

# Silver City Communication Plan



2013.

## 1. Description

- **2012 - European Year for Active Ageing and Solidarity between Generations**

The year is intended to raise awareness of the contribution that older people make to society. It seeks to encourage policymakers and relevant stakeholders at all levels to take action with the aim of creating better opportunities for active ageing and strengthening solidarity between generations.

### **What is active ageing?**

Active ageing means growing old in good health and as a full member of society, feeling more fulfilled in our jobs, more independent in our daily lives and more involved as citizens. No matter how old we are, we can still play our part in society and enjoy a better quality of life. The challenge is to make the most of the enormous potential that we harbour even at a more advanced age.

The **European Year 2012 seeks to promote active ageing in three areas:**

**Employment** – as life expectancy increases across Europe, pension ages are rising, but many fear that they will not be able to stay in their current jobs or to find another job until they can retire on a decent pension. We must give older workers better chances in the labour market.

**Participation in society** – retiring from one's job does not mean becoming idle. The contribution of older people to society as carers for others, typically their own parents or spouses and their grandchildren is often overlooked and so is their role as volunteers. The European Year seeks to ensure greater recognition of what older people bring to society and create more supportive conditions for them.

**Independent living** – our health declines as we grow old, but a lot can be done to cope with this decline. And quite small changes in our environment can make a big difference to people suffering from various health impairments and disabilities. Active ageing also means empowering us as we age so that we can remain in charge of our own lives as long as possible.

- **Silver City**

Ageing poses a serious challenge to metropolitan areas of SEE: Increasing number of seniors coupled with low employment rate increases costs for the society (pensions, social services & health care) which is especially problematic in light of constrained public budgets and economic downturn. Growing sustainable communities addressing the needs of seniors require good governance and leadership, realistic and attractive goals, innovative, integrative approaches, a bottom-up involvement and financial resources.

**OBJECTIVES:**

**Long term goal:**

Silver City contributes to developing sustainable communities and growth areas characterized by strong public leadership and human capital, social inclusion and sound urban planning for the benefit of all & in particular senior citizens. Silver City supports priorities in EU Sustainable Development Strategy and EU2020 Strategy linked to balanced local development, social innovation, improved social cohesion through significant increase in senior employment resulting in improved economic performance and more solidarity between generations at local community level.

**Main objective:**

Contribute to socio-economic development of partner cities by creating better conditions for seniors to remain active in the society focusing on financial & institutional aspects, social services and quality of the urban living and working environment.

**Specific objectives:**

1. Revisiting the competences, functions and potentials for municipalities to become main drivers of involving seniors in local socio-economic activities thus contributing to inclusive growth areas
2. Tackle the socio-economic and urban development aspects and other framework conditions
3. Change the mindset of local employers, policy makers and seniors regarding the potential role and value of seniors in contributing to sustainable communities and growth. This involves specific supply/demand matching initiatives and cooperation platforms.

### Main activities:

1. Establish innovative local/transnat. stakeholder platforms with municipalities, employment services, senior representation groups, training providers and local employers, strengthening local/transnational networks, leading to sustainable cooperation models/agreements.
2. Map out legislative/policy framework, strategies, financial incentives, employability and training programmes leading to identification of practices/models to be transferred/tested (City Surveys, Solution Engineering Sessions)
3. Address gaps/needs at transnational/local level and define action/models/approaches maximising synergies to and capitalisation of existing initiatives/projects (Transnational Silver City Action Plan, Local Implementation Plans, EU Policy Recommendations)
4. Test innovative approaches/tools in wide cooperation between through local pilot actions
5. Ensure long-term implementation through exchange, endorsement and follow-up actions (e.g. Local Implementation Plans, Transfer Sessions, guide on cooperation agreements)

### OUTPUTS:

- City Surveys, transfer sessions and Synthesis Report
- Local Implementation Plans with endorsement and guide for cooperation agreements
- Transnational Silver City Action Plan
- EU Policy Recommendations
- Local pilot actions
- Thematic workshops/reports
- Local Quadruple Helix Forums

### EXPECTED RESULTS:

- Highlighted importance of local/regional authorities as facilitators promoting seniors? integration in local communities and in socio-economic activities
- Sustainable cooperation forums/models/agreements on senior employment and innovative community based schemes
- Positive change in attitude of seniors, local employers & the society towards seniors? potential socioeconomic contribution
- Strengthened networks & synergies/capitalisation with other projects/initiatives
- Better knowledge on the necessary senior related measures/policies for enhanced integration of seniors in metropolitan areas addressing urban planning, social & financial aspects

- **Lead partner Zugló**

The XIV district of Budapest (Zugló) is one of the most populated parts of the capital with close to 113,500 inhabitants. The effects of ageing are heavily felt in the district of Zugló with 40 percent of its inhabitants belonging to the age group of 60+ and over 60 percent to the age group of 45+. In 2009 Zugló prepared a "senior strategy" which was finally not endorsed. However, as of 2011 the municipality has renewed its efforts to respond to the economic and social challenges posed by this demographic trend. It has initiated the development of an integrated urban development plan which is to include a strong pillar on senior oriented actions. In addition, successful initiatives already tested in the field of community building have deepened the commitment of Zugló towards an even more age conscious approach and thus fostering seniors' social and economic reintegration became a priority of the district's long term strategy.

The municipality realized that using transnational expertise and knowledge in this process is indispensable to find innovative and attractive models adaptable for enhancing the economic and social involvement of seniors leading to the Silver City initiative. As a local authority Zugló is authorized by the law to act in community matters in the field of urban development, health, education and labour issues and it has the capacity to implement policies on local level, and influence policies on national level. Also, Zugló is a leading member of the Association of Hungarian Municipalities which enables the national level dissemination of project results. Finally, the municipality launches the 'Year of Seniors' in autumn 2013 - spring 2014 that creates excellent synergies with the Silver City project.

The strong determination and commitment of decision makers of the Municipality as well as the professional and management capacities allocated to the project makes Zugló the ideal organisation to lead Silver City.

The current leadership of the Municipality set as a strategic objective to intensively engage in project activities and widen its international network through international projects. For this purpose, an EU Department has been created in 2011 with the aim to merge all project related tasks formerly by managed in a fragmented way, by various municipality institutions. The new centralised project management structure allows for professional operation, a better efficiency and sufficient capacities for further project related activities. The new department currently employs 7 officers competent and experienced with European projects. New staff has been selected with a view to be equipped with the necessary language skills allowing for the participation in international projects.

- **Presentation of partners**

Silver City cities are fully committed to answer the needs of their senior citizens in a way that will bring both economic and social benefits to their ageing population. Local challenges in this regard show strong similarities from region to region just as the approaches and methods by which PPs can handle them. PPs will address Silver City challenges jointly and offer their competences to work together on finding new & better solutions to be adapted later at local/regional level.

The partnership includes 8 PPs, 5 Associated and 1 10% Partner as well as 2 Observers from 7 SEE countries, representing 7 PP regions in a geographically balanced way and ensuring the presence of key players to put into place community building structures/mechanisms, implement innovative senior-specific education and employment programmes. The core partnership builds on local authorities with competence to implement local actions plans (Zugló, Terviso, Burgas, Galati) whereas knowledge providers to bring state of art expertise (El Maribor, CES).

The Quadruple Helix constellation of the partnership (including ASPs and observers) with municipalities, employment services, universities, civil society groups at local and transnational level provide a holistic perspective on integration of seniors in our society. These cities and organisations bring the necessary competences, capacity, and financial framework to carry out this type of project in a truly transnational fashion. The Partnership has been composed to maximize cross-exchange of know-how and to strengthen the local and transnational networks on seniors and employment issues.

## **2. Communication Strategy**

A Project Communication Manager (PCM) is appointed by the Lead Partner and is responsible for delivering communications for the project as a whole and for coordinating communication activities between partners.

However individual partners are responsible for delivering local communication activities within their country/region/city, within the framework of this Plan and the Final Application.

To support the Lead Partner in delivering this Communication Plan, each partner has to appoint a person responsible for communication and dissemination tasks (Communication Officer at local level).

The partnership includes 8 PPs, 5 Associated and 1 10% Partner as well as 2 Observers from 7 SEE countries, representing 7 PP regions in a geographically balanced way. For all these reasons, communication flows are important and shall involve all PPs in a concrete, clear and timely way.

Communication within the project team helps:

- Sharing information that partners need in order to work together
- Information about project progress to identify and react to problems and successes
- Information about decisions and changes within the project and externally (the programme) to ensure all partners have the latest information

The PCM also supervises the smooth functioning of communication amongst partners at a project level and coordinates internal communication activities and manages the tools.

The PCM prepares together with the PM, the PPCP and plans the communication activities for the project's lifecycle.

Project partners shall appoint a contact person (CO) within their own structure/administration responsible for the partner's communication activities related to the project. The CO could be the local Project Coordinator as well.

Partners shall ensure thorough cooperation amongst all COs the timely management and coordination of communication tasks.

- **Target group**

1. 50+ - long unemployed or recently retired or left the labour market
2. 60+ - retired or nearing retirement age
3. Governance bodies: municipalities, public senior service providers
4. Labour market / education policy organisations, competent knowledge institutes
5. Local & regional service provider institutions
6. Private companies / businesses
7. Local & leading EU / transn. networks
8. National level decision makers

- **Messages**

The communications should highlight the ample benefits of stronger involvement of seniors in local socio-economic activities taking an integrative approach to the various aspects of metropolitan areas (urban planning, accessibility, societal and financial aspects).

Key messages should be relayed to the target groups with different intensity: 1) 50+ target: mainly unemployed seniors or those subject to early retirement; 2) 60+ unemployed / retired seniors interested in voluntary schemes or societal involvement. The employers mainly targeted by the project include public/private service providers (e.g. social and health care, NGOs, community services).

Make Silver City message interesting: when communicating about the project, focus whenever possible on the story, on the people and on the added value of your actions. Provide attractive and interesting descriptions that would be meaningful to people unaware of interregional/territorial cooperation issues and provide information that would help increase their interest in the programme.

Define your message (What you want to say) depends on who you wish to address (Who is the target audience) and by what means do you want to reach it (What communication channels do you need to use to pass on the message)?

Some useful tips:

- Define Silver City project message different target groups + selected media.
  - After drafting, but before communicating your message, ask yourselves: could I explain the message to my grandmother in an understandable way?
  - During external communication try to tell a story instead of jumping into boring data.
- 
- **The internal and external communication flow**

The internal communication flow:

The LP sets up a regulated internal communication system to provide for clear and well-documented internal project communication processes, avoiding an overdose of unnecessary information, sharing only questions of a general interest through joint communication. LP project manager is in charge of keeping contact with partner level project managers and financial managers if needed. They should constantly be in touch. Day to day management as well as internal communication is coordinated by the LP.

1.) The project's internal communication language is English. All project level publications, data base and other info will be exclusively issued in the English language. Partners can communicate at their level for the purpose of local/region and national information dissemination about the project in their respective language.

2.) The network technically uses three ways for internal communication:

- Through the mailing list that includes the emails of all project partners (and all involved colleagues). All questions, remarks, suggestions should be initially posted to this mailing list to make sure that all partners are aware of ongoing discussions and to benefit from solutions to questions other partners might raise.
- Using the SKYPE or any OTHER DEVICE, as a free to use phone system among partners. LP will collect SKYPE addresses of partner level Project Coordinators and Communication Officers. To provide SKYPE address is not obligatory, but strongly recommended by the LP.

- Holding meetings during the exchange and learning activities.  
Members of the network will meet at an agreed frequency to evaluate their activities, plan the next steps, discuss and exchange experiences on the implementation of the communication strategy and the overall work plan in general. The results of the meetings shall be documented and communicated to all partners in the form of minutes. The appropriate project partner responsible for the meeting shall prepare the minutes in a template provided by the LP.

4.) A number of ground rules for all communication with regards to the complex multinational and long-distance environment of the Silver City project should also be kept in mind:

- Use simple, clear language that is also easy to understand for non-native speakers.
- Be as concrete as possible – avoid vague messages that can be interpreted in different ways easily leading to confusion or conflicts.
- When using technology, ensure that all partners have technical access/capacity and the skills to use these tools without creating extra work for others.

The external communication flow:

Project publicity and thematic events should be supported by mass media dissemination including press releases and articles coordinated by the LP Communication Manager.

Silver City supports two types of media work:

- 1) Media coverage that supports transnational dissemination linked to events introducing the project's ambitions and final results to a wider audience and to the stakeholders (launch/final conferences, transnat. workshops).
- 2) Local information campaigns, informing the local communities and stakeholders on project milestones and interim project achievements (e.g. pilot actions, good practices, transfer sessions).

**Media communication**, e.g. press & radio/TV broadcast to reach the widest audience, is prepared at an initial phase. LP should establish media lists and coordinate the local media coverage implemented by the relevant partners.

**Press conferences and press interviews** should be arranged in conjunction with project events, supplemented with news releases at both partners and project level. The project should also benefit

from EU media coverage especially in relation to EU Policy Recommendations and the briefing component allowing visibility beyond the SEE region.

**Local media campaigns** follows a joint methodology and are concentrated towards the end of the project to underpin the local value of the transnational work and the manner local results will be utilised at the transnational level. Local media campaigns consist of focused 3-days local ATL (Above the Line) media campaigns focusing on projects main three themes and the benefits of involvement of 50+ seniors in local communities.

The communication campaigns should be assessed and discussed in the final dissemination event. A joint campaign scenario will be outlined and organized alongside ateliers/showcases, exhibitions, TV/radio spots, media interviews and studio discussions with thematic experts, web blogs & professional articles published in specialized media.

The LP/CM has the overall responsibility of Action 2 for which it ensures a harmonized implementation. The LP communicates project outcomes via press releases towards the European media during the project lifetime including key milestones such as project launch, development of pilot actions, outcomes of Quadruple Stakeholder Forums. Press releases will be translated and published by partners into local languages.

Since A2 plans local dissemination campaigns, project partners will be actively solicited to set up their local action plans to implement campaigns based on a common media strategy. Partner municipalities release with the press & broadcasted media by inviting journalists to local events/pilot actions, covering campaign days in the press/TV/radio, and organise press conferences at thematic workshops or at the conferences to communicate on the results.

- **Communication channels**

The computerized management tool also assists partners in internal communication by bringing relevant information and data to a common virtual platform. The LP is responsible for the communication towards external programme bodies, thus the LP is the only contact point towards the JTS, channeling in information from and to the partners as well. As general principle, all communication towards the JTS has to be done in a written format. Under WP2 and under WP5 additional communication tools are defined to facilitate day-to-day internal and external communications.

The image & logo is suggested by the LP/CM and decided by the whole partnership. CM also issue the eNewsletters and main project level publications such as project brochures and leaflets. eNewsletters and publications should be translated by partners into local languages and serve as local editions of the project's visuals.

Partners is actively using and sharing information on website & web tools. The LP/CM is responsible for organisation of the launch and final conferences hosted by the LP in Budapest (Hungary) and should have an overview of the organisation of the thematic workshops organised by responsible partners.

- **Communication tools**

A large set of media tools are at the Silver City partners' disposal and may/shall be used for communicating on the Silver City project:

The official programme logo and EU logo together with the project logo forms the project's identity ("branding") to be used by all partners in all their activities and communications related to the project. Please note that if your FLC requires, additional visual elements shall be obligatory.

"Branding" facilitates gathering partners, activities, presentations, etc. under a unique identity which significantly increases the visibility on the Silver City project and underlines its main message. The official project logo and its applications, are described below, EU publicity requirements (official logos) are described and downloadable in the South East Europe Transnational Cooperation Programme. Corporate identity will also be promoted through a variety of promotional materials (i.e. bags, folders, etc.).

**a) Project Logo**

The project logo is its identity. The below one was chosen by project partners. Colors of the logo harmonize well with EU and Programme logos, and the stars refer to the EU as well.



Using the Logo:

- **in everyday communication** - The Silver City logo shall be used in everyday communications of all-kind. Templates for presentations, letterheads, folders & covers will be provided to all partners and shall be used without changes. It is essential that the “project identity” is integrated to all internal or external communication materials.
- **as a promotional tool** - The Silver City project identity shall also be used as a promotional tool to inform about the project, and may be included in promotional materials i.e. publications, leaflets, bags, gifts, etc. Any promotional material produced for the project shall be provided with the Silver City logo on a clearly visible emplacement.

The PCM shall be informed by email ahead of any publication, folder, gift, promo material, etc. to be ordered for production/reprinting by partners in their respective countries, in order to verify the latest versions available. **Each partner shall keep one piece of all communication and promotion material for progress reports, document it by audio-visual tools.**

**b) Website and social networks**

Therefore the official Silver City website is: [www.silvercity.eu](http://www.silvercity.eu) which is a core element for the dissemination of information and outputs of the project. Updated monthly by the PCM, it comprises the “meeting point” for every external communication action.

The **project website** contributes to brand Silver City and connect it to both professional and social networks as well as partner organisations websites expanding the audience and regional coverage.

Silver City project has appointed two social network pages.

**c) Publications**

A set of publications should be produced to diffuse information about the project and its results and to communicate on the role of partners as well as on the financial support of the European Commission and the SOUTH EAST EUROPE PROGRAMME to the project’s activities:

- **Leaflet:**

LEAFLET after the project launch by the LP, to introduce the project, its objectives and the partnership. This should be translated to national languages and edited by local actions by project partners (local, interesting news added), and disseminated by city partners in **300 pcs each**, on national languages. Thematic Partner should create an electronic leaflet 4 pieces, one piece for every workshop in Hungarian and English.

- **Articles** – minimum 6 - written articles, as opportunities arise, for the appropriate technical/academic press, drafted by the partners and the Lead Expert.

- **Press Releases:**

S should be published every time a project-related event takes place. PCM defines which transnational activity needs press release activity and the appropriate partner (responsible for the activity) shall provide an English press release to be translated for partners. But the launching event, the final conference and the project activities must be communicated by press release, as it is written down above.

**Newsletters:** 4 newsletters in English also. Newsletters is drafted by the appropriate lead partner. Newsletters is distributed to a list of addresses (in electronically only) provided by the partners and will be uploaded onto the webpage. Other partners (not the organizer of the appropriate event) have to translate and give a professional layout for the national language newsletter. All partners are invited to provide detailed information (including dates) concerning their local activities and thus enlarge the given English format. Silver City partners shall also provide contact lists for journalists, local/national stakeholders, beneficiaries etc. for a newsletter mailing list. The first newsletter will be sent to all the mailing list with recipients confirming their wish to receive subsequent newsletters.

#### **d) Press Conferences**

Lp is responsible for organising the launching conference and final conference. And also responsible to distribute one brochure for the launching conference in English and Hungarian. Responsible for editing an international press release for the final conference.

- **Indicators**

<b>Description</b>	<b>Type</b>	<b>Mandatory</b>	<b>Measurement unit</b>	<b>Base value</b>	<b>Target value</b>
Indicators					
01. No of articles/appearances published in the press and in other media (including online media, TV, radio)	output	No	no.	0.00	6.00
02. No of press conferences	output	No	no.	0.00	2.00
03. Average of hits per month on the project?s website	output	No	no.	0.00	250.00
04. No of publications produced (editions, specify: e.g. folder, newsletter, brochure, report, guideline, handbook), No of copies disseminated	output	No	no.	0.00	9,100.00