



DELIVERABLE 4.1.1

**COMMUNICATION STRATEGY for EDU-RAIL
PROJECT**



European Union
European Regional
Development Fund

1. Introduction

The overall objective of the project is to reduce fragmentation of railway engineering and logistics VET in the region by jointly developing aligned specialisation modules that take into account the needs of the regional labour market, including shared challenges of further integration with European Railway system and joint regional aspects.

The communication plan is a tool for making most of project communication. It is to support project implementation and can be used to further elaborate and better plan the communication work in the project.

Communication is a common responsibility of all project partners to ensure efficient dissemination of the project results and outcomes. Dissemination will take place throughout the project period and all partners will be active participant in this task.

Effective communication will help to deliver project's overall objective, engage successfully with stakeholders, communicate the results of work as well as ensure people understand the importance of project.

2. Communication objectives

Communication is a common responsibility of all project partners to ensure efficient dissemination of the project results and outcomes. Dissemination will take place throughout the project period and all partners will be active participant in this task.

To ensure effective communication the Communication Strategy is worked out by TTI in cooperation with the management team. Communication Strategy details the relevant message for each target group, the methods of taking the message to the target groups and the measures to monitor the communication process to ensure it succeeds.

The project webpage is set up on the TTI webpage to reach stakeholders and cooperation partners as well as wider public. Communication seminars will be organised in all 3 partner countries to present project final results to stakeholders. Dissemination includes communication with target groups, presentations, articles. In addition to direct contacts of all project partners the Steering Group will be a valuable support to the project in providing access to new networks and acting as catalysts for the change through analysing the achieved results and spreading information about them.

The modules will be also disseminated to other railway education institutions in the neighboring countries of the Central Baltic region in order to facilitate common understanding and cooperation in railway VET.

The project results will be published on the project webpage and also on webpages of all partners. These webpages are run long-term, and thus the materials will be long-term available for use by others. All partners will continuously disseminate project results after the end of the project and will be ready to give further information and consultations.

3. Target groups

The target groups are the main groups of people who are implementing the project as well as those who are of interest to project in reaching its main objectives. Each of your target groups has unique characteristics and needs. Different target groups require different communication approaches.

The main target groups of project and their needs and sources are shown in the Table 1.

Table 1. Target group communication needs

Target group	What do they need to know?	How to identify the need?
Project partners	Understand their own role in implementing the project well How to succeed in project communication	Day-to-day contact within the team. Feedback and evaluation process.
General public	The benefits of the project and European cooperation	Media, social media
Railway related stakeholders	Needs of railway employers, operational environment of the railway	Round tables, interview, questionnaires
Academic staff of higher education and research education/training centres and school enterprise, excluding SME	How the five multipurpose study modules, if implemented in teaching and training process, will meet the needs of employers	Round tables, workshops, interview, questionnaires

4. Strategy and measures to be taken

External communication

- EDU-RAIL web page
- Articles
- Media relations - press releases
- Presentations
- Seminars and events
- Social networking

Internal communication

- Project meetings (Management team and WP meetings)
- Steering group meetings
- Information through project partners ordinary information channels
- Intranet for the project partners
- Articles

The main aim with the communication in the project is to reach the target groups with relevant and correct information so that the project aims will be fulfilled.

All participants in the project are responsible for spreading knowledge about the project aims when communicating with target groups.

An important part of the communication is to share methods, results and knowledge that have been acquired during the project, with the target groups.

Table 2. Message and methods for different target groups

Target group	Method
Project partners	Meetings, workshops, e-mails, web page
General public	Press conferences, press releases, web page, articles
Rail related stakeholders	Round tables, seminars, workshops, e-mails, web page, articles
Academic staff of relevant education and VET enterprises	Round tables, seminars, workshops, e-mails, web page, newsletters, learning materials in the virtual education environment
SME's in the Central Baltic region	Seminars, workshops, information material, networking, web page
Steering group	Meetings, e-mails, web page
Media	Press conferences, press releases, interview, web page
Specific projects and organisations of interest	Via direct contact or events
Joint Technical Secretariat (JTS)	Meetings, e-mails, communication through APM and CPM

5. Work plan

The work plan that indicates the main communications activities is shown in the Table 3.

Table 3. Communication work plan

Activities	Timeframe	Responsibilities
Networking, seminars and work shops	Continuously	LP and all project partners
Information at Steering Group meetings about communication and info status	Continuously	LP
Kickoff meeting in Tallinn	November 2015	LP
Steering Group Meetings	November 2015	LP
	November 2016	LP
Management team meetings	November 2015	LP
	May 2016	LP
	November 2016	LP
	May 2017	LP
	November 2017	LP
	September 2018	LP
Round table with national railway stakeholders	February-March 2016	LP and all project partners
Internal status report	Monthly	LP
Design, logo	December 2015	TTI
Webpage of the project	February 2016	TTI
Local webpage with general information about project	March 2016	LP and all project partners
Country seminars	June 2018	LP and all project partners
Portal with education modules	June 2018	LP and all project partners
Articles	One per year	LP and all project partners

6. Responsibilities for implementation

The responsible persons for work plan implementation are shown in the Table 4.

Table 4. Responsibilities for implementation of communication working plan

Activities	Timeframe	Responsibilities
Networking, seminars and work shops	Continuously	Local project leaders
Information at Steering Group meetings about communication and info status	Continuously	LP leader
Kickoff meeting in Tallinn	November 2015	LP leader
Steering Group Meetings	November 2015 November 2016 November 2017 November 2018	LP leader LP leader
Management team meetings	November 2015 May 2016 November 2016 May 2017 November 2017 September 2018	LP leader LP leader LP leader LP leader LP leader LP leader
Round table with national railway stakeholders	February-March 2016	Local project leaders
Internal status report	Monthly	Content project manager
Design, logo	December 2015	TTI project leader
Webpage of the project	February 2016	TTI project leader
Local webpage with general information about project	March 2016	LP and local project leaders
Country seminars	June 2018	Local project leaders
Articles	One per year	Local project leaders
Portal with education modules	June 2018	WP2 and WP3 project leaders
General coordination of	Continuously	Content project manager

communication activities	TTI project leader
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7. Evaluation

Effectiveness of communication activities is defined by means of indicators listed in Table 5.

Table 5. List of indicators for measurement of communication activities.

Activities	Indicators
Networking, seminars and workshops	Number of local seminars and workshops Number of participants
Information at Steering Group meetings about communication and info status	Presentations at the internal portal
Kickoff meeting in Tallinn	Minute Presentations at the internal portal
Steering Group Meetings	Presentations at the internal portal
Management team meetings	Minute Presentations at the internal portal
Round table with national railway stakeholders	Regional study reports
Internal status report	E-mail
Webpage of the project	Web page
Local webpage with general information about project	Web pages
Articles	Number of articles and other publications

8. Budget

All communication activities are in line with the already agreed budget for the project.