

COMMUNICATION PLAN

MURCIA INTERMODAL TERMINAL AND ITS RAIL LINK (21-EN-TG-IT MURCIA)



THIS PROJECT HAS RECEIVED EUROPEAN FUNDING FROM THE CONNECTING EUROPE FACILITY (CEF) — TRANSPORT SECTOR PROGRAMME UNDER GRANT AGREEMENT NO CEF- T-2021-COREGEN/101079672



The project “Intermodal Terminal de Murcia and its rail link” has received European funding from the Connecting Europe Facility (CEF) — Transport Sector programme under Grant Agreement No CEF-T-2021-COREGEN/101079672 (CINEA)

Content

1. Introduction.....	3
2. Objectives of the Communication Plan.....	3
3. Information on Union funding and the use of the EU emblem	4
4. Target audiences	4
5. Communication actions	5
1. Corporate identity	7
2. Informative materials	7
3. Media.....	8
4. Website.....	8
5. Social media.....	9
6. Advertising actions.	9
7. Dissemination activities.....	9
8. Steering Committees	10
6. Information and publicity indicators.....	11
7. The budget.	12



Document version	V1 2022
Date	December 2022
Author	Sandoval Sánchez, Carmen



1. Introduction

The objective of this communication plan is to **design a strategy for the dissemination of information about the project and to define and specify the communication channels and messages that will be used to ensure the information of the project activities.**

The project aims to enhance the role of the Logistic Node Murcia, considered as a priority within the trans-European transport network, and included in the Mediterranean Corridor. It includes the production of projects and works to develop the Intermodal Terminal of Murcia and its railway link.

This plan defines and regulates the characteristics of the communication actions of the project, both in terms of form and content, ensuring the uniformity of these actions and facilitating reception to the different target audiences.

This plan has been drawn up in accordance with the grant agreement (Article 17 and Annex 5).

2. Objectives of the Communication Plan

The purpose of the communication plan *of the project “Terminal Intermodal de Murcia and its railway link”* is to ensure that the information on the project is communicated widely and effectively, in accordance with the following objectives:

1. Increase the visibility of the project.
2. Coordinate and plan the development of materials and dissemination activities.
3. Involve all relevant stakeholders.
4. Achieve a wide dissemination and transferability of the results of the project.



3. Information on Union funding and the use of the EU emblem

The co-financing received from the European Union implies a number of commitments in terms of communication and dissemination of project results:

1. Any communication or publication related to the action, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional material (such as brochures, brochures, posters, presentations, etc.), shall indicate that the action has received Union funding and will display the emblem of the European Union.
2. When displayed in association with another logo, the emblem of the European Union should have the appropriate prominence.
3. The obligation to display the emblem of the European Union does not confer on the beneficiaries an exclusive right of use. Beneficiaries shall not appropriate the emblem of the European Union or any similar trademark or logo, either by registration or by any other means.

All project participants are informed about the clauses and requirements and the follow-up of communication actions includes the review of compliance with communication obligations.

4. Target audiences

The target audience of the project is composed of the stakeholders affected by the results of the project, both operationally and strategically.

- European institutions (European Commission, European Parliament, Brussels Regional Offices, Committee of the Regions, EU Specialised Networks)
- Institutions of the Government of Spain
- Local and regional authorities



- Private sector: industries, especially those related to the logistics sector and large exporters/importers
- Private owners affected by the project
- General public

5. Communication actions

The objective of this communication plan is to give visibility to the actions carried out and the support of the European Union, also seeking the commitment of the key sectors for the implementation of the project.

The main actions included in this plan are:

- A dedicated project website (in Spanish and English) that sets out the content and progress of the project and allows interaction with other initiatives and other agencies and stakeholders. In addition, it will support the participation of the private sector in the implementation of the terminal and logistics activities area. For this purpose, the website created for the CEF Action 2014-ES-TM-0253-S (<https://www.zal-murcia.es/>) will be used.
- Design and production of graphic and audio-visual materials for the dissemination of the project (infographics, video, brochures on paper and digital, pages in press, radio wedges, signage...).
- Dissemination of the project through information campaigns, specific sessions, advertising campaigns, social networks, etc..., at least:
 - Following the signature of the grant agreement (November 2022).
 - After the beginning of the studies of the Intermodal Terminal (March 2023).
 - Following the start of construction work on both infrastructures (April and September 2023).
 - Following the completion of the interconnection with the Mediterranean Corridor railway line (June 2025).
 - At the end of the project in September 2025.



- Specific dissemination actions with representatives of the private sector to facilitate their participation in the process, especially the logistics sector and the main export sectors (food processing, furniture, stone, metal and chemicals and plastics) and the logistics sector.
- Seminars or Conferences dedicated to the projects of the Logistics Activity Area in the events of the Mediterranean Corridor.

All communication activities will be listed in the annual status report submitted to the CINEA agency, including all relevant event information.

Communication activities shall be implemented by the communication office of the beneficiary of the project using its own available resources and with the assistance of external experts where necessary.

In this way, the project will take advantage of the communication channels used by the public administration, which guarantees a wide dissemination of the project and its activities.

In addition, the set of rules in the communication plan will include the requirement to include explicit references to CEF-2 co-financing throughout the literature and activities, specifically citing the slogan “co-financed by the European Union’s CEF-2 programme” in any of the project’s public communications.



1. Corporate identity

General objective	Define the image of the project to allow its visual identification for the website and other documents
Defined objectives	Identification
Target audiences	Everyone
Development of action	<ul style="list-style-type: none"> • Prepare a brief list of project characteristics and other elements relevant to your name and identity • Send the information to three graphic design companies and request a quote. • Sort the name and graphics of the selected graphic design company according to the budget.
Period	<ul style="list-style-type: none"> • From: October 2022 • A: March 2023
Resulting product	Visual identity of the project for the website

2. Informative materials

General objective	Inform the general public and potential collaborators.
Defined objectives	Highlight the importance of the project and the expected results
Target audiences	General public and interested collaborators.
Development of action	Prepare different materials (infographics, videos, brochures on paper and digital, posters...) to present the essential information about the project. It will be available in print and digital format, to be used in events.
Period	From: December 2022
Resulting product	Infographics, videos, brochures in Spanish and English...

3. Media

General objective	Keep stakeholders and the general public informed through articles and conferences in the media.
Defined objectives	To report on project milestones and results achieved
Target audiences	General public
Development of action	<ul style="list-style-type: none"> • Press releases with information on the different projects approved or the milestones achieved. • All press documents shall include a reference to EU co-financing.
Period	<ul style="list-style-type: none"> • From: October 2022 • A: Until the end of the project
Resulting product	Press releases, articles and interviews

4. Website

General objective	Keep the public informed of the actions, developments and results related to the projects.
Defined objectives	To provide up-to-date and continuous information
Target audiences	Everyone
Development of action	Use the web zalmurcia.es on a bilingual public website (Spanish-English) with differentiated sections to publicise the development and phases of the project.
Period	<p>From: October 2022</p> <p>A: the website will be maintained as necessary.</p>
Resulting product	Updated website

5. Social media

General objective	Keep stakeholders and the general public informed through social media (Facebook, Twitter and LinkedIn) about public events or project outcomes
Defined objectives	Information on the development and progress of the project, as well as future events of interest.
Target audiences	General public/Stakeholders
Development of action	The beneficiary will use their corporate profiles on social networks highlighting the most relevant progress milestones of the project
Period	<ul style="list-style-type: none"> • From: December 2022 • A: Until the end of the project
Resulting product	Publications concerning the project

6. Advertising actions.

General objective	Dissemination of the project through advertising actions
Defined objectives	Highlight the importance of the project and the expected results
Target audiences	General public
Development of action	Realisation of advertising inserts to publicise the project,
Period	From: December 2022
Resulting product	Press ads, radio wedges, banners...

7. Dissemination activities

General objective	Involve stakeholders in the process, especially the logistics sector and major export sectors
Defined objectives	To report on project milestones and results achieved

Target audiences	Interested parties
Development of action	Specific dissemination activities will be carried out to involve stakeholders in the project.
Period	<ul style="list-style-type: none"> • From: October 2022 • A: Until the end of the project
Resulting product	Activities developed

8. Steering Committees

General objective	<ul style="list-style-type: none"> • Assume the technical management of the project through the monitoring and technical coordination of the execution of the works and the resolution of customary issues that may arise in relation to the progress of the project. • Assume the administrative management of the project and the fulfilment of the obligations arising from EU funding.
Defined objectives	To report on project milestones and results achieved
Target audiences	Public and private entities
Development of action	<p>Coordinate the technical, administrative and communication activities of the project through a Technical and Coordination Sub-Committee (TC).</p> <p>Public and private entities participating in the project will be invited to participate in the work of the Technical and Coordination Subcommittee.</p>
Period	<ul style="list-style-type: none"> • From: October 2022 • A: Until the end of the project
Resulting product	Minutes of meetings

6. Information and publicity indicators.

Aspects to highlight:

The beneficiary of the aid is responsible for collecting the information corresponding to the different communication actions carried out by him or by one of the parties involved in the project.

All performances will have documentary or photographic records (photographs of events, printed advertising material, recordings, radio wedges, press releases, etc.)

Each advertising action will be calculated in its corresponding indicator.

Actions	Description	Indicators
Activities and Public Events	<ol style="list-style-type: none"> 1. Seminars. 2. Information Days. 3. Presentation or inauguration events. 	<p>Production indicator: Number of events held.</p> <p>Result indicator: Number of attendees to those events.</p>
Dissemination and Media	Dissemination actions in the media (TV, Press, Radio, Internet and social networks, press releases,...) used individually or as part of an advertising campaign.	<p>Production indicator: Number of broadcast events.</p>
Publications	Publications published in paper or electronic format (book, brochure, magazine, CD...)	<p>Production indicator: Number of external publications.</p>

Information through website and social networks	Publication of press releases on website and social networks.	Production indicator: Number of publications on website and social networks. Result indicator: Number of visits.
Information through any type of posters or advertising material	Media used for advertising purposes, whether posters, billboards,...	Production indicator: Number of posters, billboards,...

7. Budget.

The estimated budget for communication activities will be EUR 25.000 (2022-2025).

