

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2017 Standard+

iDEAL - DEcision support for Adaptation pLan

Priority Axis: Safety and resilience

Specific objective: 2.1 - Improve the climate change monitoring and planning of adaptation measures tackling specific effects, in the cooperation area

WP2 Project Communication and Capitalization activities
Activity 5 Communication Evaluation and Feedback

1st Interim Report

FINAL Version
June 30, 2018



Coordinator:

PP4 - CITY OF DUBROVNIK DEVELOPMENT AGENCY DURA

Partners involved:

LP - IRENA – Istrian Regional Energy Agency

PP1 - MUNICIPALITY OF PESARO

PP2 - IUAV UNIVERSITY OF VENICE

PP3 - MUNICIPALITY OF MISANO ADRIATICO

PP5 - REGIONAL NATURAL PARK “COASTAL DUNES FROM TORRE CANNE TO TORRE SAN LEONARDO”

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PROJECT iDEAL - DEcision support for Adaptation pLan

Work Package:	Project Communication and Capitalization activities
Activity:	2.5 Communication Evaluation and Feedback
Phase Leader:	CITY OF DUBROVNIK DEVELOPMENT AGENCY DURA
Deliverable:	Communication Evaluation Reports – 1 st interim report

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Part 1:

ANALYSIS

PART 1: ANALYSIS

Organization of Kick-Off project meeting followed by press conference. Meeting and conference was organized by PP1. At kick-off meeting, all project partners agreed on rules and established a Steering Committee, chaired by LP and composed by 1 member per PP, which will supervise project implementation, take strategic decisions, and evaluate performances. All PP as well agreed on detailed Work Plan, with tasks of each one, expected outputs and results, deadlines, corrective measures in case of deviations or delays.

Communication plan is prepared by DURA and agreed by all PP. The plan aims to reach the actors of the decision making process and citizens in order to raise awareness and to share with them the findings, new knowledge, outputs and results achieved by iDEAL on climate adaptation plans. DURA collected all achievements and information about iDEAL and share them through planned dissemination concepts, tools, actions and channels for external communication by setting up project IDEAL social media tools (YouTube channel, Facebook, Twitter, Instagram) With regular internal communication DURA ensured a constant and effective exchange of information between PP, as well as an effective and shared management of knowledge generated by project's activities. Local communication strategy as well as a stakeholder and media list was as well created.

Promotion material (poster, trifold brochure, roll up, notepad,) were designed in English, Italian and Croatian language according to the project standards and requirements and send "ready to print" to all pp's.

We started planning high level event named „ Digital planning and managing risk of climate changes“ which will be organized in Dubrovnik, October 3rd and October 4th 2018.

For the internal communication purposes, project IDEAL dropbox was created so all communication material can be found there. Each pp has access to this dropbox.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.1.	START-UP ACTIVITIES				
2.1.1	Kick-off meeting organization	At the kick-off meeting project partners agreed on rules, established a Steering Committee and agreed on detailed Work Plan.	<i>n. 1 of meeting held</i>	Project partners	Photos, Agenda, PPT presentations, Facebook activity
2.1.2.	Communication Plan	It aims to reach the actors of the decision making process and citizens in order to raise awareness and to share with them the findings, new knowledge, outputs and results achieved by iDEAL on climate adaptation plans.	<i>n. 2 produced (1 draft and 1 final)</i>	Project partners	Final version

¹ Please consult the Application Form for concrete indicators per action (e.g. number of websites' visitors, number of press releases, number of attendants to events, number of brochures etc.).

Nota Bene: the proposed outputs entered in this table are **only indicative**. Partners may add others, modify or erase.

² Please consult the Communication Plan for concrete name and typology of already identified stakeholders. You are free to define also new stakeholders.

³ Please list the material to be attached to the present report so as to justify action's implementation (e.g. participants' lists, brochures, copies of press releases, photos, videos, etc.), then show them in the Part 2. Annexes

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.1.3.	Press conference in occasion of KoM	Press conference is held on the second day of the KoM. On the conference, IRENA as a lead partner, presented the project Ideal to the wider public while the experts from IUAV talked about the climate change issues and how can the decision support system tackle these problems.	<i>n. 8 articles published/broadcasted</i>	Regional/local communities General public	Media invitation, press release, press review, press conference presentation
2.1.4	Poster production and placement in visible place	Project posters based on program templates were printed by all project partners (in minimum A3 size) and placed on the readily visible place on their premises	<i>n. 30 of posters (5 per per partner)</i>	Regional/local communities General public	Photo from all pps' premises

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.1.5	Brief project description on the institutional websites	Each partner has placed a short description of project iDEAL in their national language, on their institutional website, which included aims, results expected, and given financial support.	<i>n. 6 of published operation descriptions</i>	Regional/local communities Policy makers and officials of municipalities, counties Regional development agencies Environmental and meteorological agencies General public	Screenshot from all pps' institutional websites
2.2.	ORGANIZATION AND OPERATION OF PRESS OFFICES FOR THE IMPLEMENTATION OF THE COMMUNICATION PLAN				
2.2.1.	Media relations	Each pp made a stakeholder and media list (100 contacts)	n. 6 stakeholder and media list		Stakeholder and media lists Press release template

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.2.	Printed or digital publication on specialized press	N/A	<i>n. __ publications</i>		Link to the press digital page (if any), otherwise screenshot
2.2.3	Newsletter / bulletins production and dissemination	The newsletter is ready and is to be published by the end of this month.	<i>n. __ of newsletter produced and</i> <i>Date of publication:</i> __/__/____ <i>i.e.</i> <ul style="list-style-type: none"> • <i>Oct 2018</i> • <i>Jan 2019 etc.</i> <i>distributed to n. __ e-mail addresses</i>		
2.3	PROMOTIONAL MATERIALS				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.1.	Design and Production of Brochures	Trifold brochures are designed in English, Italian and Croatian language.	<i>n. 600 copies produced and n. 100 distributed in occasion of High level event</i>	Policy makers and officials of municipalities and counties General public Private companies Environmental and meteorological agencies NGOs	Photo showing the material
2.3.2	Design and Production of Flyers	N/A	<i>n. __ copies produced and n. __ distributed in occasion of ____</i>		Photo showing the material
2.3.3	Design and Production of USB	N/A	<i>n. __ copies produced and n. __ distributed in occasion of ____</i>		Photo showing the material

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.4	Design and Production of roll-up	<p>Roll ups are made according to the project iDEAL template and design in English, Italian and Croatian language.</p> <p>Each pp will print out their roll-up by the end of this month. So far DURA and IRENA have done it.</p>	<i>n. 4 copies produced and 2 exposed during the HLE and 2 in lead project partner premises</i>	General public	Photo showing the material
2.3.5	Design and production of totems/banners	N/A	<i>n. __ copies produced and exposed in ____</i>		Photo showing the material
2.3.6	Design and Production of giveaways (cups, pens, pencils, bottles, gadgets...)	Promotional notepads were designed and printed for the High level event.	<i>n. 100 copies of notepads produced a</i>	Participants of the HLE and the media	Photo showing the material
2.4	PUBLIC EVENTS ORGANIZATION				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.1.	Intermediate, final conference and external events' organization	On October 3rd and October 4th 2018 , the high level event „ Digital planning and managing risk of climate changes“ was organized in Dubrovnik in hotel Rixos Libertas. The lectures and panels discussed current issues related to climate change and potential climate planning. This high level event was free for all public interested in climate issues. Relevant policy makers, regional and local development agencies, universities, chamber of commerce and other business support organizations related to energy and climate changes were invited to this event.			
2.4.2.	Press conferences supports and organization	Press conference was held at the opening of the HLE.	<i>n. 6 articles published/broadcasted</i>	Regional/local communities General public	Press clipping

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.3	Thematic workshops	N/A	<p><i>n. ___ of persons registered</i></p> <p><i>i.e</i></p> <p><i>n. ___ of cooperatives and social economy actors</i></p> <p><i>n. ___ of business associations' members</i></p> <p><i>n. ___ of cluster X members</i></p> <p><i>n. ___ of Research centers and Universities representatives</i></p> <p><i>n. ___ civil servants involved...</i></p>		<p>Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...</p>

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.4	Project exhibitions	N/A	<p><i>n. ___ of persons registered</i></p> <p><i>i.e</i></p> <p><i>n. ___ of cooperatives and social economy actors</i></p> <p><i>n. ___ of SMEs association members</i></p> <p><i>n. ___ of Research centers and Universities representatives</i></p> <p><i>n. ___ of school pupils</i></p> <p><i>n. ___ of high school students</i></p> <p><i>n. ___ of policy makers</i></p> <p><i>n. ___ of ESI funds national/regional MA's representatives..</i></p>		<p>Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...</p>
European Regional Development Fund			www.italy-croatia.eu		8

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.5	Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities..)	N/A	<i>n. ___ of persons registered</i> <i>i.e</i> <i>n. ___ of cooperatives and social economy actors</i> <i>n. ___ of SMEs association members</i> <i>n. ___ of Research centers and Universities representatives</i> <i>n. ___ of school pupils</i> <i>n. ___ of high school students</i> <i>n. ___ of policy makers</i> <i>n. ___ Programme members</i>		Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...
European Regional Development Fund			www.italy-croatia.eu		9

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.5	DIGITAL ACTIVITIES				
2.5.1	Web Content creation and updating of the website		<i>n. __ News/month</i> <i>n. __ Events/month</i> <i>n. __ Videos produced</i> <i>n. __ Infographics produced</i> <i>n. __ Sessions</i> <i>n. __ Users</i> <i>n. __ Pages seen</i> <i>% __ Bounce rate</i>		Direct links to the website or report downloads showing the traffic (to be detailed later with the Programme)
2.5.2	Video production and interviews during the public events or workshops	Videos produced are presentations from the HLE and two interviews are given regarding the HLE.	<i>n. 10 videos produced</i> <i>n. 2 interviews given</i>		Screenshot or link to video

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.5.3	Social media management (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs..)	During the High level event there was a live social media covered through Facebook, Instagram and Twitter.	<i>n. _15_ posts</i>	General public	Press clipping
2.5.4	Web advertising and direct marketing for project results	N/A	<i>i.e</i> <i>n. ___ ads</i> <i>n. ___ booked spaced in media/public surfaces etc.</i> <i>...</i>		Photo or screenshot
2.5.5	Articles publication in other relevant websites	N/A	<i>n. ___ web article published</i>		Screenshot
2.5.6	Online tutoring and training and services as survey, webinars, videoconference, e-learning courses and smart learning objects	N/A	<i>n. ___ online e-learning courses in scorm</i> <i>n. ___ online training sessions</i>		Link and screenshot

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.5.7	Project results dissemination	N/A			