

Interreg



EUROPEAN UNION

North-West Europe

IMAGINE

European Regional Development Fund

THEMATIC PRIORITY



INNOVATION

COMMUNICATION STRATEGY

v4 • DECEMBER 2021



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INTRODUCTION

A methodology of communication

The Communication Strategy is a process of choosing and implementing the actions required to achieve the communication objectives of a project. Integrated in a global marketing approach, the Communication Strategy defines the actions to reach the objectives, to set them at the higher level, and never lose the guiding points.

The Communication Strategy of the IMAGINE project was built to be brief, easy to read and can be understood by everyone, that is why this document contains multiple arrays to highlight the main ideas and keywords.

In fact, this document is a kind of methodology to follow with multiple guidelines such as :

- › To remind the aims of the project in terms of communication.
- › To define more precisely the targets of this communication.
- › To describe the main messages to transmit to these audiences.
- › To list the different tools that will be used to communicate according to the messages.
- › To notify the methods of monitoring and assessment.
- › To establish a plan with actions, partners in charge and delivery time estimations.
- › To allocate all kind of expenses per types of actions.
- › To introduce the official logotype of the project and remind the terms of use in communication contents.

Likewise, it is important to precise that the Communication Strategy is not a static document, it will evolve as well as the project and will be updated for every reporting half a year.

At last, this document is a synthesis of brainstormed ideas suggested by the different partners of the IMAGINE project. So, many thanks to the contributors for this co-production work !



OBJECTIVES

Smart objectives of the IMAGINE Project

KEYWORDS	DESCRIPTION	OBJECTIVES	COMMUNICATION MATERIAL
TALENTS & COMPETENCES	To change behaviour of different target groups regarding their perception of NEETs but also to encourage local authorities to manage in an inclusive way their dormant assets.	Change people's and employers' perceptions of NEETs to increase their ability to reintegrate into the labour market	<p>The communication materials developed under this objective will thus illustrate the competences of the young people engaged in the IMAGINE insertion process and therefore improve their image.</p> <p>When you want to change behaviour, it is important to focus communication on "real life" stories and actions, on the meaning of each action that is undertaken. This communication</p> <p>objective targets mainly NEETs and their environment, local authorities, VET professionals, social services, horticulture SMEs and business support organisations and even general public.</p>
		Improve the way NEETs look at themselves	
		Change the way Local authorities involve themselves in social policies and get off the beaten track to manage their dormant assets in an inclusive way	
INNOVATION & TRANSNATIONALITY	To increase knowledge on social innovation practices but also to increase knowledge of SMEs regarding the inclusive employment policy.	Increase knowledge by allowing stakeholders to experiment	<p>The communication materials developed under this WP will thus show the experimental side of IMAGINE and the added-value of transnational cooperation in the field of social innovation. Transnational cooperation allows the creation of new tools that can be useful for thousands of professionals engaged in vocational training and insertion through horticulture all across Europe.</p> <p>The focus will be on the 3 « tandems » of social incubation models : how can each one learn from the other and how to improve the global quality of the final model thanks to exchange, comparison, cooperation. It also allows to guarantee transferability to various NWE local contexts. This communication objective targets mainly local authorities, VET professionals, social services, horticulture SMEs and business support organisations and NEETs.</p>
		New methodologies and partnerships	
		Increase knowledge of NEETs regarding horticulture labour market	
LABEL & NETWORK	To raise awareness of NEETs on the job prospects offered by the horticulture sector and to raise awareness of local authorities regarding the implementation of new approaches in the field of social policy and inclusion.	Raise NEETs awareness on the horticulture job prospects	<p>The aim is to bring together the achievements of the project under a common umbrella, that could « naturally » make sense for a lot of other local authorities to follow and build their own local initiative.</p> <p>This communication objective targets mainly political representatives (Policy makers, top executives) at all levels, from EU to local but also NEETs and local stakeholders.</p>
		Raise local authorities and other stakeholders awareness on guidance material	
		To raise regional and national authorities awareness on the key role they have to play regarding social rules.	

TARGETED AUDIENCE

The main target audience of the project set in 6 groups

1 NEETs

What do we expect from them ?

To take an active part to co-produce the project

To share their stories with us and to be open for communication.

To spread our message to the right target group (other NEETs).

To feel engaged in sustainable development goals

To improve the way they look at themselves

What are their constraints ?

They might be in difficult situations, not knowing what they want to do with their lives

Their wages are too low

They haven't got their disposal durable possibilities to get out of their situation

They might be misunderstanding.

What could interest/reassure/motivate them ?

Understanding that they are capable of doing good things.

Every week, give them a vegetable basket of 10-30 Euro / per head / family.

To know the results and positive effects of their actions through a report from their advisors, teachers, tutors.

Why are they important to us ?

NEETs are in the heart of the project, as well on the production and on the delivery

They will be the best advocate of the program

Are there individuals/partners that can help to reach this audience ?

Coaching organisations

Employment agencies

Neighbourhood associations

Local Mission

Social services

Employment center

Horticulturists

Youth Associations

2 LOCAL AUTHORITIES & POLICY MAKERS

What do we expect from them ?

To change the way they involve themselves in social policies.

To get off the beaten track to manage their dormant assets in a more inclusive way

To highlight the work of the NEETs to give them the feeling of achievement

What are their constraints ?

Budget constraints

Delivery on time and timing are sometimes compressed

What could interest/reassure/motivate them ?

To see that other local authorities have succeeded and that it has a strong social and economic impact on local communities.

To have a report to check the project's progress

Why are they important to us ?

They might be the ones duplicating the model.

Policy makers can facilitate the replication of the model through better legislations.

To promote regional products in schools.

They gives the opportunity to carry the project, by giving advices, space of freedom of execution, equipment ...

Are there individuals/partners that can help to reach this audience ?

Employment center

Local Mission

Youth Associations

Intermunicipalities

3 VET PROFESSIONALS

What do we expect from them ?

To open themselves to social innovation.

To work with new methodologies (like co-production).

Basic training definition (vade-mecum of basic skills and competences)

To make a training process which are linked to the project and fitted to the NEETs.

To make an analysis / assessment of the situation

What are their constraints ?

Time constraints

Adaptability / Methodologies that they must follow

What could interest/reassure/motivate them ?

To learn from other VET professionals that have applied Imagine methodology.

To meet NEETs that have been through the process.

To have advices and being supported by the local authorities & policy makers

To create different kind of jobs

To create regional products

Why are they important to us ?

They are continuously in contact with the NEETs.

Are there individuals/partners that can help to reach this audience ?

Schools

Municipalities workshops

Employment center

Associations

Coaching-training organisations for NEET

Conferences to convince

Local Mission

4 HORTICULTURE SMEs & BUSINESS SUPPORT ORGANIZATIONS

What do we expect from them ?

To open themselves to social innovation.

To recognize the skills and competences of the NEETs that have been trained through Imagine

To create job possibilities

To produce vegetables and fruits

To invest in land and develop in qualitative regional products

What are their constraints ?

Time constraints

Budget

Risk taking

Not enough space (storage) and resources to product

Not enough land (too expensive to buy/rent or no more land available in their area)

Difficulty to sell their products in the regional market (not enough diversity)

Lack of regular/daily work for employees

What could interest/reassure/motivate them ?

Exchange with other horticulture SME's that have worked with NEETs.

Having the opportunity to create a cooperative to be able to share the risks and share employees between different SMEs.

Regulation to put their regional products more prominently in supermarkets.

Advertising supports (PLV/POS) to educate consumers and convince them to buy their products.

Subsidies/financial assistance to sell their products.

Why are they important to us ?

They will be the ones hiring NEETS after their trainings.

Some of them will even take part in the training process and social development.

They create links between resources and NEETs.

Are there individuals/partners that can help to reach this audience ?

Business support organisations

Groups gathering horticulture SME's

Cooperatives already existing

5 CONSUMERS & NEIGHBOURHOOD

What do we expect from them ?

Willingness of people not to buy the cheapest product in a supermarket

Support of social incubation models by buying their products

What are their constraints ?

Financial difficulties

What could interest/reassure/motivate them ?

They are supporting something good. (Local producers, jobs, quality food)

Why are they important to us ?

They are the consumers of the products

Are there individuals/partners that can help to reach this audience ?

Local authorities

Medias

Shops, Supermarkets

6 SUPERMARKETS

What do we expect from them ?

More focus on sales areas of regional products

To develop offers & advantages for consumers like points cards to promote the purchase of local products

What are their constraints ?

Quantities & diversity with local products

What could interest/reassure/motivate them ?

They are supporting something good. (Local producers, jobs, quality food)

Supporting local producers = Good public image

Why are they important to us ?

As distributors, they are a link between the consumers and producers.

Are there individuals/partners that can help to reach this audience ?

Local authorities

Medias

COMMUNICATION METHODS

Lists of written and oral tools that can be used to promote and to communicate

WRITTEN
<i>Printed Publications (Newspapers, Magazines,...)</i>
<i>Media Relations</i>
<i>Meeting and Conference Materials</i>
<i>Leaflets and Flyers</i>
<i>Newsletters</i>
<i>Websites / Blogs</i>
<i>Social Media</i>
<i>Signage</i>
<i>Marketing accessories</i>
<i>PLV Markets</i>
<i>Rewards</i>
<i>Labels & Certifications</i>

ORAL
<i>Videos</i>
<i>Radio / Podcasts</i>
<i>Meetings</i>
<i>Events (Launching Event, Public conferences, ...)</i>
<i>Speeches</i>
<i>Demonstrations</i>
<i>Face to face</i>
<i>Word of mouth</i>

MESSAGES TO COMMUNICATE

Which message do we want to communicate to the targeted audience ? And how ?

1 NEETs

IDEAS / MESSAGES	HOW
<i>To improve the way NEETs look at themselves.</i>	<ul style="list-style-type: none"> • Leaflet and flyers, • Social media (facebook, LinkedIn, Instagram, Twitter), • Video, • Podcast, • Events, • Face-to-face
<i>To give them confidence. To understand the opportunity that is there for them.</i>	
<i>To understand the innovative aspect of the training that will be "tailor-made" to each participant.</i>	
<i>To see the daily life of NEETs involved in the project.</i>	
<i>To increase their knowledge regarding the horticulture labour market</i>	
<i>Regional vegetable cultivation / urban farming has a future</i>	
Sustainable life with regional products : Sustainability is becoming more and more important in today's world. But what does sustainable life mean ? Sustainable life should help us to use less energy and to preserve nature. Not only nature and our environment are meant here, but also the working conditions under which people do their work.	
Climate Protection : If the tomato comes from the field next door and not from the glasshouse in Spain, the elimination of long food transports can drastically reduce climate-damaging CO2. In addition, you automatically buy seasonally, which greatly reduces the personal carbon footprint.	
Diversity Valuations : What does not even come on the counter in large supermarket chains, is all the more appreciated by farmers around the corner. Those who buy "ugly" cucumbers, carrots and apples out of the norm usually not only have tastier vegetables, but also help reduce garbage.	
Support local production : By purchasing regional products, you automatically increase the gross region product, help secure jobs in the area, and actively combat the farmers' deaths.	
Cultural Identity : Those who buy local produce also help to ensure that regional specialties and cultural traditions are not forgotten.	
<i>To give them way to express theirs requests and answer it as well as it possible.</i>	<ul style="list-style-type: none"> • Meetings, • Conferences, • Oral demonstration

2 LOCAL AUTHORITIES & POLICY MAKERS

IDEAS / MESSAGES	HOW
<i>They can manage their dormant assets in an inclusive way, while having positive economic and social impact (by replicating Imagine). We want them to create social policies encouraging the emergence of new models like Imagine. Raise their awareness on guidance materials</i>	<ul style="list-style-type: none"> • Printed publications, • Media relations, • Meetings and conferences, • Social media (Linkedin), • Newsletters, • Website, • Videos, • Speeches, • Events, • Face-to-face
<i>Sustainable life with regional products</i>	
<i>Regional vegetable cultivation / urban farming has a future</i>	
<i>Supporting vegetable farming, providing land, financial support for workers, bonuses for variety cultivation, quantity decrease and regular surveys start in shops to help the customer in our implementation</i>	
<i>Asking them to help to establish cooperative</i>	<ul style="list-style-type: none"> • Events : meetings and conference, • Press release and media relations
<i>Supporting the project by an active communication on what it is already done and what we will do</i>	

3 VET PROFESSIONALS

IDEAS / MESSAGES	HOW
<i>Change their perception of NEETs, convince them to try new methodologies and partnerships</i>	<ul style="list-style-type: none"> • Printed publications, • Media relations, • Meetings and conferences, • Newsletters, • Website, • Social media, • Videos, • Podcast, • Events
<i>We are here to help them</i>	
<i>We want to create a strong link with them</i>	
<i>Supporting vegetable farming, providing land, financial support for workers, bonuses for variety cultivation, quantity decrease and regular surveys start in shops to help the customer in our implementation</i>	
<i>Asking them to help to establish cooperative</i>	<ul style="list-style-type: none"> • Events : meetings and conferences
<i>Supporting the project by an active communication on what it is already done and what we will do</i>	

4 HORTICULTURE SMEs & Business Support Organizations

IDEAS / MESSAGES	HOW
<i>To change their perceptions of NEETs (recognise their skills and competences) and be open to seize the opportunity to work with them.</i>	<ul style="list-style-type: none"> • Printed publications, • Media relations, • Meetings and conferences, • Newsletters, • Website, • Social media, • Videos, • Podcast, • Events

5 SUPERMARKET & CONSUMERS

IDEAS / MESSAGES	HOW
<i>To show the benefits of the project for the NEETs</i>	<ul style="list-style-type: none"> • Printed publications, • Media relations, • Meetings and conferences, • Newsletters, • Website, • Social media, • Videos, • Podcast, • Events
<i>To change their perceptions of NEETs (recognise their skills and competences).</i>	
<i>Regional vegetable cultivation / urban farming has a future</i>	
Sustainable life with regional products*	
Climate Protection*	
Diversity Valuations*	
Support local production*	
Cultural Identity*	

* Details are the same than in 1 NEETs

MONITORING & ASSESSMENT

How to evaluate the communication ? What are the indicators ?

TARGETED GROUPS	HOW TO CHECK IT
NEETs	<i>Social media statistics (number of views, likes, comments and shares).</i>
	<i>Number of NEETs aware of Imagine</i>
	<i>Number of NEETs enrolled in the project</i>
LOCAL AUTHORITIES & POLICY MAKERS	<i>Number of registration to the newsletters</i>
	<i>Number of views (videos, website,...)</i>
	<i>Participation to events and meetings</i>
	<i>Numbers of local authorities replicating the model,</i>
	<i>Evolution of the social policies</i>
VET PROFESSIONALS	<i>Press articles</i>
	<i>Number of VET professionnals that are applying the co-production methodology</i>
HORTICULTURE SMEs & BUSINESS SUPPORT ORGNIZATIONS	<i>Number of horticulture SME's working with NEETs</i>
	<i>Number of horticulture SME's and business organisations joining Imagine network</i>
SUPERMARKET & CONSUMERS	<i>Social media statistics (number of views, likes, comments and shares).</i>
	<i>Number of registration to the newsletters</i>

COST ALLOCATION

Communication Rough Cost Estimate

The idea of this section is to understand how the expenses are split into 4 groups of communication tools/methods.

Remark : A lot of communication tools are elaborated and designed internally by the partners, that is why the Staff costs are an important part of the communication expenses.



WEB CONTENTS & SOCIAL MEDIA

Regular updates, Publications, Newsletter, Web solutions ...

Staff costs



EVENTS

Seminars, Conferences, Meetings, ...

Staff costs + Organizational expenses



PROMOTIONAL MATERIAL

Leaflets, Flyers, Invitations, Rollup, ...

Staff costs + Print expenses



VIDEOS

Promotional videos, social media spots, ...

Staff costs + Travel expenses

LOGOTYPE & TYPOGRAPHY

From the INTERREG guidelines

According to the INTERREG guidelines, the logo of the IMAGINE project was adapted from a template, which already contains a color code associated with the project thematic priority "INNOVATION".

The logo must be used in every document related to the project and in full color as far as may be possible.

The typographies used are : Open Sans & Montserrat. Both are available and free to download on the Google fonts website at : fonts.google.com

OFFICIAL INTERREG NWE TYPOGRAPHY

Open Sans	<i>Open Sans</i>	OPEN SANS	<i>OPEN SANS</i>
Open Sans	<i>Open Sans</i>	OPEN SANS	<i>OPEN SANS</i>
Open Sans	<i>Open Sans</i>	OPEN SANS	<i>OPEN SANS</i>
Open Sans	<i>Open Sans</i>	OPEN SANS	<i>OPEN SANS</i>
Open Sans	<i>Open Sans</i>	OPEN SANS	<i>OPEN SANS</i>

PROJECT TITLE TYPOGRAPHY : IMAGINE

Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
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Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>
Montserrat	<i>Montserrat</i>	MONTERRAT	<i>MONTERRAT</i>

LOGOTYPE IN FULL COLOR



LOGOTYPE IN GREYSCALE



LOGOTYPE IN BLACK & WHITE



THEMATIC PRIORITY ICON - STANDARD APPEARANCE (POSITIVE)



THEMATIC PRIORITY ICON NEGATIVE APPEARANCE



VISUAL IDENTITY

Mockups of the adapted communication kit provided by the JS

All the documents created for the IMAGINE project will be based from the INTERREG guidelines in terms of graphic design.

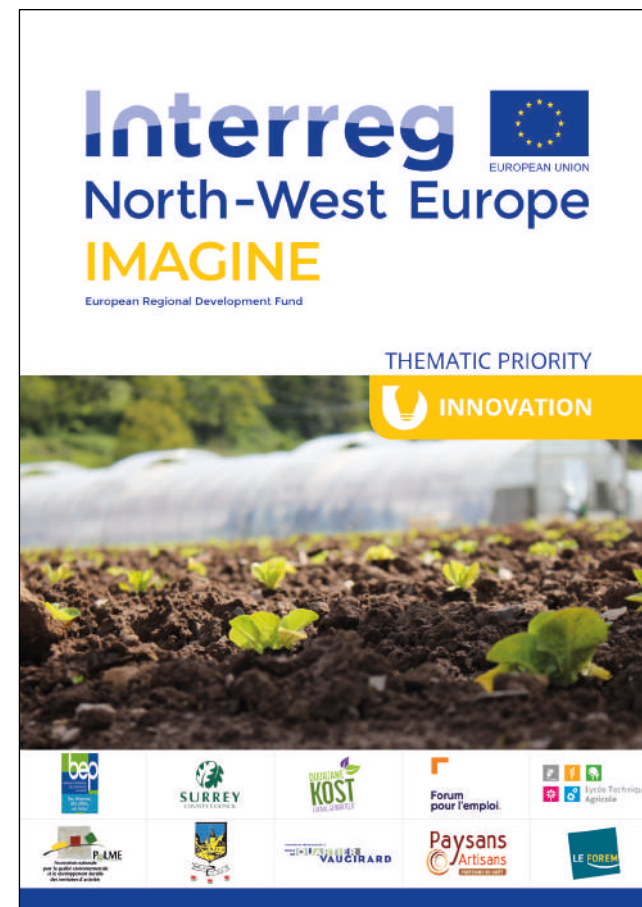
Here are some exemples of adaptations related to the project :



POSTER



ROLLUP



BROCHURE COVER

COMMUNICATION PLAN

How to implement the actions of communication

MAIN ACTIONS / ACTIVITIES	PARTNER(S) IN CHARGE	DELIVERY / FREQUENCY
<i>Logo design adaptation</i>	<i>PALME</i>	<i>February 2019</i>
<i>Communication Poster</i>	<i>PALME</i>	<i>May 2019</i>
<i>Communication Strategy</i>	<i>PALME + PARTNERS</i>	<i>September 2019</i>
<i>Communication Brochure</i>	<i>PALME (Design) + BEP (redaction)</i>	<i>June 2019</i>
<i>Interreg Website - weekly updates</i>	<i>PALME + BEP</i>	<i>>= 1h/week, it depends on the news and the elements to add / During all the project</i>
<i>Social Media - weekly updates</i>	<i>PALME + PARTNERS</i>	<i>>= 1h/week, it depends on the news and the elements to add / During all the project</i>
<i>Promotional videos of the project</i>	<i>PALME</i>	<i>During all the project</i>
<i>Newsletters</i>	<i>PALME</i>	<i>During all the project</i>
<i>Rollup design adaptation</i>	<i>PALME</i>	<i>August 2019</i>
<i>Promotional Material (leaflet, flyers, invitations, ...)</i>	<i>PALME</i>	<i>During the project when needed</i>
<i>Portrait "Book"</i>	<i>PALME + PARTNERS</i>	<i>End of the project (February 2022)</i>
<i>Launching event organization</i>	<i>RQP + BEP + MOUSSY + PALME</i>	<i>Preparation beforehand (1h/week) and 4-5 nov. 2019</i>
<i>Launching event invitation program design + online registration process.</i>	<i>PALME</i>	<i>September 25th 2019</i>
<i>External presentation/communication on the project</i>	<i>BEP + PARTNERS</i>	<i>During the project - 1 day/month</i>
<i>Edition of guidance material</i>	<i>BEP + SCC + LTA</i>	<i>During the project</i>
<i>Partners presentation videos for the Launching Event and social media</i>	<i>PALME + BEP</i>	<i>November 5th 2019</i>

MAIN ACTIONS / ACTIVITIES	PARTNER(S) IN CHARGE	DELIVERY
<i>Press release for the Launching Event</i>	<i>PALME</i>	<i>October 2019</i>
<i>Document Roadmap/Plan to deliver an efficient co-production methodology</i>	<i>SCC + BEP + PALME</i>	<i>May 2020</i>
<i>Document Roadmap on the minimal social competences and technical skills required in horticulture in NWE</i>	<i>LTA + BEP + PALME</i>	<i>May 2020</i>
<i>Document Technical requirements regarding the minimal equipments needed to train NEETs directly on ground instead of in traditional training centers</i>	<i>LTA + BEP + PALME</i>	<i>May 2020</i>
<i>Data sheet BEP Pilot</i>	<i>BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Data sheet LTA Pilot</i>	<i>LTA + BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Data sheet A&T Pilot</i>	<i>RDQ + BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Data sheet Moussy-le-Neuf Pilot</i>	<i>Moussy-le-Neuf + BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Data sheet SCC Pilot</i>	<i>SCC + BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Data sheet Phood Farm Pilot</i>	<i>Phood Farm + BEP + PALME</i>	<i>June 2020 - Publication Oct 2020</i>
<i>Support to reach the NEETS</i>	<i>PALME + BEP</i>	<i>June 2020</i>
<i>Website for the IMAGINE network</i>	<i>PALME</i>	<i>2021 - 2022</i>
<i>Social Media updates</i>	<i>PALME</i>	<i>2021 - 2022</i>
<i>Promotional Videos</i>	<i>PALME + All partners</i>	<i>2021 - 2022</i>
<i>Assesment report and policy recommendation factsheets</i>	<i>BEP</i>	<i>At the end of the project</i>
<i>Seminar targeting policy makers</i>	<i>Each demonstrator</i>	<i>At the end of the project</i>
<i>Open day targeting local authorities and social services</i>	<i>Each demonstrator</i>	<i>At the end of the project</i>
<i>Portrait Book</i>	<i>PALME + All partners</i>	<i>2021 - 2022</i>

MAIN ACTIONS / ACTIVITIES	PARTNER(S) IN CHARGE	DELIVERY
<i>One-to-one meeting with local actors</i>	<i>Each demonstrator</i>	<i>At the end of the project</i>
<i>Training sessions for administrative and social managers</i>	<i>Each demonstrator</i>	<i>At the end of the project</i>
<i>Business lunch</i>	<i>Each demonstrator</i>	<i>At the end of the project</i>
<i>Project value report</i>	<i>BEP</i>	<i>During the project</i>
<i>Interactive tools to disseminate the guidance material</i>	<i>PALME</i>	<i>June 2022</i>
<i>International mobility guide</i>	<i>FOREM + PALME + All partners</i>	<i>April 2022</i>



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