

COBRAMAN



Manager Coordinating Brownfield
Redevelopment Activities

CENTRAL EUROPE Project 1CE014P4 COBRAMAN

www.cobraman-ce.eu

Communication Strategy and Plan

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Communication strategy and plan

1 About the COBRAMAN project

1.1 Overall aim of the project

To successfully coach local communities to manage the redevelopment of brownfield sites and to develop such areas in a more rapid and effective way, with the subsequent improvement of the environment for the benefit of a wider community.

1.2 Core outcomes of the project

- Guide to brownfield management
- Trained brownfield managers
- Collected best practices in brownfield management
- Study courses for brownfield management

1.3 Description of activities

To elaborate on these new concepts of brownfield management, activities are divided into the following thematic sections:

Knowledge base and decision support

Many EU funded projects, as well as local ones, have already dealt with the problem of sustainable brownfield regeneration. Existing project results in the brownfield redevelopment area will be evaluated according to their relevance and practicability. A matrix of tools indicating their practical relevance and key strengths will be set-up and will be made publically accessible on the internet. This will summarise the state-of-the-art in the field of brownfield revitalisation. The main outcome will be a »Guide to Brownfield Redevelopment Management« which will serve as a support document during practical work in processes of brownfield revitalisation.

The Brownfield Redevelopment Manager

The main aim is to create a new job profile – brownfield manager - who will facilitate and steer such brownfield revitalisation processes. A comprehensive training programme for brownfield managers will be developed. Each partner will appoint representatives from their institutions to participate in this brownfield management training. The development of key management tools and instruments will form an integral part of the training activities.

Pilot application

Revitalisation involves a wide range of technical disciplines to be considered in the management of brownfield redevelopment. All these aspects form an integral part of the brownfield SWOT analysis and the management plan which will be established as a pilot case in each city. Partners will choose different key issues/disciplines on which the local pilot case will be focused, so that all relevant aspects can be tackled and described in the pilot management plans.

European School for Brownfield Redevelopment

Universities and Institutes, which are involved in the project, will jointly set up a 2 year Masters study programme for a new qualification in the management of brownfield redevelopment, accredited by the Czech Ministry of Education. The education for brownfield redevelopment management will be extended by an e-learning study course.

1.4 COBRAMAN Partners

The COBRAMAN partnership consists of the following cities and research organization partners:

- LP City of Bydgoszcz, Poland
- PP2 City of Stuttgart, Germany
- PP3 University of Economy in Bydgoszcz, Poland
- PP4 City of Most, Czech Republic
- PP5 VSB – Technical University of Ostrava, Czech Republic
- PP6 City of Kranj, Slovenia
- PP7 City of Usti nad Labem, Czech Republic
- PP8 SIPRO County Board for Development, Ferrara, Italy
- PP9 Urban Planning Institute of the Republic of Slovenia, Republic of Slovenia, Ljubljana, Slovenia

2 Communication strategy and plan

The COBRAMAN communication strategy and plan is a document which:

- defines aims and objectives of communication,
- lists target audiences (in general and with a media list per partner),
- proposes tools / channels to achieve the aims of communication,
- outlines actors and responsibilities,
- defines the time frame for actions.

The Communication strategy is a flexible document open to new and innovative ideas and suggestions by partners, stakeholders and to CE Communication unit proposals. It will be responsive to changed external conditions, circumstances and technical or media demand.

2.1 The aims and objectives of the Communication Strategy and Plan

The communication strategy and plan includes two components: External communication i.e. communication with media and non-media audiences; and Internal communication i.e. communication with project partners and associated institutions.

Even though some of the aims of both groups overlap (e.g. the clear understanding of the project aim) the objectives can be divided as follows:

Aims and objectives of external communication

- To inform target audiences about the COBRAMAN project aims and to promote its benefits to a wider community.
- To raise awareness about the contribution of COBRAMAN to ensure effective brownfield redevelopment.
- To communicate and disseminate COBRAMAN results to the widest possible audience.
- To make the exploitation of the COBRAMAN results possible to a wide range of actors across the CE Programme Area.
- To achieve / increase the response of stakeholders and the media.
- To raise awareness about the role of EU funds in fostering development and improving the quality of life.

Aims and objectives of internal communication

- To enable and facilitate communication within each project group
- To develop a clear identity and common understanding of the project aims
- To develop a high degree of motivation and identification with the project

2.2 Target Audiences

The Audience members for external communication include:

MEDIA

Press:

- Daily / weekly national, regional, newspapers
- Local newspapers / newsletters
- Professional / scientific / technical journals (national, international),
- Business magazines

Radio / TV broadcasts:

- national, regional, local radio and TV broadcasts

Electronic newsletters:

- professional associations, chambers, interest groups, NGOs, academic institutions

News service

Web pages

- regional, local, universities, professional associations, chambers, interest groups, NGOs, academic institutions

NON-MEDIA

Institutional

- Regional and local authorities
- City authorities
- Relevant ministries
- Professional bodies – business, land developers
- Regional development agencies
- Universities and research institutions
- Economic and social partners
- Managing Authority of the CE Programme
- EU institutions
- Brussels regional offices
- European Commission
- European Parliament
- Committee of the Regions
- Member States

Individuals

- students and professionals
- transnational professionals
- specialised professional networks
- general public

2.3 List of national non-media target groups by partners' countries

	POLAND
LP	City of Bydgoszcz
PP3	University of Economy Bydgoszcz
	The Ministry of Regional Development
	The Ministry of Labour and Social Policy
	The Ministry of the environment
	The Ministry of Infrastructure
	The Polish Agency for Enterprise Development
	The Technics and Technology Agency
	Central Institute for Labour Protection
	The Main Environmental Institution
	The State Committee for Scientific Research
	The National Fund for Environmental Protection and Water Management
	Polish Academy of Sciences
	Polish Centre for Testing and Certification
	Kuyavian and Pomeranian Marshal's Office
	Kuyavian and Pomeranian Voivodeship Office
	Toruń Regional Development Agency
	Regional Inspectorate for Environmental Protection in Bydgoszcz
	Regional Directorate of Environmental Protection in Bydgoszcz
	CZECH REPUBLIC
PP4	City of Most
PP5	VSB - Technical University of Ostrava
PP7	City of Usti nad Labem
	Czech Association of Regional Development Agencies
	Czech Centre of Regional Development
	Czech Coal Group
	Czech Fund for Environment
	Czech Fund for Housing Development
	CzechInvest Agency
	CzechTourism Agency
	District Agrarian Chamber
	District Chambers of Commerce
	Economic and Social Council of Region Most
	Faculty of Mining and Geology Most, Technical University of Ostrava
	Institute of Spatial Development of the Czech Republic

	Ministry of Education, Youth and Sports of Czech Republic
	Ministry of Environment of the Czech Republic
	Ministry of Finance of the Czech Republic, Environmental Damage Unit.
	Ministry of Industry and Trade, Mining Department
	Ministry of Regional Development
	National Heritage Institute, TPW Ostrava
	Palivový kombinát Ústí, state public enterprise
	Povodí Ohře, state public enterprise
	Regional Authority the Usti Region
	Regional Chambre of Commerce in Usti nad Labem
	Regional Development Agency of the Usti Region
	The Brown Coal Research Institute, j.s.c.
	The Regional Council of the North-West Cohesion Region
	Union of Towns and Municipalities of the Czech Republic
	University of Jan Evangelista Purkyne in Usti nad Labem
	University of Silesia, Katowice, Poland
	Working Group for Sustainable Development of Regions, Municipalities and Territory
	GERMANY
PP2	City of Stuttgart
	German scientific-technical association for brownfield redevelopment (ITVA)
	Contaminated Site Forum Baden-Württemberg (Altlastenforum BW e.V.), Stuttgart
	District Authority Stuttgart (Regional Administrative Authority)
	State Environment Agency of Baden-Württemberg (LUBW), Karlsruhe
	German institut of urban affairs (Difu Deutsches Institut für Urbanistik)
	German Association of Cities (Deutscher Städtetag)
	Chamber of industry and commerce of the Stuttgart Region (Industrie- und Handelskammer Stuttgart)
	Economic Development in the Stuttgart region (Wirtschaftsregion Stuttgart WRS)
	Chamber of Architects in Baden-Württemberg (Architektenkammer Baden-Württemberg AKBW)
	Chamber of engineers in Baden Württemberg (Ingenieurkammer Baden-Württemberg)
	Association ur urbanism, landscape and regional planning (SRL Vereinigung für Stadt-, Regional- und Landesplanung)
	German real estate society (Gif Gesellschaft für immobilienwirtschaftliche Forschung)
	Academy for Real Estates (ADI Akademie der Immobilienwirtschaft)
	University for Applied Sciences Geislingen-Nürtingen (Hochschule für Wirtschaft und Umwelt Geislingen Nürtingen)
	Real Estates Forum Stuttgart (Stuttgarter Immobilienforum e.V.)
	German scientific-technical association for brownfield redevelopment (ITVA)
	Contaminated Site Forum Baden-Württemberg (Altlastenforum BW e.V.), Stuttgart
	District Authority Stuttgart (Regional Administrative Authority)
	State Environment Agency of Baden-Württemberg (LUBW), Karlsruhe
	ITALY
PP8	SIPRO Ferrara
	Emilia Romagna Region RER- Department of Regional Affairs (Office of International Activities and regional Affairs)
	RER-Department of European Activities
	RER-Department of Tourism

	Ministry of the Economy and Financial Affairs
	Ministry of the Environment
	Ministry of Cultural Activities
	Ministry of Labour, Health and Social Affairs
	Chamber of Commerce of Italy (Unioncamere and local offices)
	26 Municipalities of Ferrara County
	9 Provinces of the Emilia Romagna Region
	ARPA –Regional Agency for the Protection of Environment
	Urban development company
	Architects Association
	Real estate Agencies
	Regional Universities (Faculty of Architecture and Engineering)
	SLOVENIA
PP6	City of Kranj
PP9	UPI of the Republic of Slovenia
	Ministry of the Environment and Spatial Planning (Environment Directorate, Spatial Planning Directorate, European Affairs and Investments Directorate, Environmental Agency of the RS)
	Ministry of Labour, Family and Social Affairs (Labour Market and Employment Directorate, Social Affairs Directorate)
	Ministry of the Economy (e.g. Enterprise and Competition Directorate, Foreign Economic Relations Directorate, Tourism Directorate)
	Office for Local Self-Government and Regional Policy (Local Self-Government and Regional Policy, Department, Cohesion Policy Department, Public Relations and Promotion Office)
	Ministry of Culture, (Cultural Heritage Directorate)
	Chamber of Commerce and Industry of Slovenia
	Real Estate Chamber
	Landscape planners association
	Association of Town Planners
	Architects Association
	Association of real estate agents

Audience for Internal communication

- COBRAMAN Project partners (9)
- COBRAMAN Associated institutions (currently 19)

2.4 COBRAMAN Messages

The three core messages of COBRAMAN project are to answer the following questions:

What does COBRAMAN do?

COBRAMAN is designed to coach local communities to manage the redevelopment of brownfield sites and to develop such areas in a more rapid and effective way, with a subsequent improvement of the environment for the benefit of the wider community.

What is the purpose of carrying out such a programme?

Brownfield land invariably endangers public health and creates environmental risks. Brownfield revitalisation, which can be a long term and complex process often requires large investment and involvement of a wide range of professional disciplines, political actors and different stakeholder groups. There is a need for a structured professional process management pro-forma to steer these revitalisation processes. To date no related professional or education standards currently exist for this. Methodological tools, training for practitioners and study courses need to be set up to ensure the effective management of development outcomes.

Why is it important?

Effective management of the revitalisation processes and the related tools developed by COBRAMAN will prevent inappropriate investment of public resources, with the inevitable lack of effective results and an increase of costs.

2.5 Communication Tools**Project homepage**

The COBRAMAN project homepage will be a main tool of communication for the partners as well as for an external audience.

The main functions of the project homepage will be:

- web pages showing the aims, contents and expected results of the project,
- web pages showing the progress of the project,
- file and data repositories to be used to exchange data,
- posting (publishing) news concerning each project,
- ability for partners to login and have access to internal documents, data, library etc.,
- calendar for scheduling meetings and cornerstones of the project,
- GIS module to browse the maps of brownfield case studies or other sites,
- image gallery for viewing and exchanging images,
- media section for press releases, clippings etc.,
- internet links related to the project.

If the course of the project should require it. and partners agree, the following functions can be added:

- forum for exchanging ideas and opinions for a wider public,
- chat room for on-line meetings,
- extension of e-learning.

The structure of the web page will be suggested, distributed to partners and discussed with them. The Domain will be obtained by the WP2 leader. Based on the feedback from partners the structure of the web page will be edited and put in operation in M5. Additional information from partners will be collected (contact information, pilot cases, photos) etc. The WP2 leader will be in constant communication with the communication unit of the Central programme in order to apply all the necessary rules in communication about COBRAMAN:

Based on an agreement between partners during the COBRAMAN kick-off conference in Kranj (January 2009) and subsequent discussion, the landscape of the web portal to be set up in the first reporting period, will be as follows:

(A) SECTIONS WITH A VIEW FROM ALL PAGES:

NEWS	PROJECT PARTNERS	LOGGIN FOR PARTNERS
posting (publishing) news concerning the project and events	Partners, their logos, linked to their homepages	For partners to login there will be USER NAME / PASSWORD viewed from all pages

(B) SECTIONS WITH PULL DOWNS

SECTIONS →	HOME	EVENTS	OUTPUTS	PILOT PROJECTS	IMAGE GALLERY	MEDIA	CALANDER	LINKS
Pull-downs →	Objectives Project structure (short description of WPs and respective task and deliverables)	Workshops Conferences Meetings (for general public meetings will be listed, partners will login and see agendas, memos etc.)	Reports all reports completed will be uploaded here in pdf Library in this section partners can upload important reference documents, articles, cases etc.	pull down for each pilot area description of pilot projects with maps showing location etc, GIS module to browse the maps of brownfield case studies or other sites; best practices etc. can be listed	image gallery for viewing and exchanging images (press confs, meetings, workshops, field work...)	Press releases, clippings, links to broadcasts	calendar for scheduling meetings and milestones of the project	links to relevant sites / institution, CE programme and related projects, related networks

Media list per project partners

A List of target media for media relation activities prepared by each partner at the very beginning of the project is essential to achieve communication goals. Therefore, partners will prepare a list of potential media during the first six months of the project. The media list per partner will be updated and extended during the course of the project.

Once a Media list per partner has been prepared by all partners, it will be enclosed with the Communication Strategy and Plan (see Appendix)

Electronic newsletter

The aim of the electronic newsletters is to inform the readers about progress of the COBRAMAN project, events in which partners and stakeholders are participating, new initiatives, development of pilot cases and other news of specific interest.

Contributions to the newsletters will not be limited to project partners. Partners will encourage stakeholders and local communities to participate with articles, opinions and news.

The Newsletter will be accessible from the COBRAMAN webpage and also distributed by e-mail. Partners will receive a technically adequate version to be circulated via mail to national and European audiences and to any other potentially interested audience within their environments, such as professional associations, chambers, interest groups, NGOs, academic institutions, news services, and web page providers of other institutions. Links to European multipliers / networks like EUGRIS; CABERNET; URBACT etc. will be used.

A Communication manager will distribute the COBRAMAN newsletter to the CE Programme authorities.

The Electronic newsletter will be published every 6 months, starting at M12 (The first newsletter will be a printed leaflet providing basic information – see section Leaflet below).

Leaflet

During the first six months of the project a printed leaflet will be prepared. The aim of the leaflet is to provide basic information about the project in an attractive way. The leaflet will be used for distribution at all major events during the course of the project. As target audiences for the leaflet will extend from the general public to professionals, the Leaflet will be prepared in the English language. Partners responsible for communication will provide an error free English version, with design and template for printing. Partners will either use the English version or provide a translation to their national languages if needed. Costs of printing of English version will be covered by LP.

The leaflet will have the following sections:

- project summary,
- project content and expected results,
- list and short description of pilot sites,
- list of project partners,
- information on project funding, time frame, contact and website.

The Leaflet should be an attractive graphic product with photos of pilot sites incorporated.

Press releases

Throughout the COBRAMAN project the press releases will be an essential communication tool with the media. They will deliver new and interesting facts about the project and its events to the local, regional, national and international audiences. The key principle of the press releases will be their newsworthiness. Press releases will be tailored to targeted audiences.

Press releases will be issued on the occasion of annual meetings, conferences and workshops as well as at major steps in technical work (e.g. the beginning and end of local pilot cases, launching of the courses etc.).

Hosting partners of the four main events (i.e. at the Kick-off conference, Annual project meetings 2009 and 2010 and at the Final Conference) are responsible for the text of the press releases, where the partner responsible for communication will provide layout. In principle the press release of the major event should be in English.

Coverage of the regional events is the responsibility of the partners of the respective regions and can be in their national languages. Partners provide text, while the communication team is responsible for the layout. In order to make COBRAMAN a visible project it is desirable that partners prepare press releases in addition at other appropriate occasions, based on their own estimation of the needs for media coverage.

All press releases prepared by partners will also be submitted to the Communication manager to be uploaded in the respective sections of the COBRAMAN website.

The Communication manager will support each partner in the preparation of their press releases by providing guidelines and templates gathered during the CE Programme Communication Seminar.

Radio / TV broadcasts

Each COBRAMAN partner will pay special attention to promotion of the project, its events and results, through local, regional and national Radio and TV broadcasts. Special attention is given to promote events related to the pilot project, as they are very suitable sites for TV broadcasting (e.g. past and present or future situation). Within any TV broadcasting special attention should be given to actions related to the European School for Brownfield Redevelopment.

Partners must report in due time all Radio and TV Broadcast to the Communication manager. If possible they should provide internet links to the emissions so links can be reported in the media section of the COBRAMAN homepage.

Articles

Given the educational and transnational components of virtually all COBRAMAN project outcomes, for example : Guide to brownfield management; training managers; collected best practices in brownfield management; and study courses for brownfield management; the project will be attractive and of significant interest to a wide range of national and European journals in the fields of urban affairs, urban regeneration, civil engineering, and real estate businesses, to name just a few.

Based on COBRAMAN results and achievements, partners will publish articles in the journals listed in the Media list (see Appendix).

Presentations at national and international conferences and events

Strong links of partners to other international activities in the field and the relevant national technical societies will offer numerous opportunities to partners present project activities to professional and scientific community.

CENTRAL EUROPE Programme communication tools

In order to make the COBRAMAN project visible within the CENTRAL EUROPE programme, the following tools will be used:

- CE Programme APPROVED PROJECTS

A short description of the COBRAMAN project, including its logo, description of activities and the website address will be sent for publishing on the 'Approved Projects of CE' website

- CE Programme NEWSFLASH

Brief information on the progress of the project will be sent for publishing in the CE Newsflash.

This NEWSFLASH will provide information on outstanding achievements of all projects and their work. It will be published regularly every 2-3 month and distributed via E-mail to around 5.000 people in relevant target groups

- CE Programme NEWSLETTER

Issues (stories, policies, regions..) that COBRAMAN has dealt with will be submitted for publication as a magazine-style information source: the CE Programme NEWSLETTER. The scope of information will be adapted to specific CE requirements, as each issue will be devoted to one priority.

Workshops and conferences

COBRAMAN project events, such as workshops and conferences, will offer unique opportunities to make achievements of the project visible to a wider professional and general public. Two major conferences i.e. a Kick off conference in January 2009 and a final conference in 2012 will be organised. The Kick off event will be a public conference with the aim of raising attention to the existence and the goals of COBRAMAN. The Final Conference, where the objective is an attendance of 3000 participants, will present and promote the results and transferability of those results of COBRAMAN.

Conferences will be organised following the CE programme Communication Guidelines. Each Partner responsible for communication will provide additional documentation as "Conference Planning help" upon the request of partners.

Corporate Identity

An attractive and identifiable logo of the COBRAMAN project is the symbol of the project. It should draw attention and also be designed in such a manner that it offers multifunctionality (when used in colour or black and white; or use in various dimensions; and use on web sites as well as on printed materials). As the logo should reflect the common product of all partners, the WP2 leader will invite all partners to submit logo proposals. All partners will be invited to select the most desired logo among those submitted.

The Logo proposed by the WP2 leader and accepted by the majority of partners will be in colours that represent the transformation from brown to green. The Background should illustrate plots of land.

The Logo will be produced in various formats in order to ensure that the logo will have an adequate appearance when different communication tools are used. The COBRAMAN logo can be supplemented by the logo of each partner's institution when preparing partner or specific local documents.

All COBRAMAN information and publicity measures will comply with The Commission Regulation (EC) No 1828/2006 (Implementing Regulation) as well as CENTRAL EUROPE Programme specific obligations for beneficiaries of ERDF funds. All related materials will include the CENTRAL EUROPE Programme & EU logo and the required statement: "This project is implemented through a CENTRAL EUROPE Programme co-financed by the ERDF."

Templates for document and reports

In order to facilitate communication within and outside the project group and to foster project identity, the WP2 will prepare the design, layout and common templates for the following types of documents:

- (a) for reports and other documents which need a cover page;
- (b) for internal communication and correspondence, instructions, memos, technicalities etc:
- (c) for Power point presentations.

The latter will include various possible standard pages of presentation (cover, inside pages, last page) as well as a generic project page, which can be used on the screen during meetings, workshops, main conference announcements.

Guidelines and samples for each document will be prepared by the WP2 leader and distributed to partners. Templates will also be available in the partners section of the COBRAMAN website.

3 Communication outputs, timeframe, monitoring and evaluation

3.1 Outputs, their time frame and goals

Most of outputs will be measurable. Goals and time frame are presented in the table below.

Activity	Output	Planned months of availability	Criteria / Minimum quantity
2.1.1	List with media partners per project partner	6 + updates	1 per partner
2.2.1	Project homepage, set-up & maintenance	6 + updates	number of visits goal 4000/months
2.1.2	Press releases at public events	12, 24,36	1 per event
2.2.2	Newsletters and leaflet	M6 leaflet, M12,18,24,36 newsletter	1+5
2.1.3	Radio/local TV broadcasts	12, 18,36	at least 3
2.2.3	Kick-Off conference	M3	1 summary report
2.1.4	Publications in professional and scientific-technical journals	36	8
2.2.4	Annual project meeting 2009	M12	
2.2.5	Annual project meeting 2010 = Public Workshop WP4	M24	1 summary report, 75 participants
2.2.6	Final conference	M36	1 printed conf.proceedings, 300 participants
2.2.7	Presentations at national and international conferences and events	M36	12 presentations
2.2.8	Summary brochure	M36	500 copies, 6 languages
2.4.1	Information about and announcement of courses	M36	virtual entry through website, 2 no. leaflets

3.2 List of indicators and PPs responsibilities

Communication activities will be measured with the criteria and reported as stated below:

Indicators "C" media contacts

- C1 No. of press releases in general, not related / linked to the project events / PPs informs CM, send pdf or links to CM, CM uploads and reports in progress reports and at partners meetings
-

- C2 No. of press articles (incl. on line media) in local/regional/national/EU press mentioning the project / *PPs send pdf or links to CM, CM uploads and reports in progress reports and at partners meetings*
- C3 No. of incidences of TV or radio coverage / *PPs inform and send link to CM, CM uploads and reports in progress reports and at partners meetings*
- C4 No. of people potentially reached by press/media coverage / *PPs reports to CM at the time of preparation of progress report, CM include indicator section*

Indicators “D” project website

- D1 Homepage - Number of visits of the project homepage / *CM monitors and report*
- D2 Number of project webpage viewed / *CM monitors and reports*
- D3 No. of links to the project website / links “websitename” in Google analytics / *CM monitors and reports*
- Average time spent on the project’s website / *CM monitors and reports*

Indicators “E” Publications / PR materials

- E1 Number of publications produced (folders, brochures, newsletters) / *CM reports; PPs informs CM if any additional ones to those for which CM prepared layout were produced*
- E2 No. of PR tools (other than publications) e.g. multimedia tools / *CM reports*

Indicators “F” Events

- F1 No. of internal transnational events organised within the project partnership (meetings, working group meetings) / *CM reports*
- F2 No. of open transnational events (conferences, workshops, trainings.) / *CM reports*
- F 2.1 No. of participants at the open transnational events organised by the partnership / *PP responsible for event reports to CM, CM summarises and reports*
- F 2.2 No. of journalists at the open transnational events organised by the partnership / *responsibilities: as above*
- F 2.3 No. of press articles published on these transnational events / *responsibilities: as above*
- F3 No. of stands / presentations at nat. and intl. conferences and events organised outside the partnership PPs reports to CM, CM summarizes and reports
- F4 No. of open national, regional events organised with participation beyond the partnership PP responsible for event reports to CM, CM summarises and reports
- F 4.1 No. of participants at these events / *responsibilities: as above*
- F 4.2 No. of journalists at these events / *responsibilities: as above*
- F 4.3 No. of press articles at these events / *responsibilities: as above*
- F5 No. visible participation / stands / presentations at nat. and regional events / *PPs reports to CM, CM summarises and reports*

4 Responsibilities

2.1.1	List with media partners per project partner	each partner based on template prepared by CM
2.2.1	Project homepage, set-up & maintenance	CM with inputs from all partners
2.1.2	Press releases at public events	host partners (+ dissem to others via web) with CM support
2.2.2	Newsletters and leaflet	leaflets: CM with partners newsletter: partners with support of CM
2.1.3	Radio/local TV broadcasts	partners supported by CM
2.2.3	Kick-Off conference	lead by PP6, all partners assist
2.1.4	Publications in professional and scientific-technical journals	all
2.2.4	Annual project meeting 2009	lead by PP4, all partners assist
2.2.5	Annual project meeting 2010 = Public Workshop WP4	lead by PP2, all partners assist
2.2.6	Final conference	host partner, supported by all partners
2.2.7	Presentations at national and international conferences and events	all
2.2.8	Summary brochure	all, design and layout by CM

5 Appendix: Media list per partner

As submitted by partners

PP1 LP	City of Bydgoszcz		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	regional	Express Bydgoski	Tel. (0 52) 326-07-30, 326-07-33; Municipal unit: Tel. (0 52) 328-75-19 Fax (0 52) 322 33 89 redakcja@express.bydgoski.pl ul. Warszawska 13 85-058 Bydgoszcz Red. Nacz. Artur Szczepański (0 52) 326-07-29
Daily newspaper	regional	Gazeta Wyborcza	Tel. (0 52) 525 70 83; Municipal unit: Tel.(0 52) 525-70-71, 525-70-69 Fax (0 52) 525 70 80 miejski@bydgoszcz.agora.pl redakcja@bydgoszcz.agora.pl ul. Gdańska 27 85-005 Bydgoszcz Red. Nacz. Jacek Glugla (0 52) 525-70-75
Daily newspaper	regional	Gazeta Pomorska	Tel. (0 52) 326 32 86 Fax (0 52) 321 26 82 dzial.miejski@gazetapomorska.pl gp.redakcja@gpmedia.pl gp.red-sport@gpmedia.pl

			ul. Zamoyskiego 2 85-063 Bydgoszcz Red. Nacz. Wojciech Potocki Tel. 0 52 32-63-164, Fax: 322 10 31
Radio / TV broadcast			
Radio	regional	Radio PiK	Tel. sekr. (0 52) 327 41 56 Tel. - dzienniki (0 52) 327 42 60 Tel. centrala (0 52) 327 40 00 Fax (0 52) 345 60 13 radio@radiopik.pl dzienniki@radiopik.bydgoszcz.pl rekalma@radiopik.bydgoszcz.pl ul. Gdańska 48-50 85-006 Bydgoszcz Red. Nacz. Michał Jagodziński (Prezes Zarządu Radia PiK)
Radio	regional	Radio Gra	Tel. sekr. (0 52) 325 38 20 Tel. do red. (0 52) 325 38 16 Fax (0 52) 325 38 28 bydgoszcz@gra.pl ul. Dworcowa 110 85-010 Bydgoszcz Red. Nacz. Tomasz Kaczyński
TV Broadcast	local	TVB	Tel. sekr. (0 52) 375 75 00 Tel. do red. (0 52) 375 75 77 Fax (0 52) 375 75 78

			<p>Kujawska 7 85-031 Bydgoszcz Redakcja "ZBLIŻEŃ" Tel. (0 52) 375 75 77 Fax. (0 52) 375 75 78 zblizenia@tvp.pl</p>
Local / municipal / city / university etc. web page			
	local	<p>www.bydgoszcz.pl www.convention.bydgoszcz.pl</p>	<p>ul. Niedźwiedzia 4 85-102 Bydgoszcz Tel. (052) 328 82 28 Fax (052) 328 82 30 E-mail: rzecznik@um.bydgoszcz.pl Contact: Zespół Prasowy Beata Kokoszcyńska Dawid Gulczyński</p>
		<p>http://mmbydgoszcz.pl</p>	<p>ul. Zamoyskiego 2 (Gazeta Pomorska) Bydgoszcz Tel.: 519-503-528 online@mmbydgoszcz.pl redakcja@mmbydgoszcz.pl</p>
	regional	<p>www.kujawsko-pomorskie.pl</p>	<p>Biuro Promocji Katarzyna Leśny Andrzej Mazur Tel.+48 56 62 18 422 or +48 56 62 18 396</p>

Electronic newsletters			
	local	Kurier Ratuszowy	http://www.bydgoszcz.pl/miasto/urzed_samorzad/Kurier_Ratuszowy.aspx
	local	City Bydgoszcz	Łukasz Graczkowski Tel (52) 326 07 39 E-mail: l.graczkowski@citybydgoszcz.pl Beata Grzybowska Tel (52) 326 08 24 E-mail: b.grzybowska@citybydgoszcz.pl Piotr Jarmołowicz Tel (52) 326 08 26 E-mail: p.jarmolowicz@citybydgoszcz.pl Bydgoszcz, ul. Warszawska 13
		7 dni	Ewelina Cimoch Tel (52) 326 08 27 E-mail: e.cimoch@7dni bydgoszcz.pl Agnieszka Giza Tel (52) 326 07 87 E-mail: a.giza@7dni bydgoszcz.pl Klaudia Krupińska Tel (52) 326 07 81 E-mail: k.krupinska@7dni bydgoszcz.pl Bydgoszcz, ul. Warszawska 13
		Kurier Ratuszowy	ul. Niedźwiedzia 4 85-102 Bydgoszcz Tel. (052) 328 82 28

			<p>Fax (052) 328 82 30 E-mail kurier.ratuszowy@um.bydgoszcz.pl rzecznik@um.bydgoszcz.pl Contact: Zespół Prasowy Beata Kokoszcyńska Dawid Gulczyński Anna Strzelczyk-Frydry</p>
Scientific- technical journals			
	national	Ekologia I Technika	<p>Telefon/Fax: Telefax.: 052 322 22 68 Redaktor Naczelny - prof. dr hab. Jerzy Gaca ul. Jezuicka 4, 85-102 Bydgoszcz E-mail: btn@um.bydgoszcz.pl</p>
		Ochrona Środowiska	<p>Adres redakcji: Redaktor naczelny: inż. Apolinary L. Kowal Oddział Dolnośląski PZITS, ul. Józefa Piłsudskiego 74, 50-950 Wrocław 68, skrytka pocztowa nr 980, Tel. 071 344 14 50 Fax 071 328 29 80</p>
		Aura	<p>ul. Sławkowska17 31-016 KRAKÓW Tel. (0-12) 422-63-76 Telefax (0-12) 421-05-02</p>

			E-mail: redakcja@aura.krakow.pl
		Przegląd Geologiczny	Państwowy Instytut Geologiczny ul. Rakowiecka 4 00-975 WARSZAWA Tel. 022-849-06-16; 022-849-53-51 w.528 Fax 022-849-53-42
PP2	City of Stuttgart		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	national	Stuttgarter Zeitung	Plieninger Straße 150 70567 Stuttgart Fon: +49 711/ 72 05-1271 / -1272 Fax: +49 711/ 72 05-1273 E-Mail: lokales@stz.zgs.de
Daily newspaper	national	Stuttgarter Nachrichten	Plieninger Straße 150 70567 Stuttgart Fon: +49 711/ 72 05-7601 Fax: +49 711/ 72 05-7609 E-Mail: lokales@stn.zgs.de
Daily newspaper	national	Cannstatter Zeitung	Wilhelmstraße 18 – 20 70372 Stuttgart Fon: +49 711/ 95 56 8-0 Fax: +49 711/ 9 55 68-33 E-Mail: lokales@caze-online.de
Daily newspaper	national	Esslinger Zeitung	Wilhelmstraße 18 – 20

			70372 Stuttgart Fon: +49 711/ 95 56 8-0 Fax: +49 711/ 9 55 68-33 E-Mail: lokales@ez-online.de
Daily newspaper	national	Bild-Zeitung	Zeppelinstraße 116 73730 Esslingen Fon: +49 711/ 31 99-0 Fax: + 49 711/ 31 80-3 41 E-Mail: Birthe.arff@bild.de ,
Weekly newspaper	national	Amtsblatt der Landeshauptstadt Stuttgart	Rathauspassage 2 70173 Stuttgart Fon: +49 711/ 216-2316 Fax: +49 711/ 216-77 05 E-Mail: amtsblatt@stuttgart.de
Weekly newspaper	national	hutt.verlag	Unterhäuserstraße 1 70597 Stuttgart Fon: +49 711/ 767 15-0 Fax: +49 711/ 767 15-11 E-Mail: info@hutt-verlag.de
Other newspaper	national	Filder Zeitung	Hauptstraße 60 – 62 70771 Leinfelden-Echterdingen Telefon: +49 711/78240842 Fax: +49 711/78240855 E-Mail: redaktion@filder-zeitung.zgs.de
Other newspaper	national	Backnanger Kreiszeitung Redaktion	Postfach 11 69 71501 Backnang

			<p>Telefon: +49 07191/ 8 08-0 Fax: +49 7191/ 8 08-111 E-Mail: redaktion@bkz.de</p>
		Bietigheimer Zeitung	<p>Kronenbergstraße 10 74321 Bietigheim-Bissingen Telefon: +49 7142/ 403-0 Fax: +49 7142/ 403128 E-Mail: redaktion@bietigheimerzeitung.de</p>
		Böblinger Bote	<p>Bahnhofstraße 27 71034 Böblingen Tel.: +49 7031/ 62 00-31, -32, -83 Fax: +49 7031/ 22 74 43 E-Mail: redbb@bb-live.de</p>
		Hier Lokalzeitungs GmbH	<p>Cannstatter Straße 94 70734 Fellbach Telefon: +49 711/ 95 79 67-31 Fax: +49 711/ 95 79 67-8 E-Mail: redaktion@hier.zgs.de</p>
		Gäubote	<p>Horber Straße 42 71083 Herrenberg Telefon: +49 7032/ 95 25-200 Fax: +49 7032/ 95 25-2 09 E-Mail: redaktion@gaeubote.de</p>
		Leonberger Kreiszeitung	<p>Stuttgarter Straße 7 - 9 71229 Leonberg Telefon: +49 7152/937-2811</p>

			<p>Fax: +49 7152/937-2819 E-Mail: redaktion@leonberger-kreiszeitung.zgs.de</p>
		Ludwigsburger Kreiszeitung	<p>Körnerstraße 14 - 18 71634 Ludwigsburg Telefon: +49 7141/ 1 30-240 Fax: +49 7141/ 1 30-340 E-Mail: redaktion@u-u.de</p>
		Mühlacker Tagblatt	<p>Kißlingweg 35 75417 Mühlacker Telefon: +49 7041/ 8 05-27 Fax. +49 7041/ 42 909 E-Mail: redaktion@muehlacker-tagblatt.de</p>
		Murrhardter Zeitung	<p>Grabenstraße 23 71540 Murrhardt Telefon: +497192/92 90 20 Fax: +497192/92 90 19 E-Mail: redaktion@murrhardter-zeitung.de</p>
		Neckar- und Enzbote	<p>Bahnhofstraße 8 A 74354 Besigheim Telefon: +49 7143/ 8 06 0-11 Fax: +49 7143/ 80 60 15 E-Mail: neb@u-u.de</p>
		Neue Württembergische Zeitung	<p>Rosenstraße 24 73033 Göppingen Telefon: +49 7161/2 04-143</p>

			<p>Fax: +49 7161/2 04-1 54 E-Mail: nwz.redaktion@swp.de</p>
		Nürtinger Zeitung	<p>Carl-Benz-Straße 1 72622 Nürtingen Telefon: +49 7022/94 64-130 Fax: +49 7022/94 64-111 E-Mail: forum@ntz.de</p>
		Sindelfinger Zeitung / Böblinger Zeitung	<p>Böblinger Straße 76 71 65 Sindelfingen Telefon: +49 7031/ 8 62-210 Fax: +49 7031/ 8 62-2 02 E-Mail: Redaktion@szbz.de</p>
		Waiblinger Kreiszeitung Zeitungsverlag GmbH&Co; Waiblingen KG	<p>Postfach 1813 71328 Waiblingen Siemensstraße 10 71332 Waiblingen Telefon: +49 7151/ 5 66-2 60 (Redaktionsleitung) Fax: +49 7151/ 5 66-4 02 E-mail: kreis@redaktion.zvw.de</p>
		Badische Zeitung / Rhein- Neckar-Zeitung / Südwestpresse	<p>Böhme, Andreas Eberhardstraße 61 70173 Stuttgart Telefon: +49 711/ 2480-70 Fax: +49 711/ 2480-79 E-Mail: bz.stuttgart@t-online.de</p>

		Badisches Tagblatt	Henkel-Waidhofer, Brigitte Johanna Römerstraße 88 70180 Stuttgart Telefon: +49 711/ 235277 o. 24128 Fax: +49 711/ 2207773 E-mail: henkel-waidhofer@web.de
		Frankfurter Allgemeine Zeitung	Soldt, Rüdiger Königstr. 10b 70173 Stuttgart Tel.: +49 711/ 16625-111 Fax: +49 711 16625-101 E-Mail: r.soldt@faz.de
		Schwäbische Zeitung, Badische Neueste Nachrichten	Schanz, Andreas Rotebühlstraße 57 70178 Stuttgart Telefon: +49 711/ 611071 Fax: +49 711/ 610100 E-Mail: stuttgart@schwaebische-zeitung.de
		Schwarzwälder Bote	Lederstr. 23 75365 Calw +49 7051/ 1308-0 (Zentrale), -54 (Redaktion) Fax: +49 7051/ 40798 (Zentrale), 20077 (Redaktion) gs-calw@schwarzwaelder-bote.de
		Staatsanzeiger für Baden- Württemberg GmbH	Schlüter, Stefanie (bwWoche/bwHeute) / Roland, Peter Dr. (bw-Woche)

			Breitscheidstraße 69 70176 Stuttgart Telefon: +49 711/ 666 01-0 Fax: +49 711/ 6 66 01-19 E-mail: redaktion@staatsanzeiger.de
		Stern, Redaktion Baden-Württemberg	Eißele, Ingrid Postfach 21 09 71370 Weinstadt Telefon: +49 7151/ 610516 Fax: +49 7151/ 610518 E-mail: Ingrid.Eissele@Zeitenspiegel.de
		Süddeutsche Zeitung	Dörries, Bernd Rotebühlplatz 33 70173 Stuttgart Telefon: +49 711/ 24 75-93/ -94 Fax: +49 711/ 2 36 99 73 E-mail: bernd.doerries@sueddeutsche.de
		Zeitenspiegel Reportagen	Strümpfelbacher Straße 21 71384 Weinstadt Telefon: +49 7151/ 96460 Fax: +49 7151/ 964630 E-mail: agentur@zeitenspiegel.de
Radio / TV broadcast			
		HIT-Radio Antenne 1	Plieninger Straße 150 70567 Stuttgart Fon: +49 711/ 72 72-73 80

			<p>Fax: +49 711/ 72 72-73 85 E-Mail: redaktion@antenne1.de</p>
		Energy Hit Music Only	<p>Hindenburgstraße 4 71638 Ludwigsburg Fon: +49 7141/ 94 22 12 Fax: +49 7151/ 15060 E-mail: redaktionstuttgart@energy.de</p>
		Evangelische Rundfunkagentur Württemberg (ERA)	<p>Augustenstraße 124 70197 Stuttgart Fon: +49 711/ 2 22 76-50 (Zentrale: -58) Fax: +49 711/ 2 22 76-30 eMail: ERA.EMH@elk-wue.de</p>
		KiP – Katholische Kirche im Privatfunk	<p>Jahnstraße 32 70597 Stuttgart Telefon: +49 711/ 979129-60 Fax: +49 711/ 979129-69 E-Mail: info@kip-radio.de</p>
		Die Neue 107.7	<p>Königstraße 2 70173 Stuttgart Fon:+49 711/ 163 55-0 Fax: +49 711/ 163 55-55 E-Mail: redaktion@dieneue1077.de</p>
		Südwestrundfunk (SWR) Landessenderdirektion Baden-Württemberg	<p>70150 Stuttgart Fon: +49 711/ 9 29-0 or 929-2400 Fax: +49 711/ 929-4048 (LS-Direktion) E-Mail: info@swr.de</p>

Local / municipal / city / university etc. web page			
		www.stuttgart.de	
Scientific- technical journals		Raumplanung	Informationskreis für Raumplanung e.V. (IfR) Meltzer, Lutz Hansa Straße 26-28 44137 Dortmund Fon: +49 231/75 95 70 Fax: +49 231/75 95 97 E-mails: redaktion@ifr-ev.de
		Planerin	Vereinigung für Stadt-, Regional- und Landesplanung SRL e.V. SRL Geschäftsstelle Bohne, Rainer Yorckstraße 82 10965 Berlin Fon: +49 30/ 27 87 468-0 Fax: +49 30/ 27 87 468-13 E-mail: info@srl.de
Others			
News Service		AP	Oliver Schmale E-Mail: oschmale@ap.org
		Deutsche Presse-Agentur GmbH	Postfach 10 10 55 Königstraße 18 70173 Stuttgart Tel: +49 711/ 1 62 62-0 Fax: +49 711/ 1 62 62-800

			E-Mail: info@sgt.dpa.de
		DDP	E-Mail: bw@ddp.de
		Katholische Nachrichten-Agentur	Jahnstraße 32 70597 Stuttgart Tel: +49 711/ 291799 Fax: 0711/ 297679 E-Mail: stuttgart@kna.de
PP3 <i>* see also PP1 list</i>	University of Economy Bydgoszcz		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	regional	Gazeta Pomorska	gp.redakcja@gpmedia.pl
Daily newspaper	regional	Express Bydgoski	redakcja@express.bydgoski.pl
PP4	City of Most		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
City newspaper	local	Mostecké listy	City of Most Alena Sedláčková Alena.sedlackova@mesto-most.cz
Local / municipal / city / university etc. web page			
City of Most	local	www.mesto-most.cz	City of Most Linda Hasmanova Linda.hasmanova@mesto-most.cz
PP5	VSB – Technical University of Ostrava		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO

Press			
Radio / TV broadcast			
Local / municipal / city / university etc. web page			
Electronic newsletters			
Scientific- technical journals			
Business magazines			
Others			

PP6	City of Kranj		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	national	Delo	Blaž Račič (blaz.racic@delo.si) reporter for upper Gorenjska & Marjana Hanc, (marjana.hanc@delo.si), for lower Gorenjska
Daily newspaper	national	Dnevnik	Miran Subic (miran.subic@dnevnik.si),
Daily newspaper	national	Finance	Bogdan Perko (bogdan.perko@finance-on.net), desk@finance-on.net
Daily newspaper	regional	Gorenjski glas	Cveto Zaplotnik (info@g-glas.si)
Daily newspaper	national/regional	Žurnal24	Iztok Golob (iztok.golob@zurnal24.si)
Radio/TV broadcast			
Public T V	national	TV Slovenija	Janja Koren (janja.koren@rtvslo.si)
Private TV	national	Kanal A	info@kanal-a.si , svet@kanal-a.si
Private TV	national	POP TV	info@pop-tv.si , urednistvo@24ur.com
Radio station	regional	Radio Kranj	Sonja Zaplotnik (sonja.zaplotnik@radio-kranj.si)
Radio station	regional/national	Radio 1	Anja Sedej (anja.sedej@radio1.si)
Radio station	national	Radio Center	Katja Arhar (katja.arhar@radiocenter.si)
Radio station	national	Radio Slovenija	Romana Erjavec (romana.erjavec@rtvslo.si)
Local / municipal / city / university etc. web page			
Municipial pages	regional	www.kranj.si	Mendi Kokot, mendi.kokot@kranj.si
PP7	City of Usti nad Labem		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	regional	Ústecký deník	Vltava – Labe - Press

			Klíšská 25 400 01 Ústí nad Labem Tel. +420 475 214 408 sekretariat@sever.vlp.cz
Daily newspaper	regional	Mladá Fronta Dnes	MAFRA Hrnčířská 53/18 400 01 Ústí nad Labem-centrum Tel.: +420 478 636 311 inzerceul@mafra.cz
Radio/TV broadcast			
Regional TV	regional	TV LYRA s.r.o.	TV LYRA s.r.o. Rubensova 29, 400 03 Ústí nad Labem Tel.: 475 201 996-9 produkce@r1lyra.cz
Regional TV	regional	TV DAKR	Regionální televize DAKR, s.r.o. Obchodní 41, 434 01 Most Tel.: 476 705 776 produkce@r1dakr.cz
Local / municipal / city / university etc. web page			
Municipal pages	regional	www.usti-nad-labem.cz	Ing. Tereza Dostálová Ing. Marta Šašková odbor strategického rozvoje Magistrát města Ústí nad Labem Velká Hradební 8, Ústí n. L., 401 00 Tel.: 475 241 662/697 Tereza.Dostalova@mag-ul.cz Marta.Saskova@mag-ul.cz
	regional	www.invest-usti.cz	Ing. Marta Šašková Bc. Sven Czastka

			odbor strategického rozvoje Magistrát města Ústí nad Labem Velká Hradební 8, Ústí n. L., 401 00 Tel.: 475 241 697 Marta.Saskova@mag-ul.cz Sven.czastka@mag-ul.cz
Business magazines			
	national/international	Development News	Wagner Press, s. r. o. Jana Masaryka 28, 120 00 Praha redakce@wagner-press.cz
	national/international	Building World	Building World, s.r.o. Říčanská 7, 10100 Praha 10 +420 945 719 e.wankeova@buildingworld.cz
	national/international	Project&Property	Centres Publishing, s.r.o. Pavlna Hajnová +420 602 164 740 pavlina.h@centres.cz
PP8	SIPRO Ferrara		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily Newspaper	local (county)	La Nuova Ferrara	Stefano Cervo Tel. 0039 0532 214226 redazione.fe@lanuovaferrara.it
Daily Newspaper	local	Il Resto del Carlino	Stefano Lolli Arturo Orlandini Tel. 0532 590111 cronaca.ferrara@ilrestodelcarlino.it
Daily financial newspaper	national	Il Sole 24 Ore	www.ilsole24ore.com Giuseppe Caravita

			<p>Tel. 0039 02 30222316 giuseppe.caravita@ilsole24ore.com</p> <p>Camilla Ghedini camilla.ghedini@alice.it</p>
Radio / TV broadcast			
TV	local	Telestense	<p>Stefano Ravaioli Via Virginia Woolf n. 17 Ferrara Tel. 0039 0532 9089 redazione@telestense.it www.telestense.it</p>
		RAI 3	Antonio Silvestri
	local	estense.com	<p>Marco Zavagli news@estense.com marco.zavagli@gmail.com Tel. 0039 0532 243292 www.estense.com</p>
Electronic newsletters			
	Northern Italy	FIRST	<p>first@aster.it www.first.it</p>
Scientific- technical journals			
monthly	regional	Econerre	<p>c/o Unioncamere Emilia Romagna Giuseppe Sangiorgi Viale Aldo Moro, 62 - 40127 Bologna Tel. 051 6377026 giuseppe.sangiorgi@rer.camcom.it</p>

PP9	UPI of the Republic of Slovenia		
MEDIA CATEGORY	LEVEL	NAME OF MEDIA	CONTACT PERSON / INFO
Press			
Daily newspaper	national	Delo	Delo d.d. Dunajska 5 SI-1000 Ljubljana lidija.pavlovic@delo.si jelka.sutej@delo.si maq@delo.si
Daily newspaper	national	Dnevnik	miran.kump@dnevnik.si
Daily newspaper	national	Finance	Bogdan Perko, bogdan.perko@finance-on.net , desk@finance-on.net finance@finance.si
Daily newspaper	national/ regional	Žurnal24	Iztok Golob, iztok.golob@zurnal24.si desk@zurnal24.si
Radio / TV broadcast			
Public TV	national	TV Slovenija	Janja Koren, janja.koren@rtvslo.si
Private TV	national	Kanal A	info@kanal-a.si , svet@kanal-a.si
Private TV	national	POP TV	info@pop-tv.si , urednistvo@24ur.com
Private TV	national	TV Pika	info@tvpika.net
Private TV	national	Paprika TV	info@paprika.tv
Radio station	national	Radio Slovenija1	Romana Erjavec, romana.erjavec@rtvslo.si
Radio station	national	Radio Slovenija2	val202@rtvslo.si
Local / municipal / city / university etc. web page			
Municipal web page /city	Regional	www.ljubljana.si	mediji@ljubljana.si

University web page	national	www.fa.uni-lj.si	Univerza v Ljubljani Fakulteta za arhitekturo / Faculty of Architecture Zoisova 12 SI-1000 Ljubljana
University web page	national	www2.fgg.uni-lj.si	Univerza v Ljubljani Fakulteta za gradbeništvo in geodezijo / Faculty of Civic and Geodetic Engineering Jamova 2, p.p. 3422 SI-1001 Ljubljana fgg@fgg.uni-lj.si
University web page	national	www.kamen.uni-mb.si	Univerza v Mariboru Fakulteta za gradbeništvo Faculty of Civic Engineering Smetanova ulica 17, SI-2000 Maribor fg@uni-mb.si
Electronic newsletters			
	national	Trajekt www.trajekt.org	Trajekt Zavod za prostorsko kulturo Zavod za prostorsko kulturo V Murglah 133 SI-1000 Ljubljana Matevž Čelik, mc@trajekt.org
	international	Oris www.oris.hr	ORIS Magazine for Architecture and Culture Klaićeva 44 10000 Zagreb Croatia oris@oris.hr

Scientific- technical journals			
	international	Urbani izziv / Urban Challenge	Urbani izziv Trnovski pristan 1 SI-1127 Ljubljana bostjan.kerbler@uirsi.si
	national	IB Revija	Gregorčičeva 27 gp.umar@gov.si
Business magazines			
	national	Glas gospodarstva	Gospodarska zbornica Slovenije Chamber of Commerce and Industry of Slovenia Dimičeva 13, Ljubljana Glas gospodarstva PM, Poslovni mediji, d.o.o. Kotnikova 35 SI-1504 Ljubljana urednistvo@p-m.si
	national	Nepremičnine Si21	Kabi d.o.o. Tjaša Mrgole Dolenjska cesta 43 SI-1000 Ljubljana urednistvo@kabi.si
	national	Nepremičnine	www.ibn.si
Others*			
Professional	national	Town and Spatial Planning	dupps@siol.net

Assosiation		Association of Slovenia	
Professional Assosiation	national	Architects Association of Slovenia	drustvo.arhitektov.lj@siol.net
Government bodies	national	Ministry of culture Directorate for Cultural Heritage	Ministry of culture Directorate for Cultural Heritage Dr. Bojan Djurić tel.: +386 1 369 58 57 bojan.djuric@gov.si
Government bodies	national	Ministry of culture INDOK Centre	Ministry of culture INDOK Centre Ksenija Kovačec Naglič, MA tel.: +386 1 400 79 38 ksenija.kovacec@gov.si

*Target group for press releases and electronic newsletters

6 Sources and references

- Presentation by Markus Stradner, JTS CENTRAL EUROPE PROGRAMME, Workshop ReSOURCE, 17 -18 September 2009, Großräschen, Germany
- Pinnacle: Communication Guidebook, CENTRAL EUROPE Communication Seminar, May 14. -15. 2009, Vienna, Austria.
- Information and communication strategy, 2nd draft, RESOURCE project, RCR, Zagorje, Slovenia, May 2009.