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España - Portugal

Fondo Europeo de Desarrollo Regional
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albufeira



COMUNICACION PLAN





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1. Introduction

In a society in which everything communicates, communication becomes a key tool to publicize the value, reach the public and make the results visible. Depending on it largely the impact of the project.

Communication is a transversal element in European projects. From the European Union this dimension acquires increasing relevance, knowing that what is not communicated does not exist, and the need to make known the value created. Special emphasis is placed on bringing citizens closer to the value of European cross-border cooperation and actions for the protection and sustainable use of the river basins of our territory. Therefore, the need arises to define a communication plan that complies with the obligation to disseminate the activities and actions that are carried out, transmit and involve in the needs of the environment, and to contribute to communication to citizens.

This plan aims to be a manual and a strategic guide that marks the general lines of the *Albufeira* project in terms of **what** to tell (message) and **how to tell it** (actions). Its structure can be grouped into three sections:

- Strategy: objectives, scope of action, audience and strategy.
- Operational: action plan and schedule.
- Control: responsible, indicators, evaluation, budget and European regulations.

2. Albufeira

The project "Program for the evaluation of water bodies in Spanish-Portuguese river basins", hereinafter *Albufeira*, is co-financed by the European Regional Development Fund (ERDF) through the Interreg V-A Spain-Portugal Program (POCTEP) 2014-2020 and runs from May 1, 2019 to October 31, 2021.

Albufeira is a project of pluriregional territorial scope, which covers areas of cooperation of the POCTEP Space along the Spanish-Portuguese border, with scope of action on border and surface transboundary water bodies in the 4 river basin districts: Miño-Sil, Duero, Tajo and Guadiana.

Its objective is to jointly define, by both States, a monitoring methodology that can be implemented in international river basin districts. Its content is complementary to other European cooperation initiatives or within the framework of LIFE that are being promoted by both the APA and the Hydrographic Confederations.

The project involves 5 partners from Spain and Portugal:

- Spain: Ministry for the ecological transition and the demographic challenge, and the Center for Studies and Experimentation of Public Works.
- Portugal: Agência Portuguesa do Ambiente, Instituto Politécnico de Leiria and Instituto Superior de Agronomia da Universidade de Lisboa.

The thematic objective of the Albufeira project is to improve the coordination of actions to promote and protect the good status of the water bodies shared between Spain and Portugal for their protection and sustainable use.

Among the **main objectives** of the project, we find:

- Improve the knowledge of the status or ecological potential of transboundary water bodies based on common criteria that also allows the joint assessment of the degree of conservation of species and habitats linked to the aquatic environment in these bodies.
- Improve coordination, optimize work methodologies and resources available to administrations involved in water management and planning, and improve joint management tools for transboundary natural resources.
- Raise awareness and raise awareness about the importance of water resources in the transboundary space as joint wealth that needs to be protected and used sustainably.

To achieve these main objectives, the following **specific objectives** are established:

- Improve the exchange of information and capacities between target groups involved in monitoring the ecological status or potential of water bodies in transboundary basins and in the management of the Natura 2000 network in transboundary areas.
- Disseminate the coordination work carried out and the Spanish-Portuguese commitment to cooperation in the protection and sustainable use of the waters of the Spanish-Portuguese Watersheds and the joint conservation of the species and habitats linked to this space.
- Improve knowledge and raise awareness of the importance of river conservation and the species and habitats dependent on them among the general population and especially among local communities where transboundary water bodies are located.

The **activities** foreseen in the project are six, 4 externally and 2 internally:

- Activity 1. Harmonization of methodologies for monitoring the status or ecological potential of water bodies.



- Activity 2. Monitoring of the status or ecological potential of water bodies for joint assessment.
- Activity 3. Improving the integration of the environmental objectives of the Water Framework Directive and the Habitats Directive.
- Activity 4. Raising awareness of cooperation in shared river basins.
- Activity 5. Management and coordination.
- Activity 6. Communication.

The expected **results** of the project are:

- Compile the existing cartography and adapt it to the water masses.
- To eviss the bibliography and analysis of the specific ecological requirements of the species.
- Develop a methodology to integrate the objectives of the WFD and the environmental objectives of protected areas (Habitats Directive and other directives).
- Improve the coordination of actions to promote and protect the good status of the water bodies shared between Spain and Portugal for their protection and sustainable use.
- Harmonize the methodologies for assessing ecological status or potential and define the objectives and measures necessary to achieve them.
- Disseminate and disseminate the Fund and the Program that finances the initiative, especially in actions aimed at the public and in activities on the ground.



3. Objectives

The **general objective** of *the Albufeira* communication plan is to promote and disseminate the project and the Programme of the Fund that co-finances it. To do this, two different aspects are identified: internal and external.

Regarding the internal aspect of the plan, this obeys a criterion of operational information, and the communication objective is:

- Ensure the constant flow of information between partners.
- Systematize communication between partners, creating, enabling and feeding internal communication channels that allow the effective exchange of information and documentation.

As for the external aspect, this obeys criteria of promotion, valorization and transparency, the objectives pursued can be grouped into four areas, develop a good image, generate a specific positioning, develop a notorious communication and guarantee European visibility. Specifically, the objectives set are the following:

IMAGE:

- Define the identity of *Albufeira* and its applications. Guarantee homogeneity in the use of the brand generating a positive image.
- Ensure compliance with European regulations and the program on image and advertising.

POSITIONING:

- Design a common, clear/direct/simple and attractive message for *Albufeira's* communication adaptable according to the channel, target audience and scope of action. A message that allows to give visibility to the project, with emphasis on the coordination and cooperation between the Spanish-Portuguese territory for the protection and sustainable use of the waters of the Spanish-Portuguese Watersheds and the joint conservation of the species and habitats linked to this space.

COMMUNICATION:

- Disseminate and always inform the start-up, development and results activities of Albufeira, generating the greatest possible notoriety.
- Generate interest and improve knowledge among target groups, so that the initiatives and benefits provided by the application and cooperation of actions of positive impact in the Spanish-Portuguese river basins are known and valued.
- Generate a dialogue and exchange between target audiences through different communication channels.
- Disseminate and value the results and good sustainable practices, showing their benefits and their usefulness in the Euroregion in order to transfer the results.
- Disseminate, raise awareness, and even educate about the importance of water resources in the transboundary space as joint wealth that needs to be protected.

EUROPEAN VISIBILITY AND CROSS-BORDER COOPERATION:

- Keep partners informed about the European Union's joint actions and communication obligations.
- Publicize the co-financing received to support transparency in the management of Community funds and their proper use.

- Strengthen the visibility of the European Union, the INTERREG V-A Spain-Portugal Programme (POCTEP) and the entities that are part of the project, promoting cross-border cooperation as a fundamental element of the project.
- Facilitate the sustainability of the communication of results after the end of the project and in the absence of European co-financing.



4. Scope of action

Albufeira is located in the cross-border area Spain – Portugal. This intervention area consists of 4 international river basin districts, covering Spanish-Portuguese territory: DH Miño-Sil, DH Duero, DH Tajo and DH Guadiana. Specifically, the territories on which the project is located in Spain are Galicia, Castilla y León, Asturias, Cantabria, Castilla La Mancha, Extremadura, La Rioja, Madrid and Andalusia. In Portugal the North, Centre, Metropolitan Area of Lisbon, Alentejo and Algarve regions.

In this way, the project will be communicated as a priority in the areas of action and secondarily throughout Spain and Portugal. Likewise, Albufeira also wants to extend the knowledge and interest of the project to any area related to the themes of the project and with a broader character, so the scope of action will also extend internationally, although with less intensity.

5. Target audience

The success of the project's communication will depend in part on the participation of the targeted audiences. In this sense, the identification and detail of each target group is of great relevance.

We can identify two types of strategic audiences, direct audiences, which are priorities, and indirect or secondary audiences. Likewise, a distinction must be made between general and specific audiences.

Each of the project's recipients is then identified.

Priority audiences:

The project finds as a priority audience the technical and research teams, of the project itself or external, interested in the progress made in the various river basin districts, as well as experts and technicians who need to know and apply the quality indicators for the development of their projects, such as an environmental impact study.

Companies related to the environment, especially those dedicated to environmental impact studies, or whose activity depends on or is related to river basin districts.

Technology centres, especially those linked to hydrographic research.

The project partners themselves are a main audience of communication, insofar as they can develop a relational management to cover the aforementioned audiences.

This area should also include those responsible for the management and coordination of the Interreg POCTEP program.

In this block of priority audiences, therefore, external and internal recipients of communication are included.



Secondary audiences:

Broadly the target is found in:

- Committed population: any person aware of the environment, sustainability and care for the environment, flora and fauna, and especially the population that inhabits/depends on the water resources in which the project is developed, its main target audience, (considering these the groups most committed to the environment), seeing improved information available on quality, risks and impacts, from a broader perspective and including ecological and hydromorphological criteria, and raising awareness and educating about the care of the environment that surrounds them.

As prescribers and collaborators are identified:

- Professional associations and clinics whose activity is related to the environment, river management or the environment on which they carry out their activities.
- Educational institutions: as a specific part of the general population, there is also special interest in centers, institutes and faculties to which the importance of caring for the environment can be transmitted.
- Ports and coastal communities: promoting sustainability in areas linked to river basin districts.

General audiences:

In addition, the Albufeira Communication Plan will take into account other secondary and more global audiences. In this case, it includes the citizens of the Spain-Portugal Euroregion, the media (news agencies, general media and specialized magazines) and local, regional and national administrations and public entities that play a role in activities related to the environment of the territory.



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6. Strategy

This section refers to the way in which actions are carried out .

The defined communication strategy is **characterized** by different aspects:

- Linked to the actions of the project, being its development the one that marks the communicative axis.
- Active, having both an internal and external orientation, whose purpose is to optimize and facilitate the constant flow of information in a clear way.
- Integral, it will cover the entire project execution cycle, from its launch to the presentation of results.
- Global, being coordinated under common principles to be followed by all partners, so that resources and efforts are optimized.
- Mixed, relying on a set of communication actions on and offline, emphasizing the development of social networks, and digital content, but supported through relations with the media and other marketing actions aimed at audiences based on the relational capital of the participating entities.
- Bidirectional, it will seek return and feedback in its development.

The communication that will be carried out will use a close, careful, precise and direct style according to the audiences to which it is addressed. Simplicity that facilitates understanding will be sought.

In relation to the **language** of communication, Spanish and Portuguese will be used in general. The website will also be available in English. And on social networks, in addition to Spanish and Portuguese, it will be completed occasionally with content in English.

7. Message

It is part of the importance of contextualizing the project so that communication becomes more relevant, notorious and effective.

Several entities from Spain and Portugal participate in Albufeira, for this reason, homogeneity in messages and unity of strategy play a fundamental role in guaranteeing success.

To design the message to be communicated, it is essential to understand what its value is for the recipients. In this way, the following aspects are identified:

- **Rational:** based on tangible characteristics. In this case, there are the partner entities, the methodologies, the programs designed... Those elements that make visible the cross-border focused project or in the actions of cooperation, exchange of information and results, conservation actions and care of transboundary water bodies.
- **Emotional:** they are subjective elements that each recipient values and seeks to find. With regard to this section, they are associated with the commitment to the environment, contact with the natural world, flora and fauna, interest in strategies and research that promote sustainable growth, ecology ... It is precisely these aspects on which we build the brand with which we connect with the target audience.

Albufeira is associated with the **core values** of:

- Commitment
- Cooperation
- Protection and conservation
- Sustainability
- Sensitization

The brand will be associated in all the actions that are going to be carried out, thinking about them when choosing the means, designs ... and, in short, the care and detail in all the things that are going to be done.

1.1. Positioning

The desired positioning for the project responds to the following questions:

Albufeira is	A multiregional cooperation project led by entities of the Euroregion Spain - Portugal within the framework of INTERREG V-A Spain – Portugal (POCTEP) 2014-2020
Whatue you are looking for	<i>improve knowledge, increase coordination and maximize dissemination and awareness of shared water resources and their species and habitats</i>
because of	the need to advance in the joint and coordinated implementation of actions and a common monitoring methodology between Spain and Portugal
for	promote and protect the good status of the shared water bodies of the Miño-Sil, Duero, Tagus and Guadiana river basins and their associated ecosystems.



1.2. Claim

A claim, slogan or main message is the summarized expression of the value, positioning and / or differential aspect of the project. The project focuses on the joint work and coordination of Spain - Portugal in order to improve and protect the wealth of the shared river basin districts, through knowledge of their situation, study and analysis of all variables and the environment that surrounds them. It is precisely this cooperation that differentiates this type of project, which also promotes fluid communication between regions with a common goal, which strengthens and facilitates actions towards sustainable use that values and takes into account the habitat and biodiversity of each of the masses.

In this way the main message of the project, the essence of this and the phrase that summarizes its positioning, is specified in:

***3 alternatives are proposed**

"A cooperation that flows"

"Cooperate to know"

"Protecting our bodies of water"

This message will be used in Spanish, Portuguese or English and will accompany the designs of the materials.

1.3. Essential messages

The following are five main messages associated with the project for dissemination through the different channels and supports and in a way that ensures that in the periodic actions they are transferred:

Main messages



Cooperation programme between Spain and Portugal for the protection, promotion and valorisation of shared surface water bodies: Miño-Sil, Duero, Tagus and Guadiana.

Advancing in the joint and coordinated implementation of actions between Spain and Portugal to promote and protect the status of shared water bodies.

Working together to improve knowledge, coordination and awareness of shared waters between Spain and Portugal.

Spanish-Portuguese commitment to the sustainable use of shared water resources, species and their habitats.

Itinerary of methodology, management tools and monitoring of actions for the protection and sustainable use of the Spanish-Portuguese river basin districts.

The slogan "A way of making Europe" referring to co-financing by the European Regional Development Fund (ERDF) should also be prominently included in the materials and communication, but separate from the main message of the project. This message will be accompanied by the phrase "Co-financed by the European Regional Development Fund ERDF through the Interreg V-A Spain-Portugal Program (POCTEP) 2014-2020."

Similarly, in those web-type media, publications must include the disclaimer of responsibility: "The opinions are the sole responsibility of the author who issues them".

8. Creative strategy

The visual aspect of Albufeira is reflected in its creative strategy. For its development, it is based on the creation of a logo that represents the scope of action of the project through some related element, as well as its typography and colors.

For the development of the image, blue-green tones linked to water are chosen, with a rounded typography and waves that recall the furrow of the rivers. It is played with two intertwined tones, representing cooperation that crosses borders.



Project logo

From this image created to represent the brand of the project, the graphic style and creativity applied to the materials is developed. In the graphic presentation, a simple and modern style will be sought that represents the values and positioning of the project, as well as connects with the audience to which it is addressed.

In the same way, the arrangement of the logos of the partners is included, whenever the size allows it, in the materials generated, complying in any case with the applicable regulations in reference to the disposition, use and size.



Partner logos



9. Action plan

The communication action plan includes the information and publicity measures that will be implemented during the duration of the project, to publicize its activities and contribute to the communication objectives set.

The actions will be carried out around five global dimensions of communication in order to develop a strategic and comprehensive approach when deploying project communication.

1.4. Communication address

Communication management includes the strategic definition of communication and the management of critical variables such as crisis communication. Under this dimension, the preparation of the communication plan and the monitoring and evaluation of its results are included.

1.5. Corporate Communication

Under corporate communication, the work of *branding* or brand creation is summarized.

The corporate communication actions to be developed are the following:

- Definition of **graphic identity**, from the naming "*Albufeira*", a logo of the project is created that coexists with the brands of the program and the partners. From this design a unique and representative image of Albufeira will be developed.
- After the definition of the identity, the **Corporate Identity Manual** and the applications to the graphic and digital communication system will be

created, as well as basic stationery (folio, document holder folder, stamp and e-mail signature). It is especially necessary in this area the generation of templates for the documentation that is developed in the project, having at least a template for document and presentation.

This manual will contain a detailed development of the following aspects:

- **Image usage**
 - Living space of the brand
 - Secondary colors or color variants
 - Allowed color inversions
 - Application of the mark on images
 - Misuse of the trademark
 - Typography
- **Applications to graphic and digital communication system**
 - Information leaflets
 - Catalogues/publications (book/magazine format)
 - Hanging canvas ad
 - Advertising inserts in the press: full page / half page / skirt, web banners, social network profiles ...
 - Website/ and digital graphics in general
 - Press conference panels

At all times in the materials developed together with the presence of the Albufeira logo, the rest of the entities that make up the project will also be included. This pattern will be followed in print and digital materials. When the size of the support does not allow the inclusion of all logos, only the Interreg-Albufeira logo will be included.

The manual shall set out in detail the rules for the use of the Interreg logo.

- With the development of the project, and according to needs, **promotional material** will be developed, following the image and communication rules of the project:
 - ✓ Online information leaflets
 - ✓ Project presentations
 - ✓ General descriptive poster

- ✓ Plotter
- ✓ Banner
- ✓ Header design for web and social networks
- ✓ Web design
- ✓ Mailing model
- ✓ Ad creatives
- ✓ Merchandising

1.6. Internal communication

This dimension is an important variable to ensure the homogeneity and correct development of the strategy in the different areas of action.

Communication between the partners needs to be systematised and structured, since effective and transparent project management and implementation will depend in part on it. It is therefore necessary to keep partners informed about common actions and obligations, as well as to monitor and evaluate.

Among the tools and actions of communication at the internal level that they recommend, the following are identified:

- **Internal meetings** between the partners; specifically, a meeting is proposed every quarter or according to needs.
- **Cloud platform:** to access common content.
- **Telecommunication tools:** calls, emails and video conferences.

The partners are responsible for contributing to the communication of the project, through **their channels**. In this way, it must be articulated that they contribute to maximizing the communicative work of the project and the actions of the rest of the partners. In this sense, in addition to the website and its relational scope, the channels available to each partner to communicate the project on social networks have been identified:

- Ministry for the ecological transition and the demographic challenge:
 - Facebook: <https://www.facebook.com/mapagob/>



- Twitter: <https://twitter.com/mitecogob>
- Instagram: <https://www.instagram.com/miteco.gob/>
- YouTube: <https://www.youtube.com/channel/UCSansZl-avIMvAeXMqF1M3A>
- Center for Studies and Experimentation of Public Works:
 - Twitter: https://twitter.com/CEDEX_es
 - LinkedIn: <https://www.linkedin.com/company/laboratorio-de-interoperabilidad-ferroviaria/>
 - YouTube: <https://www.youtube.com/channel/UCgOFwclIK6LoznaCk7atwJg/featured>
- Agência Portuguesa do Ambiente:
 - Facebook: <https://www.facebook.com/apambiente>
 - Twitter: <https://twitter.com/apambiente>
 - Instagram: <https://www.instagram.com/apambiente/>
 - YouTube: <https://www.youtube.com/channel/UCYdh12D4b0iv6kaOvw-gAOA>
- Polytechnic Institute of Leiria:
 - Facebook: <https://www.facebook.com/politecnico.de.leiria>
 - LinkedIn: <https://www.linkedin.com/school/politecnicodeleiria/>
 - Instagram: https://www.instagram.com/politecnico_de_leiria/
 - YouTube: <https://www.youtube.com/c/Polit%C3%A9cnicodeLeiriaOficial>
- Instituto Superior de Agronomia da Universidade de Lisboa:
 - Facebook: <https://www.facebook.com/isagronomia>
 - Twitter: <https://twitter.com/isagronomia>
 - LinkedIn: <https://www.linkedin.com/school/instituto-superior-de-agronomia/>
 - YouTube: <https://www.youtube.com/user/institutoagronomia>
- Interreg-Poctep:
 - Facebook: <https://www.facebook.com/poctep/>
 - LinkedIn: <https://www.linkedin.com/company/poctep/>

- Twitter: <https://twitter.com/poctep>
- YouTube:
<https://www.youtube.com/channel/UCOTzMDuLdFEs9VNfg8g4Urg>

Through the official channels of the project, a communicative work will be developed, which must be amplified through the means of the partners. In this sense, mentions will be established in the contents so that each partner can share that content and like it to increase the scope and dissemination of the project.

In the same way, internal communication will entail the management of communication with the **Joint Secretariat**, which will be informed about the logo of the project, website, social networks, as well as any publication, dissemination in the media or relevant publicity of the project (news, press releases, photographs, reports, videos, etc.) .

1.7. External communication

The external communication variable includes those actions around the internet, marketing and advertising in order to be close and in contact with the target audience.

1.1.1. Web

The website must be the main communication center of the project, to which the rest of the communication actions must be referred. It will entail a double function, informative and documentative:

- will house its own space to learn about the operation and activities developed in the *Albufeira Project* and the program that co-finances it
- It will serve as a repository of documents and bibliography.

The web domain will be: www.poctepalbufeira.org, and the website will be available in three languages: Spanish, Portuguese and English.

The content will be distributed in:

- About Albufeira: description of the project (presentation, objectives, partners and funding).
- River basin districts: identifying and describing each of the hydrographic zones: Miño-Sil, Tajo, Duero and Guadiana, including a location map of the main shared water bodies.
- Activities and results: explanation of the methodology, monitoring and objectives, as well as an awareness section and another documentation where the reports and deliverables that are developed during the execution of the project are presented.
- Library: glossary, regulations, reports and associated documentation, as well as a space for cartography, inventory of species, flora and fauna, and the different hydrological plans and bibliography.
- Communication: news, and sales, materials and photo gallery.

The website will include the accesses to the social networks created and the contact in the header of the web.

The home page will be designed to disseminate and publicize the project, while communicating the actions of the project and helping to attract recipients. In addition, it will contain the Interreg logo visible when arriving at the website (without the user having to display the entire page, that is, without scrolling).

Through the website, the information on the project will be updated and access to all the products and achievements achieved will be guaranteed.

In addition, the official websites of each partner will include information about the project and a banner that links to the portal.

1.1.2. Social Media

To convey communication about the *Albufeira* project, in addition to communicating through the partners' channels on social networks, specific pages and profiles will be created.

For the creation of social networks, a project account of type [socialmedia@poctepcalbufeira](mailto:socialmedia@poctepcalbufeira.org) will first be generated. org through which the pages and accounts will be created on social networks, specifically on Facebook and Twitter, and will also create a YouTube account that will house the audiovisual materials that are generated from the activities of the project.

For all three cases they will be created under the name of *the Poctep Albufeira* project.

The content strategy for the three channels will be the same, following a 60-40 pattern. That is, 60% information about the project, its activities, progress and results, and another 40% on the project theme and content of interest to the public.

The themes related to the project identified are: rivers and bodies of water, species and habitats linked to water, nature and Natura 2000 Network, and the environment and sustainability.

From the contents for Facebook, the posts that are completed with other retweets or content of interest will be elaborated.

In each network it will be published at prime time.

As for the frequency of publication, it will adapt to the dynamics of each network. Being for Twitter daily and for Facebook weekly. When meetings or seminars are held, conferences or other activities that allow greater generation of content or its "retransmission", the content generated will be expanded.

In the publications, the partners will be mentioned to seek their amplification and interaction, and they must share-retweet the contents and give likes. The contents of the project will carry, whenever possible, a link to the web to get visits.

Likewise, it will be mentioned when there are events and information about the progress of the project to the accounts of @poctep to also achieve the greatest dissemination.

The work, especially on Twitter, will seek a bidirectional effect, generating a dialogue on the network.



In all the contents elaborated, hashtags will be included. The following being possible: #PoctepAlbufeira #CooperaciónEspañaPortugal #MasasdeAgua #EspaciosProtegidos #MiñoSilTajoDueroGuadiana

Social network	Content	Frequency	Language	Hashtags
Twitter	Project activities, results Partner Content Other topics of interest	2 daily 2 daily 2 daily	Spanish Portugués	Main of the project: #PoctepAlbufeira #CooperaciónEspañ aPortugal #MasasdeAgua #EspaciosProtegidos #MiñoSilTajoDueroG uadiana As well as other tags depending on the contents.
Facebook	Project activities, progress results Partner Content Other topics of interest	2 per week 1 a week		
YouTube	It will be published as audiovisual content is generated			

1.8. Public relations and cabinet

1.1.3. Media Management

A communication office will be set up to convey information to the media about Albufeira's main activities.

Press releases will be prepared as the project progresses or according to the needs of the project. In this case, the notes will highlight the project activities and the collaborative work between the regions, as well as any other noteworthy aspect of the partners on the project. With this in mind, press releases will be sent to the media to:

- Publicize the implementation of the project and the celebration of the different seminars.
- Publicize the involvement of the organizations that make up the Albufeira project.
- Explain the methodology and activities developed in a coordinated manner between Spain and Portugal for the protection and promotion of shared river basins.
- Disseminate scientific-technical reports, studies carried out and promote the transfer of knowledge.
- Publicize the 4 shared international demarcations, as well as the shared water bodies of rivers, reservoirs and transitional waters.
- Report on the results of the project.

Press releases will be sent to the main media (press, radio and television) and also to news agencies. Specialized media, entities, networks and platforms specialized in scientific research and dissemination related to water policy, as well as in the hydrographic sector and in the field of research and environmental protection, will also be identified.

All the contents generated will always include information that leaves evidence that it is a project co-financed by the European Regional Development Fund FEDER through the Interreg V-A Spain-Portugal Program (POPTEC) 2014-2020.

The notes created will be sent to the partners so that through their own cabinets they can also carry out the dissemination work and maximize the results.

During all the work of the cabinet will be prepared a follow-up of the results and clipping report of the notes sent to measure the impact on the media.

1.1.4. Public relations

Within the project, events will be developed to disseminate and maximize the visibility of Albufeira. The following will be carried out:

- **An ornate home diffusion**
- **Four scientific-technical seminars**
- **A seminar closing of the project**

Around these events and to achieve maximum dissemination in each seminar, mail marketing and telemarketing actions will be carried out to attract attendees, which can be completed with other communication actions, and with the promotion of the communication of each partner. Likewise, in the organization of the events, all the aspects that allow an integral management of each act must be managed: program, speakers, attendees, materials, dissemination and resources.

This action can be completed with participation in forums, events and presentations, in which the activities of the project and its progress can be valued, and thus publicize the benefits of these in the hydrographic territory.

1.1.5. Advertising

To publicize the four seminars of the project, advertising must be carried out in the digital/written press, which will coincide with the scientific-technical seminars.



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10. Responsible

Within the project, a person responsible for communication will be defined for each partner, whose functions will be the dynamization and coordination of the joint actions of the project, as well as the follow-up of the individual actions of each partner, thus guaranteeing coherence and clarity. Each partner may in turn appoint a **person responsible for communicating** its project activities.

COORDINATION	PARTNER	RESPONSIBLE	CONTACT
DGA	Ministry for the ecological transition and the demographic challenge	Bethlehem Calleja	bcalleja@miteco.es
	Center for Studies and Experimentation of Public Works	Neftalí Roblas Moreno	Neftali.Roblas@cedex.es
	Agência Portuguesa do Ambiente	Dora Barros	dora.barros@apambiente.pt
	Polytechnic Institute of Leiria	Alexandre Soares	alexandre.soares@ipleiria.pt
	Instituto Superior de Agronomia da Universidade de Lisboa		

The following table lists the **entities responsible** for the execution of each of the actions of the communication plan:



DIMENSION	ACTIVITY	RESPONSIBLE
Communication address	Communication plan	DGA
Corporate Communication	Logo, manual and applications	DGA
	Promotional material	DGA
Internal communication	Meetings and communication	All partners
External communication	Web	DGA
	Social Media	DGA
	Advertising	DGA
Cabinet and PR	Kick-off seminar	
	Scientific and technical seminars	
	Closing Seminar	



11. Chronogram

		2021				2022				2023	
		1	2	3	4	1	2	3	4	1	2
COMMUNICATION DIRECTION											
	Communication plan										
	Reporting										
	Final evaluation of the Plan										
CORPORATE COMMUNICATION											
	Corporate identity, manual and applications										
	Corporate material										
INTERNAL COMMUNICATION											
	Internal communication										
EXTERNAL COMMUNICATION											
	Web										
	Social Media										
	Advertising										
PUBLIC RELATIONS AND CABINET											
	Media Management										



Events																			
--------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

12. Indicators

GLOBAL INDICATORS	Quantity
OF FINANCIAL REALIZATION	
Budget consumption	100%
OF PHYSICAL REALIZATION	
Nº of Communication Plans	1
Number of logos and Identity Manuals	1
Number of stationery	
Folio	1
Folder	1
Stamp	1
Email signature	1
PPT Template	1
DOC Template	1
Merchandising	
Nº of promotional material	
Brochure	2



Presentation of the project	2
Plotter	8
Poster	1
Mailing model	1
Ad creatives	4
Banner	
RRSS headers	
Web design	1
Nº internal meetings	
Nº of websites	1
Nº of digital ads	4
Nº of social profiles created	3
Number of publications on Facebook	252
Number of tweets	2520
Nº of videos on YouTube	
Number of press releases	4
IMPACT AND RESULT	
Number of media appearances	16
Number of participants in the events	150



Nº web visits	3. 000
Number of people reached by advertising	4. 000
Number of Facebook followers	200
Number of Twitter followers	200
Nº Youtube views	200



According to project needs



13. Budget

The following table shows the budget available for all communication actions of the project.

ACTION	€
COMMUNICATION PLAN	
CORPORATE IDENTITY AND MATERIALS	
WEB AND SOCIAL NETWORKS	
ADVERTISING	
MEDIA CABINET	
EVENTS	
TOTAL	€

14. Evaluation

Within the framework of the Communication Plan, a **final evaluation** of the strategy implemented in this project will be carried out. The results will be collected and presented in a report setting out at least the degree of visibility and awareness of the Albufeira project, as well as the role played by the EU under the INTERREG V-A Spain-Portugal (POCTEP) program.

The evaluation aims to measure the success of the execution and the efficiency in achieving the defined objectives and will make it possible to identify improvements on the strategy.

The degree of visibility of the Albufeira project will be evaluated through the Statistics of visit and use of the website, as well as the quantification of the established communication indicators.

15. Regulations: responsibilities in communication

Reference regulations in Information and Communication:

- EU Regulation No. 1303/2013, Articles 115-117 (information and communication) and Annex XII, points 2.2-5 (responsibilities of beneficiaries).
- EU Implementing Regulation No. 821/2014, Chapter II, Articles 3, 4, 5 and Annex II - C technical characteristics of information and communication measures and instructions for creating the emblem of the European Union and definition of standard colors, and Specific and established rules for the application of the graphic identity of POCTEP 2014-2020.
- EU Implementing Regulation No 255/2019 (Article 1)
- EU Implementing Regulation No 821/2014 (Articles 3, 4, 5 and Annex II),
- Communication Strategy of INTERREG V-A Spain- Portugal (POCTEP) 2014-2020.
 - Information, communication and visibility guidelines and standards for projects co-financed by POCTEP 2014-2020

Details of the European Union's communication regulations can be consulted via the following link <http://www.poctep.eu/es/2014-2020/comunicación>

Below are **rules for information and communication** responsibility of beneficiaries in the framework of the development of Albufeira.

- All LCI actions and materials carried out within the framework of the co-financed projects approved under the Programme, in order not to

jeopardize the eligibility of the corresponding expenses, must necessarily include the logo of the Interreg Spain-Portugal Programme 2014-2020 in conjunction with the Albufeira logo, as provided in the corporate identity manual.

- Only in exceptional cases, in very small promotional articles, the reference to the European Regional Development Fund (ERDF) can be deleted.
- In cases where it is impossible to include the logo (texts, some scientific publications, radio spots, etc.) the mention of the Programme and the ERDF must be included.
- Include on the beneficiaries' websites information about the project: name and brief description (including the total cost and its funding, schedule, partners...), objectives and results (referring to the financial support of the EU/ERDF/POCTEP).
- An information poster of minimum size A3 shall be placed in a place clearly visible to the public with information on the project and Union financial assistance (e.g., at the entrance of a building).
- In the event that any financing operation of infrastructure or construction works is executed with ERDF aid exceeding € 500,000, a temporary sign ("work") of significant size must be placed in a place clearly visible to the public and whose model is available in the corporate identity manual of the project.
- Once the operation is completed, the beneficiary must place, in a place clearly visible to the public, a poster or permanent plaque of significant size whose model is available in the corporate identity manual of the project. The deadline for its placement is three months from the end of the project.
- Keep a chronological record of all the Information and Communication actions carried out, with examples (photographs, leaflets, etc.), in paper/electronic format, of the same and of all the materials produced, evidencing the mandatory advertising elements.

- Include information on the results of the Information and Communication actions in the progress reports that will accompany each payment application.

The following link contains a summary of the main Information, Communication and Visibility (LCI) standards in force in the Interreg V-A Spain-Portugal Programme (POCTEP) 2014-2020 and complements the corporate identity manual and the Programme's project management manual (version 7/0772021).

https://www.poctep.eu/sites/default/files/orientaciones_normas_icv_es_07_07_21_web.pdf



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