

Work Package - Dissemination of the results

Lead Partner: Baltic Region Healthy Cities Association

Objective

Describe the objective(s) of the WP and how it is going to be measured.

Overall objective of the WP is to disseminate the results of the project to the public and to ensure the quality of internal and external communication.

In cooperation with other relevant initiatives in Baltic Sea Region BADY:

- strengthens the political commitment to work together in order to ensure the effective prevention of alcohol and drug abuse among young people in BSR,
- increases understanding of problem of alcohol and drug abuse among young people in BSR,
- promotes the campaigning against alcohol and drug abuse among young people in BSR,
- highlights that community mobilization and structural changes in municipalities are important in order to solve the problem,
- promotes the methods used in BADY for mapping and mobilizing.

The communication of BADY project will be managed on the internal and external level.

The aims in internal project communication are to:

- support the municipalities and other partners in their project work
- improve their understanding of the best available methods to tackle the problem of alcohol and drug prevention among youth in BSR,
- increase the awareness of the project partners' whole staff of how exemplary their organizations are in implementing the project,
- ensure timely and smooth project implementation and reporting.

The aims in external project communication are to:

- convince and create commitment among the relevant stakeholders of the importance of mobilization of communities in order to tackle the problem of alcohol and drug prevention among youth in BSR,
- promote the methods and tools used in BADY on the national, regional and European level,
- increase awareness and promote the good results achieved in BADY.
- promote the project partners as being exemplary in their work for better prevention of alcohol and drug abuse among youth in BSR,
- to support exchange of best practices in BSR.

Activities

Describe the main activities in the WP in chronological order

WP activities are presented here in "thematic blocks". They will be presented in chronological order under "Timeline".

1. Communication strategy – preparation, acceptance, implementation, monitoring and evaluation
2. Production of project promotional materials (website, leaflet, brochure, poster) – layout, content, printing, distribution
3. PR and dissemination of project results – during project events, internal events of partners and external events
4. Publications – project newsletter, websites' update, articles in local and regional newspapers, visibility in local and regional media

5. Administration of WP – reporting, monitoring and evaluation.

Timeline

Describe the main activities over six-month-periods T1-T6 (T1= the first six months 2012, T6=the last six months 2014)

T1 (January 2012 – June 2012)

- Communication strategy prepared and submitted to the donor organization
- Graphical outlook, website and project logo established, visibility guidelines
- Project leaflet, brochure and poster published
- Project kick-off meeting
- Project kick-off meeting includes press conference for professional and local media
- Press release of project kick-off meeting and project achievements published
- At least 1 article in each municipality published in local media
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- Report after T1 to Project Lead Partner

T2 (July 2012 – December 2012)

- Project meeting
- Project meeting includes press conference for professional and local media
- Press release of project meeting and project achievements published
- At least 1 article in each municipality published in local media
- At least 1 article in each country published in relevant publication
- At least 1 article in professional publications or general public media in BSR
- E-newsletter 1 published
- Project website revised, restructured and approved
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- Report after T2 to Project Lead Partner

T3 (January 2013 – June 2013)

- Project meeting
- Project meeting includes press conference for professional and local media
- Press release of project meeting and project achievements published
- Article in WHO publications (after 1st year of project)
- Article in UBC publications (after 1st year of project)
- At least 1 article in professional publications or general public media in BSR
- At least 1 article in each municipality published in local media
- E-newsletter 2 published
- Website updated
- Communication evaluation questionnaire to project partners and external key stakeholders groups
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- Report after T3 to Project Lead Partner

T4 (July 2013 – December 2013)

- Project meeting
- Project meeting includes press conference for professional and local media
- Press release of project meeting and project achievements published
- At least 1 article in each municipality published in local media

- At least 1 article in each country published in relevant publication
- At least 1 article in professional publications or general public media in BSR
- E-newsletter 3 published
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- Report after T4 to Project Lead Partner

T5 (January 2014 – June 2014)

- Project meeting
- Project meeting includes press conference for professional and local media
- Press release of project meeting and project achievements published
- Article in WHO publications (after 2nd year of project)
- Article in UBC publications (after 2nd year of project)
- Website update
- E-newsletter 4 published
- At least 1 article in each municipality published in local media
- At least 1 article in professional publications or general public media in BSR
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- Report after T5 to Project Lead Partner

T6 (July 2014 – December 2014)

- Project meeting
- Project meeting includes press conference for professional and local media
- Press release of project meeting and project achievements published
- At least 1 article in each municipality published in local media
- At least 1 article in each country published in relevant publication
- At least 1 article in professional publications or general public media in BSR
- Communication evaluation questionnaire to project partners and external key stakeholders groups
- Dissemination in partners' own events (at least 1 event/partner)
- Dissemination in external events (NDPHS meetings, EUSBSR events etc – at least 1 event/country)
- E-newsletter 5 published
- Reports, publications and other project outputs available online
- Report after T6 to Project Lead Partner

Other activities (publications, events, meetings) depend on the other WPs and will be updates as soon as the timeline for other WPs is agreed and delivered to WP Lead Partner. All communication and dissemination activities must be coherent with the activities in other WPs.

Added value

What is the added value(s) for doing the activities as an EU-project compared to a number of national projects?

(The WP supports the whole BADY project therefore its added value depends on the added value of the project in general. But what we can say here extra is:..)

Dissemination of the project results will be carried out by Baltic Region Healthy Cities Association (BRHCA) in cooperation with all project partners – both on the national and municipality level. Results will be disseminated to the public by the promotional materials produced by the project, by participation in local, national, regional and international conferences, by the wide-ranging networks the partners belong to (e.g. European Healthy Cities Network, Union of the Baltic Cities, Nordic Dimension Partnership in Public Health and

Social Well-being, Baltic Region University Network and other). That ensures that the project results will be spread widely in the participating countries and beyond, on the European level. The significant impact and wide coverage of the BSR and Europe is the major added value of disseminating the results within the EU-project.

Sustainability

In what way(s) do the activities aim to continue on a long-term and what organisation will/can be responsible for maintaining the work after 2014?

Sustainability of the communication activities will be ensured by the reports, articles and documentation produced and distributed during the project. Moreover, the partners will be responsible for dissemination of the project results after the project closure, e.g. by promotion of the methods used, by presentation of the good practices during the meetings, seminars and conferences and by continuation of the work on the topic after the project ends.

The project website will not be closed after the project ending and will be administrated by Lead Partner of WP. The website will be linked to the website of EAHC, partners, networks and other relevant institution. That will support the sustainability of communication and dissemination activities carried out within the project. As the website will include all materials and reports produced for public used during the project, it will be important source of information in the future.

Draft budget

Specify estimated costs for the WP (staff (person/months), meeting arrangements, travel and accommodation, activities/interventions).

- Communication Coordinator, 1 prs full time – 36 months x 3000 e	108.000
- Office costs, 36 x 300 e	10.800
- Travels to project meetings, 6 meetings – 6 x 800 e	4.800
- Travels to Communication seminars and showcase conferences (3/year), 9 x 800e	7.200
- Graphical layout, 1 x 2500 e	2.500
- Website with intranet, 1 x 3000 e	3.000
- IT administration and support, 36 x 300 e	10.800
- Newsletter, 5 x 500 e	1.500
- Promotional leaflet, brochure and poster, preparation and printing, 3 x 2000 e	6.000
- Interim report, 1000 e	1.000
- Final report, 1000 e	1.000
TOTAL WP – 156.600 EUR	

Organisation

Describe how the WP will be organised (lead/co-lead, reporting to and from national coordinators, community coordinators and WP Lead)

The main responsibility of the communication and dissemination activities and their qualities is with the WP Lead Partner, i.e. Baltic Region Healthy Cities Association. However, the other project partners are responsible for timely communication with the WP Lead Partner in issues that concern themselves and for disseminating the project within their organizations and within their municipalities and countries.

As communication is an integral part of all project actions, each partner bears the responsibility for timely communication with the WP Lead Partner and with their stakeholders in line with the project communication strategy.

WP Lead Partner, together with the relevant WP Leader, will always beforehand prepare guidelines for the coming implementation phases, actions and events. Those guidelines

include instructions and recommendations for communication and information activities. Partners are always reminded about visibility guidelines, which are available in project intranet. Further, they are guided to give press releases, publish invitations to local project events in local newspapers and be in personal contact with key stakeholders in their municipalities and countries.

Full-time Communication Coordinator will be appointed in the organization of WP Lead Partner and he/she's role is to ensure the timely and smooth delivery of outputs and results. Communication Coordinator always collects all the publicity outputs from the partners, and links them to the project intranet where they can be seen by other partners. Communication Coordinator also monitors that the visibility guidelines are always followed (in articles, on websites etc.) and gives feedback and further requirements to the partners if needed.

In each of the project meetings (kick-off and XX project meetings) some time is dedicated to the communication and dissemination issues of the project in order to be able to map and plan the forthcoming activities together with the whole project consortium.

In case of internal or external miscommunication, unclear communication, or lack of communication, that might lead to weak quality of or delays in project work, outputs and PR, the Communication Coordinator will carry out an evaluation (personal discussion and written report) of the problem and its reasons together with the respective partner and suggest a solution or improvement. If the project relates to the whole project consortium, Communication Coordinator will take the issue to the Project Lead Partner and Project steering Group, where all the partners affected by the problem are invited to agree on corrective measures to solve the problem. The solution will be clearly communicated to all the project partners after PSG meeting.

Responsibilities of Communication Coordinator:

- cooperation with leaders of other WPs and Project Lead Partner
- cooperation with national coordinators and municipalities
- to ensure that communication between the partners and to the public goes smoothly and everybody is informed properly about the progress in project implementation,
- to produce communication and dissemination materials for the project,
- to prepare clear guidelines for project partners on communication and dissemination of project results,
- to represent the project on conferences, seminars and other events important for dissemination of project results,
- to ensure the quality communication with regional/European media, networks and institutions relevant for dissemination of project results,
- to ensure the quality implementation of Communication WP.

Responsibilities of the partners:

- to update regularly their websites and provide a link to the official project website,
- to disseminate the project materials (website, leaflet, newsletters, WP outputs, recommendations) within their organizations and their municipalities and countries,
- to utilize the local newspapers and media regularly,
- to invite the local media to the project events,
- to promote the project and its results during local events, seminars, conferences and other relevant occasions,
- to follow the visibility guidelines provided by Communication Coordinator,
- to cooperate with the Communication Coordinator regularly.

Reporting:

Municipalities and national partners report to WP Lead Partner on the content and financial implementation of the WP on the regular basis, required by Project Lead Partner. WP Lead Partner reports collectively to Project Lead Partner.

