

COMMUNICATION STRATEGY

Project “UrbSpace”

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Info: www.urbanspaces.eu

Authors and co-authors:

IBECS, Dr. Ingrid Belcakova, PhD.

REC Slovakia team



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1 Communicating within the URBSPACE Project context

“Projects have to communicate to the public via the media. What are the main objectives for the day to day lives of the people ?”They have to understand that a lot of money is being spent for their goodwill, but really they don’t understand where the money is coming from.”.¹

1.1 Communication objectives in brief

In order to ensure the coherence of communication activities, the Lead Partner of project UrbSpace, REC Slovakia, is responsible for creating and implementing a **Communication & Dissemination Strategy** for the whole life of the project. The Communication & Dissemination Strategy will be reviewed periodically.

Communication objectives areas follows:

- Helping others to benefit from the UrbSpace, project by sharing **results** and **best practice**
- Increasing an **awareness in the field of** reshaping and revitalization of urban open spaces
- Letting the public know **EU funds** are being well spent

URBSPACE will take a strategic approach to the promotion of active and informed involvement of a range of stakeholders – local authorities, urban planning experts and local businesses – in the process of reshaping and revitalization of urban open spaces important

¹ José Palma Andrés, Regional Policy DG, Directoriat E



for public life of communities. The UrbSpace project will consider the role of the planning system, communities, other stakeholders and delivery bodies.

The above mentioned objectives will be achieved by realisation of the following activities:

- state of art analyses in the participating countries of the principles of sustainable urban development and planning and benchmarking
- definition of relevant criteria and principles for public space design in smaller urban areas with regard to all aspects of sustainable development (environmental, social and economic)
- development of a Joint strategy and tools for sustainable urban spaces involving relevant stakeholders to improve the planning process with respect to accessibility for all
- development and realisation of pilot actions in different central space urban areas – designed and worked out through a participatory process by communities
- ensuring a sound scientific approach and output quality through an international Scientific and Technical Committee
- dissemination of results according to the project Communication Plan throughout the project lifetime at different levels (from local to European) and targeting different actors.

1.2 Communicating URBSPACE results and processes

This plan sets how URBSPACE results and outcomes – tools, strategies and principles in the field of urban planning outlined/developed within the project – will be mainstreamed into the day-to-day statutory and administrative spatial planning work.

The communicating process aims to drive project dissemination towards specific target groups for a better inclusion of project results, outcomes and processes into programming at all levels: local, regional, national and European.

This plan is intended for all partners and organizations involved within the URBSPACE project partnership.

The URBSPACE project is focused also on an *information dissemination* activities starting from a tools development, kick off meeting and having its climax in a final conference that will held in Vienna. The dissemination is planned to be carried out through *actions* in the



specified target area and is planned to follow a Communication Strategy in order *to increase the campaign efficiency and the impact on the wide public.*

1.2.1 Purpose of the **Communication Strategy**

Main *purpose* of the Communication Strategy is:

- to systematically streamline the URBSPACE results, outcomes and processes to stakeholders and target groups in comprehensive fashion, so that they can impact on policy and programming at all levels, from local to European.

The *guiding principle* for mainstreaming is that tools, strategies and principles the field of urban planning outlined/developed within the URBSPACE project should meet the need of the target groups in informed manner and enable them to follow established sustainable spatial planning principles.

1.2.2 **Communication Strategy Objectives**

The Communication Strategy (CS) details the following key elements:

- Coordination
- Communication Objectives
- Target Audience
- Key Messages
- Media Outlets
- Methods and Techniques
- Analysis of Results

CS has various objectives:

- *to identify main outcomes* and results of the project to be transferred;
- to specify mainstreaming *objectives* and *means* of its achievement;
- to support URBSPACE. partnership to address relevant *target groups*;
- to achieve quality information *feedback* by monitoring its activities;
- to offer URBSPACE partnership an opportunity to *evaluate its achievements*;



- to identify possible *roles and responsibilities* of partners.

1.2.3 Adapting the Plan

CS will be updated regularly and adapted by the URBSPACE partnership management at every STC meetings.



2 Communication Strategy

Mainstreaming is the process by which lessons learnt from individual projects or groups of projects are used to influence the policy process at the local, national or European level.²

2.1 Transferring Outcomes of the Project

URBSPACE has specified a *set of activities* to achieve expected impacts.

1. In starting phase the project is aiming at achieving consent and participation of local stakeholders. A preliminary state of art analyses will pursue the definition of gaps and opportunities towards the principal policies
2. From analyses and benchmarking a definition of relevant criteria and principles for public space design in smaller urban areas with regard to all aspects of sustainable development (environmental, social and economic) will be developed.
3. Afterwards the development of a Joint strategy and tools for sustainable urban spaces involving relevant stakeholders to improve the planning process with respect to accessibility for all will be formulated
4. pilot actions will be executed: aiming at applying in some target coastal, urban areas a forecasting development pattern and the previously outlined principles within a the above mentioned approach.

These four basic phases are supported by dissemination and mainstreaming work, conceived as a “process”. Activities are mainly of following *types*:

- Planning activities (studies and strategies, land use and design plans, etc.)
- Networking
- Pilot actions

² Mainstreaming in EQUAL Northern Ireland, p. 90



- Information dissemination and awareness raising and
- Trainings

However, *expected outcomes* [deliverables] of the URBSPACE project activities are various:

- Working documents (studies, reports, minutes);
- Technical documents (criteria and principles of sustainable planning, design documents);
- Strategy and Tools (Joint Strategy, Action Plan for urban planners);
- Events (meetings, trainings, conferences);
- Dissemination material and PR campaign;

Additional *results* of the project are also web page, final dissemination publication, flyers and campaigning materials. Having in mind all that forms different activities will have to be developed to support project efforts.

Project activities will be implemented on local, regional, national and European level. Components of the partnership can spread and diffuse innovations experimented/carried out at project level within their own networks, in the frame of an integrated strategy of intervention. In this sense, it is possible to define 3 levels of communicating: horizontal, vertical and about equal opportunities.

The *horizontal level* is related to activities aimed at transferring project results into bodies similar to those producing the same project results, outside the project partnership among regional or local planning bodies, local development, etc. i.e.

Municipalities (NUTS 5) → City offices

The *vertical level* relates to the transfer of project results from the partnership level towards other levels among decision-makers, strategists, programmers, legislature, etc.: local, regional, national, European. E.g:

Municipalities (NUTS 5) → bodies NUTS 4 – NUTS 3

Finally, about *equal opportunities* level, it is crucial to have an approach towards all diversities inclusion, starting from the gender issues.



Having stating all that, the following chapters are outlined

- *how main outcomes and results of the project will be mainstreamed* to fulfil the purpose of the CS
- what is the *general objective* of the communicating
- what are the *specific communicating objectives* on different levels (horizontal, vertical and concerning equal opportunities)
- what are the *expected roles* of the partners

2.1.1 Mainstreaming Process General and Specific Objective

URBSPACE is following the fundamental goals of European policies, based on three pillars of sustainable development concept, being:

- economic and social *cohesion*;
- *conservation* of natural resources and cultural heritage; and
- more *balanced competitiveness* of the European territory.

To support that, URBSPACE communicating has the following *general objectives*:

- to drive project dissemination towards specific target groups for a better inclusion of project results in terms of sustainable planning principles, outcomes and processes into programming at all levels;
- to plan and develop the transfers of practices and methodologies experimented to the different systems and to European countries.

Following that general objectives, for three different levels of operation, we have identified further *specific communicating objectives* to be followed.

Vertical level:

- To achieve respond by decision-makers on regional, national and EU level
- To establish good resonance to maintain further exploitation of URBSPACE results

Horizontal level:

- To achieve transferability of results



- To achieve exchange of lessons learned among horizontal bodies and organizations
- To maintain utilization of results achieved from the project activities
- To strengthen transnational cooperation and “bottom-up” approach
- To ensure that good practice identified is shared [mainstreamed] between partners and target groups

Equal opportunities:

- Integrating equal opportunities (i.e. gender issues) into all aspects of planning and implementation of URBSPACE activities
- Identifying spatial planning and governance barriers to participation and inclusiveness
- Promoting equal opportunities issues
- Developing monitoring and evaluation on equal opportunities to maintain high level of inclusiveness

Existing URBSPACE management structures will consider above specified objectives in all their actions on different levels.

2.1.2 Key messages

The project key message is a statement, idea, or assertion.

Key messages have to be:

- **Distinctive**

A good message will be immediately appealing to its target audience: it should be strongly worded to stand out from everything else that is competing for their attention.

- **Few, simple**

The simplest messages are the best. They require no effort to understand. Maximum three messages in total

Communicate a small number of clear, concise, consistent and memorable

- **Consistent**



Without consistent messages, communication lack clarity and focus.

- **Concise**

Ideally one sentence per message; maximum two sentences; maximum 25 words per sentence, one idea per message

- **Simple** (easy for anyone to understand), strong, active, positive language, interesting, credible

For the project UrbSpace the following key messages were selected by the project partnership:

„City (Space) for all“

„Thinking urban spaces“

„Making attractive urban spaces-more quality for urban environment“

„Give space a chance - great urban spaces“

„Better place, happy people“

2.2 URBSPACE Target Groups

URBSPACE target groups can be distributed around the three levels. Horizontal and vertical target groups are identified and distributed in accordance with specific interests in spatial development processes. Equal opportunities and gender issue in this concern are of EU importance, clearly connected with URBSPACE.

However specific focus is given to target groups in targeted areas.

URBSPACE communicating and dissemination activities are planned on local, regional, national and EU level.

2.2.1 Target Groups on Horizontal Level

On horizontal level possible target groups are:

- municipalities;
- Policy makers (at a national, regional and local level),



- Regional Development Agencies and Regional Assemblies, and Local Authorities
- Government Agencies such as the Environment Agency
- Developers in the public and private sectors
- Architects and urban designers in the public and private sectors
- Community groups
- Professional and research organizations;
- Universities
- Non-governmental organisations;
- Business/Commercial associations;
- Public Service Providers;
- Individuals

2.2.2 Target Groups on Vertical Level

On vertical level following target groups are possible:

- European, national and local spatial planning decision makers;
- Local communities;
- Planning authorities;
- National decision makers

2.2.3 Target Groups on Equal Opportunities

“Equal opportunities” issues are specifically connected also with spatial development processes – it is reflected in physically distributed space and its accessibility, mobility options and social opportunities. In addition, “social protection is a fundamental component of the European model of society. It can be defined as the set of collective transfer systems which are designed to protect people against social risks.”³

Power of different groups in planning processes is distributed unequally. Thus, to overcome this, additional efforts have to be developed to achieve better results.

³ Communication from the Commission to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions: Strengthening the social dimension of the Lisbon strategy: Streamlining open coordination in the field of social protection, 2003



Therefore following target groups were identified:

- Social inclusion groups;
- Women associations;
- Equal opportunity and/or diversity management groups;
- Social support associations;
- Trade unions.

2.3 Communicating Responsibilities

Following URSPACE management framework the communicating responsibilities can be distributed among partnership:

Partners

- To follow and implement CS main and specific objectives in their local, regional and national activities;
- To exchange information about results and achievements;
- To share lessons learned with other partners;

Steering Committee (SC) and Scientific Technical Committee (STC)

- To provide and steer basic input to the project;
- Evaluating the communicating results and achievements;
- Timely reaction to positive and negative changes;
- Discussing and adapting or updating of CS in accordance with evaluations and assessments;

Management

- Monitoring the CS activities;
- Following dissemination results and impacts (by adapting regular reporting forms and partners delivery schedules);
- Reporting and providing feedback to partners, SC and STC;
- Proposing possible CS adaptations.



2.4 Means of Communicating

2.4.1 Tools for internal communication

The Communication strategy shall serve not only for the for external communication, but also for the internal communication among project partners. Determining what should be communicated to the project partners, when it should be communicated, and how it should be communicated is also one of the aim of the Communication strategy. The internal communication of the project urbspace need to include more players e.g. UrbSpace project coordinators, persons responsible for the financial management, members of the Steering committee, members of the Scientifical technical committee.

Identifying the available communication tools

Since we consider internal communication of the project urbSpace in a broad sense, bellow there are means by which we can affect corporate culture in the direction we want to go:

Paper-based:

memos (internal correspondence), individual 'Delivery Schedules' which will be monitored through the six monthly Project Progress Reporting Process, etc.

Executive:

SC meetings, partner ´s meeting, working meetings, Workpackage meetings, individual meetings etc

Electronic:

E-mail, web sites and intranet



2.4.2 Communicating relevant project contents

To reach the specified communication objectives, three groups of means were identified and are described below. All partners and specifically STC and SC have to ensure that communicating contents are included in documents and planned activities. This is also important because various pilot activities are planned throughout the project.

2.4.3 Events

Local events in 8 countries will be organized:

- To inform about the project result and receive the feedback from key target groups;
- To provide targeted groups with knowledge and skills needed.

Final conference will be held in Vienna (2011):

- To present and discuss project results;
- To strengthen importance of the participatory planning approach ;
- To explore further exploitation possibilities of the project results;

Six SC and three STC Meetings will be held:

- To exchange information on communicating activities;
- To evaluate lessons learned and to adapt project activities correspondingly.

2.4.4 Information Dissemination

In addition to general communication and dissemination activities, URSPACE communication activities will concentrate on two specific tasks:

- PR Campaigns in 8 participating countries
- Dissemination Tools

General communication and dissemination activities have for an objective to provide support for communicating activities throughout the project. To address complexity of the issue and diversity of target groups it is of great importance that these activities are well coordinated and prepared by the project partners.



PR Campaign are concentrated on the development of different activities and will be focused on animation of the identified target groups in 8 project countries.

Main objective of the information campaign is to support the communicating activities of the URBSPACE project, especially in pilot zones to receive sufficient response from the target groups.

2.4.5 Communication Tools

In addition to events, organized by the project, the campaign tools will be designed for local, regional, national and EU level:

- *Focus Articles* about the results, experiences or lessons learned of the project, to be disseminated to local, regional and national media;
- *Press releases* about the achievements and to announce different activities;
- *Press conferences* held at suitable moments, to present project achievements;
- *Newsletters presenting the project outcomes*;
- Exhibitions
- Local meetings and workshops
- *Flyers* about the project for presentations at different project events and other events concerning the relevant issues;
- *Web pages* about the project;
- *Publications* prepared by the project (handbooks, Methodology/Action Plan);
- *posters*
- *Reports* about the project.



2.4.6 Creation of the corporate project identity

To ensure visual identity (including the project logo, headed paper, ppt presentation template) and branding is used consistently and appropriately the lead Partner elaborated Design manual of the project where the unique visual presentation of project is described. The design manual was circulated and it is placed the project web page www.urbanspaces.eu in the partner s area section.



2.5 Action Plan

The table below will be updated and adapted following monitoring and reporting process set by STC.

| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|---------|---------------------------------|---------------------|---|---|--|--|---|---------------|
| | | | WHAT to transfer | HOW to transfer | WHOM to transfer | | | |
| 2.2.2 | Kick of Meeting | LP | The kick off meeting with the establishment of SC and STC and related PR campaign about the project | Meeting will gather partners and experts to discuss open issues and achieve common understanding of the further work methodology. | Project partners | Results will be used by the project consortium | Number of participants at the meeting | November 2008 |
| 2.1,2.2 | Dissemination Tools Development | PP4 | 1 web site, 3.000 copies of the leaflet, final publication project logo | Web site and project logo. Distribution of final publication. | Vertical and horizontal target groups, equal opportunity target groups – and general public. | / | Web site statistics Partners contributions | Oct. 2009 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|---------|-------------------------------|---------------------|---|---|--|-------------------------|--|------------------------------|
| 2.3,2.4 | PR Campaigns and local events | PP5 | Project presentation, press releases, leaflets, catalogues, meetings, workshops, exhibitions, web pages, 8 PR campaigns | Campaigns and local events are concentrated on the development of different activities and will be focused on animation of the identified target groups in 8 project countries. The objective is to support the communicating activities of the URBSPACE project, especially in targeted pilot projects to receive sufficient respond from the target groups. In campaign local partners will use variety of tools to communicate the message to the target groups (focus articles, press releases and press conferences, information sheets, flyers) and web pages, project publications and reports as an additional communication tools. | Vertical and horizontal target groups, equal opportunity target groups as defined in chapter 2.2 | / | Number of press events organized. Number of articles published. Web site statistics. Number of information sheets and flyers produced Number of other media outputs. | November 2008 – October 2011 |

| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|--|---------------------|--|--|--|---|---|----------|
| 3.1.1 | Collection of the existing data Preliminary analysis with the collection and clustering the common principal problems in each of the participating partners countries | PP8 | Detailed report regarding the collection of existing data to allow clear presentation of the data, a comparison and exchange among partners, in-depth analysis. Conclusions will be abstracted for further use in planning procedures. | Partners will carry on the collection of the existing data including legislation, guidelines, regulations and planning documents of various level in cooperation with external experts. Special concern will be given to research under Landscape convention. WP Leader will use analytical reading, logical interpretation and comparison to prepare data for conclusions and further methodological issues. | Project partners Horizontal TG Municipalities (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; | Common Working paper, written by WP leader based on the partners will be published on the project web page. | Number of partners reports, common working paper with annexes | May 2009 |
| 3.1.2 | Specific analyses and benchmarking | PP4 | Detailed reports containing application of the policies and regulations. | Partners will define the main constraints in the field of open urban areas planning and management. Specific interest will be given to weaknesses and opportunities identified by the analysis. | Project partners Horizontal TG Municipalities (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; | Common Working paper, written by WP leader based on the partners will be published on the project web page. | Number of partners reports, common working paper with annexes | May 2009 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|--|---------------------|--|---|---|---|------------------------------------|---------------|
| 3.2 | Definitions of required criteria and principles of public spaces design with regards to all aspects of sustainable development | PP8 | <p>Environmental aspect of the open public space will elaborated taking into the consideration especially the micro-climatic function of the vegetation, threats of the negative impacts of climate change and its possible mitigation in urban areas</p> <p>Criteria for successful public involvement will be listed and sorted using previous experience of NAP. Principles will be described for various kinds of public participation regarding the scale and character of planning process</p> <p>Prevention of crime: Field assessments and proposals for enhancement of the quality and liveability of such spaces</p> | <p>7 Partners will define the following aspects of the urban space planning:</p> <p>Environmental aspect – LP</p> <p>Public participation – PP2,3</p> <p>Gender aspect – PP13</p> <p>Security aspect – PP12</p> <p>Accessibility aspect – PP10</p> <p>Urban design/architecture aspect – PP08</p> | <p>Horizontal TG</p> <p>municipalities (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; Business/Commercial associations; Public Service Providers; Companies.</p> <p>Vertical TG</p> <p>National and local spatial planning decision makers; Local communities; Spatial planning authorities; National decision makers, responsible for preparation of national development framework.</p> <p>Equal Opportunities TG</p> <p>social inclusion groups, Women associations, Social support associations, Trade unions</p> | 6 Working papers, written by relevant leader based on the partners will be published on the project web page. | Number working papers with annexes | November 2009 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|--|---------------------|---|---------------------|---------------|-------------------------|------------|------|
| 3.2 | Definitions of required criteria and principles of public spaces design with regards to all aspects of sustainable development | PP8 | <p>urban planning with emphasis to women and elderly friendly aspects</p> <p>Analysis of public spaces according to CPTED principles, and the ENV 14383-1 Accessibility for all is a very complex topic. So it's essential to define criteria and principles of public spaces design with regards to all common types of disabilities, e.g. physical or sensory impairments.</p> <p>The quality of urban open spaces design along with the architectural details plays the crucial role along with the appropriate needs to local people related functions.</p> | | | | | |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|--|---------------------|--|---|--|---|---------------------------------|-----------|
| 3.3 | Development of a Joint strategy with aim to improve the urban planning process | PP8 | The Joint Strategy will be the synthetical work containing implementation of the recommendations and their adaption and editing into an agreed and 'user friendly' common strategy | Project partners and external experts will work out the Joint strategy based on the previous activities 3.1 and 3.2 (preliminary territorial analyses, definition required principals and criteria) | <p>Horizontal TG</p> <p>municipalities (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; Business/Commercial associations; Public Service Providers; Companies.</p> <p>Vertical TG</p> <p>European, national and local spatial planning decision makers; Local communities; Spatial planning authorities; National decision makers, responsible for preparation of national development framework.</p> <p>Equal Opportunities TG</p> <p>Advocacy groups, Social inclusion groups, Women associations, Social support associations, Trade unions</p> | Development of a Joint strategy with aim to improve the urban planning process partners will be published on the project web page | 1 Joint Strategy in 7 languages | Feb. 2010 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|----------|--|---------------------|--|---|---|--|-----------------------------|----------------------|
| 4.1, 4.5 | Application of Joint Strategy – Pilot project planning phase | PP6 | 10 design concepts elaborated based on the Joint Strategy (act.4.1) along with 20 design concepts (act.4.5) | Partners will realise design concepts with the help of external experts based on the Joint Strategy recommendations | <p>Horizontal TG</p> <p>Regions (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; Business/Commercial associations; Public Service Providers; Companies.</p> <p>Vertical TG</p> <p>National and local spatial planning decision makers; Local communities; Spatial planning authorities; National decision makers, public local institutions, urban planners, politicians and cities' active citizens in 8 countries</p> <p>Equal Opportunities TG</p> <p>Social inclusion groups, Women associations, Social support associations, Trade unions</p> | Elaborated designs will be used during the next phase of the pilot project implementations | Number of developed designs | Nov 2009 – July 2010 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|---------|--|---------------------|--|-------------------------|--|-------------------------|-----------------------------|----------------------|
| 4.3,4.6 | Implement small scale investments (concrete terrain works) | PP4 | The realisation of investment will improve the urban environment and the quality of urban spaces | 15 renewed urban spaces | <p>Horizontal TG</p> <p>Regions (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; Business/Commercial associations; Public Service Providers; Companies.</p> <p>Vertical TG</p> <p>European, national and local spatial planning decision makers; Local communities; Spatial planning authorities; public local institutions, urban planners, politicians and cities' active citizens in 8 countries</p> <p>Equal Opportunities TG</p> <p>Advocacy groups, Social inclusion groups, Women associations, Social support associations, Trade unions</p> | 15 renewed urban spaces | number renewed urban spaces | July 2010 – May 2011 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|-------------------------------|---------------------|--|--|---|--|--|---------------|
| 4.3 | Comparative analyses | PP4 | Evaluation the pilot projects, preparation of case studies input and output of the project. | WP Leader draw the conclusions towards the good practices with the input of partners involved in this activity | Horizontal TG Regions (NUTS 5); Development agencies; Professional and research organizations; Non-governmental organisations; Public Service Providers; Companies. Vertical TG European, national and local spatial planning decision makers; Local communities; Spatial planning authorities; National decision makers, responsible for preparation of national development framework. | Common Working paper, written by WP leader based on the partners will be published on the project web page. | Number of partners reports, common working papers with annexes | November 2011 |
| 5.1.3 | Final methodology-Action Plan | PP10 | The practical Action plan in relation with the aspects of the Joint Strategy and based on the pilot actions evaluation | WP Leader will elaborate the Final methodology-Action Plan based on the previous activities and in close cooperation with all partners | Vertical and horizontal target groups, equal opportunity target groups as defined in chapter 2.2 especially public local institutions in charge of spatial planning, urban planners, decision makers, politicians and decisionmakers | public local institutions in charge of spatial planning, urban planners, decision makers, politicians and decisionmakers | 7 language trainings materials | Oct. 2011 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|------------------|---------------------|--|---------------------|---|---|------------------------|-----------|
| 5.1.4 | E-learning | PP10 | Good practice recommendations in the form of eLearning units | | V public local institutions in charge of spatial planning, urban planners, decision makers, politicians, students | The target group could use it into day-to day working by spatial and urban planning works | 1 modul for e-learning | Oct. 2011 |



| Act.No | Project Activity | Responsible partner | Project Outputs (relevant for communicating) | Tools & Methodology | Target Groups | Exploitation of Results | Indicators | Time |
|--------|----------------------------|---------------------|---|---|--|-------------------------|---|-----------|
| 2.2.3 | Final conference in Vienna | PP6 | <p>As a wrap-up event Forum on polycentric spatial development and project results will be held</p> <p>Direct Forum outcomes will be in form of final forum report, minutes, collection of presentations and speeches, and flyers</p> | <p>Forum will be organised in Brussels with purpose to present and discuss project results with target groups on EU level, to strengthen importance of polycentric spatial planning approach on EU level, to develop further cooperative projects and to explore further exploitation possibilities of the project results.</p> | <p>Horizontal TG</p> <p>Regions (NUTS 2); Development agencies; Professional and research organizations; Non-governmental organisations; Business/Commercial associations; Public Service Providers; Companies.</p> <p>Vertical TG</p> <p>European, national and local spatial planning decision makers; National decision makers, responsible for preparation of national development framework.</p> <p>Equal Opportunities TG</p> <p>Advocacy groups, Social inclusion groups, Women associations, Social support associations, Trade unions</p> | / | <p>Number of participants at Forum.</p> <p>Distribution of participants by target groups.</p> <p>(Evaluation questionnaires will be used)</p> | Oct. 2011 |



3 Monitoring of Communicating Actions

In monitoring activities we will consider following criteria for monitoring:

- *Transferability* of the URBSPACE outcomes;
- *Utilization* of the outputs of individual task;
- *Cooperativeness* among the consortium partners and of the target groups.

Monitoring will be focused on further issues, important for the project implementation:

- *Realization* of tasks;
- *Results* of the project activities;
- *Impacts* of the projects.

Monitoring will provide data for production of following possible indicators per issue, such as:

... Concerning realization

- *Web site*
 - General statistics
 - Number of visitors per city/per measure
 - Geographical location of the visitors
 - Hits per week
 - Number of downloads and most requested files
- *Number of issued publications, flyers and information sheets*

... Concerning results

- *Trainings, workshops, meetings*
 - Number of workshop/meeting participants (per training)
 - Results of the workshop evaluation questionnaires (per training)
- *Target groups feed back*
- *Number of articles in local/national media*

... Concerning impacts

- *Number of Methodology users*
- *Conferences*
 - Number of attendees/participants from UrbSpace Consortium
 - Number of participants.
 - Distribution of participants by target groups.



3.1 Evaluation of the communication activities within the PR campaign - Indicators (act.2.4)

| Indicators | Target for overall project |
|---|-----------------------------------|
| Number Press releases about the achievements and to announce different activities | 30 |
| Number of newsletters presenting the project outcomes produced | 4 |
| No. of incidences of TV or radio coverage | 20 |
| Focus Articles about the project, its results, experiences or lessons learned of the project, to be disseminated to local, regional and national media | 90 |
| Number of Press conferences held at suitable moments, to present project achievements | 3 |
| Number of dissemination meetings and workshops | 13 |
| No. of PR tools (posters, DVD and CD Flyers and brochures about the project for presentations at different project events and other events concerning the relevant issues | 30 |

4 Sharing best practice and exploitation of Project results

At the end of the URBSPACE project a Results Exploitation Action Plan (REAP) will be delivered by the SC to identify results to be utilised and transferred.

4.1 Results Exploitation Action Plan

REC is responsible for preparation of the REAP and all partners in the project will provide requested data for that.

REAP will be multileveled (local, regional, national, EU) and covering different target groups. Thus REAP will provide answer on following questions:

- ✓ How the project partners will exploit these results after the project conclusion;
- ✓ How others could exploit these results in their context;
- ✓ How the research community could exploit the project outcomes; and
- ✓ How different activities could support the deployment of the measures and policy approaches demonstrated within URBSPACE project.

Special attention will be paid to the transferability and utilization of results and methodologies to other cities.

REAP will thus develop clear strategy to enable sharing lessons learned and best practices through the project.

Within the SC meetings a validation session would be held in order to validate the final version of the REAP.

