



ARGO

EXTERNAL COMMUNICATION AND MULTIPLIER EVENTS

CASTLE PROJECT

Kick-off meeting

Wolverhampton 14-15 November 2017

Co-funded by the
Erasmus+ Programme
of the European Union



Objectives



The purpose of WP6 External Communication and Multiplier events is to set up the information and publicity measures to promote:

- the transparency and visibility of the project;
- its activities and outcomes
- its achievements
- the dissemination of the results

Structure



A.6 – Elaboration of transnational and local communication strategies

A.7 – Implementation of communication strategies at local, regional and national levels



Results to be transferred

1. Improvement of enterprise skills and entrepreneurial management competences among audiodescribers and subtitlers
2. Start-up Practical Handbook
3. Interactive Web Platform
4. Enhancement of relationship between audiodescribers and subtitlers
5. Training materials

Target Groups

1. Audiodescribers and subtitlers
2. Cultural stakeholders: theatres, museums, galleries, media production centres etc.
3. Cultural and social institutions potentially interested in the outputs of the project
4. People with visual and hearing impairments
5. General public

Roles

ARGO

- Definition of transnational communication plan
- Implementation of transnational communication activities
- Supervision of local communication activities
- Realization of communication tools
- Monitoring and evaluation of communication activities
- Appoint a communication manager

Roles

PARTNERS

Realization of local communication plan
Implementation of local communication activities
Realization of communication tools at local levels

Transnational Communication Plan

1. General objectives
2. Overview of the project
3. Roles
4. Target Groups
5. Communication tools & activities
6. Core messages of Communication tools
7. Indicators (?)
8. Monitoring

Budget

- No specific budget line for communication (except for multiplier events)
- Budget should be taken from “Project Management and Implementation”
- Estimation in AF: 15.000,00 Euro at project level

Activities & Tools

1. **Social Media Campaign** based on Community Management

- Facebook page
- LinkedIn

Roles:

- ARGO will administrate the pages and supervise the contents
- Project partners will feed the pages with contents

Activities & Tools

2. Newsletters and Mailing Lists

- No specific project newsletter
- Each partner should include the news about the project within its institutional newsletters etc.

Roles:

- ARGO will monitor the number of newsletters
- Project partners will be responsible for drafting the news

Activities & Tools

3. Web advertising and banners on specialized websites

- To be exclusively linked to the promotion of the platform

Roles:

- ARGO will monitor the activities and publish the banners on websites of international relevance (if possible)
- Project partners will be responsible for web advertising and publication of banners at national level

Activities & Tools

4. Press conferences and press releases

- 1 Press-conference per country (Total 5)

L'INIZIATIVA SI ALLARGA IL PROGETTO FORLIVISE CHE PREVEDE AUDIOGUIDE E SOTTOTITOLI
Dal 'Diego Fabbri' all'Europa: spettacoli per ciechi e sordi

SI CHIAMA 'Castle' ed è un progetto forlivese che solo tre città italiane hanno adottato, tra cui Forlì con il centro Diego Fabbri: nell'omonimo teatro anche ciechi e sordomuti possono assistere agli spettacoli grazie a speciali audioguide oppure veri e propri sottotitoli che vengono proiettati nella parte alta del sipario in alcune serate dedicate appunto anche a chi ha problemi uditivi. Forlì in questo è all'avanguardia e ha esteso il progetto a vari palchi anche nel comprensorio. Nel progetto c'è ovviamente l'intenzione di esportare questa pratica nei vari paesi, in particolare in quelli in cui

questa forma di aiuto alla fruizione teatrale è praticamente sconosciuta.

IL CENTRO Diego Fabbri ha presentato ieri un altro progetto in collaborazione col Comune di Forlì e Argo-Progettare per l'Europa, dal titolo 'Europoly' che ha lo scopo di coinvolgere i cittadini d'Europa in attività comuni. 'Eliopoly' è risultato vincitore al Premio europeo Eacea-Europa del cittadino, in quanto rientra fra i 17 selezionati su 143 progetti presentati da tutta Europa. Negli ultimi tre anni il centro Diego Fabbri ha vinto quattro progetti europei, quello di 'Eliopoly' è già partito in

settembre e si concluderà nel maggio 2018 coinvolgendo nel suo percorso (di cui il Centro forlivese è capofila), sei paesi europei: Croazia, Ungheria, Slovenia, Spagna, Bulgaria e Romania. Il concetto base su cui poggia il progetto è quello di combattere l'euroscetticismo nei confronti dell'Unione Europea. Per questo motivo si terranno vari meeting internazionali in cui si discuterà su questo problema cercando una mediazione e mostrando gli aspetti positivi offerti dall'Europa. A conclusione del progetto, l'evento finale consisterà in una specie di gioco con l'utilizzo dei linguaggi dello spettacolo (teatro, danza, musica).



Activities & Tools

5. Multiplier events

- National Conference in Wolverhampton (UK)
- National Conference in Velenje (Slovenia)
- National Conference in Merida (Spain)
- National Conference in Wroclaw (Poland)
- International Conference in Bologna (Italy)

Activities & Tools

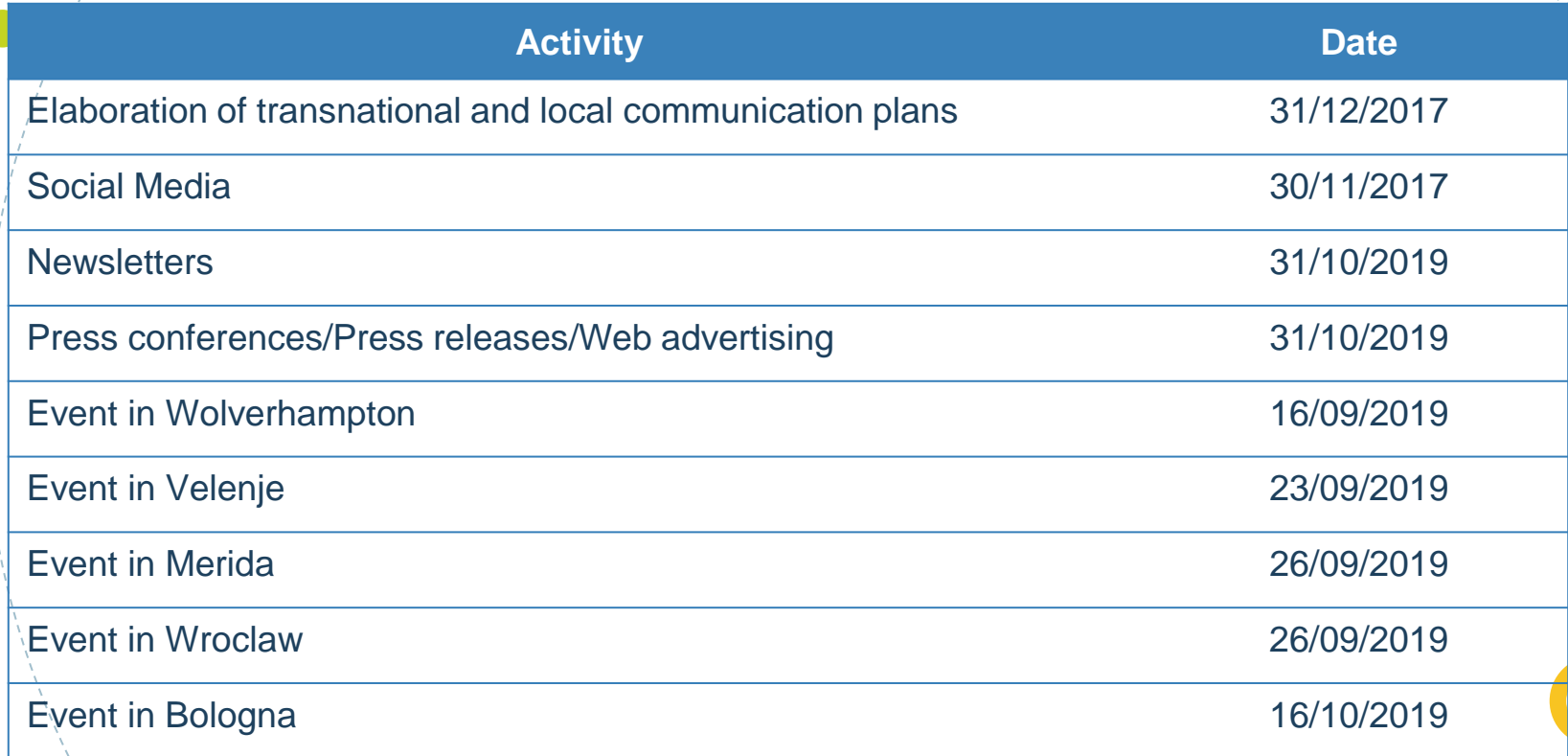
5. Multiplier events

- Duration: 1 Day
- Presentation of the project and intellectual outputs
- Networking activities to create synergies among audiodescribers and subtitlers
- Networking activities (e.g. B2B meetings) to promote interaction between potential supply and demand (theatres, museums, public bodies, TV production etc.)

Activities & Tools

5. Multiplier events

Partner	Nr. of local participants	Nr. of international participants	Budget
Wolverhampton	35	2	3.900,00
Merida	50	0	5.000,00
Velenje	40	0	4.000,00
Wroclaw	50	0	5.000,00
Bologna	60	0 (?)	6.000,00



Activity	Date
Elaboration of transnational and local communication plans	31/12/2017
Social Media	30/11/2017
Newsletters	31/10/2019
Press conferences/Press releases/Web advertising	31/10/2019
Event in Wolverhampton	16/09/2019
Event in Velenje	23/09/2019
Event in Merida	26/09/2019
Event in Wroclaw	26/09/2019
Event in Bologna	16/10/2019

Visual Identity – UE

Project partners are obliged to display the EU flag and to acknowledge the support received under ERASMUS PLUS programme in all communication and promotional material

Co-funded by the
Erasmus+ Programme
of the European Union



Also in national languages

Visual Identity – UE

The following disclaimer shall be added to the inner publications written by project partners

The European Commission support for this production does not constitute an endorsement of the contents which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

A decorative graphic consisting of a large, light blue dashed circle that frames the central text. Various colored circles are scattered around the perimeter of this dashed circle. On the left side, there are teal, light blue, and lime green circles. On the right side, there are yellow, orange, and pink circles. Some circles are solid, while others are hollow or have a dashed outline. The central text 'LOGO' is in a bold, blue, sans-serif font with a slight drop shadow.

LOGO

A decorative graphic consisting of a large, light blue dashed circle that frames the central text. Inside and around this circle are various smaller circles in different colors: teal, lime green, yellow, orange, and pink. Some of these circles are solid, while others are hollow or have a dashed outline.

CASTLE.

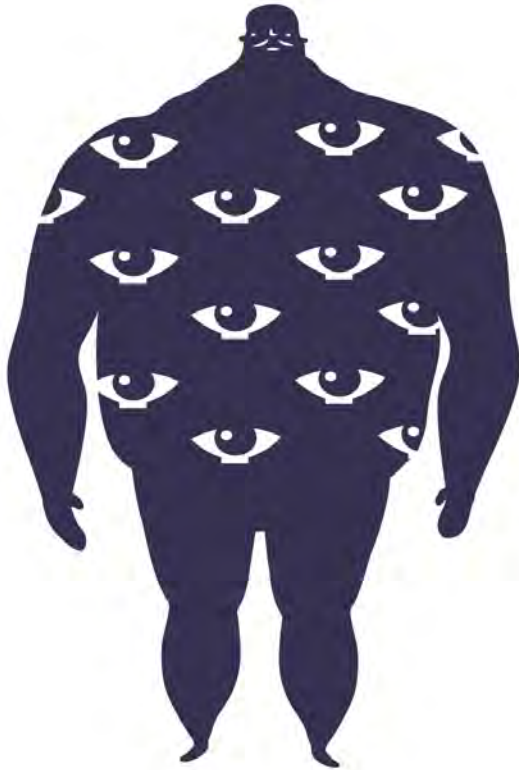


CASTLE 



CASTLE





Thanks!



CONTACTS:

Ognjen Tomic

tomic@argoproject.eu

+39 392 1276920

Skype: ognjen.tomic

Andrea Donda

donda@argoproject.eu

+39 347 9702361

Skype: donda.andrea