

Interreg



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MONA

Communication Strategy

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1. About MONA

The growing interest in nature-based tourism has led to a significant increase in the number of visitors to nature reserves, making them important tourist attractions. However, this increase in visitor numbers has also had negative impacts on park resources, such as traffic congestion, air and noise pollution, and parking problems, which affect the quality of the visitor experience and erode local habitats.

As a result, effective traffic management in national parks has become crucial to enable sustainable tourism. This is where the MONA (Modal shift, routing and nudging solutions in NAture areas) project comes in.

Launched in 2023, MONA aims to promote sustainable tourism in and around the protected areas of north-western Europe for the benefit of nature, the environment, visitors, and the local economy. The project does so by promoting a modal shift, supporting sustainable transport, implementing inclusive route planning, and encouraging visitors and stakeholders to adopt more sustainable behaviour.

Together, these strategies will help to manage visitor flows, reduce negative impacts on the local environment, and promote inclusive access to nature reserves.

Here are the key activities carried out by MONA project partners:

1. Evaluation of local impacts and development of innovative strategies: MONA partners monitor and assess the impacts of visitors and local mobility options on natural areas. Based on their findings, they develop new solutions to minimise observed harmful impacts and increase the overall sustainability of nature-based tourism in north-western Europe.
2. Solution testing: All strategies developed by MONA's partners are put to the test to determine their suitability in local contexts. In particular, the project focuses on the joint testing of solutions in the areas of modal shift, route planning, and behavioural nudging. This allows them to identify which strategies are truly effective for promoting more sustainable transport and visitor behaviour.

The MONA project brings together eight nature reserves and three knowledge and dissemination partners in Germany, France, Belgium and the Netherlands. The project will conclude in 2027.



2. About this document

This 'Communication and Dissemination Strategy' serves as a comprehensive guide for MONA's communication and dissemination efforts. It outlines the overall vision and includes a wide range of communication tools and activities designed to achieve the project's communication objectives.

Within this document you will find

- Clear communication objectives.
- Key messages that capture the essence of MONA's mission.
- Identifiable target audiences to tailor communication efforts effectively.
- A description of the specific communication tools and documents to be used.
- Defined indicators to measure the success of communication efforts.
- A well-defined division of labour between partners to ensure smooth collaboration.
- A local communication plan tailored to each specific context.

In essence, this strategy forms the basis for MONA's communication and dissemination activities, enabling the project to effectively achieve its communication objectives.



3. Communication and dissemination document

The primary objective of MONA's communication and dissemination activities is to effectively disseminate and promote the project's activities, outputs and results through relevant communication channels. At the same time, these efforts aim to raise awareness among target audiences and the general public.

The project partner Polis will take the lead in coordinating these activities, involving all project partners throughout the duration of the project. To facilitate a smooth implementation, Polis & VisitBrabant will provide other partner projects with essential tools such as templates and documentation, as well as clear instructions for their actions at both local/regional and European level. In addition, Polis & VisitBrabant will use its access to online communication tools, including the project website and social media platforms, to amplify partners' messages and maximise reach.

By coordinating communication and dissemination efforts in this collaborative way, MONA aims to foster greater visibility and engagement, ensuring successful project outcomes and wider recognition of its initiatives.

3.1 Communication and dissemination tasks

The establishment of a well-defined and comprehensive communication and dissemination strategy is in line with Activity 1.11 "Communication Strategy". This strategy will closely follow the objectives and activities outlined in this document:

At the beginning of the project, a comprehensive communication strategy will be carefully developed to precisely outline the tools, their frequency and their respective target groups (C2.4). This strategy will include the following key components

- Communication objectives: Clearly defined goals and intentions for the project's communication efforts.
- Target Groups: Identification of specific audiences and stakeholders in order to tailor communication effectively.
- Activities and deliverables: A detailed plan of proposed activities and expected outcomes.
- Channels: Identification of the communication channels to be used for effective dissemination.
- Budget: Allocation of resources and funds to support the communication activities (in Annex).
- Implementation: A structured plan for carrying out the communication strategy.
- Evaluation plans: A framework for assessing the effectiveness and impact of the strategy.

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The strategy will be reviewed annually to assess its performance and make any necessary adjustments. By maintaining a proactive approach to monitoring and refining the communication strategy, the project aims to ensure its relevance and effectiveness throughout its duration.



4. MONA Communication and dissemination objectives: a targeted approach

4.1 Objectives

Through communication and dissemination activities, the MONA partners intend to reach the following main objectives:

- Focus on Visitors: Address challenges in nature areas by focusing on day recreation and longer stay visitors.
- Address Common Challenges: Tackle issues related to increasing visitor numbers, peak pressure at specific locations, and car-centric travel modes.
- Seize NWE Opportunities: Utilize NWE's urbanized character, developed tourism and mobility sectors to achieve a successful modal shift and create new revenue models with reduced environmental impact.
- Transnational Cooperation: Learn from diverse nature areas and foster cross-border collaboration between experts to apply lessons throughout NWE.
- Multidisciplinary Learning: Combine expertise from mobility, behaviour, tourism, and nature conservation to effectively address complex challenges.
- Set the Sustainability Agenda: Influence sustainability discussions at all levels, from local to EU, in nature areas across NWE.

4.2 Key messages

It is crucial that the MONA values are effectively conveyed in order to guarantee that the messages it promotes are consistently consistent and integrated into a larger project-related narrative.

The important ideas that should be heard, understood, and retained by the audience are known as key messages. They often include of bite-sized chunks of information that explain what the project accomplishes, why it is important, how it differs from similar projects, and what benefits it will provide to stakeholders. They should be represented in all written and spoken communications and serve as the cornerstone of a project's branding and marketing activities, making them relevant.

The main points on which MONA should be advocated at all levels, from a European to a more local one, are given below:

- Visitor-centred approach: MONA focuses on addressing common challenges faced by natural areas in NWE, including increased visitor pressure and congestion, resulting in environmental impacts and nuisance to local residents.
- Modal shift opportunities: NWE's urbanised environment, robust public transport network and shared mobility options offer opportunities for successful modal shift, emissions reduction and smart land use.



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- Improving accessibility: By connecting natural areas with urban regions, MONA aims to improve access for disadvantaged groups who face mobility, physical or social barriers to visiting natural areas.
- Innovative revenue models: By working with mobility and tourism service providers, MONA aims to develop new revenue models that minimise the impact on nature and promote sustainability.
- Transnational cooperation: Through transnational cooperation, MONA gathers insights from different natural areas and enables the development of relevant solutions that can be applied throughout the NWE.

4.3 Target groups

- Visitors of the nature areas

MONA's efforts benefit visitors to natural areas by creating less crowded and quieter spaces, improving access through innovative routing and sustainable transport, and encouraging environmentally friendly behaviour. The proximity of these improved areas to visitors' homes fosters a deeper connection with nature, which has a positive impact on physical and mental well-being. With the potential to leave a lasting impact on both visitors and the environment, MONA's focus on sustainability ensures the preservation of these precious natural spaces for future generations.

- Disadvantaged groups as potential visitors of nature areas

MONA aims to make nature areas more inclusive and accessible to disadvantaged groups by removing barriers to their access and participation. This includes improving mobility options for people with limited car access and ensuring accessibility for people with physical disabilities beyond the legal requirements.

In addition, MONA will address social barriers, such as unfamiliarity with natural areas, to encourage the participation of this target group. The approach will be refined on the basis of in-depth analyses in WP1 and fine-tuned in pilot phases.

- Residents in and around nature areas

MONA brings a range of benefits to people living in and around natural areas, including improved sustainable access options, reduced traffic and congestion, more available parking spaces, reduced unauthorised parking and noise, no road blockages, and potential local economic stimulus through sustainable tourism options. The project's efforts to manage visitor flows and outreach directly through nature areas will improve predictability and allow local people to better plan their local lives.

- Higher education and research organisations this includes universities and research institutes in NEW.

The project's baseline and impact measurements, together with the monitoring framework developed in a multidisciplinary setting (WP1), will enhance both theoretical and practical knowledge of the complex relationships between visitors, residents, nature, environment and mobility. The results will provide policy and sector advisors



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with better insights to inform their advice. Knowledge partners in MONA will facilitate outreach to this group (WP1 A11).

- Other natural areas in Europe this includes national and regional parks.

All natural areas in Europe can learn from the project results and adopt solutions relevant to their own areas. This target group will be reached through the networks of project partners, including dedicated national associations of protected areas participating as associated organisations, as well as through the European Charter for Sustainable Tourism in Protected Areas.

- Destination Marketing Organisations (DMOs) and tourism service providers in NWE

MONA will improve the distribution of visitors and explore opportunities for new sustainable tourism products. DMOs, tourist boards, hotels, restaurants, and entrepreneurial farmers and landowners can benefit by encouraging visitors and stakeholders to make sustainable choices. DMOs will be invited to participate in the training programme and local stakeholders/entrepreneurs will be involved in each natural area (WP2 A3).

- Mobility experts from local authorities and tourism policy makers

The results of MONA, including the monitored impacts and effects of the pilot projects, the strategy development and the monitoring framework, will be shared with mobility, tourism, economic and spatial planning policy makers in local public authorities in the project pilot sites and in the POLIS network (50 local authorities). This will enable them to address mobility issues to natural areas in their municipalities.

- Mobility experts and tourism policy makers in regional public authorities.

Similarly to the local authorities, the regional authorities in the pilot sites of the project and those that are part of the POLIS network (30 regional authorities) will receive the MONA results to inform their mobility, tourism, economic and spatial planning policies, taking into account the broader regional perspective.

- Infrastructure and (public) service providers.

Mobility service providers in and around the eight nature areas involved in the project will play a direct role in the modal shift pilots as local stakeholders. This group includes traditional public transport operators as well as new shared mobility operators such as NS, ProRail, Keolis Syntus, NMBS, SNCF, SaarVV / Ministry for Environment, Climate, Mobility, Agriculture and Consumer Protection.

Through MONA, these diverse target groups will benefit from improved knowledge, sustainable solutions and practical approaches to improve mobility, tourism and conservation in and around natural areas.



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5. Mona Visual identity & branding

The Interreg NWE Brand Book is a valuable resource for NWE projects, providing essential guidance on how to communicate effectively with their target audiences. Access to the Brand Book is provided in the attached documents.

Templates have been carefully provided to ensure compliance with European regulations and programme requirements. These templates include mandatory elements outlined in the Common Provisions Regulation (EU) 2021/1060.

It is important to note that the MONA project falls under the Inclusive Society Programme within Interreg NWE. As such, compliance with the Inclusive Society Corporate Identity elements highlighted in red is essential.



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Figure 1: MONA Interreg LOGO



Figure 2: MONA Interreg Icon



6. MONA Communication tools

6.1 MONA website

When gathering information, websites are usually the first source consulted. Therefore, the MONA website has been designed to provide a comprehensive overview of the project. The website is the first point of contact for external stakeholders and provides key details about the project.

Visitors to the website can easily access basic project information. The website's content management system has been deliberately designed to be easy to use, so that no specialist knowledge is required and it is simple to add new pages, text and images.

The site also includes links to the relevant social media channels on LinkedIn and Instagram. It will be regularly updated with the latest news, events and project progress. In accordance with the terms of the Grant Agreement (GA), the website update process will be overseen by the lead organisation POLIS and VisitBrabant, who will coordinate relevant activities and initiatives with the other members of the consortium.

The MONA website will remain accessible throughout the duration of the project and beyond, and will include all public project outputs. The MONA website can be accessed at: <https://mona.nweurope.eu/>.

The aim is to publish (at least) one news update per month, distributed through MONA's social media channels and electronic newsletters.

6.2 MONA social media channels

Social media is an important channel for communicating MONA's activities, goals and achievements to a wider audience. A well-designed approach to social media can help MONA extend its reach, engage different stakeholders and promote greater recognition and visibility of the project.

6.2.1 Strategic approach

Developing a social media strategy will make it easier to communicate across channels and assign roles effectively. Simplifying the process means focusing on the following elements:

- Identifying platforms: Select the communication platforms to be used.
- Identifying the target audience: Identifying the target audience and appointing social media managers.
- Defining objectives: Defining the desired impact and setting evaluation criteria. Select the appropriate language(s) for the target audience.
- Content considerations: Determine the content to be disseminated through social media.



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- Optimal timing: Identifying the most appropriate times to post content and determining the frequency of posts for the account.

For key communication activities and social media campaigns, POLIS and VisitBrabant will supervise the production of the content. The partners will be encouraged to adopt or adapt the content for their respective channels. At the same time, each partner is encouraged to take the initiative and create their own posts and campaigns to promote a collaborative approach.

6.2.2 LinkedIn

MONA has its own page on LinkedIn, a professional social networking platform. This page aims to foster a community of experts by providing insights into MONA's progress and facilitating virtual exchanges on relevant topics.

MONA's LinkedIn profile serves several purposes:

- Facilitate knowledge transfer between local authorities and other urban transport stakeholders.
- Encourage sharing of experiences and knowledge between professionals.
- Keep in touch with practitioners.
- Provide updates on project progress.
- Announce upcoming events.

The LinkedIn profile entitled "MONA Project" can be found [here](#).

POLIS and VisitBrabant are responsible for managing the MONA LinkedIn profile. All partners are encouraged to suggest posts for publication and to tag the MONA profile when disseminating relevant content. This joint commitment ensures that project updates and achievements reach a wider audience.

MONA closely monitors its social media performance using LinkedIn analytics and statistical tools. These tools provide valuable insights, including the number of visitors, followers and post views. Progress metrics are compared to previous months and provide insight into the social media impact of the project.

An additional social media channel may be used - depending on whether it helps to reach other target groups within the project. Posts will be published on the channels on a bi-monthly basis and will be tailored to the specific characteristics of each platform. They will often include links to relevant project news on the website. The posts will consistently include hashtags such as #interreg #nweurope #mona and other relevant tags. Project partners will be mentioned in the posts to encourage sharing. Each post will be accompanied by an image.

**MONA****6.3 MONA brochure / flyer / roll-up banner**

Templates for a brochure, flyer and roll-up banner are available for project communication. These materials can be used in both digital and printed formats. Disadvantaged groups as potential visitors of nature areas

6.4 MONA poster

Throughout the project, partners are required to display an A3 poster in a publicly visible location, such as the entrance of their organisation's headquarters or office building. The poster should include key information such as project objectives, financial support from Interreg NWE, project start and end dates and the number and origin of partners. As with other materials, the poster can be used in both printed and digital formats.

6.5 MONA press releases and electronic newsletters

Press releases will be disseminated to highlight significant milestones and key events within the MONA project. These releases are distributed to all project partners and associated organisations. Electronic newsletters will be sent to all project partners and associated organisations every 6-9 months. Project partners are encouraged to actively share these newsletters. In addition, access to the MONA newsletter can be secured via the project website.

6.6 Development and dissemination of MONA key document

Templates for MONA key documents are included in the attached files.



7. MONA Events and synergies with other projects and initiatives

Established and highly developed networks, stakeholder organisations, projects and additional platforms can act as amplifiers for MONA's messages, thereby increasing project visibility and expanding MONA's outreach potential. These networks are constantly looking for compelling information, facts and initiatives to offer to their members, thereby increasing the value of their membership. Relevant networks can help to reach stakeholders in a coherent manner and through effective channels, enabling MONA to attract the attention of the transport community and showcase the project's achievements and accumulated expertise.

Events such as networking, roundtable discussions, workshops, conferences or online webinars serve as valuable platforms for two-way or interactive communication. They facilitate a full exploration of the project and its outcomes, allowing for in-depth question and answer sessions that can lead to further progress. Many face-to-face events are now being supplemented or replaced by online conferences or webinars, which provide an alternative means of exchanging ideas among a geographically dispersed group of experts. Stakeholders can be kept informed through presentations at relevant external events across Europe, as well as through the distribution of dissemination materials at relevant meetings, targeted mailings and press releases.

7.1 Local MONA events

Each MONA nature area has the responsibility of organising a series of local events, tailored to the expectations, needs, and interests of the respective target groups and conducted in the national language.

The primary objective is to establish a network of "responsible and sustainable" events or partners that embrace good practices and the nudging theory. To achieve this, criteria for network membership will be defined, granting stakeholders access to region-specific training sessions on sustainable tourism and nudging. This will foster an exchange of good practices and ideas, allowing for continuous improvement.

To facilitate the process, Polis will provide specific templates for the local meetings, including non-communication events like inter-organisational training events, workshops, and roundtables. Regions will have the freedom to adapt and translate these templates according to their specific requirements. Templates for registration forms, attendance lists, meeting agendas, and participants' satisfaction surveys will also be made available to support the smooth execution of these events.



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Role of partners

MONA nature areas: main responsible partner.

MONA nature areas will organise and animate the communication levels at the regions level and will report on it.

POLIS will provide the templates.

7.2 NWE-level MONA events

As part of the communication activities, MONA will hold one major event on NEW-level:

- MONA Final Conference: This conference will be held in [nature area] at the end of the project to discuss the overall experience. It will primarily target nature areas and mobility & tourism experts, providers and policy makers across NWE, of which at least 120 people will be reached through the training programme by the end of the project.

This event will allow MONA to give visibility to the project and disseminate its main results.

7.3 External events and synergies

MONA is committed to using synergies with other projects and initiatives to optimise communication activities and extend the reach of the project.

To achieve this, joint communication activities will be carried out and interactions on social media platforms will be promoted. In addition, there will be reciprocal invitations to events and a mutual exchange of tools and documents with European, national and regional projects and initiatives in which MONA partners are actively involved.

Running projects and initiatives

- The European Charter for Sustainable Tourism (ECST) (via PNRSE/PNRMR)
- Interreg Europe LAST MILE project
- HORIZON 2020 project SmartCulTour (via BUAS/KU Leuven)
- Interreg NWE project eHUBS (via POLIS)
- Interreg NSR project ShareDiMobiHub (via NPUH/POLIS)

Past projects and initiatives

- SASTDES (via BUAS)

Consistent communication through reputable European platforms, including Polis website (www.polisnetwork.eu) and newsletters, Eltis (www.eltis.org), , and Urbact (www.urbact.eu - best practice section), will significantly enhance the visibility of MONA among European cities and regions.

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To disseminate MONA's key results and documents, our partners will actively engage in major external European conferences on sustainable tourism. This involvement will encompass sharing valuable information at dedicated stands or presenting significant outcomes during specialized sessions.



8. Allocation of tasks

POLIS acts as the communication manager for the MONA project, while the lead partner (VisitBrabant) takes on the role of coordinating the dissemination activities within and outside the consortium, acting as a liaison for the associated organisations in WP3 A2. All partners and associated organisations actively contribute to knowledge exchange, capacity building and dissemination within their respective networks. In developing the communication strategy and implementing the related actions in WP1 A12, POLIS will draw on its extensive experience as a communication and dissemination partner in various EU projects.

The main objective of MONA is to disseminate the project results and knowledge on sustainable tourism achieved through modal shift, routing and nudging to its target groups throughout the NWE. Effective communication, together with a comprehensive capacity building plan and training programme, is essential to achieve this goal. The UNA in WP3 A1 provides valuable insights into the needs of these target groups. These efforts will facilitate the uptake of project results beyond the project partnership and associated partners.

Communication activities will be integrated into each WP and carried out by all partners, in line with outreach to different target groups (see also 4.2):

- WP1 focuses on outreach to universities and research institutes, with particular emphasis on monitoring methods and measurements. Throughout the project, BUAS/KUL plans to deliver two academic papers, two contributions to industry publications, two presentations at academic and four at professional conferences, as well as four presentations at project partner meetings. Key findings will be shared with WP3 to contribute to the guidebook and serve as a basis for capacity building.
- WP2 focuses on reaching out to local and regional stakeholders in nature areas, including local and regional authorities and mobility service providers, as well as their (potential) visitors and residents in and around these areas, during the pilot preparation, implementation and wrap-up phases.
- WP3 will target nature areas, mobility/tourism experts and providers throughout NWE (as potential end-users) for dissemination purposes, sharing lessons learned, inviting participation in the joint training programme and emphasising uptake beyond the partnership.



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In addition to these project-related communication efforts, nudging and communication activities will also be carried out as part of the pilot activities, as they are an integral part of the solutions to be tested. These activities will be separate from the overall project communication and will be carried out directly by the pilot partners to their local audiences of (potential) visitors (see WP2).

8.1 Implementation Table

The table below provides a clear overview of the main dissemination activities within the MONA project. It includes the timetable, planned activities, responsible partners, target audience, target indicators (participants) and planned communication channels.

In addition to the activities listed in the table, participation in events, event organisation and regular updates will be ongoing throughout the duration of the project.

Project Period	Format and number of capacity-building events	Responsible Partner	Target audience	Target indicator - participants	Communication Channels
P3 & P4 (year 2)	<ul style="list-style-type: none"> three webinars one physical meeting 	POLIS with the support of a competent partner/associated organisation	Project Partners, Associated Organisations, Researchers, General Public	40	Announcements and recaps on LinkedIn - article for website. Mention on partner websites/social media.
P5 & P6 (year 3)	<ul style="list-style-type: none"> three webinars one physical meeting 	POLIS with the support of a competent partner/associated organisation	Project Partners, Associated Organisations, Researchers, General Public	40	Announcements and recaps on LinkedIn - article for website. Mention on partner websites/social media.
P6 (year 3)	Communication Campaign linked to D 2.14	TSZ/PNRMR/PNRSE (Pilot C)	General Public	50	Social media, website
P7 & P8 (year 4)	<ul style="list-style-type: none"> three webinars one physical meeting 	POLIS with the support of a competent partner/associated organisation	Project Partners, Associated Organisations, Researchers, General Public	40	Announcements and recaps on LinkedIn - article for website. Mention on partner websites/social media.
P9 (year 4)	Final event	POLIS	Associated Organisations,	40-60	Announcements and recaps on LinkedIn -



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			Researchers, General Public		article for website. Mention on partner websites/social media.
P1-P9 (year 1- 4)	One annual online meeting with associated partners	VB/VG	Associated Organisations	11	Internal
P1-P9	Dissemination at local events	All partners	Local stakeholders dealing with topics important for nature areas	/	Announcements and recaps on LinkedIn - article for website. Mention on partner websites/social media.
P1-P9	Dissemination at external international events and conferences	All partners	Stakeholders dealing with sustainable transport and tourism, other projects, researchers	/	Announcements and recaps on LinkedIn - article for website. Mention on partner websites/social media.

Table 1 MONA Implementation Table



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9. Deliverables

All activities and deliverables of the MONA project have been consolidated and can be found [here](#).

10. Monitoring

POLIS has initiated the development of a comprehensive monitoring tool to evaluate the impact of the MONA consortium's communication and dissemination efforts. All partners are responsible for updating this tool on a regular basis, as its findings play a crucial role in assessing the effectiveness of the current strategy and identifying areas for improvement.

This monitoring tool is easily accessible to all members of the partnership through the project's Google Drive. In addition to its monitoring function, the tool also acts as an efficient reporting mechanism. It takes the form of an Excel spreadsheet with separate tabs corresponding to different communication and dissemination activities, including events attended and news published. This user-friendly setup ensures that partners can easily document and track the results of their individual contributions, thereby contributing to a well-informed assessment of MONA's overall dissemination impact.

Figure 4 MONA Monitoring Tool



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11. Local Communication plans

11.1 Local Communication Managers

It is expected that a Local Communication Manager will be appointed at each nature area.

The Local Communication Manager will be responsible for identifying relevant local events and communication channels that can be used to communicate about MONA. This person will also be responsible for communicating through their website and social media channels in English and local languages, as well as contributing to the project website and newsletter.

MONA Nature Areas	Local Communication Manager	Contact
BENEGO - Grenspark Kalmthoutse Heide	Silke Janssens	s.janssens@grenspark.be
National Park Utrechtse Heuvelrug	Sterre Sparreboom	SterreSparreboom@NPUH.nl
Natuurmonumenten – National Park Veluwezoom	Susanne Blommaert	s.blommaert@natuurmonumenten.nl
Montagne de Reims Regional Park	Emmanuelle Deon	e.deon@parc-montagnedereims.fr
Regional Park Scarpe-Escaut	Anaëlle Gourlet	a.gourlet@pnr-scarpe-escaut.fr
Tourism Province of Antwerp (TPA)	Tine Saerens	Tine.SAERENS@provincieantwerpen.be
Tourismus Zentrale Saarland GmbH	Caroline Schuhmacher Erik Hoffmann	schuhmacher@tz-s.de hoffmann@tz-s.de

Table 2 MONA Local Communication Managers

The local communication plans will be in line with the overall MONA communication and outreach strategy (see above).



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11.2 Select key messages

The main points that the audience should hear, understand and retain are called key messages.

The key messages that have been identified by MONA have been outlined above (4.2) and it is important that they are communicated in an intact way at the local level.

Additional key messages could be included, focusing specifically on the objectives that each natural area has set and planned to achieve during project preparation.

11.3 Select a target audience

For all audiences, it is important to identify their level of familiarity with the issues covered by MONA.

In addition, all audiences have different interests and attitudes and use different media, which may only coincidentally match in content, opinion and delivery.

Communication plans, especially local ones, need to be tailored to take this into account:

- Target audiences may change over the course of the project.
- Stakeholders living in the areas where actions are implemented may have different perspectives and attitudes towards MONA objectives, and approach.

The MONA project's key target groups for local communication have been identified above (4.3).

11.4 Selecting communication channels

Be aware that:

- Information available on local websites and signs may not always be clear or sufficient.
- Keep in mind that both locals and tourists will seek information on websites and social media platforms.

MONA local communication managers are advised to:

- Utilize various communication channels, with a strong focus on websites and social media accounts.
- Ensure that information and content are available in both English and local languages.
- Facilitate information meetings or establish a digital platform to connect politicians with local communities, providing regular updates on the MONA project.
- Arrange local meetings to showcase MONA and engage the community.



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- Share noteworthy MONA news on their respective website and social media channels.
- Maintain consistent communication with the MONA Communications Manager(s) to exchange fresh and cohesive content.
- Plan campaign days and local events to promote MONA effectively.
- Promote MONA through local newspapers and magazines for wider visibility.
- Explore opportunities to promote MONA through local TV and radio programmes.

It is crucial to consider that an effective communication strategy should encompass a diverse array of channels and methods to achieve various objectives of local communication for MONA. These key messages should be kept intact:

Raising Awareness: Utilize press conferences, coherent branding, ambassadors, and influencers to raise awareness. Local ambassadors and personal storytelling can effectively build trust and encourage behaviour change.

Spreading Information: Maintain a regularly updated webpage with relevant MONA information, use engaging tools like videos and infographics to capture potential users' attention, and set up information desks at local events.

Stimulating Activation: Organize information sessions and contests related to MONA to stimulate user engagement.

Repetition: Emphasize the importance of repeated communication, seeking feedback from users, and refining messages over time.

Furthermore, consider the following aspects when composing a mix of communication channels and methods:

Regular Communication: Blend regular channels like websites, leaflets, and publicity banners with periodic information events and seasonal campaigns.

Online and Offline Communication: Customize the mix of online and offline approaches based on target audiences and message focus.

General and Specific Communication: Inform and activate the audience about both general advantages of sustainable mobility and specific, less carbon-intensive options.

General Audience and Specific Communication: Tailor communication for visitors, residents, and public authorities.

To enhance the local communication about MONA further, leverage the potential support that the partnership can provide. Exchange success stories from other city experiences to develop a positive MONA narrative.



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11.5 General Recommendations

MONA Local Communications should:

- Adhere to the project design by incorporating the project logo, banner and Interreg disclaimer.
- Use a variety of channels, with particular emphasis on websites and social media accounts.
- Disseminate information and content in both English and the local language.
- Publish MONA-related news on their respective websites and social media accounts, especially those related to sustainable tourism and sustainable mobility.
- Share updates on MONA-related news, see above and events on the MONA website, social media accounts and newsletters.
- Maintain consistency with the overall MONA communication and outreach strategy.

11.5.1 Website/Webpages – points to take into account

Dedicated websites and natural area websites are encouraged to follow these guidelines in a consistent style:

- Include a MONA information box on their web pages, prominently displaying the MONA logo and a link to the project website.
- Provide comprehensive details of local goals related to the MONA project.
- Provide a downloadable local MONA leaflet to provide valuable information to visitors.
- Provide a comprehensive list of stakeholders involved in the implementation of MONA activities.
- Share regular news items highlighting the successful implementation of MONA actions at local level.
- Inform visitors about local MONA events, meetings and other relevant activities.

In addition, the natural areas are free to use the content of the project website, translate it into their local language and integrate it into their respective websites. This approach will facilitate effective communication and dissemination of MONA-related information across different regions.



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11.5.2 Social media – points to take into account

Local social media accounts are encouraged to take the following approach:

- Share concise, engaging and attention-grabbing messages to effectively engage audiences.
- Consistently use the #MONA hashtag to increase visibility and ensure a consistent online presence.
- Tag relevant partners in posts and images to encourage collaboration and extend the reach of content.
- Enhance posts with engaging visuals and eye-catching infographics to communicate information more effectively.
- Include short videos or gifs to add dynamism and life to social media content.
- Encourage reposting of content among partners and the community to encourage wider distribution.
- Connect with other sites and organisations to build a strong and supportive online network.
- Maintain a regular posting schedule, ideally with weekly updates to keep audiences engaged.
- Include links to additional information, directing users to the project website where appropriate, for a more in-depth understanding of MONA.

11.6 Reviewing the impact of communication

Monitoring and evaluating the effectiveness and efficiency of communications holds paramount importance for the MONA project. The core messages remain unchanged: Communication effectiveness and efficiency should be subject to monitoring and evaluation. To gauge impact and efficiency, diverse methods can be employed, encompassing data collection on visitors to the MONA website, tracking engagement metrics on MONA's social media content, and measuring attendance at MONA meetings and workshops.

Local communications managers should conduct the following evaluations:

- Output assessment: Evaluate whether the Living Labs have successfully produced and distributed communication outputs according to the plan. This could include measuring the number of printed leaflets, web postings, press releases, etc.
- Uptake assessment: Evaluate whether target audiences are picking up and engaging with the Living Lab's communications. This could include tracking attendance at events, website visits, press releases used for news articles and leaflet distribution.
- Impact assessment: Evaluating whether or not communication messages have achieved their intended goals.

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By conducting these assessments, MONA can measure the effectiveness of its communication strategies and make necessary adjustments to improve results.



12. Local communication plan template

MONA Partner	
Contact person	
E-Mail	
Postal address	
Telephone number	
Local language	
1. Please describe your actions within MONA (this will be used for external communication website etc.) (100 words)	
1.1 What do you hope to achieve with the implementation of your pilot activities within the MONA project (100 – 150 words)	
1.2 What are the messages you would like to convey with regards to these activities?	
3 messages at least (e.g.,....)	
1.3 Local Target audiences you want to reach out to.	
2. MONA partner inputs for EU dissemination	
Did you provide up to at least one high quality picture and your city logo in high resolution? Please send them to dorienverschuijten@visitbrabant.com	Yes/No
Have you submitted news items related to local MONA activities for the MONA webspace?	Yes/No
Likely topics of the news items:	
<ul style="list-style-type: none"> ● ... ● ... ● ... ● ... 	
3. Local communication outputs	
Do you have sufficient information about the MONA project design?	Yes/No
3.1 Local website/webpage	
Do you envisage a local MONA webpage?	Yes/No
URL:	
Have you included the MONA logo?	Yes/No
Have you included details on your local objectives within MONA?	Yes/No
Have you included a local leaflet for download?	Yes/No
Have you included information about stakeholders involved in the MONA activities?	Yes/No



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Have you included information about local events, meetings etc.	Yes/No
Have you included the link to the project website?	Yes/No
3.2 Local leaflet – if any	
At which events will you distribute the leaflets? *This only in case these events are not canceled due to COVID-19 related regulations.	
At which fixed spots will you distribute the leaflet? (e.g., city hall, community centre)	
3.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to MONA?	Yes/No
Who will this be addressed to?	
Likely topics of the news items:	
Specific target groups to address:	
3.4 Stakeholder workshops	
Do you plan local stakeholder workshops with regards to MONA?	Yes
Topic, period/date, place, and audience of the meeting? •	
3.5 Local press and media work	
Do you plan a press conference with regards to MONA?	Yes
Who will this be addressed to?	
How many press releases do you plan with regards to MONA?	
Topic, period/date, place, and audience of the meeting?	
Who will this be addressed to?	
3.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	Yes/No
Facebook	Yes/No
Instagram	Yes/No
LinkedIn	Yes/No
Google +	Yes/No
YouTube	Yes/No
Pinterest	Yes/No
WhatsApp	Yes/No
Viber	Yes/No
Others (please indicate)	Yes/No
Do you use the general hashtag #MONA for all your social media (i.e., Twitter, Facebook, LinkedIn, etc.?)	Yes/No
Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes/No
Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes/No
Do you post regularly on social media? (i.e., at least twice a week?)	Yes/No



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Do you follow other pages / organisations involved in innovation in sustainable urban mobility, shared mobility, city logistics and new mobility services on social media? If not, do you need advice on which organisations / pages /NGOs to follow?	Yes/No
Do you plan to develop a tool to communicate with residents to share quick updates?	Yes/No
4. Other issues	
Do you need further support from Polis with regards to local communication processes? See topics below:	Yes/No
• Defining local target groups	Yes/No
• Defining communication objectives	Yes/No
• Interreg communication requirements	Yes/No
• Project identity	Yes/No
• How to write a press release?	Yes/No
• How to prepare an e-newsletter?	Yes/No
• How to organize a press conference?	Yes/No
• Local social media use	Yes/No
• How to set up a local webpage or website?	Yes/No
Other communication activities planned	Yes/No
Do you plan any other communication and promotion activities besides the ones listed in the previous sections?	Yes/No
	Yes/No



13. Conclusion

This comprehensive document outlines MONA's communication and dissemination strategy and provides a structured framework for achieving specific goals. It outlines key objectives, identifies target audiences, defines the project's identity and incorporates various communication and dissemination methods, including events, publications and resources. This dynamic plan serves as a guide for partners, enabling them to effectively achieve MONA's objectives.



MONA

Annex

Project Budget per Fund

Partner number	Status	Organisation abbreviation	Country	ERDF	ERDF % Rate	% of total ERDF	Public Contribution	Auto Public Contribution	Private Contribution	Total partner contribution	Total eligible budget	% of Total eligible budget
LP1	Active	VB	Nederland (NL)	613,741.53	60.00	17.07	0.00	0.00	409,161.02	409,161.02	1,022,902.55	17.07
PP2	Active	POLIS	Belgique /België (BE)	110,932.80	60.00	3.08	73,955.20	0.00	0.00	73,955.20	184,888.00	3.08
PP3	Active	BUAS	Nederland (NL)	295,054.32	60.00	8.21	196,702.88	0.00	0.00	196,702.88	491,757.20	8.21
PP4	Active	KUL	Belgique /België (BE)	90,906.40	60.00	2.53	60,604.28	0.00	0.00	60,604.28	151,510.68	2.53
PP5	Active	GKH	Belgique /België (BE)	275,112.00	60.00	7.65	183,408.00	0.00	0.00	183,408.00	458,520.00	7.65
PP6	Active	NPUH	Nederland (NL)	343,713.60	60.00	9.56	229,142.40	0.00	0.00	229,142.40	572,856.00	9.56
PP7	Active	NPV	Nederland (NL)	389,561.32	60.00	10.83	0.00	0.00	259,707.56	259,707.56	649,268.88	10.83
PP8	Active	PNRMR	France (FR)	351,759.60	60.00	9.78	234,506.40	0.00	0.00	234,506.40	586,266.00	9.78
PP9	Active	PNRSE	France (FR)	339,219.00	60.00	9.43	226,146.00	0.00	0.00	226,146.00	565,365.00	9.43
PP10	Active	TPA	Belgique /België (BE)	396,007.50	60.00	11.01	264,005.00	0.00	0.00	264,005.00	660,012.50	11.01
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Partner number	Status	Organisation abbreviation	Country	ERDF	ERDF % Rate	% of total ERDF	Public Contribution	Auto Public Contribution	Private Contribution	Total partner contribution	Total eligible budget	% of Total eligible budget
PP11	Active	TZS	Deutschland (DE)	389,999.98	60.00	10.85	0.00	0.00	260,000.00	260,000.00	649,999.98	10.85
Total				3,596,008.05			1,468,470.16	0.00	928,868.58	2,397,338.74	5,993,346.79	100.00



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Overview Partner/ Cost Category

Partner number	Organisation abbreviation	Country	Staff cost	Office and administrative costs	Travel and accommodation	External expertise and services	Equipment	Infrastructure and works	Other costs	Lump sum	Total eligible budget
LP1	VB	Nederland (NL)	297,405.00	44,610.75	17,844.30	448,305.00	164,737.50	0.00	0.00	50,000.00	1,022,902.55
PP2	POLIS	Belgique /België (BE)	152,800.00	22,920.00	9,168.00	0.00	0.00	0.00	0.00	0.00	184,888.00
PP3	BUAS	Nederland (NL)	347,320.00	52,098.00	20,839.20	71,500.00	0.00	0.00	0.00	0.00	491,757.20
PP4	KUL	Belgique /België (BE)	108,108.00	16,216.20	6,486.48	20,700.00	0.00	0.00	0.00	0.00	151,510.68
PP5	GKH	Belgique /België (BE)	192,000.00	28,800.00	11,520.00	103,200.00	123,000.00	0.00	0.00	0.00	458,520.00
PP6	NPUH	Nederland (NL)	253,600.00	38,040.00	15,216.00	96,000.00	170,000.00	0.00	0.00	0.00	572,856.00
PP7	NPV	Nederland (NL)	372,040.40	55,806.06	22,322.42	139,100.00	60,000.00	0.00	0.00	0.00	649,268.88
PP8	PNRMR	France (FR)	344,600.00	51,690.00	20,676.00	97,300.00	72,000.00	0.00	0.00	0.00	586,266.00
PP9	PNRSE	France (FR)	344,000.00	51,600.00	20,640.00	109,125.00	40,000.00	0.00	0.00	0.00	565,365.00
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Partner number	Organisation abbreviation	Country	Staff cost	Office and administrative costs	Travel and accommodation	External expertise and services	Equipment	Infrastructure and works	Other costs	Lump sum	Total eligible budget
PP10	TPA	Belgique /België (BE)	471,437.50	0.00	0.00	0.00	0.00	0.00	188,575.00	0.00	660,012.50
PP11	TZS	Deutschland (DE)	321,143.98	48,171.59	19,268.63	221,415.78	40,000.00	0.00	0.00	0.00	649,999.98
Total			3,204,454.88	409,952.60	163,981.03	1,306,645.78	669,737.50	0.00	188,575.00	50,000.00	5,993,346.79