



CISCO



COMMUNICATION AND COORDINATION PLAN

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INTRODUCTION

This communication plan is closely related to all elements of the project partners. Harmonious communication of all elements is important. In this context, differentiation and integration approaches are necessary and important in order to realise the project objectives. Differentiation: the creation of sub-functions and task units in order to fulfil the main functions of the project; Integration provides cooperation and coordination between these elements. Co-operation and co-ordination can only be achieved through communication. Effective communication is needed for this. CISCO communication plan has been prepared in line with this need.

1.1 COMMUNICATION and COORDINATION PURPOSE OF THE PLAN:

CISCO communication activities are aimed at the effective execution of the project.

1.2 SCOPE

This procedure covers how coordination and communication with the project components (National Agency, coordinator and partner organisations, target group, stakeholders) will be carried out and what are the tools and methods to be used for communication and coordination.

1.3 BASIS:

This project is based on the reference number 2023-1-IT02-KA220-SCH-000165248, recognised by the National Agency. Also the relevant content of the Erasmus+ guide is a reference for this project.

2. CISCO COMMUNICATION and COORDINATION PLAN

The coordinating country is committed to EU transparency in its co-operation with the project partners. In this context, our partners will play an important role in every step from the correct analysis of the communication to its implementation. The coordinating country is responsible for facilitating and coordinating the flow of information between partners. In this context:

a. Organisation structure: Coordination efficiency has been increased by gathering interrelated and complementary works under the same working title.

b. Plans and programmes: Plans and programmes are aligned in terms of time.

c. Coordination: The coordination of this project has a horizontal rather than vertical relationship.

d. A good communication system: Interviews and evaluation meetings to be held periodically during the implementation process of the activities with our established communication strategy will be an effective method to determine whether the activities are going well or not. For this, communication will be supported by technical means. An appropriate and open online documentation system has been established that provides access to all information (completed documents, agreements reached in meetings, lists of actual work to be done, reports, etc.) for all interested parties. This system will be supported by the effective use of ICT solutions such as Microsoft Team, Google Drive, Dropbox. In particular, the social media accounts and website of this project will be an important tool for this purpose.

Communication is the process of transferring ideas and information. For this reason, different communication channels will be used effectively in the project process. The communication channels to be used are listed below. New communication channels can be determined according to the development of the project.

- Oral Communication.
- Nonverbal Communication.
- Written Communication.
- Internal Communication.

- Interpersonal Communication.
- Group Communication.
- Digital Communication

3. WHAT IS CISCO COMMUNICATION PLAN?

What is this communication plan for? Why? Which resources will be used? When will it be done? For whom will it be done? What is the message to be conveyed? For what purpose is the message intended to be given? Within the scope of these questions, the communication plan consists of two processes. These are

- i) Communication within the project (Includes project partners.)
- ii) Communication with the target audience. (Includes target audience and stakeholders.)

3.1 Communication within the project:

This method represents the communication between the project coordinator, project partners and contact persons. This communication is project-based. During the project process, we will pay attention to regular and two-way information exchange with our partners, project team and project contact persons based on the principles of honest, transparent, ethical, understandable, sustainable and accountable. In this context, we will be based on sharing information accurately, based on the principle of openness and trust. Based on the communication needs and expectations of the project team; we have planned our internal communication strategy and policies and developed communication channels accordingly. Necessary updates will be made in a timely manner so that the project team can easily access information.

3.2 Contact with Target Audience and Relevant Stakeholders:

A roadmap has been prepared outlining how we will effectively communicate our message to our target audience and relevant stakeholders during the project process. It explains which

information will be communicated to which audiences, who will be responsible for the process and which channels will be used.

We will establish a sustainable relationship based on mutual trust, respect and openness with the stakeholders we will cooperate with during the project process. We will identify the short and long-term communication needs of our target audience and meet these needs. We will respond quickly and effectively to the feedback of our target audience during the project process.

4. COMMUNICATION TECHNIQUES AND COMMUNICATION INSTRUMENTS

Using communication techniques and communication instruments in the CISCO Communication Plan;

- Promoting our activities to the public in the most effective way;
- Ensuring the visibility of CISCO at a high level and strengthening its image in the eyes of the public;
- Reinforcing the sense of belonging of the project team, increasing their satisfaction levels, ensuring their active contribution and participation,
- It is aimed to improve the educational, technical and professional capacity of the project team related to the task areas specified in CISCO.

Three communication techniques will be used effectively in the project process. These will be written, verbal and non-verbal communication techniques. With the skills of effective communication, the demands of the partners will be better understood. In addition, effective communication skills will be used dynamically in the project process in order for the project team to establish sincere relationships with each other, for the project team to be more respectful and tolerant towards each other, to reach the right information more quickly, to find support for ideas and suggestions more easily, and to benefit more from the thoughts, experiences, habits and attitudes of other partners. In this context, internal communication, interpersonal communication, group communication and digital communication will be used effectively.

4.1 Oral Communication Techniques:

During the project process there will be a communication process in which the message is transmitted to the recipient through voice or speech. The communication instruments we will use for this are: chat, Skype calls, interviews, face-to-face meetings, speeches in meetings, oral briefings, presentations, phone calls, webinars (via Google-meet) and WhatsApp group.

4.2 Nonverbal Communication Techniques:

One of the most important elements of effective communication is body language. In this process, body language will be used effectively so that partners and stakeholders are not negatively affected. Speaking and listening to the stakeholders, target audience and project partners we are in contact with by looking them in the eyes will be a strong step of communication. During the communication process and trainings, communication with partners, target group and stakeholders will be established by wearing a lively, dynamic and interested facial expression rather than a tired and unhappy expression.

Gestures and mimics are the instruments of this type of communication. Non-verbal communication can sometimes be preferred to express what we cannot express in words and sometimes to create a theatrical effect. Project partners come from different cultures. Therefore, importance will be given to gestures and mimics in non-verbal communication.

4.3 Written Contact:

The text you are reading now is this type of written communication. Letters, numbers and shapes are used to convey the message to the receiver. These instruments of communication are: letter, e-mail, article, e-brochure, weblog, message, Messenger, WhatsApp. The correspondence made in this area will not be deleted until the end of the project. If necessary, this correspondence will be archived.

The CISCO project will play an important role in every step of the communication with our stakeholders, from the correct analysis to its implementation. The CISCO project facilitates and coordinates the flow of information between stakeholders.

We aim to develop new cooperation opportunities by establishing effective communication with national and international NGOs, public institutions, local administrations, universities, local people and target audience related to the project subject. In addition, it is aimed to increase the level of contribution and participation of the public to CISCO by providing a positive perspective to the parties we cooperate with.

As CISCO, we plan to develop co-operation with relevant parties. In this context

- Joint events,
- Establishment of a communication network,
- Involvement in national and international networks, and
- We see keeping communication channels open with relevant actors as a part of our communication strategy.

5. STRATEGIC ANALYSIS

It was determined what the project team does and what its main functions are. In addition, the purpose of communication was determined, a situation analysis was conducted and relevant stakeholders were identified.

5.1 Determining the purpose of communication:

The main purpose of this communication plan is to ensure uninterrupted communication and coordination between the project partners. It also aims to establish a sustainable relationship based on mutual trust, respect and openness with the target audience and relevant stakeholders in line with the objectives of the project.

5.2 Conducting situation analyses:

The constituent elements of the project, such as the project profile, project culture, values and policies were analysed. SWOT analysis was preferred for situation analysis. The strengths, shortcomings, opportunities and threats of the project were identified. After this analysis, a

"Risk Management Plan" was prepared. The risk management plan is presented as a separate document (Annex-6).

5.3 Identification of stakeholders:

All means of communication will be used effectively to build and maintain the reputation of this project with stakeholders. This project has a proactive capability to adapt to changes in stakeholder expectations and views. In this context, the stakeholders of the CISCO project are:

5.3.1 Internal Stakeholders: These are the people who will be directly affected by the project. They are the project partner institutions, project team, members in the institutions, institutional managers, final audience and primary target audience.

5.3.2. External Stakeholders: Non-project persons, institutions and organisations that will be indirectly affected by the project. These stakeholders will voluntarily support the project and will not receive support from the grant. These are;

5.3.2.1 External Stakeholders at Regional and National Level: Other public and private sector organisations that are related to the project activities, local authority, municipalities, those who provide input to the project, relevant sector associations, relevant experts, local press, regional press, NGOs whose subject of study is CISCO, university in our region, target actors, policy makers, central public institutions, national press.

5.3.2.2 External Stakeholders at EU Level: At EU level, our target groups will mostly be umbrella organisations working in fields related to our project, active all over Europe and with the potential to influence their members. In addition, decision makers and actors at European level, international press, international confederations, project coordinators and project clusters involved in the Erasmus+ programme will be our external stakeholders at EU level.

5.3.3 Strategic Partner: The relevant ministry and local authority that will help our project to survive or gain a competitive advantage are considered as strategic partners. Strategic partners are also our external stakeholders.

5.3.4 Key Partner: The National Agency and the expert appointed by the National Agency.

The stakeholder management plan and stakeholder analysis matrix are explained in detail in the organisation chart in Annex-2.

6. DETERMINATION OF COMMUNICATION CHANNELS AND MESSAGES

The message contents to be communicated to the stakeholders were decided and various message contents were prepared accordingly. Content creation is an important tactic for the project to sustain its existence and provide value to its stakeholders. It was taken into consideration that the message content should be appropriate for the target audiences. The CISCO project expects to reach the target audience with the message it creates and to receive feedback from them. For this reason, the messages determined are clear, understandable and free from misunderstanding. In this context, the communication channels determined to convey messages and receive feedback are as follows:

6.1 Internal Contact:

It is communicating with oneself. Thinking like most of us do, talking to the inner voice or talking aloud to oneself are included in this scope. Internal communication is an important instrument for the contact persons to question the project and develop ideas.

6.2 Interpersonal Contact:

It is a form of communication carried out by two people in the form of face-to-face communication. In other words, it is a situation where two people who are physically in the same environment are in contact with each other. There will be breaks during the project meetings. During these breaks, project partners will have the opportunity to get to know their cultures by making bilateral meetings. It will also be one of the preferred methods of communication with the target audience and stakeholders.

6.3 Group Communication:

Interpersonal communication between more than two people is called group communication. The communication technique to be established in project meetings, online meetings or face-to-face visits will be group communication. It will also be one of the preferred communication methods in communication with the target audience and stakeholders.

6.4 Digital Contact:

We will use digital communication to expand our social network, to identify CISCO with the field we work in, to reach the target audience and more stakeholders. Another purpose of using these channels is to keep our relations with our collaborators, partners or NGOs operating in the same field as us strong and continuous. We will also use digital communication to provide information about the project and reach more audiences. Our digital communication tools in this context are as listed below.

- Website
- Facebook
- Twitter
- Instagram
- LinkedIn
- Corporate Communications

6.4.1 Website

Our website will include information such as the purpose of our project, project partners, activities, mission and vision of the project. In this area, we will share developments and newsworthy events related to our project on our website. In addition, the websites of the partners will also share information, images and documents in line with the aims of their projects.

The Communication plan will be revised after the project is accepted.

This field will contain the content of the project website.

6.4.2 The content of Facebook , Twitter , Instagram and LinkedIn is detailed in Annex-4.

7. CHARACTERISTICS OF COMMUNICATION IN CISCO PROJECT

- This communication plan covers all communications used to build relationships with partners, stakeholders and target audiences.
- The CISCO communication plan has a long-term perspective as an ongoing process.
- CISCO communication plan is in a different style than other types of communication.
- The CISCO communication plan involves the project team creating and sharing

messages about ideas, goals and concepts in order to make sense of their environment and overcome uncertainties.

7.1 Communication Techniques and Instruments

The communication channels (techniques and instruments) to be used effectively between M1 and M24 after the acceptance of the CISCO project are summarised below.

Communication Technique	Oral	Wordless	Written	Intrinsic	Interpersonal	Digital	Group
Communication Tools	Conversation, Skype calls, Interview, Face-to-face meetings, Conversations, Oral briefing, Presentation, Telephone call, Webinar, WhatsApp, Google-meet.	Gestures and mimics	Letter, Email, Article, E-brochure, Weblog, Message, Messenger, WhatsApp.	Questioning the project, Idea development,	Meeting, Bilateral interview, Skype,	Facebook, Twitter, Instagram, LinkedIn, Website, Email,	Project meetings, Online meetings, Face-to-face visits.
Target Group	Internal Stakeholders External Stakeholders	Internal Stakeholders External Stakeholders	Internal Stakeholders External Stakeholders	Internal Stakeholders	Internal Stakeholders External Stakeholders	Internal Stakeholders External Stakeholders	Internal Stakeholders External Stakeholders
Responsible	The coordinating organisation is responsible for the implementation of the Communication Coordination Plan.						

7.2 Communication Matrix

Contact			Communicate				Communication Technique						
Type.	Subject.	Method	Who	With whom	When	How often	Oral	Wordless	Written	Intrinsic	Interpersonal	Digital	Group
INTERIOR	Quality Management System	Procedures, Instructions.	COO	With the project team	Continuous	Project process							
INTERIOR	Requests, complaints, suggestions	Suggestion Form - Suggestion Box	Project team	Governance	Continuous	Project process							
INTERIOR	Improvements, Need for Change,	Webinar Interim Meetings	COO	WP Officers	M8 to M16	-							
INTERIOR	Error Reporting	Email	P2	WP Responsible	When there is an error in the workflow	Continuous							
INTERIOR	Budget Audit	Google Drive	P2	With project partners	M4, M8, M12, M16, M20, M24	Every 3 months.							
INTERIOR	Phase I Production	Webinar	COO, P1, P2,	P5, P6, P7	Pre-production	Continuous							
INTERIOR	Phase II Production	email	COO, P1, P2,	P7, P5, P6	During production	Continuous							
INTERIOR	Opening Meeting	Face to face meeting	COO	P1, P2, P3, P5, P5, P6, P7	Before Phasel	Once (M2)							
INTERIOR	Interim Meeting	Google-meet	P1	All partners	M13	One time							
INTERIOR	Closing Meeting	Face to face meeting	P1	All partners	M24	One time							
INTERIOR	In-Project Communication	All instruments in 8.1	All partners	All partners	M1-M24	Continuous							

8. COORDINATION



Coordination is one of the most fundamental functions of the CISCO communication plan. The timely and effective achievement of CISCO's objectives depends on the effective and efficient implementation of information sharing, division of labour, planning and inter-institutional harmony within the framework of the coordination process

Coordination CISCO is the harmonisation of all project activities in a way that will facilitate the functioning of the project and ensure that it achieves its objectives. In today's world, the quantitative and qualitative elements of management are quite high and therefore, the achievement of the objectives of the organisations in a complex network brings many difficulties and management problems. The management network in the world has become completely complex and complex, and organisations are calculating how to reach their goals in the most effective way within this complexity. Especially the developments in the field of technology have made the information sharing network global today and it has gained a completely different dimension compared to the past years. Access to and sharing of information has become much easier but more complex than in the past. In this complexity, effective and functional coordination plays a key role for individuals and organisations to reach the point they want to reach without deviating from their goals.

The failure of project partners is generally based on the lack of co-operation and co-ordination between partners. In particular, organisations whose areas of responsibility are not clearly separated and have similarities are faced with situations such as duplication of similar work due to lack of coordination, not undertaking the issue in situations that require great responsibility in terms of content, hiding or not sharing information due to the fear of sharing success. The fact that this process is not operated correctly is due to wrong policies carried

out both on an institutional and individual basis. For this reason, the job description of the partners in the CISCO project has been clearly defined.

The main objective of the project partners and stakeholders is to keep the project objectives dynamic and to ensure that communication remains strong. The project partners have foreseen a number of preconditions to ensure good coordination. The prerequisites for coordination are as follows:

- Having a functional management structure,
- Have a project structure and diagram clearly indicating tasks and relationships,
- Establishing an effective and all-round communication system,
- Having plans and programmes in a systematic structure,

Communication constitutes the coordination of the CISCO project. In order for coordination between individuals and partners to take place, communication and communication channels must always be open.

No matter how carefully an initiative is designed, it is the day-to-day coordination that keeps the project moving and on track. In this context, the following steps will be followed for the effective coordination of the CISCO project:

- Facilitate communication with stakeholders and team members,
- If there is a situation that prevents the project team members, removing the obstacle and ensuring that the work continues,
- Monitor the project timeline (milestones) and ensure that the work is completed on schedule,
- To follow the project budget and manage project costs,
- Ensure that project information is easily accessible,
- Communication of important and prioritised areas to partners,
- Improving the efficiency and quality of the project,
- Staying on schedule and within budget,
- Minimising risk,
- Improve feedback (applies to the project team, stakeholders and target audience).

Time delays in unscheduled projects are one of the most common causes of project failure. Therefore, the ability to keep the activities of the CISCO project on schedule will be a critical part of its successful coordination. In this context:

- Visual tools will be used to track project outputs,
- A horizontal timeline will be used to show the progress of activities,
- The project progress report will be shared with the team members, (It will provide the project team with basic information about the progress of CISCO. This report will show how well the project is progressing and summarise risks).
- Let project members know how CISCO is progressing and keep them informed of unexpected changes,
- Documentation will be made via Google Drive. (When starting a new activity, it is critical for the coordination of the project to document CISCO information so that it does not resemble our old activity.)
- Actively communicate with stakeholders and team members (assigning tasks, providing project updates, coordinating meetings, etc.).
- Emphasis will be placed on time management. (Good time management applies to the ability to manage the CISCO programme and ensure that deliverables are completed on time.)

9. Justification of coordination for project CISCO

- To ensure the continuity of CISCO functions,
- To provide assistance and co-operation among project members,
- To ensure effective use of resources,
- To ensure that decisions are reflected in practice,
- To ensure that project members are aware of each other and what they do,
- To prevent confusion and repetitions that may occur within the project,
- Ensure a realistic understanding of the policies, plans and principles set out,

- To positively affect the enthusiasm of the project team,
- To ensure horizontal coordination,
- To make the financial planning of the project correctly and to use the financial resources correctly,
- To ensure that the project is completed on time in line with its objectives.

9.1 Coordination Management

The milestones that will ensure the coordination of the CISCO project are listed below. These milestones are explained in detail in Annex-2.

- Project Integration Management
- Project Scope Management
- Project Time Management
- Project Cost Management
- Project Quality Management
- Project Human Resources Management
- Project Communication Management
- Project Risk Management
- Project Stakeholder Management