

SEE PROJECT DONAUREGIONEN+

COMMUNICATION PLAN

BACKGROUND

PROJECT OBJECTIVES, GOAL

ARGE DONAULANDER - WGoSP elaborated in 1994 a model of the concept of the development of Danube regions, cities and ports. The model consists of 3 phases. Each phase is divided into 4 sectoral general schemes namely (a) Environment, (b) Settlement Structure & Human Resources, (c) Transport & Technical infrastructure and (d) Economy. Each phase ends with integration of particular sectoral approaches. According to the ARGE plan the Donauregionen project, which was implemented in Interreg II B CADCES programme represents the 1st - analytical phase. The presently submitted project Donauregionen+ represents the 2nd - synthetic phase with Joint Danube Regions Development Strategy (D+ strategy) as the main project objective. The 3rd - implementation phase, the last one according to the model will be Donauregionen++ project, with the support of implementation of the D+Strategy in the planning of involved Danube regions, cities and ports.

Donauregionen project has identified specific indicators and consequently disparities within the Danube NUTS 3 regions. After additional mapping of their strong and weak aspects the regions have been given to following clusters (developed, stabilized, stagnant and depressed regions). This shows a big disparity between the middle and lower Danube, between metropolitan agglomerations and rural regions. Stagnant and depressed regions represent mainly rural regions with weak accessibility, specifically across Danube, as a state border. The planning contribution to the overcoming of this problem is the challenge of Donauregionen+.

Identification and mapping of the strategies of Danube NUTS3 regions, represents the support to the process of conversion of existing cross-Danube (mainly also cross-border) extensive settlement structures of mainly smaller centres into attractive polycentric cross-Danube growth areas, respectively their linking with Danubian metropolitan agglomerations.

General objective of this phase of the ARGE DONAULANDER concept is the description of the potential of the middle and lower part of the Danube and its importance for Europe as an important development corridor. The specific objective represents elaboration of the Joint Donauregionen Development Strategy (D+Strategy), having in mind the scenarios of the ESDP for this part of Europe. This requires common cooperation of planners of involved countries based on ARGE. The specific objective of the project will be achieved through the combination of (1) bottom-up approach activities based on identification and evaluation of existing strategies (1a) of Danube NUTS3 regions, (1b) of existing euroregions and (1c) of bigger Danube cities and ports and (2) the top-down approach activities connected with identification and evaluation of relevant spatial planning and regional policies, documents and systems of (2a) European and (2b) national importance.

Project represents an attempt of integration of existing relevant European, national, regional and key local strategies in order to support Danube regions, towns and ports, which are in a bad economic situation, but have the potential for sustainable development as centres or ports of the Danube. To achieve this the project will improve communication between the planners in Danube region, specifically in the sectors of Natural Conditions, Settlement Structures & Human Resources, Transport & Technical infrastructure and Economy.

through the further development of Metainformation system, project Web site and Geographical information system developed in Interreg IIIB project Donauregionen.

A GENERAL INTRODUCTION ABOUT THE PROJECT AND WHAT IT WANTS TO ACCOMPLISH

The project activities are divided into seven following work packages:

| | | |
|-----|---|---|
| WP1 | Transnational project management and coordination | Project administration, project management and coordination, financial management and preparatory of necessary documentation as concerns the certification of expenditures. Discussion and setting up of the project terminology, development and verification of planning methods and partnership development. Workshops as a main tool of project coordination and partnership development. Workshops concentrate in core areas of potential cross-danube regions |
| WP2 | Communication and dissemination | The core of this WP2 represents setting up of the project communication system and dissemination of its outputs and results. It includes the project website development as well as the design of the project graphical visual system (logo, structuring, graphical elements, fonts etc. An important tool of communication between project partners will have the project WEB. It will have basic informative part concentrated on project administration, coordination, documentation of project events and outputs. Within the project WP2 a project WEBSITE will be developed. It will involve special modules as (a) GIS server module which enables to present GIS data and support to elaboration of geographic analysis of involved partners, especially on cross-danube regions and ARGE sub-regions (b) meta-information module which will continue in development and update of meta-information databases about relevant planning links (data-sources, bodies, institutions and planning documents and reports. WP2 as concern the project web will concentrate of project information system development as concerns the setting up the project web server, its installation, administration, necessary analysis and configuration, including periodical server maintenance. |
| WP3 | Project Data and GIS development | Hence in the WP2 the project web as a server for project GIS and meta-information system will be developed, the WP3 is concentrated on development, update and improvement of the project database. It will involve the update or create a new version of DonauDatenKatalog as a meta-information database of planning activities in Danube space. One of the key tasks will be on the basis of the collected geographical data from the project Donauregionen to improve the quality of the geographical database in order to increase its potential for elaboration of maps relevant to presentation of crossdanube regions. This module will concentrate on data processing, including the periodic update of data on the project server |
| WP4 | Analysis completion | Analysis completion mainly for the new partners of the project which did not participate in the previous DONAUREGIONEN project. Update of existing analysis - adding of new data from the period 2006/2009. |

| | | |
|-----|----------------------------------|---|
| WP5 | Sectoral strategies development | Elaboration of sectoral strategies based on identification and evaluation of planning documents of European and national levels |
| WP6 | Crossdanube Strategy development | The Cross-Danube Strategy Development includes preparation of development strategies for 5 ARGE (cross-border) subregions and 21 Cross-Danube regions, defined in the project DONAUREGIONEN extended also to the territory of new partners regions situated in Croatia, Moldova and Ukraine. The strategies will be created on the basis of identification and evaluation of (1) the local strategies of bigger Danube centres nad ports, (2) Danube NUTS3 regions (3) Danube Euroregions (4) other important Danube stakeholders. For elaboration of each Cross Danube Regions relevant regional partnerships will be set up. The project methodology will propose the detailed procedure of the steps in order to complete relevant strategy. |
| WP7 | Comprehensive Strategy | Elaboration of the Joint Development Strategy of Danube Regions (D+Strategy). It will involve the identification and evaluation of relevant european documents, specifically the ESDP and its development scenarions, national spatial development strategies and concepts and other relevant documents. On this base as well as of the inputs from WP5 and WP6 the D+strategy scenarions will be elaborated. These scenarion will serve for elaboration of conclusion and recomendation of the project towards the planning documents of the project territory at relevant local, regional, national and european planning tools. |

THE “UNIQUE SELLING PROPOSITION” OF THE PROJECT

The project will improve the quality of NUTS3 level indicators of Danube regions in the following sectors: natural conditions, settlement structures, transport and technical infrastructure and economy. The collection of these data including as well as the collection of the national, regional and local strategies will represent the unique data source for further planning activities in the Danube region. These data will be stored in the project meta-information system and in the project GIS. All these information will be available from the project web portal as texts or maps. The target group of potential end users consist in public sector from Danube regional planning agencies, institutions and administrations, in private sector this could be relevant for investment companies, consultation sector and the overall public as well.

WHAT IS THE BASIS FOR YOUR COMMUNICATION STRATEGY?

The basis is the mutual awareness of all project partners. The will be achieved through quality of the communication within the project. To achieve this the set of project workshop will be organize on quarterly basis and a project information system will be developed.

The involve Danube regions are considers as the main project beneficiaries. In order to provide them the most effective information about the project results a special project web site will be developed, two project conferences and project info will be organized.

COMMUNICATION STRATEGY

AIM AND OBJECTIVES

The communication strategy is based on following issues:

(1) Public planning administration and planners as a whole will receive the overview of the state of the Danube territory (basically the regions directly connected with Danube) including the information of the existing strategies on relevant local, regional, national and European levels. Except this they will receive evaluations of these planning documents in terms of their ability to form Cross-Danube regions and ARGE Sub regions as new Danube growth areas.

(2) The special effect of the project will be towards the ESDP, where the Donauregionen+ comprehensive strategy will give comments and recommendations of potential ESDP modifications regarding relevant Danube territory.

(3) The meetings, workshops and INFORM_ARGE tools will give ARGE the potential of further support of the Danube spatial development

STRATEGIC APPROACH

The communication of the D+ is divided in two areas, internal – the communication between project partners and external it means communication project-public.

The communication activities are involved in D+ project in WP1, WP2, and WP3.

The scope of work in the field of communication of the D+ according particular activities is in following table:

| WP | activities | Outputs, events |
|-----|------------|---|
| WP1 | 1.1 | Management of Project Steering Committee (PSC) Organization of Project Meetings and elaboration of Project Meeting Reports |
| | 1.4 | Organization of Public Infodays and elaboration of Public Infodays Reports |
| | 1.5 | Project Workshops organization and Workshop report elaboration |
| WP2 | 2.1 | Development of project Logo and Design Manual Development and management of Project Website |
| | 2.2 | Elaboration and printing of following publications: <ul style="list-style-type: none">• Period publication (introductory and final)• Yearly publication (2009,2010, 2011)• Final Publication (2012) |

| | | |
|-----|-----|--|
| | 2.3 | Conferences organization and Conference report elaboration (Middle, Final) |
| WP3 | 3.1 | Development of information portal |
| | 3.2 | Development of relevant GIS applications |

VISUALIZATION - PROJECT LOGO, WEB SITE (INTRANET, INTERNET)

PROJECT LOGO AND DESIGN MANUAL

Project logo will be elaborated at the beginning of the project. The logo design will be taken from the project Donauregionen, the ancestor of the D+. The Design manual will be elaborated for the basic format of the project documents, presentations, project website, visit cards and project promotion objects

PROJECT WEBSITE

The project web will be elaborated in two phases. Regarding mainly external publicity the passive project website will be elaborated in the beginning of the project. In the second step the project webserver will be setup as a base for project information web portal. This will be oriented to the internal project communication and cooperation. The web portal will have following main components:

- Project GIS
- Project metainfo system
- Project terminology and
- Project methodology and help system.

As the 3rd step the external project website will be incorporated into the project web portal.

OUTPUTS

INTERNAL

Project report will be elaborated in following structure:

- Meeting Report – which will be elaborated by each project partner after each project meeting and will be sent to the LP who will put it in the list of project events (1 page)
- Workshop Report – will be elaborated by project partner responsible for the particular meeting organisation and will be sent to the LP who will put it on the project website.
- Conference Report – will be done by LP and project partner responsible for project organisation. The conference report will be put on the project website.

EXTERNAL - PP (PROJECT) PUBLICITY

Project publications will be elaborated in following structure:

- Period Publication – 2 report – introductory (description of the project objectives, structure of activities and description of expected outputs, results and impacts) and final (description of the achieved project outputs, results and conclusions and recommendations). These reports will have each max.16 pages.
- Yearly Publication - 3 report – 2009 (period 1 and 2), 2010 (period 3 and 4) and 2011 (period 5 and 6). These reports will have approximatively 50 pages.
- Final Publication – this report will be elaborated at the end of the project and will give the detailed information of the project results and outputs. It will have approximatively 100 pages.

EVENTS

INTERNAL - PP PP

Working Meetings – these events creates the basis of the project partnership. There are organised by the visits of the LP with individual PPs, by the meetings of PSC and working meetings and workshop in specific WPs, organised additionally to the project workshop and conferences. It is expected that specifically for elaboratin of the WP6, where cross danube working workshops for strategies of the CDRs will be elaborated a lot of working meeting will be organised. Each working meeting should be documented in the form of the report and put in the project list of meetings (i tis expected it will be a part of project web portal).

There will be 14 project workshop during the project, which will be organised quaterly. Each workshop will be documented in the workshop report which will be presented on the project webdite.

EXTERNAL - PP (PROJECT) PUBLICITY

There will be 2 project conferences during the project, middle conference in 02/2011 and final conference in 03/2012. Each workshop will be documented in the workshop report which will be presented on the project webdite.

Public Info Day's will be organised in specific project regions according hte needs of the project. An info day report will be done and puta t the project website.