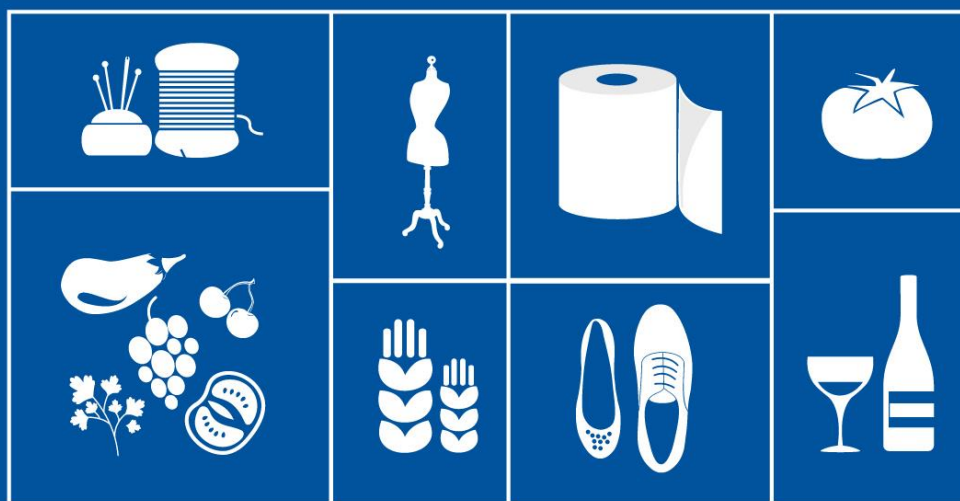




Product environmental footprint Enhanced by Regions



Communication plan

Deliverable Action D1 "Dissemination"



PER LA GESTIONE SOSTENIBILE
DI CLUSTER, AREE TERRITORIALI
E SISTEMI D'IMPRESA/ORGANIZAZIONI

CORDINATORE



PARTNER



Con il supporto del programma Life plus della Commissione Europea

INTRODUCTION

PREFER included an action aimed to dissemination of results. This action provides a Communication Plan for each involved cluster. The communication plan serves as a guide to the communication and “sponsorship” efforts throughout the duration of the project. It is a living and working document and is updated periodically as audience needs change. It explains how to convey the right message, from the right communicator, to the right audience, through the right channel, at the right time.

The communication plans include:

- “Who” - the target audiences
- “What” – the key messages that are trying to be articulated
- “When” – timing, it will specify the appropriate time of delivery for each message
- “How” - the communication vehicle (how the message will be delivered by conference, workshops...)

Communication initiatives include all written, spoken, and electronic interaction with target audience as trade organization, local communities, companies and many others. A communication plan encompasses objectives, goals, and tools for all communications, including but not limited to:

- periodic print publications;
- online communications;
- meeting and conference materials;
- media relations and public relations materials;

The 8 plans drafted by project partners aims at disseminating the project progress and to inform different target audience on PEF and on PREFER. These tools are focused especially at cluster level. The project, indeed, provides many dissemination initiatives at national and international level.

The cluster communication plans include common initiatives to implement in each PREFER cluster as press conferences, local workshop and training initiatives. Each partners also scheduled some volunteer initiatives to adopt based on the local communication needs.

The partners select the local or regional main events where introduce PREFER and scheduled workshop and meetings with the main local stakeholders.

Totally the Communication Plans include 55 initiatives: 18 training activities and other 37 communication actions. Companies, especially with a small and medium size, are the main target audience both for training and both for communication initiative but many other target audience will be involved in the communication activities of PREFER.

The partners completed a common template with the communication initiatives for the next 3 project years. Periodically this template will be updated with the initiative completed.

Cluster: Nocera – Gragnano Agro District (Campania Region)

	Communication Actions	Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target – groups to involve	Responsibilities	Progress of activity
Compulsory	First local press release	Press Conference	April 2014	journalists	Industrial trade association	
	One regional event attendance	Participation in local event on the Agrifood fiel	March 2015	Companies, trade associations, Universities	Distretto Industriale Patto Agro	
	Regional workshop	Local Final workshop	November 2016	Enterprises, category associations, local bodies	Distretto Industriale Patto Agro	
	First training session	Training activity	April 2015	Enterprises	Distretto Industriale Patto Agro	
	Second training session	Training activity	October 2015	Enterprises	Distretto Industriale Patto Agro	
	Third training session	Training activity	October 2016	Enterprises	Distretto Industriale Patto Agro	
	Second local press release	Press release	November 2016	Local community	Distretto Industriale Patto Agro	
Initiatives volunteer	International Fair	Ecomondo	November 2014	Companies and local community	Distretto Industriale Patto Agro	
	International Fair	EXPO 2015	May-October 2015	General Audience	Distretto Industriale Patto Agro	
	Local media	Article	September – November 2016	Local community	Distretto Industriale Patto Agro	

Cluster: Lombardy Textile & Clothing Sector (Lombardy Region)

Communication Actions		Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target-groups to involve	Responsibilities	Progress of activity
Compulsory Initiatives	1 st Local Press Release	Press Release	Novembre 2014	Journalists	Centrocot	
	Regional Event	MilanoUnica (ad hoc leaflet)	February 2015	Entrepreneurs Stylists Designers Buyers	Centrocot (in collaboration with Blumine / Sustainability-Lab)	
	Regional Workshop	Ad hoc Workshop	Novembre 2014	Companies Industry Associations	Centrocot & Industry Association of Varese (UNIVA)	
	1 st Training Session	RESET Seminar	January 2015	Young Students	Centrocot (in collaboration with ACOF)	
	2 nd Training Session	Ad hoc Webinar	June 2015	Companies (Technicians)	Centrocot	
	3 rd Training Session	Ad hoc Seminar	April 2016	Companies (Technicians)	Centrocot	
	2 nd Local Press Release	Press Conference	Novembre 2016	Journalists	Centrocot	

Communication Actions	Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target-groups to involve	Responsibilities	Progress of activity	
Voluntary Initiatives	Periodic Newsletters	I.TN Innovation Textile News	Every 3 months	Centrocot Community	Centrocot	
	Local TV	Rete 55 (TV Interview)	Novembre 2014	Local community	Centrocot (in collaboration with Rete 55)	
	International Fair	ECOMONDO (IT) (Leaflet + Roll-up)	Novembre 2014	Companies ONGs Public Authorities General Audience	PREFER Partnership	
	International Exhibition	ISPO (Munich -D) (Leaflet + Poster)	February 2015	Companies	Centrocot (in collaboration with TexClubTec)	
	International Exhibition	Techtextil (Frankfurt - D) (Leaflet + Poster)	May 2015	Companies	Centrocot (in collaboration with TexClubTec)	
	International Exhibition	ITMA (Milan - IT) (Leaflet + Poster+Roll-up)	Novembre 2015	Companies	Centrocot (in collaboration with ACIMIT)	
	International Fair	EXPO 2015	May - Octobre 2015	General Audience	Centrocot (in collaboration with Varese Chambre of Commerce)	

Cluster: Tomato cluster of Northern Italy (Emilia Romagna Region)

Communication Actions		Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target – groups to involve	Responsibilities	Progress of activity
Compulsory	First local press release (by July 2014)	On line press	September 2014	Local journalists	ERVET	
	One regional event attendance	Conference	December 2014	Enterprises, category associations	Tomato cluster	
	Regional workshop	Workshop	November 2014	Enterprises, category associations, local bodies	ERVET	
	First training session	Workshop	February 2015	Enterprises, Consultants	ERVET, Tomato cluster	
	Second training session	Workshop	March 2015	Enterprises, Consultants	ERVET, Tomato cluster	
	Third training session	Workshop	April 2015	Enterprises, Consultants	ERVET, Tomato cluster	
	Second local press release (December 2016)	On line press	November 2016	Enterprises, category associations, local bodies	ERVET	

Cluster: Shoe district of San Mauro Pascoli (Emilia Romagna region)

Communication Actions		Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target – groups to involve	Responsibilities	Progress of activity
Compulsory	First local press release (by July 2014)	On line press	September 2014	Local journalists	ERVET	completed
	One regional event attendance	Conference	February 2015	Category associations	CERCAL, CISE	
	Regional workshop	Workshop	November 2014	Enterprises, category associations, local bodies	ERVET	
	First training session	Workshop	March 2015	Enterprises, Consultants	ERVET, CERCAL	
	Second training session	Workshop	April 2015	Enterprises, Consultants	ERVET, CERCAL	
	Third training session	Workshop	May 2015	Enterprises, Consultants	ERVET, CERCAL	

Cluster:Lucca Paper district (Tuscany Region)

	Communication Actions	Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target – groups to involve	Responsibilities	Progress of activity
Compulsory	First local press release (by July 2014)	Press Conference	22 July 2014	journalists	Industrial trade association of Lucca	completed
	One regional event attendance	SSSUP participation in MIAC (paper event in Lucca)	October 2015	Companies, trade associations, Universities	SSSUP, Industrial trade association of Lucca	
	Regional workshop	Final workshop in Lucca	November 2016	Enterprises, category associations, local bodies	SSSUP, Lucca Province, Industrial trade association of Lucca.	
	First training session	Training activity	November 2014	Enterprises	SSSUP/Lucca province	
	Second training session	Training activity	June 2015	Enterprises	SSSUP/Lucca province	
	Third training session	Training activity	June 2016	Enterprises	SSSUP/Lucca province	
	Second local press release	Press release	November 2016	Local community	SSSUP	
Initiatives volunteer	Defining and publication of Communication tool	Cluster PEF Communication tool	June 2015	Companies and local community	SSSUP	
	Article on technical journal	Article on national journal on environment	September 2015	Environmental Technicians , companies , consultants	SSSUP	

Cluster: Tuscany Fashion cluster (Tuscany Region)

	Communication Actions	Tools selected for the communication process	Time scheduling for the planned actions	Stakeholders and target – groups to involve	Responsibilities	Progress of activity
Compulsory	First local press release	Press Conference	September 2014	journalists	Industrial trade association	completed
	One regional event attendance	Regional event on fashion field (as Pitti)	October 2015	Companies, trade associations, Universities	SSSUP, Industrial trade association	
	Regional workshop	Local Final workshop	November 2016	Enterprises, category associations, local bodies	SSSUP/Industrial trade association	
	First training session	Training activity	December 2014	Enterprises	SSSUP/Industrial trade association	
	Second training session	Training activity	June 2015	Enterprises	SSSUP/Industrial trade association	
	Third training session	Training activity	June 2016	Enterprises	SSSUP/Industrial trade association	
	Second local press release	Press release	November 2016	Local community	SSSUP	
Initiatives volunteer	Defining and publication of Communication tool	Cluster PEF Communication tool	June 2015	Companies and local community	SSSUP	
	Article on technical journal	Article on national journal on environment	September 2015	Environmental Technicians , companies , consultants	SSSUP	