PROJECT
MUNICIPALITY4ROMA
CAMPOBASSO

COMMUNICATION PLAN

January 2019

Contents

OBJECTIVES

M4R Project, through a dense social communication activity, intends to contribute to the process of labour and social integration of the Roma community in the Municipality of Campobasso.

Starting from this general purpose, the specific objectives of the communication path declined in the next pages of this plan are:

- Raise awareness among civil society about the concrete commitment of the institutions to the social and labour integration of the Roma community

- Involve the education system to raise awareness among young people about the importance and urgency of an inclusive society

- Promote a collaborative approach among all subjects that make up the territorial governance in order to promote a collective and coordinated commitment to overcome the marginalization of the Roma community through concrete inclusive actions

- Raise awareness and inform institutional actors and social workers on the opportunity of a training path able to strengthening their skills and optimize their actions towards the integration of the Roma community

- Consolidate compliance and enforcement of European directives on anti-discrimination and social integration at local level

- Increase awareness about the role played by the European institutions in overcoming discrimination phenomena, especially through the REC program (Rights, Equality and Citizenship Programme)

- Involve the local Roma community in a concrete path of social and labour integration encompassing moments of discussion with institutions and training on the fundamental aspects of the rights and duties of citizens, focusing attention on those related to work, school and equality

- Promote the M4R model outside Italian national borders

In this framework, the communication and dissemination activity envisaged in M4R improves the previous model tested in the Municipality of Rome through the "ROMunicare" project and extends it to the Campobasso area. In doing so, the plan adapts actions and strategies envisaged by the model to the different conditions of the Roma community as well as the socio-institutional system of the municipality of Campobasso. In addition, it also proposes the model developed in M4R as a policy opportunity to other countries. Indeed, the M4R model will be disclosed to 3 European municipalities, one in Bulgaria (Tran) and two in Greece.

EXPECTED RESULTS

The expected results can be summarized in the following six points, where they are expressed in terms of **subjects reached** and **actions envisaged** in the communication and dissemination plan:

- Involve social workers, institutions and schools in the province of Campobasso in an educational-informational path designed by M4R

- Involve members of the Roma community of Campobasso in the diverse activities foreseen by the project, from the frontal learning, to the discussion with the institutions and street education opportunities

- Make the entire Roma community of Campobasso aware of the importance of active participation in city life by strengthening its responsibilities in terms of work, education and full integration into the local social fabric

- Increase the knowledge of the Roma people on the services at their disposal to facilitate their social and labour inclusion in a positive perspective of mutual responsibility between citizens and institutions

- To promote the value of an inclusive society for all citizens, which overcomes barriers and discriminatory behaviour

- Widen the audience of institutional subjects and social workers who will benefit from the M4R experience going beyond the Italian national borders

TARGET

The communication and dissemination activities are related to five target categories:

- The Roma community living in the Municipality of Campobasso as well as in other municipalities of the province

- Local governance, i.e. institutions, business and labor organizations, social organizations and schools

- Citizens, young people and adults living in the province of Campobasso

- The extensive national network of social workers related to the Roma community

- International institutions and policy-makers, particularly those from the countries and local communities identified by the project (i.e. BG, GR)

STRATEGY

The objectives and targets of this project demand for a strategy able to combine different levels of communication in terms of media channels and products selected. Indeed, M4R communication strategy consists of four types of interventions:

- A **relational communication activity** carried out through direct marketing actions addressed to the local governance and three foreign selected municipalities;

- An **intensive awareness-raising activity addressed to local citizens**, especially young people, achieved through the social and new media channels;

- An **unconventional communication activity** addressed to the Roma community and implemented through street education events. This activity has the double aim of widening the beneficiaries of the learning path and creating a one-to-one awareness raising action on its main topics;

- An **institutional communication activity** carried out through the organization of an international event-conference to share the results of M4R with experts, national and European institutions, network of social workers.

The **keywords** underlying this cross-media strategy are: equality and fight against discrimination, social integration, citizenship's rights and duties, right to education.

To accompany every activity and to give coherence to the actions of the project, the **visual** and **copy creativity** plays a crucial role. For this reason, it will be built to express the values of the projects as well as its keyword in an original and engaging way. Its semiotic will be clear and attractive. Its elements will be selected and composed according to a "declination strategy". This means that the communication products will be declined differently on the basis of the specific target groups and situations (i.e. some elements of the communication product will be changed while maintaining its main structure and key elements). This declination strategy is necessary to keep communication coherency and reach the multiple targets and objectives more effectively.

Regarding the characteristics of the bouquet of the **products**, the strategy roots on the relevance and power recognized to the video products. Videos adapted from the "ROMunicare" project will be used in the various communication phases, but also in the dissemination activity. In addition, BTL materials will represent the basic element of all levels of the communication activity, especially in the relational and institutional dissemination activities.

Finally, in order to optimize this strategy, a **mapping** of the operators providing assistance and enhancing the integration processes of the Roma community within the national, but above all local fabric will be built in a logic of network analysis.

CHANNELS

As anticipated in the previous paragraph, the M4R communication campaign will exploit both online and offline channels to convey its message and achieve its objectives.

The online level will be exploited through:

- The activation of a **website** that will be organized according to the criteria of functionality, simplicity of language, immediacy in the search for information, transparency and openness of the data, compliance with the coordinated graphic line and logo. The website will be directed both to support the information needs of the partners and all the stakeholders mobilized in the project, as well as to enhance the communication and dissemination campaign. A section of the website will be developed to guarantee an e-learning channel dedicated to the project and designed for the specific needs highlighted in the needs assessment phase.

- The activation and management of the **main social media** profiles and pages (Facebook, YouTube, Instagram). The use of social media through a dedicated editorial staff will be crucial to increase the interest and engagement towards the project. To make the most of the potential of this channel, the social editorial staff will be devoted to a costant and intense posting plan (at least 3 posts per week). This activity will create a community, disseminate events and news about the project, and convey the communication campaign, both in its static and dynamic contents. In addition, some of the more expressive frames of the videos will be disseminated through mini-clips preview accompanied with the links to the web portal. They will be interconnected with the various social networks to maintain a high level of attention. Moreover, each social channel will be used coherently with in its dynamics, content sharing and targets. In this regard, through the use of targeted hashtags, Instagram will allow the re-launch of products and multiply the coverage of the more youthful target typical of the platform.

- An **advertising** activity that will multiply the effects of the previous actions, since it will increase exponentially the number of users reached by the M4R communication campaign and by all the posts launched by the social editorial staff. Advertising will push users to a specific action: visit the project website. The audience of interest will be identified through the advertising tools, especially geolocation and profiling by interests, language and country of origin. This profiling will be used intensively to differentiate the communication campaign: a first generalist campaign will reach as many people as possible in order to increase awareness and facilitate word of mouth about the main topics of the project. A second campaign will be

addressed to operators close to the Roma communities identified by the mapping activity. The Custom Audience service of Facebook will also optimize this social direct marketing. Indeed, it allows to cross the list of contacts resulting from the mapping with its internal database, thus guaranteeing an action targeted to the audience of interest. YouTube in addition to being a must for the dissemination of a video campaign, has the added value of being able to work on the keywords of Google and generate traffic from the search engine itself in the context of the promotion.

The off-line level will be exploited through:

- **Street education events**. Streets events are unconventional interventions conceived to reinforce the communication and in-formation action towards the Roma community to ensure complete and persistent coverage of the entire target. The project team will create 10 street meeting points in the neighbourhoods where there is a high concentration of Roma people. Here, cultural mediators will provide useful information on the topics highlighted in the project and cards with references to M4R videos, website and social networks pages will be distributed.

- **Postal Direct Marketing**. A postcard will be created and conveyed through a targeted postal direct-marketing campaign to inform selected volunteers' associations identified by the mapping activity.

- **Infodays**. With the aim of creating favourable conditions for the use of the M4R model outside national borders, the dissemination activities include the organization of events to present the project activities and its results to 3 European municipalities: two in Greece and one in Bulgaria. For this international dissemination activity IASIS and GPF, the European Commission and their competent DG will be involved.

- A **final event** to disseminate the results. The final conference will ensure the optimal transfer of project results, but will also represent an opportunity to debate and discuss on the key themes of the project and policy solutions with national and international experts. This conference will last for a whole day and will be organized at the institutional headquarters of the CNR in Rome.

PRODUCTS

Audio visuals

8 video tutorials: The production of these audio visuals will leverage the work done in "ROMunicare" project. Indeed, it primarily implied an intense study of Roma creativity and aesthetics in the field of visual arts (Venice Biennale 2007 - Roma Pavilion). This phase was necessary before the production of audio visuals, which were made under precise pillars:

- Overcoming of the stereotypical view of the Roma as a marginalized actor
- Valorisation of Roma culture and history by tracing its distinctive aesthetic lines (dominant primary colours, stylization of forms, as well as primitive, synthetic and boyish traits)
- Keeping consistency with the realistic dimension through the use of photographs of urban setting created ad hoc used as background
- Use of animation to maintain high attention levels
- Limited use of written information replaced by a narrative voice with an expository tone focused on clarity and adequate discursive emphasis, so as to guarantee communicative effectiveness also on the less literate members of the Roma community

These tutorials will be key tools for training and social communication campaign devoted to Roma community. The topics covered by the videos will focus on the schooling, work, discrimination and women's empowerment. They will be integrated by those emerged during the needs assessment phase. Indeed, through interviews and focus groups, the main training needs and urgent issues will be clearer.

In addition to the tutorials, **8 Facebook live- videos** are planned during the training sessions. Once again, these products will be used both to facilitate a wider coverage of training activities and to enhance the dissemination of the intervention model outlined by M4R.

All videos will be accompanied by subtitles in Italian and English to facilitate the use of the content also by operators and international partners involved.

Social network-web

The M4R campaign, in its new media component, foresees the **opening** of new **Facebook, Instagram and YouTube pages dedicated to the project**. Each of these will be fed coherently with the characteristics of the targets and the distintive functions it performs as social network. The creativity of the channels will be borrowed from the videos themselves and will bring the logo, the claim and the guidelines shared

and approved by the partnership. Each social page will be exploited through editorial and advertising activity.

Of particular relevance within the M4R communication and dissemination activity is the development and creation of the **project web portal**. It will serve as a container for all the products of the campaign; it will be the basis for social advertising (this is a technical requirement of some advertising methods) and will become the platform of the e-learning services (training modules, slides of the lessons and recorded footage of the live broadcasts on social networks will be available here). In order to intercept an international target, the we portal will be in Italian and English.

BTL/Printing material

Guidelines/ user's manual with the declination of the communication campaign in the different BTL materials that will be produced in print and/ or digital format

Mapping of social workers and CSOs organizations committed to the Roma community

A **Leyman's report** with a summary of the project activities (20 pages maximum). The document will be produced in collaboration with all partners and processed in E-book format.

A **Card** with the size of a business card. On the front side it will show the logo of the project; while on the back it will mention all the main references of the project (i.e. the web site and social networks' pages).

A **Leaflet** will summary the project and convey a more detailed description of the videos produced with links and QR codes allowing instant access via smartphone.

Roll-Up/ Poster of the communication campaign to be used during events and Infodays.

Direct mail marketing campaign to the operators and associations identified with the mapping activity.

WORKING GROUP

For the implementation of all actions and materials foreseen by this communication plan, a creative and technical staff is provided. It combines the following professional skills:

Creation of the campaign	Audio visuals	New media
● Art director ● Copywriter ● Graphic web designer	● Scriptwriter and copywriter ●Animated drawing technicians ● Voiceover artist	● Social media strategist ● Web/social journalist
ICT Developers ● Web master ● SEO analyst	Events ● Organizational secretary ● Social worker ● Body builder	

TIMING OF THE ACTIVITIES

Following are the communication and dissemination activities related to their period of execution:

Activity	Timing
Communication plan	January 2019
Visual and copy creativity campaign, style guidelines and draft of the BTL material	January 2019
Mapping activity and report of the National NGO operators close to Roma issues	January -February 2019
Web portal	February 2019
8 Video tutorials	March -May 2019
Creation and management of 3 social network profiles: Facebook, Instagram, YouTube	February 2019 – December 2020
10 street education events	February -June 2019
8 Webinar sessions	May – December 2019
Postal direct marketing	March 2019
Social ADV campaign profiled by national operators and NGOs identified through the mapping activity	March 2019
Social ADV generalist campaign (target: Italian civil society)	February 2019– December 2020
Leyman's report	July 2020
Organization of the Infodays	July- December 2020
Organization of the final event	December 2020