

# Project iCON “Competitiveness of SMEs through Innovation and Collaborative Entrepreneurship”

## Communication Plan



I-CON  
Digital Ecosystems

Claudio Di Giorgio  
Luigi Telesca



2007-2013

cooperazione territoriale europea  
programma per la cooperazione  
transfrontaliera

Italia-Slovenia

evropsko teritorialno sodelovanje  
program čezmejnega sodelovanja  
Slovenija-Italija



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Progetto cofinanziato dal Fondo europeo di  
sviluppo regionale

Projekt sofinancira Evropski sklad  
za regionalni razvoj

# Agenda

**Objectives**

**Reference Methodology**

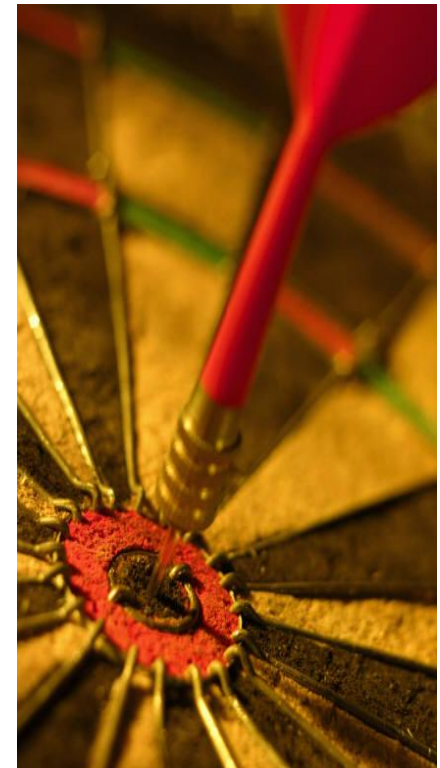
**Communication & User Involvement**

**Channels and Instruments**

**Activity Plan**

# Objectives

- Define a plan to clearly communicate the project objectives to all stakeholder groups
- Identify target groups and qualification
- Involve stakeholders in the identification of sectors and interest areas for the experimentation
- Facilitate users and companies involvement in the experimentation and piloting phase
- Facilitate the adoption of developed technologies after the experimental phase



# Agenda

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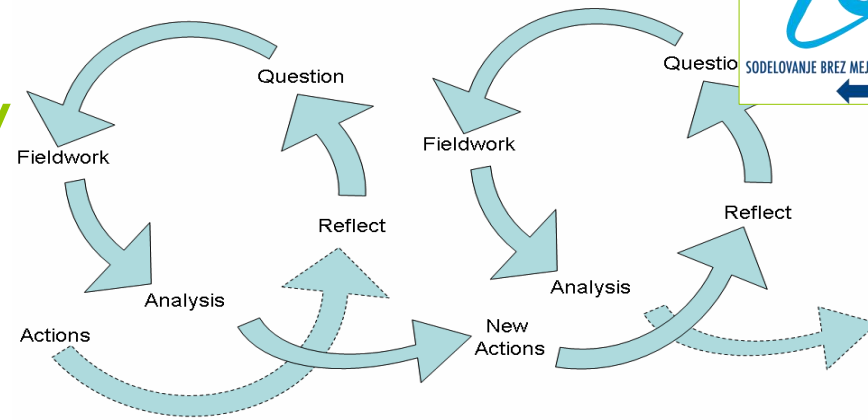
Communication & User Involvement

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# Methodology

## Action Research



- The project will use “**Action Research**” (AR) methodology for the coordination and management of all processes that will involve users in a participatory approach following principles like:
  - the definition and achievement of clear action and/or research objectives for each stakeholder;
  - starting from an *initial knowledge* for each stakeholder for arriving to a new *technological and/or organizational object* connected to the new knowledge generated by the process;
  - the *iterative process* based on stakeholder participation in work meetings focused on specific topics and coordinated by the project partner;
  - the *process* structured in interactions of initial agreements, individual work sessions and meetings of sharing and collection of the knowledge acquired and developed.

# Agenda

Objectives

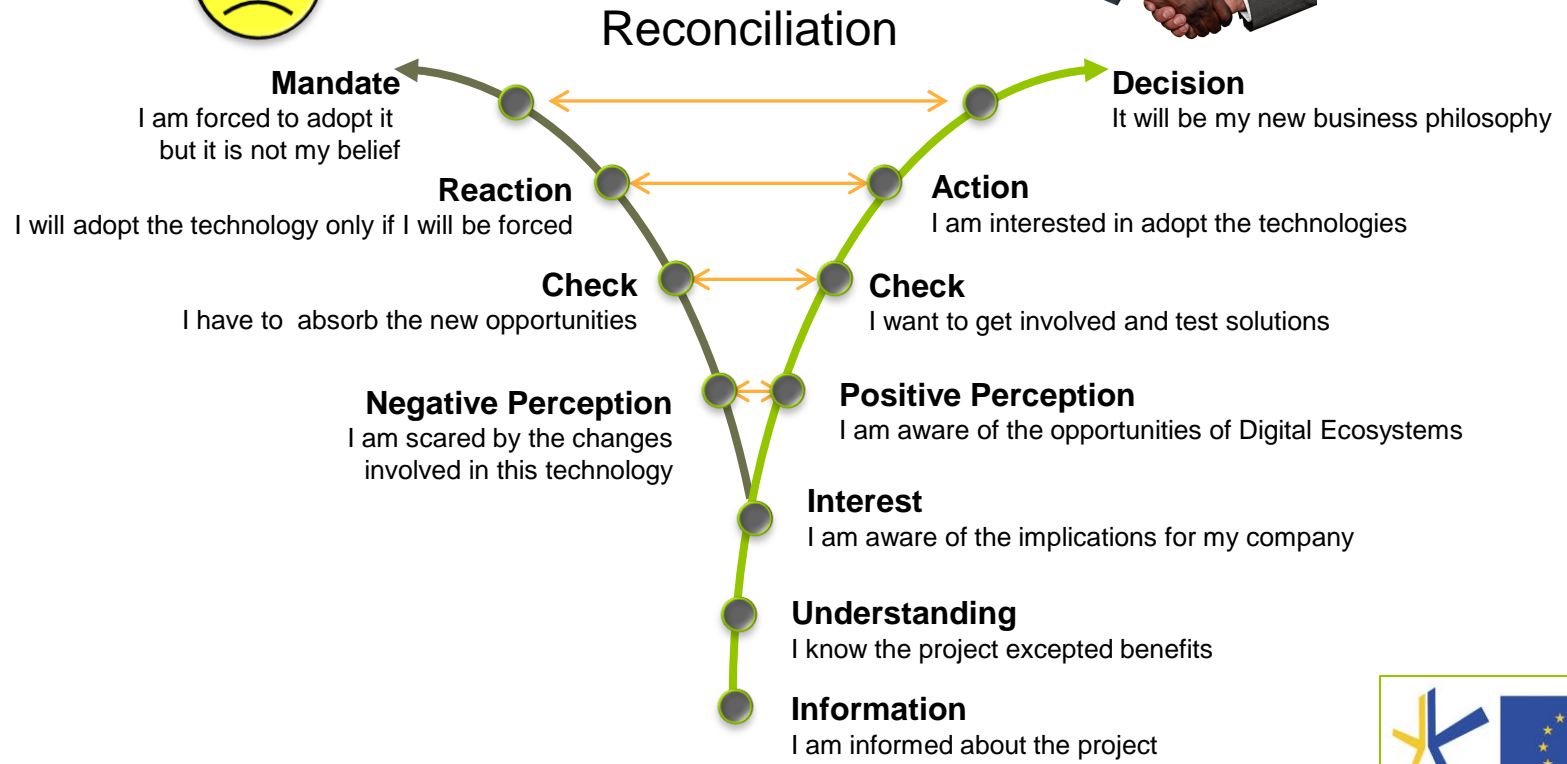
Reference Methodology

**Communication & User Involvement**

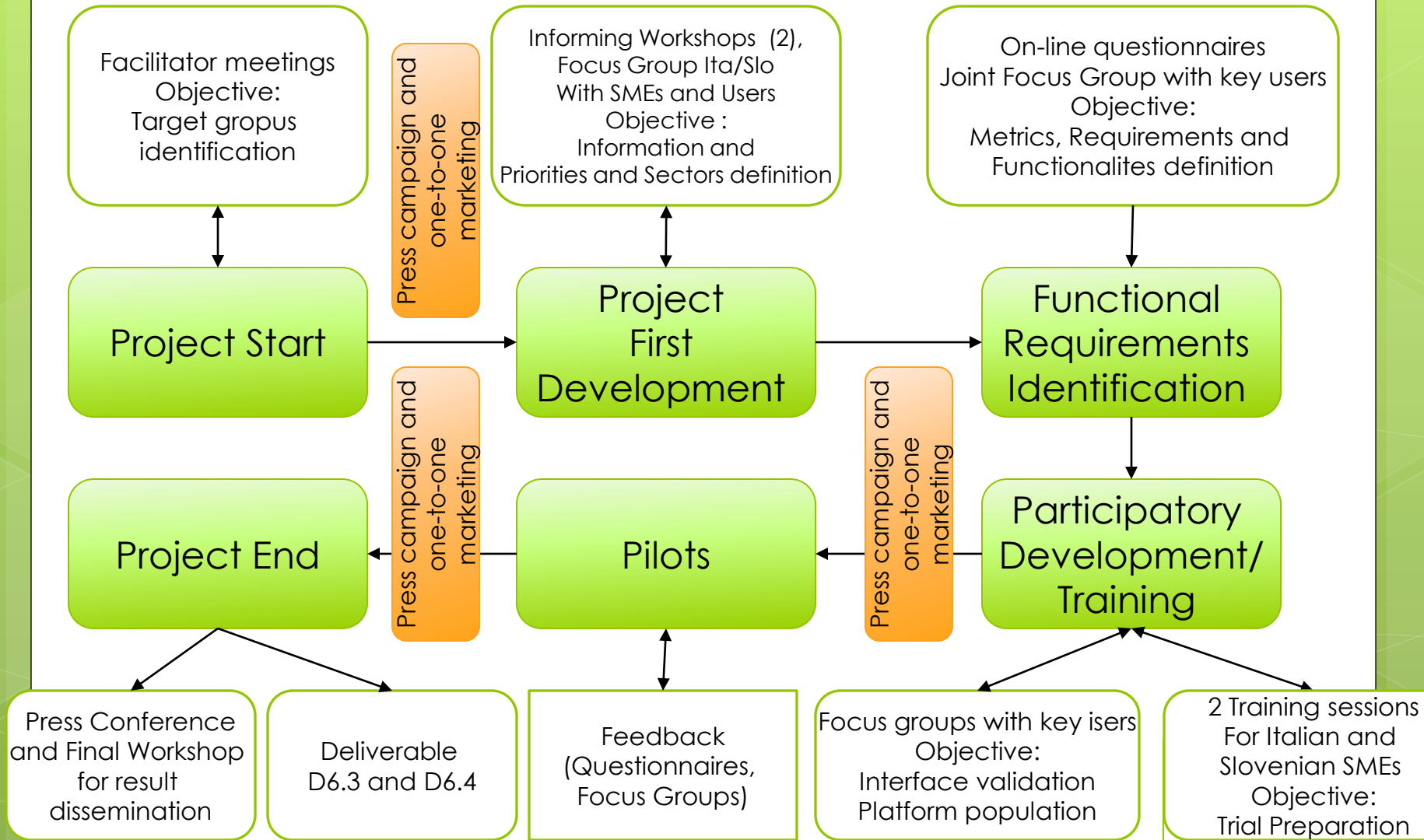
Channels and Instruments

Activity Plan

# Communication Objectives



# Communication and interaction process





# Agenda

Objective

Reference Methodology

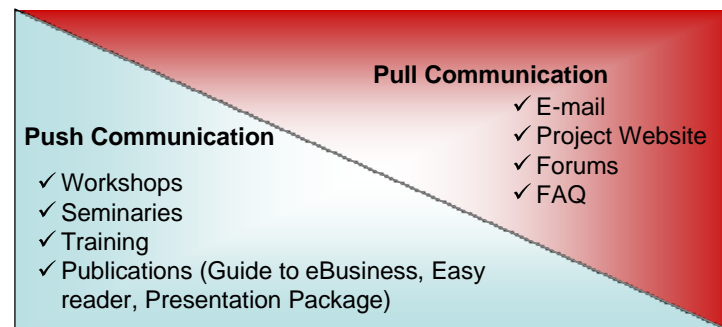
Communication & User Involvement

**Channels and Instruments**

Activity Plan

# Push and Pull Communication

- 3 Direct e-mail marketing campaigns
- Creation of a Web page and DBE banner
- 3 Press Releases and Press Conference
- Workshops
- Spreading of Video about the DBEs developed by previous projects
- 2 Training Sessions
- Publications on (e-)business specialized journals



## Appealing to the partnership:

Razvojna agencija ROD  
 Regionalni razvojni center Koper  
 RRA severne Primorske d.o.o. Nova Gorica  
 Posoški razvojni center  
 Območna razvojna agencija Krasi in Brkinov  
 Gospodarska zbornica Slovenije Območna zbornica za  
 severno Primorsko  
 Obrtno-podjetniška zbornica Slovenije  
 Unione Regionale Economica Slovena – SDGZ (URES)  
 CNA Veneto  
 Confcommercio della provincia di Trieste  
 Confindustria Friuli Venezia Giulia  
 Confartigianato Imprese Friuli Venezia Giulia  
 E.I.N.E.  
 S.I.PRO.

# Agenda

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**Activity Plan**

# Facilitator meetings

- Initial presentation
- Identification of the communication channels and main drivers
- Identification of the Target Group
- Identification of the communication channels and times
- Definition of the joint workshops and the modalities of interactions with the target

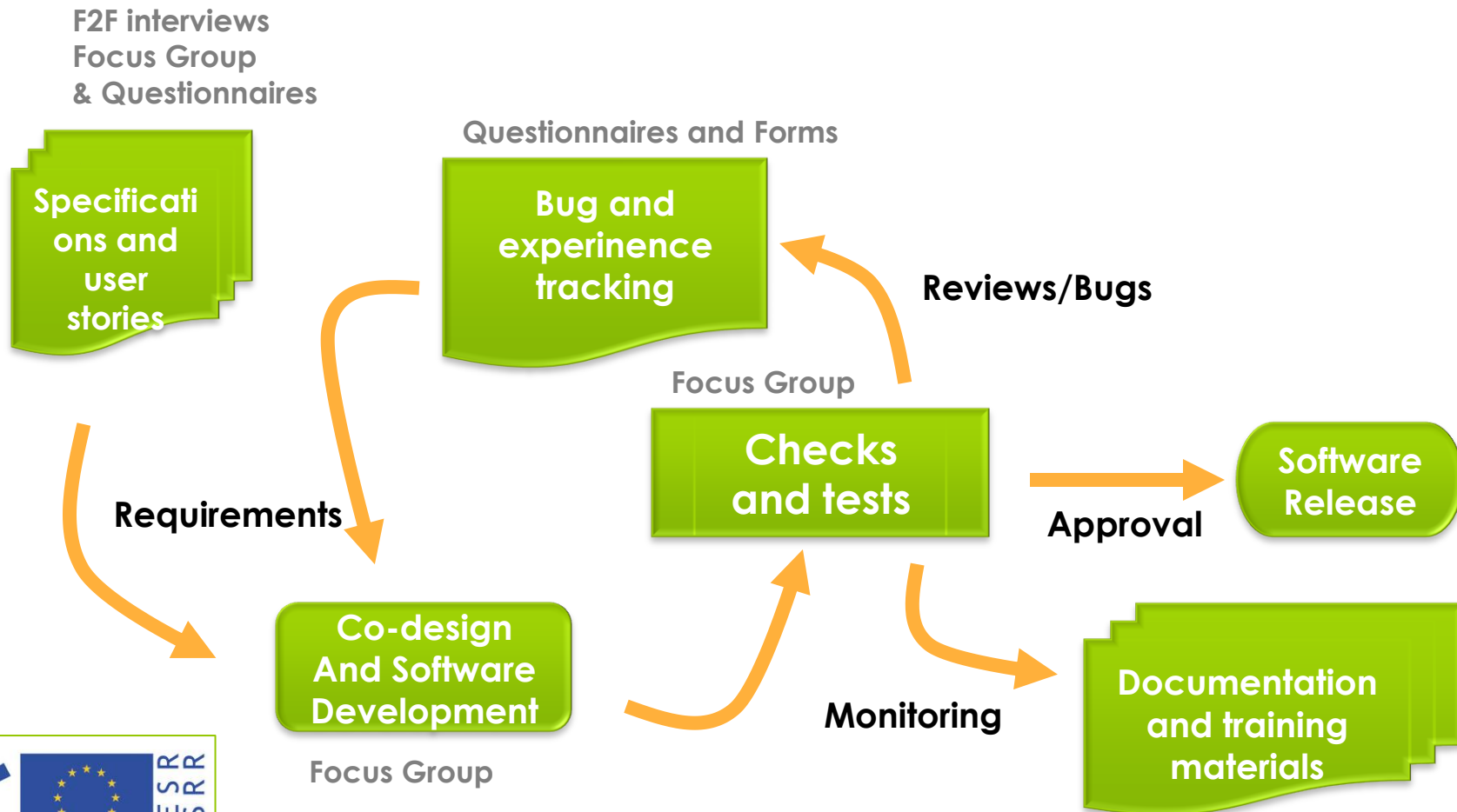


# Focus Group

- Meetings in safe environment with a limited group of drivers and end users in order to:
  - Verify and improve the communication
  - Achieve the end user participation and interest
  - Identify the reference sectors
  - Identify priorities and criticality
  - Identify the business functionalities
  - Identify the coherence with internal procedures
  - Identify of the technical requirements
  - Develop the sense of belonging
  - Verify the usability of the instrument
  - Verify the performances of the instrument
  - Collect feedbacks and improvements



# Information flows and actions

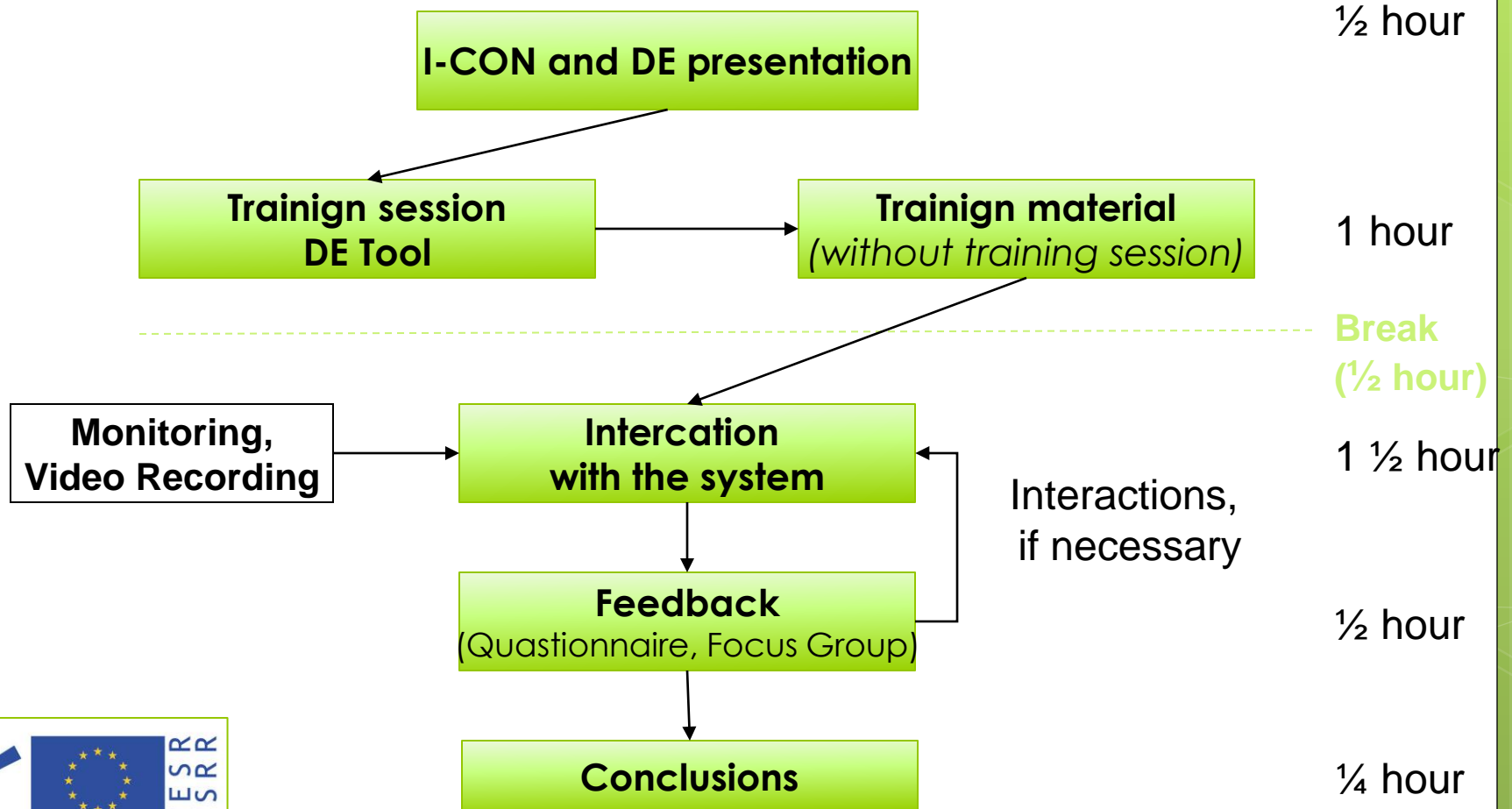


# Questionnaires

- **Charateristics considered**
  - Demographical
  - Background (Experience, Role, ...)
- **Functionalities**
  - Intercompany Communication
  - Business Processes
  - Adaptation to real situations
- **Usability and Aesthetics**
- **Quality of the support materials**
  - Quality of the Communication
  - Quality of the Information material
  - Quality of the Training material
  - Quality of the Trainign sessions



# Training agenda





# Co-design and Testing Meetings

- Where and When: To be defined (suggested a Category Association base)
- Max 15 SMEs from the reference sectors
  - Business/sales background
  - Skills in Internet and Information Systems
- 4-hour workshop
  - Explanation
  - Q&A
  - Knowledge Caffè
  - Summary
- Tools:
  - PC, videoprojector, flip-charts, posters and Post-it
  - Lunch Buffet
- Objectives:
  - Creating the Testing groups
  - Sharing experiences and needs
  - Identifying the business priorities
  - Identifying the system functionalities



# TIME PLAN



For any question  
please contact  
[icon@icon-project.eu](mailto:icon@icon-project.eu)



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REPUBLIKA SLOVENIJA  
SLUŽBA VLADE RS ZA LOKALNO SAMOUPRAVO  
IN REGIONALNO POLITIKO



Ministero dell'Economia  
e delle Finanze

Projekt iCON sofinanciran v okviru Programa čezmejnega sodelovanja Slovenija-Italija 2007-2013 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.

Progetto iCON finanziato nell'ambito del Programma per la Cooperazione Transfrontaliera Italia-Slovenia 2007-2013, dal Fondo europeo di sviluppo regionale e dai fondi nazionali.



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