

EC LOGO
(Grant Agreement n°)

PROJECT LOGO

Project
Deliverable

Name of the project

Title of Deliverable

Grant Agreement Number			
Project acronym			
Work package			
Deliverable			
Title			
Author(s)			
Revision		Final Revision	
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Number of Versions		Final Version	

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1 INTRODUCTION

1.1 About the project

Explain the essential objectives of the project and how the communication will support to achieve these objectives.

1.2 Strategy

Develop a strategy that answers the 6 key questions:

- *What do you want to communicate?*
- *Who do you want to reach?*
- *How do you want to do it?*
- *When are you going to do it?*
- *Why do you want to do it?*
- *How far do you want to go?*

1.3 Purpose

Describe in detail the means to guarantee maximum communication project results.

Establish a series of objectives as the project evolves. Eg: publicize the project, engagement with target audiences, influence at-the-time decisions...

Include what expectations and benefits you expect from this communication plan. Don't forget that these objectives should be aligned with those proposed in the plan for dissemination and exploitation of results.

1.4 Management

This section should include the organizational structure and management responsible for communication activities. It will also include the responsibility of each partner in the work package

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2 KEY MESSAGES

Develop a series of key messages for each type of target audience taking into account the goals that have been previously marked. These messages will be the basis of the communication activities that are developed. Messages should be short, concise and clear

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3 TARGET AUDIENCES

Identify the different target audiences. List them by categories and define the strategy that will be carried out to reach these audiences.

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4 CHANNELS

Choose the right channels and to develop a right strategy to reach them effectively.

CHANNELS	AUDIENCE	KEY MESSAGE	OBJECTIVE
Project website			
Open repositories			
Social Media			
Mass Media			
Events			
Channels of other projects			

5 ACTION PLAN

5.1 Communication activities

In this section, the communication activities will be identified. Fill in a table for each communication activity identified with the following fields:

- *Description of the communication action and main objectives pursued.*
- *Target audience: Profile or group to which the communication is addressed.*
- *Communication channels: Identify means or information necessary to carry out the communication of the action in question.*
- *Tools and materials resources necessary for the development of the action.*
- *Schedule: Identify the month/s when it will be the communication action.*
- *KPIs: Define and list the evaluation indicators about this action.*

COMMUNICATION ACTIVITY	
Description and objectives	
Target	
Channels	
Tools	
Schedule	
KPIs	

5.2 Schedule

Include a Gantt chart with the planned planning for the execution of the communication plan.

5.3 Impact and KPIs

It is very important that we take into account the impact criteria that we proposed in the proposal

These criteria should be the basis for developing communication, dissemination and exploitation plans. In this section you will describe how to reach the impact criteria through the communication plan.

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Elaborate a list of indicators that will be used to know the productivity of the actions we are doing. In this way, we can measure, compare and decide what type of communication activities are best for the goals set.

INDICATOR	OBJECTIVE	COMMUNICATION ACTIVITY	RESULT

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6 VISUAL AND IDENTITY BRANDING

Create the logo of the project, its anagram, its color, its typography, its website, its brochures and everything that helps identify and recognize it from other projects.

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7 REFERENCES

This section will contain all information of interest for the preparation and validation of the document.

ANNEXS