



D2.1 – Dissemination Strategy paper

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Author (s)	P7 – POLIS
Co – author (s)	Gabriela Barrera, Karen Vancluysen
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1. About SUGAR

SUGAR aims to address the problem of inefficient and ineffective management of urban freight distribution, a critical component of the overall urban transport system and a primary source of vehicle pollutant emissions. To accomplish this goal, the project promotes the exchange, discussion and transfer of policy experience, knowledge and good practices through policy and planning levers in the field of urban freight management, between and among advanced and less experienced sites.

The SUGAR partnership brings together 17 institutions divided in:

- 4 Good Practice Sites representing the Emilia Romagna Region (IT) and primary European cities such as London (through Transport for London) (UK), Paris (FR) and Barcelona (ES);
- 8 European Transfer Sites, ranging from small to large cities and regions. Palma de Mallorca (ES), Region of Crete (GR), Athens (GR), Poznan (PL), Vratsa (BG), Celje (SL), Usti nad Labem (CZ);
- 2 European networks targeting key public administration stakeholders working in transport: POLIS (BE) at the local/region level and CEI (IT) at the national one;
- 3 public equivalent bodies in the policy making activities of three SUGAR sites: ITL (Emilia Romagna Region site –IT), INRETS (Paris site –FR), ILIM (Poznan site –PL).

SUGAR has a three folded approach by refining policies of SUGAR Good Practice Sites, developing policies in SUGAR transfer sites, and creating interest, knowledge, tools and exchange for new administrations from outside the SUGAR partnership through an Enlarged Transfer Programme (ETP). Based on this, the project technical activities are divided in 3 main pillars: Best practices analysis and conceptual model creation, transfer of experiences through tools as training sessions, workshops and joint planning events, and the development of city logistics publications and training products as well as local action plans for each site.

SUGAR dissemination activities are key to support and promote technical activities. Moreover, due to the range of different sites participating and the different stakeholders involved in city logistics and policy making, the SUGAR dissemination activities are divided in 4 sub-components:

- Sub-component 2.1 Target communication channels (POLIS and CEI): focus on the development and implementation of a strategic dissemination plan for broad based international dissemination at two levels:
 - Local and regional administrations (POLIS)
 - National administrations (CEI)
- Sub-component 2.2 Dissemination products (ILIM): development of SUGAR specific dissemination products to be used within the different EU communication channels and local SUGAR sites dissemination.

- Subcomponent 2.3 Enlarged Transfer Programme (POLIS): identifies and develops direct dialogue with new administrations interested in establishing city logistic programmes, offering specific SUGAR services and access to project results.
- Subcomponent 2.4 Site level dissemination (Czech Railways): provides guidelines to all test sites to create local/national interest and visibility.

An overview of all SUGAR target groups and dissemination tools, included in all sub-components, are described in this general dissemination strategy paper.

2. Purpose of this document

The *D2.1 Site Dissemination Strategy paper* (due in month 6, April 2009) and to be updated in month 13, November 2009) describes all SUGAR dissemination activities and target groups of Component 2 – Communication and Dissemination. It provides guidelines for all partners in relation to the different sub-components objectives, plans and responsibilities, making reference, when relevant, to specific outputs of Component 2 and Component 3 – Technical Activities.

3. Dissemination objectives, target groups

SUGAR's dissemination objective is to promote the project developments, outputs and events, making sure that relevant external stakeholders will become interested in the project, benefit from its results and eventually participate in relevant SUGAR activities.

The target groups have been defined at National, Regional and Local level according to *D2.2 'Detailed work plan for dissemination at local (European) and regional level'*, *D2.3 'Detailed work plan for dissemination activities at the national level'*, *D2.16 'Enlarged Transfer Programme'* and *D2.17 'Site Dissemination Strategy papers'*, and include key stakeholders that could potentially implement the SUGAR outcomes, i.e.

- Decision Makers (for the three levels)
- Technical experts from the administration (for the three levels)
- Other relevant stakeholders such as EU and Research Institutions, fleet operators and the city logistics industry in general (for the three levels)
- General public, in particular for the local SUGAR sites.

The different groups of stakeholders are further detailed and described in D2.2, D2.3, D2.16 and D2.17. Based on this, POLIS, CEI, and Czech Railways have built a project database indicating the relevant contacts for the three levels. This database has been completed with contacts from all SUGAR partners and will be updated throughout the project duration; it will serve as a basis to guarantee a broad dissemination using the different SUGAR tools.

Within D2.2 and D2.3 relevant city logistics projects with which SUGAR could cooperate are also being identified. POLIS and CEI are directly involved in several regional cooperation and urban (freight) transport projects such as SMARTFREIGHT (on ICT), FREILOT (low emissions/energy consumption for freight), CIVITAS CATALIST (which has a group on urban freight), etc. The partners participating in the identified projects are also included in the SUGAR contacts.

4. Dissemination tools

Within SUGAR, a wide range of different dissemination tools are defined and adapted to the communication needs of the respective target groups concerned. The following table gives an overview of the dissemination tools and the target group(s) levels they address.

SUGAR dissemination tools	Local and Regional level	National level	Site level
Branding image	x	x	x
SUGAR Website	x	x	x
Project brochures	x	x	
Newsletters	x	x	
Country Specific brochures			x
Country Specific newsletters			x
Final SUGAR Results Technical Publication	x	x	x
EU Press Releases	x	x	
Site Level Press Releases			x
Enlarged Transfer Programme	x		
Partner's dissemination tools	x	x	x

All mentioned media and means are described in the following sub-chapters.

4.1 Sugar Branding image

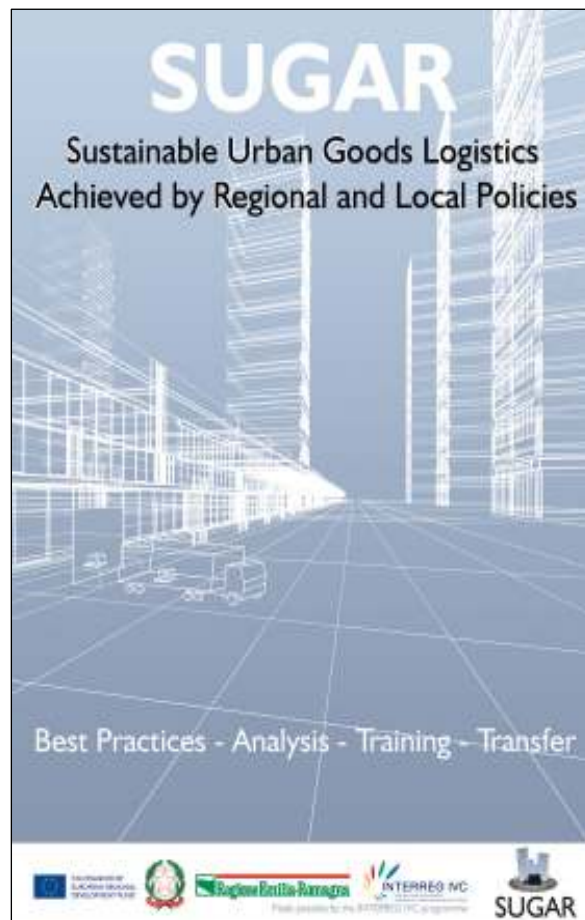


To give the project a visual identity, a project logo and a general design outline have been created under ILIM's coordination (SUGAR output D 2.4 **due in month 6**, April 2009). These have been approved by SUGAR partners. This branding image will be used for all communication tools.

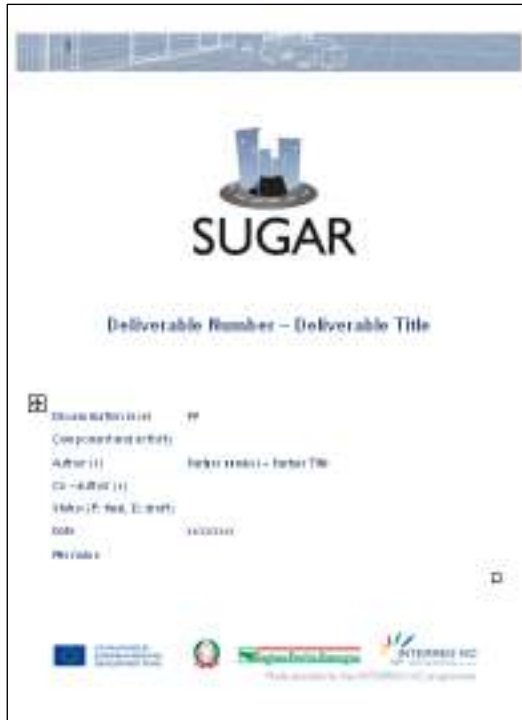


In line with this logo, a template for PowerPoint presentations was created. This is to be used by SUGAR partners for all project related presentations. In addition, a standard PowerPoint general presentation of the project has been developed.

A poster (roll-up) was designed and will be made available at all SUGAR events.



In addition, a word template for deliverables has been produced to have a common format for all reports produced by the partners.



The SUGAR branding image is also used for the website, brochures and newsletters. These are described in the following sections.

Role of partners

ILIM was responsible for producing the SUGAR branding image following the publicity guidelines for INTERREG IVC (See annex I) and for making available the tools created to the other SUGAR partners. POLIS and the Emilia Romagna region provided their comments on these.

All partners must make use of the SUGAR branding image in all documents and presentations produced, in order to make the project recognizable to external stakeholders.

4.2 Sugar Website

Deliverable 2.5, the SUGAR website www.sugarlogistics.eu, includes all relevant public information in relation to the project and is ILIM's responsibility. The home page is constantly updated with the main news of the projects and it provides access to the following sections:

- ‘Summary of SUGAR and a further description of the project (‘about section’), providing an overview of the SUGAR objectives, approach and technical activities
- News & Events in relation to SUGAR
- Download area for newsletters, press releases, brochures and project outcomes
- Technical activities description:
 - Best practices: SUGAR conceptual model and Good Practices analysis
 - Transfer of experience: overview of all transfer tools such as good practice round tables, train the trainer sessions, joint planning workshops and also the Enlarged Transfer Programme
 - Action Plans activity description
- Good practice sites, transfer sites and technical partners description
- Contacts for the Lead partner, dissemination coordinator and for website related matters
- Links to other relevant freight projects and initiatives
- Members Area, only accessible to SUGAR partners



The website was due **in month 6**, April 2009. Further updates include a summary in 9 languages. For each of these, the translated newsletters and brochures can be also downloaded.

Role of partners

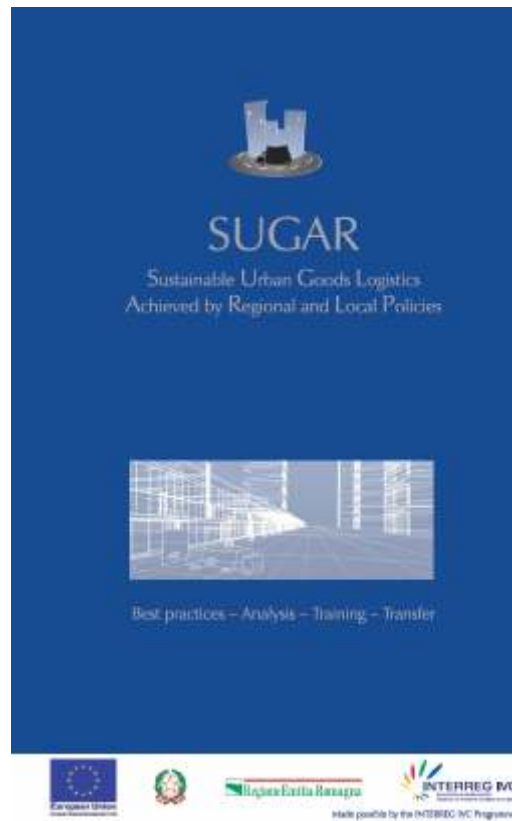
ILIM is responsible for setting up the website, providing its content, contacting other SUGAR partners when relevant and making any future updates throughout the project duration. ITL and POLIS provide support and comments in relation to this activity.

ILIM has prepared a document for SUGAR partners explaining how the website updates can be co-ordinated. Moreover, the SUGAR partners have access through the website to a 'Members Area' facilitating the exchange and filing of documents (See *D2.5 Website and Members Area instructions*).

The **output indicator** sets an **average of 2000 visits to the website per month**. ILIM will be responsible for monitoring and providing the information to POLIS in relation to this indicator.

4.3 Transnational and country specific SUGAR Brochures

The first SUGAR transnational brochure (D2.6) was **due in month 6** (April 2009). Its main aim is to describe the project approach, partners and ways for external parties to follow the project activities. Three other final SUGAR transnational brochures (D2.7-2.9) are targeted at different stakeholder groups including decision makers and technical experts from public administrations at the national, regional and local level, and other relevant stakeholders such as fleet operators and businesses. The final selection of stakeholders is to be made on the basis of the project results at the latest by month 35 (September 2011). The 3 final SUGAR transnational brochures are **due in month 38** (December 2011). All transnational brochures are under ILIM's responsibility.



The country specific SUGAR brochures are adapted translations in 9 languages of the SUGAR transnational brochures (therefore 4 brochures, D2.18). These are **due in month 7** (May 2009) and the **updates in month 39** (January 2012) and are under Czech railways' responsibility. Further description of these country specific brochures can be found in *D2.17 Site Dissemination Strategy papers*.

Role of partners

ILIM is responsible for the content, editing and printing of the SUGAR transnational brochures, and for contacting other SUGAR partners when relevant. POLIS and ITL will provide comments.

Czech Railways is responsible for coordinating with ILIM and for translating and tailoring the SUGAR country specific brochures. Other partners involved and with budget for translation include: ITL, TfL and the cities of Paris, Palma de Mallorca, Athens, Vratsa, Poznan and Celje. Czech Railways sets further procedures in D2.17.

Output indicators include **4 transnational brochures** created, **2000 copies of each printed and disseminated**. ILIM will be responsible for monitoring these indicators.

36 (4x9 languages) country specific brochures will be produced. 900 electronic copies will be disseminated. Czech Railways will be responsible for monitoring these indicators

4.4 Transnational and country specific SUGAR Newsletters

Six Transnational SUGAR Newsletters (D2.10-D2.15) will be prepared during the project by Palma de Mallorca. Additionally, in coordination with the local sites, six country specific newsletters will be also created (D2.19-D2.14 each time for nine countries). Transnational newsletters will be mostly addressed to national and regional levels stakeholders as identified in D2.2 and D2.3, while country specific ones will take into account D2.17 stakeholders.

The main objectives are:

- To inform transport professionals about the results and activities of the SUGAR project;
- To provide an overview of upcoming events;
- To raise interest about the SUGAR project leading to:
 - Visits to the SUGAR website where they will find more detailed information
 - Participation in SUGAR events
 - Specific information requests to SUGAR partners

The chosen title is 'SUGAR NEWS'. The length of each newsletter will be of four pages A4. Standard sections have been defined:

1) Page 1: Cover page (introduction) which will include:

- a. **Introduction** (half page): A text reflecting the general stage of the project. It will be provided by the Lead Partner (Emilia-Romagna Region) in cooperation with the City of Palma de Mallorca.
- b. A **photo** on urban logistics and/or a photo of SUGAR partners exchanging experiences.
- c. **News in brief**: A number of newflashes of a few lines each. Ideally the reader should be able to find more information on the SUGAR website.

2) Page 2: Coverage of **transnational event(s) or deliverables**:

- a. Short introduction of the event(s)/deliverable(s)
- b. Photos
- c. Overview of main conclusions

The text should trigger the reader to want to know more about the event(s)/deliverable(s) and to be present at them or/and visit the website for more information.

3) Page 3: Spotlight on **SUGAR sites**:

- a. Sites description: one page describing the good practice or the challenge that is being addressed in SUGAR, graphic material will be included. The sites under this sections are:
 - Emilia-Romagna Region-Palma de Mallorca
 - London-Athens
 - Paris –Usti nad Labem
 - Barcelona-Poznan
 - Crete-Vrasta-Celje

4) Page 4: **Upcoming events/National section** on project description

- a. Interview with an external expert about SUGAR
- b. Transnational SUGAR event(s) (half a page) with a short description of the objective and a list of dates and places. Reference to website will be made where more detailed information will be placed.
- c. Country specific version containing news flashes about what has happened in the SUGAR sites of the country, upcoming local/national events and other country specific information.

Transnational Newsletters are due in **months 8, 14, 20; 26, 32 and 38** (June and December 2009, 2010 and 2011).

Country specific ones are due in **months 9, 15, 27, 33 and 39** (July 2009, 2010 and 2011, and January 2010, 2011 and 2012).

The time schedule below will be repeated annually during the three project years:

Actions	First semester	Second semester
Palma to define contents and ask partners for inputs	1 May	1 November
Partners to send inputs to Palma	1 June	1 December
Palma to produce integrated draft	15 June	15 December
Transnational Newsletter sent out via e-mail and printed	20 June	20 December
Local partners produce country specific newsletter and send it to their national contacts	15 July	15 January
Printed transnational newsletter distributed at international events	July-November	January-May

Role of partners

- a) Transnational Newsletters: The City of Palma de Mallorca is responsible for the process of producing the newsletters (word and in printable PDF formats). Depending on the content of each newsletter, specific partners will be asked to provide information. POLIS will distribute by e-mail the electronic newsletters to the stakeholders identified in the SUGAR contacts database and also to its broader own database. The electronic PDF version of the newsletters will be made available on the SUGAR website by ILIM.
- b) Country specific SUGAR newsletters: Czech Railways is responsible for coordinating with the local sites and other partners for translating and tailoring of the newsletters (ITL, TfL, Paris, Palma de Mallorca, Athens, Vratsa, Poznan and Celje. Further details are provided by Czech Railways in *D2.17 Site Dissemination Strategy Papers*.

Output indicators include **54 Transnational and Country Specific Newsletters** created (6 issues x 9 SUGAR countries (languages)). In addition, **12.000 SUGAR Newsletters** will be distributed electronically:

- Transnational=2000 copies of each issue (6)=2000 x 6 =12.000
- Country Specific=100 copy each SUGAR country (9 languages)=100 x 9=900

It has been suggested that Palma de Mallorca will **print 100 copies** of each transnational newsletter in order to make it available at relevant events.

Palma de Mallorca and Czech Railways will be responsible for monitoring the 54 created newsletters indicator. POLIS will monitor the electronic distribution of the transnational and country specific newsletters.

4.5 Final SUGAR Results Technical Publication

Synthesis of the overall project results, including guidelines from good practices and of developed approaches by the sites, will be prepared by the Emilia-Romagna Region. This will be **Deliverable 2.25**, which is **due in month 39** (January 2012).

This deliverable will be published in English and will contain approximately 200 pages. 2.000 copies will be printed and will be sent to key stakeholder contacts.

Role of partners

The Emilia-Romagna Region will be responsible for producing the D2.25 deliverable. It will coordinate with other partners when their input is expected and will provide the printed copies to the SUGAR consortium for further distribution.

4.6 SUGAR EU and Site Level Press Releases

There will be 4 SUGAR EU Press releases P1-P4) at **months 8, 14, 25** and **39** (June and January 2010 November 2010 and January 2012). These will focus on project activities and results.

POLIS will be responsible of issuing a press release/article in *InfoPOLIS* (POLIS newsletter addressed to the POLIS network) and to distribute this also to relevant EU institutions and stakeholders.

CEI will be also responsible for producing a press release and disseminating this through its communication channels (e.g. CEI monthly Newsletter).

Finally, national (local sites) press releases (N1-N2, 2 per site) will be issued by Czech railways in **months 24** (October 2010) and **36** (October 2011).

4.7 Enlarged Transfer Programme

The SUGAR Enlarged Transfer Programme (ETP) aims to identify new administrations interested in establishing city logistics programmes and to engage in a dialogue with them. In order to encourage the uptake of SUGAR best practices and results, specific services will be offered to the interested cities that are identified and willing to sign up to the transfer programme.

Deliverable D 2.16 'Methodology for Enlarged Transfer Programme' – outlines the objectives, tasks and methodology for the Enlarged Transfer Programme of the SUGAR project.

4.8 Partners' Dissemination Tools and Activities

Deliverables 2.2, 2.3 and 2.17 have identified the following partners' tools that could be used as an extra to disseminate the SUGAR progress and events:

- Partner(s)' website: a short description of the project and a link to the website should be included. The SUGAR logo should be used
- Partner(s)' newsletter providing details about the project activities and events, including a reference to the SUGAR website
- Partner(s)' events should be used to disseminate the project developments

Partners are requested to report back to POLIS (European local and regional) and Czech Railways (specific activities for SUGAR sites) using the Activity template described in section 6.

5. Dissemination Events

SUGAR will organise specific project events aimed at external participants:

SUGAR dissemination events	Local and Regional level	National level	Site level
Presentation of SUGAR Award within Polis Annual Conference	x		
Intermediate dissemination workshop	x		
SUGAR event at CEI Annual Conference/ Ministerial Transport Workgroup		x	
SUGAR event at POLIS Annual Conference	x		
Local Dissemination Events			x
Training for Enlarged Transfer Programme	x		
Final SUGAR Conference	x	x	x
External Conference and Workshop Participation	x	x	x

Local and regional, national and site level events are further described in D2.2, D2.3 and D.217.

In particular, the SUGAR Award has been announced within the POLIS Annual Conference (December 2009) and all contacts received the information through a email message sent by POLIS (November 2009). Two award categories have been set: Metropolitan Areas and Large Cities and Small and Medium Size Cities. The awarding ceremony will take place in Bologna (January 2010).



5.1 Final SUGAR Conference

The final SUGAR Conference will take place in **month 39** (January 2012) in Bologna. This will be a one day event presenting the final project results and local action plans for all sites.

Role of partners

The final conference will be the responsibility of ITL, all partners are expected to participate.

Output indicators

200 participants are expected to attend.

5.2 External Conferences and Workshop Participation

SUGAR seeks to disseminate information on its developments and results at related events during the whole project duration.

POLIS, CEI and Czech Railway have prepared a list of relevant events that could be considered in order to present SUGAR. This list is available at the internal project Members Area for all partners to provide their input.

Deliverable 2.26 *Reporting on External Conference and Workshop Participation* will be prepared by POLIS at **month 39** (January 2012). For this, POLIS will make use of the information provided by partners (the 'SUGAR dissemination activity template' will be used, this is described in section 6).

Role of partners

All partners (except INRETS) should participate in external conferences and workshops to promote SUGAR. Partners that do so need to report back on this to POLIS.

The external events database at the different levels is to be monitored and updated throughout the project by POLIS (Regional and local), CEI (National) and Czech Railways (in coordination with all test-sites). Partners are requested to provide their input when relevant.

Output indicators

SUGAR should be present in **20 external events**.

6 Dissemination quality assessment and review

POLIS, CEI and Czech Railways will monitor the SUGAR dissemination activities using the following quality criteria:

- All relevant target groups are clearly outlined in the dissemination plan
- Dissemination policy of the project is well elaborated
- The dissemination activities address the relevant target groups
- The SUGAR database at different levels includes most relevant stakeholders
- Individual target groups are addressed by means of proper communication channels and tools
- The number of dissemination activities towards the main target groups is sufficient

POLIS will update the list of quality criteria if needed.

For monitoring purposes, partners are requested to provide information relating to the following questions to POLIS:

- 1) Do I respect the SUGAR branding image by making an appropriate use of SUGAR logo, PowerPoint and word templates?
- 2) Does my organization have enough SUGAR dissemination material?
- 3) Have I informed ILIM and POLIS on any latest developments which should be mentioned on the SUGAR website and have I recently checked the accuracy of the information shown on it?
- 4) Did I receive any request to contribute to the SUGAR newsletter or brochure?
- 5) Have I used my organisation's dissemination channels to inform about SUGAR?
- 6) Have I recently been in touch with the media regarding SUGAR (press release, articles, participation in a TV programme)?
- 7) Do I have any new contacts, publications and/ or events to be added to the corresponding SUGAR database?

In order to monitor all external dissemination activities, partners are requested to use the 'SUGAR dissemination activity template' as shown below. In this template partners should include:

- **Type of activity:** brochure distribution, press release, article, mailing, presentation at an external event, etc.
- **Date (s)**
- **Responsible partner carrying out the dissemination activity**
- **Description:**
 - **Summary of the event/activity:** title, location, organizer, type of audience and number of participants)
 - **Other information relevant to the project:** for example, questions/remarks made by the public when presenting SUGAR.

SUGAR EXTERNAL DISSEMINATION ACTIVITY

Please provide a copy of the relevant document and of this dissemination activity form to POLIS (gbarrera@polis-online.org), if it is a local event please copy Czech Rails (Bartheldi@gr.cd.cz)

Type of activity (brochure distribution, press release, article, mailing, presentation at event, etc.):

Date(s) of the activity:

Responsible partner:

Description Summary of the event/activity (title, location, organizer, type of audience, number of participants, etc.), other information relevant to the project (for example, questions/remarks made by the public when presenting SUGAR)

7 Outputs, responsibilities and monitoring

Component 2 outputs and responsibilities include:

Approach	Activity	Output	Detailed Description of Output	Month	Responsible Partner	Participating Partners (output)	Events	Participating Partners (Events)	Press Release	Participating Partners (press release)	Output/ Result Indicator
2.1 Targeted Communication Channels (POLIS)	2.1.1 Definition of targeted dissemination strategy (POLIS)	D2.1	Dissemination Strategy paper: common paper identifying transnational target groups, possible dissemination channels and media to be used, events	2, 13	Polis		n.a		n.a		n.a
	2.1.2 Networking with regional level stakeholders and public bodies (POLIS)	D2.2	Detailed workplan for dissemination activities targeting local and regional level stakeholder channels with detailed timing and scoping of activities; as well as SUGAR defined contact lists for these stakeholder channels (updated throughout project)	6, 14, 25, 38	Polis	RER	E1+E4: Award+Event Poliss Conference (M14, M25)	E1:Responsible: RER Other: POLIS Hosting: ITL E4: Responsible Poliss	P1-P4 EU level (M8, 14, 25, 39)	Responsible: Poliss Participating: CEI	2 events, 100 participants P1-P4: 4
	2.1.3 Networking with National level Stakeholders (CEI)	D2.3	Detailed workplan for dissemination activities targeting national level stakeholders (such as transport ministries) channels with detailed timing and scoping of activities; as well as SUGAR defined contact lists for these stakeholder channels (updated throughout project)	2, 14, 25, 38	CEI	RER	E3: Event at CEI Conference (M25)	Responsible: CEI	P1-P4 EU level (M4, 14, 25, 39)	Responsible: Poliss Participating: CEI	1 event, 100 participants P1-P4: 4

Approach	Activity	Output	Detailed Description of Output	Month	Responsible Partner	Participating Partners (output)	Events	Participating Partners (Events)	Output/ Result Indicator
2.2 Dissemination Products (ILIM)	2.2.1 Branding Image: Logo, Templates, Poster (ILIM)	D2.4	SUGAR Branding Image: Development of Logo, Templates for SUGAR Outputs, Development of Posters for Events	3	ILIM				1 logo, 2 templates (doc and ppt)
	2.2.2 Internet Exchange Platform development (ILIM)	D2.5	SUGAR internet site: development and registration of web site domain (www.sugar.eu?), development of internet platform with: public access area and private area dedicated to partners document exchange, opening of a FTP space to be used as knowledge management database of technical documents; to be maintained throughout project with results, events, news; usage will be monitored and reported, in order to develop approaches to maintain appropriate usage levels	4	ILIM	all			2000 Average n° visits website/month
	2.2.3 Project brochures (ILIM)	D2.6- D2.9	Project brochures (4): SUGAR Presentation Brochure issued at beginning of project which describes project approach, partners, ways for external parties to follow activities; 3 final SUGAR brochures each targeted at different stakeholder audience: public administration policy makers (national, regional/local), technicians, logistics operators, businesses (final selection of stakeholders to be conducted based upon results, in any event by month 35)	4, 38	ILIM				4 brochure created, 8000 printed copies (4x2000) disseminated at transnational level + 900 brochures (100 copies x 9 languages) only electronic version disseminated at local level = 8900 disseminated and 36 created (4 brochures x 9 languages)

2.2.4 Participation of Partners in external conference and workshops (POLIS)	D2.26	Reporting on External Conferences and Workshop Participation , 20 not SUGAR event	40	POLIS	ALL EXCEPT INRETS		20 EVENTS PARTICIPATED IN
2.2.5 Newsletters on different policy themes (PALMA)	D2.10- D2.15	Newsletters (6) : issued every six months on different policy themes with both electronic and printed versions, distributed through the SUGAR contact lists for both national and regional level stakeholder channels. First newsletter will contain information about SUGAR good practice sites	8, 14, 20, 26, 32, 38	Palma	all		6 Newsletter created X 2000 Copies each + 900 newsletter (100 copies x 9 languages) only electronic version
2.2.4 Final SUGAR Technical Results Publication (RER)	D2.25	Final SUGAR Results Technical Publication : Synthesis of the overall project results, both in terms of guidelines from good practices and in terms of developed approaches by sites; published version in English (2000 copies of 200 pages circa); to be sent to key stakeholder contact lists	39	RER	all		1 FINAL REPORT
2.2.5 Final Conference (ITL)	n.a					E8: one day event in Bologna (M39), ITL	1 Event, 200 participants

Approach	Activity	Output	Detailed Description of Output	Month	Responsible Partner	Participating Partners (output)	Events	Participating Partners (Events)	Output/ Result Indicator
2.3 Enlarged Transfer Programme (POLIS)	2.3.1 Develop of methodology and Identification of potential Enlarged Transfer Programme contacts	D2.16	Methodology for Enlarged Transfer Programme , as well as identification of potential targets, to be updated with participation results and lessons learned	5, 12, 38	Polis				
	2.3.2 Development of contacts and synergies with new transfer administrations	n.a		From M12	Polis				5 administration involved
	2.3.3 Intermediate dissemination Workshop for Enlarged Transfer Regions and EU community	n.a			POLIS/ITL		E2: Programme launch in Bxl (M25)	R: ITL P: Polis H: All	1 Event, 100 participants
	2.3.4 Training for enlarged transfer programme administration	n.a			Barcelona		E7 (M39) in BCN	R:Barcelona P: all	1 Event, 30 participants
	2.3.5 High-level institutional exchange: Bilateral meetings for transfer sites				Polis				

Approach	Activity	Output	Detailed Description of Output	Month	Responsible Partner	Participating Partners (output)	Events	Participating Partners (Events)	Press Release	Participating Partners (press release)	Output/ Result Indicator
2.4 Site level dissemination (Czech Rail)	2.4.1 Identification of site dissemination strategies and instruments: defining materials, the target group, the quality and quantity and the timing; to be updated with contact lists (Czech Rail)	D2.17 (12)	Site Dissemination Strategy papers: each site is to address to the following facets of dissemination: the aim (why), the matters (what), the audience (who), the media (how), the time (when); to be updated throughout project	6, 14, 39	Czech rail	all					
	2.4.2 Translated/nationally specific brochures and newsletters (Czech Rail)	D2.18(9)	Country Specific Brochures: translated and adapted from SUGAR International English Brochures (4)	7, 39	Czech Rail	all					36 brochures created, 900 disseminated
	2.4.2 Translated/nationally specific brochures and newsletters (Czech Rail)	D2.19-24 (9)	Country specific Newsletters: one for each nation, translation of common newsletters (6) and eventual inclusion of local site developments	9, 15, 21, 27, 33, 39	Czech Rail	all					6X9=54 country specific newsletters, 900 distributed (electronically)
	2.4.3 National Press Releases - 2 per site (Czech Rail)								NP1- NP2 (M24, M36)	R: Czech rail P: all	24 press released disseminated

	2.4.4 Local dissemination events (Czech Rail)						E5, in each Sugar nation! (M30-35)	R: Czech rail P: all	to coordinate with NP1-NP4	12 Events, 360 participants
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Annex I: INTERREG IV Publicity guidelines

The INTERREG IV C manual provides the following guidelines:

4.6.2. Publicity measures

No matter what support chosen to communicate on a project, there are minimum requirements for publicising the European co-financing and the programme that facilitates the funding. Partners will find here specific guidelines on how to meet these requirements. Beyond the purely regulatory nature of information and publicity measures, they are also important in creating awareness of a project's activities and results, and in helping other regions to potentially capitalise on these results.

4.6.2.1. Legal basis

All projects must comply with the publicity and information requirements laid down in the Commission Regulation (EC) No 1828/2006 (Articles 8 and 9) of 8 December 2006 and in the subsidy contract signed between the lead partner and the managing authority (Article 7). The regulation and the subsidy contract template can be downloaded from the programme's website.

4.6.2.2. Publicity rules

The use of the INTERREG IVC logo and EU emblem is compulsory on all communication materials and tools produced by the co-financed project. It is also necessary to indicate on all communication materials a reference to the contribution of the ERDF and the programme. This could be for example the phrase "co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme". Where the EC regulation 1828/2006 speaks of a statement by the managing authority, please note that this statement is integrated into the programme logo: "Regions of Europe sharing solutions". Annex 7 provides complete technical details of the various logos and their use on various supports. This should be implemented with great care to respect the size, colour and other dimensions specified. The elements as described in Annex 7 can be downloaded from the INTERREG IVC website in high definition vectorial format for printing use (EPS format). JPEG, GIF or other low-definition formats should only be used for electronic versions of documents. It is up to the project partners to ensure they have the latest version of the publicity guidelines and ensure they are followed. The project undertakes to send three copies of all publicity material to the JTS/MA, who are authorised to use this material in promoting the programme.

Annex 7 Summary: 2. Use of Elements By support

The following list details how the above publicity elements must be used for each activity (logos and EU emblem)

- **Publications**

- e.g. brochures, leaflets press releases events invitations, best practice guides (list non-exhaustive)
- Requirements: All elements as described in Section 1 above (of Annex 7) must appear on the **front page** and in a prominent position of all printed publications.

- **Websites, Electronic information and audio-visual material**

- Requirements:
 - All elements as described in Section 1 above (of Annex 7) must appear at least on the home page and in a prominent position
 - Hyperlink to INTERREG IVC website: <http://www.interreg4c.eu>
 - Hyperlink to DG Regio website: http://ec.europa.eu/regional_policy/index_en.htm
 - **On websites, a short description of INTERREG IVC programme**

- **Conferences, events, exhibitions**

- Requirements:
 - EU flag displayed in meeting rooms, conferences etc
 - EU flag emblem and INTERREG IVC logo on all supports and documents as detailed in Section 1 above (of Annex 7).

- **For any queries, to receive guidance or feedback on use of logos etc. please do not hesitate to contact:**

Nuala MORGAN

Communication Officer –INTERREG IVC

Nuala.morgan@interreg4c.eu

+33 (0)328 144 103

The INTERREG IVC office has also created an 'Identity Fact Sheet'. This is available to all SUGAR partners at http://www.interreg4c.net/load/Information_Publicity_factsheet.pdf.

