

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

Final Report

FINAL Version
September 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. Project Communication and Capitalization activities
Activity:	2.5 Communication Evaluation and Feedback
Phase Leader:	RAZVOJNA AGENCIJA GRADA DUBROVNIKA DURA
Deliverable:	Final Communication Progress Report

Version:	Final 1.0	Date:	30.09.2019.
Type:	Final Communication Report		
Availability:	Confidential		
Responsible Partner:	DURA		
Editor:	Katija Krecak Jarovic		
Contributors:	Anna Brusarosco (IUAV), Alberto Rossini (Comune di Misano Adriatico), Nikola Petric (IRENA), Melina Mohoric (DURA), Giovanni Antelmi (Parco Naturale Regionale "Dune Costiere da Torre Canne a Torre S. Leonardo"), Luca Palombi (Comune di Pesaro)		

CONTENTS

<i>PART 1: ANALYSIS</i>	4
<i>PART 2: ANNEXES</i>	12

Part 1:

ANALYSIS

PART 1: ANALYSIS

This final communication report summarizes and outlines the project IDEAL communication activities while following the progress of the project deliverables and activities from the beginning of the project to its end.

The communication tools and events during this project have provided local stakeholders, decision-makers and overall local communities with the information about climate change and introduced them with a joint process of knowledge creation of a common Decision Support System.

Organization of Kick-Off project meeting and the press conference was done by PP1. At the kick-off meeting, all project partners agreed on rules and established a Steering Committee, chaired by LP and composed by one member per PP, which supervised project implementation, take strategic decisions, and test performances.

The overall internal communication between project partners was by e-mails, Dropbox, and Skype. All partners actively committed to project Smart Communication Plan implementation while focusing on their role in increasing the impact and visibility of the project. Workflows, reporting systems and information about the project's activities and outputs were monitored and followed within the communication evaluation reports.

iDEAL SMART communication tools and promotional materials (brochures, posters, newsletters, and roll-ups) were designed in English, Croatian and Italian language according to the project standards and requirements. The relevant content was created for the website on the IT-HR program platform, with downloadable material while short videos and video interviews were uploaded on the project YouTube channel (all subtitled in English)

Social media accounts are opened and project IDEAL profile pages created on Facebook and Instagram which were updated by news, results, and events regarding the project while the

traditional media channels were used to reach the local community and increase the visibility of the project.

On October 3rd and October 4th, 2018, the high-level event „ Digital planning and managing risk of climate change “was organized in Dubrovnik in hotel Rixos Libertas by DURA. Invitations have been sent to all relevant policymakers, regional and local development agencies, universities, chamber of commerce and other business support organizations related to energy and climate change. A media release was sent upon an event, and the press conference was organized at the beginning of the event.

To reach the visibility of the project, each PP organized one info day and presented project Ideal on external events so that its results can be further disseminated. Most of the communication activities in 4th progress period included preparation of activities, such as info days and presentation of project IDEAL on external events, intending to reach the actors of the decision-making process and citizens and elaboration of FINAL iDEAL publication.

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. 6 LCP produced (and one SCP)</i>	Project partners	Final version
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

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
2.1.4	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
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				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.1.	Media relations	Each PP made a stakeholder and media list (100 contacts)	n. 6 stakeholder and media list	<p>Policy makers and officials of municipalities, counties</p> <p>Regional development agencies</p> <p>Environmental and meteorological agencies</p>	<p>Stakeholder and media lists</p> <p>Press release template</p>
2.2.3	Newsletter	The newsletter is ready and is to be published by the end of this month.	<p><i>n. 3 newsletter produced in English, Italian and Croatian language</i></p> <p><i>distributed to n. 600 e-mail addresses</i></p>	<p>Policy makers and officials of municipalities and counties</p> <p>Private companies</p> <p>Environmental and meteorological agencies</p> <p>NGOs</p>	3 Newsletters in Italian, Croatian and English language

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3	PROMOTIONAL MATERIALS				
2.3.1.	Design and Production of Brochure	Trifold brochure is 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	Photo showing the material

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.2	Design and Production of Final Brochure	Final brochure containing project outputs and general information is designed in English, Italian and Croatian language.	<i>n. 300 copies produced and n. 300 distributed</i>	Policy makers and officials of municipalities and counties General public Private companies Environmental and meteorological agencies	Photo showing the material

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.3	Design and Production of roll-up	Roll ups are made according to the project iDEAL template and design in English, Italian and Croatian language.	<i>n. 6 copies produced</i>	Policy makers and officials of municipalities and counties General public Private companies Environmental and meteorological agencies NGOs	Photo showing the material
2.3.4	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 and n. 90 distributed in occasion of High level event in Dubrovnik</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.	<i>n. _60_ of persons registered (day1)</i> <i>n. _44_ of persons registered (day2)</i>	Policy makers and officials of municipalities and counties General public Private companies Environmental and meteorological agencies NGOs	Photos, PPT presentations, promo material photo, signup sheets, invitation, agenda, press clipping
2.4.2.	Press conferences supports and organization	Press conference was held at the opening of the HLE and by each project partner	<i>n. 6 articles published</i>	Regional/local communities General public	Press clipping

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.3	External events organization	<p>IRENA - Istrian Regional Energy</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>DURA - City of Dubrovnik Development Agency</p> <p><u>4.Kick-off meeting of COASTENERGY project</u>/ March13-14, 2019, Labin (Croatia)</p> <p>4TH Regional Conference On Environmental Impact Assessment / September 18-21, 2019, Vodice (Croatia)</p> <p>IUAV - University of Venice</p> <p><u>5.Euro 2019 - 30th EUROPEAN CONFERENCE ON OPERATIONAL RESEARCH</u> /25 June 2019, Dublin (Ireland)</p> <p>MUNICIPALITY OF PESARO</p> <p>6.End-user Workshop SAFERPLACES Project /December 18, 2018, Rimini (Italy)</p>	<i>n. average of 50 persons attended</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 ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.4	Info days	<p>MUNICIPALITY OF PESARO</p> <p>March 1, 2019 / l'Osservatorio Valerio" / Pesaro</p> <p>DURA</p> <p>May 16, 2019 / Dubrovnik/ EU projects open door days</p> <p>MUNICIPALITY OF MISANO ADRIATICO</p> <p>May 24, 2019 / Istituto Comprensivo Statale / Misano Adriatico</p> <p>IRENA / Vrsar</p> <p>June 3, 2019</p> <p>IUAV / University building / Venice</p> <p>October 10, 2018</p> <p>PARCO DUNE / Casa del mare, Parco Dune</p> <p>September 27, 2019</p>	<p><i>n. more than 50 persons</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>

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.4.5.	Local training on / DSS	<p>DURA</p> <p>June 5, 2019 / Dubrovnik / at DURA premises</p> <p>IRENA</p> <p>July and September, 2019</p> <p>MUNICIPALITY OF PESARO</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> <p>MISANO ADRIATICO</p> <p>June 6, 2019</p> <p>PARCO DUNE</p> <p>September 17, 2019</p>	<i>n. more than 50 persons</i>	Policy makers and officials of municipalities and cities	Pictures, communication material

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	The content was created for the website on the IT-HR program platform, with downloadable material and short videos.	1 website	Regional/local communities Policy makers and officials of municipalities and cities General public Private companies Environmental and meteorological agencies NGOs	Link to the website

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.5.2	Video production and interviews during the public events or workshops	Videos produced are subtitled in English and uploaded at the project IDEAL YouTube channel.	<i>n. 28 videos produced</i> <i>n. 2 interviews given</i>	Regional/local communities Policy makers and officials of municipalities and cities General public Private companies Environmental and meteorological agencies NGOs	Screenshot or link to video
2.5.3	Press releases and news	Information about project IDEAL and about project activities published by media and by institutional websites	<i>n. 26 web article published</i>	General public	Links, PDF article