

Communication Plan



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Executive summary

The present document defines the Communication and Dissemination strategy of WIRE, including the different communication activities to be developed, the tools to be employed, the channels to be used as well as the communication roadmap.

It is a living document, and it will be updated reflecting the effects of the project communication activities. Being WIRE a dissemination activities-based project, awareness and communicative impact will be achieved mainly through the activities themselves, through which the key audiences will be reached with the aim to contribute reshaping the historical narrative of anti-totalitarian resistance.

The communication and dissemination plan is aimed at fostering the active participation through the WIRE digital channels, using the project website as a hub to build an interconnected, inter-complementary communication circuit through which the participants will be able to contribute to design and interact with all the materials, tools and resources produced throughout the lifespan of the project.

Introduction

Communication and Dissemination Strategy is a key aspect, as it serves as an essential element in supporting the main and overall objective of the WIRE project to establish a contact link between academic historical knowledge of the role of women in resistance movements, the current memory of these events, the transmission of knowledge in the present and the promotion of historical awareness among the general public.

The main purpose of this Plan is to enhance the vision and outcomes of the project based on an impact-based dissemination and communication strategy.

This Plan is focused around raising awareness of the project and its actions, and the dissemination of WIRE activities to the key audiences. It outlines targets, activities, channels, tools, and timing for both internal and external communication and dissemination.

More specifically, the Plan:

- Identifies and analyse the main target groups potentially interested in the project's outcomes.
- Identifies the possible involvement of different stakeholders during the execution of the project and the actions planned within WIRE.
- Defines key messages to ensure that the WIRE action is received by the main stakeholders.

Above all, **this plan is a practical tool to be used by all partners** to develop their individual and collective communication activities efficiently and contribute to the global objective of the project. The outreach of and engagement with the project will be monitored as an essential part to assess the effectiveness of this strategy and project impacts.

The strategy implementation will fall under the responsibility of a communication manager from the UAB Research Park and will be supported by all partners. This Plan also addresses the potentialities and strengths of each of the project partners. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and of the best way to do it. In addition, most of the partners have access to relevant networks that can be used to reach different target audiences and better communicate the project assets.

Application of sustainability criteria in communication activities

The WIRE Communication and Dissemination Strategy includes a reflection on the optimal use of resources to maximise the positive environmental impacts of communication activities and minimise the potential negative ones.

In this sense, the following principles will be a priority:

- To reduce the material resources used, either through using new digital communication technologies or by keeping the production of material resources to the minimum required.
- To guarantee the use of products and items with as much recycled materials as possible, sustainable materials or materials with guaranteed sustainable production or origins.

Communication objectives

The WIRE communication strategy will target to use effectively, efficiently, and affordable communication tools to increase public and stakeholders' awareness.

An integrated impact-driven approach will be adopted through a multi-stakeholder and multi-channel strategy, with the following specific objectives:

Overall goals

- To **communicate** and **disseminate** the main message of the project and its outcomes.
- To **reach** and **motivate** all target groups and foster their interest in the project.
- To **measure** the impacts generated by the implementation of communication and dissemination activities.

Specific goals

- To create a visible and distinguishable **visual identity** of the project to make it easily recognisable.
- To select the most **efficient communication tools** and make optimal use of resources.
- To **increase public awareness on the activities** and the achievements of the project based on a multichannel approach also exploiting WIRE partners' own communication channels.
- To **generate stories** that will secure wider media coverage at local/national or European level.
- To **engage with the main stakeholders** by implementing dedicated technical workshops and training activities focused on potential adopters of WIRE integrated solution at European level.
- To **keep a close interaction** among partners, stakeholders, public authorities, other EU projects and beneficiaries (SMEs, etc.).

Audiences

To optimise communication and dissemination efforts, it is important to identify and define the target audience who we need to reach so that highest impact of the project results is achieved.

Communication activities shall focus on the target audiences listed below, mostly producers and consumers relevant to this project. Each different target group requires a different communications approach.

The main identified target groups are:

Direct target

- **Partners of the project:** A fluent communication between partners is essential to succeed on the project performance, keep all partners fully informed about planning and work progress, existing or potential problems, to overcome any issue and to reach the objectives of the project.
- **Students under 18 years of age:** They will be direct participants of the educational activities and their views are crucial for the design and development of those actions (repository of life stories, local activities).
- **Young adults:** Direct participants of the Memory Route and the final event in Barcelona.
- **General public:** People with interest in history participating in the local activities open to all audiences.
- **Memorial and victim institutions:** Collaborating with all the phases of the project, these organisations are a key actor to co-build the narratives of female resistance. Their engagement will be essential at the final event in Barcelona.
- **Academia, scholars and scientific agents:** Research institutes and universities are important to ensure a successful academic conference. They can be interested in the project's developments, which can be beneficial for their own research activities.

Indirect target

- **Policy makers and local authorities:** To ensure an adequate acceptance and dissemination of the new narratives generated within WIRE.
- **Media:** Offline and online media. Sharing of information should be done on a local, regional and national level.
- **General public:** The general public will be informed about the results and impact of WIRE through general communication activities.
- **Other EU Projects:** Networking activities with other multi-actor projects. We will get in contact with these initiatives and projects and ask for mutual

exchanges of information and promotion of the projects to their respective audience (in newsletter, on websites, through social media, etc).

Key messages

Key messages are the foundation of our communication strategy and should be used in all communication activity. The nature of the messages will be targeted to a different audience and will have a different thematic adaption for each of the objectives defined in this Communication Plan.

Main message

- WIRE will contribute to reshaping the narratives on female antitotalitarian resistance in Europe.

Messages for each target audience

- **Partners of the project**

- WIRE will place the role of women -both as agents and as victims- at the centre of present-day historical narratives of anti-totalitarian resistance in Europe.
- There is a need for reliable data to provide historical narratives with data about the female participation in the different resistance movements around Europe.
- The new tools provided by WIRE will contribute to making visible their histories and will provide didactical resources and methodologies approaches and methodologies for contrasting women resistance during authoritarian regimes in the last century aiming at ensuring possible transferability and replicability to other contexts all over Europe.

- **Students under 18 years of age**

- Young audiences are valid and essential agents, and their involvement is key to achieve an egalitarian rereading of the memory of the past.

- **Young adults**

- They have a transformative role and can create a state of opinion and contribute to the generation of better knowledge and awareness about the common European history of Resistance,.
- WIRE will contribute to closing the narrative gap created by the needs identified in educational, informative and research fields.

- **General public**

- They will get in contact -sometimes unexpectedly- with narratives and ideas about the common past and collective memory.

- WIRE approaches the history of Resistance from the perspective of the resistance movements.
- The project is based on the analysis of the role of women in the history of resistance, and the representation and scope of this female participation, thus contributing to a gender-balanced narrative that currently does not exist.
- **Memorial and victim institutions**
 - WIRE actions are developed under a common conceptual ground: an alternative notion of Resistance based on female agency, alternative forms of resistance and the need for a proactive culture of peace.
- **Academia, scholars and scientific agents**
 - WIRE is an activity-based, dissemination-focused multidisciplinary project whose methodology aims to link the identified needs with proposed co-created solutions.
 - The project uses a bottom-up work methodology which brings together the concepts of co-creation, representation, heritage analysis and conservation, narration and historical memory.
 - WIRE will contribute to academic and public knowledge of the history and memory of women's participation in anti-totalitarian resistance in Europe.

Internal communication tools and channels

A fluent communication between partners is essential to succeed on the project performance by keeping all partners fully informed about planning and work progress, existing or potential problems, and measures to overcome any issues identified to achieve the objectives of the project. Internal communication between partners is ensured through:

- **Electronic connections: e-mails, social networks:** Exchange of e-mails is a very simple and usual way of everyday communication among partners, to address simple issues and typical procedures. When it comes to more complicated issues telephone contact might be more suitable and effective.
- **Intranet: Teams** will be used for the maintenance of a private communication tool and file storage and management between partners. The official language of Intranet will be English.
- **Meetings:** The Steering Committee is the main decision making, monitoring and supervisory body of the project. Each participant shall delegate one member into the Steering Committee. Each member will have one vote in the Committee. In that way quality and efficiency is ensured for all project activities, within time and budget availability.
- **Telephone contact:** The most effective way of communication is for stakeholders to meet in person. This is not always possible due to the

distances that stakeholders need to travel and the associated costs which the project cannot afford. Some decisions or project issues will not be able to wait until a forthcoming meeting to discuss and therefore a telephone conference call will be made. The lead partner will organize multi-conference calls with partner stakeholders as required. Reduced travel will also limit the impact of the project carbon footprint.

External communication tools and channels

During the project lifetime, partners will make use of the below channels and activities to promote WIRE.

Language is especially important when communicating with the public. Thus, the project takes the approach of publishing project updates in English (project website, social media, etc.) and in national languages (project partners websites, publications on local newspapers, printed material, etc.).

All communication materials must mention the funding acknowledgement: "Funded by the European Union".

Visual identity

The visual identity has the main purpose of enhancing the visibility and recognition of the project. It includes the project logo, graphic elements and templates for presentations and reporting.

All project communications should be produced according to a specific chosen corporate design that is to be used by all partners. The same style of corporate design should appear in all products realized in the framework of the project.

This project's style plays with colour, the way of manipulating the image and typography, transmitting rebelliousness and nonconformism.

For the definition of the style several values were considered:

- WOMEN RESISTANCE
- NON-VIOLENT RESISTANCE
- CONTEMPORARY HISTORY
- TOTALITARIAN REGIMES
- MEMORY TRANSMISSION
- UNCONVENTIONAL EDUCATION
- DISSEMINATION
- HISTORICAL AWARENESS
- GENDER EQUALITY

Logo

W!RE Women
in Resistance

W!RE Women
in Resistance



Colours

Black	Pantone P 179-16 C
Blue	#641DFF
Pink	Magenta CMYK #FF0098
Yellow	Yellow CMYK #FFED00
White	

Font

Typographic play is a key element in WIRE graphic image. It was decided to combine two contrasting typefaces: Urbane, a dry stick typeface, chosen for its legibility, timelessness and wide variety of weights, and Punk Kid, with a rebellious and nonconformist character.

Ab

Urbane font

Geometric typography
Clear and readable
Visual hierarchy

AB

Punk Kid

Rebel, groundbreaking
Designed as a decorative
element

Website

The purpose of the website is to serve as the main information gateway for the project. Through the website, general and specialized information will be stored, updated and permanently accessible to interested parties and stakeholders. It will contain information about the project, along with the project's progress, results, and impacts as they are obtained.

In addition, the website will provide information on all project activities, upcoming events and contact details for all project partners in order to facilitate cooperation and knowledge sharing within and beyond the Consortium.

All other communication channels and means will direct the audience to the website, which will hold updated information about the project.

The project will be accessible at webs.uab.cat/wire and it will be developed in English.

The maintenance of the website will be the responsibility of UAB Research Park, who will update it regularly. However, all the partners will provide information, news and documents to improve the content of the website.

The website contains following sections:

- Home
- About the project
 - Team
 - Child protection policy
 - Information about the resources
 - Event description sheets
- Memory Route
- Local activities
 - Italy
 - Poland
 - Spain
 - Greece
- Online exhibition
- Repository on female resistance
- News

Communication kit

The project will produce a communication kit including a leaflet, poster, roll-up, banners, and an overview presentation with general information about the project objectives, approach, partners, and impact. The aim of these materials is to raise awareness of the project, to establish the project's identity and to

guide interested readers to the project website, where more in-depth information can be found, as well as to social media profiles, where the project's progress and activities can be followed.

The poster and leaflet will be distributed at project workshops and conferences, where project members will participate. However, we will try to avoid or limit the use of printouts, thinking well in advance about what printed promotional material is really needed to ensure that it is effective. If it is really necessary to print documents, we will try to use eco-friendly printing, such as ecolabel paper, low-VOC inks, print double-sided, and try to reduce the text and number of pages as much as possible.

Social media

WIRE will create Twitter, Instagram and Facebook accounts and will foster the creation of a TikTok account to be managed by the participants of the Memory Route under the coordination of the Communication Officer of the project.

The content will be generated and managed by PRUAB, in collaboration with consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be efficient in communicating project activities and ensuring a strong presence.

Being active on social networks will reinforce the project scope and improve the aim of the project.

Twitter

Twitter is an outstanding tool for keeping audiences informed about project developments. The content shared will be a mixture of project news, events organised and retweeting of relevant posts from project partners or other stakeholders, as well as small updates from the project's quotidian activities.

The twitter account is twitter.com/WIRE_eu and the content will be essentially targeted towards academia, policy makers and media.

Some examples of hashtags for tweets related to the project are listed below:

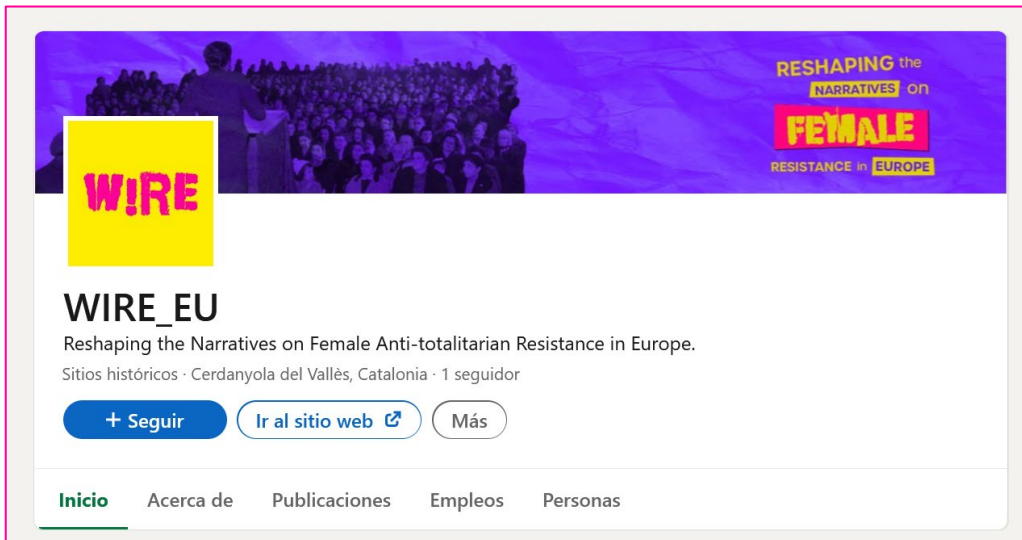
Hashtags: #WIRE #WomeninResistance #EUResistance #ReshapingHistory #MemoryRoute



LinkedIn

LinkedIn is a professional social network and will be used to reach academic and scientific audiences. It can be used for groups and has established networks on specific topics. It will be useful to share content and connect with already established groups on animal welfare and technology.

WIRE will have a LinkedIn Company Page. The address is: www.linkedin.com/company/wire-eu



Facebook

With 2.41 billion monthly active users as of the second quarter of 2019, Facebook is the biggest and the most popular social network worldwide. Therefore, WIRE will create a Facebook page to connect with audiences used to it. It will be accessible at: www.facebook.com/WIREProject

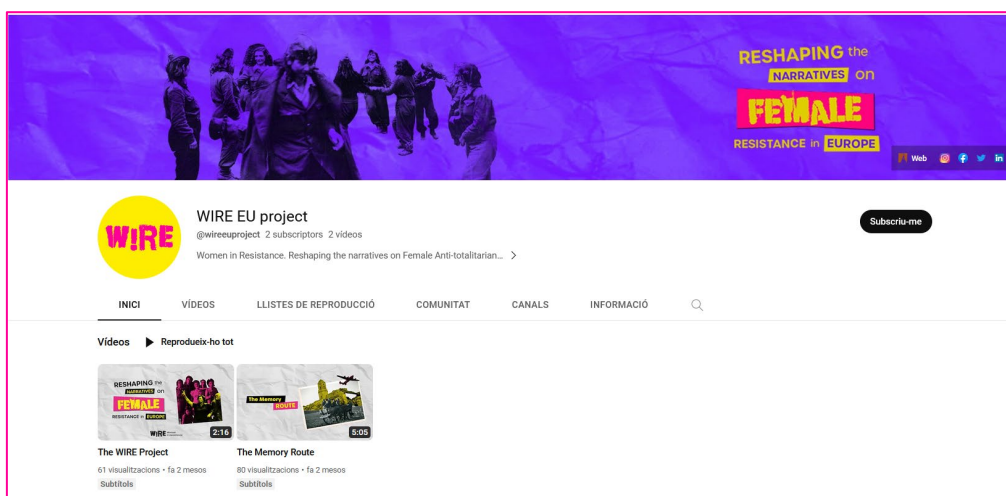


YouTube

A YouTube channel will be created, and easy-to-understand videos will be produced to present the project, its objectives and approach. It will be distributed online via the website, social media and during the activities to engage students. The YouTube channel is accessible at www.youtube.com/@wireeuproject

In addition, audio-visual material of the different actions organized by the project will be produced, including interviews to participants when possible.

The videos will be produced in English with subtitles and, in some cases, in local languages.



Newsletter and direct email campaigns

To increase the impact of the project there will be an electronic newsletter containing the main news and information about the project. There will be a mid-term issue to present the latest results of the projects, success stories, upcoming events, events where project consortium members assist, etc.

The responsibility of managing and delivering the newsletter is UAB Research Park. All partners will contribute to ensure the existence of enough materials to be included in the newsletter. Access to the newsletter will be possible through the project website and delivery through an email subscription. Each newsletter will be circulated by the project partners to their mailing lists and inviting interested audiences to subscribe.

Final event

WIRE will organize a final conference to showcase the results and impact of the project, while engaging relevant stakeholders and setting the scene for the life of these beyond the project lifetime.

The final event will enable the creation of synergies and facilitate the collaboration between partners to obtain more fruitful results.