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Communication Package

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EXECUTIVE SUMMARY

The communication and dissemination activities are fundamental in order to create project visibility and to reach various target groups. The key GAP external communication devices are included to this Communication Package deliverable. The purpose of the document is to raise the awareness regarding the tools and devices to be used during the project implementation. The key target group of this deliverable is GAP Consortium and relevant external actors (such as Advisory Board).

Firstly, this deliverable introduces produced and prepared communication material together with responsibilities and work division in GAP Consortium. Since this deliverable is in line with GAP Communications Plan and to decrease the possible overlapping some of the communication material is introduced more in details in Deliverable 7.1 Communications Plan (e.g templates). The first chapter focuses on defining all communication devices to be used in GAP implementation.

Secondly, the visual identity chosen is described in the second chapter of this deliverable. GAP Communications Package includes four (4) versions of the official logo that was voted among GAP Consortium. The versions of the logo can be utilized in different purposes in project communication. The Visual Identity Guidelines can be found as an annex (ANNEX 1) of this deliverable.

Thirdly, the online communication tools of GAP project are chosen to be official website, social media tools (Facebook, Twitter, blog and LinkedIn), Online Press Releases and News. GAP website (www.gap-project.eu) creation is supported by the developed GAP visual identity. Third Chapter presents sections and subsections of the GAP website. The selection of social media tools will enhance the external communication and engage more audience.

Finally, the detailed analysis of the responsibilities will support the use of communication package tools that are defined in this deliverable. GAP WP7 Leader and Coordinator will be in main role of maintain the communication, but all beneficiaries should be in key role as contributors.

1. INTRODUCTION

Deliverable D7.2 Communication Package describes the meaning and use of basic communication devices, such as website, social media and communication material shortly. In addition this deliverable defines the content of GAP Communication Package. WP7 Lead beneficiary has produced several communication devices and tools to be actively used in project implementation. Moreover, there are still possibilities for further updates. The GAP External Communication includes these eleven (11) selected tools/devices/methods/channels of which the five (5) first ones will be introduced in this deliverable:

1) GAP Visual Identity: Logo and Brand
2) GAP Website
3) GAP SharePoint Intranet for the use of GAP Consortium
4) GAP Social Media tools: Facebook, Twitter, LinkedIn, Blog
5) Press releases
6) Templates (Word, PP)
7) Newsletter
8) Factsheet
9) Poster
10) Flyer
11) General presentation

This Communication Package introduces the visual identity, GAP online communication tools and press releases more in details. All the other communication material is described either in D7.1 Communications Plan or published online in project website.

1.2 PURPOSE

The main purpose of this document is to describe the communication tools and their content. With the different communication devices chosen for GAP, the aim is to raise the awareness, and build understanding as well as implementation of the actions, in accordance with the dissemination and communication plan.

The communication package is created to serve especially element 2 (Tasking the partners with sourcing and driving information for dissemination to all media, target audiences and stakeholders) mentioned above. However, the communication package's core purpose is to implement the whole communication and dissemination plan and GAP dissemination and communication strategy.

2.   VISUAL IDENTITY

To create a visual identity of our project we should identify how we want to be seen by our stakeholders and end users (customers). The logo, and the use of it, is part of this process. It is important to decide upon what values we wish to underline in our communication practices. In creating a brand, we need a clear shared vision and a clear message of who we are and why we are doing this project. This communications package is part of this process. Using the original GAP proposal, the shared vision and messages can start to be identified, to be discussed further with project partners through the PMB. For instance:

For general use: Conflict Prevention and Peace Building (CPPB) personnel usually have great expertise in function-based skills such as intelligence, investigation, and weapons handling; however, the importance of soft skills, such as negotiation, communication and cooperation, is often less-emphasised yet as operationally critical.   The Gaming for Peace (GAP) project proposes to fill this recognised training gap; embedding a base curriculum of soft skills that facilitates coordination and relationship building in an environment of organisational, gender and cultural diversity.

For general use: Gaming for Peace (GAP) will produce training that is both effective and cost efficient. It will offer a model for curriculum development and delivery which does not require physical relocation of personnel but can be done virtually. It will be highly flexible, adaptable both during and after the project, and can deal with a variety of scenarios with high-risk elements, allowing players to increase their understanding of other key organizational actors through roleplaying themselves and these other actors in the multiple player online role playing game, introducing new scenarios/elements as needed.

For general use: Personnel deployed on Conflict Prevention and Peace Building (CPPB) missions, particularly in high risk areas, need to be equipped with the skills and knowledge to perform successfully from the start of their tour of duty in the respective Common Security and Defence Policy (CSDP) mission or operation. The complexity of problems requiring CPPB missions is increasing and hence the demand for skills that ensure all relevant operational actors are able to communicate and cooperate optimally and effectively. The time is right for Gaming for Peace (GAP) as it focuses on assessing and developing so called soft skills: personal attributes that enhance an individual's interactions and job performance.

For general use: All scenarios in the complex Conflict Prevention and Peace Building (CPPB) missions require a number of diverse actors, all with distinctive structures, cultures and practices; yet all need to communicate and to cooperate to respond effectively. For this, they must understand not only the other actors' structure, culture, organizational language and practices, and be sensitive to the impact of diversity in terms of gender and culture, both within the organizations but also outside them in the environment with local communities. The simulated world of Gaming for Peace (GAP) provides this training, universally, and at low cost.

For general use: The Gaming for Peace (GAP) project has been exceptionally conscious in the construction of a tightly formed, but representative consortium to balance the need to incorporate the full range of perspectives we intend to investigate. Of the 14 partners, five are strong research

universities, each bringing a different unique asset, two are software development experts including award-winning serious game design and development, two partners specialise in user interfaces, harmonisation, and innovative practical skills solutions, and five partners are Conflict Prevention and Peace Building (CPPB) stakeholder representatives; three representing policing, two the armed services and one representing the NGO sector.

For trainers, education, and training institution use: Gaming for Peace (GAP) will develop a new model in peacekeeping curriculum development. Including a review of the current best practices and analysis of stakeholder experiences, a base will be provided from which to build a range of scenarios, characters and game mechanics for serious game learning. This begins the process of iterative curriculum development. Constant evaluation throughout the project, and once the game is used in training, will provide a continuous feedback loop shaping the ongoing curriculum during, and beyond, the GAP project.

2.1 GAP LOGO

The project's logo was created to help branding and to increase awareness of the project. The starting point in the logo's creation process was to build the logo which would be neutral for all the partners and which wouldn't replicate any other logos among the partner organizations. The logo was voted on by the project consortium. GAP's logo, including its colours and style, are widely used and showcased on the project website and needs to be included in all the materials and publications. Project partners will be provided high quality jpeg and png logo files to use in the materials they create, also through the SharePoint internal communications platform. The precise RGB setting for the colours used will also be given for use in headings/titles/document layouts.

During the planning phase of the communication and dissemination activities, the project's logo should be used in every communication activity, both internal and external. The logo must be visible in all social media channels; project website, Twitter, Facebook, Linked In, marketing materials and in communication tools like PowerPoint and Word. The logo guidelines are made to guide all partners in the usage of the logo in communications to ensure a coherent approach and messages.

The first logo below is without text (GAP). This logo is meant for the project's internal communication and the second logo with the text (Gaming for Peace) is planned to be used in external communication to clarify project's aim and goal for beneficiaries, end users and other collaboration partners.

Figure 1 GAP Logos in colour version

Figure 2 GAP logos in black and white version

The official logo of the project is attached to the navigation header in the GAP website, and it is visible on every page. This official project logo is the only logo to be used in GAP documents in addition to the EU emblem which will also appear on the website.

3 ONLINE COMMUNICATION TOOLS

This Chapter identifies the external online communication tools created for GAP project purposes. The purpose of online tool creation in different channels, across both the website and social media, has been:

• To develop the color scheme that promotes the graphic design of the GAP logo
• To implement the design that was approved by project consortium
• To prepare the site map for GAP´s website taking into account the project life cycle
• To implement a site structure for the website in line with the chosen hosting service and content management system as well as following features: navigation, blog, footer and widgets for blog posts
• To create branded social media accounts
• To test the website on different devices (desktop, tablet and mobile) and web browsers (Internet Explorer, Mozilla Firefox and Google Chrome)
• To take care of cross Operating System testing: Windows, Android, iOS and OS X

3.1 GAP WEBSITE

The project website (http://gap-project.eu/) is one of the main dissemination tools. All the communication materials, such as press releases, logos, templates (Word, PP), and News Letters will be available via website. The goal of the GAP website is to make third parties aware of the project. The website offers an overview of the project as well as short profiles of all the partners and project goals. The website is available only in English. When creating and implementing the website, the primary objectives have been attractiveness, responsiveness and ease of maintenance in addition to functionality.

The webpage will be able to load within 5 seconds. The navigation bar will appear at the top of the main page and secondary pages and it will consist of links for each section on the homepage. Also a link to the implemented blog page, link to intranet and icons to following social media sites: Facebook, Twitter and LinkedIn, will be available. When clicking the logo, the navigation will go back to homepage from any page of the site. Footer will be displayed on the bottom of the main page and the other pages. The example of footer is described in the following picture:
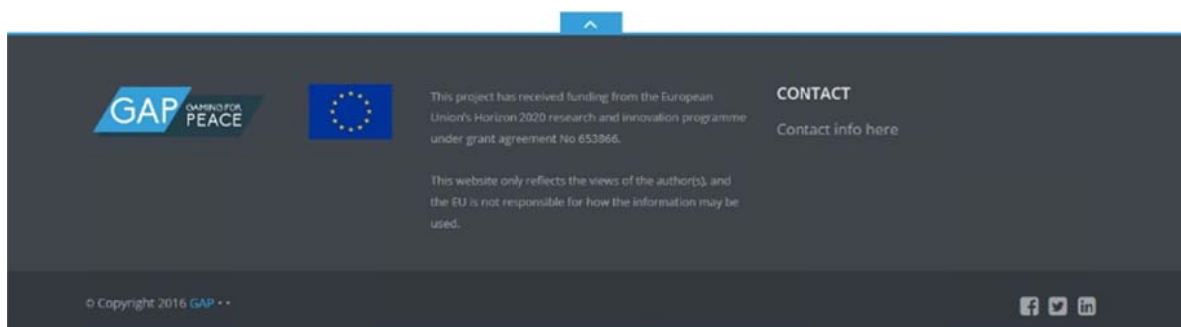
**Figure 3 GAP website footer**

The footer includes copyright information, Project logo, EU emblem, contact information, social media icons and the following text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 653866.This website only reflects the views of the author(s), and the EU is not responsible for how the information may be used."* The footer has also a button which leads back to top of the page.

3.1.1 WEBSITE STRUCTURE

The website structure is categorized in the following way: the landing page is called Home and it consists of five main sections, each section will appear independently on the screen when using the navigation bar. The following figure below describes and visualizes the structure of GAP.
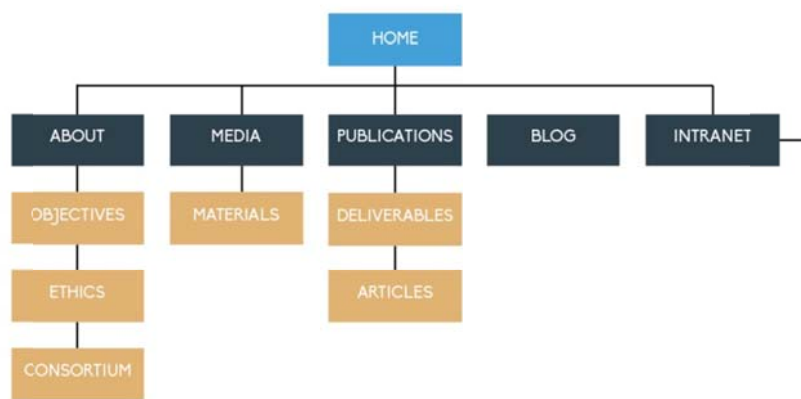
Figure 4 Structure of GAP website

The home page has a description of the project, its targets, and information about the GAP website. In addition, there will be links for social media, deliverables, articles and logos from consortium partners. The home page will also include the latest blog posting, the latest newsletter and a contact form request/subscription function. The figure next page demonstrates the visual look of GAP´s webpages.
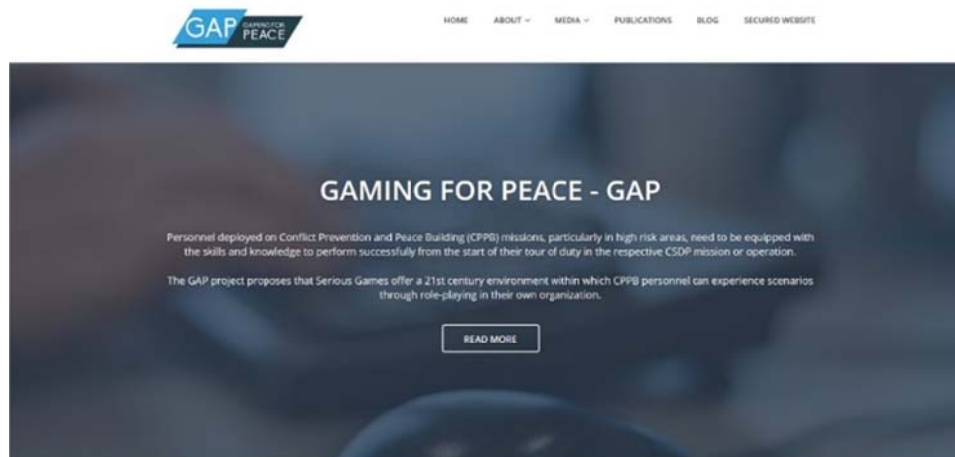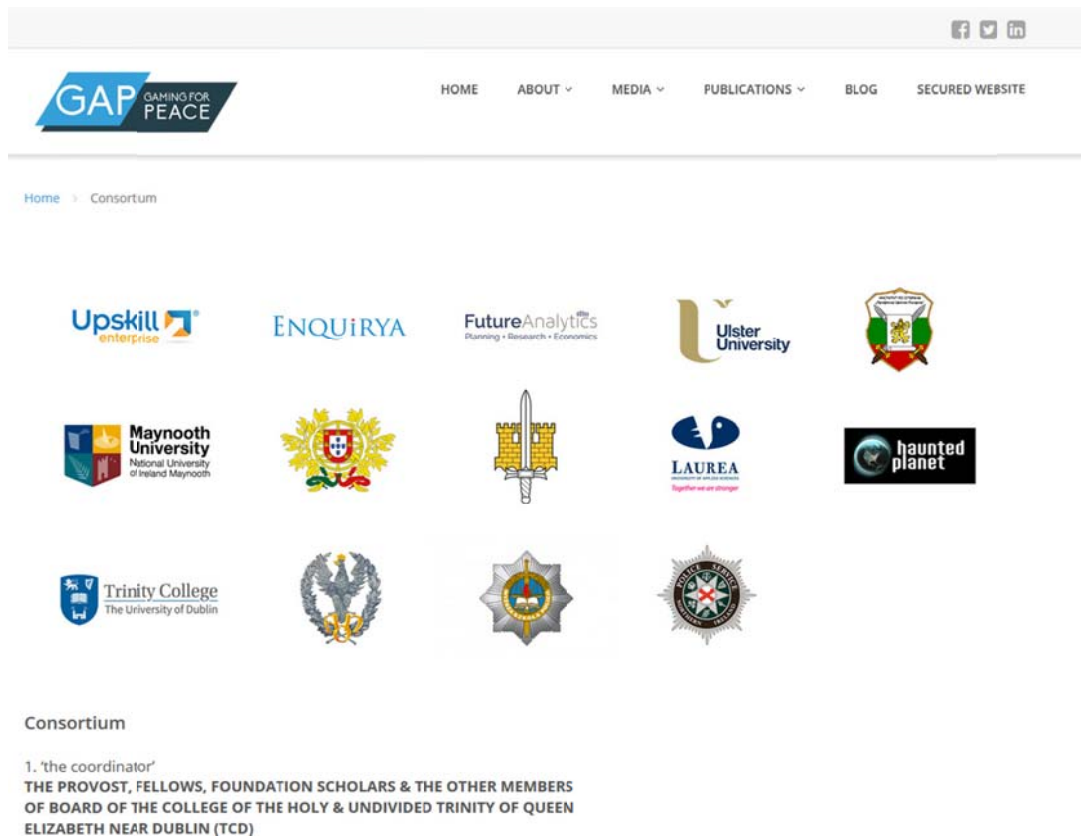
Figure 5 Visual look of GAP website

1) Main section: "About" describes the project itself, its starting points within the aims. This main section consists of three subsections: "Objectives" meaning the description of project aims, "Ethics" about ethical and security issues in the themes related to GAP and "Consortium" which are mainly descriptions of project aims and activities. Consortium is presented in subsection called "Consortium". After logos follow the contact details of the coordinator and every partner.
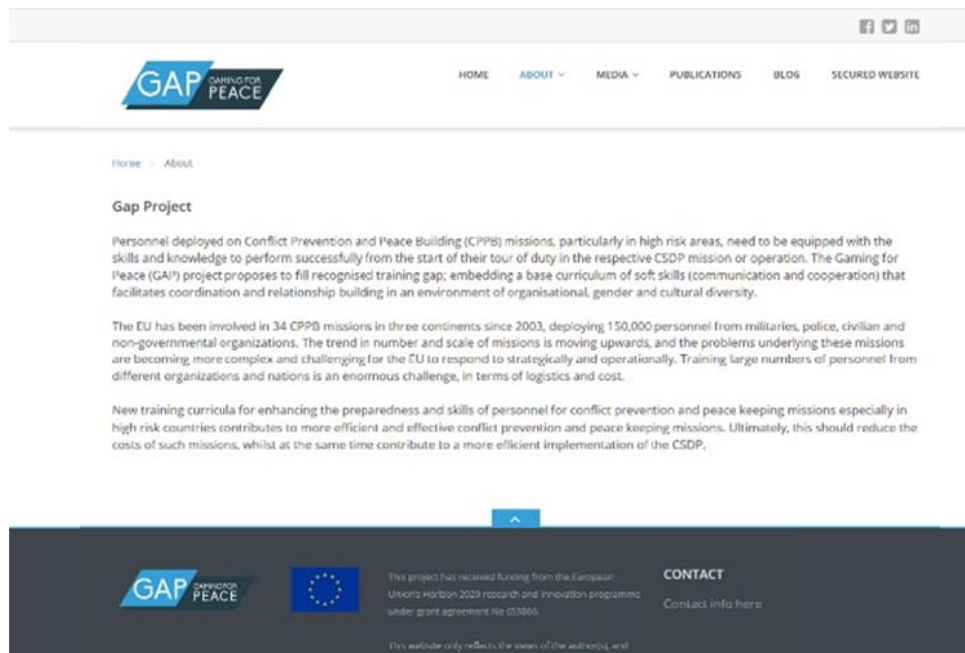
Figure 6 GAP website: About page

Figure 7 GAP website subsection: Consortium

2) Main section: "Media" is the section (pictured below) where all the project-related news and publications will be placed. Media consists of one subsection: "Material", which is the place for project´s Logos, templates as word and power point and instructions how to use graphic design for all who are preparing materials from GAP - project. Logos are available also in printable version.
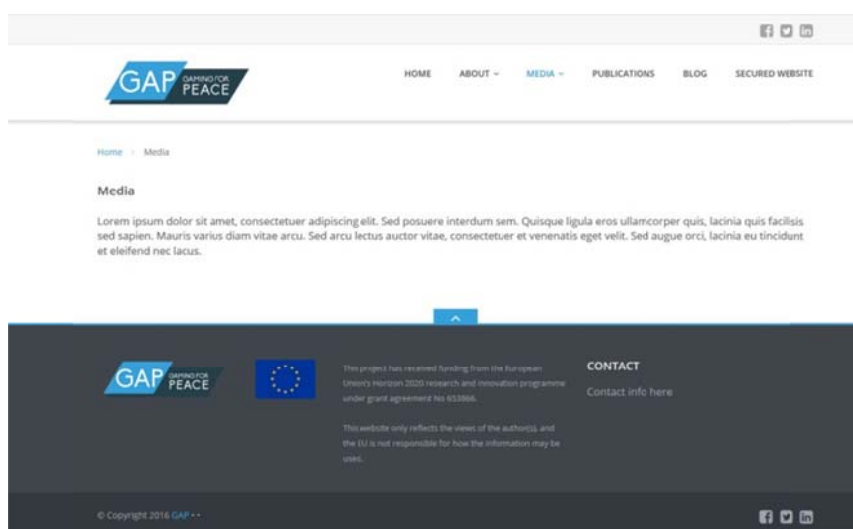

Figure 8 GAP website: Media

3) Main section: "Publications" gathers all the published material like scientific publications, articles and books from GAP and related to GAP´s aims. Consortium partners will actively produce publication to promote project´s aims and create new research results from the topics. This main section has two subsections: "Deliverables" and "Articles".
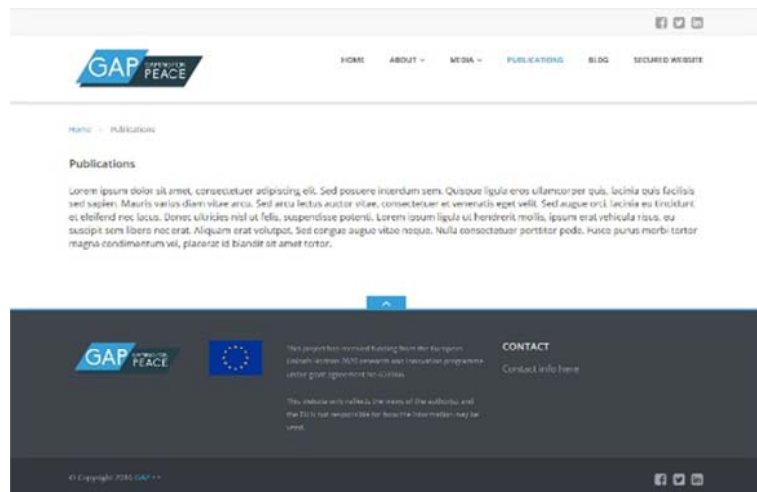
Figure 9 GAP website: Publications

4) Main section: "Blogs" consists of blog posts posted quarterly. Most recent blog posts will be visible at the homepage.
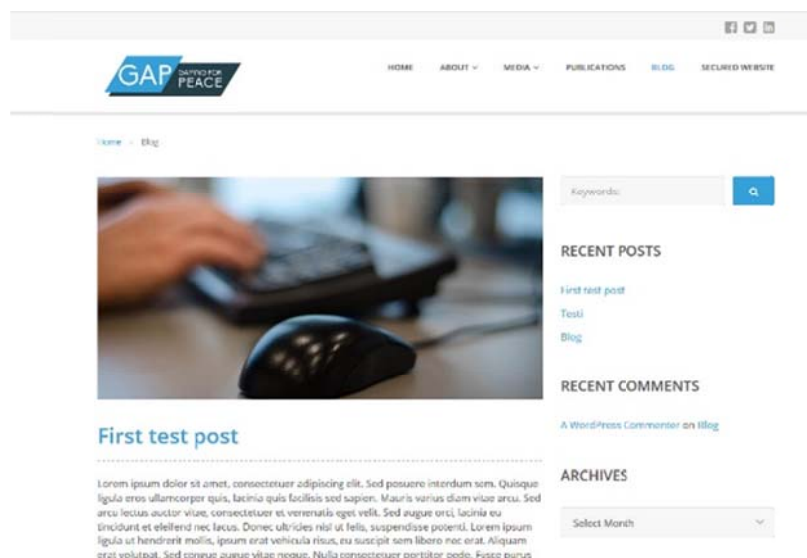
Figure 10 GAP website: Blogs

5) Main section: "Intranet" is intended to be the project's internal communication and it is in connection with the platform provided by the Coordinator. This will be a secured website, and at the moment it is under construction and will be published during 2016.

Figure 11 GAP website: Intranet

3.1.2 WEBSITE CONTENT

To scope and plan the content of interactive communication media content it is helpful to remember the following:

1) Identify key messages, themes, tone and personality for written content
2) Specify visual or other assets to be used
3) Develop house styles and publishing guidelines

When developing content, the writer should analyse the available information to identify relevant messages and themes, and devise appropriate writing styles for their target audience. They should liase with WP7 lead, Laurea, and potentially their work package lead where appropriate, to identify factors that may affect the content. All partners should identify suitable opportunities to enhance the effectiveness of the content text with other materials and articles. The selection of appropriate metadata, such as key words, is helpful for web searches and searches within the website and should be considered when writers submit their content for verification.

3.1.3 WEBSITE MAINTAIN

Laurea is responsible of technical maintain in the GAP website. In addition, Laurea has ordered hosting service and Domain for the website for three years. Nevertheless, the work division is described more in details in Chapter 4 Responsibilities.

3.2 SELECTION OF SOCIAL MEDIA TOOLS

The aim of social media is to promote GAP topics and discussions to the project stakeholders, beneficiaries, end users and European citizens interested in the topic. GAP has chosen the following channels in social media; Facebook, Twitter and LinkedIn to spread its information. Social media tools are meant to support GAP's dissemination actions in a way that all meaningful information and actions of the project will be published through social media, with consortium members being asked to disseminate it also through their own organizations' social media platforms and networks.
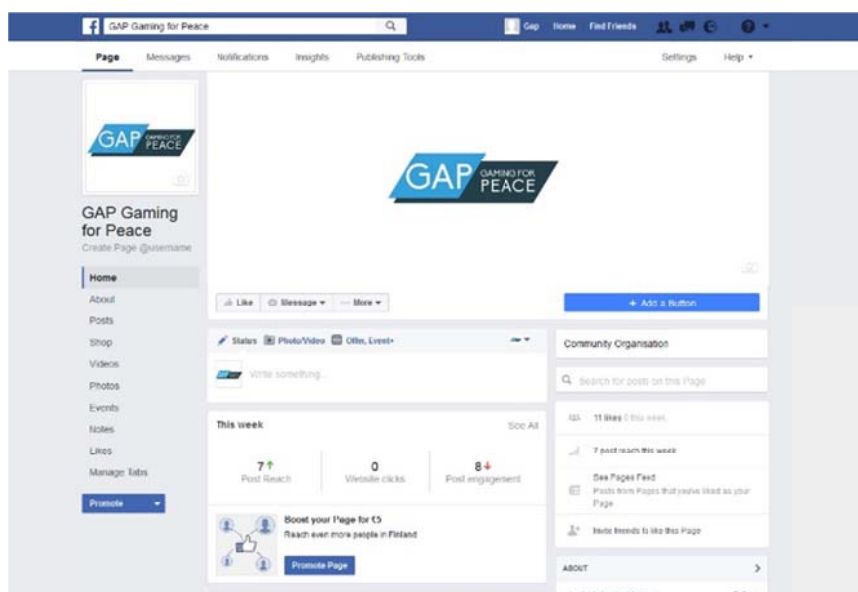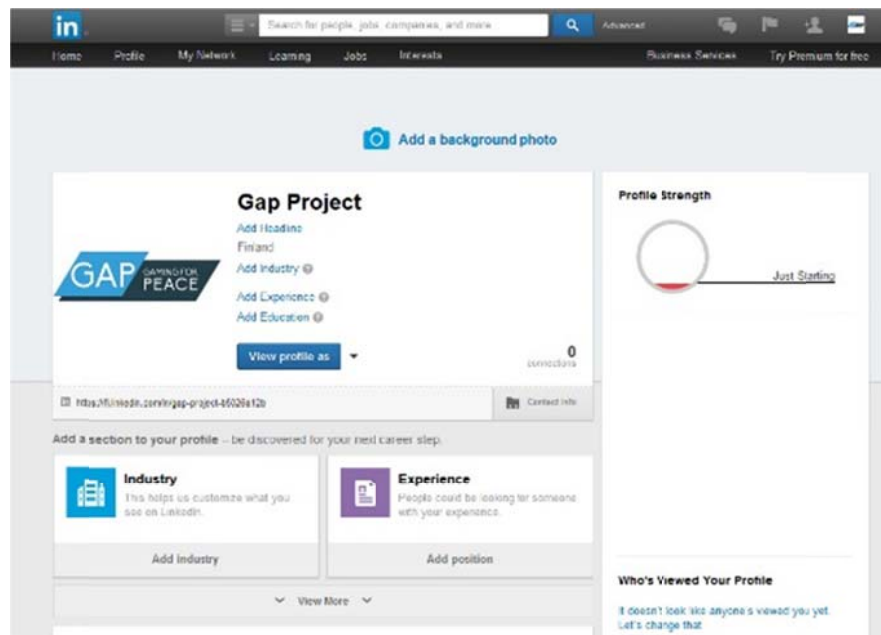

Figure 12 GAP Facebook page (screenshot)

Figure 13 GAP Twitter page (screenshot)

Figure 14 GAP LinkedIn Profile (screenshot)

3.3 PRESS RELEASES AND NEWS

An official press release will be published quarterly by the GAP consortium. WP7 Lead is responsible for the official press releases with the support of all the partners who offer the content. WP7 Lead will prepare the official press release in advance for the Coordinator who validates the information. The official press release will be published on the GAP website from where it will automatically be forwarded to the GAP social media channels. The process of PR delivery can be seen in D7.1 Communications Plan. Online Press Releases are supported by the quick online news. The quick news can be prepared through fast process under the WP7.

The GAP project Twitter account will focus on sharing GAP related news, news related to peacebuilding, conflict prevention and gamification. Also retweets will be actively used. In social media, the Consortium beneficiaries should include @gapforpeace part of the relevant Twitter tweets and retweets. Moreover the defined hashtags should be implemented.

In addition, partners are encouraged to prepare the relevant news to be published in selected communication tools (for example in the project's Facebook, Twitter and LinkedIn profiles directly), when project has something to inform. Laurea is responsible of the content or acts like the "chief editor" and takes care of regular publication.

4 RESPONSIBILITIES

According to the GAP Dissemination and Communication Plan, which lays out how to implement the communication and dissemination strategy, responsibilities and performance measures are needed to ensure effective dissemination and exploitation and will include the following 8 elements:

1) Managing, coordinating, monitoring and implementing the dissemination and exploitation strategy and related activities

2) Tasking the partners with sourcing and driving information for dissemination to all media, target audiences and stakeholders

3) Contacting partners periodically to ensure the smooth running of the strategy and deal with any snagging required

4) Proposing and updating dissemination and exploitation tactics on a monthly basis

5) Regular reviews and updates on the progress of the strategy including PMB reports, briefings, implementation and delivery and produce an activity plan

6) Production of a quarterly dissemination strategy to track dissemination progress and to provide additional direction and clarification on activities as needed

7) Monitoring partner delivery/ attendance in relation to planned dissemination events in order to avoid duplication of dissemination activities. Liaise and work with other EU project activities where relevant

8) Measuring and evaluating the impact of the dissemination and exploitation strategy using indicators such as number and nature of event attendees/ end-user feedback.

The WP7 lead, Laurea, will be in charge of defining, implementing and maintaining the GAP website and other online tools such as social media (excluding internal information sharing platform, which is responsibility of the Coordinator), to prepare and moderate content to promote publications and dissemination materials, to prepare conferences and workshops, and to disseminate the expected project results for the peace keeping community. Furthermore, WP7 is responsible for maintenance of communication tools in use and to ensure that valid information on GAP is shared in them following the guidelines in this document, and the D7.1 the Dissemination and Communications strategy and plan.

The responsibility of tasking the partners with sourcing and driving information for dissemination to all media, target audiences and stakeholders lies with the Coordinator. However, WP7 leader will support the Coordinator in the task by providing information on dissemination and communication implementation activities through media evaluation activities and results. The WP7 leader will also provide the first level of content quality assurance for materials submitted by partners, will the Coordinator having final sign-off before publication or sharing of the information.

The division of work in internal and external communication and dissemination activities is the basis to create and acknowledge operational procedures and dissemination protocols. In addition, the communication package services to give a clear understanding on assigned roles and responsibilities in internal and external communication and dissemination activities. Everyone in GAP Consortium has a responsibility to use the different dissemination and communication tools but the Coordinator together with WP7 leader will provide the material to share. The division of work is described below:

Communication material	Coordinator	WP7	Project partners
Logo	• to approve and use the logo	• to create and use the logo • provide guidance how to use the logo	• to use the logo in line with the guidance procedures for all GAP activities
Templates (Word, PP)	• to approve and use the templates	• to create and use the templates • provide guidance how to use the templates	• to use the templates in line with the guidance procedures for all GAP outputs
Website	• to approve and use the website • decide what material is shared on the website	• to create and host and update the website • suggest new material to the Coordinator to be presented on the website • to archive information and highlight materials as required within the project lifecycle	• to use and advertise the website e.g. link in own organization's websites • to provide material to be published in website including information about tasks, work packages, meeting and conference attendance
Intranet	• to establish, maintain and update the intranet • provide new information to intranet • to deal with any access issues promptly	• to use the intranet	• to use the intranet • to provide material to be published and saved in the intranet
Facebook	• to approve and use the Facebook page • decide what material is shared on Facebook	• to create, host and update the Facebook page • suggest new material to be presented on Facebook to PMB & the Coordinator	• to use and advertise the Facebook page • to provide links to the Facebook page from own organisation's FB • to provide material to be published on Facebook
Twitter	• to approve and use the Twitter account	• to create and use the Twitter account	• to use by retweeting and including @gapforpeace to relevant tweets of their own
LinkedIn	• to approve and use the LinkedIn page • provide updates to LinkedIn	• to create, host and update the LinkedIn page • suggest new links to be created in Linked in for the Coordinator & PMB	• to use and advertise the LinkedIn page and network • to provide short articles/updates for posting
Blog	• to approve the blog • provide material to the blog • decide what material is published the blog	• To create, host and update the blog as a key comms tool within the website • suggest for the coordinator new material to be presented in the blog	• to provide material for the blog to WP7 leads for verification • advertise the blog
Electronic	• to approve the Newsletter	• to create the Newsletters	• to use the Newsletters on

newsletter	• provide material to the Newsletter • decide what material is published in the Newsletter	quarterly • suggest Newsletter materials for the Coordinator to be approved and published • collate articles submitted • to find and use best placement on the website for newsletters to attract most visitors	own organisation's website, with own networks and contacts, where appropriate select 1-2 articles for inclusion in own organisation's newsletters (where available) • to provide material for the News Letters
Press releases	• to approve the Press releases • decide what material is published in the Press releases	• to create the Press releases • suggest for the coordinator new Press releases material to be approved and published	• to use the Press releases • to support the WP7 collect information for press releases • to use own organsiation's PR system for wider distribution
Factsheet	• to approve the factsheet • decide what material is published in the factsheet	• to create and use the Factsheet • suggest for the coordinator material to be published in the any additional Factsheets as required	• to use the Factsheet with networks and stakeholders • to suggest improvements or additional factsheets as required
Banner	• to approve and use the banner	• to create and use the banner	• to use the banner at workshops, seminars and conferences
Flyers	• to approve and use flyers	• to create and use flyers	• to use flyers with networks and stakeholders • to suggest improvements or additional flyers as required
General presentation	• to approve the general presentation • decide what material is published in the general presentation • decide how it can be used e.g. can it be shared electronically as part of a conference pack?	• to create and use the general presentation • suggest for the coordinator updates for the general presentation	• to use the general presentation • to suggest improvements as required

Figure 15 Communication Material: division of the work

5 CONCLUSIONS

Communication package includes key elements to GAP dissemination plan implementation; they are logo, brand, website and social media. The communication package is complimentary to Communication and Dissemination Plan and hence the communication package is revised if need is noted in the revision of the Plan. The core purpose of the communication package is to support information sharing on GAP for key stakeholders and wide audience and in this way to ensure success of the project.

The package material is created in order to make the GAP project well known. In addition the communication package ensures that the project is easily recognized and it has clearly defined channels to follow and use in information sharing. Communication package guarantees that information on GAP is delivered in coherent way.

The created guidelines for the use of communication elements ensure the awareness of the information sharing among GAP Consortium. This is to maximize the amount of information sharing on GAP and to make the brand of GAP well known.

6 ANNEXES

ANNEX 1 Visual Identity Guidelines

The Visual Identity Guidelines can be uploaded from GAP Website (www.gap-project.eu/)