

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

## **3<sup>rd</sup> Interim Report**

**FINAL Version**  
**June 2019**

**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”

*DISCLAIMER: Report reflects the project iDEAL views; the IT-HR Programme authorities are not liable for any use that may be made of the information contained therein.*

## PROJECT iDEAL

Work Package:	2. Communication
Activity:	
Phase Leader:	
Deliverable:	Communication Progress Report by DURA

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## Part 1:

## ANALYSIS

## PART 1: ANALYSIS

Communication activities in the period from January 01, 2019 until June 30, 2019 included preparation of activities, such as info days and presentation of project IDEAL on external events, with a goal to reach the actors of the decision-making process and citizens. Another goal set is to raise the awareness and share the findings, new knowledge, outputs and results achieved by IDEAL on climate adaptation plans with public and the decision makers.

DURA as partner responsible for the WP2 collected all the information, news and press releases about project IDEAL and share them through planned dissemination concepts, tools, actions and channels of external communication. (YouTube channel, Facebook). With regular internal communication, DURA ensured a constant and effective exchange of information between PP, and shared management of knowledge generated by project's activities.

For the internal communication purposes, project partners use IDEAL Dropbox where all communication and overall project material is stored for everyone's convenience.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS <sup>i</sup>	STAKEHOLDERS ADDRESSED <sup>ii</sup>	MATERIAL ATTACHED <sup>iii</sup>
2.1	PUBLIC EVENTS ORGANIZATION				
2.4.1.	External events organization	<p><b>IRENA - Istrian Regional Energy</b></p> <p><u>1.Istrian Energy Days</u> / May 24, 2109, Pazin (Croatia)</p> <p><u>2.JOINT SECAP 2nd Transnational Meeting</u> / 18 - 19 June 2019, Vela Luka, Korčula (Croatia)</p> <p><u>3.“A systematic approach to rationalizing of energy consumption in heritage buildings”</u> / June 27 2019, Pazin (Croatia)</p> <p><b>DURA - City of Dubrovnik Development Agency</b></p> <p><u>4.Kick-off meeting of COASTENERGY project</u>/ March13-14, 2019, Labin (Croatia)</p> <p><b>IUAV - University of Venice</b></p> <p><u>5.Euro 2019 - 30th EUROPEAN CONFERENCE ON OPERATIONAL RESEARCH</u> /25 June 2019, Dublin (Ireland)</p> <p><b>MUNICIPALITY OF PESARO</b></p> <p>6.End-user Workshop SAFERPLACES Project /December 18, 2018, Rimini (Italy)</p>	<i>n. average of 50 persons attended each event</i>	<p>Policy makers and officials of municipalities and counties</p> <p>General public</p> <p>Private companies</p> <p>Environmental and meteorological agencies</p> <p>NGOs</p>	<p>Photos, PPT presentations, promo material photo, signup sheets, agenda or press clipping</p>

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS <sup>i</sup>	STAKEHOLDERS ADDRESSED <sup>ii</sup>	MATERIAL ATTACHED <sup>iii</sup>
2.4.3	Info Day	<p><b>MUNICIPALITY OF PESARO</b></p> <p>March 1, 2019 / l'Osservatorio Valerio" / Pesaro</p> <p><b>DURA</b></p> <p>May 16, 2019 / Dubrovnik/ EU projects open door days</p> <p><b>MUNICIPALITY OF MISANO ADRIATICO</b></p> <p>May 24, 2019 / Istituto Comprensivo Statale / Misano Adriatico</p>	<p><i>n. more than 50 of persons attended each event</i></p> <p><i>n. more than 50 of brochures were given out at the event</i></p>	<p>Regional/local communities</p> <p>Policy makers and officials of municipalities and cities</p> <p>General public</p> <p>Private companies</p> <p>Environmental and meteorological agencies</p> <p>NGOs</p>	<p>Photos, Communication material, press releases..</p>
2.4.	Local training on DSS /	<p><b>DURA</b> - June 5, 2019 / Dubrovnik at DURA premises</p> <p><b>MUNICIPALITY OF MISANO ADRIATICO</b> - June 20, 2019 / Misano</p>	<p><i>n. more than 15 officials attended each event</i></p>	<p>Policy makers and officials of municipalities and cities</p>	<p>Foto, communication material</p>



COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS <sup>i</sup>	STAKEHOLDERS ADDRESSED <sup>ii</sup>	MATERIAL ATTACHED <sup>iii</sup>
2.4.	Participatory Planning Processes - Focus Group	<p><b>DURA</b></p> <p>June 5, 2019 / Dubrovnik / Focus group at the DURA premises</p> <p><b>MUNICIPALITY OF PESARO</b></p> <p>May 25, 2019 / at the National public agricultural institute “A.Cecchi”, during the Conference about the “Osservatorio Valerio as a Centennial Observing Station”.</p>	<i>Around 20 people attended each event</i>	<p>Policy makers and officials of municipalities and cities</p> <p>General public</p> <p>Private companies</p> <p>Environmental agencies</p>	Pictures, communication material
2.5	DIGITAL ACTIVITIES				
2.5.2	Video production and interviews during the public events or workshops	Videos produced after the DDS training and PPP by DURA	<i>n. 5 videos produced</i>	General public	Screenshot and link to video
2.5.5	Project website	Creation of initial content for the project IDEAL website	<i>n. __1__ website</i>	General public	Screenshot
3.	MEDIA				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS <sup>i</sup>	STAKEHOLDERS ADDRESSED <sup>ii</sup>	MATERIAL ATTACHED <sup>iii</sup>
3.1.	Press releases and news	Information about project IDEAL and about project activities published by media and by institutional websites	N__9	General public	Links, PDF article
3.1.1					
3.1.2					
3.2.	.....				
3.n.	.....				

## PART 2: ANNEXES

### COMMUNICATION MATERIAL

List of the communication material produced – link to articles and news:

#### MUNICIPALITY OF PESARO

<https://www.viverepesaro.it/2019/02/28/visitiamo-losservatorio-valerio-visite-guidate-gratuite-su-appuntamento/719305/>

[https://it.geosnews.com/p/it/marche/pu/pesaro/l-osservatorio-valerio-come-centennial-observing-station\\_24398224](https://it.geosnews.com/p/it/marche/pu/pesaro/l-osservatorio-valerio-come-centennial-observing-station_24398224)

<https://www.tmnnotizie.com/pesaro-l-osservatorio-valerio-come-centennial-observing-station/>

**Osservatorio Valerio Oggi visite guidate** (CorriereAdriatico )

**In occasione di M'illumino di meno infoday del progetto IDEAL - "Visitiamo l'Osservatorio Valerio"**

(Comune di Pesaro Ufficio Stampa)

#### SUMMARY

Municipality of Pesaro participate in famous awareness-raising campaign on energy saving and sustainable lifestyles by organizing an infoday on climate change within the European project "iDEAL - DEcision support for Adaptation pLan" (Interreg Program V-A Italy-Croatia).

"The Municipality of Pesaro, thanks to its participation in European projects, has carried out an analysis of the vulnerability and risks of the city and is preparing a plan for adaptation and mitigation. With this day we want to take the opportunity to invite citizens to visit a place of history and science such as the Valerio Observatory, recently included in the international WMO network with the qualification of Centennial Observation Station".

## DURA

[https://dura.hr/get/novosti/65689/dura\\_odrzala\\_info\\_dan\\_projekta\\_ideal.html](https://dura.hr/get/novosti/65689/dura_odrzala_info_dan_projekta_ideal.html)

Info day of the iDEAL project was held on Thursday 16 May 2019 within the program "Open Doors of EU Projects in Dubrovnik-Neretva County", organized by the Dubrovnik-Neretva County, and the DUNE Regional Development Agency and the DURA Dubrovnik Development Agency.

[https://dura.hr/get/novosti/65695/dura\\_predstavila\\_plan\\_prilagodbe\\_na\\_klimatske\\_promjene\\_za\\_grad\\_dubrovnik.html](https://dura.hr/get/novosti/65695/dura_predstavila_plan_prilagodbe_na_klimatske_promjene_za_grad_dubrovnik.html)

DURA, in collaboration with Ires Ecology and IUAV University of Venice, a partner on the iDEAL project, held a focus group to present the proposed climate change adaptation measures for the City of Dubrovnik. The training was entitled "A system for supporting decision making, ie adopting effective climate change adaptation measures at the local level."

[https://dura.hr/get/novosti/65626/tehnicki\\_sastanak\\_projekta\\_ideal.html](https://dura.hr/get/novosti/65626/tehnicki_sastanak_projekta_ideal.html)

As part of the project iDEAL, a technical partner meeting was held in Venice, Italy, on February 19, 2019, in order to develop and define the content of the Climate Change Adaptation Plan for the City of Dubrovnik, as well as for other partner cities and municipalities.

## MUNICIPALITY OF MISANO

<http://www.misano.org/?IDC=90&ID=27165&page=2>

The City Council has approved the path to join the new Covenant of Mayors for climate and energy. This program promoted by the European Commission that aims to involve local administrations in combating the effects and vulnerabilities of climate change through a common action plan.

The Municipal Administration is already dealing with these issues by participating in the Italia Croatia iDEAL project, which deals with studying the effects of climate change, analyzing the main effects produced on individual territories, in order to set up a database that can help decision makers to make the most appropriate decisions to combat the effects of climate change.

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<sup>i</sup> 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.

<sup>ii</sup> Please consult the Communication Plan for concrete name and typology of already identified stakeholders. You are free to define also new stakeholders.

<sup>iii</sup> 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