Shaping fair cities
Communication and visibility plan

1. General Communication Strategy

1.1 Introduction

The project *Shaping fair cities* promotes a critical understanding of local authorities and citizens' roles and responsibilities in relation to the Agenda 2030 objectives; municipalities and local governments will be involved in localizing the Agenda 2030 and integrate it in local policy making. All these actions will be achieved considering the context of an interdependent world.

The **audience** we are going to address to are local decision makers, civil servants, grassroots organizations and citizens in general, who will become aware of the Sustainable Development Goals (SDGs) in the 8 European countries and 2 not-European partner countries. Moreover, the final aim of the project is to spread the knowledge of SDGs beyond the partner countries and European boundaries. The **topics** that will be developed all through the project and the communication actions will be the migration challenges and the related local policies with a **strong gender approach** (SDG5), promoting **peaceful and inclusive societies** (SDG16), making **cities inclusive, safe, resilient and sustainable** (SDG11) and acting to **contrast climate change** and its impacts (SDG13).

Communication is a key tool to inform, explain, educate stakeholders and citizens and make them change their habits. Emilia-Romagna Region, as lead-applicant of the project, is responsible for the communication plan and the dissemination activities in collaboration with Wielkopolska Region and will ensure visibility of the project actions. The dissemination strategy will regulate visibility rules, according to the *Communication and visibility manual for European union external actions*. **Each partner will use its local, national and international dissemination channels and networks to ensure the widest distribution of project outputs and results.** To ensure partner's involvement and verify consistency of communication actions, a complete mapping of all the channels available (including existing social networks accounts and pages) will be drafted with the collaboration of all the co-applicants and attached to this document.

In general, Workstream n.3 and n.5 will aim at **increasing visibility of the action and disseminate project results** and methodologies at local, national and international level (EU and national level of partner countries), boosting local partnerships and networks and keeping the local communities

informed and involved, increasing awareness about global interdependence. The high employment of modern **new technologies** (policy learning platform, digital tools, web site, social networks, video digitalization) will guarantee the widest dissemination, enhancing the active involvement of actors from informal groups – workshop and seminar participants, young people, bloggers, associations and other stakeholders.

The project multifaceted geography emphasizes its need of cohesion and, consequently, of capacity building. Communication will help to build a strong coherence in implementing the project steps coordinated among different countries and realities. At the end of the project, a set of communication tools elaborated during the 3-years activities will help to capitalize results, giving to other cities and territories a ready-to-use instrumentation to work with SGDs awareness and to replicate the actions.

The communication strategy is consequently mainly aiming at coordinating actions among the different countries and disseminating project outputs, **considering**:

- ✓ **Different countries** involved and different cultures and starting points;
- ✓ Need of **localizing** activities, even involving sub-granting activities to civil society organizations;
- ✓ When it's possible, using **pre-existing medias and tools** (as institutional web sites, social network profiles, …)
- ✓ General **replication** of the experiences.

Besides these elements, we must take into account which are the strategic resources and limits of the communication strategy by using **a SWOT analysis matrix**:

Strengths: rich contribution from different countries, different perspectives and experiences about the SDGs topics and communication activities ongoing.

Weaknesses: in a wide range of realities and people's everyday lives, is difficult to find a few universal messages which can summarize clearly where we are going in the same way for different countries and contexts.

Opportunities: the network of cities and regions involved in the same project can reach a wider audience, by activating a megaphone effect and exploiting key multipliers resources, to enlarge the audience, even beyond the European boundaries.

Threats: different realities may transpose in various ways the same messages, so that responses to the same action could be very different. Some messages could be distorted (especially those about migration).

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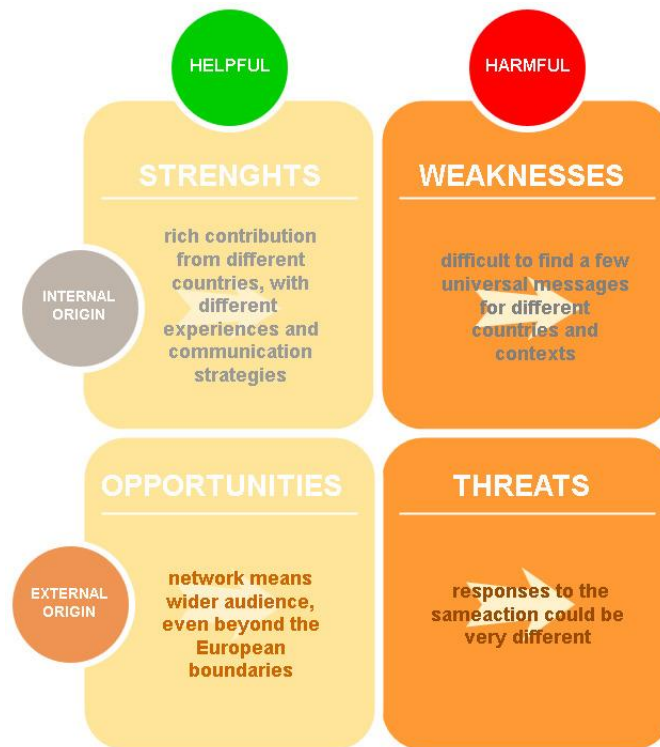
1.2 Communication through the workstreams

Looking through the project document, it appears clearly that WS1 activities regarding **research and survey** in partner local realities about public opinion on SDGs and migration will be the fundamental chance even for the Communication team to **understand the context and help focusing on the main key messages,** that must be emphasized and spread throughout the project, defining at the same time how to act to localize them. As the topics are very challenging – migration, gender equality, peaceful and inclusive societies, inclusive and sustainable cities, climate change – messages and claims must be selected mainly for their **emotional effect**, with the objective to engage with the audience. As the visual elements of communication are the most appropriate vehicle to convey emotions in a direct and immediate way, all the creative aspects (images, pictures, videos, campaign concept) of communication and campaign materials must be very accurate, evocative and suggestive: visual elements must be chosen for their potential to move people.

In order to optimize the results, it is important to select properly a specific target for each different communication action, to maximize its effectiveness. However, a shortlist of few messages and

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themes must be identified and selected, by analyzing the results of the survey, with the contribution of every partner and will be the basis for every communication action. The communication guidelines for the campaign action will gather these messages and general indications to use and adapt them to the local contexts.

If planned in a proper way, **effective communication** can:

- ✓ help partners achieve overall objectives;
- ✓ engage effectively with stakeholders;
- ✓ demonstrate the results of partners' work;
- ✓ ensure people understand what the partners do and what is the aim of the project;
- ✓ change behavior and perceptions of citizens, when necessary.

All the Workstreams (from 1 to 5) entail a certain part of communication, using different tools and medias to reach the specific targets set. The communication tasks from WS1 to WS4 will consist mainly in **coordinating messages and materials** produced during the activities, guaranteeing coherence and following the project visual identity guidelines, with appropriate share of communication support, always fitting to the context and cooperating with other project officers' work.

The **communication manager** will be in charge of coordinating the work and actions of the others **communication officers**, who will adapt every task to local context. They all form together the **Communication team**. Its main objective is to work at local level for every action of the project, trying to inform and make ordinary people aware of the topics of the project. **Localization** is a crucial element of effective multi-level governance and provides the means to make the SDGs relevant to local populations in a framework of greater ownership.

Awareness about SDGs importance will be raised and spread all along the entire project even during trainings (to civil servants, civil society organizations, universities, students joining the events) and study activities through the website and documents produced. People joining the training sessions could be involved as well as key multipliers for the project messages, for example launching specific hashtags during the events and asking them to participate posting photos and materials about the activities on their personal or institutional social network pages.

Publications, project documents, local agendas in **Workstream n.1**, training toolkit in **WS n.2**, as well as monitoring and evaluation model for assessing Agenda 2030 local plans and policy papers (WS n.4), will be graphically draft with the support of the communication officers. All the materials produced during the project, for trainings, workshops summer/winter schools will be implemented with the support of the communication officers to ensure coherence and guarantee a coordinate visual identity of the project. Every visibility tool and action must refer to the *Communication and visibility in EU-financed external actions* document. **WS n.3** will produce 4 online tools: one online policy learning platform, that will display one online digital tool on migrants, one shared mobile application, one web documentary. Even in that case, communication officers will contribute to their creation regarding the usability aspects

and coordinating the visibility and general external image and perception of the project.

Awareness-raising campaigns (**WS n.5**) will be carried out at local level in each city/region involved, mobilizing people, building partnerships with different local stakeholders, bringing together all sectors of society, boosting their participation and ensuring that diversity is embraced. Communication officers of each region/city/town involved will work to engage these stakeholders and to select proper tools and messages in order to reach citizens. As the closest level of government, local and regional governments are well-placed and hold appropriate authority to raise awareness about the importance of the SDGs and their relevance to local communities.

A public campaign based on the survey evidences (WS n.1) will be designed with a joint methodology and identity, creating some common messages and visual elements, that will be then developed at local level by sub-grants: local civil society organizations and creativity organizations will be trained and directly involved in running the campaign. Press release and a media communication work implemented by the communication team will ensure media coverage. Finally, the presentation of the policy papers to regional and municipalities councils will guarantee the engagement and commitment at the highest local policy level.

2. Objectives

2.1 Overall communication objectives

Awareness-raising activities will increase the engagement of citizens and local communities and develop their sense of ownership of the UN Agenda 2030 and their participation in the achievement of the SDGs at local level. Awareness-raising is not only to know about the existence of the SDGs: the real challenge is to give the opportunity and the capability to ordinary people to participate in the achievement of the goals in their daily lives, suggesting them simple but crucial daily attitudes and tasks.

2.2 Target groups

✓ Within the countries where the action is implemented:

- **civil servants, civil society organizations, universities, students, migrant communities** specifically for WS n.1-4: they will be involved in the project objectives and will become active part of the communication actions;

- **general citizens**, ordinary people for WS n.5 – local campaigns, with particular attention to women and girls and to migrant communities. Other more specific targets (for example: students

and young people) will be identified during the study and planning phases and specific actions will be implemented in each country involved to reach them.

✓ **Citizens in all Europe** and beyond: the international awareness raising campaign will be conceived to address to European citizenship as a whole.

2.3 Specific objectives for each target group

✓ **Citizens:**

1. Improved knowledge of specific SDGs:
- gender equality: promote education, health care, decent work, and representation in political and economic decision-making processes for girls and women (SDG5);
- sustainable cities and communities: inclusive cities, safe and resilient, careful in reducing pollution and poverty, providing equal opportunities for everyone as regards basic services (work, health, housing, education) (SDG11);
- climate action: contrast climate change and its impacts. Toxic emissions affect the environment and people. It is an issue that requires solutions that need to be coordinated at local/national and international level and it requires international partnership to strengthen third countries towards an eco-friendly economy (SDG13);
- peace, justice, and strong institutions: peaceful and inclusive societies for sustainable development, equal justice for all, and building effective, accountable institutions at all levels (SDG16).

2. Enhanced citizens mobilization in favor of local Agenda 2030 plans: not only letting know people about SDGs, but also making them aware of the importance of everyday behavior and make them change some habits to participate to the achievement of common goals.

✓ **Civil servants, civil society organizations, universities, students, migrant communities:**

1. Upgraded capacity and involvement in supporting local and global actions against poverty and dealing with migration challenges, making them aware of what are numbers and perception of the reality and active promoters of solutions (communication will help to spread knowledge of research and study outputs);

2. Upgraded capacity and involvement in supporting local and global actions to build inclusive societies and contrast climate change: they will cooperate to explain what does "localizing the SDGs" mean, involving civil society, promoting ownership and co-responsibility for the implementation of strategic projects, participating in campaign actions and public events to engage citizens.

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3. Communication activities

As a precondition of all the communication activities, **at the beginning of the project** some actions and documents must be implemented with the cooperation of all the communication officers:

- ✓ A **description of each partner** including general information, territory, economics, culture, society, specific information about the involvement in the project (20 lines maximum), the institutional logo and institutional website must be sent to Emilia-Romagna Region;

- ✓ Each partner will implement **a list of all the institutional digital and media channels** available (including existing social networks accounts and pages) for the dissemination of the project deliverables and messages at local and national level; one complete mapping document will be implemented by Emilia-Romagna Region. This document, integrated with channels at European and supranational level, will be the reference network for all the dissemination activities;

- ✓ Each partner will draft a **mapping of the local media and national media** specialized in issues such as Europe, migration, gender equality, sustainable development; one complete mapping document will be implemented by Emilia-Romagna Region. This document, integrated with media at European and supranational level, will be the reference for every media activities;

- ✓ As a starting pack for website and communication materials, each partner will provide **a set of at least 10 photos** in high definition quality about project issues localized in each context or photos of the partner territory or town/city/cities.

3.1 Workstream n.1 – research and survey

- ✓ <u>Running a survey in 12 cities</u>: each co-applicant will contribute to the elaboration of the research about the level of awareness of SDGs.
  Communication officers will support University of Bologna to guarantee that the survey is properly contextualized, and citizens can understand the frame of the action. Moreover, each local report will be elaborated with figures and findings with the support of communication officers. Communication team will be also in charge of the translation of the questionnaire (in each local language), the local reports (from local languages to English) and the final international report (from English to local languages). The final report will be published online either in the project website or in a common platform where documents will be shared.

- ✓ <u>Research driving Agenda 2030 local plans</u>: will produce a research final report that will be both a training tool and implementing guide, integrating SDGs in local policies. Each co-applicant will contribute to the elaboration of the research.
  Communication officers will help to guarantee a coherent application of the project visual identity and visualization of data (as infographics, images, etc.), and the translation of the

abstract in each partner language, and their publication on the project website.

✓ Organization of 10 policy learning trainings: at least 15 civil servants and policy makers each, organized in the 8 EU regions involved as well as in the two European partner countries (Albania and Mozambique) in order to enhance the capacity and improve the knowledge on localizing SDGs.
Communication officers will help to elaborate communication materials (poster, pictures, videos, storytelling…) for the trainings and to ensure media/social media coverage of the events.

✓ Organization of 14 multilateral consultation meetings and drafting of 14 reports: implemented both internally, involving different sectors within the local institutions, but also as open consultations. As a result of multilateral consultation each city/region will produce a report.
Communication team will help to organize public events, ensure media coverage and draft reports.

✓ Drafting of 14 local Agenda 2030 plans and organization of 14 public events: the abstract of the 14 plans will be translated in English.
Communication team will support the translation and the organization of the events, as the media coverage.

3.2 WS2 – Training and capacity building

✓ Training toolkit and training curriculum production
Communication team will help to integrate the tools with relevant images and info-graphics and will make it available in 10 languages and upload them online.

✓ International Training of trainers in Valencia: the training is aiming at training high skilled multidisciplinary professionals on localizing SDGs, migration and gender issues.
Communication team will help to organize it and guarantee a local media coverage as well as social network activities aiming at engaging participants and their institutions and local institutions. Communication officers will be involved in elaborating seminars materials (video, picture, presentations…) and updating the project website with all the related materials.

✓ Organization of 13 national specific trainings, at city/regional level
Communication team will help to prepare materials and ensure media/social media coverage.

✓ Organization of 15 capacity building workshops, at city/regional level
Communication team will help to prepare materials and ensure media/social media coverage.

✓ Organization of 7 summer/winter schools, at national/international level

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Communication team will help to prepare materials and ensure media/social media coverage.

3.3 WS3 – Implementing tools

Digital tools are important outputs to ensure sustainability, participation and a consistency between needs and services delivered. The action will develop and use digital tools for communicating Agenda 2030 at local level and involve migrants and vulnerable groups in a gender dimension. All the digital tools will be collected in the project website but also disseminated trough co-applicants websites and social media at local, national and international level.

- ✓ <u>Policy learning platform</u>: the platform is a hub of information and services for continuous learning where any organization dealing with local development policies can find inspiration and solutions, will be developed in English and will collect all the training and research materials downloadable for free translated in all the partners languages.
  Communication team will support translations, drafting of the materials and organizations of the information within the platform, directly linked to the project website. Communication all along the project, co-applicants and partner networks websites and social networks will be fundamental for make the platform known by the selected target. The project officers will decide which documents will be public, available on the project website, and which ones will be available on the platform only for a restricted audience. A press release will be drafted too to inform local press and stakeholders about the publication of relevant materials. The County of Iasi (RO)/ BRCT will coordinate the whole WS3 and will be directly in charge of the policy learning platform production and updating.

- ✓ <u>Digital tool on SDGs and migration</u>: it will mainly function as a "self-trainer" for migrants and citizens with the purpose of "leave no one behind" at city level and promote resilient and peaceful societies. Accessibility will be granted through the elaboration of a multi-language platform.
  Communication team will help to ensure the accessibility and the usability of the tool as well as the translation in all the languages required. It will help to reach the interested communities too by using social network profiles and pages. The University of Bologna will produce the digital tool.

- ✓ <u>Youtube channel for story telling movies</u>: a Youtube channel to show videos about immigration and   social   sustainability.
  Communication team will ensure the quality of the videos monitoring their concept and implementation phases. It will support the visibility of the tool too, exploiting all the online channels available. The Municipality of Falkoping will be charged of establish the Youtube channel.

- ✓ <u>Production of a web documentary</u>: to tell in an attractive and interactive way the experiences developed in each of the 10 countries experimenting how to localize SDGs.

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Communication team will ensure the quality of the videos monitoring their concept and implementation phases. It will support the visibility of the tool, exploiting all the online channels available. The Emilia Romagna Region will coordinate the production while each co-applicant will host the video-making troupe in its own country and translate the contents.

3.4 WS4 – Monitoring Local Agenda 2030 and advocacy

✓ <u>Draft of 10 policy papers</u>
Communication team will ensure the dissemination of the document through the partners' channels networks and the project website and social media channels. A press release and press conference can be organized with local media to make them know this deliverable.

✓ <u>Draft guidelines and recommendations</u>
Communication team will ensure the dissemination of the documents through the partners' channels networks, the project website and social media channels.

3.5 WS5 – Campaign and media

✓ <u>Project website</u>: an international project website will be implemented within the Emilia-Romagna Region institutional website ([http://europamondo.regione.emilia-romagna.it/en/faircities)](http://europamondo.regione.emilia-romagna.it/en/faircities). The url which will be used for the campaign and communication materials will be www.shapingfaircities.eu and it will redirect to the Rer website. It will be developed in English and will display all the information and materials about the project, including a page dedicated to each partner with general information, link to institutional websites and some materials translated into the partner's language. Each partner will provide: general information about itself, territory, economics, culture, society, specific information about the involvement in the project for the starting version of the website. It will be updated with news and new materials and deliverable documents constantly during all the project by Emilia-Romagna Region communication officers, with the help of the other communication officers.

✓ <u>A common logo and a project visual identity document</u> translated in 10 languages will be created to clearly identify the project, its main goals and targets and to make all the actions visually coherent. The logo will help to enforce the project identity and the recognition of different phases and actions as parts of the same process. It will be inspired by the SDGs colors and themes to represent the idea of "inclusive societies and cities". This is an important feature of the campaign to guarantee a common visual identity and will be used in designing all the action's implementing tools: from learning materials (WS2) to digital tools (WS3) and of course campaign and communication materials, following the rules of the visual identity document. It will be implemented by the ERR communication manager and officers and elaborated by ERR graphic officers.

✓ <u>One international and 8 national communication plans</u>
As the target will be citizens and decisions makers at local level, **two level of planning are** needed: one at **EU level** involving all applicant organizations and one at **local level** in each city or region involved. The overall EU campaign plan will be to address and guide the local plans and local campaigns with a common perspective and set of objectives. The communication officers of each co-applicant organization, coordinated by the communication manager appointed by the leading applicant Emilia Romagna Region, will analyze the information developed within the action - starting from the survey findings (A1.1) - and will use this knowledge to create their strategy (communication plan), which will guide them in planning, implementing, monitoring, improving and evaluating their campaign. The general **communication plan** will focus also on third countries in order to contribute at increasing the dialogue and debate about development issues and interdependent world in countries where the partners have relationships and collaboration, exploiting the partners' channels networks and the media networks. A mapping of relevant blogger and stakeholder at European and supranational level will be also drafted to reach and engage them.

3.5.1 Campaign action in details

One common **campaign guide lines document** will be elaborated based on the research and survey outputs: partners will have to build a common communication strategy to improve awareness and involvement in the SDGs at European level.

The document will define:

✓ specific targets (young people, elderly people, minorities, etc)
✓ specific messages (related to SDGs)
✓ a common creative claim
✓ a common campaign visual identity/visual concept
✓ actions
✓ tools/channels to reach the targets.

Thus, a strategy and almost one **campaign claim will be developed** – maybe one or more claims for each SDGs – elaborating concepts from studies and surveys outputs, aiming at few specific messages which will be declined in different ways: the main objective is reaching common people, "everyday citizens", grabbing their attention in relation to usual activities.

The main message will be focused on poverty or general inclusive society and the others will be more specific. **A common creative concept, with a specific visual identity,** will be defined and declined in different ways for different medias. A common **emotional tone** and register will be chosen to ensure a coherent communication. Most suitable channels and tools will be identified for each specific target. It could be also considered using the powerful tool of gamification to capture audience's attention and ensure a certain involvement. For example: implementing an app (it could be developed within sub-granted activities) which rewards citizens when they act in a proper way – relating to SDG's everyday implementation - and carry out specific tasks. Moreover, gamification is a perfect way to make people

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part of the process and cooperative. Gamification can even be implemented only in terms of tone and creative concept, to encourage participation and grab people's attention.

Another important tool could be storytelling: as it is a challenging task making people think about migrants and social inclusion, talking about specific people lives and conditions could be a mean to engage with general citizens (and it is crucial to engage not only people already interested in and sensitive to such issues).

The project foresees moreover the chance of involving civil society organizations, diaspora and cultural organizations in a part of the campaign action: a call for proposal will be launched in 6 municipalities and regions in Italy, Spain and Romania and **some actions will be sub-granted to civil society organizations and sub-contracted to culture and creative industry**, after identifying specific objectives as engaging with specific migrant communities, acting in specific contexts as organizing events in specific neighborhood etc.

Through the open calls communication projects and events will be implemented aiming at informing citizens on the importance of implementing SDGs at local and global level, on the basis of the campaign document and using the campaign concept and messages. Besides the sub-grants, the CSOs will benefit from available materials, support from the project consortium, and a special training. With the same purpose of disseminating and communicating SDGs at local level, culture and creative industry will be contracted in 6 more municipalities.

GVC will provide technical assistance and training to CSO benefitting from the sub-grants. It will support the sub-grant beneficiaries both in implementing and reporting their project, ensuring the good management of the resources as well as the coherence with the action's objectives.

In general, the whole campaign will entail the **implementation of**:

- ✓ 10 video-clips/spots produced and disseminated
- ✓ 8 info-graphics
- ✓ gadgets produced and distributed
- ✓ fact sheets/popular briefings
- ✓ around 20 sub-granted communication projects and 6 culture and creative industry organization communication project implemented
- ✓ at least 10 press releases stating the deliverables of the project and spread to media by a coordinated media communication work
- ✓ a three-day European event "Fair cities days" in the framework of a fair exhibition in Emilia-Romagna Region
- ✓ 7 national final conferences

As regards the **roles**, the Wielkopolska Region will coordinate the WS n.5 together with the Italian NGO GVC, representing the civil society component of the action. GVC will be particularly involved in defining, monitoring and supporting the implementation of the sub-granting scheme as well as the involvement of local CSOs in the campaign. Emilia-Romagna Region communication manager will ensure the coherence of each action with the general communication strategy of the project, the project

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visual identity and the indications of EU about visibility actions. He/she will ensure the involvement of EU in the approval process of campaign materials too. Finally, he/she will coordinate the online tools of the campaign: website and social media pages and profiles.

Each communication officer will produce, adapt and translate the communication and campaigning tools at local level. Emilia-Romagna Region, Valencia Region and Iasi County will be responsible of sub-granting call for proposal at local level.

The Emilia-Romagna Region will organize the "Fair cities days" in Emilia Romagna and all the co-applicant will attend to it. All the co-applicant will organize the national final conference in its own country inviting relevant stakeholders.

4. Communication tools chosen

4.1 Project website

It will be the common hub for information and materials in all the languages involved. It will connect to partners websites for more specific information but also will display news from all the countries and activities conducted by all the partners. The main structure and the browsing menu, as the general visual identity, will be detailed in a specific document/presentation (kick off meeting).

It is important noting that any preexisting channels and materials could be used to improve the quality and the visibility of website and social network profiles, as the project does not foresee a specific budget for communication services to improve those channels: for example, photographic materials from each partner and country involved will be pleased to implement communication materials. During all the workstreams, a detailed activity of photo reporting will be carried out for that reason too, especially to guarantee impressive material for website and social media coverage, with steady creation of new contents.

4.2 Social media accounts

They will be implemented considering different audiences, tones of communication and type of messages to vehicle. Communication officers will monitor the relevance of the main social media platforms (e.g.: Facebook, Twitter, Instagram, Youtube, Whatsapp, LinkedIn, Pinterest) and consider their potentials in accordance with the project needs. Most suitable social media will be selected in accordance with the project goals, the type of news to be spread, the services to be offered, the synergies with the users.

Already existing social profiles, belonging to or depending on the partners must be exploited to increase resonance of messages. Specific hashtags campaigning during events and trainings could be developed to engage participants and make them a part of the entire process. Social media will be exploited to spread information about the project all through the workstreams, in particular in the period

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of the campaign.

4.3 Online tools

All the online tools foreseen in the project (WS n.3) will be useful to develop transparency and wider access to data and information to local government authorities and communities through ICT, online social networks and community media; participation and inclusiveness for the implementation process including local accountability mechanisms to populations; networking and good practices exchange et EU and global level among local authorities. All the digital tools will be collected in the consortium platform but also disseminated trough co-applicants websites and social medias.

- ✓ The **policy learning platform** is a multifunctional instrument ensuring the exchange of practices and collecting all the learning materials and tools developed in all the languages within the action. The platform is a collaborative, learning and information instrument, open to policy makers, civil servants and relevant stakeholder and available for consultation and download to all interested people. The platform is a hub of information and services for continuous learning where any organization dealing with local development policies can find inspiration and solutions to improve the way they design and implement their public policies. The web platform will be developed in English and it will be designed to offer perspective for extension at EU and international level.

- ✓ The **digital tool on SDGs and migration** will work as a dynamic platform created collecting European, national and local resources: it will mainly function as a "self-trainer" for migrants and citizens with the purpose of "leave no one behind" at city level and promote resilient and peaceful societies. It will be developed around three main concepts - clarity, accessibility and sustainability - which may exemplify these different functions. The website will be characterized by an easy structure with few key-concepts trying to replicate the different migrant profiles and their special needs. It will give also insights on gender issues which are particularly relevant for migrants, asylum seekers and refugees, every aspect of the website will be developed adopting a gender perspective in line with the rest of the project. The website will be drafted in English, then translated in partners languages.

- ✓ The Youtube channel: a channel with storytelling movies/moving imagery as a tool for communicating social sustainability to the citizenry. Municipality of Falkoping has developed a successful experience with the "Council TV-channel". It's like a Play TV-channel/On demand TV on the Internet (like Netflix). It is used as platform to show videos about immigration and social sustainability. The Municipality is strategically producing storytelling movies to convey social sustainability to the citizens and hence, combat stigmatization of The Other (migrants). This tool and experience will be up scaled at consortium level and this channel will be developed into a Youtube channel.

- ✓ Moreover, the choice to produce an itinerant- **web documentary** in all the countries involved is

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justified by the fact that films are powerful tools to raise awareness and to encourage empathy around issues that are often perceived as distant. As seen in interactive web-based films different degrees of interactivity are possible and are changing the way documentary storytelling relates to reality. The web documentary is a perfect tool for awareness raising, useful for training and capacity building purposes.

Digital tools are important outputs to ensure sustainability, participation and a consistency between needs and services delivered. The action will develop and use digital tools for communicating Agenda 2030 at local level and for assessing migrants and vulnerable groups profile and needs in a gender dimension.

4.4   Project documents

All along the project several documents will be drafted (research reports, survey reports, policy papers, etc) which will be implemented both in digital (available online) and printed versions (distributed during events). All of them will respect the visual identity of the project and will help to spread knowledge about project contents and deliverables. The association WOMEN of Mediterranean, east and south European Network will help to respect the gender issue in all the contents.

4.5 Awareness-raising campaigns tools

The campaigns will focus on the message that the SDGs cover issues directly relevant to citizens' daily lives, including vital challenges such as gender inequality, climate change and insecurity, migration. Most suitable channels and tools will be identified for each specific target - including other than those specified below. They will be carried out at city level, through sub granting to CSOs/culture and media organizations, thus mobilizing, and building partnerships with different local stakeholders. The planning of activities will include a gender perspective to ensure that women and girls are not excluded. Local governments will reach out to the traditional media to communicate the SDGs directly to citizens.

The tools chosen for the campaigns are:

✓ Video clip/spots

Film clips are excellent tools for effective awareness raising and knowledge dissemination due to its ability to put abstract knowledge in personal stories, facilitating an emotional understanding of the problem. A short film clips of 1 to 3 minutes will be produced in 10 countries that will be used for the websites and social media channels of consortium members, thus reaching out to a wide public. The film clips will be implemented in Full HD quality (2K with black magic camera), mainly for dissemination in social media and on websites but also suitable for TV and big screen projection. They will be done with Creative Commons license, so that all partners can translate the clips. The clips will be translated and used by partners. The estimated outreach through the websites and social media channels of all co-applicants is at least 10,000 viewers for each film clip. The number can potentially increase with dissemination through festivals, TV or cinema.

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✓ Info-graphics

Info graphics are visualization tools to be integrated in campaigning materials and media briefings. Info graphics present abstract data and texts in an understandable and synthetic way, such as time-series, statistics, maps, hierarchies or networks and are very effective in communicating the complexity of SDGs and its interrelation with migrations at local level. At least 8 info graphics in total will be produced and shared for all consortium members.

✓ Flyers and post cards

All partners will produce campaign flyers in their national languages that will give an overview on crucial campaign issues as well as on the aims of localizing SDGs. Flyers will be used by all consortium members for mass distribution first of all in municipalities, info points and public offices, at information stands, fairs and events.

✓ Gadgets

Gadgets, such as bags, t-shirts, stickers, pins etc. will be produced in each territory involved: branding gadgets are good tools for mass distribution at public events, to attract people to come to a stand and engage with campaign issues.

✓ Popular briefings/fact sheets

Fact sheets/popular briefings provide understandable information for non-experts and are therefore key material for the action. These briefings will be between 5 to 10 pages long with an appealing design including info-graphics, and explain the problems and potential solutions in clear and simple language. They will be printed and distributed to citizens public events, conferences and trainings.

In total 2.000 info-graphics, 1.000 flyers, 1.000 postcards, 2.000 gadgets, 1.000 briefing factsheet will be produced and distributed in each of the 10 countries involved in the action.

✓ Other tools

Several other tools could be developed during the local campaign actions, possibly within the communication projects run by CSOs and culture and creative industry (sub-granting and sub-contracting action). For example: radio clips, newsletters, photo contests on Instagram, big cube installations recalling the project logo used as info points, outdoor advertising in some cities. The last tool - outdoor advertising - could be used in particular situations, for instance where a significant part of the population can't read, exploiting the powerful and universal language of images: the creative concept could be based on graphics and pictures of people or faces, to attract, create empathy and make the message direct and understandable. Other suggestions include sponsoring local sport clubs, street art initiatives, communication campaigns on transports. Different tools will be selected within local campaigns depending on the social contest and the different results of survey and research actions.

✓ Events

- Organization of *Fair cities days* in Emilia-Romagna in the framework of a fair exhibition

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A three-day European event, called *Fair cities days,* will be organized in Emilia-Romagna in the framework of the already existing fairs in the region.

The Fair cities days will consist in:

- ✓ Two thematic labs: meetings, reserved for local authorities representatives, company managers, experts and professors from universities and research centers consisting in half-day sessions dedicated to a close study of themes proposed and to the drafting of operative documents that foster the implementation of right politics. These labs will be held in sponsors' exhibition areas. The aim is creating a synergy between companies and politics.

- ✓ One conference for a strategic and political debate on the themes proposed and especially on implementing SDGs at city level.

- ✓ All the co-applicant Municipalities will attend to the exhibition and a special area of the fair will be dedicated to Fair cities stands distributing information flyers and materials about the project as well as presenting the best sub-granted projects.

- National events

A final national conference will be organized in each EU countries involved for a total **7 national public conferences** organized. The final conference in Italy will be an international one organized in the framework of the Fair cities days. During the national conferences local Agenda 2030 plans will be presented together with recommendations and monitoring plans. The national conference will play an important role not only in terms of communication and visibility but also as important advocacy moment to incorporate local plans and data into national 2030 Agendas. Each national conference will last one day and beside the conference a public stand will be organized to distribute and disseminate actions outputs.

4.6   Press releases and media communication work

As journalists constitute a major channel to spread issues to the general public and to catch the attention of policy makers, national and local journalists will play a key role in disseminating information on campaign issues and need to be properly briefed. **Press releases** are the central tool to address journalists and comment on actual political decisions. Each consortium member will translate and adapt the central press releases to national/local level for dissemination to their media contacts. On national/local level, all consortium members will produce press releases.

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5 Indicators of achievement

A series of indicators is already stated in the project document.

- ✓ Specific target of WS3 activities:
- 22 local authorities active on the policy learning platform
- At least 500 migrants, refugees and local citizens using the digital tools per month
- At least 2.500 people having watched each storytelling movie up loaded in the app
- At least 5.000 people having watched the web documentary

- ✓ Specific target of WS n.5 activities:
- 20 CSOs and cultural/media organization implementing sub-granted communication projects
- At least 25 local media and press agency involved in the media action
- Around 5.000 people attending to the Fair city days and national events

- ✓ Moreover, specific outputs of WS.5 activities will be:
- 1 international and 8 national communication plans
- A common logo and project visual identity translated in 10 languages
- 10 video-clips/spots produced and disseminated
- At least 8 info-graphics
- At least 5.000 gadgets produced and distributed
- Fact sheets/popular briefings
- Around 20 sub-granted communication projects implemented
- At least 6 culture and creative industry organization communication projects implemented
- At least 10 press releases
- A three-day European event Fair cities days
- 7 national final conferences

- ✓ In general, for the whole project period and all the Workstreams (1-5) there will be:

- At least 10.000 people reached form social network, videos and online activities

- At least 20 press releases both at local level and international level

- At least 10.000 people joined directly events organized by the project staff (estimated for example considering the number of flyers distributed).

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Provisions for feedback

Using social networks, it will be simple to measure and analyze people's response to specific messages. However, a specific survey about people's perception and level of engagement of the campaign could be run at the end of the activities.

6 Resources

6.1 Human Resources

✓ Person/days required to implement the communication activities: see annex document n°1 – budget.

✓ Members of the management team responsible for communication activities:

One Communication manager for Emilia-Romagna Region and 12 Communication officers for each partner as stated in budget document, 1 communication expert for Adep, plus sub-contracting and sub-granting human resources. Each officer is responsible for communication materials each co-applicant will produce, is in charge of adapting and translating communication and campaigning tools at local level and will be involved in spreading all the activities during the whole project. The Communication Manager is the only role directly relating to the European Commission, so every action that includes a visibility part must be reported to Emilia-Romagna Region.

In order to guarantee an efficient work team, it is important that communication officers from different cities and regions will assure different communication skills as a whole, making Communication team representing as creative and graphic competence as communication and managing ones.

Emilia-Romagna Region as lead applicant holds the responsibility to coordinate all the communication actions relating with the Eu for every approval of materials, as stated in the *Communication and visibility in Eu-financed external actions* document. The Communication Manager (CM) is responsible for the strategic design, implementation and management of the communication plan and the dissemination activities, having attention to replication and multiplier effects of project's milestones. Communications Officer will work closely with CM, providing strategic and operational support at local level. ERR is responsible for the communication plan and the dissemination activities in collaboration with Wielkopolska region and thus ensure visibility of the Action and the EU funding. The dissemination strategy and the Partnership Agreement will regulate visibility rules, according to the Communication and Visibility Manual for European Union External Actions.

The Wielkopolska Region will coordinate the WS5 together with the Italian NGO GVC representing the

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civil society component of the action.

6.2 Financial resources

Budget required to implement the communication activities: see annex document n°1.

Annex documents: Budget (n°1) and Gantt chart (n°2)

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