



### Integrated SEEMORE Communication Plan

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# 1 ABOUT THE SEEMORE PROJECT

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## 1.1 Project Summary

SEEMORE shows that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of visitors within their regions towards more sustainable transport modes. The main objectives of the project are to:

- Increase visitors' awareness of sustainable mobility;
- Strengthen the co-operation between the mobility and tourism sectors;
- Shift travel behaviour of tourists to sustainable transport modes; and
- Communicate and transfer experiences to other tourist regions.

## 1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodol	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Sustainable Development of Civil Society Club	Bulgaria
Province of Forlì-Cesena	Italy
Central European Initiative	Italy
Limassol Tourist Development and Promotion Co Ltd	Cyprus
Stratagem Energy Ltd	Cyprus
Horários do Funchal Public Transport	Portugal
Local Councils' Association	Malta

**Table 1. List of SEEMORE partners.**

## 2 SUMMARY

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This report contains the main communication and dissemination elements that rule the SEEMORE project. This plan plays an essential role in the project since the action aims to have a deep impact onto a large target group, including both tourists/residents and tourism/mobility related organizations. Thus, different marketing and communication methodologies and products have been defined and described under this communication plan.

The structure of the report is as follows:

- Aims and objectives of the communication plan.
- Target groups and key actors.
- SEEMORE Corporate design.
- Project dissemination elements.
- Social Media channels.
- Matrix of products/methods and timing.

### 3 REVISION AND PEER REVIEW HISTORY

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Version Number	Date	Comments	Peer reviewed by (Name, Organisation)
1	27.09.12	First draft of the document	CINESI
2	28.09.12	Second draft of the document	FGM-AMOR
3	01.10.12	Third draft of the document	CINESI
4	03.10.12	Fourth draft of the document	HF, FGM-AMOR, TRIVECTOR
5	05.10.12	Final version	CINESI

**Table 2. Document revision and peer review history.**



## 4 AIMS AND OBJECTIVES OF THE COMMUNICATION PLAN

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### 4.1 Aims

The communication plan will ensure that all communication and dissemination activities are performed in a satisfactory and timely manner. The overall aim is to disseminate the SEEMORE outcomes and raise awareness about sustainable mobility in tourist regions.

In order to fulfil these requirements, the following aims are expected to be achieved:

- To describe and define dissemination and communication activities to be performed, at both the project and the local level.
- To specify dissemination means and communication channels.
- To describe the work division between the SEEMORE partners.
- To specify the selected target groups.
- To identify the monitoring procedure.
- To specify the timing of the dissemination work.

### 4.2 Objectives

SEEMORE places high value on the visibility of its actions amongst main target groups. The project's communication objectives are:

- To spread the knowledge of SEEMORE and of its contents as widely as possible in Europe.
- To reach the main target groups and key actors through communication tailored to their requirements.
- To disseminate SEEMORE at existing international or national transport and energy events via piggy back activities.
- To go beyond traditional dissemination strategies, paying special attention to social media channels and active participation of civil society.

### 4.3 Target groups and key actors

To reach the visitors, SEEMORE aims to establish a change in the contents and type of mobility information that is provided to them by the main tourist communication channels, focusing on the following **target groups**:

- Visitors of tourist regions. This target group will benefit from the project on the following aspects:
  - Adequate information on sustainable mobility options.
  - More choices in mobility options to reach leisure destinations.
  - Less congestion and money savings in mobility.
  - Integrated perception of the transport network, reduced barriers for intermodality.
  - Less pollution, more attractive surroundings.
- Residents in tourist regions. As well as visitors, residents will also benefit:
  - Adequate information on sustainable mobility options for leisure activities.
  - More choices in mobility options to reach destinations.
  - Less congestion and money savings.
  - Less pollution, more attractive surroundings.
- Local and regional authorities at tourist destinations in Europe. The implementation and transfer of experience of actions will lead to:
  - Maintaining international competitiveness as sustainable tourism destination.
  - More choices in mobility options for local population.
  - Reduced energy use and CO<sub>2</sub> emissions: 20-20-20 objectives.
  - Less congestion in road network.
  - Higher capacity of transport network.
- Mobility providers in European tourist regions (both public and private). The action will result in more users and revenues for these companies.
- Hotels and leisure attractions in European tourist regions. The project will serve for increasing accessibility, reduce parking demand and improve the image of the tourist destination, as well as maintain the international competitiveness of the region as a sustainable tourist destination.

Besides of the target group's abovementioned, the project has identified other **key actors**, which play an essential role in the successful deployment of the project and involvement in the communication and dissemination strategy:

- Tourist departments of regional and local authorities including tourist information centres.
- Mobility departments and local authorities including public transport authorities.

- Tour operators and long distance transport providers.
- Main regional transport gateways (airports, harbour, passenger terminals, rail and bus stations).
- Multiplier organisations.
- Experts in mobility and/or tourism.

## 5 SEEMORE CORPORATE DESIGN

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### 5.1 Introduction

From an organizational point of view, corporate design identity relates to the appearance and visibility of a company to the outside world: working material, terminology used, identification with the company, behavior of the employees towards customers, etc. The benefit is clear visibility, identification and association of a company with certain (positive) criteria, transparency of its objectives, etc. These principles can be applied to SEEMORE as well.

The corporate design gives SEEMORE a strong and clear image. As a consequence, target groups and key actors are more likely to remember the project.

The typical elements of the corporate design are:

- Different logo elements, how to use and where to place them.
- Corporate colours and how to include them.
- Structure for design products and fonts to use.
- Templates for the creating of reports, deliverables, presentations and other electronic documents.

### 5.2 SEEMORE logo

The SEEMORE logo should be used on all materials issued by partners within the SEEMORE project (invitations, local brochures produced etc.). It plays a role of utmost significance in creating brand association. It is available on the internal area of the website for download. It should not be recreated in any circumstance.



Picture 1. SEEMORE logo: coloured and black and white version.

### 5.3 SEEMORE font

The standard SEEMORE font is: Calibri, 11pt. Also definitions have been done for headlines, bullet point lists etc. To make it easier for you, a set of formats have been defined in the MS word templates.

### 5.4 SEEMORE slogan and project naming

- “Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe” is the full title of the project
- “SEEMORE” is the project short name and has to be written in capital letters any time
- “Travel Smart: See More!” is the standard slogan of the SEEMORE project and should be written on any material produced
- Regional Slogans should be used on documents produced in addition (but in national languages)

### 5.5 Use the disclaimer

The IEE programme requires displaying the legal disclaimer on any written information. This disclaimer can be written in small font size and it can be put in places, which are less prominent than those used for the main logo, e.g. at the bottom of websites or in the editorial information of publications. But it is important that it is actually being displayed somewhere.

„The sole responsibility for the content of this [webpage, publication etc.] lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.”

Translations are available in the IEE disclaimer document:

[http://ec.europa.eu/energy/intelligent/files/implementation/doc/iee\\_disclaimer\\_nov\\_2010\\_en.pdf](http://ec.europa.eu/energy/intelligent/files/implementation/doc/iee_disclaimer_nov_2010_en.pdf).

## 5.6 Display the IEE logo

The IEE requires displaying the IEE logo on all materials produced within the project. There are different logos available according to your needs (download: [http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index\\_en.htm](http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index_en.htm)) - see table below for an overview:




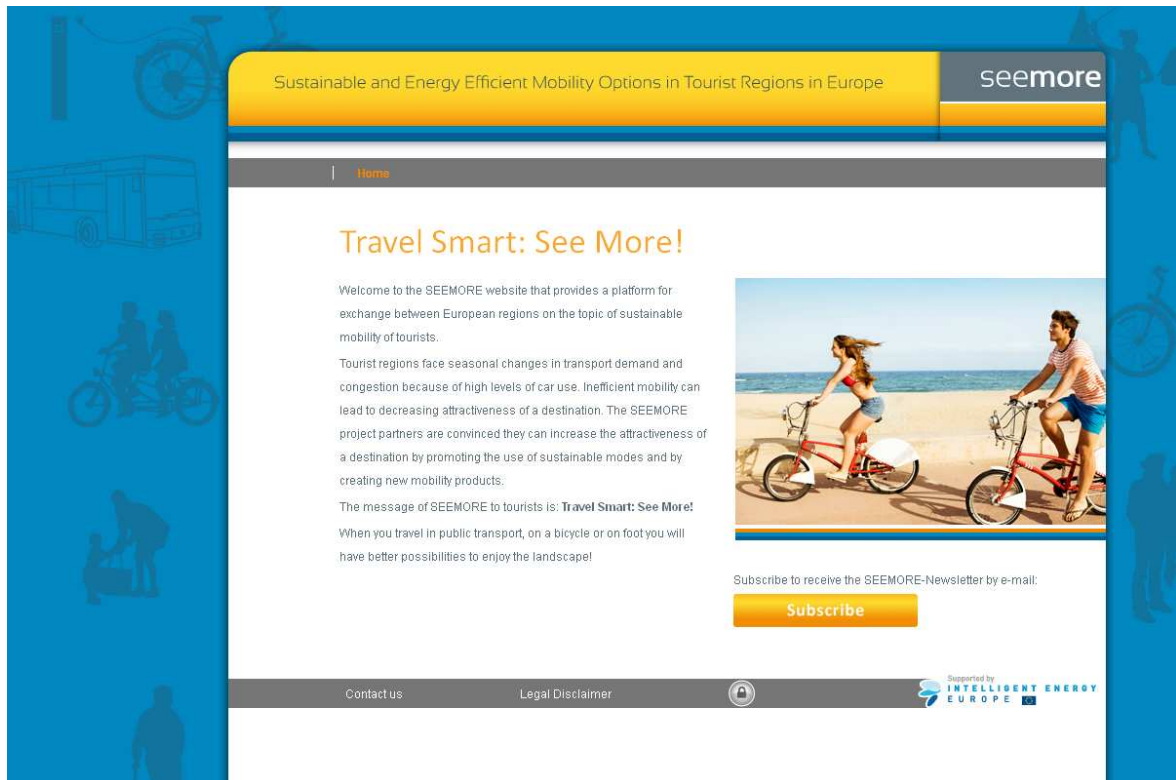
Logo	Can be used for
	Probably the best logo to be used by project partners
	In narrow, long spaces (e.g. web banners)
	In case no other reference is made to the EU

Table 3. IEE logos.

Read more about the IEE dissemination rules: [http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index\\_en.htm](http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index_en.htm)

## 5.7 Public website

The SEEMORE website ([www.seemore-project.eu](http://www.seemore-project.eu)) provides information for external visitors and SEEMORE partners.



Picture 2. Screenshot of SEEMORE website.

Besides the „standard project relevant information“, (e.g. about the project, contact details etc.), the website will have the following sections:

- Best case section: online version of the idea book produced in WP2 providing an overview of best practice examples for sustainable mobility options and for networking in tourist regions
- Regional blog section: this section allows each demonstrator region to blog about latest actions performed in the region (similar to a short news article)
- Database of local implementations: this section will have the same structure as the “best case section”. Each demonstration partner is asked to write one article once a regional implementation is finalised. This means that for each implementation a separate article is written.
- Newsletter: the Newsletter will be uploaded to the website and available for visitors to be read “like in paper” by using the ISSUE programme.



Picture 3. Illustration of the E-Newsletter

The website will be available in English, except the following sections will be available in all PP languages:

- News
- Events
- Regional blogs (not each blog will be translated, only each blog written by a demonstrator region will have to be uploaded in EN and the respective national language). This will help to attract local stakeholders' interest.

The maintenance of the website throughout the projects' lifetime requires several actions. The table below shows actions necessary and the partners responsible for it.



Actions	CINESI	FGM-AMOR	TRIVECTOR	All demonstrator regions	All PP
Design and programming		x			
Text	x				
Write and publish regional blogs (via the internal area)				X	
Enter cases in the best case section online (via the internal area)			x		x
Enter events (via the internal area)					x
Write articles for the “database of local implementations” (via the internal area)				x	
Website statistics		x			
Translate relevant section of the public website (news, events, blogs)					x

**Table 4. Website task division.**

The website will be available until 2018 but will not be updated once the project is finalised.

## 5.8 Internal area

The project consortium will do most of its internal communication between project meetings and telephone conferences using an internal area on the website (<http://seemore-project.eu/login.phtml>), which is password secured and only accessible to the project partners.

The internal area provides them with:

- Contact information.
- Zone to upload and download shared documents like pictures and templates.
- Minutes and presentations from the project consortium meetings.
- Material required for the development of the SEEMORE project (e.g. reports, guidelines, draft version of deliverables, final deliverables).
- Regional blogs, where each partner can publish any relevant information/event occurred under the development of the project in its region.

The screenshot shows a web browser window displaying the SEEMORE internal area. The page title is 'Funchal April 2012 Kick-off meeting'. On the left, there is a navigation menu with categories like 'Downloads', 'Upload', 'Users', 'News', 'Events', 'Insert Case Studies', 'Show Case Studies', 'Admin Folders', 'Admin Users', 'User guide', 'Newsletter distribution', 'Website Translation Tool', and 'Change Password'. The main content area displays a table of files for download.

Title	Description	Author	User	Download	Filesize	Upload date	Order
<a href="#">Presentation project officer</a>	Slides received after the meeting on: IEE programme and policy background, financial contractual issues, dōs and doñt	EACI / Giorgia Favero	Maarten van Bemmelen	<a href="#">download</a>	4.113,5 kByte	23-05-2012 09:14	0
<a href="#">Agenda kick-off meeting</a>		HF	Maarten van Bemmelen	<a href="#">download</a>	1.042,2 kByte	23-05-2012 09:05	0
<a href="#">WP3 Pomerania</a>	Presentation WP3 in Pomerania	PSWE/Choczewo	Maarten van Bemmelen	<a href="#">download</a>	27.693,5 kByte	22-05-2012 17:41	0
<a href="#">WP3 Bohuslan</a>	Presentation WP3 in Bohuslan	Bohuslan	Maarten van Bemmelen	<a href="#">download</a>	4.908,0 kByte	22-05-2012 16:42	0
<a href="#">WP3 Malta</a>	Presentation WP3 in Malta	LCA	Maarten van Bemmelen	<a href="#">download</a>	10.444,0 kByte	22-05-2012 15:36	0
<a href="#">WP3 Forli-Cesena</a>	Presentation WP3 in Provincia Forli-Cesena	Provincia FC	Maarten van Bemmelen	<a href="#">download</a>	3.405,0 kByte	22-05-2012 15:33	0
<a href="#">WP3 Madeira</a>	Presentation WP3 in Madeira	HF	Maarten van Bemmelen	<a href="#">download</a>	7.666,5 kByte	22-05-2012 15:31	0
<a href="#">WP3 Limassol</a>	Presentation WP3 in Limassol	Stratagem/LTC	Maarten van Bemmelen	<a href="#">download</a>	900,5 kByte	22-05-2012 15:24	0
<a href="#">WP3 Dobrich</a>	Presentation WP3 in Dobrich District	CSDCS	Maarten van Bemmelen	<a href="#">download</a>	680,5 kByte	22-05-2012 15:22	0
<a href="#">WP3 Implementation</a>	General WP3 Presentation	HF	Maarten van Bemmelen	<a href="#">download</a>	766,0 kByte	22-05-2012 15:21	0
<a href="#">Minutes of Kick-off meeting</a>	Final version	CINESI	Maarten van Bemmelen	<a href="#">download</a>	380,6 kByte	22-05-2012 13:50	0
<a href="#">WP3 Balearic Islands</a>	Presentation WP3 in the Balearic Islands	ATB/ CINESI	Maarten van Bemmelen	<a href="#">download</a>	1.987,0 kByte	22-05-2012 13:48	0
<a href="#">WP1 Management</a>	Presentation WP1 and WP7	CINESI	Maarten van Bemmelen	<a href="#">download</a>	1.493,5 kByte	22-05-2012 13:47	0
<a href="#">WP5 Evaluation</a>	Presentation WP5	FGM-AMOR	Maarten van Bemmelen	<a href="#">download</a>	878,5 kByte	22-05-2012 13:46	0
<a href="#">WP4 Transfer of knowledge</a>	Presentation WP4	CEI-ES	Maarten van Bemmelen	<a href="#">download</a>	780,0 kByte	22-05-2012 13:43	0
<a href="#">WP 2 Framework Analysis</a>	Presentation WP2	Trivector	Maarten van Bemmelen	<a href="#">download</a>	663,0 kByte	22-05-2012 13:41	0
<a href="#">Project overview</a>	Presentation objectives and project structure	CINESI	Maarten van Bemmelen	<a href="#">download</a>	339,5 kByte	22-05-2012 13:40	0

Picture 4. Screenshot of the internal area.

## 5.9 Template to be used by partners

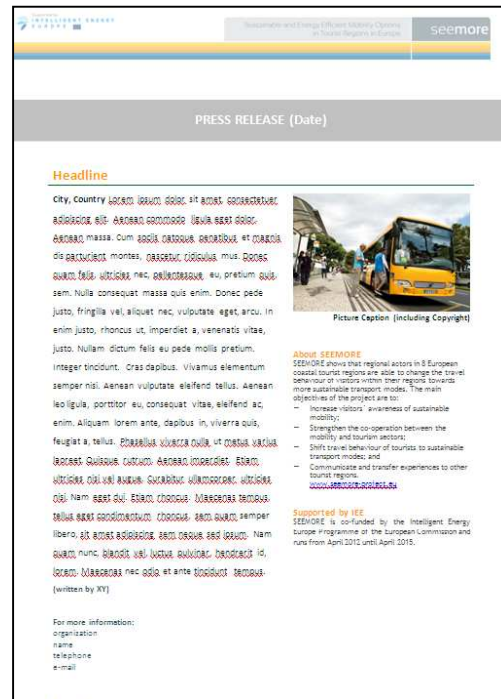
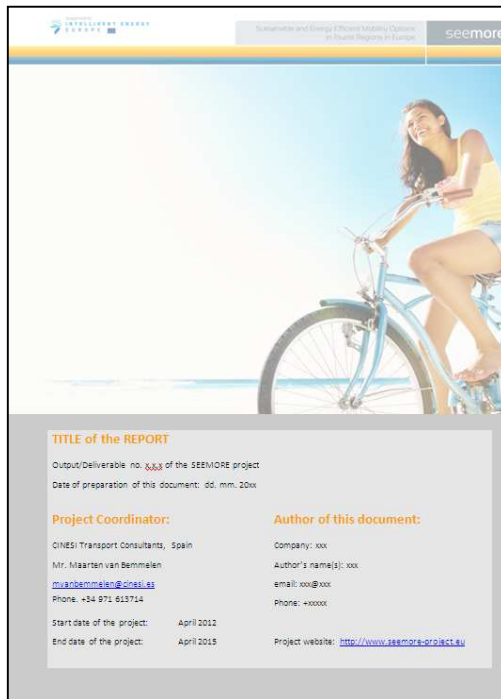
Word templates have been created to ease every day project work and to ensure that all relevant dissemination requirements are fulfilled. All templates are available on the internal area.

The following templates are available – please use them anytime and do not change any pre-defined headlines, fonts etc.:

- Power Point template for presentations
- Word template to write deliverables or reports
- Press release for PP to send out to the media

Furthermore templates for usage by the Project Leader and FGM-AMOR have been established for

- the Newsletter
- Meeting reports



Picture 5. Templates for the elaboration of reports and press releases.

## 6 DISSEMINATION PRODUCTS

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### 6.1 First brochure

The first brochure presents the project in the initial phase. It shows facts about the project and stimulates cooperation to achieve targets and participation in the transfer activities. It allows establishing contacts with new target groups: local stakeholder forums, practitioners from other regions, etc.

The first brochure will be used at conferences and workshops, printing about 300 per region in 10 national languages.

### 6.2 Final brochure

It is published at the end of the project (month 35), when the implementation actions have been finished and final results are available. It will serve as a summary of the project's achievements, including main lessons learnt and recommendations for future initiatives. The objective is to maintain interest in the research field tackled in SEEMORE and to encourage other regions to further investigate project's best practices and lessons learnt.

There will be around 3.000 units of the final brochure, also translated into national languages. It will be mainly disseminated at conferences and workshops.

### 6.3 Teaser postcards

Teaser postcards are mainly directed at tourists, and will stimulate people to collect them from hotels and leisure/commercial establishments by using funny messages and suggesting images promoting the mobility behavior change in the regions, as well as encouraging participation in other communication tasks. They are expected to be distributed at events, fairs and any other places where tourists can be found.

Each project partner decides the amount of national teaser postcards to be handed out in its region. The dimensions will be around 10x15cm.

## 6.4 Poster

The posters will mainly be used for dissemination purposes, among visitors, residents and professionals (from tourism or mobility) at events and fairs, hotels, public transport premises, leisure destinations, etc.

In total, 300 posters will be produced (around 70x100 cm), including texts in national partner languages (except for the slogan).

## 6.5 Roll ups

The roll-up provides an introduction to SEEMORE in the regions. It contains the main objectives of the project and the link to the public website, being mainly used for networking purposes at national and international events. A number of 8 roll-ups (1 per demonstrator) will be produced, also in national languages.

## 6.6 E-Newsletter

SEEMORE will provide up-to-date information on its actions and progress of the project, planned activities and direct links to the website for more information. It will build on the structure of general and of target group tailored information, including images or tables when suitable.

The SEEMORE NL will be sent out in Month 6, 12, 18, 24, 30 (Sept. 2012, March 2013, Sept. 2013, March 2014, September 2014, March 2015). It will be translated in all PP languages and will provide up-to-date information on the progress of the project and planned activities.

Cooperation with the STARTER project has been established - this results in a common NL for both projects. The internal area provides the possibility to show contact lists to which the NL is sent and also the possibility to enter contacts.

## 6.7 Promotional videos

By month 12 the project leader will produce a general SEEMORE promotional video, at project level, being elaborated after brainstorming sessions with the rest of the consortium. The length of this general video will be between 2 to 5 minutes, and it aims at disseminating the most important actions and objectives of the project. The video will be shown in many different external events: conferences and fairs, relevant events tackling with the field of mobility and

tourism, etc. Main target groups addressed are policy makers/authorities, mobility providers and tourism industry stakeholders.

The dissemination of the video will also be done via the project website and the SEEMORE social media accounts (Facebook, Twitter, YouTube and LinkedIn).

Once the SEEMORE general promotional video has been produced, demonstrator partners have to elaborate their own local promotional versions. The total amount of videos is 7, being scheduled for month 15. Two versions of local promotional videos will be prepared:

- Longer version. Length between 2 and 5 minutes. To be displayed by regions at fairs, public transport stops and stations, transport terminals, tourist information offices, project website and other social media accounts.
- Shorter version. Less than 1 minute length. This version can be used for commercial advertisement in regional media (local televisions).

The videos' target group is compounded by visitors and residents, as well as professionals from both the tourism or transport sector.

## 6.8 Social media and networking

SEEMORE aims to go beyond traditional marketing and communication strategies, traditional strategies based on handing out hard dissemination material or holding a static website. In the recent years, viral marketing has become a powerful element to reach broad levels of audience. This is why SEEMORE pays special attention on the use of social media channels, willing to transmit information in a very dynamic way. In particular, the following communication tools will be launched:

- Creation of specific accounts on: Facebook, Twitter, YouTube and LinkedIn. Promotion of networking and web-link with other topic-related accounts.
- Promote online discussion forums with regional and national experts and bloggers. Take advantage of their feedback when implementing SEEMORE actions.
- In addition, visitors in SEEMORE regions will be encouraged to film or photograph themselves when using sustainable mobility options, and share them in Internet. In order to encourage this, raffles are planned in each region.

Social media accounts will be ready at month 9, after the elaboration of local framework documents. All communication material will be spread through these social channels among target groups. Moreover, they will be on service until month 48, one year after the end of the project.

## 6.9 Media releases

Throughout the project lifecycle, regions will ensure a good media coverage of all SEEMORE actions carried out. The expected work to be done by each region under this dissemination product is the following:

- A minimum of 3 press releases, 1 per year, to illustrate the general status of the project or specific measures introduced under the SEEMORE implementation plan.
- Prepare at least 1 informative release for each local action launched, and distribute it among local media: press, radio or TV.

On the other hand, at project level, a minimum of 16 national and 8 international specialised media will be contacted for publishing SEEMORE information (networking from month 3 onwards). Partners will be asked for providing inputs when needed.

Target group of media releases will be all persons who are engaged in sustainable mobility and sustainable tourism, as well as residents and authorities interested in setting up similar initiatives in their regions.

## 6.10 Long distance travel communication channels

Long distance operators are, for many SEEMORE regions, the most important channel to attract visitors, which is the key project target group. Because of this, it is necessary to disseminate the SEEMORE project through the use of these operator's communication channels: video screens, websites, on board magazines, panels and screens in passenger terminals, and/or shuttle services.

Thus, it is crucial to develop continuous and fluent communication with strategic long distance operators, and reach collaborative agreements with the SEEMORE project:

- Written articles describing some implemented actions and/or objectives.
- Links to SEEMORE information in operator's websites.
- Other tailor-made information for long distanced travellers, increasing their satisfaction and the image of the operator.

It is expected to prepare a brief document by month 12, showing the possibilities of collaboration between SEEMORE and these long distance travel operators. The document will be discussed by all partners and serve as action guidelines. The aim is to achieve 40 long distance travel operators cooperating with SEEMORE.

## 6.11 Tourism fairs

The SEEMORE project implies an improvement of the tourism sector and the sustainability of the destination, contributing in making the region more competitive and attractive. Therefore, and because tourism sector has traditionally given special relevance to tourism fairs, it is necessary to ensure the visibility of the project in such events. The aim is to disseminate SEEMORE products and concept in at least (during the project's lifetime):

- 8 national tourism fairs.
- 8 international tourism fairs.

## 6.12 Communication with EU projects

The objective of this dissemination activity is to ensure a good communication process with other European networks and projects dealing with sustainable mobility and tourism. Apart from pure networking activities, representatives from SEEMORE will participate in European events/meetings, and vice-versa.

The tasks will run for the whole project duration, and all project partners are required to identify synergies and potential contacts. The project leader prepares, by month 3, an integrated contact list database where to identify potential networks and projects (divided into typologies and targets).



## 7 OVERVIEW OF PRODUCTS AND TARGET GROUPS

Product	Target group	Languages	To be used at	Amount available	Responsible partners
<b>First Project Brochure</b>	Local stakeholders, practitioners from other regions	EN, BG, DE, ES, GR, IT, PL, PT, SE, CAT	Conferences, Workshops, etc.	300 per region (in local language/s) + 450 in English - 50 English for each region	Design: FGM-AMOR Inputs: all regions Printing: CINESI Extra printing: each region
<b>Final Brochure</b>	Researchers on the field, learning regions, people interested in EACI Programmes	EN, BG, DE, ES, GR, IT, PL, PT, SE, CAT	Conferences, Workshops, etc.	3.000 translated in local languages	Design: FGM-AMOR Inputs: all regions Printing: CINESI Extra printing: each region
<b>Teaser postcards</b>	Visitors/Tourists	EN, BG, ES, GR, IT, PL, PT, SE, CAT	Events, fairs or other places where tourists can be found.	To be printed by partners according to budget allocation	Design: FGM-AMOR Inputs: all regions Printing: each region
<b>Poster</b>	Visitors/Tourists, residents, professionals of tourism and mobility	EN, BG, ES, GR, IT, PL, PT, SE, CAT	Events, hotels, etc.	300 per region (in local language/s)	Design: FGM-AMOR Inputs: all regions Printing: each region
<b>Roll up</b>	Professionals of tourism and mobility	EN, BG, ES, GR, IT, PL, PT, SE, CAT	External conferences, local workshops, public presentations, information desks, etc.	One roll-up per demonstrator region (8 in total)	Design: FGM-AMOR Inputs: All regions Printing: CINESI Extra printing: each region
<b>E-newsletter</b>	Local stakeholders	EN, BG, DE, ES, GR, IT, PL, PT, SE, CAT	-	-	Design: FGM-AMOR Coordination: CINESI Inputs: all regions
<b>Project website</b>	External visitors	EN + Local languages (only News, Events,	-	-	Design: FGM-AMOR Coordination: CINESI

Product	Target group	Languages	To be used at	Amount available	Responsible partners
		Regional blogs)			Inputs: all regions
<b>Promotional videos</b>	Local stakeholders, professionals of tourism and mobility, authorities	Corporate video: EN Local video: EN, BG, ES, GR, IT, PL, PT	Conferences, fairs and other mobility/tourism related events	One corporate video + One video per demonstrator region (7 in total, Bohuslän no video production)	Guidelines: agreed at PM2 Inputs: all regions Production: each region
<b>Social media and networking</b>	Tourists before arrival	EN	-	1 general account for each social media channel	Guidelines: agreed at PM2 Management: CINESI Inputs: all regions
<b>Media releases</b>	Both general and specialized media	<u>Local media:</u> EN, BG, DE, ES, GR, IT, PL, PT, SE, CAT <u>Specialized media:</u> Language of the specialized target media	-	<u>Local media:</u> 3 press releases per regions 1 informative release for each action launched <u>Specialized media:</u> 16 national and 8 international specialized media to publish info about SEEMORE	<u>Local media:</u> Production: each region <u>Specialized media:</u> Management: CINESI Inputs: each region Production: CINESI
<b>Long distance travel communication channels</b>	Long distance travel operators (vehicle, ferry, train, bus)	EN, BG, DE, ES, GR, IT, PL, PT, SE, CAT	Inside vehicle, video screens, operator's websites, on board free magazines, panels and screens in passenger terminals.	40 long distance travel operators contacted	Management: CINESI and HF Guidelines: discussion at PM2, agreement at PM3. Inputs: each region
<b>Tourism fairs</b>	Tourism sector	International fairs: EN National fairs: BG, DE, ES, GR, IT, PL, PT, SE	-	8 national tourism fairs 8 international tourism fairs	Management: CINESI Guidelines: CINESI, HF, CEI Production: all regions

Table 5. Overview of dissemination products and target groups.



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