

WP Dissemination

Diesis/ May 16, 2019

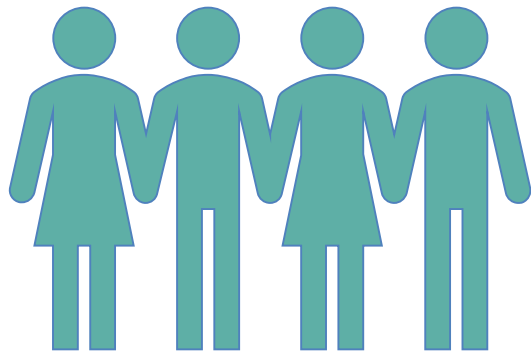


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AIM OF THE PROJECT



To identify and to highlight success stories where information, consultation, and participation rights have been key catalysts in tackling a situation of crisis that, thanks to employee involvement, successfully develop in a business transfer to employee.

COMMUNICATION STRATEGY

WHY
WHAT
WHO
WHEN
HOW
WHERE

- Goals
- Target
- Dimension of the action
- Tools
- Work plan

MAIN COMMUNICATION GOALS



- To promote the results of the analysis to a **wider audience** and to multiply the project results
- To spread **knowledge and information about employee involvement** in moment of business crisis leading to business transfer and workers buy-out experiences
- Raise awareness on the importance of **information, consultation and participation rights** as a factor of success for the business transfer to employees in SMES;



TARGET AUDIENCE



- Workers (of SMEs, social economy enterprises)
- Trade unions
- Organisations representing Social Economy
- Organisations representing companies (mainly SMEs)
- Policy decision makers (European level)
- Researchers/academics in the field of industrial relations (European level)
- Other stakeholders at national and European level

Indirect target group:

- Public and private stakeholders
- Citizens and public opinion



DIMENSION OF THE ACTION

At European level

The multiplier effect comes firstly from the involvement of a European-level network (DIESIS) able to multiply the dissemination potential of the core consortium, being its membership made up of national networks of Social Economy Employers.

At Local and National Level

It is ensured by the involvement of local organisations with a widespread and multi-stakeholder membership and impact. Furthermore, the local focus will be reinforced by the European and cross-country approach.



TOOLS

- **Logo and visual identity**
- **Website**
- **Social media**
- **Dissemination Materials**
- **Newsletters**
- **Video**
- **Events**



LOGO AND VISUAL IDENTITY



- ✓ A **visual identity design** will permit to communicate in a coherent, clear and institutional way;
- ✓ the design and graphic frame of the project (visual aspect, logo, emblems and flag, EU disclaimer, etc.) will be arranged by Diesis.



LOGO



COLOR GAMA



FONT

IMPACT Regular
Myriad Pro Regular



TOOL BOX, a set of digital materials:

- Personalised and functional templates – mainly Word and PPT- easy to update and adapt, tailored to the target and for multiple uses (e-mailing, web, printed material, etc.);
- Separated graphic elements (single logo, banners of logo, background, image, etc.) to allow partners to include the project's corporate identity to any materials they develop for local implementation.
- In the communication plan will be describe the proper usage of the logo, EU emblems and flag, EU disclaimer, etc
- Tool box will be sent to partners after the meeting





It will be the main point of reference for the Communication and dissemination activities where all information, success stories, reports, communications, newsletter will be accessible, and where events will be announced.

! In order to reach broader audiences, especially at National/local level, all partners should **realise a webpage/section in own website** with basic info on the project in own national language.

www.in4bte.eu ? (It's still free)



SOCIAL MEDIA

SOCIAL MEDIA



- Twitter (especially during the events/Info days)
- Facebook (to keep updated about the projects)
- YouTube (short Videos)
- LinkedIn (newsflash/article)

All PO have to:

- Share posts and tweets on the social platform to emphasize interaction
- Encourage viral amplification (min. 1 mention per month by each partner through its privileged platform).



FACTSHEETS INFROGRAPHICS CARD (A6)



- ✓ Infographic for the project presentations
- ✓ Factsheets for main research findings
- ✓ Cards to successful stories



- Three **newsletters** will be produced by DIESIS with the support of all partners, with the aim to presenting and promoting project activities, results, events
- It will also present the most relevant initiatives involving partners, related to the project
- The newsletter will be done by MailChimp

VIDEO STORIES OF SELECTED PRACTICES



- The project aims at the realisation of a « storytelling » about employees involvement in moment of crisis leading to business transference and workers buy-out experiences across Europe.
- The added value of the In4BTE project is its storytelling approach as a method of explaining a series of events through real stories and videos.



EVENTS

EVENTS

Transnational workshops

4 transnational workshops will be organised in Brussels, Florence, Sofia and Skopje in order to discuss business transfer to employee cases and transfer information on business transfer practices and employee involvement.

European Conference

To discuss the project results and engage discussions with relevant stakeholders and policy makers. Will be held in Spain in February 2020.



Online campaign

- Save The Date for the events
- Promotional cards
- Hashtags of the project;
- Dedicated Newsletters
- News of website
- Articles

Networking

- European networks of organisations that have employee involvement at the core of their interests.
- New cross-related partnerships based on specific needs of the partners.





WORK PLAN

Deliverable	2019										2020										2021			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	JAN	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	JAN	Feb
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Dissemination and Communication strategy																								
Logo and visual identity																								
Newsletter																								
Infographic																								
Partners' webpage (in own website with basic info of the project)																								
Social Media																								
Website																								
Informational Materials																								
Videos																								
Final Conference																								



TO DO LIST



1 Each partner of the consortium sends to Diesis its social media accounts to facilitate the sharing of the posts on social media.
(by 30 May)

2 The creation of the webpage (or section) on the websites of each organisation with basic info on the project.
(by 15 June)

3 Each partner of the consortium has the responsibility to provide content, to relay as much as possible pertinent information to develop website, posts and newsletters of the project.





Thank you.



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