

PopUpUrbanSpaces COMMUNICATION PLAN

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1. Highlights

The most important messages from the PopUpUrbanSpaces Communication Plan:

1. Always use #popupurbanspaces and #interregcentral hashtags for social media communication.
2. Use the standard logo for all project activities, adhering to logo size guidelines.
3. Always include the funding statement, ensuring alignment with national contributions.
4. Complete all mandatory communication tasks and strive to achieve more for project success.
5. Partners' local communication in national language is crucial for effective reach to the general public: create local-specific creative content tailored to the local context. Use easy-to-understand messages
6. Name project files with the PopUpUrbanSpaces acronym, followed by WP number, deliverable name, partner acronym, and date.
7. Maintain up-to-date "self-service" mailing lists as the responsibility of partners.
8. Include the project name in the subject of emails.
9. Pay attention to email recipients and avoid sending emails intended for one recipient to the entire partnership.
10. Respect deadlines to honor the time of other partners.

2. Be motivated!

The „founding fathers” of PopUpUrbanSpaces project have been awarded by the Regiostars Award in 2019, the prize of the European Commission given to the most innovative European projects. Every year, the European Commission awards those EU-funded projects, which demonstrate excellence and new approaches in regional development. With the goal of inspiring other regions and project managers across Europe, participating projects are in the spotlight of communication activities at European level.

High-level academics assessed the submitted project applications and crowned the winners. In addition, the public decided on its own winner through a public on-line vote and awarded the Public choice award to CityWalk project this year. This award has given a lot of visibility to both the project and the Interreg Central Programme, with special dissemination in social media.



Now, the floor is yours,

PopUpUrbanSpaces could achieve this,

but also much more! Let's do it together!

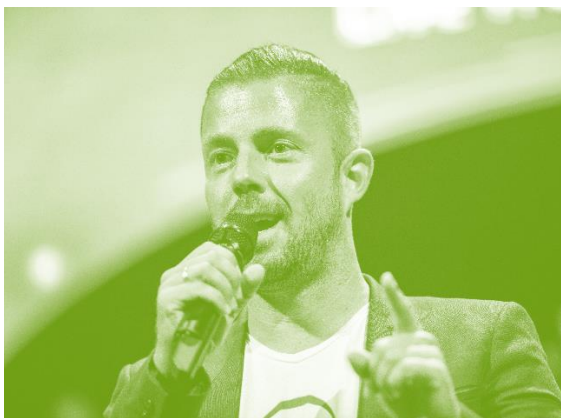


„Committed Partnership is crucial”

Danilo Čeh "founding father" of CityWalk and PopUpUrbanSpaces

„Implement the AF, but achieve much more!”

Béla Kézy "founding father" of CityWalk and PopUpUrbanSpaces



„Enjoy the project and be creative!”

Miklós Lukovics "founding father" of CityWalk and PopUpUrbanSpaces

„there are a lot of European projects that are tangible - that we can feel that are so close to people, but maybe we have to communicate better”

Lambert van Nistelrooij chair of the Jury



3. Communication main goal and objectives

It is easy to understand why **communication and knowledge sharing is extremely important for the EU**. The process provides the synergy among different projects and programmes of a specific thematic area. Cohesion policy encourages regions and cities from different EU member states to work together and learn from each other through joint programmes, projects and networks. The transnational programmes add an important extra European dimension to regional development, developed from analysis at a European level, leading to agreed priorities and a coordinated strategic response. This allows meaningful work between regions from several EU Member States on matters such as communication corridors, flood management, fighting against social trends, international business, the development of more viable and sustainable markets, etc.

From the perspective of the **ERDF's funded projects**, the PopUpUrbanSpaces Communication Plan (PCP) is a compulsory and well-framed project communication tool that aims to respond to the need of increasing transparency and awareness of EU funds by promoting EU financing in the framework of the Interreg Central Programme and:

- Ensuring transparency of the EU funds;
- Ensuring the adequate presentation of the project, the Programme and European cooperation
 - by creating awareness and by disseminating results;
 - Helping others to benefit from the project's activities and results achieved;
- Ensuring maximum benefit from the project by multiplying the effects of EU funding.

The PCP proposes activities that support achievement of project objectives. This requires a specific strategy (messages) for each target group, including an indicative time plan detailing when certain activities would best be carried out. The PCP follows Interreg Central indications and requirements, defined in the

- Programme Brand Book,
- Programme Manual,

and other relevant material and regulations. Partners should note that these actions are largely taken from the Application Form (AF) therefore they should be adhered to as far as possible. However, partners do have a degree of flexibility to ensure the communication that they see best and to deal with real life situations. In the case of changes to the original plans, it is sufficient to inform the Communication Manager and the Project Manager and justify the change.

The PCP will be regularly evaluated/monitored and updated during the PopUpUrbanSpaces project duration, both following events and when new opportunities arise.

3.1. New Generation Communication in PopUpUrbanSpaces

Since our project aims to encourage changes in the travel behaviour and to trigger shifts towards smart and sustainable forms of urban mobility, it is crucial to target the citizens with tailored communication tools. For this reason, PopUpUrbanSpaces will implement the communication and dissemination activities on two different levels:

- Level1: project level - to communicate general information about the project in English
- Level2: partners' level - to communicate partner specific information about the project in national languages

The core of our approach is the development of innovative and visually pleasing content (using digital tools like infographics, animations, videos, and building on story-telling) and its effective targeted dissemination with high reach rates. We intend to effectively draw and continuously sustain the attention of the target audience through the regular provision of interesting and exciting content to them. Extremely active involvement of partners is required:

- while all partners participate in all traditional communication tasks of Interreg Central,
- they will also develop and disseminate new content for their citizens using the most modern digital tools.

We plan to use online tools that are mainly free of charge (e.g. canva, animaker) or have only minimal cost resulting in effective communication with modest costs. Communication Manager (CM) coordinates and runs communication activities, with partner input.

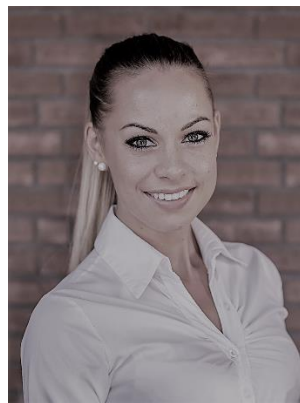
Activities:

- Communication: providing info on wider audience using ATL and BTL techniques (media/citizens); training the partners on content development and effective communication; public events to create awareness and disseminate project results; participation at relevant events; updating contents of Central official website; etc
- Dissemination: active engagement of target groups;
- Capitalisation activities with other projects, including events;
- Transfer of results: promotion of POPUPURBANSPACES framework accross the Central region;

Responsible partner for project level communication (WPC leader) is EMFIE (www.emfie.eu).



The colleagues responsible for PopUpUrbanSpaces project level communication are:



Krisztina PODANI

Communication Manager (CM) of PopUpUrbanSpaces

Specialist of the traditional communication pillar of the project

Dr. Miklós LUKOVICS

Specialist of creative communication pillar of the project



3.2. About PopUpUrbanSpaces Communication Plan

The PCP is the core element of planning and ensuring coherence in project communication supplementing transnational and local actions. It is a strategic tool to raise awareness about the project, to enhance visibility at transnational and partner levels, to disseminate results to the public, to distribute and share the knowledge within and outside the partnership and finally to ensure efficient internal communications amongst project partners by identifying and defining:

- Responsibilities of each partner;

- Basic rules of internal and external communication;
- Target groups;
- Messages and tools;
- Expected results and evaluation methods.

The strategy provides partners overarching frame for local communication actions and methodology for partnership level, and also external dissemination in direction of identified target groups. It also gives guidance on EU programme and national level publicity rules, defines the expected results and elaborates a methodology for their assessment.

Knowledge sharing process is an integrated part of the document, determining the information to be exchanged within the partnership and beyond the project's geographical scope (Central Region), also by supporting the PopUpUrbanSpaces core achievements. The strategy combines intertwined local and transnational elements of the PopUpUrbanSpaces where the activities and outputs will be implemented jointly in a way to maximize transfer of common tools and support local networks in a bottom-up approach.

The PCP is developed by the leader of Communication (EMFIE) with the support of Lead Partner (LP). Present strategy will put great emphasis on the monitoring and evaluation, serving as a basis for the Communication Report.

The PopUpUrbanSpaces Communication Plan was approved on July 31, 2023 by the project partners.

4. About PopUpUrbanSpaces

4.1. General description

PopUpUrbanSpaces helps to solve the problems of FUAs resulting from car-oriented mobility: cars take away scarce public spaces from people and important urban functions, while create congestions, contribute to high GHG emissions and negatively affect environment and the health of residents.

To achieve a behavioural change towards sustainable forms of urban mobility, people need to understand its consequences and be ready to abandon their cars in favour of public transport and active modes. However, local authorities in small-medium sized towns in CE don't have the competences and tools to raise awareness of decision-makers, residents and influence travel behaviour. The PopUpUrbanSpaces approach is based on the concept of "Show and Tell":

1. the project enables cities to apply innovative methods based on tactical urbanism/placemaking practices to SHOW citizens (and decision-makers) through pop-up interventions what it would be like to have streets, public spaces not dominated by cars.
2. the project develops innovative digital campaigning tools/methods to TELL (explain) people the risks of car-oriented urban mobility.

To meet its objectives, the project takes existing knowledge to design a capacity-building strategy (O1.2) and train partners in tactical urbanism/digital campaigns. Using this knowledge partners design plans for demonstration actions, implement and assess them (O2.1). Then, using the lessons from the pilot, the partnership develops and disseminates solution (O3.1) tailored to the target group.

To scale up project results, pilot cities also develop territorial plans that recommend specific interventions as well as policy proposals (O3.2). Urban-rural partnership networks (O1.1) facilitate closer interrelation between the main centres and the surrounding communities.

Addressing the challenge on a transnational level facilitates sharing knowledge and experience between partners to develop common solutions and gives the results transnational visibility.

This project is supported by the Interreg CENTRAL EUROPE Programme with co-financing from the European Regional Development Fund.

4.2. PopUpUrbanSpaces partnership

The partnership is appropriate to its objectives, in terms of geography, type of partner and expertise. Partners were chosen for their relevance to the need identified and potential to address challenges at technical & political levels. They can ensure that participation in the project benefits their territories, through an RRI framework with an impact on socio-

economic development. The consortium covers an extensive part of the CENTRAL area. The cooperation of 10 partners from 7 countries (4 ASP partners) enables the creation of common practices, new knowledge, tested practical tactical urbanism solutions which can immediately be applied to foster green and smart mobility. Project activities, responsibilities and budget allocation are distributed. In order to ensure an integrated territorial approach partners are divided into three groups:

1. so-called territorial partners (TP)- LP1, PP2,PP6,PP7,PP9,PP10,PP11
2. Knowledge providers (KP): each has the expertise for a special topic that is covered in the project. They act as specialists in their fields linked to green mobility infrastructure and will assist as facilitators to territorial areas in the implementation of key activities (PP3 -green urban revitalization, urban development expertise; PP5 - sustainable mobility at the strategic and tactical level, bottom-up approach; PP8 - environmental expertise, place-based solutions; green approaches) PP4- communication/dissemination, participation process, ICT); PP 10 (urban mobility development)
3. partner with both roles as territorial partners and provide support to the knowledge providers (KTP) - PP10 and PP8 (also representing city Krems in the project)

The project relies on a balanced group of local partners (small/medium-sized towns), research, development, NGOs). Through the involvement of representatives of different geographical levels (local authorities, regional development agencies, research institutions, national bodies as ASP-s,) an integrated territorial approach is also present. The partnership was built on the transnational, multilevel and intersectoral levels. The LP is an experienced partner in Slovenia for managing and implementing EU projects. All partners have the capacity to manage a transnational project without any doubts due to experienced colleagues and their expertise. To ensure the sustainability of project results, PP4, PP5 and LP will be in charge of disseminating the project knowledge across the CE region and will wield its network of local and regional authorities to communicate and connect with replicating cities and institutions.

Nr.	Name of the full partner	Acronym	Country
LP1	Municipality of Kamnik	MoK	Slovenia
PP2	Development agency North - DAN Ltd.	DAN	Croatia
PP3	Institute of Urban and Regional Development	IRMIR	Poland
PP4	First Hungarian Responsible Innovation Association	EMFIE	Hungary
PP5	Institute for Spatial Policies	IPOP	Slovenia
PP6	Municipality of Ferrara	COFE	Italy
PP7	Rzeszow Regional Development Agency	RARR	Poland
PP8	University for Continuing Education Krems	UWK	Austria
PP9	City of Bamberg	ZWB	Germany
PP10	Municipality of Nyíregyháza	NYHMJV	Hungary

4.3. Project objectives and communication objectives

The main objective of the PopUpUrbanSpaces project is to enable the public sector and related entities in cities functional urban areas to encourage changes in the travel behaviour of citizens and to trigger shifts towards smart and sustainable forms of urban mobility by actively involving citizens in testing innovative green approaches as well as digital technologies, using tactical urbanism approaches.

Our specific objectives and connecting communication objectives to address the mentioned problems and/or challenges:

Specific objective	Connecting communication objective
<p>SO1: Craft a strategy (1) with clear goals and targets aimed to increase awareness and improve capacities of public sector actors to better respond to urban mobility challenges using innovative tactical urbanism/transit and digital campaigning approaches</p>	<p>CO1: Raise awareness and increase knowledge: To involve key actors, required to make tactical urbanism and placemaking a success, in all phases of knowledge building and planning of project activities, thus enhancing awareness and co-ownership of the process.</p> <p>Target audiences are an initial set of actors representing main interest groups in the process: local, regional, national public authorities, service providers, sectoral agencies, NGOs, research bodies.</p>
<p>SO2: Deliver transnational demonstration (1) to test tactical urbanism, placemaking, tactical transit and digital campaigning methodologies to influence travel behaviour and increase the level of commitment towards »green« mobility environmental solutions.</p>	<p>CO2: Raise awareness and active engagement: To raise awareness on PopUpUrbanSpaces outside the consortium and the key stakeholder group and encourage active engagement of stakeholders and citizens in piloting. Target audiences are the main interest groups in the process: local, regional, national public authorities, service providers, sectoral agencies, NGOs, research bodies. They are also groups of citizens involved in piloting.</p>
<p>SO3: Elaboration of (1) innovative solutions supporting entities and citizens to change their behaviour and local administration to improve policy instruments (1) that address local governance challenges in greening the mobility.</p>	<p>CO3: Influence attitude and behaviour: The message here is clear, positive and easy to identify with for both leaders/professionals / decision-makers and city dwellers: make city greener. To achieve that, the first group need to learn solutions, while the second group need to understand that users also have responsibility and tasks. Channelling project results into EU level will also be ensured via the involvement of networks, attending relevant conferences, inviting experts to the project events.</p>

4.4. Target Groups

Target Groups are the key audiences with which the project needs to communicate. They all have different characteristics and needs - due to the complexity and transnational character of PopUpUrbanSpaces actors affected by the implementation of the project (or its further impact) the next target groups were defined:

- Local public authority (target value 45)
- Regional public authority (target value 7)

- National public authority (target value 7)
- Sectoral agency (target value 25)
- Infrastructure and (public) service provider (target value 10)
- Higher education and research (target value 15)
- Interest groups including NGOs (target value 7)
- General public (target value 750.000)

Different TG will be reached using different tactics and different media. Messages are the statements that will feed into each communication action. Each partner will suggest the best message for their own territory. Key messages will be refined and revised within the project duration according to the activities planned. General messages addressed to different TG on project's specific objectives and which communications activities will be used to reach these specific objectives are described in AF.

The main direct target group of PopUpUrbanSpaces project involves the local authorities of small- and medium sized cities in the Region. The pilot actions will be implemented by local authorities by the partner cities, and the experiences from these projects will be disseminated to and used by other local public authorities in the region. The policy proposal package will propose policy improvement on local, (when applicable, regional) and national level. This output, therefore, will potentially be used by local (regional) and national public authorities in the region.

5. Communication in Interreg Central Programme

5.1. Communication in CE Programme Manual

According to chapter “**III.1.3 Project Communication Set-Up**” of the Programme Manual, the followings can be cited:

*„All partners are responsible for ensuring a sound communication of the project under the lead of the project communication manager. It is essential that the partnership appoints an **experienced and committed person** to this central coordination role.*

At project start-up and then during the project lifetime, the communication manager and all other partners have to ensure that at least the communication channels and activities below are implemented.

Project Website Hosted on Programme Website

Projects receive access to a dedicated project subpage hosted at the programme website www.interreg-central.eu. Each subpage presents basic information about the project and offers flexible modules for the project to use. Each project has to plan sufficient resources to set-up and regularly update the project subpage. The project has to indicate the institution legally responsible for the published project contents and a main responsible person. Projects receive a user manual and additional training on the content management system.

Please note: The development of additional websites is not eligible unless they are meant to build networks, platforms or databases as part of thematic solutions and exceed the lifetime of the project. Any such additional website requires pre-approval by the MA/JS to be eligible.

Project Information on Beneficiary Websites and their Social Media Channels

All project partners have to provide on their organisations’ official websites, where such a site exists, and on their social media channels, the project logo (highlighting the financial support from the Union) and a short description of the project (proportionate to the level of support, including its aims and results).

*Please note: It is strongly recommended to produce relevant communication products such as **short videos, infographics and other visual contents** that can be shared on partner social media as well as on other digital channels of the project, the programme and other relevant stakeholders. Further guidance and support will be provided by the JS in beneficiary support measures.*

Posters Displayed at all Partner Premises

All project partners have to publicly display at least one poster of a minimum size A3 (or an equivalent electronic display) on their premises to highlight the financial support received. A template of this poster is provided to projects.

Branding and Visibility

Projects have to respect further branding and visibility requirements set out in the EU regulations.

In addition to the above, legally required communication channels and activities, projects are expected to implement additional external communication measures that go well beyond such minimum effort!“

According to chapter “**1.4.4.2 Branding and Visibility**” of the Programme Manual, the followings can be cited:

„Co-funded projects have to acknowledge and promote the ERDF support received in all their activities. The approach to harmonise branding across the programme, including all project branding, has been a cornerstone of communication in Interreg CE since 2014. It has helped to facilitate project branding, reduce costs and help raise awareness on activities and results reached with ERDF support.

*This approach is continued and **projects are obliged to follow the programme’s brand design in all activities.***

Use of Project Logo

Project logos are based on the programme logo. These logos respect all requirements set out in the EU regulations 2021/1059 and 2021/1060 and are provided by the programme to the projects.

Projects are under no circumstance allowed to develop their own project logos. However, specific logos might be considered for outputs with a lifetime that goes well beyond the project duration. In such rather exceptional cases, prior approval of the MA/JS has to be requested before the activity is implemented.

Project logos have to be placed on the front cover of all publications and documents. In videos, the logo has to be integrated in a reasonable size at the beginning as well as at the end of the video. On websites and their subpages, online and smartphone applications, social media channels and other digital platforms, the logo has to be positioned in a place which is visible on top without scrolling or clicking. On other communication products such as conference bags or exhibition roll-ups, it also has to be placed in a prominent place.

The size of the logo should be reasonable and recognizable. If other logos are displayed in addition to the project logo, the project logo has to be placed on the same page (or surface) as the other logos.

Please note that the European Union flag emblem - which forms an integral part of the project logo - shall not be smaller than the size of the biggest logo displayed on a same page (or surface), measured either in height or width. Please consult with the JS if in doubt about combining logos.

*In addition to the project logo, projects receive a **project brand manual with non-binding design templates** for publications, plaques, posters, promotional materials etc. All logos and design templates are provided in common digital file formats. However,*

project communication managers still need to have a basic design expertise for laying out plaques, posters, publications and other communications products.

Branding Infrastructure and Construction Measures

Where the total public support for a project involving physical investment exceeds EUR 500.000 from the ERDF, it is obligatory to establish temporary **billboards and plaques already during implementation on all infrastructure and investment**. No later than three months after completion of such outputs, projects have to put up a permanent plaque or billboard of significant size on these infrastructures or constructions, or (if not possible) at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project, billboards or permanent plaques have to be placed on all of them.

In addition to information on the ERDF support received by the project and the contact details of the responsible partner (name, address, e-mail and website), billboards and permanent plaques have to be made up of:

- Project logo;
- Description of the main project objective and the objective of the supported activity including the address of the project website.

Where it is not possible to place a billboard or permanent plaque on an infrastructure or construction, other appropriate branding measures have to be taken in order to display the public support.

Where the total public support for a project involving physical investment does not exceed EUR 500.000, at least one poster (minimum size A3) or an equivalent electronic display has to be placed on the infrastructure or construction, or (if not possible) at a place nearby readily visible to the public. The poster has to include information about the project as listed above.

Branding Promotional Products

Awareness-raising on a project is the most common reason for purchasing promotional items (give-aways or gadgets). They can be used at events, such as exhibitions and conferences, or in broader awareness campaigns.

Promotional items are by definition produced in larger quantities and come custom-printed with the project logo. They are usually relatively small and inexpensive. Their production has to respect horizontal principles of equal opportunities, non-discrimination, sustainable development and environment protection (see below).

While almost any product can be branded with a project logo and used for promotion, the Interreg CE Programme provides an exhaustive list of common promotional items. **The production of promotional items not included in the list below needs a prior approval by the MA/JS, otherwise they are not eligible:**

- Pens and pencils;
- (Paper) Notebooks;
- Bags (made of sustainable materials like cotton, paper or linen);
- Roll-ups.

Financial Consequences Linked to Branding

Please note that projects risk financial consequences when they disregard EU and programme branding requirements. If amendments to violated requirements are not possible, the MA/JS may cancel up to 2% of the ERDF co-financing granted to the beneficiary concerned. The financial cuts will be applied to the concerned partner(s) and take into account the principle of proportionality considering the infringement“

5.2. Interreg Central Programme logo

Interreg Central has decided on a **full brand integration of its visual identity in line with the Interreg one**, just inserting a small specific graphic element.

The logo of the CE was created in line with the regulations of the *Interreg Brand Design Manual*. The visual appearance of the logo makes it clear that the CE is a EU funded Programme and it is part of the ETC.

5.3. PopUpUrbanSpaces logo

Projects that have been funded by the European Union within the framework of Interreg Central, must comply with the visual identity guidelines of the CE Programme in all their communication materials. The CE provides *Programme Brand Book* with rules to be followed by all projects and non-binding related templates.

Interreg Central projects are not allowed to develop their own project logo and should not be recreated in any circumstance. Projects share the programme's logo just adding the project acronym below in the colours of the priority each project belongs to.

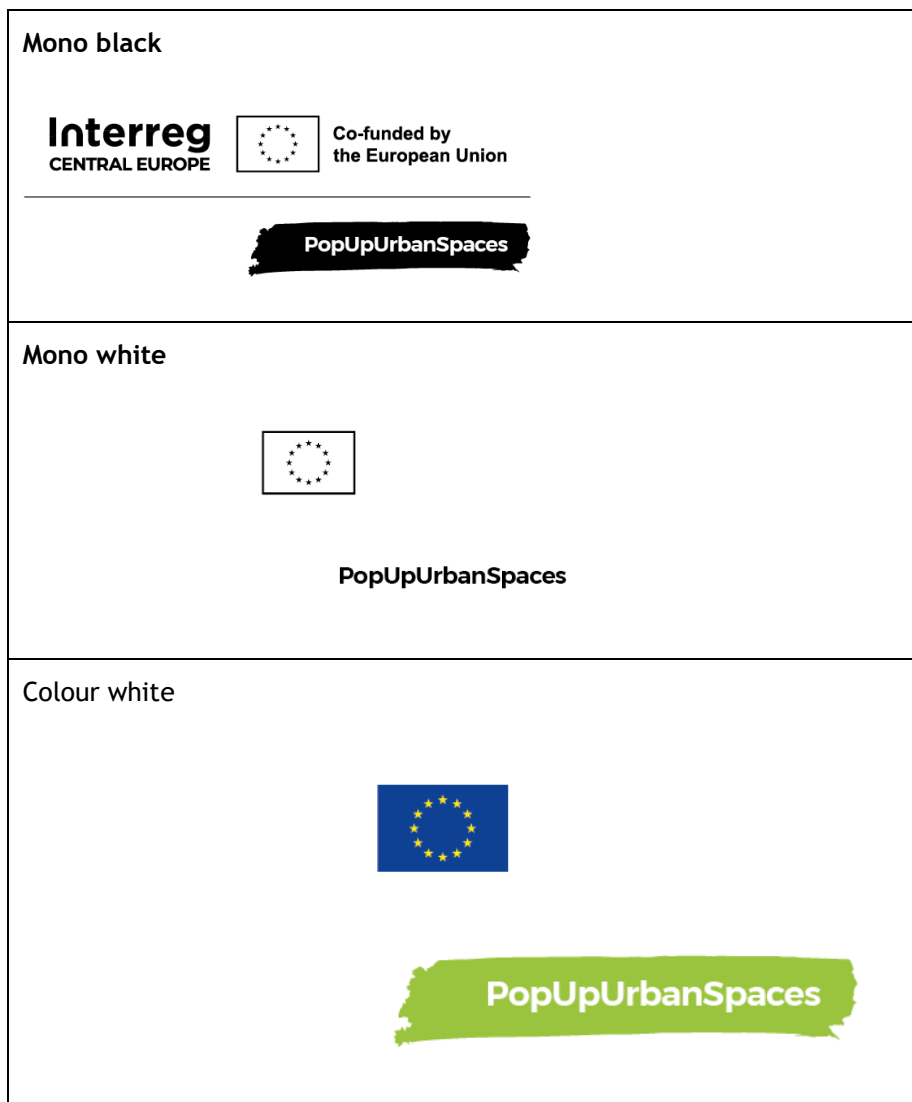
PopUpUrbanSpaces partners can download the PopUpUrbanSpaces logo versions: [Logo](#)

The logo of the PopUpUrbanSpaces project plays a role of utmost significance in creating brand association regarding visual communication. **Only the logo version presented below is the correct one, only this one should be used and only in English.**

The standard logo is the **full colour version**. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

PopUpUrbanSpaces

For **single colour reproductions**, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. **These versions should only be used whenever full colour is not available.** These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials (fax, stickers) whenever the full-color version of the logo cannot be applied. **Negative version of the logo** should be used whenever we are using reflex blue background.



Interreg Central projects need to put special attention to the use of logos in their communication activities according to regulations:

- The project logo **must always be included in all communication materials**, outputs and deliverables - both hard copy and electronic - produced both at programme and project level;
- It must be placed in a prominent place (i.e. in a central and visible top position of the material);
- It can **never be smaller than any other logo included in the same material**.

Non-compliance with the rules on branding could lead to negative effects including a potential decision on ineligibility of some costs decided by national controllers and other programme bodies.

Project partners can lean on the WPC leader and LP for advice on publicity requirement (compliance with the rules on branding), but **project partners bear the full responsibility for complying with publicity requirements** on all partner level and country level communication and dissemination materials.

In case partner receives national co-funding, requirements regarding communication and publicity of the national funder should also be considered. Stricter or complementary national legislation also apply. As a principle, the stricter rule shall apply. Partners shall consult their National Contact Points or National Controllers on this question for further country-specific information.

5.4. Typography

Typeface **Montserrat** has been chosen for DTP and project identity (logos) as it is visually similar to the Interreg logo.

Trebuchet MS was chosen as the primary programme font because of its wide availability. The typeface has been released for free with Microsoft Office since 2000. It is also available in office software of other operating systems.

The web font was chosen in line with the Interreg brand book. Open Sans is being used as the web font of most Interreg programmes but should not be used for publications or office documents.

The custom graphics font was chosen in line with the Interreg brand book. Montserrat is meant to be used only when Trebuchet does not fit in an implementation. Additionally, it can be used for website or publication headlines.

6. Communication tools and methods

Informing on the project and its results is of crucial importance for PopUpUrbanSpaces in order to achieve the change of behaviour the project seeks to aim. Through communication activities and knowledge sharing the project will extensively involve local and transnational stakeholders and experts on designated platforms to ensure consistency in the building up of smooth transferability throughout the project. **All project publications and other external info will be issued in English on project level, and in national languages on partner level.** Some publications will have to be adapted on each partner's level and translated into local languages. Partners can communicate at their level for the purpose of local, region and national information dissemination about the project in their respective language.

6.1. Posters

All project partners are responsible for the following:

- Place the mandatory posters and create photo documentation;

Project poster with information about PopUpUrbanSpaces and EU support was designed and will be printed by all partners. Poster displays project acronym, title of the PopUpUrbanSpaces project. **Within six months of the approval of the project, each project partner will place at least one poster with information about the project** (minimum size A3), including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building or office. The poster needs to stay visible for the whole duration of the project.



Please upload all your mandatory poster photo documentations to this folder:

[Poster](#)

6.2. Leaflets

A launch leaflet giving news on the starting of PopUpUrbanSpaces introducing the project, its aims and the partnership, will be developed and edited by the Communication leader. Partners will get editable link about leaflet in order to be able to translate it to their national languages. Each partner will print.

6.3. Social media

Social media has highlighted importance in PopUpUrbanSpaces's new generation of dynamic communication. Right after project start we have set-up the social media platform of PopUpUrbanSpaces, and all partners will nominate their own (new or existing) social media

platforms to post PopUpUrbanSpaces contents on national language.

PopUpUrbanSpaces project has created Facebook page. It is possible to add other social media channels identified as useful during the project. It is important for the post to be brief (contains basic message) and up to date, including pictures and links to project website.

Communication on social media channels can be effective only if partners and stakeholders are actively using them, following a shared strategy described below:

1. The WPC leader is responsible for creating posts and general updating on PopUpUrbanSpaces Facebook page. Partners should use their organisations' Facebook pages to share posts from PopUpUrbanSpaces page, post local project events and results on their organisation's pages and suggesting to the WPC leader for the posts to be shared on PopUpUrbanSpaces Facebook page. www.facebook.com/PopUpUrbanSpaces
2. Please follow PopUpUrbanSpaces Facebook page with your personal Facebook profile and ask your colleagues, family members and friends to follow it, too. **You can easily invite your friends by pressing the INVITE button on the right side.**
3. All partners are responsible for the following:
 - Define own social media platform for PopUpUrbanSpaces contents;
 - Provide contents to the PopUpUrbanSpaces social media
 - Develop own contencts - **Further info, help and tools for successful communication see chapter 5 (Tools and methods for creativ communication).**

Partners are encouraged to use hashtag #PopUpUrbanSpaces in all social media posts. Additional hashtags to use are #interregcentral.

6.4. eNewsletters

The PopUpUrbanSpaces project's eNewsletters will be published 6 times during the implementation in English linked to the major events of the implementation, namely:

- 1) Newsletter No.1: After the kick-off meeting
- 2) Newsletter No.2: In the second period
- 3) Newsletter No.3: In the third period
- 4) Newsletter No.4: In the fort period
- 5) Newsletter No.5: In the fith period
- 6) Newsletter No.6: at the end of the project

The eNewsletters will include news articles provided from the partners, work progress, meeting reports and outcomes, benchmarks, project events etc., including comprehensive flashes with in-depth features and interviews with policymakers or practitioners. It is

intended for the e-newsletters to reach other projects' partners, EU bodies & institutions and certain category of stakeholders that might be interested in subscribing to it.

The project level eNewsletter will be prepared and published by WPC leader in **English**. WPC leader will also provide an edible version of each eNewsletter to partners so that it can be translated to their national languages for the purpose of reaching easier understanding among local stakeholders, experts and citizens. National language versions will be distributed to a list of electronical addresses (for journalists, local/national stakeholders, beneficiaries etc.) by each project partner.

Partners must document the distribution of eNewsletters and submit printscreen of the emails to WPC leader in each period. When distributing the newsletter, partnership will take care of the GDPR rules and guidelines.



Please upload your inputs to eNewsletter to this folder:

[Partners inputs](#)



Please upload the distrubution of eNewsletter - printscreen of the email to this folder:

[eNewsletters distributed](#)

6.5. Media appearances

The Interreg Central Programme expects all projects to inform the general public about their activities and achievements. **The main information channel for this purpose is the media at local, regional, national and European level - online and printed press.** The media coverage must support all dissemination activities throughout the project. When preparing material for the media, special attention will be payed to emphasise the name of the project and EU support.

Media monitoring will be a part of the evaluation of the communication plan. Copies of any articles must be archived (e.g. scanned article with a visible date and source, image clip of an online article with a link and date) in project's cloud section.

Partners can give interviews to media on the project (supported by the project messages). Partners can also participate at thematic events, conferences by holding presentations on the PopUpUrbanSpaces project (using the visual elements).

Media activities supporting the public awareness campaigns will be organised by each partner. Under the supervision of Communication leader they will focus on channelling information towards their citizens covering the project's main themes in order to educate local communities and citizens on projects issues.

Media campaigns will use mass media formats targeting mostly wider audience (e.g. TV,

radio, billboards, and newspapers). Here are some suggestions of media activities:

- Project website, blog releases, publications;
- Studio discussions with a local or national expert in the radio and TV, radio sweepstakes;
- Video and radio commercials, TV spots, short movies;
- Workshops and education for children in primary and secondary schools, student competition for high schools and universities;
- Self-assessment surveys, games, open days, public conferences for citizens.

Partners must stick to the compulsory components (i.e. main messages to be delivered, target groups, visual image of PopUpUrbanSpaces, etc.) while some tailor made actions should be carried out individually by the partners. Results of campaigns will be presented at the Final event.



Please upload all your media appearance to this folder:

[Media appearance](#)

6.6. Public events

Three major publicity events are envisaged introducing the project's ambitions and results to a wider audience and to project stakeholders:

1. Kick-off event-link to first SC meeting
2. Mid-term press conference- organised by PP2
3. Final conference as part of T3A.4).

Participation at relevant events with project results will be managed. The partner holding the publicity event will be responsible for the organization of their event. **The press conference** and journalists' interviews will be attached to each of the above major publicity events and will be accompanied by large publicity and media coverage and news releases at both project and partner level. Media coverage linked to project publicity events (press releases in both English and local language, press kits regarding the project dissemination, messages to the media, etc.) must be prepared by the relevant hosting partner with the help and supervision of the WP2 leader and LP. The content of the press-kits will be further clarified before each publicity event.

During all events visibility of the EU and the Interreg Central needs to be ensured. The project logo has to be used on any agendas, list of participants, related hand-outs and presentations. The PopUpUrbanSpaces PPT template will be used at all presentations as a template.

6.7. Walk-shops

Each city partner will organize walking workshops (walkshops) as part of Jane's Walk initiative- with citizens and stakeholders in order to discuss the projects relevant issues. Walkshop is a tool

to engage various target groups in an innovative way - an interactive session that takes place in an outdoor environment. It is best to use when we want to take a look at public spaces in a city - to identify problem areas, development needs, specific opportunities for improvement. During a walkshop, instead of sitting in a room and using a map of the area, we can take the dialogue to the space that is the subject of the thinking process, making the whole process more real, lively and enjoyable. In the context of PopUpUrbanSpaces we can use walkshops to involve our target group and jointly discover certain parts of our urban environment.

When delivering a walkshop, preparation is key: we have to plan a detailed structure, identify the specific area we want to cover, design the exact route and identify the questions we want to ask from the participants. Successful delivery also requires high-quality facilitation.



Please upload all your achievements in this topic to this folder:

[Walkshop](#)

6.8. PopUpUrbanSpaces website

Interreg Central Programme hosts all project websites on its own portal. Several sections, such as project description, partnership, information about the financing, and other information are automatically filled-in from the application form and later updated from progress reports. EMFIE is responsible for updating of contents of project web page on official Central website, as per CE requirements.

PopUpUrbanSpaces website link: www.interreg-Central.eu/PopUpUrbanSpaces

PopUpUrbanSpaces project will pay special attention to the text used on the website. It will inform website readers about the project in a simple and reader-friendly manner. Sub-sections on project news, events and activities will be updated by project partners at least once every six months.

The content will be uploaded exclusively by the Communication leader of the project. As a supervisor the LP has the right to update or change all published content.

All partners are responsible to provide regular input for PopUpUrbanSpaces website. The following content will be published on project website and is expected to be forwarded to the WPC leader:

- News about the project's implementation and achievements;
- Information about main project events;
- Pictures about the project's work (HQ photographs);
- Digital project outputs.

Website will be linked to relevant social media sites, so it is to the utmost importance to

report about projects inputs as soon as they are implemented - reports/news should be sent as soon as possible, within 3 days after the implementation, event, stakeholder meeting, etc.

6.9. Partner's websites

All project partners will **publish information about the PopUpUrbanSpaces project on their organisations' website**. A short description of the project, its aims and results, partnership, and highlight the financial support from the European Union funds (ERDF) should be provided. The information about the project has to include the visual elements of the PopUpUrbanSpaces (project logo) in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project website should be added for more information about the project's activities.

Partners have the right to translate the content (i.e. project description) published on the website into their national languages in order to contribute to their website surface. Partners should also publish news about the project's implementation and achievements, information about main project events, and pictures about the project's work on their own organisations' website.

All partners are responsible for the following:

- Place project infos on each partner's institution website;
- Partners regular task will be to provide content information for the website (common CENTRAL Website).

Include in each partners' institution website a project description and EU support.



Please upload all your achievements in this topic to this folder:

[Project info on each partners website](#)

6.10. Digital contents

During the whole implementation period, all partners will share on its social media PopUpUrbanSpaces related contents regularly. The contents can be infographics, animations, short movies, blog articles etc. PopUpUrbanSpaces social media platforms will publish digital contents at least one per month.

Further info, help and tools for successful communication see chapter 5 (Tools and methods for creativ communication).

6.11. Capitalization

Capitalizing results and contributing to programme communication action LP and WP leaders

and in special cases also other partners, will contribute to the implementation of the programme communication strategy with contents, events, reports and all material produced at project level. Participation in other capitalization poles, SC meeting/ events to present/discuss/develop/share project results and create synergies with other projects/organizations. The key message is to communicate the main project aim and results but also more specifically to target groups. In professional publications in the form of 4. thematic articles published by the professional knowledge partners will rather focus on the activities and results supporting the project themes defined under thematic T1, T2, T3. These articles will support knowledge dissemination within the partnership and within professional networks.

7. Tools and Methods for Creative Communication

Since PopUpUrbanSpaces's dynamic communication requires an extremely active involvement of the partners it is important to set-up the common understanding and build capacity of digital activities in the partnership. During the first project meeting, we organized a training for partners on social media, content development and creating infographics, animations and short movies.

PopUpUrbanSpaces will follow the good practice of RegioStars Award Winner CityWalk's high value added digital communication tools. Digitalization is one of the main megatrends nowadays, so PopUpUrbanSpaces's communication activities will keep step with digitalization, too. Since the digital world is growing bigger and more powerful, we will develop a digital activity toolkit: a new generation of dynamic communication with increased value added resulting in higher efficiency of the communication and dissemination of both the project and the topic goals. PopUpUrbanSpaces will use the existing tools of the current digital revolution, we go far beyond the basic requirements of Interreg Central Programme: besides focusing on disseminating the project results, we also complete a „*teaching mission*” and significantly raise the awareness of the target group on the broader project topic. The core of this dynamic communication is the content development (using infographics, animations, story-telling,..) and its effective targeted dissemination with high reach rates among direct and indirect target groups.

Without being a skilled content developer, photo or video editor, partners will be able to create wonderful PopUpUrbanSpaces contents.

The activity will be led by EMFIE. taking an overall responsibility for project communication. EMFIE is responsible for updating of contents of project web page on official Central website, as per Programme requirements, and also for updating PopUpUrbanSpaces social media. All partners are responsible for the followings:

- Place project infos on each partner's institution website
- Define own social media platform for PopUpUrbanSpaces contents
- Partners regular task will be to provide content information for the website and newsletter
- Provide contents to the PopUpUrbanSpaces social media
- Develop own contents (such as blog articles, infographics, animations, short movies etc.)
- Post own contents to own social media platforms -Be active on PopUpUrbanSpaces social media platforms

The core of our approach is the development of innovative and visually pleasing content (using digital tools like infographics, animations, videos, and building on story-telling) and its effective targeted dissemination with high reach rates.

7.1. First steps of content development

Not just post a picture, develop contents and manage them! You will reach PopUpUrbanSpaces target groups with strong, interesting, valuable contents: well-edited, interesting pictures, infographics, blogs, animations, short movies, story telling etc.

Content is the backbone of any successful communication activity. Every day a huge number of posts are published on the internet and if we want to make an impact with PopUpUrbanSpaces messages then we have to be unique to get great results consistently.

1. **Planning:** The first step is to develop a plan that includes what you are going to create, when you are going to create it, and where it's going to live. But most importantly the plan needs to have a firm, established why for each of these questions.
2. **Production:** Time to create the content. The type of content you are creating will determine the multimedia skills required (video, audio).
 - a. **Visual Design:** The more the visuals can speak to the content and says "you get me" the higher the chance for meaningful engagement.
 - b. **Writing:** - Never underestimate the power of great writing. It is important to extract the essence from PopUpUrbanSpaces and convey it in a clear, powerful manner. Well-written content will amplify the relevance it has to the target audience.
3. **Promotion:** more content is created than ever, don't let yours get lost in the deluge of content marketing about content marketing.

1. *Be interesting!*
2. *Be visual!*
3. *Use Easy-to-understand messages*
4. *Frame the communication tools into the target group's needs and the communication megatrends*
5. *Moving contents - animations, short movies*
6. *„communicate what they are interested in instead of you want to say”*
7. *Not only post, manage the posts*
8. *Paid advertisements*
9. *Game campaign*

The real indicator of the good communication activity is NOT the number of posts, but the number of people reached and involved!

7.2. How to become interesting for the target group?

The first step is to capture the attention of the PopUpUrbanSpaces target group, then keep it for the whole project life cycle and after. To do this, **we have to be interesting and easy-to-understand**.

65% of people are visual learners, and 90% of the information transmitted to the brain is visual. According to molecular biologist John Medina, vision is our most dominant sense,

taking up half of our brain's resources. And **visual information is processed 60,000x faster than text**. The first impression our target group face our messages is the visual content, so it must be very unique, attractive and creative! Avoid boring stuff!



7 likes on Facebook, **only** project partners



860 likes on Facebook

Communicate what they are interested in instead of you want to say. Try to translate the technical stuff to easy messages. Avoid jargons. Try to insert your target group to your message. Furthermore, communicate the broad context of the project instead of focusing only the technical staff and work packages.

Example message	<i>The kick-off meeting of PopUpUrbanSpaces project has just started</i>	<i>How much do you know about your city? Fill-in this form and you will get the answer very soon!</i>
Interesting for	Project partners, relatives, close friends	Everyone
Estimated number of Facebook reach	10	1500
Result	Do NOT post	Post as soon as possible :-)

Before posting, ask yourself weather you would stop your Facebook scrolling seeing your planned post and would click it or would ignore it? In case you wouldn't stop, please don't

post it. In case you would stop, ask some of your friends or relatives weather they would stop. If they wouldn't, please don't post. If they would, let's go and post it!

People like to play and win, so it is a very easy way to achieve high reach rates by inviting them to PopUpUrbanSpaces games.

Involving influencers is an other way to achieve high reach rates and involve new group of people to the PopUpUrbanSpaces network for free.

7.3. Working with own photos

A post without a *really good* visual is like a store without a window display. Nothing has the power to stop people in their tracks (or stop their thumbs from scrolling) like a good visual. Remember, every Facebook post competes with whatever else is in someone's feed. And it only takes about 1-2 seconds for their eyes to choose what to settle on. **So make sure your visual is eye-catching and attention-worthy.** Whether you use static images, GIFs, or videos, here are a few things to keep in mind when choosing visuals for Facebook:

- **Get the right specs:** Check Facebook's specifications to make sure you deliver high quality images. Low-res images reflect poorly on PopUpUrbanSpaces and no one likes to click on them.
- **Take care on the Horizon:** avoid wry pictures. There is an easy way to fix a horizon that's not level. Smartphones and free photo editing programs can either do this for you automatically, or you can set-up manually.
- **Set-up lights and colours:** dark and dull pictures are not attractive for the target group. Smartphones and free photo editing programs have built-in filters, or you can set-up manually. Please avoid over-editing, too!



Do **NOT** post: dark and wry



Post like this: bright and level

- **Set-up the composition:** an attractive picture must concentrate on the theme you want to communicate. Cut all unneeded part to guide the viewer's attention.



Do **NOT** post: emphasis on the roof



Post like this: focus on the presentation

7.4. Working with free stock photos

Use some professional photos for free to your content development. Please note, that sometimes own photos are more attractive for the audience, but in some cases stock photos can be useful.

Many of these photographs are free from copyright restrictions or licensed under creative commons public domain dedication. This means you can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission.

However, some photos may require attribution. We've done our best to identify which license they fall under but we still advise you to do your own research and determine how these images can be used.

In the following pages you can search with keywords among thousands of wonderful photos.

1. <https://stocksnap.io/>
2. <https://www.pexels.com/>
3. <http://unsplash.com/>
4. <https://burst.shopify.com/>
5. <https://www.reshot.com/>
6. <https://pixabay.com/>
7. <https://www.gratisography.com/>
8. <http://freestocks.org/>

9. <https://picography.co/>
10. <https://focastock.com/>
11. <http://picjumbo.com/>
12. <http://kaboompics.com/>
13. <http://skitterphoto.com/>
14. <http://www.lifeofpix.com/>

7.5. Working with free photo editor

Photoshop is the industry standard for photo editing but it is going to cost you as high as \$600 a year. If you are looking for something arguably as good but cheaper as free, then you've got to go with GIMP. GNU Image Manipulation Program (GIMP) is a cross-platform image editor available for GNU/Linux, OS X, Windows, and more operating systems.

GIMP is a very powerful image manipulation tool. Even if you don't have time to learn advanced computer graphics, GIMP can still be a very useful and handy tool for quick image modifications. GIMP is a versatile graphics manipulation package and this post should help you get a taste of what GIMP is capable of.

GIMP provides you with tools that allow for high-quality photo manipulation. Anything from enhancements and retouching to creative composites. You have the power and flexibility to transform images into awesome creations.

You can easily produce icons, graphical design elements and art for user interface components and mockups. Whether you are a photographer, a graphic designer or an illustrator, GIMP will provide you with modern tools for your work.

- You can download GIMP free: <https://www.gimp.org/>
- Learn GIMP in 18 minutes: <https://www.youtube.com/watch?v=bxrDIAtvQfc>
- Learn GIMP in 1 hour: https://www.youtube.com/watch?v=Dm4_HojiKSA

7.6. Create free infographics

Infographics are more eye-catching than texts, since they usually combine pictures, colors, and content that naturally draw the eye. Since most people have increasingly shorter attention spans, so people tend to "scan" material as opposed to actually

reading text. Infographics help us pay attention to contents for longer time. By using infographics, you can save much space especially for billboards while greatly increasing effect. Finally, infographics are a fun and engaging medium that can generate a unique connection with visitors to either your site or a location that has featured your infographic.

For creating infographics for PopUpUrbanSpaces, we highly recommend Canva. Canva is one of the most popular infographic services out there. They boast over 50,000 layouts to choose from, for projects way beyond infographics. While not all of the layouts are free, you can search for anything from a logo to a lesson plan and find at least one free layout to use within that category.

They offer one of the most robust free graphic design services available, including far more than infographics. With so many projects to design, you may think you'll be overwhelmed. But the Canva Design School offers step-by-step guides to creating any project on their site. They also help you choose everything from colors to fonts.

www.canva.com

Free tutorial about using canva: <https://www.youtube.com/watch?v=6M8axhCQP7M>

7.7. Create free videos

There has been an inevitable shift towards visual content on social media. The number of video posts per person has increased 94% in the US alone. Currently Facebook averages more than 4 billion video streams every day. Then there's the picture superiority effect in which visual messages are more likely to be remembered than words.

Research suggests the average user remembers 95% of a message when it is watched, compared to 10% when it is read. This means prospects are more likely to remember your message via a video ad than an image or text ad.

Our brain processes visual information 60,000 times faster than text-only content. That's heavy cognitive lifting when reading an article vs. watching a video. Humans are hardwired to avoid cognitive strain, so that tendency to mental laziness automatically encourages us to consume video and information that is easier to process.

Video ads merge two things that catch user attention: movement and sound. Both of these play an important role in conveying an efficient message, hence leading to better engagement. Videos allow you to connect with visual learners, auditory learners, and even kinetic learners.

If you want to learn to edit videos, you can start with the any free software for editing videos. We've collected some of the best programs you could try:

- Windows Movie Maker (built in your Windows10) or download from www.microsoft.com
- iMovie (built in your iPhone or Mac) or download from <https://www.apple.com/imovie/>
- Lightworks: <https://www.lwks.com/>
- Shotcut: <https://www.shotcut.org/>
- Hitfilm Express: <https://hitfilm.com/express>

7.8. Create free animated videos (cartoons)

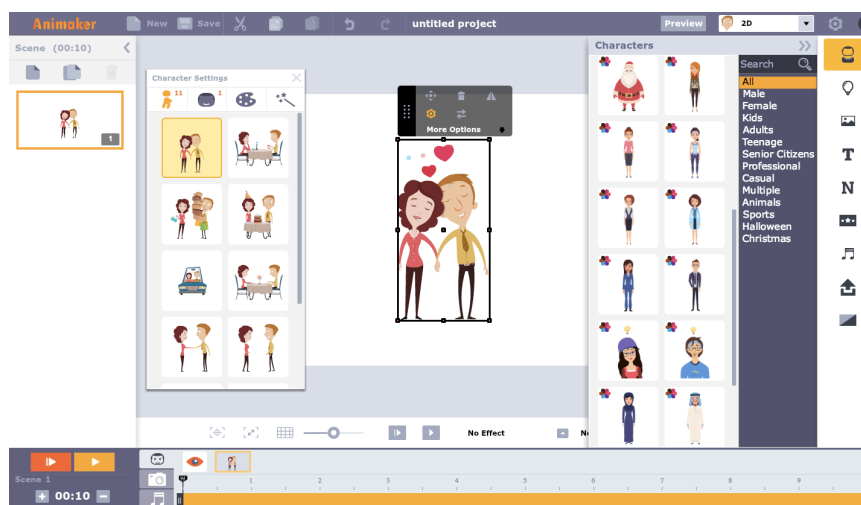
Animated video is an engaging instrument that can help you tell your story more comprehensively. With such a large number of videos all trying to get viewers' attention, it's getting hard to cut through the noise. Another talking head or a boring explainer video just won't do the trick. You need engagement, and animated video will help you get it. There are several reasons why animation works better than other types of visuals:

1. *Animation Keeps Viewer's Attention:* Internet users have short attention spans and will only spend this much time on a video or an article. Animation evokes emotions that resonate with the viewers. It sparks conversations and makes your audience want to follow the story. Animation, however, is less known so people are more likely to pay attention to animated video than to traditional ads.
2. *Animation Simplifies Complex Topics:* Animated video brings concepts to life that text or live videos can't. Think about it: you can make your characters talk all you want, fly, or travel in time. With the help of animation, you can show how mechanisms and processes work.
3. *Animation Brings Back Memories:* Most of us associate cartoons with good times of our childhood. Animation can make us nostalgic which is one the most powerful emotion. According to studies, nostalgia has the power to filter out all the negative emotions and fight depression.
4. *Animation is Fun:* People love being entertained, even if they talk business or get educated. The more entertaining your video on YouTube, Facebook, and

other social media channels, the more people will share it. Animation adds 10 points to the entertainment factor.

Let's create your own PopUpUrbanSpaces cartoon! Without being a skilled video editor, you can now animate online and make your own animations by using a variety of good online animation makers. To make things easier for you, we have put together a list of the very best animation makers that you can use online and for free to impress the PopUpUrbanSpaces target group:

1. <https://www.animaker.com/>
2. <https://www.moovly.com/>
3. <https://www.powtoon.com/>
4. <https://www.renderforest.com/>
5. <https://biteable.com/>
6. <https://www.animatron.com/>



7.9. Please spend on promotion of your posts

Yes, we know exactly, that spending on Facebook Ads is not eligible in Interreg Central. But it is extremely cheap and we hope you can allocate 10 €/mont from your „Office and administration” budget line for Facebook ads in order to achieve great reach rates. There are 2 megatrends we have to take into consideration:

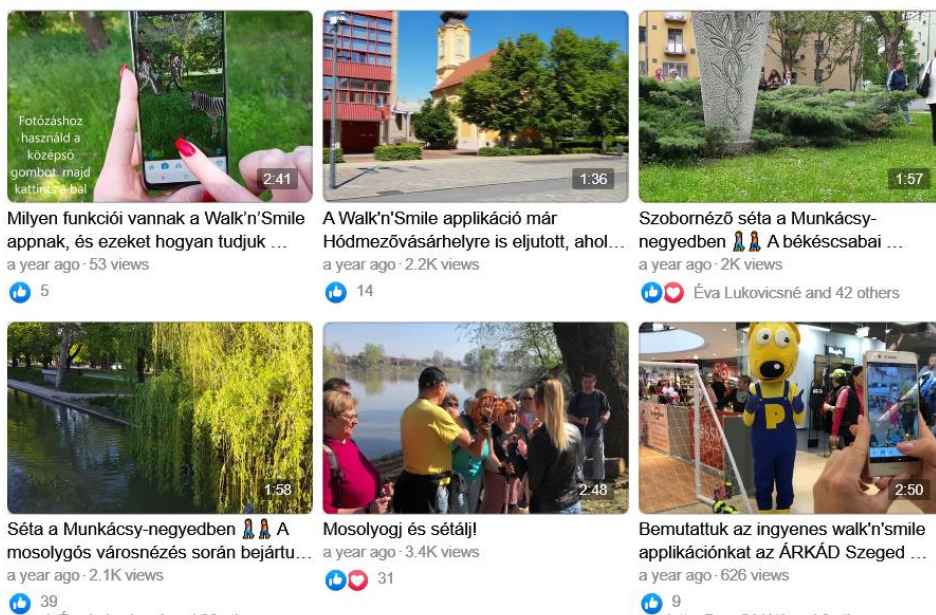
1. Facebook advertising is growing in leaps and bounds (they more than DOUBLED their number of advertisers in the past 18 months).
2. That organic reach (without ads) on Facebook is dwindling.

Organic reach is the number of people who have seen your post through unpaid distribution. The benefits of organic reach is that you can publish posts for free. With the increasing flood of content published in newsfeeds in recent years, decent organic reach is getting harder and harder to achieve. However, there's no need to be daunted if you don't have a budget to spend - this predicament can allow you to get more creative and strategic with your ideas. With more and more content being created on Facebook every day, organic reach is steadily declining. That's why you might want to consider using Facebook's paid advertising options to promote and increase the reach of your posts. **While organic posts only get shown to your own Facebook fans, paid ads allow you to target people who have not liked your page but have similar interests and/or demographics.**

To Boost a specific post, simply click on the 'Boost' button on the bottom of the published post, select your Audience type, allocate your budget and select the duration you would like the post to be boosted for. Facebook gives you an estimation of the audience size you will receive for the amount of money you spend before you pay.

We kindly ask you to spend
10 € /month
 on PopUpUrbanSpaces posts' Facebook Ads

In the picture below you can see EMFIE's reach numbers with (3.400) and without (53) Ads.



8. Evaluation measures

Each partner is responsible to reach and report regularly to CM it's own communication activity.

The monitoring of the present strategy is the LP role in strong cooperation with communication leader and as active partner in the knowledge sharing activities of the PopUpUrbanSpaces project like the stakeholder involvement process. The evaluation of the effectiveness and impact of the communication and knowledge sharing activities will:

- be based on continuity to avoid giving only a ‘snapshot’ at one point of the implementation;
- be carried out regularly, in order to undertake corrective measures, if necessary, in time;
- use both quantitative and qualitative indicators;
- avoid the usual shortcomings of monitoring papers on project activities (i.e. not determining concrete measurable targets, taking monitoring as only an ‘execution of duty’ and not an activity serving the improvement).

The evaluators of communication and knowledge sharing will elaborate own, separate templates and papers (monitoring tables, questionnaires), but will also built on the already existing sources (output indicators determined in the AF) and practically on PopUpUrbanSpaces documents elaborated throughout the implementation.

8.1. Process of reporting

Each partner must report its communication activities one month before the end date of each period. The reporting process consists of the followings:

1. At the beginning of a reporting period, each and every partner will receive a table that contains particular tasks concerning activities to be fulfilled by the partner during the reporting period (Communication Reporting Table)
2. Filling in the Communication Reporting Table carefully and concretely after fulfilment.
3. Upload the Communication Reporting Table to the sharepoints PERIODIC REPORTS folder.
4. Uploading the files named in the Communication Reporting Table to the partners folder under each relevant deliverable.

5. Please double check the clear connection between the file names nominated in the table and the ones uploaded to the drive.

Please do NOT send your files per e-mail to the communication manager, just use the PopUpUrbanSpaces shaerpoint.

8.2. Main instruments of the monitoring process

Communication activity reports - monitoring at the end of reporting period: the fulfilment of deliverables based on detailed excel table (indicator, number, responsible PP, deadline) should be completed by each partner.

Mid-term communication report - serving interim assessment of project communication will allow partners to re-adapt their actions at both local and transnational level. The mid-term report will be elaborated by LP and WPC leader will be built on the regular monitoring activities. Instruments listed below will partly contribute to the elaboration of the mid-term communication report.

Progress reports - the dissemination activity reports will feed into the regular progress reports to be submitted to the DTP Joint Secretariat (as such, the dissemination activity reports will not only serve the evaluation of this strategy, but will also make easier the compilation of the progress reports themselves). Progress reports will also serve to measure the fulfilment of quantitative indicators (e.g. average hits per month on the project website, number of press conferences organised, number of people reached by dissemination events, etc.).

Feedbacks from participants on main dissemination events (audience satisfaction on logistics, content, presentations held) in English language. The feedbacks will be gathered on the spot (paper based questionnaires) by the hosting partner and will be provided to the LP. This instrument will be used (at least) linked to the three major dissemination events of PopUpUrbanSpaces: Launching conference, Mid- term event / Symposium and Final event.

9. Internal communication

A sound communication between partners represents one of the key points for the project success. Internal communication among project partners will be carried out under the supervision of the LP and CM.

Insufficient internal communication can lead to conflicts and problems. Too much or irrelevant information may on the other hand confuse or lead to a drop of interest in project communication. When communicating with other project partners it is therefore important to be clear about:

- **What** needs to be communicated and to what level of detail?
- **Who** needs to be informed?
- **How** they should be informed?

The project's internal communication language is **English**. All project level publications, data base and other info will be exclusively issued in the English language. Partners can communicate at their level for the purpose of local, regional and national information dissemination in their respective language.

Some ground rules for all communication with regards to the complex multinational and long- distance environment of the PopUpUrbanSpaces project should also be kept in mind:

- Use simple, clear language that is also easy to understand for non-native speakers;
- Be as concrete as possible. Avoid vague messages that can be interpreted in different ways easily leading to confusion or conflicts;
- Stick to the expressions used in the AF in terms of outputs and activities to avoid misunderstanding;
- The front page of documents, as well as the whole structure of project output documents should be standardized (i.e. header, table of content, fonts, spacing) based on a common template/guidelines provided by the WPC leader;

The name of files produced by partners must to be coherent and standardized in all cases. Always start with 'PopUpUrbanSpaces' acronym, then continue with WP number, deliverable name, partner acronym and date:

PopUpUrbanSpaces_WP1_Baseline study_EMFIE_230722.docx

The naming is not only relevant for final documents. In case a document is still a draft version, it should be indicated accordingly in the name of the file.

9.1. Mailing lists

Main communication tool for partner's internal communication will be e-mail. Ground rules

and guidelines listed above should be respected. PopUpUrbanSpaces will have the following mailing lists:

1. **Full partnership mailing list:** [PopUpUrbanSpace_contact list.xlsx](#)
2. **Communication Team mailing list:** [PopUpUrbanSpaces Communication Team.xlsx](#)

Both mailing lists are available on the sharepoint. **Keeping the mailing lists up-to date is partners' responsibility.** Practically, you should avoid the very common “*please add my colleague to the mailing list*” e-mails: just open the mailing lists on the sharepoint, add or delete your colleagues.

9.2. e-mails

Subject of the e-mails must be short and exact. Since many of the partners run more project parallel, always start the subject with ‘PopUpUrbanSpaces’ acronym and include the most crucial information of the e-mail. Respond as soon as possible, but no later than in 2 days. In case of absence (i.e. out of office) set up auto-reply notice with the responsible contact person and their contact info.

By responding an e-mail, please consider the recipients:

- **press REPLY to send your answer e-mail only to the sender**
- **press REPLY ALL to send your answer to all the recipients.** (Please do NOT send your “OK Danilo, I received it” or your “Danilo, please put my colleague to the mailing list” type e-mail to all partners)

9.3. Deadlines

In the PopUpUrbanSpaces project, it is of utmost importance that **every partner adheres to all deadlines throughout the implementation process.** With multiple partners involved, the synchronization of their efforts is crucial, as each input provided by the partners contributes to a larger deliverable or output. Therefore, **if any partner fails to meet a deadline, it can result in the postponement of subsequent scheduled work, potentially causing significant disruption to other partners.**

Should there be an instance where someone is unable to meet a deadline, it is vital to communicate this in advance to the responsible partner. It is essential to avoid a situation where someone remains silent and misses a deadline. Open and timely communication allows for proper planning and adjustment, minimizing any negative impact on the project's progress. Let's prioritize effective coordination and timely delivery of tasks to ensure the smooth execution of our project.

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9.4. Organizing project meetings

Project meetings give wonderful opportunities to support Interreg Central Cooperation Program's efforts on social cohesion.

The variety of natural environment, the socio-economic differences and cultural diversity of the various parts of the area may be perceived as major challenges but actually represent important opportunities and unexploited potential.

The cultural diversity can represent a high potential for development, the coexistence of numerous ethnic, language and religious groups creating the premises for easier communication and more intensive cooperation.

Let's take the opportunity and discover our wonderful Central Region with colorful project meetings, introducing the host region's most attractive highlights and traditions!

Host partners are responsible for organizing project meetings. Please do your best to organize a wonderful and unforgettable meeting and ensure the welfare of the guest partners for an efficient work as follows:

1. Prepare a detailed "Info Pack" about the meeting in order to help partners to prepare the meeting with the following sessions:
 - a. How to get to your city?
 - b. Hotel recommendations (please try to manage discount for project partners in some local hotels). Walking distance between recommended hotels and meeting venue(s) is highly welcome.
 - c. Introduction of meeting venues and how to get there from the recommended hotels (please insert the route via google maps screenshot).
 - d. Everything else, what is important for partners.
2. The venue
 - a. must be large enough for social distancing and safe work
 - b. must have good internet connection (wifi password must be provided to the participants in the room).
3. Sightseeing walk
 - a. please plan a 1 hour guided sightseeing walk to the program in order to show partners your city.
 - b. This could be integrated to the agenda as a workshop
4. Social program
 - a. if possible, please try to organize a traditional evening for partners with in a traditional venue with traditional local food and music (not eligible cost).



