

HERMAN



MANAGEMENT OF CULTURAL HERITAGE
IN THE CENTRAL EUROPE AREA

„4CE451P4”

HERMAN-PROJECT COMMUNICATION PLAN

CREATED BY
MÉDIA EGER NONPROFIT KFT.



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

PROJECT BASICS

PARTNERS AND LANGUAGES

Cities / regions / institutions from 4 countries:

- Municipality of Eger (Leader Partner – Hungary)
- National Office of Cultural Heritage (Germany)
- Municipality of Lublin (Poland)
- IRM Institute of Urban Development (Poland)
- Marco Polo System EEIG (Italy)
- Municipality of Ravenna (Italy)
- Province of Ferrara (Italy)
- Province of Treviso (Italy)
- Municipality of Regensburg (Germany)

Languages: English + Hungarian

STRATEGY

Project partner work together to...

...develop and test Management strategies, models, procedures and financial schemes for a better valorisation of cultural assets.

...identify, adapt and create innovative services and functions for underexploited cultural heritage assets to promote their valorisation and protection.

...strengthen Management capacities of partner organisations.

OBJECTIVES

Initial state – Cultural Heritages

→ The management of Cultural Heritages lacks multi-stakeholder and dynamic management structures and models.

- 1. Create a new multi-stakeholder & dynamic strategic management structure** by finding/developing state of art management models ensuring better coordinated, integrated and systematic approach in Cultural Heritage management.
- 2. Exploit the economic potential of Heritage**
- 3. Ensure sustainability** by increasing management skills and knowledge
- 4. Create innovative management strategies** and models for protection, preservation and sustainable exploitation of the area
- 5. Cities generate smart vertical & horizontal cooperation schemes** adapted to the specific character of the sites → by using new & novel governance models → in line with the „conservation through development“ approach

Main objective

→ Communicate and learn from each other and improve the management of Cultural Heritage in the Central Europa Area

COMMUNICATION

WHY DO WE NEED COMMUNICATION?

Internal Communication

- Facilitate project implementation activities
- Facilitate cooperation on project management and operational level

Knowledge sharing

- Learning from each other is part of the project objectives

External Communication/Dissemination

- Getting the information about the project out there
- Draw the attention to the project
- Connecting with the target audience
- Making understand the importance of the project and the possible benefits

COMMUNICATION OBJECTIVES

Internal Communication

- Information brokerage

Knowledge sharing

- Knowledge transfer
- Exchanges of experience

External Communication/Dissemination

- Awareness raising
- Dissemination of results

THE MESSAGE

Moving from conservation to management is the main purpose of HerMan.

- The Central Europe reveals a rich and diverse cultural heritage. For a better enhancement, HerMan intends to improve its management towards a sustainable way.
- This practice will contribute to intensify the attractiveness and the competitiveness of these cities, regions and institutions. That will allow also to better exploit the economic potential of the cultural heritage.
- The project partners have set themselves the main objective of increasing knowledge and expertise in the field of cultural heritage management within the Central Europe area.
- The outputs and the experience of the HerMan Project concern in the first place the project partners. Nevertheless, HerMan intends also to provide solutions to other European cities.

COMMUNICATION CHANNELS

- TV
- Radio channels
- General and specialized press (newspapers, periodicals, magazines)
- Web

COMMUNICATION TOOLS

COMMUNICATION TOOLS

Corporate Identity

The project logo is its identity. The aim of the logo, brand, image is to get people to recognise the project.

Communication Strategies

The Strategies are the strategic tools to raise awareness about the project and to ensure efficient internal communication amongst project partners.

Website

It is a core element for the dissemination of information and outputs of the project. It's the central information platform of the project.

Public Relations

Transnational press releases will draw attention to the project, the partners, the program, the objectives and results.

Local Public Relations

Local communication activities will draw attention to local campaigns and pilot actions.

Newsletter and Mailings

Project Newsletter will be published to give insight in project's benchmarks, events and partner's news. Targeted policy briefings will attract attention.

Broschures and Leaflets

A set of publications will 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 Union and the Central Europe Programme.

Internal Communication

The project partners will facilitate project implementation activities and cooperation on project management and operational level.

Target Groups

- Public
- Political level
- Stakeholder groups

Local/regional

- Decision makers, public officers and technicians of local and regional public authorities linked to the partnership and in Central Europe (political level + stakeholder groups)
- General public, visitors of project partners Cultural Heritages (public)
- Local and regional NGOs, civil initiatives and businesses (stakeholder groups)
- CHM operators in concerned areas (stakeholder groups)

AUDIENCE AND PUBLICATIONS

TARGETED AUDIENCE AND COMMUNICATION TOOLS

Targeted audience

Local/regional → Decision makers, public officers and technicians of local and regional public authorities linked to the partnership and in central Europe (political level + stakeholder groups) → Local and regional NGOs, civil initiatives and businesses (stakeholder groups) → CHM operators in concerned areas (stakeholder groups)

Communication Tools

- Mailings
- Newsletter and mailings (targeted policy briefings)
- Public relations
- Website
- Networking
- Brochures and leaflets

Targeted audience

Local/regional → General public, visitors of project partners Cultural Heritages (public)

Communication Tools

- Website
- Public Relations
- Local Public Relations
- Brochures and Leaflets

DESIGN

Design

Our publications follow the general HerMan design which is published by the HerMan Communication Office, Municipality of Regensburg.

COMMUNICATION TOOLS

Initial and final brochures

The content and the design follows the instructions of the German Partner (Communication Office, Regensburg). Both of the brochures includes the translation of the English text.

Newsletters in e-mail

Five e-mail newsletters will be sent based on the text obtained from the German Partner, or connected to the local events in Eger: events, finishing of an important milestone etc. Target audience is the participants of the project and other people.

Leaflets

Four leaflets will be made based on the instructions of the German Partner, or connected to local events and actions. Printing: two sided coloured (4+4 colours), in accordance with the corporate design. Spreading in city of Eger with cooperation with the project participants of Eger.

PUBLICATIONS

PUBLICATIONS

Web

Common web site: sending information about events those happened in Hungary in connection with the HerMan project.

Local web site: project communication on the official web site of Municipality of Eger, www.eger.hu. Content: presentation of the project, articles, photos, videos in connection with the project.

Press

Appearance two times in professional or national importance news in connection with the development of the project, using corporate design.

Press releases

Three press releases at least, according to the instructions of the German Partner, in Hungarian language. Proposed dates:

1. Conference in Italy, Ravenna
2. Popularization of pilot projects
3. Final conference in Germany, December 2014.

Other promotions

- Poster
- Project demonstration video
- Advertisement video for popularization of the pilot projects

Popularization of the local projects and organizing media campaigns is an important task of the communication partner (Média Eger Nonprofit Kft.) The tools of these activities are TV ads, teletext ads, presenting articles in local and regional newspapers, publication of advertisements. The time of presentation of these activities are depending on the development period of the projects.



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