

**Interreg
Danube Region**



Co-funded by
the European Union



COMMUNICATION STRATEGY

Smart Transport Network for the accessibility of Passengers with disabilities and reduced mobility in the Danube Region through innovative services

Version 1

1. About this Communication Strategy

The Danova Next Communication Strategy is designed to **articulate the comprehensive strategies and specific actions** that will be employed **to enhance the transparency and visibility of the project**. The objective of this strategic tool is to highlight the project's activities, to define the publicity measures to be taken to promote its results and to disseminate its achievements widely, ensuring that the efforts have a high level impact.

The Communication Strategy of the DANOVA NEXT project will help all project partners synchronise their communication efforts to effectively achieve the project objectives. It plays a crucial role in the **efficient dissemination and collective exploitation of the results** of the project activities, ensuring that they reach appropriate target audiences. This strategy is crucial to improve public awareness of innovative transport services suitable for people with visual, hearing and motor disabilities.

To this end, the Communication Strategy outlines clear communication goals and objectives, and identifies the target audiences..

It also establishes deadlines for the various activities and selects the most appropriate communication channels to ensure consistent and cohesive dissemination.

This comprehensive approach ensures that all stakeholders are involved and informed throughout the project lifecycle.

Please note: Communication material should be mainly digital, avoiding print whenever possible and using recycled paper if necessary, approving the use of online channels to disseminate project products and results.

2. DANOVA NEXT in a nutshell

The Danube region suffers from a lack of transport services, barrier-free accessibility and harmonisation between countries in terms of innovation and technology adoption, resulting in social and innovation gaps.

Efforts to improve these aspects have been initiated in some countries, but others are lagging far behind.

Furthermore, while there have been some improvements in physical infrastructure and on-site assistance, digital services related to transport accessibility have not kept up with general developments in mobility services, highlighting the need for substantial improvement in this area.

The DANOVA NEXT project, part of the Danube Region Programme, has the aim of **improving the transport accessibility for passengers with disabilities and reduced mobility in the Danube Region** by enhancing innovation and technology transfer.

Building on these premises, and on the lessons learned in the past DANOVA project results and outputs, this general objective will be reached by:

- **Assessing the needs of passengers** with hearing impairments and people with disabilities and reduced mobility (PRM) and transferring the DANOVA methodology for the definition of the Accessible Transport Strategy in the Danube Region.
- **Creating a smart network** among airports, ports and local urban transport companies, through an application that provides fully accessible Digital Travel Information Services (DTIS).
- Develop and evaluate **customised pilot participatory actions** to improve accessibility of transport in the DR for all disabilities.

3. Target Groups

The communication strategy for the DANOVA NEXT project meticulously outlines methods for effectively reaching and engaging distinct audiences.

It underscores the importance of precisely identifying all relevant stakeholders, which is crucial for aligning communication efforts with available resources.

The DANOVA NEXT project will be addressed to the following **Primary and Secondary Target Groups**:

Target Group	Target Groups
Infrastructure and (public) service provider	<p>A key TG of the project will be airports, ports, transportation providers and authorities in the DR, as the project aims at testing innovative pilot actions and solutions for transport accessibility disabled passengers, while capitalizing on the previous DANOVA project.</p> <p>This TG will then be involved and will directly benefit from:</p> <ul style="list-style-type: none"> • The dedicated replication package; • The Web-based catalogue of best practices and the DANOVA NEXT toolkit; • The participation in the local Focus Groups; • The involvement in the Smart Transport Network and in the use of the DANOVA NEXT application
Interest groups including NGOs	<p>Local and International associations representing visually & hearing impaired users and PRM will be actively involved in the project since the very first phases of its implementation to guarantee that all activities are designed and realized in an accessible and inclusive way.</p> <p>This TG represents in fact the main beneficiary of the actions, as well as a strategic multiplier actor in the dissemination and capitalization of the project outputs and results.</p>
Local public authority	<p>Local public authorities and Municipalities will directly benefit from the knowledge and solutions developed as they will increase their innovation and inclusiveness levels in the field related to transport accessibility.</p>

	<p>They are essential for the dissemination and uptake of the project outputs and results, as they are directly involved in the management of the transport facilities and providers located in their territorial area.</p>
<p>Regional public authority</p>	<p>The involvement of Regional public authorities as a target group is essential to the project, as these bodies are in most cases the owners of ports, airports, railways located in the programme geographical scope.</p> <p>This TG will be involved and will benefit from the transfer and uptake of the project results, as they will be provided with concrete tools and strategies to fill the innovation gap in the region.</p>
<p>National public authority</p>	<p>The involvement of National public authorities will be key as they represent the policy-making level at which decisions concerning social inclusion policies and mobility investments are taken.</p> <p>This TG will benefit in particular from the Macro-regional Strategy, the Web Based Catalogue of best practices, the DANOVA NEXT toolkit, replication package and application, as well as from the testing of the pilot solutions in the transportation sites involved in the proposal.</p>
<p>Organizations interested in adopting the project's accessibility solutions</p>	<p>These organizations, although not directly involved in the DANOVA NEXT project's development or immediate implementation, could still benefit from the outcomes.</p> <p>This would be through adopting the strategies, technologies, and solutions the project develops to improve transport accessibility for persons with disabilities and reduced mobility.</p>

4. Communication Objectives

The general purpose of the Communication Strategy is to outline the steps that will be taken to promote the transparency and visibility of the project, its activities, and its achievements.

This strategy will be helpful in sharing the project's results effectively, to ensure they have a maximum impact and maintain visibility across different countries.

Additionally, for each project specific objective, we can identify the following communication goals:

Project Specific Objective	Communication Specific Objective
1.Strategical framework for accessible transports in the Danubian Region	<p>Expand and share knowledge with infrastructure and service providers, as well as national, regional, and local authorities, about innovative services and solutions to improve transport accessibility.</p> <p>Involve target users as active and strategic stakeholders in defining the macro-regional strategy.</p>
2.Creation a Smart Transport Network for PRM digital accessibility data	<p>Increase interest and participation among infrastructure and service providers, public and private authorities, policymakers, and relevant stakeholders by involving them as contributors and members of the Network.</p> <p>Engage those actors with a long-term perspective, maximising the sharing and dissemination of results at local, national, and transnational levels.</p>
3.Test of innovative services to increase the accessibility of transports in the Danube Region	<p>Raise awareness and engage key stakeholders on the benefits of applying innovative accessibility solutions to the transport sector, also using the replicating package tool.</p> <p>In this process, activating target users and local service providers will be crucial.</p> <p>Communication activities will also help transfer and</p>

	capitalise on the project’s results, using the networks of project partners and associated partners, as well as previously identified stakeholders, for effective dissemination.
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5. Communication Activities

5.1 Overview on Communication Activities

The communication and dissemination plan for the project is designed to be dynamically executed by the partners throughout the project lifecycle, aiming to precisely target the intended audience and maximise the project’s impact.

To achieve this, **a variety of different tools and channels will be employed**, adapted to effectively reach different audience segments and meet specific communication objectives that can be **structured in 3 phases**:

Phase 1	<p>Infrastructure and service providers (ISP), as well as national/regional/local authorities will be targeted at the beginning of the project to expand and transfer the knowledge about the innovative services and solutions to improve the accessibility in transports.</p> <p>Target Users will be targeted to directly involve them as active and strategic stakeholders in the needs’ assessment and in the definition of the strategy.</p> <p>The joint mapping of stakeholders (D1.1.2) will allow PPs to collect a contact list of key stakeholders to be involved.</p>
Phase 2	<p>ISP, as well as public/private authorities, policy-makers will be targeted by the communication activities in order to raise their interest and participation as contributors and members of the Network, especially through a social media campaign, while Target Users will be involved in the realisation of a feedback video interviews with their experiences.</p> <p>Local forums and online participatory labs targeting local, regional</p>

	<p>and national policy makers will be organised for the exploitation of the DANOVA application.</p>
Phase 3	<p>ISP and national/regional/local authorities will be reached to transfer and capitalize the project results to ensure the transferability and sustainability of the project’s outputs, while activating Target Users and local service providers as strategic actors in the process.</p> <p>This will be possible thanks to the realisation of video pills that will promote the results achieved through the testing, the dissemination of the replication package and the organisation of local events.</p>

Furthermore, in order to ensure maximum exploitation of the results, a fourth phase is expected to be implemented once the project has ended.

Phase 4	<p>This communication strategy foresees that the partnership will develop a list of activities to be undertaken after the end of the project in order to promote the Smart Transport Network for passengers with reduced mobility.</p> <p>Regarding the DANOVA NEXT application, the partnership will ensure a regular online coordination meeting of the Smart Transport Network - at least once a year - in order to discuss new solutions and best practices that can be implemented and to promote the exploitation of the network to other stakeholders.</p>
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5.2 Communication Activities and Tools

Activity / Tool	Description	Outputs	Responsible PP	Deadline
Communication Strategy (D 1.1.5)	SOIH will elaborate the project Communication Strategy. The strategy will present communication methodology, target groups to be addressed, stakeholders to involve, visual identity, useful tools and practical actions to be implemented.	1 Communication Strategy	SOIH	30/6/2024
Project	The project website will be hosted	1 Project	SOIH	

Website	on Programme Website and has to be regularly updated with project news.	Website		
Partners' Websites and social media channels	Each partner commits to regularly update its official website and social media channels with project news, events, activities and results. All these channels have to display the project logo and acknowledgment of the EU funding;	Partners' websites and social media channels regularly updated	SOIH (coordination) Each PP (websites updating)	
Project Poster	All Partners are required to prominently display the official Poster within their premises, ensuring it is positioned in a location easily visible to the public.	16 project posters	SOIH will provide a general template Each PP is responsible for the final editing and printing	30/6/2024
Social Media Campaign (D 2.3.2)	Each Partner is committed to promote the project through campaigns on its own social media (Facebook and Instagram).	n.a.	Each partner has to promote the project on its own social network regularly SOIH will be the coordinator	
Users video interviews (D 2.4.2)	Interviews will be realised to be distributed online and through the PPs' social media channels Each PP will be responsible for: <ul style="list-style-type: none"> ● recording interviews with TU in order to collect their experience in using the APP, ● providing English subtitles to SOIH that will be responsible for the editing and distribution. 	16 videos with interviews	Each PP (shootings) SOIH (coordination and final editing)	30/6/2025
Local Forums (D 2.5.2)	Forums will be organised in each Country for the exploitation of the app and for raising awareness among local and regional policy makers. This activity is targeted to: policy makers and key stakeholders.	11 local forums (1 for each Country)	DBV, BUD, APM, SIA, IS AIC, UM, CSCC, DPB, ANSR, BATTI, WU WIEN	30/6/2025
Online	3 Online participatory labs will be organised at Danube Region level	3 Lab	BUD, POK, CSCC have to organise	30/6/2025

<p>Participatory Labs (D.2.5.2)</p>	<p>by: BUD, POK, CSCC. This activity is targeted to: transport authorities/organisations.</p>		<p>1 lab each</p>	
<p>Video Pills on the Pilot Actions (D.3.2.3)</p>	<p>SOIH will be responsible for elaborating 3 short video pills that will present each Pilot Action (1 for airports, 1 for ports, 1 for local urban transport). Transport PPs will cooperate to record the materials.</p>	<p>3 For each language</p>	<p>SOIH (PPs have to provide voice overs in national languages)</p>	<p>30/6/2026</p>
<p>Local Events in each Country (D.3.3.3)</p>	<p>Local events with a regional and national reach have to be organised to promote the Replicating Package Tool. The aim is to promote and distribute the tested accessibility solutions, and encourage transportation providers and service operators to sustain and advance these improvements.</p>	<p>14 local events</p>	<p>DBV, BUD, APM, SIA, IS AIC, POK, LUP, MOM, CSCC, DPB, BSVO, ANSR, SOIH, BATTI Have to organise the events SOIH coordinator</p>	<p>30/6/2026</p>
<p>Communication Monitoring Tool Every 6 months</p>	<p>SOIH is in charge of monitoring all communication activities. Each Partner is in charge of filling out the Communication Monitoring Tool on a six-monthly basis.</p>	<p>1 monitoring tool</p>	<p>SOIH will provide the tool Each partner has to provide information</p>	<p>30/6/2024 31/12/2024 30/6/2025 31/12/2025 30/6/2026</p>
<p>Other Clustering Activities</p>	<p>Clustering will play a pivotal role in the transfer of the project results as well. PPs from other relevant projects will be invited to take part in the activities (INTER-PASS, DANOVA, ADRIAIR; ADRIGREEN, LAirA, SUSPORT, TalkNET).</p>		<p>SOIH</p>	

6. Branding Guidelines

Branding refers to the set of strategies and actions designed to communicate and raise EU visibility, and to build a strong and coherent visual identity for the project.

6.1 EU Emblem and Project Logo

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

Project Logo consists of the Danube Region Programme logo, the additional EU emblem, with the addition of the project name:



This logo must be placed in a visible top position of all project documents and communication materials (first/main page) **and without the need for scrolling** on digital outputs (websites or mobile applications, etc.).

[Please find and download the logo HERE](#) (CMYK is for printing - RGB is for screen)

These should be used in all communication materials and documents related to the project, such as:

- Promotional items and materials (e.g., leaflets, posters, newsletters, websites, press releases);
- Any communication made by the partnership as a whole, or as an individual project partner;
- During events and on presentation slides;
- Alongside other organisational logos as outlined in your grant agreement.

6.2 Typography

Open Sans is set as the main font for everything, including headlines and body text. To keep the visual identity consistent, make sure to use this font in all communication materials.

6.3 Poster

All project beneficiaries need to display a poster or an electronic screen with project information in a spot where the public can easily see it.

Please remember: one or more photos of the physical displayed poster have to be uploaded in the following GDrive folder: [PPS Dislpayed Posters](#)

The Communication Manager will draft a general poster template to be edited by each Partner by adding:

- Full Name
- Email address
- Telephone number
- Full Address
- Facebook profile link
- Instagram profile link

When printing, make sure the design is at least A3 size.

6.4 Project website and partners website

6.4.1 Project Website

The Communication Manager is committed to keep the project website updated with the latest news, events, activities, and results throughout the project implementation period.

The project website should include the project logo in colour, acknowledgment of the EU funding, a description of the objectives, partners and project duration, at minimum.

6.4.2 Partners Websites

In addition, each partner has to feature the project on its official website.

Each Partner website should include the project logo in colour, acknowledgment of the EU funding, a description of the objectives, partners and project duration, at minimum.

6.5 Social Media

Each partner organisation should regularly update their social media accounts with progress, results, and relevant messages. Doing so helps reach a wider audience and builds a community of interested individuals.

Each partner is committed to posting regularly to maintain engagement.

6.6 Acknowledge EU funding

When officially communicating about the project to the public, media, or citing the project in academic publications, it is mandatory to acknowledge the EU support with reference to the co-funding by the European Union and the Interreg Danube Region Programme.

This is an example of a disclaimer which is in line with these requirements:

This paper was supported as part of DANOVA NEXT, an Interreg Danube Region Programme project co-funded by the European Union. The content of this paper reflects the opinion of their authors and does not in any way represent opinions of the European Union.

6.7 Further Information

For further information please refer to the following Branding Guidelines:

<https://drive.google.com/file/d/1WCzRUBLIzgxS-tNNX15q6jtKbzzHwJLs/view?usp=sharing>

7. COMMUNICATION MANAGERS

For effective and efficient coordination of communication activities, each partner needs to appoint a local communication manager who will coordinate all communication activities at local levels.

List of communication managers in every partner organisation is in the table below:

Nr	PARTNER	NAME AND SURNAME	EMAIL
1	Dubrovnik Airport Ltd DBV HRVATSKA (HR)	Hrvoje Spremić	hrvoje.spremic@airport-dubrovnik.hr
2	Budapest Airport ERDF PP3 – BUD MAGYARORSZÁG (HU)	Judit Szabó	judit.szabo@bud.hu
3	Airports of Montenegro JSC APM CRNA GORA (ME)	Marko Vuletić	marko.vuletic@apm.co.me
4	PC Sarajevo International Airport LCC SIA Bosnia and Herzegovina (BA)	Belma Čureković	bcurekovic@sarajevo-airport.ba
5	State Enterprise “Chisinau International Airport” IS AIC MOLDOVA (MD)	Natalia Cojocar	natalia.cojocar@airport.md
6	Port of Kotor POK CRNA GORA (ME)	Maja Danilović	maja.danilovic@portofkotor.co.me
7	Pula Port Authority LUP HRVATSKA (HR)	Sanja Beletić Albertini	sanja@lup.hr
8	Municipality of Maribor MOM SLOVENIJA (SI)	Tadej Kurent	tadej.kurent@maribor.si
9	Check Smart City Cluster CSCC Česko (CZ)	Jozef Regec	jozef.regec@czechsmartcitycluster.com
10	Public Transport Company Bratislava DPB Slovensko (SK)	Mr Boris Reichel	reichel.boris@dpb.sk
11	Austrian Federation of the Blind and Partially Sighted BSVÖ ÖSTERREICH (AT)	Iris Gassenbauer	iris.gassenbauer@blindenverband.at
12	Romanian National Association of Deaf ANSR Romania (RO)	Bogdan Anicescu	revista@ansr.org.ro
13	Croatian Union of Associations of Persons with Disabilities SOIH rvatska (HR)	Marica Mirić	soih@zg.t-com.hr, miric.marica1@gmail.com
14	University of Maribor UM SLOVENIJA (SI)	Polonca Korez	polonca.korez@um.si
15	Bulgarian Association for Transfer of Technology and Innovation BATTI BULGARIA (BG)	Gabriela Dimova	gabrieladimova7@gmail.com

16	Vienna University of Economics and Business WU WienÖSTERREICH (AT)	Manuel Tuscher	manuel.tuscher@wu.ac.at
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8. COMMUNICATION MONITORING & EVALUATION

Monitoring and evaluating communication activities are essential for the DANOVA NEXT project. This ensures that our strategies are effective, reaching the intended audience, and contributing to the project's overall success.

A comprehensive approach to monitoring and evaluation is vital to assess the impact of our efforts, make necessary adjustments, and maximise the project's visibility and outcomes.

Communication actions will be tracked using the Communication Monitoring Table developed by SOIH, which gathers and assesses information from all partners.

To support this, every 6 months, all partners are required to fill in the document downloadable at the following link: [Communication monitoring sheet](#).

Once completed, it should be uploaded to your folder in the [Communication Monitoring](#).

8. INTERNAL COMMUNICATION & SHARED MATERIAL

Internal communication among project partners is essential for effective information exchange and ensuring the accurate and competent implementation of all tasks.

To facilitate this, a project file hosting service has been established, accessible to all partners. Each partner is responsible for monitoring changes in the project folder and using the latest versions of stored documents when delivering project outputs.

This project makes use of Google Drive as the project file hosting service.

The root folder is the following:

<https://drive.google.com/drive/folders/1Pj5Cb-sBHTWSigOBGRMPVkg38Z2uIW0?usp=sharing>

While the Communication Folder is:

https://drive.google.com/drive/folders/1XWUfg8YdN9iT8HtmK9nPVtoLtQXB0m_Y?usp=sharing