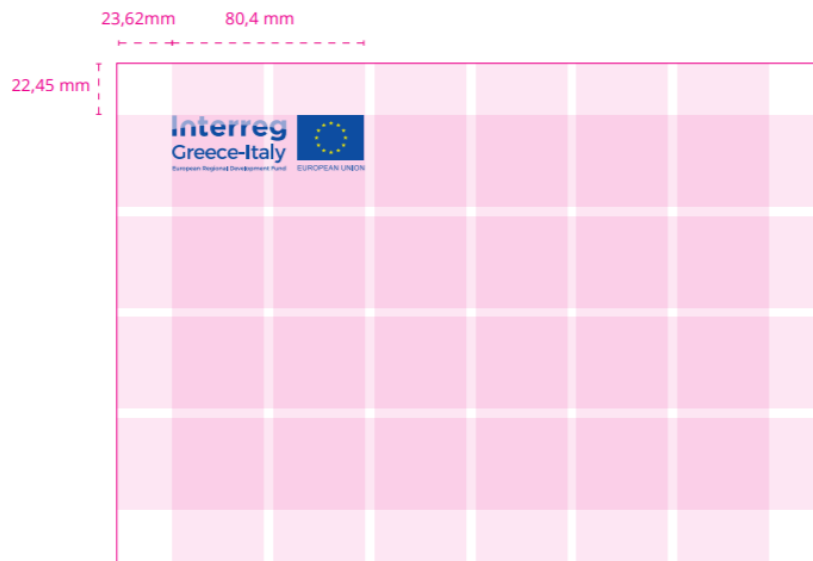- ▪ <u>Logo positioning on A4 landscape format</u>

Figure 7–Positioning of the logo in the grid on a A4 landscape format or PowerPoint presentation handout.

- ▪ <u>Poster design specifications</u>

During implementation of an operation, for any operation below EUR 500 000 public support and within six months after the approval of the Project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b). The poster needs to stay visible for the whole duration of the Project.

Figure 8 – Poster Design

- Roll Up (Banner) design specifications

Figure 9–Roll-Up Design Directions

- **Permanent Plaque Specific Design**

- Size: 2000 x 1500 mm.
- During the implementation of a Project consisting in the financing of infrastructure or construction operations for which the total public support to the operation exceeds 500,000 €, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation. Every billboard must mention at list the Project logo, the Project name, the Project budget, the funding reference and the name of the beneficiary. The temporary billboard referred to in point 4 of section 2.2. of Annex XII to the Regulation (EU) No 1303/ 2013.

Figure 10–Permanente Plaque Design Directions

Every beneficiary is strongly recommended to respect the guidelines of the programme for the production (design & printing) of the communication material as this is described in the Communication Toolkit of the programme. https://greece-italy.eu/communication-toolkit/

2.2.2 Internet & multimedia

Ideas about the display and the contents of the project's internet & multimedia tools:

- *Webpage*

This is a central pillar for our communication and dissemination strategy and on the other hand for providing updated info for weather and sea forecast. The partners can share all the information about the project and its activities, events, deliverables, and constitutes an important source of information for all stakeholder communities the project is seeking to reach. It could contain links to relevant information, publications, presentations, etc.

- *Project Platform*

The Greece-Italy Programme website requires to follow the Programme's visual guidelines and to share the project website structure with the programme communication officer, before the implementation.

The Project webpages on the Programme website has the same structure for all Projects, and includes:

- ✓ Project summary
- ✓ Project budget and duration
- ✓ Project partnership
- ✓ Work packages
- ✓ Project results/deliverables
- ✓ News/events

- *Tips for Social Media Page (Twitter, Facebook, Instagram) (Optional)*

- ✓ Partners should take a full advantage of the extensive social networks that are already in existence within the consortium to support its dissemination.
- ✓ Use of social media as a source of information about what is going on in the projects is also a major importance to the programmes.

- ✓ Following the projects in social media, people will keep themselves up to date about their achievements, events, promotional products and more. Building a strong connection and feeling of cooperation between programme and projects on social media can be used to enhance the feeling of working together and helping each other reach out to wider audiences such as by sharing/re-tweeting each other's relevant posts.
- ✓ Interaction: users can generate content as they have become active online members. Our users not only would read the information, they will also can expresstheir views and sharing information to a potentially large audience. Presence in social media will not be successful if you cannot sustain it over a longer period.

Why social media for SWAN project
- ✓ Interactive
- ✓ Fast, real time information and interaction.
- ✓ An increase of traffic to our website.
- ✓ Added value in branding.
- ✓ Virality of messages.
- ✓ Good possibility of linking and networking with relevant sectors.

Tips for the use of Social Media (Facebook, Instagram and Twitter) (Optional)

- ✓ Following people and organisations within your network. The more we follow, the more we are followed.
- ✓ Keep our audience engaged by post regularly butnot overload with unrelated information.
- ✓ Short texts and catchy, avoiding complex terminology.
- ✓ Tag the Programme page and to share some common hashtags (#GreeceItaly #Interregproject #EUproject #PROJECTNAME #Innovation #Competitiveness #Environmental #Culture #Transport and some other than can help to promote).
- ✓ We will use innovative hashtags in order to be distinguished from others.
- ✓ Inclusion of pictures in our posts, to make our information more attractive.
- ✓ We won't post the same info in all our social media platforms.
- ✓ Real-time post info.
- ✓ Our profile image is visible enough. (It's compulsory to include the Greece-Italy Project's logo in a prominent visible place).

✓ Respond to the messages even if they are negative.
✓ Replying to a tweet, we will make sure it appears on the tweet feed, so that it can be seen by more followers and on your timeline when viewed from desktop (this –currently– can be done by including punctuation before the mentioned handle)

2.2.3 Events

This chapter presents hints & good practices for the organization of project's events:

▪ **Steering Committee Meetings (ALL):**
  o 1st in Corfu (organised by LB)
  o 2nd in Taranto (organised by PB3)
  o 3rd in Gallipoli (organised by PB4)[1]
  o 4th in Nardo (organised by PB5)[2]
  o 5th in Corfu (organised by PB2)

▪ **Organisation of a Final Conference (PB2):**
- A Final Conference (organised by PB2) will be held in Corfu with the participation of stakeholders and key players of the marine sector.

▪ **Participation in an event Outside the eligible area (WP6)**
- Participation in an International Trade Exhibition/Fair for the Promotion/experience enhancement of the water aerodromes network. Due to Covid19 the participation in the World Travel Market in London was cancelled. The Plan B is the participation of the SWAN partnership in the ITB-Berlin (9-12 March 2021) that will be conducted Virtually. PB2 is responsible for the coordination of the partnership in the event.

The following tips and ideas might help while preparing for the events:

1. *Organisers Build*

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[1] Due to Covid19, this SCM was undertaken online
[2] Due to Covid19, this SCM was also undertaken online

A team responsible for the event and with a detailed plan. Identify local contact persons and allocate roles to team members. If the direct decision-makers are not part of the organising team, make sure to brief them regularly.

2. *Audiences*

Consider the group to which we are interested in transmitting the information making them feel comfortable and providing necessary material for the proper understanding of what they want to transmit.

3. *Name, description of the event, place, city and time*

The name of an event would be reader grasp what the event is about at first sight.

Good names are short rather than long. Together with the name, a clear description of the aim of the event and whom the event targets should be available.

The time and place (at least the city) of the event should be set ahead of time to allow for effective marketing. Check that the chosen date does not conflict with other events that your target audiences might also be interested in. Check that the most important participants (e.g. desired speakers) would be able to attend. Also check for clashes with other more newsworthy events: political events, holidays, etc. When working in an international setting and with participants travelling from longer distances, it is a good practise not to organise events starting on Monday morning or ending on Friday afternoon, allowing for travel on working days.

4. *Agenda Build*

Make up a well-planned schedule where the different parts follow each other in a logical sequence. Make sure the aim of the different parts is clear already in the agenda given out before the event for the participants to know what to expect.

Keep the event interactive by introducing panel discussions, workshops and break-out sessions (different formats to avoid boring events). Always allow plenty of time for questions and discussion. Also, make sure to build in regular breaks to

keep people's attention and to encourage networking possibilities. Make sure the moderation role is given to someone who can keep the schedule.

Plan enough time for coffee breaks (around 30 min) and lunch (at least 1 hour). Content-wise, remember to always introduce what the Project is about (for those who don't know about it), explain the Project results and mention the EU and Greece-Italy funding (both with the display of the Project logo and orally).

5. *Speakers*

Interesting, knowledgeable and skilled speakers are one of the make-or-break factors of any event.

When inviting speakers you will need to provide them with clear information on the event and its objectives, normally in the form of a draft Programme, a briefing on the types of people attending the event (including other speakers) and detailed instructions on what they are expected to do and how their contribution links to the other parts of the event.

A good practise is to provide the speaker with a set of 2-4 questions that you would need him/ her to answer in the presentation. Always make sure to follow up with your invited speakers proactively in person.

Introduce discuss and confirm fees, travel expenses etc., in advance and for prompt payment.

Before the event, collect all presentations and pre-load them in one large presentation file on the presentation laptop.

6. *Moderator(s)*

Our moderator must be someone who can manage the event, lead discussions and debates, keep schedules and make the event interesting and relevant to participants.

7. *Venue: Rooms and technical equipment*

Good accessibility for the participants, right sized rooms for the sessions, easy transfer between the rooms during the event and a suitable place for potential catering services where people can enjoy refreshments without having to spend excessive amounts of time in lines.

Facilitates connections to e.g., airports and train/ bus terminals. Preference for public transport instead of all participants having to take a taxi to reach the venue is recommended.

Number of expected participants and the need for different auditoriums, break-out rooms, lobby spaces, room for coffee breaks and lunch etc., ahead of time and include them in the term of reference when procuring the venue.

Think also of the technical equipment that we will need for holding the event – laptops, Projectors, screens, etc. Check what the venue provider has to offer; some equipment can be included in the price and some not. Arrange a site visit in advance and check the equipment to be used.

Consider hiring a professional photographer for bigger events.

8. Catering

A buffet is a good idea as it allows people to mix and talk. However, allow for enough tables and some places for people to sit down.

Remember to include the dietary requirements into the registration form and check from the catering service provider how long prior to the event they will need to know these requirements. Agree with the provider the deadline to confirm the final number of participants regarding the catering.

9. Accommodation

Especially with bigger events, it is recommending the delegates to book accommodation well in advance. Make a block reservation in the venue if it is a hotel or in a nearby hotel, if possible, especially during other major events or in cities with limited hotel capacity. This is particularly important when participants are arriving from further away and don't know the location, they would appreciate an easy way to book accommodation in or close to the event venue. Try to get special rates for participants in the proposed hotels.

10. Invitations to participants

Develop the invitation in good time to notify target audiences well before the event.

A "save the date" message can be the first announcement, followed by more details of the event later.

The basic information would be published on the Project website at least two months before the event and updated when the plans proceed. Send e-mails to ensure people's attention and Indicate a reply-by-date and a contact mail/ phone number. If necessary, send a reminder later and ask them to inform about any potential cancellation.

11. Registration

If the foreseen number of participants is more than 70, online registration saves time.

Upon sending confirmations to participants after registration, include some further practical information about the place where the event is taking place. This can be an info sheet about the location of the venue (address and map), main transport options to get there (information on main airports and how to reach the venue from there), accommodation possibilities and other necessary information.

12. Rehearsal meeting

Hold a rehearsal meeting with the organising team a day before the event. Go through the main presentations, anticipate frequently asked questions (locations of rooms and toilets, internet access, etc.) and make sure everybody in the team can answer them.

Check that the technicalities (e.g. laptops, Projectors and sound) work and that you know whom to contact at the venue if something stops functioning during your event.

Make sure how to know how to adjust air conditioning and the lights.

Make sure to have name badges, place labels for speakers, registration sheets, pens and paper, needed contact lists etc., in place already the day before.

14. Welcome

Make people feel invited.

Have someone greet the participants and show them to the cloakroom and the registration desk.

Have plenty of people at the registration desks to avoid long lines and to answer possible questions the participants might have.

Think of making different lines according to the alphabetic order of the surnames (A-D, F-M, etc.) to get a faster registration process.

Prepare materials beforehand so that people do not have to compile their event package while others are waiting.

In case we were using feedback questionnaires that are filled in on the spot, consider whether you want to give them as part of the material kit or later during the day.

Reserve a box or other place where the filled-in questionnaires and the badges to be recycled can be returned.

15. Media

Make sure they are well taken care of.

Make sure that we appoint someone responsible for introducing the journalist(s) to people to interview, explain the Project, and act as a contact point if they require any information.

Shortly before the event, sending out a press package including brief background information regarding the event and other useful materials can help journalists correctly comprehend and reflect your event. This should be complemented by

additional information andevent visuals delivered to the journalists after the event.

16. Photos

Attention to the high resolution of the pictures: in order to publish news and information about the funded project on the programme website, the photos must have the following size 1920X350 pixel.

17. Videos

During the events we could feature interviews with people directly benefiting from projects to pass on the key messages through authentic stories.

Share the video with the Programme YOUTUBE channel

18. Social media for the events

During the events, the projects should share photos, information and interesting short post through the social media. It is important to tag the Programme page and to share some common hashtags (#GreeceItaly #Interregproject #EUproject #Projectacronym #Innovation #Competitiveness #Environmental #Culture #Transport and some other hashtag that could be necessary to promote the event and the information that we want to transmit

After the event

Follow-up

Upload all relevant documents online (presentations, photos etc.) and send a thank you note to all participants and guests together with the link to the online materials.

In case you are using an online tool for collecting feedback, the link to the questionnaire can be included in the same mail. In that case the mail would need to go out as soon as possible after the event, preferably even the next day, for the

people to still feel motivated to provide their feedback. This feedback would be very useful for the organisation of future events.

After the technical event among the project partners, it is strongly recommended to prepare a "Minutes" that will summarise the discussion and the decisions taken by all participant partners. The minutes is usually prepared by the partner that organizes the event and it must be shared by all partners. If you approached or were approached by media about your event, remember to later check and document media coverage (Press and video Review).

Make news on your Project website and publish something about the successful event in a post-event newsletter. Include several photos to make more attractive the news/newsletter.

Evaluation

Hold a debriefing session with the organising team - discuss what went well and what can be improved in the future. Thank the team members for a job well done. Once the participant feedback has been collected, go through the findings with the whole team.

2.2.4 Project Website

As foreseen in the Application Form, a project website will be developed by the PB2 – Municipality of Central Corfu & Diapontian Islands, providing information about:

- the SWAN infrastructures & Equipment (including offered facilities and safety standards) for:
  - water aerodromes of Corfu, Paxoi, Othonoi, Manthraki, Ereikousa, Taranto, Gallipoli and Nardo.
  - Mini terminals of Corfu, Paxoi, Othonoi, Manthraki, Ereikousa, Taranto, Gallipoli and Nardo
- the flights (available routes), the prices and the weather and sea forecast (images through web camera). The website will continue to operate after project implementation contributing to project's sustainability.

The Website will have at least the following specifications:

- ✓ Application of the "Privacy by Design and by Default" principles of the GDPR regulation
- ✓ Evaluation of the functionality and accessibility of online evaluation tools to determine if it meets the requirements of users.
- ✓ Ability to dynamically change the content and add and remove categories - subcategories.
- ✓ Text search service within the website.
- ✓ Existence of electronic communication form.
- ✓ Ability to register visitors in a Newsletter service.
- ✓ Provision of navigation mechanisms, navigation information, navigation bars, and navigation map of the website, so that users can identify their position on the site (eg. existence of an ID on each subpage and navigation menu, sitemap).
- ✓ Use of markup language instead of using images, to transmit navigation information (eg. footer titles), or to table headers.
- ✓ Use of appropriate metatags for optimal listing in the major search engines.
- ✓ Use of default info graphic templates (Cascading Style Sheets - CSS) so that the configuration (fonts, colors, sizes, etc.) can be saved in a single file.
- ✓ Organization of files to ensure the performance of web pages without stylesheets, as well as in cases of deactivation (or non-support) of images, colors, scripts, applets or programming algorithms by the user's browser.
- ✓ Integration of traffic statistics export service (eg. Google analytics).
- ✓ Service for the distribution of recent headlines in the form of RSS (Really Simple Syndication) template.
- ✓ Support for the last update date of each subpage.
- ✓ Existence of a special space on the website that will indicate to the user the latest updates.
- ✓ Tools for connecting and disseminating content on well-known social networks (eg Facebook, Twitter, Linkedin, Google+).
- ✓ Calendar
- ✓ Weather forecast (temperature, speed and wind direction)
- ✓ Sea weather forecast (wave height, surface wind, sea level)
- ✓ Real-time image of watercourses from web cameras

A well-designed Project website can raise the profile of the Project and improve dissemination of its results to a wide range of stakeholders.

Information can be made available also using other channels like via social media accounts or Project partner organisations' websites.

- *Basic legal requirements*

  ✓ The project logo must be visible in the home page (header) on the left.
  ✓ The fund project in which is financed must be mentioned on the homepage (e. g. European Regional Development Fund).
  ✓ EU flag and the text "European Union" must be visible on the homepage in full colour without the visitor having to scroll down.
  ✓ In the footer, it is necessary to add the fund mention as described:

EU funding to the Project is granted from two different funds, European Regional Development Fund (ERDF) and as well as from national funds of the Greece and Italy countries.

Considering this, it is necessary to add to all communication materials (i.e. written documents, promotional materials, website), the following sentence:

English version

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy.

Italian version

Progetto co-finanziato dall' Unione Europea, Fondo Europeo di Sviluppo Regionale (F.E.S.R.) e da fondi nazionali della Grecia e dell'Italia.

Greek version

Έργο συγχρηματοδοτούμενο από την Ευρωπαϊκή Ένωση, το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (Ε.Τ.Π.Α.) και την Εθνική Συμμετοχή των χωρών Ελλάδας και Ιταλίας.

This reference to the European EU funding should be written in the typeface Montserrat.

In the case of Word and PPT documents, Monserrat font can be substituted by open sans.

The colour of the text can be:
· _White;
· _Black;
· _Reflex blue

As for the position, the fund mention should be placed, at the final page for the promotional materials or on the bottom of the website page.

General tips for the website:

- ✓ Easy website use.
- ✓ The start page would not be overload it with information.
- ✓ Our users won't have to click more than 3 times in order to find the information that they are looking for. (2 clicks and even 1 click are increasingly becoming the trend).
- ✓ Place keywords high on the page.
- ✓ A SEO would be Included in our term of references while procuring for the website development.
- ✓ Builder website content around programme keywords.
- ✓ Continuously updated and maintained.
- ✓ Regularly update your website with news, information on Project's developments/results and the benefits they bring, project activities, kick-off and closure events.
- ✓ The main updates in our website would be clearly dated.
- ✓ The link of our Project website is present on each partner website, including a short description of the Project (aim, results, financial support from the EU).
- ✓ Include a link to the Project's website, apart from on the websites of Project partners, on other relevant stakeholders' websites.

- ✓ At the end of the project the website would continue with updates information related to the SWAN services.
- ✓ Publish on our website, but also publicise your website! It would be put the address on all print Items, press releases, paper and electronic correspondence, etc. Include a link to the project's website on the websites of project partners and other relevant stakeholders
- ✓ Link our website to our social media accounts (Facebook, Instagram, Twitter)
- ✓ The website should be available in all programme languages (English, Greek & Italian) but considering carefully whether our needed have resources of providing all information.
- ✓ Limit colour palette. Professional looking websites tend to use 2-4 colours. This site uses green and white. Use colour to help highlight important features on your web site.

Likely domain name: _www.swan-project.eu_

Indicators to evaluate a website

The table below provides examples of the key metrics that can be collected to evaluate a website:

Table 2 – Key Metrics to Evaluate the Website

Metric	Explanation	Notes/tip
Unique visitors	The number of users requesting pages from the website during a given period, regardless of how often they visit.	
Visits	The number of visits (or sessions) to a website.	
Page Views	Number of pages requested (also called Page Impressions)	
Return Visit Rate	The Return Visit Rate is calculated as the number of visits from returning visitors divided by the total number of visits to the site.	A high Return Visit Rate is a sign of high loyalty of the visitors.
Time spent per visit	The average amount of time spent per visit.	Can serve as an indicator of interest. A high amount of time spent per visit suggests high interest.
Page views per visit	The average number of pages viewed per visit	Can serve as an indicator of interest. A high number of pages viewed per visit suggest high interest.
Bounce rate	Bounce rate is defined as the percentage of visits that only has one page view before exit.	A high bounce rate suggests that the content of the page is not relevant for the user/ the user cannot quickly find the information he/she need quickly enough….
Goal completion rate	The percentage of visitors that complete a defined goal.	Also called conversion rate A goal can be a sign-up to a newsletter or download of a PDF. For examples of goals see the blue text box.

3. Monitoring

3.1 Methodology

To manage the project's activities effectively, each partner must clearly identify the objectives, goals, potential problems and constantly monitor activities to check whether the performed actions are achieving the desired results.

We propose monitoring and control techniques to be split in three key areas:

1. Project plan monitoring
2. Project budget monitoring
3. Monitoring through regular status and/or state reporting.

To achieve these objectives, the project team needs to focus on:

- _Knowing the stakeholders and their needs:_ A successful project is one where all stakeholders' needs are met accordingly. By communicating (interview, feedback, polls, etc) with stakeholders, the project team can pin-point their interests, needs and demands.
- _Identifying priorities and converting them into measurable goals_: A prioritized list of goals can now be turned into easy to measure goals. One framework for this is to employ the SWAN principle. Goals should be specific, measurable, achievable, relevant and time bound. Formulating goals this way helps to measure them for completion and success. These goals can now be put down into the project plan along with a mention of the stakeholders and their needs.
- _Identify project deliverables and establish a schedule:_ Almost as important as the goal identification is the breakdown into deliverables. For each goal, it is vital to understand and identify how it translates into outcomes. It needs to be clearly stated when each deliverable is due and how it will be achieved. This deliverable can now be added to the project plan preferable with close to accurate delivery dates as well as acceptable levels of delay. Each deliverable needs to be converted into tasks that need to be performed in order to produce required results. Here, the number of man hours per task needs to be calculated and resources need to be assigned. This includes both people and other resources. With this calculation, there may be a need to update the project timelines specified previously to present a more realistic image.

- *Create supporting plans:* With the basic plan in place, the team can now work on setting into place any required supporting plans. These can include
  - *Human resources plan:* This plan needs to record in detail, the names of all the people and organizations involved in carrying out the project. Against each name mention their roles and responsibility.
  - *Communication plan:* A communications matrix needs to be put into place identifying who needs to be privy to project updates and how they will be provided the same. This means identifying a common format for reporting and establishing reporting frequency
  - *Risk mitigation:* It is important to identify all possible risks to the project and have a plan in place to address these. Using a simple log, one can identify each risk and outline what will be done to prevent it and what will be done if it ends up happening. This log can be updated on a regular basis.

Quantitative and qualitative data that will be necessary to produce the evaluation indicators will be collected by the means of:

- questionnaires concerned stakeholders and target groups;
- survey of the webpage and social media activity;
- statistics from the activities at local levels;
- survey of the return from local broadcast media coverage.

Each partner could be responsible for the survey, the record and the evaluation of the communication and dissemination performance in its country and will have to produce a short report on each of the dissemination activity conducted which will form part of the intermediate and finale project reports.

The project leader could be responsible of those activities at European level and will have to produce the related report.

Furthermore, the success of the organized events of the project could be evaluated based on participant 's feedback or satisfaction questionnaire.

A standard indicative form questionnaires and interviews is proposed hereby:

- **Short description of the participant profile:**
- **What is your general feedback from the project experience?**
- **Pros and cons according to your experience**
- **Have the project changed your way of thinking of work organization?**
- **Have the project changed your way of working actually?**
- **What are your general conclusions and recommendations?**

Effectiveness indicators for the regular project promotion and communication activities:

- **Social media communications**
  o Number of followers of the Facebook page
  o Number of likes in Facebook, Twitter and Instagram
  o Percentage Increase of comments
  o Number of dissemination events subscribers via social media
  o Feedback from contacts
- **Newsletter & Mailing**
  o Number newsletter subscriptions
  o Number of e-mails received from stakeholders
  o Number of inquiries received
- **Communication in local media**
  o Number of inquiries/comments/feedbacks received after an action in local media
- **Conferences of project concept**
  o Number of participants in conference events
  o Number of information demands received after an event
  o Number of subscribers during or after a conference event
  o Feedback obtained from audience
- **Distribution of dissemination materials**
  o Number of people informed about the project via paper dissemination materials
  o Number of subscribers via paper dissemination materials
- **Project Website**
  o Number of visits in Digital Workplace project Web (traffic)
  o Activity & site path reports
  o Traffic from web pages which link to SWAN project site
  o Traffic of the channeling of visitors reaching the site via search engines
  o Number subscribers via the project website
  o Feedback from contacts
- **Communication to local policy makers**
  o Number of inquiries received from policy makers.

3.2 Time plan

This section presents a time plan for the key activities of the project that must be undertaken. The below-mentioned time plan includes the new deadlines, following the project extension until **15/05/2021**. The time -plan includes:

- The project events,
- Steering committee meetings,
- Elaboration of Technical Reports,
- Infrastructures and Works,
- Other key actions that must be taken into consideration.

Table 3– Indicative Time Plan

Month / Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Clean Up phase	■	■																											
Kick off Meeting		■	■																										
Establishment of the project (business) identity (Logo, presentation template etc.)			■	■																									
Website/platform providing updated info for weather and sea forecast																						■	■	■					
Define the project's communication approach towards the already identified related stakeholders/ Key players		■	■																										
Establish the joint communication channels and means		■	■																										
Technical Reports about Water Aerodromes & Terminals		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			

Month / Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Purchase of Equipment, Infrastructures & Works		I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	D		
Participation in the International fair IBT Berlin																									I	I	D		
#Training & Education programme																								I	I	I	D		
Legal Framework study																						I	I	I	I	I	I	D	
Evaluation Reports (Internal & External																		I	I	D				I	I	I	D		
Joint Sustainable Mobility Plan																						I	I	I	I	I	D		
Joint Governance Plan																				I	I	I	I	I	I	I	D		
Joint Commercial valorisation Plan																				I	I	I	I	I	I	I	D		
Environnemental Impact & Noise Abattement Assessment												I	I	I	I	I	I	I	D										
Extensive Light & Commercial seaplane Flight Tests in all the involved Ports																					I	I	I	I	I	I	D		
Final Conference in Corfu																											I	I	D

Implementation (blue)   **Delivery date** (red)

ANNEX I

Table 4– Indicative List of key Stakeholders in SWAN project (Greece)

Name	Target Group	Level of impact	Main Services / Actions
CORFU AIR MONITORS	Enterprise	Local	▪ Provided a first-class service to its customers whilst ensuring safety & regulations are always maintained. ▪ Charter Scheduled and Cargo airlines. ▪ A full range of handling & support services.
Region of Ionian Islands	Regional Authority	Regional	▪ Responsible for the sustainable development and the prosperity of the Region ▪ Provide grants
Chamber of Corfu	Business Support Organisation	Local	▪ Support members / SMEs / Enterprises of Corfu ▪ Inform members / SMEs
Corfu International Airport "Ioannis Kapodistrias"	Public Provider	Local	▪ Government-owned airport on the Greek island of Corfu at Kerkyra, serving both scheduled and charter flights from European cities.
Hellenic Seaplanes	Enterprise	National	▪ Passengers/cargo transportation, pilot academy, training staff, water aerodromes management, aircrafts supply etc.
Aerocandia Aviation Services - Corfu	Enterprise	Local	▪ Maintenance Provider for airplanes
Hellenic Ministry of Infrastructure, Transport and Networks	National Authority	National	▪ Concerned with infrastructures, investments and public works ▪ Provide licenses & Authorisations
Meander Handling	Enterprise	Local	▪ Provided a first-class service to its customers whilst ensuring safety & regulations are always maintained. ▪ Charter Scheduled and Cargo airlines.

			▪ A full range of handling & support services.
Marine Engineering Services Corfu By Nikolaos Perdikouris	Enterprise	Local	▪Marine Engines, Auxiliaries (Air condition, Water makers, Generators, Winches), Electrical Installation, Maintenance, Diesel Mechanic, Machining Services. ▪Marine Accessories and safety equipment Designer
DIONISIOS - GIORGIOS S. MICHALOPOULOS.	Enterprise	Local	▪Service and repair of diesel marine engines from 20hp to 3,000hp Service and repair of all types of marine engine gearboxes and stern drives Shaft construction and repair Endoscopic inspections and computer assisted diagnostics Authorised repair centre

Table 5 – Indicative List of key Stakeholders in SWAN project (Italy)

Name	Target Group	Level of impact	Main Services / Actions
Apulia Region	Region	Regional	In charge of the overall regional development and governance
Taranto Municipality	Municipal	Local	In charge of the overall municipal development and governance
Taranto Harbour Master	Public Administration	Local	In charge of the civilian use of the Port of Taranto. Moreover, it has monitoring and inspection competences.
Navy – Taranto Offices	Public Administration	Local	In charge of the military use of the Port of Taranto
Taranto Customs Office	Public Administration	Local	In charge of the customs systems in the municipal area of Taranto.

ANNEX II

All the partners must respect the General Data Protection Rules of the Interreg Greece – Italy 2014-2020 programme, as these are presented in the relevant web page from the European commission:
https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en

Please, also check → https://greece-italy.eu/wp-content/uploads/2019/05/Morena-Ragone-Are-you-compliant-with-GDPR.pdf