

Improvement of the management of local hosting VET organisations in touristic sector

HOSTVET



Communication plan and internal partnership guidelines



Table of Contents

1. Introduction	3
2. Project organization - leading and partners	3
2.1 Project responsibilities	3
3. Email contacts for project	3
4. Internal communication – communication methods and response time	4
4.1 Regular communication – EMAIL	4
4.2 Exceptional communication – TELEPHONE, WHATSAPP, SKYPE	4
4.3 Feedback request	4
4.4 Adding documents on Google Drive	4
4.5 Timesheets	4
4.6 HOSTVET periodic reports	5
4.7 Overlapping of communication: Approved document	5
5. External communication	5
5.1 Logo	5
5.2 Website and blog „News from Europe”	6
5.2.1 WEBSITE and PROMOTIONAL MATERIAL- USE OF PHOTOS	6
5.3 Social media	6
5.4 Leaflet	7
5.5 Ebook and paper version of best practices, ebook „News from Europe”	7
5.5.1 Ebook and paper version of best practices	7
5.5.2 Ebook „News from Europe”	7
5.6 Local Events	7
5.7 Individual online and offline dissemination activities of the partners	7
5.8 External and Internal presentations	8
6. Platform Communication – digitalization	8
7. Deliverables plan	8
8. Partner withdrawal	8

1. Introduction

HOSTVET project is focused on sharing best practices and developing new strategies about management of hosting organisations for internship programmes in tourism and cultural and creative enterprises sectors, starting as an example from a territory like Sardinia Island, where the applicant has its local site, that has a very low number of enterprises involved in EU projects and a high need to improve the touristic and cultural sector that is a fundamental resource for its economy.

The aim of the Communication Plan and Partnership Guidelines is to improve internal communication and coordination among partners as well as to indicate the external communication activities, which need to be applied in order to achieve the desired results and to implement smoothly the HOSTVET project. This guideline will identify the internal communication rules as well as external communication means and recommendations.

2. Project organization – leading and partners

Leading Applicant – TIA Formazione- Italy

Partner – Proandi - Portugal

Partner – IED- Greece

Partner – Mad for Europe – Spain

2.1 Project responsibilities

Lead applicant project Manager

Communication and web content coordinator

Administration Management

Proandi coordinators

IED coordinator

MAD for Europe coordinators

Ines Caloisi

Agnieszka Kurzeja

staff TIA Formazione

Paula Sousa, Ana Carvalho

Fenia Kalantzi

Katia Maccarone, Marta Sáez Carlin

3. E-mail contacts for project

This section includes emails of the project partners to be used for the communication purposes:

Ines Caloisi	inescaloisi.tiaformazione@gmail.com
TIA Formazione	amministrazione.tiaformazione@gmail.com
Agnieszka Kurzeja	akurzeja.tiaformazione@gmail.com
Fenia Kalantzi	fkalantzi@ied.eu
Paula Sousa	psousa@proandi.com
Ana Carvalho	dfp@proandi.com
Katia Maccarone	katia@madforeurope.org
Marta Sáez Carlin	marta@madforeurope.org

4. Internal communication - communication methods and response time

In order to ensure smooth and clear communication among partners, all organizations are requested to follow the internal communication rules and the response times.

4.1 Regular communication - EMAIL

The main communication tool in the project is the email. The partners are asked to write always the word HOSTVET in the subject of the email as well as the topic of their message. They are requested to reply to the emails within 24 hours (from Monday to Friday) and to make sure to include in CC the Lead Coordinator or accordingly also all other partners for official and ordinary communication if there are not planned different agreements between partners such as example : respect to the deliverables there are 5 days to reply.

4.2 Exceptional communication – TELEPHONE, WHATSAPP, SKYPE

In case of the need to discuss an issue in detail, a Skype conference can be organized. The date and time of the conference should be agreed with all partners via email. Partners can also use the Whatsapp group for the quick communication purposes.

4.3 Feedback request

Whenever a document is sent for the approval of all partners (e.g. Minutes), all partners must review the document and present their remarks by email within 3 days from the sending day. If the partners have no comments or remarks, they still should reply to the email and inform other partners about it.

4.4 Adding documents on Google Drive

Whenever the partners add a document on Google Drive (e.g. An article for the blog) they must inform the Lead Coordinator, Communication Coordinator and other partners about it via email. In case of articles for the blog „News from Europe”, the article should be also attached to the information email in a Word document and uploaded in the folder ARTICLES COMMUNICATION DISSEMINATION. TIA Formazione will publish the article on the blog. The partners must upload the documents in the right folders, in the format requested.

4.5 Timesheets

Partners must organize a timesheet every month for each staff involved in the project. To prepare the timesheets, the partners will use a template available on Google Drive in the folder TIMESHEET TEMPLATE. It must be sent to the Coordinator through mail to tiaformazione@gmail.com or uploaded on GOOGLE DRIVE-folder named TIMESHEETS these deadlines :

- a. 7 January 2020 (or activities between 1 Oct 2019 and 31/12/2019)
- b. 7 April 2020 (for activities between 1 Jan 2020 and 31/3/2020)
- c. 7 July 2020 (for activities between 1 March 2020 and 30/6/2020)
- d. 7 October 2020 (for activities between 1 July 2020 and 30/9/2020)
- e. 7 January 2021 (for activities between 1 Oct 2020 and 31/12/2020)
- f. 7 Apr 2021 (for activities between 1 Jan 2021 and 31/3/2021)

g. 7 Aug 2021 (for last activities between 1 Apr 2021 and 31 July 2021)

4.6 HOSTVET periodic reports

Period reports of activity completed by each partner must be uploaded on drive in the folder named PERIODIC PARTNERS' REPORTS according to the dates indicated in the partner agreement :

- | | |
|---------------------|--|
| a. 7 January 2020 | (for activities between 1 Oct 2019 and 31/12/2019) |
| b. 7 March 2020 | (for activities between 1 Jan 2020 and 28/2/2020) |
| c. 7 May 2020 | (for activities between 1 March 2020 and 30/4/2020) |
| d. 7 July 2020 | (for activities between 1 May 2020 and 30 June 2020) |
| e. 7 September 2020 | (for activities between 1 July 2020 and 31 Aug 2020) |
| f. 7 December 2020 | (for activities between 1 Sept 2020 and 30 Nov 2020) |
| g. 7 February 2021 | (for activities between 1 Dec 2020 and 31 Jan 2020) |
| h. 7 April 2021 | (for last activities between 1 Feb 2021 and 28 Mar 2021) |
| i. 7 June 2021 | (for last activities between 1 Apr 2021 and 31 May 2021) |
| j. 7 August 2021 | (for last activities between 1 June 2021 and 31 July 2021) |

4.7 Overlapping of communication : Approved document

In case of documents that must be verified by the leading applicant and all partners (e.g. minutes), the final and verified file will contain the extension "**final_verified**" and it will be uploaded on google drive directly by the applicant after having sent the document to the partners.

5. External communication

All partners will promote the project by different communication tools and will be involved in the communication and dissemination activities. The following external communication tools will be used:

5.1 Logo



Vertical logo



Horizontal logo

The HOSTVET logo will be used in all reports, publications, promotional materials and outputs of the project. It can be found on HOSTVET Google Drive in the folder LOGO. All project reports,

publications, materials, outputs and results will include a mention to the support received from the EU using the following logo:

Co-funded by the
Erasmus+ Programme
of the European Union



5.2 Website and blog „News from Europe”

The main dissemination channel of the project is the website <https://hostvetproject.wordpress.com/>. The communication manager is in charge of the website updates. All partners will contribute to the website by writing one article per month for the blog „News from Europe”. The articles must be delivered by the last calendar day of the month to Google Drive in the folder ARTICLES COMMUNICATION DISSEMINATION, in the proper folder of each partner, in Word format. The partners must inform the other partners about the upload by email and attach to the email a copy of the article in Word format. The responsible of communication will publish on blog „HOSTVET”.

5.2.1 WEBSITE and PROMOTIONAL MATERIAL- USE OF PHOTOS

All pictures and photos that will be used on **HOSTVET** website and blog „News from Europe” as well as in other online and offline materials cannot be subject to copyright. The partners are required to check the copyright regulations of the picture before using it or before submitting it to the communication manager. If the partners use a photo from a third source, they must indicate the source of the picture (link) and make sure that the photo is not a subject to copyright regulations.

5.3 Social media

There will be no social media account in any of the social media platforms dedicated to the project HOSTVET. All partners will promote the project HOSTVET directly through the social media channels of their organization (Facebook, Instagram, Twitter, LinkedIn) linking, when possible, the other organisations that have an account on social networks so that it will be possible giving much relevance to the activities. The partners should use the following hashtags: #HostVetproject #KA2 #erasmusplus #EU.

The social media accounts of the partner organizations are:

TIA Formazione

Facebook: <https://www.facebook.com/TIAORGANIZATION/>

LinkedIn: <https://www.linkedin.com/company/tiaorganizzazione>

Instagram: <https://www.instagram.com/tiaformazione/>

Twitter: https://twitter.com/TIA_Formazione

Proandi

Facebook: <https://www.facebook.com/Proandi-Consultores-Associados-Lda-886331744743341/>

LinkedIn: <https://pt.linkedin.com/in/proandi-consultores-associados-lda-32409495>

Twitter: <https://twitter.com/proandi1>

IED

Facebook: <https://www.facebook.com/ied.europe/>

Instagram: <https://www.instagram.com/ied.europe/>

Twitter: https://twitter.com/ied_europe

Linkedin: <https://www.linkedin.com/company/iedeurope/>

MAD for Europe

Facebook: <https://es-es.facebook.com/MADFOREUROPE/>

Instagram: https://www.instagram.com/mad_for_europe/

Twitter: <https://twitter.com/madrideuropa>

Linkedin: <https://es.linkedin.com/company/mad-for-europe>

5.4 Leaflet

A leaflet with information about the HOSTVET project will be prepared by the partner IED. The leaflet will be distributed by all partners to the companies, municipalities, professional organizations, etc. in their countries in order to provide them with more information about the project. The leaflet is available on Google Drive in the folder LEAFLET.

5.5 Ebook and paper version of best practices, ebook „News from Europe”

5.5.1 Ebook and paper version of best practices

The final result of the project will be an ebook with the best practices gathered, which will be available to download online. Every partner will prepare one topic and TIA Formazione will be responsible for the preparation of the ebook. There will be also a printed version of best practices.

5.5.2 Ebook News from Europe

At the end of the project an ebook with the articles written by the partners for the blog „News from Europe” will be created and published. The articles will be divided by months, according to the month of publication.

5.6 Local Events

Every partner will organize one local event in the own city, which will involve the local companies. The date of the event must be communicated to all partners to give them the possibility to participate in the events.

5.7 Individual online and offline dissemination activities of the partners

The partners should disseminate the activities of the HOSTVET project through different online and offline channels that they use. In order to strengthen the collaboration and improve the dissemination, every partner is invited to share the information about the dissemination activities by sending an email with the links to their online campaigns and information about the offline actions.

5.8 External presentations

Internal presentation must be uploaded on FOLDER MEETING PRESENTATIONS” as material of the project. During internal and external presentations related to the project HOSTVET (eg. Meetings with companies), the partners must use the HOSTVET Power Point presentation template. The partners should add the logo of their organisation to the presentation and make sure the logo of the HOSTVET project as well as the Erasmus+ logo are included in the presentation. The template of the presentation can be found on Google Drive in the folder PRESENTATION TEMPLATE. See also Annex 1.

6. Platform Communication – digitalization

Tia Formazione is implementing the use of digital platforms for implementing activities of project, we keep informed about future updates.

7. Deliverables plan

The deliverables plan discussed and approved during the kick off is integral part of this communication plan and internal guidelines. The version of the deliverables plan approved is 20th May 2020, approved in the online meeting by Proandi Portugal.

8. Partner withdrawal

On 13 May 2020 the Belgian partner BELERASM has requested to withdraw from the project. He has contributed to the project in the period October 2019 to April 2020.