

## COMMUNICATION STRATEGY

### INTRODUCTION

MCARE project communication strategy is designed to support Partners to communicate between each other in a transparent, clear way. The general purpose of the strategy is to provide recommendable channels for communication between Partners as well as to ensure open opinion sharing among partnership. The implementation of the strategy coincides with the project lifetime. It can be updated at any time by the Project Coordinator and/or by the other Partners.

The main responsibilities of the Project Contractor in terms of communication are:

- To inform the Partners in terms of their contractual obligations regarding the project;
- To ensure that all project documentation is put in order, and
- To advice partnership on all issues regarding the project implementation.

The Contractor should lead communication with other Partners in an open, transparent manner.

The Project Coordinator's responsibilities are connected with the daily communication with all Partners, timely responding to Partners' queries, advice Partners on their roles and responsibilities, and observing and giving feedback to Partners on the implementation of the work programme, respecting deadlines, and involvement of all partners in the project activities.

The roles of the Partners are to actively participate in daily project communication, to share their views regarding the implementation of MCARE activities, to give necessary contributions as they are agreed upon during the project meetings, and to actively participate in the discussions and decision making processes within the Transnational Partners Meetings. The enumerated roles are not an exhaustive list.

### INTERNAL COMMUNICATION

<b>Issues</b>	<b>Recommendable Channels</b>
Financial and administrative issues	Exchange of e-mails, exchange of formal letters, phone contacts, web conferencing, and face to face contacts. <b>Important:</b> partners should not directly

	contact the Project Officer (PO), but always contact the project coordinator who will then follow up on the raised issue, if needed with the PO.
Issues related to the content of the project outputs	Exchange of e-mails, online meetings via Skype and other messengers, open discussions within the Transnational Meetings, bilateral meetings.
Issues related to the working order of MCARE mobile and online training platform	Exchange of e-mails, Skype meetings, web conferencing, and discussion within the meetings of Transnational Steering Group.
Issues related to the testing of MCARE mobile and online training platform	Exchange of e-mails, Skype meetings, web conferencing, and discussion within the meetings of Transnational Steering Group.
Issues related to the piloting of MCARE mobile and online training platform	Exchange of e-mails, Skype meetings, web conferencing, bilateral meetings between practitioners responsible for the implementation of the piloting phase, and discussion within the meetings of Transnational Steering Group; one-to-one helpdesk.
Issues related to dissemination and exploitation of the project results	Exchange of e-mails, Skype meetings, web conferencing, and discussion within the meetings of Transnational Partners Meeting. Facebook and Twitter pages and constant posts. Dedicated website.
Issues related to the quality management	Exchange of e-mails, Skype meetings, web conferencing, and discussion within the meetings of Transnational Partners Meetings and within Transnational Steering Group Meetings.

## EXTERNAL COMMUNICATION

<b>External Communication</b>	<b>Recommendable Channels</b>
Communication with stakeholders	Exchange of e-mails, exchange of formal letters, sending of official invitations, phone contacts, focus groups, open opinion sharing within panel sessions, and open discussions within bilateral meetings, workshops, and seminars.
Communication with project end users	Exchange of e-mails, phone contacts, web conferencing, meetings via Skype and other messengers, Internet forums publications, face to face meetings.

## SPECIAL MEANS OF COMMUNICATION

- Mail group set up for the project itself: [m-care@phoenixkm.eu](mailto:m-care@phoenixkm.eu)
- Intranet: <http://mcare-project.eu/intranet/login.php>
- Dedicated website: <http://mcare-project.eu/>
- Facebook page: <https://www.facebook.com/MCareproj>
- Twitter page: <https://twitter.com/MCareproject>
- Skype chats and audio/video calls
- WhatsApp and Viber sms communication