



# MEDLAND 2020

Design of a future Common integrated land management scheme to protect natural resources in synergy with social and economical valorisation

## ***DISSEMINATION PLAN***

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# 1. The aim of the Dissemination plan

This aim of MEDLAND2020 Dissemination plan is to present how project partners will interact and network among themselves and with key stakeholders and other target audiences. The Dissemination plan presents a systematic series of actions aimed at achieving the MEDLAND2020 project objectives through the use of communication methods, techniques and approaches, utilizing the available resources within a project duration period.

Project communication needs to be strategically planned and cooperatively and systematically implemented by all project partners. The purpose of this Dissemination plan is to provide an overview of the strategic communication design and the basis for a joint understanding of the upcoming tasks and responsibilities of all partners involved.

## 2. Communication objectives

The communication objectives are:

- ❖ Exchange of information, knowledge and lessons learned internally among partners.
- ❖ Enrich results obtain inside each Med projects involved in MEDLAND2020 by a cross lecture through partners.
- ❖ Enrich results obtain inside each Med projects involved in MEDLAND2020 through contribution of externally stakeholders and experts.
- ❖ To give MEDLAND2020 project a common corporate identity.
- ❖ To raise public awareness for the results and out-put of the MEDLAND2020 project.
- ❖ To assure sustainability and utilisation of MEDLAND2020 results through involvement of a large actors of public and private actors.
- ❖ To enhance the cooperation among sectors and end users.

The communication objectives will be developed through the implementation of several actions related with the following Specific Objectives (SO) of the MEDLAND2020 project;

SO.1. Develop a lobby for the protection and valorisation of Mediterranean natural resources towards national, European and Pan-Mediterranean institutions;

SO.2. Promote a scheme of land management able to protect natural resources inside the regional operational policies and structural fund<sup>1</sup>;

SO.3. Contribute to the elaboration and the promotion of a shared vision by Mediterranean peoples about Natural Resources<sup>2</sup>.

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<sup>1</sup> Adapted from the original title: Increase the impact of territorial cooperation towards mainstream regional operational policies

<sup>2</sup> Adapted from the original title: Contribute to the elaboration and the promotion of a shared vision by Mediterranean peoples about their woodlands

### 3. Target groups and stakeholders engagement

The MEDLAND2020 has several distinct target groups who have different goals and needs. For this reason, the communication strategy involves all project partners and should consider the different audience and end users of the project activities and results.

#### 3.1. Project partners

The project foresees the participation of 14 partners linked to MED projects from 8 countries (table 1).

**Table 1. MEDLAND2020 partnership**

Num.	Partner	Country	Zone
1	FOREST SCIENCES CENTRE OF CATALONIA - CTFC (Lead Partner)	SPAIN	MED
2	MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA - CIHEAM	GREECE	MED
3	PROVINCE OF TURIN	ITALY	MED
4	PROVINCE OF MACERATA	ITALY	MED
5	CHAMBER OF COMMERCE AND INDUSTRY OF PRIMORSKA	SLOVENIA	MED
6	CHAMBER OF COMMERCE AND INDUSTRY OF DRÔME	FRANCE	MED
7	RCDI DEVELOPMENT AND INNOVATION NETWORK	PORTUGAL	MED
8	INSTITUTE FOR PLANT PROTECTION - IPP	ITALY	MED
9	REGIONAL CENTER OF PRIVATE FORESTRY OF PROVENCE ALPES CÔTE D'AZUR - CRPF-PACA	FRANCE	MED
10	INTERNATIONAL ASSOCIATION FOR MEDITERRANEAN FORESTS - AIFM	FRANCE	MED
11	EUROPEAN UNIVERSITY OF FRAGRANCES AND FLAVOURS - UESS	FRANCE	MED
12	BARCELONA PROVINCIAL COUNCIL - DIBA	SPAIN	MED
13	REGION OF ISTRIA	CROATIA	MED
14	REGIONAL COUNCIL OF SHKODRA	ALBANIA	IPA

#### *Communication goals within partnership:*

- ❖ MEDLAND2020 project manager communicates effectively with all project partners on general project related issues.
- ❖ Project partners are well informed about the actual status and activities of the project.
- ❖ Project partners communicate actively with the other project partners and coordinate successfully their project related activities.
- ❖ The staff of the partner organization is well aware about the MEDLAND2020 project, the general design and the actual status of implementation.
- ❖ The MEDLAND2020 project creates a joint identity for the common goals among all participating project partners.

## 3.2. ETC MED Programme

The relevant ETC MED Programme structures are:

- ❖ The relevant staff of the ETC MED Programme in the JTS,
- ❖ The National Contact Points and the national representatives in the MED Monitoring Committee and
- ❖ First Level Control of each project partner.

*Communication goals towards ETC Med Programme:*

- ❖ The ETC MED Programme structures are well informed about the on-going activities of the MEDLAND2020 project.
- ❖ There is a constructive dialogue between the responsible staff at project level at Programme level in order to assure a smooth implementation of the project.
- ❖ The ETC MED Programme structures dispose of adequate information about the project for further promotion of the MEDLAND2020 project.

## 3.3. Target audience profile

The target audiences include institutions at European, Mediterranean, national, regional and local level, and consider relevant actors involved with land use planning, soil consumption or natural resources management and conservation:

- ❖ The European Parliament deputies.
- ❖ The EC GD-Environment & Rural Development & other related GD's as land planning, energy or civil protection units.
- ❖ Other public institutions at EU level (AREMED, JRC, etc.).
- ❖ Environment and Rural Development National authorities (including Mediterranean south basin).
- ❖ Environment and Rural Development Regional authorities.
- ❖ Associations of Municipalities or subregional institutions.
- ❖ Thematic networks as of protected areas (f.i. EUROPARC).
- ❖ Forest owners (from international as CEPF or ARCMED to national/regional level) and agrarian productive associations.
- ❖ Other associations of economic actors of the territory (tourism and activities related with natural resources).
- ❖ Environmental and development NGO's and national agencies (including Mediterranean south basin).
- ❖ Universities and research institutes.
- ❖ Media and society in general.

The former list is indicative. During the development of the project each partner will identify a list of actors and institutions at international level either in its own context at national and regional level, including the motivation of the selection. A detailed information of the contact person who to address the results could be included in order to improve the success of the project results dissemination and transfer. The list of actors and contact person can be filtered for each MEDLAND2020 final product or activity (international conferences) to be promoted.

#### *Communication goals towards target groups:*

- ❖ The target audience is identified on the basis of the type of results to be disseminated through activities planned in MEDLAND2020 project.
- ❖ The target audience should be involved in the mailing actions and results dissemination.
- ❖ When relevant, target audiences are actively involved in public events related with MEDLAND2020.
- ❖ Special attention is done to the media in the end of the project and the exposition of the project results.
- ❖ National potential end users of the MEDLAND2020 results are identified by each partner and the results of the projects are disseminated among them.

## 4. Communication activities

The project communication actions are strongly related with the MEDLAND2020 capitalization process meanwhile the concrete activities of communication are linked to the project actions according the specific objectives of the project.

### 4.1. MEDLAND2020 capitalization process

The capitalization process of the project is founded in the next conceptual principles:

- The Mediterranean context has some specific particularities which make necessary a specific approach for natural resources management and conservation under EU and international strategies and programs.
- The MED projects selected in MEDLAND2020 cover in a wide scope the main components related with the Mediterranean natural resources conservation and management, which are organized in four main topics (natural protected areas, natural risks management, rural development and goods and services management). Results and outputs of MED projects selected can provide operational tools to be applied at regional/national level for an integrated management and conservation of natural resources.
- Building up a common discourse - including the southern countries - on the challenges and opportunities of Mediterranean natural resources management can enhance the necessary cross-sectorality of the integrated policies and the synergies and cooperation between regions and countries.
- Especially in the context of global change, where the effects of climate change and the ongoing changes in the land use generate a high level of uncertainty, the lessons learned approach sharing experiences and know-how - including the southern countries - can improve the capitalisation process and the results transferability of MED projects' results.

The MEDLAND2020 capitalisation process will include: the **identification of the best case practices, outputs and methodologies to enhance the transferability of MED Projects' results**, and: the **definition of a common scheme identifying the main challenges and opportunities for the conservation of the natural resources in synergy with social and economical valorisation**.

The definition of a common scheme will be done in a structured way. For each main topic several cross-sectoral components will be addressed from the experience of MED projects integrating the external end-users vision, demands and experience in a shared constructive discussion.

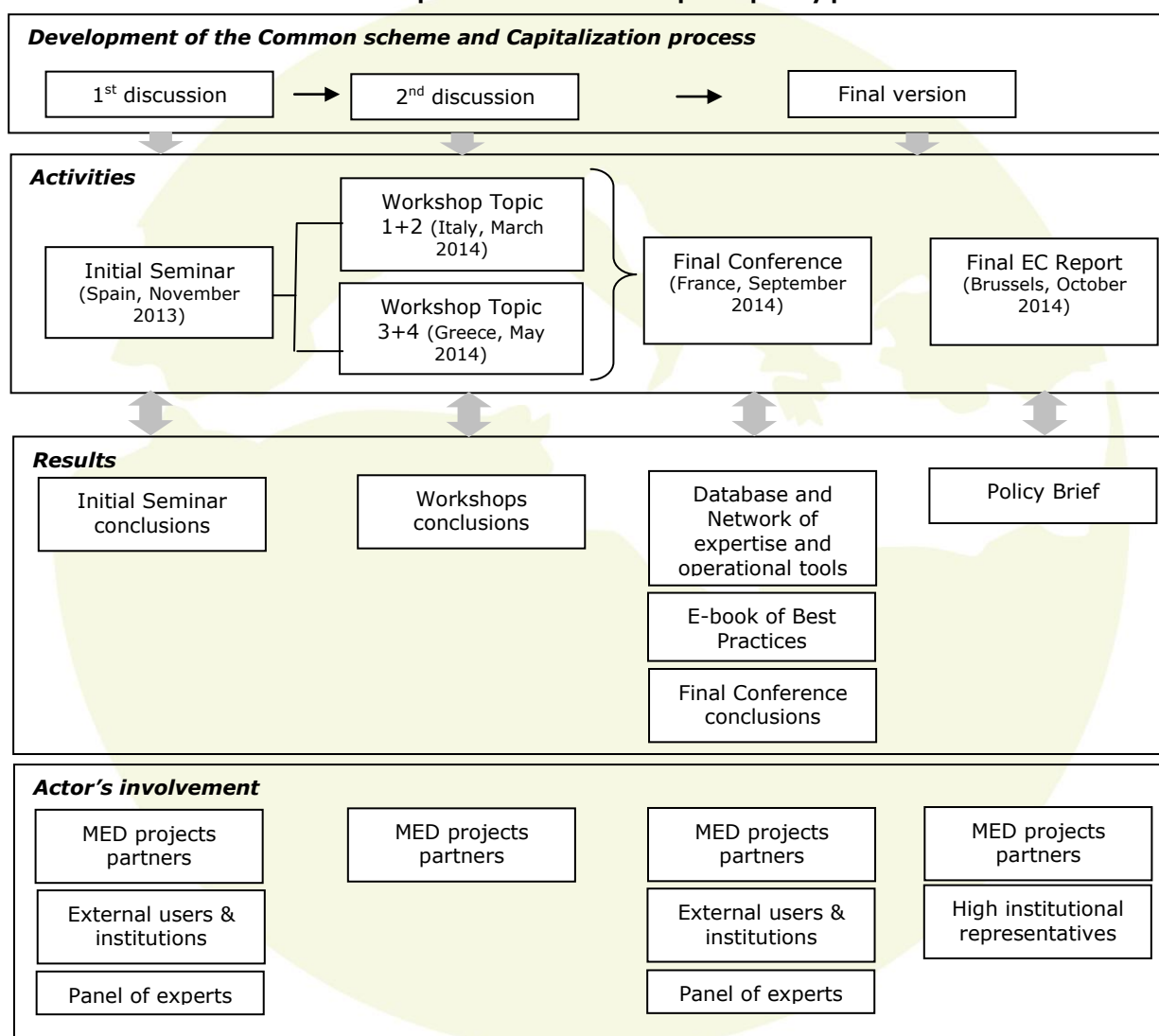
## Cross-sectoral Components of the structured discussion for building up a common integrated land management scheme

**Common questions:** From your MED project experience, which are the main challenges on each corresponding component? How your MED project output/s can help to achieve that challenges?

Thematic axis	Components
<ol style="list-style-type: none"> <li>1. Integrated management of natural protected areas</li> <li>2. Natural risks management, especially wildfires</li> <li>3. Social and economic valorization of the territory as rural development, sustainable tourism or marketing</li> <li>4. Smart natural resources management, from emerging uses as biomass to new challenges as environmental services payment</li> </ol>	<ol style="list-style-type: none"> <li>1. Governance and participation improvement</li> <li>2. Operational and R+D priorities</li> <li>3. Target group focused communication needs</li> <li>4. Financial needs and opportunities</li> </ol> <p style="text-align: center;">+</p> <p>Methodological issues to enhance the transferability and mainstreaming capacity of MED projects</p>

The capitalisation process will be implemented through several subsequent actions during the project, starting with the Initial Seminar, where MED projects' partners, external actors and end-users will be involved from the beginning. The best case practices and tools will be compiled in the Database and e-book. The common scheme will be edited by the Policy brief.

### Phases of the MEDLAND2020 capitalization and actors participatory process





The MEDLAND2020 capitalization process is also described through a logical framework:

#### MEDLAND2020 Capitalization and dissemination process Logical Framework

	Intervention Logic	Objectively verifiable indicators of achievement	Sources and means of verification	Assumptions
<b>Overall objectives</b>		<b>Indicators of achievement are the one indicated in the project:</b>	<b>Activities planned by partners:</b>	
	To define a common capitalization and dissemination strategy inside the partnership	1 Initial seminar 1 project website 1 E-book 1 large public publication 1 data base 1 policy brief 1 Final international conference 1 Final EC conference ..number of contacts to different targets groups .. number of tools transferred to different target groups / ...number of networks built	CTFC (responsible) AIFM (responsible) CCI DROME (responsible) To be confirmed (responsible) DIBA (responsible) AIFM (responsible) CRPF-PACA (responsible) AIFM (responsible) All partners  All partners	Partnership should agree on the dissemination plan aims and more specially agreed on the fact that instead of working by topics to identify tools and best practice they will have to learn from all. This can seem more difficult but it is surely more in line with capitalization process
<b>Specifics objectives</b>		<b>Which indicators clearly show that the objective of the action has been achieved</b>	<b>What are the sources of information that exist or can be called? What are the methods required to get this information</b>	<b>Which factors and conditions outside? Which risks should be taken in to consideration?</b>
	1) To promote tools, best practices and knowledge of the 13 Med projects	Number of tools and good practices identified	STC last report for each partner	Each partner has to explain how product or best practices came out and for which reason in the process of former med project  A risk can be that each partner remain inside the logic and prospective of its own topic
	2) To enrich results obtain inside each Med project by a cross lecture	Multidisciplinary approach of conclusions and of management models proposed, integration of the results of different Med projects		
	3) Have one or more tools box which contents tools and know-how based on an interdisciplinary approach and seed crossing of results			
<b>Expected results</b>		<b>What are the indicators to measure whether and to what extent the actions achieve the expected results?</b>		
	1) Transfer to partners of the projects tools, knowledge and good practices produced by each Med project	The mix of tools inside the different models of management proposed at the end of the MEDLAND2020 project		
	2) Create inside the partnership synergies between tools and know-how in a seed crossing logic			
	3) Have one or more tools box which contents tools and know-how based on an interdisciplinary approach and seed crossing of results			
<b>Activity 1</b>	<b>Description</b>	<b>Means</b>	<b>What are the sources of</b>	<b>What pre-conditions are</b>



	Intervention Logic	Objectively verifiable indicators of achievement	Sources and means of verification	Assumptions
				<b>required before</b>
	Each partners has to identify tools and out-puts that he want to promote in the e-book	Each partners should use the excell table of the last JTC report	Former Med projects	Each partner has to understand the approach implemented in other projet to be able to target a contact list which is useful and not generical
	Each partners has to identify tools and out-puts that he want to insert in the data-base	Each partners should give a short description of tools he want to promote. It would be good to put also example of good application of tools/good practices		Understand the differents tools is a preliminary conditions to generalise their use
	Each partners has to identify the different target group to whom promote either e-book or data.base on the own territory	Each partners have to build a mailing list organised by target group for all the products proposed by the partnership		
<b>Activity 2</b>	During the thematic workshops each partners identify how and why the results and out-puts of own Med project can be useful for reflexions on each topic of MEDLAND2020 project	Workshop (workshop should be interactive. The gopp methodologie could be useful)	Former Med projects	To have a common definition of the 4 topics (Possiblen participation of an animator)
	During the thematic workshops partners work together to find positive synergies between different instruments to build a kind of tools box for each topics			To have a common definition of the 4 topics (Possiblen participation of an animator)
	At the end the thematic workshops partners write reflections born from common work about management and sustainable development of local territories for each topic		See the project	
<b>Activity 3</b>	During the thematic workshops underline the common methodologies/approaches inside the different tool boxes	Workshop	Former activities	To have a common definition of the 4 topics
	During the thematic workshops link the common methodologies to the recommandations of the "Strategic Framework on Mediterranean Forests", but also to other UE documents on territorial planning in Mediterranean (urban capitalisation project) and on sustainable developpement	Contributions of all partners to the policies brief	Externals expert groups can contribute by giving an added value thank to their knowledges on strategic planning	<p>To have a knowledge of all the laws of EU environmental policies and sustainable development issues</p> <p>To have a good knowledge of Horizon 20202 and societal challenges linked to climate changes and management of natural resources.</p> <p>To check that in the partnership agreements of Med countries, this double problematic is actually taken into account</p>

Specific objective (1-2-3) and expected result (1-2-3) are achieved thought the corresponding activities 1-2-3)

## 4.2. Communication project actions and timing

Project actions	Timing	Communication actions	Results	Tools	Target groups*
<b>Project specific objectives:</b> Develop a lobby for the protection and valorisation of Mediterranean natural resources towards national, European and Pan-Mediterranean institutions					
Constitution of a Consultancy and Dissemination Panel (A2.1.2)	July – October 2013	Identification of experts and invitation to the panel and project actions and project results dissemination	Involving relevant institution in the MEDLAND2020 capitalisation process	e-mailing	Selection of all of them by invitation
Celebration of the Final International Conference (A2.2.1)	September 2014	Target group dissemination of the event Dissemination of the results of the event	Dissemination the common scheme for the conservation and valorisation of the natural resources	Press release, e-mailing, Website	All of them
Celebration of the Final EC Report (A2.2.2)	October 2014	Press releases Target group dissemination of the event Dissemination of the results of the event			The European Parliament deputies The EC related GD Other public institutions at EU level
Edition and dissemination of the policy brief (A4.3.1)	September-October 2014	EC presentation in the Final EC Report			All of them
		Regional / national presentations			
<b>Project specific objectives:</b> Increase the capacity of regional operational policies to use scheme of land management able to protect natural resources in Mediterranean area					
Web site edition (A2.1.1)	All along the project	Edition of the website Updating the website with the project results	Project presentation, activities and free-access outputs	On line platform	All of them
Database on expertise and operational tools (A3.1.1)	August 2013 – October 2014	Selection of the transferable best cases and outputs from Med projects	Presentation of the Database and the e-book in the Final International Conference and at regional and national forums Dissemination of the Database and the e-book	Press release, Website, e-mailing	All of them with special emphasis to the potential end-users
<i>E-Book of best practices</i> (A4.2.1)	September-October 2014	Edition of the e-book Regional / national presentations Mailing dissemination			
<b>Project specific objectives:</b> Contribute to the elaboration and the promotion of a shared vision by Mediterranean peoples about their Natural Resources					
Constitution of a Panel of Experts from Mediterranean Southern Countries (A2.1.2)	July – October 2013	Identification of experts and invitation to the panel and project actions and project results dissemination	Involving southern countries vision in the MEDLAND2020 capitalisation process	e-mailing	Selection of all of them by invitation
Constitution of a forum of	All along the project	Identification of target group actors and	Dissemination the common scheme for	e-mailing	All of them with special

Project actions	Timing	Communication actions	Results	Tools	Target groups*
interested actors (A2.1.2)		institutions at regional, national and international level	the conservation and valorisation of the natural resources		emphasis to the potential end-users
Celebration of the Initial Seminar (A4.1-1)	November 2013	Press releases Target group dissemination of the event Dissemination of the results of the event	Defining a common scheme identifying the main challenges and opportunities for the conservation and valorisation of the natural resources	Press release, e-mailing, Website	Selection of all of them by invitation
Celebration of thematic workshops (A3.2.1)	March 2014 and May 2014	Dissemination of the results within the panel of experts and partners of Med projects for contributions		e-mailing	Panel of experts and partners of Med projects selected

\* They will be properly identified during the project development (see chapter 3.3).

## 5. Communication basis, information and marketing materials

The corporate identity of the project is defined and used by the partners in the MEDLAND2020 activities and editions. A *Use and Operational Guidebook of the Visual identity* is defined and shared among the partners (see annex). A project poster is available by the partners and a roll up has been prepared.

### Corporate identity of MEDLAND2020



Poster and roll up of MEDLAND2020



## MEDLAND2020

Design of a future Common integrated land management scheme to protect natural resources in synergy with social and economical valorisation



## Seeking for innovative tools and solutions for an efficient, sustainable and smart conservation and management of natural resources in the Mediterranean

MEDLAND2020 aims to promote international cooperation towards an integrated land management scheme for the conservation of natural resources in the Mediterranean region:

- Creating synergies among MED projects results, partners and end users in a frame of a network of expertise, in order to enlarge the transferring capacity of accomplished tools, models and good practices
- Identifying challenges and gaps for the sustainable management of natural resources in the Mediterranean basin, in the context of Europe 2020 and the new MED programme
- Developing lobby for the protection and valorisation of Mediterranean natural resources towards national, European and Pan Mediterranean institutions, increasing the impact of territorial cooperation towards mainstream regional operational policies
- Contributing to the elaboration and the promotion of a shared vision by Mediterranean peoples about their woodlands

### 4 thematic axis 13 MED projects and 14 partners of 8 countries

#### THEMATIC AXIS:

Integral management of natural protected areas	Natural risks management, especially wildfires	Social and economic valorisation of the territory as rural development, sustainable tourism or marketing	Smart natural resources management, from emerging uses as biomass to new challenges as environmental services payment
<b>MED PROJECTS:</b> <b>QUALIGOV</b> <b>2BARKS</b> <b>FORT MODELE</b> <b>PROTECT</b> <b>FORCUMADAPT</b> <b>CYPERE</b>	<b>IMPROVING</b> governance and quality of the forest management in Mediterranean protected areas <b>CREATING</b> sustainable management, territorial compatible marketing and environmental education <b>COORDINATION</b> of regional forest policies through a new territorial governance instrument: the "Model Forest" <b>AN INTEGRATED</b> European Model to protect the Mediterranean Forests from Fire <b>ADAPTATION</b> of the Mediterranean forests to the climate change <b>GREEN</b> barriers of Cyprus Fire: an ecological and economical feasible solution to save the Mediterranean region 2010-2013	<b>TO REINFORCE</b> the innovation capacities of savers and scouts network on the Mediterranean territory <b>APPROACHING</b> Territorial Sustainability through Developing Tourism and Culture based Entrepreneurship <b>EUROPEAN</b> Charter for the territorial governance, through the post urban food chain <b>WOOD ENERGY</b> Exploitation for Entrepreneurship <b>MEDITERRANEAN</b> Forest for All <b>PROMOTION</b> of residual forestry biomass in the Mediterranean basin <b>LAND</b> occupation and sustainable development of the southern Mediterranean	<b>PLANT PROTECTION</b> INSTITUTE - IPP (ITALY) <b>REGIONAL CENTER</b> OF PRIVATE FORESTRY OF PROVENCE ALPES COTE D'AZUR - CRPF PACA (FRANCE) <b>INTERNATIONAL ASSOCIATION</b> FOR MEDITERRANEAN FORESTS - AIFM (FRANCE) <b>EUROPEAN UNIVERSITY</b> OF FRAGRANCES AND FLAVOURS - UESF (FRANCE) <b>BARCELONA PROVINCIAL COUNCIL</b> - DIBA (SPAIN) <b>REGION OF ISTRIA</b> (CROATIA) <b>REGIONAL COUNCIL</b> OF SHKODER (ALBANIA)

#### MEDLAND2020 PARTNERS:

<b>FOREST SCIENCES CENTRE OF CATALUNYA - CTCF (SPAIN)</b> <b>MEDITERRANEAN AGRICULTURAL INSTITUTE OF CHANIA - CIAM (GREECE)</b> <b>PROVINCE OF TUNIS (ITALY)</b> <b>PROVINCE OF MARSEILLE (FRANCE)</b> <b>CHAMBER OF COMMERCE AND INDUSTRY OF PRIZRICA (SLOVENIA)</b> <b>CHAMBER OF COMMERCE AND INDUSTRY OF CHORRE (FRANCE)</b> <b>RCCI DEVELOPMENT AND INNOVATION NETWORK (PORTUGAL)</b>	<b>PLANT PROTECTION INSTITUTE - IPP (ITALY)</b> <b>REGIONAL CENTER</b> OF PRIVATE FORESTRY OF PROVENCE ALPES COTE D'AZUR - CRPF PACA (FRANCE) <b>INTERNATIONAL ASSOCIATION</b> FOR MEDITERRANEAN FORESTS - AIFM (FRANCE) <b>EUROPEAN UNIVERSITY</b> OF FRAGRANCES AND FLAVOURS - UESF (FRANCE) <b>BARCELONA PROVINCIAL COUNCIL</b> - DIBA (SPAIN) <b>REGION OF ISTRIA</b> (CROATIA) <b>REGIONAL COUNCIL</b> OF SHKODER (ALBANIA)
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### How are we organised? ...seeking for the participation of the actors

MEDLAND2020 wants to be a meeting point among R+D and the end-users as policy-makers, private actors or NGOs, including Pan European and international institutions and experts from southern Mediterranean countries



Lead Partner: Forest Sciences Centre of Catalonia (CTFC) - Calendar: 01-07-2013 to 31-12-2014 (18 months) - Total budget: 1.082.592€ - Programme/Call: Programme MED. European Territorial Cooperation 2007-2013. First Call for Capitalisation Projects

[www.medland2020.eu](http://www.medland2020.eu)



## MEDLAND2020

Design of a future Common integrated land management scheme to protect natural resources in synergy with social and economical valorisation  
[www.medland2020.eu](http://www.medland2020.eu)

## Seeking for innovative tools and solutions for an efficient, sustainable and smart conservation and management of natural resources in the Mediterranean

MEDLAND2020 aims to promote international cooperation towards an integrated land management scheme for the conservation of natural resources in the Mediterranean region:

- ✓ Creating synergies and networking among MED projects, partners and end-users enlarging the transferring capacity of accomplished tools, models and good practices
- ✓ Identifying challenges and gaps for the sustainable management of natural resources in the Mediterranean basin in the context of Europe 2020 and the new MED programme
- ✓ Promoting the protection and valorisation of Mediterranean natural resources increasing the impact of territorial cooperation towards mainstream regional operational policies
- ✓ Contributing to the elaboration and the promotion of a shared vision by Mediterranean peoples about their woodlands

### 4 thematic axis 13 MED projects capitalized and the participation of 14 partners and external experts

Integrated land management scheme for the conservation and valorisation of Mediterranean natural resources



Be natural, be sustainable

## 6. Internal communication of MEDLAND2020

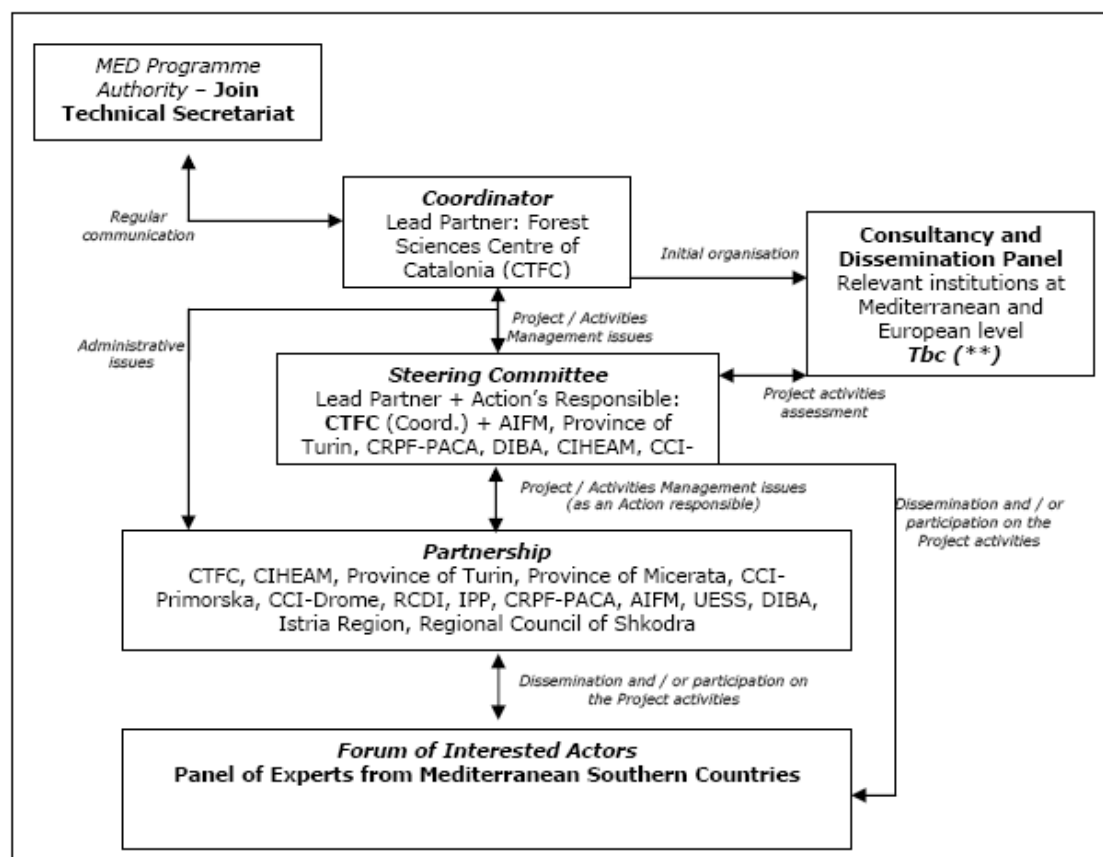
The internal communication of MEDLAND2020 will be implemented through the MEDLAND2020 Governance model (see figure below).

Communication activities will be coordinated by the correspondence partner responsible of *Phase.2.1 Building up the information and dissemination of the Project* and organised through the Steering committee.



The Dissemination Plan of the MEDLAND2020 project will include easy instructions for partners for a coordinated communication action of the Project, considering also formal issues as the corporate image, use of logos, etc.

**Figure 2. MEDLAND2020 Governance model**



In order to ensure and facilitate the communication flow within the partnership, the following communication principles are applied within the project:

- ❖ The official language of the partnership is the English. For local events and national promotion of outputs, the partners can translate the materials into their local language in the line with the budget allocated to translations into local languages.
- ❖ The preferential form of written communication is electronic mail.
- ❖ The minutes of all formal meetings of the project shall be made available in writing no latter than three (3) weeks after the date of the meeting. Before every meeting responsible person for minutes will be assigned.
- ❖ All written documents shall use the corporate identity of the project.

**Communication flow with the partnership:** Each partner should identify the main contact person who is involved in the project activities. More than one person is possible for partner and they will be considered at the same level. In the case of any changes of contact persons the partners need to immediately inform the LP. The project mailing list includes all the contacts of all partners.

**Communication with the Joint Technical Secretariat (JTS):** Only the lead partner (LP) directly communicates with the JTS. All questions that partners have should be addressed at the LP who will, if necessary, forward the questions to JTS and send the answers back to partners.

**Communication with National Contact Points (NCP):** All partners should set up a dialogue with their NCP. It is encouraged that a pro-active relationship is established. All partners will have to contact them regarding the national verification procedures, while it is also encouraged that the project is promoted with the national contact points.

**Communication with National controllers:** All partners must get into contact and set up an active dialogue with the national controllers in their countries in order to ensure that reporting of incurred costs and public procurement procedures are in line with the national legislation and the national control system requirements.

**Partnership meetings:** Partnership meetings are very important tool for project communication. Among others, obligations of partners are the following:

- ❖ be present at all project meetings (with the person in charge of the project activities)
- ❖ participate in the preparation of the meeting minutes of each project meeting (especially WP leaders) which will be encompassed into final project minutes by the lead partner;
- ❖ sign the attendance list;
- ❖ pay their travel costs (plane tickets, per diems), accommodation costs and meals (except the ones organised by the organiser of the meeting if any) to attend project meetings and events on project level;
- ❖ all other organisational matters are set by organising partner and LP.

The organising partner has to:

- ❖ organise and pay for the rental of conference room as well as all other costs connected to the organisation of a project meeting/event (printing of materials, audiovisual equipment, laptops, catering etc.);
- ❖ suggest most appropriate hotels (close to the meeting point) and airlines or other ways (local transport etc.) of reaching the place.

**Giving directions on work:** Responsible for tasks and activities, phase coordinators, component leaders and LP are obliged to give directions on work to respective partners that are assigned to their tasks and activities. All responsible have to coordinate their work and instructions with phase coordinators, component leaders and LP in progressive way as seen on Organisational chart. When the directions are set they are send to respective partners.

The directions have to be send to partners so that there is enough time that they can fulfil the work. The deadlines have to be set reasonably and reminders about the deadlines have to be send one week before the deadline and additionally if that is necessary. Every partner is obliged to respect the deadlines, because this is crucial to fulfil the tasks and activities within consortium of 14 partners.

## 7. Monitoring and evaluation

Project communication will be continuously monitored both on project and on partner level. Each partner collects all media clippings in his region. This media coverage is one aspect for reporting in every Project Report. The responsible project communication manager reports about past and future communication activities to the project monitoring. Media coverage will be done and presented in all project reports as well as at the meetings of the steering committee and relevant task force meetings.

To evaluate the impact of dissemination activities the responsible project communication manager will ask and gather all the mailing list and addresses used by each partners to promote specific topics, tools and best practices relevant in partners single project and used to build the common management scheme to protect natural resources in Mediterranean area. The project communication manager will use this data to extract a sample. The sample will be used to organise phone recall and asked to the addressees: if they appreciate the products received, their contents, their utilities. In this way it will be possible to have an evaluation and measure of the impact of our strategy dissemination plan.





## Annex 1. Use and Operational Guidebook of the Visual Identity





# MEDLAND 2020

## VISUAL IDENTITY

### USE AND OPERATION GUIDEBOOK





# MEDLAND 2020

## VISUAL IDENTITY

USE AND OPERATION GUIDEBOOK

The graphic of MEDLAND 2020 project will check the consistency of visual identity in different media information and internal and external communication by developing different rules for using and applying for the new logo.





## MEDLAND 2020

VISUAL IDENTITY  
USE AND OPERATION GUIDEBOOK

### LOGO

The Medland 2020 logo in a circle, symbolizing the globe focusing specifically on the Mediterranean Sea.

The circle, the globe, the target ... it is also the core of the various projects Medland 2020. The concept of territory is reinforced by the map next to the logo.

The objective of MEDLAND 2020 is on the center of the visual identity.

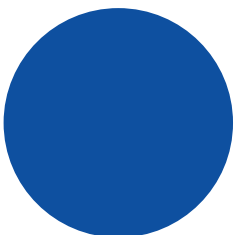
### COLORS

Two colors are used, but the sea pounding white can interpret visually as a third color.

The typography is defined by a dense but light blue. The globe in a dynamic green anise.



PANTONE 382 C  
C 29 - M 0 - J 100 - N 0  
RGB 202 - 212 - 0



PANTONE 287 C  
C 100 - M 68 - J 0 - N 12  
RGB 0 - 75 - 147





## TYPOGRAPHY

Typography is the choice of typography tiny Caviar Dream.  
The smallest 2020 fits vertically in an identical but fat typo.

Generally try to keep the typography for the titles of documents or by an oncoming typography as ITC Kabel Book.

TITLE (CAVIAR DREAM RATHER UPPERCASE)  
Subtitle (CAVIAR DREAM LOWERCASE)  
Current text (ITC OFFICINA WITHOUT BOOK)

TITLE (ITC KABEL BOOK RATHER UPPERCASE)  
Subtitle (ITC KABEL BOOK LOWERCASE)





## MEDLAND 2020

### VISUAL IDENTITY

USE AND OPERATION GUIDEBOOK

## USES

The logo will not be deformed in its aspect.

Dark background it will fit on a white rectangle under the provisions set out below.





# MEDLAND 2020

## VISUAL IDENTITY

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### USES GRAYSCALE

Possible use grayscale  
Black 100% Black 40%







## MEDLAND 2020 VISUAL IDENTITY

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### EXAMPLES OF DIFFERENT COMMUNICATION MEDIA



Note Cards and visit Card  
Mail header



Projet cofinancé par le Fonds Européen  
de Développement Régional (FEDER)

Project cofinanced by the European Regional  
Development Fund (ERDF)



A large, light yellow circular background that contains a white silhouette of the Mediterranean region, including the coastlines of Europe, North Africa, and the Middle East. This background is centered on the page.

TITLE

(CAVIAR DREAM RATHER UPPERCASE)

Subtitle

(CAVIAR DREAM LOWERCASE)

Current text

(ITC OFFICINA WITHOUT BOOK)