

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS (MARine Litter cross-border awareNess and innovation actions)

Priority Axis: Environment and cultural heritage; Specific objective: 3.3 - Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

D 2.1.3 Regional Communication Plans

Activity 2.1. – Start-up activities

WP2

Version: FINAL
Distribution: CONFIDENTIAL
Date: 12/2020

PROJECT MARLESS

Work Package:	Number and name of WP
Activity:	2.1.3 Regional Communication Plan Region of Istria
WP Leader:	Name and PP number of the Wp leader
Deliverable:	Number and name of deliverable

Version:	Final 1.0	Date:	12/2020
Type:	Report		
Availability:	Confidential		
Responsible Partner:	PP9 - IRENA – Istrian Regional Energy Agency		
Involved Partner	All partners		
Editor:	Nikola Petrić, IRENA		

If needed:

DISCLAIMER : Plans reflect the project MARLESS views; the IT-HR Programme authorities are not liable for any use that may be made of the information contained therein.

Content:

1. Regional Communication Plan - Veneto Region
2. Regional Communication Plan – Friuli Venezia-Giulia Region
3. Regional Communication Plan - Emilia Romagna Region
4. Regional Communication Plan – Puglia Region
5. Regional Communication Plan - Dubrovnik-Neretva Region
6. Regional Communication Plan – Istrian Region

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS - MARine Litter cross-border awareNESS and innovation actions

Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan Veneto Region

October 2020
Final Version

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	Final	Date:	October 2020
Type:	Strategy	Availability:	Confidential
Region:	Veneto Region		
Responsible Partner:	ARPAV		
Partners involved:	P11 – REGION OF VENETO		

Content:

1. Introduction

Veneto Region Communication Strategy (VRCS) is a document set by ARPAV and Region of Veneto in project *MARLESS* in order to involve target groups, stakeholders and wide Regional area to be aware of the project activities, results and achievements, and to ensure durability and transferability of the project outputs and results.

The objectives of this communication plan are:

- to raise awareness of project MARLESS among the general public;
- to guarantee the transparency during the project implementation;
- to make the stakeholders aware of the project benefits;
- to ensure an efficient coordination and cooperation within the partnership;
- to ensure compliance with programme rules
- to ensure compliance with EU regulatory requirements on publicity and information.
- to outline the dissemination campaign for the duration of the project
- to provide an indicative timetable for the promotion activities

Veneto Region Communication Strategy (VRCS) is a guide and a manual aimed to have all information necessary for project communication implementation at one place.

The Communication plan is a further detailed plan for the implementation of WP2 at local level (Veneto Region) and is valid for the whole project's lifetime, but it will be reviewed periodically by the Regional Communication Manager and the Project Communication Manager – PCM (PP9 – IRENA).

The Regional Communication Managers RCM:

- Prepares Regional Communication Plan
- Send to PCM information and materials needed for Communication monitoring reports
- Print/distribute promo materials (posters, roll-ups, beach flags, digital flyer)
- Prepares video tutorials e-pills
- Send to PCM news, photos and other materials for updating project website and social media accounts
- Participates at external events and prepare follow up reports
- Organize HLE's, RID, Exhibition events and prepare follow up reports

- Issues press releases and manages regional Media relations and digital communication
- Etc.

2. Communication approach and Main objectives

The aim of Regional Communication Strategy is to set rules and procedures in order to ensure awareness and dissemination of the project results, and transparency in the use of the EU funds. It is important that project results demonstrate positive impact for the citizens and positive change for the Programme area and EU.

Therefore, planned communication activities must be:

- Specific – it shares results that contributes to the relevant change at the specific Programme objective;
- Measurable – it is possible to measure the baseline and targeted milestones;
- Achievable – it is possible that the targeted milestones are met;
- Relevant – it contributes to the change at the priority axis and Programme level;
- Time- bound – it is available and updated at different points in time

Main project Communication objective are (AF. Page 49):

- 1: Stimulate key stakeholders of the cross border area to be effectively involved in minimizing the impact of marine litter on environment, economy and human health;
- 2: Ensure devoted and active participation on all levels in current marine litter actions by setting up the Cross-Boundary Management Plan
- 3: Widening cross-border network to ensure a broad dissemination of the MARLESS project deliverables

Objective 1. is set to involve different stakeholder categories in concrete and sustainable actions and as well to enable their participation in innovative solutions. Through Regional communication plans (RCP) each region will target specific stakeholders interested in minimizing the impact of ML on its territory. RCP activities will be tailored according stakeholders' interest. Accent will be put on two levels: (1) active and effective contribution of the key stakeholders and on (2) raising awareness among general public on the importance of marine litter and its influence on environment, economy and human health. By actively involving key stakeholders MARLESS secures durability of WP outputs and strengthens connection between stakeholders in the cross-

border area. By raising awareness among general public MARLESS promotes their more active involvement in cleaning-up actions, their contribution through the civil science and for sure the most effective in influencing on their behavioural change.

Objective 2. aims to strengthen the ML actions currently implemented by Italy and Croatia through the WP aimed at identifying the nodes where the application of different national and European regulations come into conflict negatively impacting the effectiveness and impact of the proposed actions. Communication will here intervene in order to secure devoted and active participation of all relevant IT and CRO bodies in setting up and after in implementing ML Cross Boundary Management Plan. Communication approach will here also take an opportunity to highlight the scope, project purpose and project results on the higher level, present them to the respective EU bodies and in that way strengthen participation of all relevant actors.

Objective 3. aims to strengthen transferability of innovative solutions. In the WP2 MARLESS partnership has planned different activities that synchronized plan to ensure international visibility and dissemination of the project results and provide chances for involving key players in the Programme area. Activities planned to be implemented on different levels (regional, project, international) are conceived to intercept the specific channels on which MARLESS is focused on and to enhance the spreading of the project outcomes. Activities will combine International communication and dissemination, communication tools and materials, but also organisation of regional events that involve below target groups.

Tactics and approaches:

- RCP will be focused on involving stakeholders in Regional info days, exhibition events, reaching them in an interactive way by presenting ML topics on video screens and by presenting marine pollution in the real time on virtual info stands and by enabling their participation in pilot activities (participation in innovative solutions).
- Educational marine programme will be launched in schools and Eco schools to insure implementation of a good practice at earlier age. Touristic sector will be sensitized by involving operators actively in cleaning-up actions and proposing them measures for preserving marine environment.
- An initiative to involve key stakeholders in the coastal agreement will be set up. Each action will be provided with a pilot action so that it could be easily replicated and transferred. Video screens and virtual reality info stands that present marine pollution in the real-time to the citizens in public events/spaces.
- Online events will be organized in order to overcome mobility constraints allowing online participation regardless physical presence.

- Digital communication promotion, like advertising and space purchase of promotional space on online portals, digital media, specialized magazines dedicated to sustainable tourism and green economy will be used in order to reach the targeted audience.
- Setting up a list/definition of the bodies responsible for the implementation of the Cross Boundary Marine Litter Management Plan on both sides (IT/CRO);
- Involving all relevant IT and CRO public bodies and stakeholders’ representatives to cooperate into an expert network that will contribute to the creation of the Cross Boundary Marine Litter Management Plan;
- Frequent communication with expert network established (networking, exchange of experience);
- Personal dialogue and frequent contacts with PP representatives at the Brussels office for opening an opportunity to discuss the project results that highlights the gaps among the different directives to achieve a joint and real impact on Marine Litter;
- PPs participation to external marine litter events; to the European Cooperation Day and other external events /international fairs about sea/fishery presenting project objectives, activities and results.
- Etc.

3. Regional Target groups

A target group is a clearly identified audience that has an interest in *MARLESS project*, either directly or indirectly. The group should either know about the project activities, they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of *MARLESS* outputs and results. The number reported in the below table are the minimum target but we will strive to reach higher target value.

MARLESS project multiple target groups require different approaches, tools and frequency of communication activities based on PPs knowledge of them and they are defined in following table.

General Public	Target Value 8.500
The General public will be actively involved in the communication of the project results as well as in the practical beach cleaning activities. The aim of the project is to increase awareness of the marine litter through the involvement of the general public and thus to create the basis for responsible and lasting behavior	
Local, regional and national public authorities	Target value: 7
Local regional and national public authorities’ involvement is expected in all the project's WPs. Thanks to the communication approach adopted by the project, a number of local, regional and national public authorities will be made aware of project results to allow knowledge transfer	

<p>within their competence areas. This target group is among the recipients of the tool boxes created within WP6. Each partner is expected to involve at least 2 Local, regional and national public authorities.</p>	
Regional and local development agencies	Target value: 3
<p>Regional and local development agencies will be among the recipients of the project results and the toolboxes developed in WP6 will be sent to them. Each partner will involve at least one Regional and local development agency.</p>	
SMEs and business supporting organizations	Target value: 9
<p>Fishing and aquaculture SMEs and POs will be constantly addressed by project activities. They will be involved in communication actions and in project clean-up activities and training, moreover 12 Concessionaires of beaches (2 for each one of the 6 regions involved in the project) will be trained and involved in the collection of ML according to a prescribed methodology. In total we expect to achieve at least 50 Italian and Croatian SMEs.</p>	
Associations, innovation and environmental agencies	Target value: 22
<p>Many different associations will be involved in the governance and education activities foreseen in WP4 and in the pilot actions foreseen in WP6. Their contribution will be fundamental and will serve as a bridge between the public bodies involved in the partnership and the general public. Each partner is expected to contact at least 10 Associations or innovation and environmental agencies.</p>	
NGOs	Target value: 4
<p>NGOs are expected to be involved in school education activities and in the Coast Agreement governance tool envisaged within WP4. They are expected to bring their experience in the following activities: - enriching the educational marine litter program that will be created and implemented within WP4 – strengthening territorial cohesion to reach the creation of a permanent inter-territorial and inter-district discussion table that is the basis of the Coast Agreement.</p>	
Education and training organizations as well as universities and research institutes	Target value: 6
<p>Education and training organizations will be involved in the activities that will be carried put with students in WP4 and with fishermen in WP6. Universities and research institutes will be involved in the implementation of the pilot action foreseen in WP6 and in the draft of the related toolbox. At least 30 Italian and Croatian Education and training organizations and at least 6 Italian and Croatian universities and research institutes will be involved.</p>	

4. Activities and Deliverables

The project communication strategy and the regional communication strategy activities 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 project MARLESS.

The Regional Communication manager is entrusted to collect all achievements and information about MARLESS on the regional level and share them through planned dissemination concepts, tools, actions and channels for:

- External communication – such as: social media, videos, websites, synergies with European networks, dissemination events, greening publications, capitalization encounters with other IT-HR funded projects and external events to mainstream, transfer and cross-fertilise MARLESS milestones;
- Internal communication – assuring the constant and effective exchange of information to the Project Communication manager and between PP using: e-mail, Skype/GoToMeeting/Zoom, phone calls, Dropbox, etc.

Project MARLESS communication activities are:

- Activity 2.1. – Start-up activities
- Activity 2.2. – Communication tools, materials and monitoring
- Activity 2.3. – International communication & dissemination of project results
- Activity 2.4. – Regional communication

8.1. Activity 2.1. – Start-up activities

Start-up activities are first step for successful implementation of communication activities.

D2.1.1 Kick-off meeting

Kick-off meeting organized by LP - Arpa Veneto will represent the opening of the project and involve all partners. Because of COVID-19 measures, KOM will be held online.

During the meeting, Project Communication Manager was appointed – PP9 – IRENA – Nikola Petrić (Nikola.petric@irena-istra.hr)

After the meeting, LP prepared MINUTES of the meeting, including the decisions taken and the names and contacts of the PCM, RCM and partners' contact list in charge for each WP.

Partner involved: LP, all partners – participants/speakers

DEADLINE: July 2020.

D2.1.2 Project Communication Strategy

This PCS, as mentioned before, will be developed by Communication Manager and shared with all project partners. All project partners can comment developed document and give feedback how to improve it.

Partner involved: PP9-editor, all partners contribute

DEADLINE: September 2020.

D2.1.3 Regional Communication Plans

After finalization of PCS, each Regional Communication Manager will prepare Regional Communication Plans - RCP (1 per each region, 6 in total: CRO2, IT4). RCPs shall follow principles of PCS including activities tailored to transfer project information to regional target groups, list of possible PPs participation on external and international events participation, tools and materials to be used on regional level and plan for regional media campaign.

Plan includes also mailing list of the main stakeholders (in accordance with GDPR), including media representatives. This list will be updated frequently.

PCM will prepare:

- template for RCP with proposed content
- template for mailing list of main stakeholders and media list

According to these templates, all RCM's will prepare their Plans and lists.

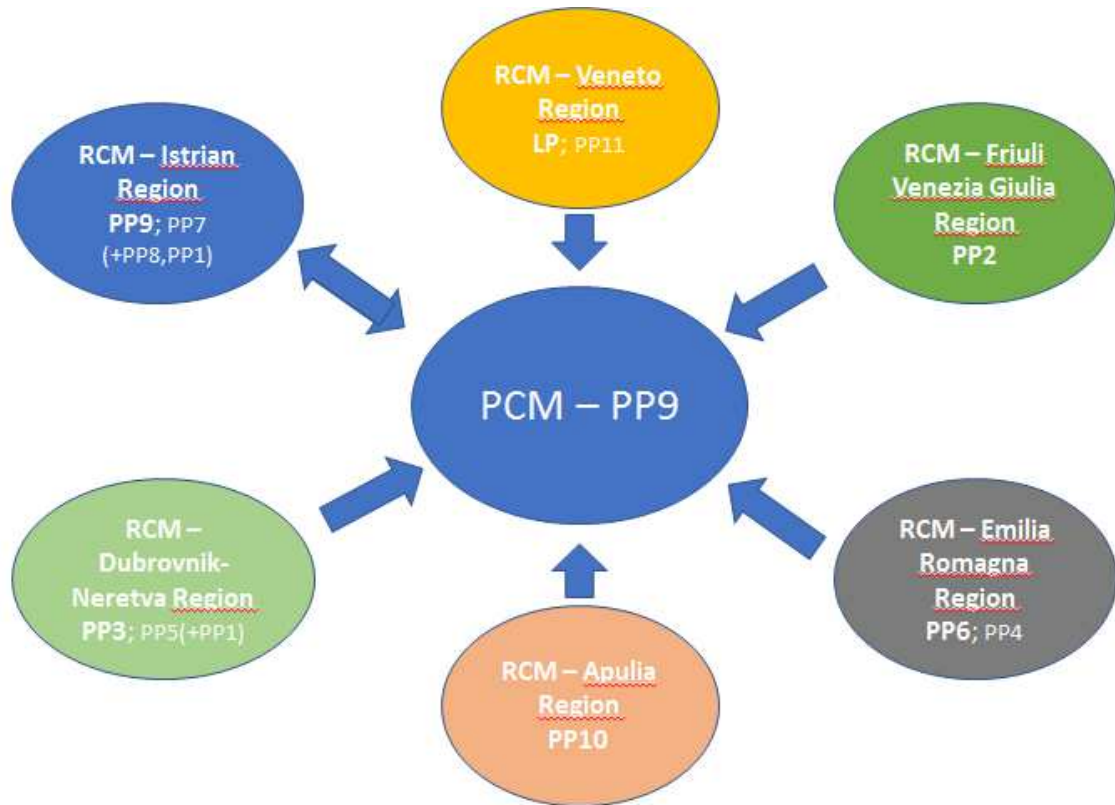


Figure 1 PCM and 6 RCM's

Partner involved (6 RCM):

- Istrian Region - PP9 in charge, PP7, PP8 and PP1 contribute
- Dubrovnik-Neretva Region - PP3 in charge, PP5 and PP1 contribute
- Veneto Region – LP,PP11
- Friuli Venezia Giulia Region – PP2
- Emilia Romagna Region – PP6 in charge, PP4 contribute
- Apulia Region – PP10

DEADLINE: October 2020.

Deliverable	PP involved	DEADLINE
2.1.1 Kick-off meeting - report with the minutes of the meeting, including the decisions taken and the names and contacts of the PCM, RCM and partners' contact list in charge for each WP.	LP – organization, minutes All PPs – participants/speakers	July – August 2020
2.1.2 Project Communication Strategy	PCM	September 2020
2.1.3 Regional Communication Plans (1 per each region, 6 in total: CRO 2, ITA 4)	6 RCM	October 2020

Table 1 : Activity 2.1. – Start-up activities: PP's involved and proposed deadlines

8.2. Activity 2.2. – Communication tools, materials and monitoring

Overall Communication Strategy follows “greening” principles, so communication tools and materials used are putting priority to electronic dissemination and foresee printing only if necessary. Virtual applications and equipment will be used to show real-time sea pollution to wider public on project events.

Accent will be put on web/digital tools and materials that will be used as one of the crucial means for the interaction with target groups.

D2.2.1 Printing materials production

Planned printed materials include:

- Posters
- Roll-ups
- Beach-flags (and promo cleaning-up equipment (e.g. t-shirts etc.)

According to regulations, all projects partners should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building. In order to help project partners to comply with this obligation, the Programme provided a Poster template.

Poster template will be edited by Communication Manager with all required descriptions and logos. PCM will prepare poster in three languages (ENG; ITA; CRO) and send it to all PP's who are obligated to print it.

As main part of activities will be done at beaches, PP involved will produce beach flags and other promo cleaning-up equipment (e.g. t-shirts). Roll-ups will be used for conferences, info days, and exhibition events. Templates for Roll-ups and beach flags will also be provided by PCM.

Partner involved:

- Poster – PCM will prepare design of poster, all partners print the poster
- Roll-up - PCM will prepare design, printing according to table below
- Beach-flag and promo equipment - PCM will prepare design of beach-flag, PP prepare other promo materials according to what they will plan in their RCP, printing according to table below

DEADLINE:

- Poster – design; September-October 2020, printing; October 2020
- Roll-up - design; October 2020, printing; October-November 2020
- Beach-flag – design; December 2020, printing; March 2021
- promo equipment - printing of materials according to RCP

RCP	Printing		
	poster A3	roll-up	beach flags
Istrian Region	PP9, PP7	PP9, PP7	PP9, PP7
Dubrovnik-Neretva Region	PP3, PP5	PP3	PP3
-	PP1	PP1	-
Veneto Region	LP,PP11	LP	LP
Friuli Venezia Giulia Region	PP2	PP2	PP2
Emilia Romagna Region	PP6, PP4	PP6	PP6
Apulia Region	PP10	PP10	PP10
TOTAL	11	8	7

Table 2 Printing of promotional materials



MARLESS
MARine Litter cross-border awarenESS
and innovation actions

BRIEF SLOGAN (IF ANY)
(max 50 characters space included)

PROJECT DURATION
XXXX - XXXX

ERDF
XXXXXXXX

TOTAL BUDGET
XXXXXXXX

DESCRIPTION
(max 300 characters space included)

Please specify your project objectives, give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

PROJECT PARTNERS
Logos

CONTACT
Name of institution
Contact person
Email

European Regional Development Fund www.italy-croatia.eu/erdfmvm

Figure 2 Project poster

D2.2.2 Web/digital tools and materials

Format of MARLESS **project website** will be provided by the Programme and will be constantly updated Communication manager/Web manager.

Firstly, PCM will collect from all PP's their institutional logos and short descriptions for "Partnership" section. After website is opened, all PPs must periodically send PCM information's, news and final documents that will be uploaded at website.

Project website: <https://www.italy-croatia.eu/web/marless/about-the-project>

By the end of project, In LIBRARY and TOOL section PCM must upload:

- Reports from all meetings
- Reports from all evets organized (HLE, local events etc.)
- Reports from participation in external events
- PDF versions of promotional materials
- Report with links to websites, media relations and press releases issued
- All final version of WP3,4,5 and 6 deliverables – documents, methodology, plans, tools,etc.

- etc

In MULTIMEDIA section PCM must upload:

- Photos from all meetings
- photos from all events organized (HLE, regional events etc.)
- Photos from participation in external events
- Photos of promotional materials in use
- Etc.

WP coordinator are responsible to send all final documents to PCM as soon they are finalized. RCM are responsible to send follow up reports, news and photos after each organized event/participation in external event to PCM immediately after its organization/participation.

One project portrait prepared as **digital flyer** (ENG, IT, CRO) will be prepared by CM and disseminated by RCPs. Digital flyer will be prepared as a short description of the project and will contain project visibility, short description of project, project approach, objectives, duration, total budget, list of project partners (+logos), links to Website and social media and main contacts. Flyer will be also available for download from project website

A **short video** presenting the project will be developed by PCM. Video will be developed in all three languages (ENG, ITA, CRO) or just in ENG with subtitles on all three languages. Video will be uploaded on project website and disseminated following RCPs activities

Two (PP6, PP7) **digital publications** will be published in relevant paper magazines. Publication will be prepared after important project milestones.

All PP's must update their **institutional websites** with projects information and link to the project website. Website should at least contain project visibility, short description of project (objectives, duration, budget, expected results etc.), role of PPs in the project and links to project Website and Social media. After website is created, PP's should send the link to PCM.

Video-tutorials e-learning pills for replication of the actions and good practices will be developed in each RCP. During project duration, PP's will agree about duration and content of these materials. Taking into account the budget limitation of some PPs, it is possible to agree that two sets of materials will be developed; one by ITA partners and one by CRO partners.

Social media communication will be done through **Facebook and YouTube**. PCM will open and manage the accounts but all PP's should be active on accounts (periodically send materials/news/photos to CM, like the content, share the content with regional stakeholders etc.)

Partner involved:

- Project website - managed by PCM, all PP's/RCM contribute with content
- Project portrait prepared as digital flyer - designed by PCM, printed (taking into account of greening rule, a minimum number of printed materials will be defined in RCP's depending of number of PP's in region, number of planned events/expected participants etc.) and distributed by PP's/RCM
- Short video presenting the project – developed by PCM, distributed by all PP's/RCM
- Partners institutional websites – all PP's
- Digital publications on relevant paper magazines – one PP6, one PP7
- Video-tutorials e-learning pills for replication of the actions and good practices – developed by all RCP's
- Facebook and YouTube - managed by PCM, all PP's/RCM contribute with content

DEADLINE:

- Project website - during project duration
- Project portrait prepared as digital flyer - designed by December 2020, distributed during project duration
- Short video presenting the project – during 2021
- Partners institutional websites – September 2020
- Digital publications on relevant paper magazines – during project duration, after important project milestones
- Video-tutorials e-learning pills for replication of the actions and good practices – during 2021
- Facebook and YouTube - during project duration

D2.2.3. Video screen and mobile Info stands

Video screen (PP1, PP7) and mobile Info stands with virtual reality headsets showing 360°marine environment (LP) will be placed on high-frequent locations and will be used on project events for wider public. VR will present ML problem through audio-visual experience (underwater sound, photographs, infographic, dialogue with scientists on ML).

Involved partners will purchase equipment at the start of the project and digital content will be periodically upgraded during project duration.

Partner involved: LP, PP1 and PP7

DEADLINE: Purchased by June 2021, content updated during project duration

Deliverable	PP involved	DEADLINE
2.2.1 Printing materials production		
11 posters (minimum A3 size)	PCM will prepare design of poster, all partners print the poster	Poster – design; September-October 2020, printing; October 2020
8 roll-ups	PCM will prepare design; Printing: PP9,PP7,PP3, PP1, LP, PP2, PP6,PP10	Roll-up - design; October 2020, printing; October-November 2020
7 beach flags and other promo cleaning-up equipment	PCM will prepare design Printing: PP9,PP7,PP3, LP, PP2, PP6,PP10	Beach-flag – design; December 2020, printing; March 2021 Promo equipment - printing of materials according to RCP
2.2.2 Web/digital tools and materials		
Project website	Managed by PCM RCM contribute	During project duration
Informations for project website	All	September 2020
1 project portrait prepared as digital flyer	Designed by PCM Distributed by RCM	Designed - December 2020, distributed during project duration
1 short video presenting the project will be uploaded on project website (ENG)	developed by PCM, distributed by RCM	During 2021
2 digital publications on relevant paper magazines	PP6, PP7	During project duration – at least by November 2022
Partners institutional websites will be updated with projects information and linked to the project website	All PP's	September-October 2020
Video-tutorials e-learning pills for replication of the actions and good practices	6 RCM	During 2021
Facebook and YouTube	Managed by RCM RCM contribute	During project duration
2.2.3. Video screen and mobile Info stands with virtual reality	Video screen - PP1, PP7 Info stands - LP	Purchased by June 2021, content updated during project duration
2.2.4. Communication Evaluation Reports	PCM All RCM contribute with sending information's and materials	30 days after end of project period - all PP's/RCM send info to PCM 45 days after end of project period - PCM prepares Joint report,

Table 3 Activity 2.2. – Communication tools, materials and monitoring: PP's involved and proposed deadlines

8.3. Activity 2.3. – International communication & dissemination of project results

Project will contribute to the activities organised by the Programme, foresees participation to external marine litter events, will participate on EU-level events and plans organisation of two international conference high-level events.

D2.3.1. Two high level international events

Two high level international events involving relevant policy makers (presence of MA/JS Programme representatives, of relevant EU representative/network, of Italian and Croatian national representative) will be organised.

First one will be organised by PP2 Region Friuli Venezia Giulia parallelly with 2nd project meeting partners meeting.

If the COVID-19 emergencies persist:

- the first event organised by PP2 can be organized as a Web-conference or Webinar
- or can be postponed for later stages of the project when problem with COVID-19 is solved

Second one will be organised by PP3 DUNEA as final international conference in Dubrovnik with 4 panel discussions:

- Adriatic Sea as driver of development – focusing on ML issues;
- Impact of ML on biodiversity;
- ML in fisheries and aquaculture sector – fishermen and shellfish farmers as guardians of the sea
- ML as global problem with no administrative borders

All partners should help organizers with recommendation of quality speakers that can be involved and invitation of stakeholders to the event.

Participants on events should be all project partners, MA/JS Programme representatives, representatives of EUSAIR, Italian and Croatian national representatives, regional stakeholders, MEDIA, general public, Etc.

Partner involved: organised by PP2 and PP3, all other PP's participate at events

DEADLINE: First - 2nd partners meeting, Second - final conference by the end of project

D2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme

The project is invited to contribute to the other activities organised by the Programme in their forward planning and to foresee some budget for the participation to the events that may include:

- Annual Programme events;
- Events organised by European institutions (Regio Star/ The European Week of Regions and Cities);
- European Cooperation Day;
- Relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area; Participation in information and training seminars: web platform trainings; communication/implementation trainings for projects (at least LP and partner responsible for communication).

At least LP and PCM need to periodically participate at mentioned events. If possible, also other PP's may attend these events but is necessary to get approval of JS before participation.

Partner involved: at least LP and PCM

DEADLINE: during project duration

D2.3.3. Participation to external events

Each partner will take part on an external event/international fair about sea/fishery, bringing project results about Marine Litter. PP's should plan their participation upfront, in order to have the time to develop results and to book the place for the project stand.

Detailed plan of participation in external events should be described in Regional Communication Plan. **Each partner needs to participate in at least one event during project duration.**

PCM leader and PP8 will participate on IFAT 2021 - World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, planned to be held in May 2021, München, according to security conditions correlated to COVID-19 health emergency development.

After participation at external event, PP's must fill event follow up report (template will be provided by PCM) and send it to PCM.

Partner involved: all PP's

DEADLINE: during project duration

Deliverable	PP involved	DEADLINE
2.3.1. Two high level international events	Organized by PP2, PP3 Participation of all PP's	First - 2nd partners meeting Second - final conference by the end of project
2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme	at least LP and PCM leader	During project duration
2.3.3. Participation to external events	All PP's	During project duration

Table 4 Activity 2.3. – International communication & dissemination of project results: PP's involved and proposed deadlines

8.3. Activity 2.4. – Regional communication

Regional communication activities will target specific stakeholders interested in minimizing the impact of ML in each of the 6 regions presented in the project. Each PP will act on his region territory (PP1, Ministry of Environment and Energy will contribute to both CRO RCPs), following RCP, sharing in every case his activity with the other partners through the communication channel and events provided.

Each partner will have budget to promote regional communication activities. Partners belonging to the same region will coordinate to create joint dissemination actions. Activities will be organised by PPs responsible for RCPs, while other partners will contribute to activity.

More details regarding the activities, deadlines and strategy will be delivered after a first internal meeting between ARPAV and PP11 Region of Veneto and considering the COVID-19 emergency.

More detailed explanation of Regional communication activities must be provided in Regional Communication Plans developed by Regional Communication Managers and contributing partners. In RCP's, RCM should define:

- More detailed deadlines for regional deliverables

- Expected number of participants at regional events
- Strategy for regional media relations and digital communication
- Etc.

A shared folder where all the materials used and produced by Italian and Croatian partners in the implementation of their regional communication activities will be created.

2.4.1. Regional info days (RID)

RCP will predict at least 2 info days per region. RIDs will be used to involve stakeholder's as well present project deliverables and discuss possible ML measures. RIDs format will be in two types: closed events for targeting specific stakeholders and open events focused on general public. Closed events could be organised as hybrid activity where part of participants is involved online. Fairs organised in frame of RIDs will engage public in ML cleaning actions designed for the purpose to enhance citizen's involvement

In RCP's, RCM should define:

- expected deadline for organization of 2 RIDs
- expected number of participants/type of participants
- general programme of events

After organization of event, RCM must fill event follow up report (template will be provided by PCM) and send it to PCM.

Partner involved: all PP's/RCP, 2 info days per RCP

DEADLINE: during project duration – more detailed deadlines should be planned in RCP (proposed: one in 2021, one in 2022.)

2.4.2. Short movie/video clip or radio spot

Each RCP should produce at least one short movie/video clip or radio spot (2 – 5 min) on ML impact targeted to its specific target group.

Partner involved: all PP's/RCP, 1 per RCP

DEADLINE: during project duration – more detailed deadlines should be planned in RCP

2.4.3. Exhibition events

Exhibition events - 1 in each region; aimed to engage the general public in the issue of ML and raise awareness about the problems and solutions. The exhibitions event will be designed to inform and inspire actions in the general public in an accessible and engaging medium/multimedia experience including technical/scientific information.

In RCP's, RCM should define:

- expected deadline for organization of event
- expected number of participants/type of participants
- general programme of events

After organization of event, RCM must fill event follow up report (template will be provided by PCM) and send it to PCM.

Partner involved: all PP's/RCP, 1 per RCP

DEADLINE: during project duration – more detailed deadlines should be planned in RCP

2.4.4. Press releases

At least 2 press releases issued by each Regional Communication Manager (12 in total).

RCM should send links/screenshots to RCM after they issue press release.

Partner involved: all PP's/RCP, at least 2 per RCP

DEADLINE: during project duration – First one to announce start of the project, second one to inform media and general public on pilot activities/ organisation of regional info days/exhibition event.

2.4.5. Medial relation and digital communication promotion

Each RCM will plan Medial relation and digital communication promotion for their respected region. Firstly, In RCP, RCM should define most relevant stakeholders and target groups and then plan most effective ways of reaching them.

Taking in account also partner budgets, activities like advertising, promotional space purchase on online portals/ digital media and promotion on radio/tv/newspaper can be used.

Partner involved: all PP's/RCP

DEADLINE: during project duration

Deliverable	PP involved	DEADLINE (more detailed deadlines should be planned in RCP)
2.4.1. Regional info days (RID) – 2 per RCP	6 RCM	during project duration (proposed: first in 2021, second in 2022.)
2.4.2. Short movie/video clip or radio spot – 1 per RCP	6 RCM	during project duration
2.4.3. Exhibition events - 1 per RCP	6 RCM	during project duration
2.4.4. at least 2 press releases issued by each RCP	6 RCM	first – October 2020 second – During project duration
2.4.5. Medial relation and digital communication promotion	6 RCM	during project duration

Table 5: Activity 2.4. – Regional communication: PP's involved and proposed deadlines

5. Monitoring and evaluation of communication activities

The communication system should be tested periodically to ensure that messages are received and understood and the receivers are satisfied with the method deployed. Thus it is important to evaluate the success of communication activities, in order to learn which ones are successes and which need adjustments. Evaluation also creates useful feedback to share with others in the Programme and provides valuable lessons for future projects, so that they can learn from the project experience.

Project Communication Manger (PCM) has a key role for the sound and efficient implementation of communication activities in line with the project, PCS, and Programme obligations. PCM will set the tools (Communication report template) for monitoring and evaluation of the activities.

After each Progress period, Communication manager needs to prepare **D2.2.4. Communication Evaluation Report** on project level and then LP uploads it in SIU. So that can be possible, each project partner needs to fill Communication report template on partner level (or Regional communication manager can collect info from all PPs in its region and prepare joint report) and send it to Communication manager. Together with report, PP's send all related annexes (produced communication materials, photos, links to press releases, event follow up reports, etc.) PCM will modify common programme template in the way that project visibility is added and activities will be modified according to AF.

Partner involved: PCM prepares joint report, all PP's/RCM send information and produced materials

DEADLINE:

- 30 days after end of project period - all PP's/RCM send info to PCM
- 45 days after end of project period - PCM prepares Joint report

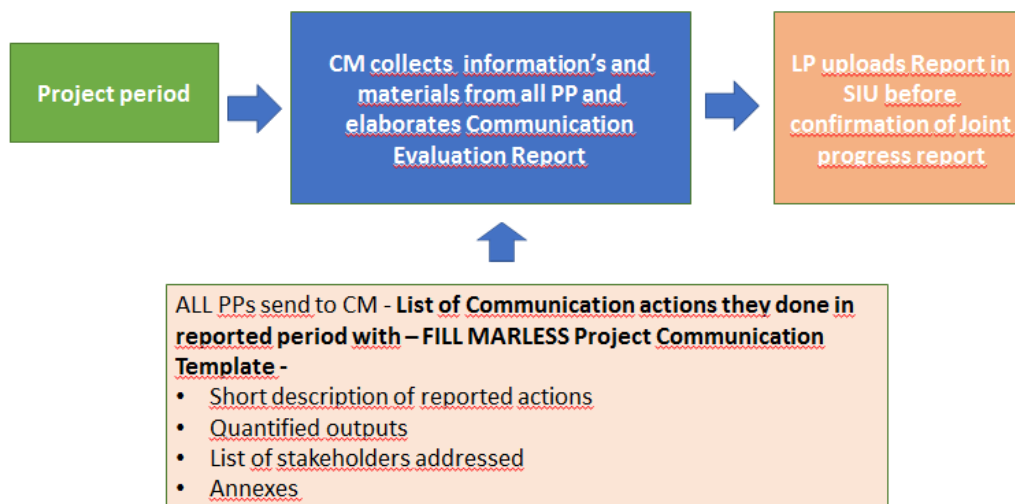
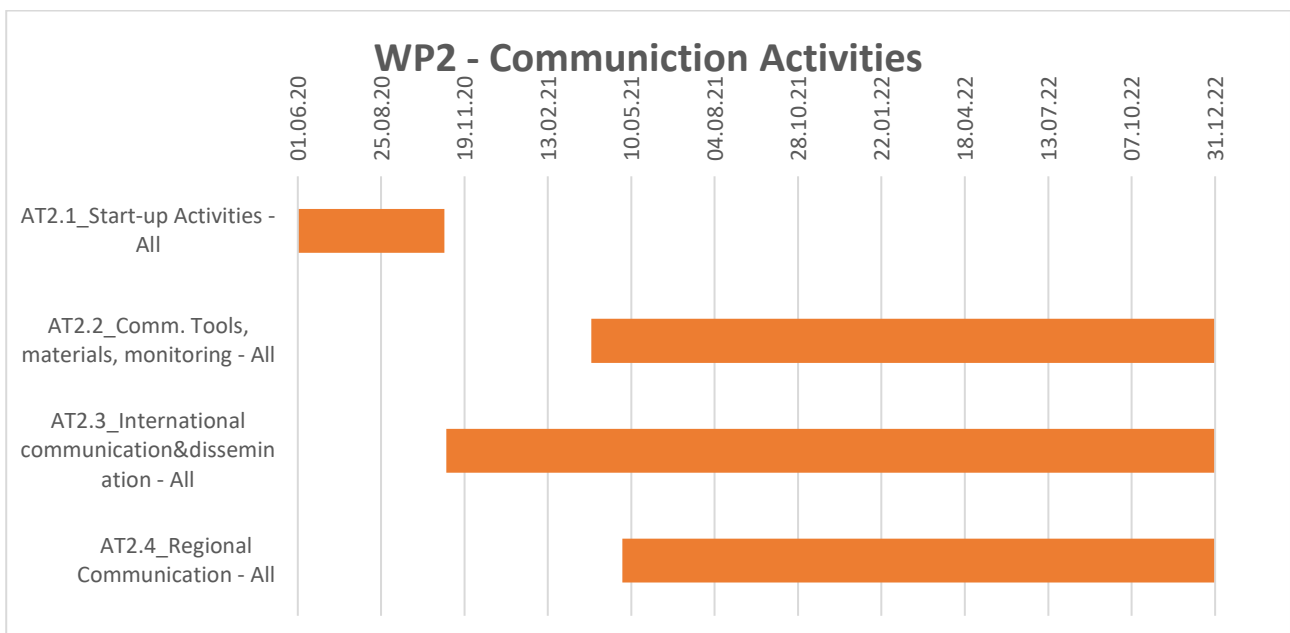


Figure 3 Communication Evaluation procedure

6. Timeline

WP-Activity	Start Date	Duration	End Date
AT2.1_Start-up Activities - All	01/06/20	151	30/10/20
AT2.2_Comm. Tools, materials, monitoring - All	30/03/21	641	31/12/22
AT2.3_International communication&dissemination - All	01/11/20	790	31/12/22
AT2.4_Regional Communication - All	01/05/21	609	31/12/22



Activity	2020												2021												2022											
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12					
2.1. Start-up activities																																				
D2.1.1. Kick-off meeting		X																																		
D2.1.2. Project Communication Strategy				X																																
D2.1.3. Regional Communication Plans					X																															
2.2. Communication tools, materials and monitoring																																				
D2.2.1. Printing materials production																																				
11 posters				X																																
8 roll-ups				X																																
7 beach flags and other promo eq.						X																														
D2.2.2. Web/digital tools and materials																																				
Project website					X																															
1 project portrait prepared as digital flyer						X																														
1 short video presenting the project																							X													
2 digital publications on relevant paper magazines																																				
Partners institutional websites				X																																
Video-tutorials e-learning pills																						X														
Facebook and YouTube						X																														
D2.2.3. Video screen and mobile Info stands with virtual reality													X																							
D2.2.4. Communication Evaluation Reports					X			X						X						X						X										
2.3. International communication & dissemination of project results																																				
D2.3.1. Two high level international events											X																X									
D2.3.2. Participation to Annual Programme event, European Cooperation Day, training seminars organised by the Programme																																				
D2.3.3. Participation to external events																												X								
2.4. Regional communication																																				
D2.4.1. Regional info days (RID)												X											X													
D2.4.2. Short movie/video clip or radio spot																																				
D2.4.3. Exhibition events																													X							
D2.4.4. Press releases				X																																
D2.4.5. Media relation and digital communication promotion																																				

7. Resources and finances

In line with the AF of the project the following resources are available for the implementation of WP2 Communication activities. Please note that in below tables are total resources on the project level and RCM should plan precise resources per PP in their Regional Communication Plans.

WP2/ActivityN/Title)	Staff	External expertise and services	Office and administration	Travel and accomoation	Equipment	Total
2.1 Start-up activities	€ 81.450,00	€ 53.100,00	€ 12.217,50			€ 146.767,50
2.2 Communication tools, materials and monitoring	€ 111.900,00	€ 73.061,00	€ 16.785,00		€ 3.000,00	€ 204.746,00
2.3 International communication & dissemination of project results	€ 45.000,00	€ 17.200,00	€ 6.750,00	€ 63.700,00	€ 2.000,00	€ 134.650,00
2.4 Regional communication	€ 84.300,00	€ 156.570,00	€ 12.645,00			€ 253.515,00
TOTAL	€ 322.650,00	€ 299.931,00	€ 48.397,50	€ 63.700,00	€ 5.000,00	€ 739.678,50

Table 6 Budget breakdown per WP2 - activities / budget line

WP2	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
	€	€	€	€	€	€
	22.085,00	209.153,50	96.855,50	170.367,00	102.130,00	139.087,50

Table 7 Overview per WP2 per budget periods

Wp2 Activities – ARPAV+Region of Veneto	Staff	Travel	Equipment	Subcontracted Services	Office and Administration	TOT
2.1 Start up activities	15750			15500		31250
2.2 Communication tools, materials	10350		1000	8000		19350
2.3 International communication & dissemination	7650	13200		1200		22050
2.4 regional communication	9900			18657		28557
Tot	43650+9000	13200	1000	43357+2000		112207

Contacts

MARLESS Lead Partner (LP) – Andrea Torresan, REGIONAL AGENCY FOR ENVIRONMENTAL PROTECTION AND PREVENTION OF VENETO (andrea.torresan@arpa.veneto.it)

MARLESS Veneto Region Communication Manager - Andrea Torresan, REGIONAL AGENCY FOR ENVIRONMENTAL PROTECTION AND PREVENTION OF VENETO (andrea.torresan@arpa.veneto.it)

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS - MARine Litter cross-border awareNESS and innovation actions


Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan Autonomous Region of Friuli Venezia Giulia

August 2021
Final Version

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	Draft	Date:	August 2021
Type:	Strategy	Availability:	Confidential
Region:	Autonomous Region of Friuli-Venezia Giulia		
Responsible Partner:	PP2 – Autonomous Region Friuli Venezia Giulia	 REGIONE AUTONOMA FRIULI VENEZIA GIULIA	
Partners involved:			

Content:

1. Introduction
2. Communication approach and Main objectives
3. Regional Target groups
4. Activities and Deliverables
5. Monitoring and evaluation of communication activities
6. Timeline
7. Resources and finances

Contacts

Links

Annex : Stakeholder and MEDIA list.

Content:

1. Introduction

Communication activities carried out by the Autonomous Region of Friuli Venezia Giulia will target specific regional target groups interested in minimizing the impact of marine on environment, economy and human health in the interested area. The involvement of stakeholders will help the raise awareness of the project benefits, results and achievements, and will ensure durability and transferability of the project outputs and results.

Communication activities aim at raising awareness of Marless project among general public, promoting and enhancing the environmental protection system to reduce the dispersion of plastics and waste in water. Schools of the Region will also be involved in dissemination and learning activities, enhancing the involvement of young people on project issues.

The Communication plan describes activities designed to transfer project information to regional target groups and tools and materials to be to promote the project.

2. Communication approach and Main objectives

The main objectives of the Regional communication activities are in line with those of the PCM, with a specific focus on the regional stakeholders of Friuli Venezia Giulia Region. In particular, the Communication plan aims to:

- to raise awareness of project MARLESS among the general public;
- promote an active involvement of general public in open events;
- to influence general public on the importance of marine litter;
- to make the stakeholders aware of the project benefits;
- to influence general public and stakeholders on the importance of marine litter

The communication approach will emphasize the involvement of target groups in info days, exhibition events and interactive activities, in this way it will be possible to reach the highest number of citizens.

A specific attention will be provided to general public involvement through project open events and digital communication promotion.

Autonomous Region of Friuli Venezia Giulia will 'disseminate project main results also thank to its participation to external events related with project topics.

3. Regional Target groups

Regional identified target groups are people which are interested in MARLESS project. Target groups will be informed about project activities, they will be affected by project outputs and results or their participation at project activities will be necessary for the implementation of the project.

Target groups will be involved in several project events (e.g. infodays).

The Autonomous Region of Friuli Venezia Giulia has identified the following regional target groups: beach concessionaires and the tourist sector, associations, SMEs in fishing and aquaculture, public bodies and local communities, educational and research institutes.

Beach concessionaires and tourist sector	Target: 5
Beach concessionaires and the tourist sector in general are among the direct beneficiaries of WP4, which plans to train operators and directly involve them in the collection of marine waste. Furthermore, members of these two categories will also participate in the communication activities of the project (Info Days, trade fairs, etc.) contributing to its dissemination. Their participation in the aforementioned activities will play a fundamental role in the dissemination of more conscious and sustainable practices in the area.	
Associations	Target: 6
Various associations will be involved in the governance and training activities foreseen within WP4. Their contribution is considered central for the development of a communication bridge between the public bodies involved in the partnership and the general audience.	
SMEs in fishing and aquaculture	Target: 10
SMEs in fishing and aquaculture will be involved to increase their awareness about the advantages of marine litter prevention. Moreover, within the legislative framework that will be elaborated in Marless project, these entities will also be involved in further waste collection activities at the sea and waterways.	
Public bodies and local communities	Target: 9

The involvement of public bodies and local communities will take place during the whole project duration and within all WPs. Autonomous Region of Friuli-Venezia Giulia will constantly inform and update these subjects on project's results, in order to transfer them knowledge and competences gained within project's implementation.	
Educational and research institutes	Target: 5
Educational institutions will be involved in the educational activities with students foreseen within WP4, while universities and research institutes will participate during the communication and dissemination events planned throughout project's lifecycle (e.g., "High Level Events", info days, etc.)	

Table 1 – List of regional target groups

4. Activities and Deliverables

Project MARLESS communication activities in the Autonomous Region of Friuli Venezia Giulia are as stated in the project application form and in the project communication plan.

Regional project Communication activities are the following:

- Preparation of a Regional Communication Plan
- To print posters and roll-ups and to put them in a visible place
- Printing promo material
- Production of beach flags and other promo cleaning-up equipment
- Creation of a page dedicated to MARLESS in the institutional website and contributions to update project website and social media
- Production of at least one short movie/video clip or radio spot (2 – 5 min) on ML impact targeted to its specific target group
- Creation of video-tutorials e-learning pills for replication of the actions and good practices
- Participation to external marine litter and Interreg Italy Croatia Programme events
- Organization of a high level international event in spring 2021
- Participation to at least one external event/international fair about sea/fishery, bringing project results about Marine Litter
- Organization of Regional Info days in order to involve stakeholder's as well present project deliverables and discuss possible ML measures
- Organization of an exhibition event
- Organization of a press release
- Plan Medial relation and digital communication promotion
- Organization of cleaning actions on the beaches

5. Monitoring and evaluation of communication activities

PP2 will coordinate communication activities with PCM and will provide communication reports presenting the communication activities done in the progress report and the results obtained, as per AF.

6. Timeline

WP2	2020												2021												2022																	
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12											
2.1	ACTIVITIES																																									
	Start-up activities																																									
D2.11		X																																								
D2.12			X																																							
D2.13						X																																				
2.2	Communication tools and materials																																									
	Printing communication material																																									
D2.2.1					X																																					
					X																																					
																		X																								
	Web/digital tools and materials																																									
D2.2.2					X																																					
																	X																									
																					X																					
2.3	International Communication & Dissemination of project results																																									
D2.3.1													X																													
D2.3.2	Participation to an external event to present MARLESS																																									
2.4	Regional Communication																																									
D2.4.1																				X																						
D2.4.2	Short movie/video-clip or radio spot																																									
D2.4.3	Exhibition Event																																									
D2.4.4						X																																				
D2.4.5	Media relations and digital communication promotion activities																																									

Table 2 – Gantt chart of Friuli-Venezia Giulia Autonomous Region’s communication activities

7. Resources and finances

Part of the resources available for PP2 communication activities will be reported under external assistance budget line.

In line with the AF of the project the following resources are available for the implementation of WP2 Communication activities.

N°	Activity Title	Staff	External Expertise & Services	Office & Administration	Travel & Accommodation	Equipment	Total
2.1	Start-up activities	7.200 €	8.000 €	1.080 €			16.280 €
2.2	Communication tools, materials and monitoring	10.350 €	8.000 €	1.552,50 €			19.902,50 €
2.3	International communication & dissemination of project results	3.150 €	1.000 €	472,50 €	6.000 €		10.622,50 €
2.4	Regional Communication	10.800 €	18.140 €	1.620 €			30.560 €
							77.365 €

Table 3 – WP2 financial resources divided by activity

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS - MARine Litter cross-border awareNESS and innovation actions

Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan Emilia Romagna

October 2020
Draft Version

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	Draft	Date:	October 2020
Type:	Strategy	Availability:	Confidential
Region:	Emilia Romagna		
Responsible Partner:	PP6 – ALMA MATER STUDIORUM – UNIVERSITY OF BOLOGNA	 ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA	
Partners involved:	PP4 – CETACEA FOUNDATION  FONDAZIONE CETACEA onlus		

Content:

1. Introduction

Regional communication activities in Emilia Romagna will be organized by the University of Bologna (PP6) in collaboration with the other regional partner Cetacea Foundation (PP4). The activities will target specific regional stakeholders interested in minimizing the impact of ML presented in the project. PP6 has already organized large initiatives to inform and empower Unibo students (100.000 students) about marine litter issues through its “green office” whereas PP4 has also activities in WP3 to meet high school students and this will enhance the empowerment of a wide number of young people about ML issues. Other stakeholders on the Adriatic coast, like fishermen, concessionaries of beaches, hotel associations will be also involved.

2. Communication approach and Main objectives

The main objectives of the Regional communication activities are in line with those of the PCM, with a specific focus on the regional stakeholders of Emilia Romagna Region. In particular the Communication plan aims to:

- to raise awareness of project MARLESS among the general public;
- to make the stakeholders aware of the project benefits;
- to raise awareness of public opinion and regional stakeholders about the importance of marine litter issues and the initiatives to reduce it

The communication approach will follow the guidelines provided in the PCP and try to reach the highest number of people and citizens. A specific attention will be provided to high school and university students.

3. Regional Target groups

In Emilia Romagna Region, regional target groups will be high school students, university students, concessionaries of beaches, fishermen, environmental associations and hotel companies.

4. Activities and Deliverables

Project MARLESS communication sub activities in Emilia Romagna Region are included activity 2.4 Regional Communication, and are the following:

4.1 Info days

PP6 has a specific office dedicated to sustainability issues (<https://site.unibo.it/multicampus-sostenibile/it>) and a “green office” located in Romagna area. Though this office, an info day addressed to the University students of the Unibo of Bologna and their family will be organized at the beginning at the academic year 2021/2022 to promote and disseminate the results achieved in the project. According to the health situation due to coronavirus pandemic and best organization, the event shall be taken on line or in presence.

PP4 will organize one info day with stakeholders who will have been involved in the activities of the projects like concessionaries of beaches, fishermen, students, environmental associations or hotel companies, that have collaborated with our foundation in the past projects and are sensitive to these thematic (Activities 4.3 and 6.3). In this meeting, we will expose the results obtained after the categorization and the study of the ML collected, also the possible solution to the major problems derived by its presence in the environment.

Through this event, the stakeholders can follow the development of the project and a sequel of their activities that will be held during the project.

Expected number of participants to the two info days: 3.000

Timeline: December 2022

2.4.2 Short movie/video clip or radio spot

A short video on ML will prepared and uploaded to YouTube Channel for promotion and dissemination aims.

Expected number of views of the video: 1.000

2.4.3 Exhibition event

An exhibition event will be organized by collecting and showing a series of products (commercial or pilot/experimental) obtained by the re-use of plastic collected from the sea. The exhibition will provide to the public opinion information about the amount of plastic in the Adriatic Sea and the potentiality of collecting and reusing this material instead of standard plastics. During the exhibition, an event will be organized to explain and promote the use of bioplastics and prefer to use biodegradable materials. The exhibition will be held in the premises of the University of Bologna with the direct involvement of students.

Expected number of people attending the exhibition: 300

2.4.4 Press releases

Three Press releases will be issued by Regional Communication Manager (PP6) on occasion of the two info days and the exhibition event, respectively.

2.4.5 Medial relation and digital communication promotion

During all 2021 and 2022, the project activities will be promoted mainly through socials and newspaper. On this purpose, a preliminary list of stakeholders has been already created (see Annex 1).

5. Monitoring and evaluation of communication activities

The RCM will carry out his activities in strict contact with the PCM. According to the deadline presented in the Project Communication Strategy, the RCM will collect info from the other Regional partner (PP4) and prepare a joint report and send it to the PCM, no later than 30 days after the end of each project period.

6. Timeline

Activity	2021												2022											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
<i>2.2 Communication tools materials and monitoring*</i>																								
<i>2.4 Regional communication</i>																								
2.4.1 Info days										X												X		
2.4.2 Short movie/video clip or radio spot			X																			X		
2.4.3 Exhibition event																						X		
2.4.4 Press releases										X												X		
2.4.5 Medial relation and digital communication promotion		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

* Timeline for tool and material preparation will be discussed with the PCM

7. Resources and finances

In line with the AF of the project, the following resources are available for the implementation of WP activities in Emilia Romagna Region and under the responsibility of PP6 and PP2:

	Staff	Office and administration	Travels	External	Equipment	tot
PP6	€ 31.050,00	4.657,50 €	5.000,00 €	23.657,50 €	0	64.365,00 €
PP4	€ 24.300,00	€ 3.645,00	6.000,00 €	€ 7.800,00	€ 0	41.745,00 €

Contacts

Regional Communication Manager (PP6) - Alessio Bonaldo (alessio.bonaldo@unibo.it)

Other regional partner involved in RCP (PP4) – Chiara Roncari

(chiara.roncari92@gmail.com)

Links

MARLESS project web site: <https://www.italy-croatia.eu/web/marless/about-the-project>

MARLESS Dropbox folder: <https://www.dropbox.com/home/MARLESS>

Programme web site: <https://www.italy-croatia.eu>

Project Brand manual: <https://www.italy-croatia.eu/docs-and-tools>

Annex : Stakeholder and MEDIA list.

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS - MARine Litter cross-border awareNESS and innovation actions


Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan

PP10 Regione Puglia

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	1	Date:	October 2020
Type:	Strategy	Availability:	Confidential
Region:	Regione Puglia		
Responsible Partner:	Regione Puglia	 REGIONE PUGL	
Partners involved:			

Content:

1. **Introduction**
2. **Communication approach and Main objectives**
3. **Regional Target groups**
4. **Activities and Deliverables**
5. **Timeline**
6. **Resources and finances**

Annex : Stakeholder and MEDIA list.

1. Introduction

This document expresses the communication needs of the Puglia Region in the context of "marine litter" issues and, in particular, regarding the need to raise awareness and inform the various stakeholders involved, indicating the objectives, recipients, strategies and budgets.

Puglia Region "Regional Communication Plan", therefore, through this programming tool intends to promote projects and actions aimed at raising awareness, promoting and enhancing the environmental protection system to reduce the dispersion of plastics / waste in the sea. To make the stakeholders aware of the project benefits

The design carried out is the result of a process of participation and sharing between the subjects-actors who will be part of it, since, only through the involvement of skills and energies, as well as the active participation of citizens, can the plan be positive and concrete for the entire regional territory.

It will be developed on a regional basis and disseminated to all citizens, on the various aspects relating to the start-up of the various services (times, places, regulatory and administrative references, behaviors to follow, etc.) and through constant user awareness (using traditional means communication, education and training in schools, public meetings, collateral awareness campaigns, etc.). To make the stakeholders aware of the project benefits

The regional communication plan of the Puglia Region provides for:

- Print / distribute promotional material (poster, roll-up, beach flags, digital flyer)
- Prepare video tutorials and pills
- Send PCM news, photos and other materials for updating the project website and social media accounts
- Attend external events and prepare follow-up reports
- Organize HLE events, RIDs, trade shows and prepare follow-up reports
- Issues press releases and manages relations with regional media and digital communication

2. Communication approach and Main objectives

The main objective of the regional communication plan of the Puglia Region is to increase the level of awareness of citizens with respect to the objectives of the regional policies on "Marine Litter".

The strategies fall into two broad categories, with different levels of involvement by public authorities:

- information strategies, with the aim of affecting behavior, through the acquisition of greater awareness;
- promotional strategies, which encourage change in behavior and economic and logistical support for sustainable initiatives;
- In this document, particular attention is paid to information strategies, with the idea that prevention depends mainly on the changes generated in daily attitudes and processes, which, obviously, cannot be regulated directly by a law, but can be encouraged through initiatives of information and communication aimed at citizens and companies.

The information strategies will allow stakeholders to:

- Become aware of the anthropogenic pressures on environmental matrices;
- Adopt policies consistent with the protection and prevention measures against environmental risks;
- Have access to environmental information;
- Exploit the tools and resources available for protection.

Tactics and approaches:

Puglia Region will be focused on involving stakeholders in Regional info days, exhibition events, reaching them in an interactive way by presenting Marine Litter topics on video screens and by presenting marine pollution in the real time on virtual info stands and by enabling their participation in pilot activities (participation in innovative solutions).

The eco schools will feature two schools selected by the Puglia Region;

For the tourism sector, two Concessionaires of beaches (bathing facilities) will be selected by public tender. Touristic sector will be sensitized by involving operators actively in cleaning-up actions and proposing them measures for preserving marine environment;

Online events will be organized in order to overcome mobility constrains allowing online participation regardless physical presence;

Events will be organized in presence;

Digital communication promotion, like advertising and space purchase of promotional space on online portals, digital media, specialized magazines dedicated to sustainable tourism and green economy will be used in order to reach the targeted audience;

The coastal municipalities of the Puglia Region and stakeholders' representatives to cooperate into an expert network that will contribute to the creation of the Cross Boundary Marine Litter Management Plan;

Puglia Region participation to external marine litter events, to the European Cooperation Day and other external events / international fairs about sea / fishery presenting project objectives, activities and res.

3. Regional Target groups

MARLESS project multiple target groups require different approaches, tools and frequency of communication activities based on PPs knowledge of them and they are defined in following table.

Local, regional and national public authorities	Target value: 39
The coastal municipalities of the Puglia Region will be involved to participate in the pilot project. The list of municipalities is attached to the regional communication plan.	
Regional and local development agencies	Target value: 13
Regional and local development agencies will be among the recipients of the project results and the toolboxes developed in WP6 will be sent to them.	

<p>SMEs and business supporting organizations</p> <p>For the tourism sector, two Concessionaires of beaches (bathing facilities) will be selected by public tender. Touristic sector will be sensitized by involving operators actively in cleaning-up actions and proposing them measures for preserving marine environment. Will be trained and involved in the collection of ML according to a prescribed methodology. The list of stakeholder is attached to the regional communication plan.</p>	Target value: 50
<p>Associations, innovation and environmental agencies</p> <p>Many different associations will be involved in the governance and education activities foreseen in WP4 and in the pilot actions foreseen in WP6. The list of stakeholder is attached to the regional communication plan</p>	Target value: 130
<p>NGOs</p> <p>The Puglia region directs WP 4, attached a list of associations (which will be subsequently expanded) that will collaborate:</p> <ul style="list-style-type: none"> – enriching the educational marine litter program that will be created and implemented within WP4 – strengthening territorial cohesion to reach the creation of a permanent inter-territorial and inter-district discussion table that is the basis of the Coast Agreement. 	Target value: 20
<p>Education and training organizations as well as universities and research institutes</p>	Target value: 36
<p>The eco schools will feature two schools selected by the Puglia Region</p>	

Table 1 List of MARLESS target groups

4. Activities and Deliverables

Activity 2.4. – Regional communication

The main objective of the work is to increase the level of awareness of citizens with respect to the objectives of European and regional policies on the subject of "Marine Litter". Here are some objectives set by the regional communication plan:

- Adopt new communication tools (viral marketing);
- On the subject of waste: combining communication activities with those of data collection on the territory;
- To actively involve citizens, selected users and public decision makers in the change of behavior;
- Increase citizens' awareness of the social, economic and environmental value of their choices regarding the correct disposal of waste.

The Puglia region will guarantee participation in the events scheduled in the TIMELINE:

- IFAT Waste and Raw Materials Management, planned to be held in May 2021, München;
- European Cooperation Day;
- Regio Star;
- Participate on EU-level events;
- Participate international conference high-level events
- The European Week of Regions and cities;
- Training seminars organised by the Programme.

2.4.1. Regional info days (RID)

The Puglia region organizes two days cleaning actions on the beaches with the collaboration of eco schools and beach concessionaires, in the months of September 2021 and September 2022.

The Puglia region organizes two info days (RID), in the months of June 2021 and may 2022, involving all stakeholders, they provide for the participation of 30 qualified individuals.

2.4.2. Short movie/video clip or radio spot

The Puglia Region will make a short video (2 min.) with the collaboration of the eco schools, the short video will be the final result of the activities with the eco schools scheduled for April 2022.

2.4.3. Exhibition events

The Puglia region organizes "exhibition events" at the Fiera del Levante Bari in September 2022, the event will exploit the technologies of augmented reality to raise public awareness of the "Marine Litter" problem, the number of participants will be the ordinary one of the fair and general events.

2.4.4. Press releases

The Puglia region guarantees at least 2 press releases to disseminate the themes of the Marless project and the pilot project of the Puglia Region. Ample information and sharing of press releases will be given.

2.4.5. Medial relation and digital communication promotion

The regional communication plan of the Puglia Region provides for:

- Send PCM news, photos and other materials for updating the project website and social media accounts;
- Issues press releases and manages relations with regional media and digital communication.

5. Timeline

Below is proposed timeline of MARLESS Regional Communication Plans.

Activity	2020												2021												2022											
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12					
2.1. Start-up activities																																				
D2.1.1. Kick-off meeting		X																																		
D2.1.2. Project Communication Strategy				X																																
D2.1.3. Regional Communication Plans					X																															
2.2. Communication tools, materials and monitoring																																				
D2.2.1. Printing materials production																																				
11 posters				X																																
8 roll-ups				X																																
7 beach flags and other promo eq.						X																														
D2.2.2. Web/digital tools and materials																																				
Project website					X																															
1 project portrait prepared as digital flyer						X																														
1 short video presenting the project																												X								
2 digital publications on relevant paper magazines																	X											X								
Partners institutional websites				X																																
Video-tutorials e-learning pills																		X																		
Facebook and YouTube					X																															
D2.2.3. Video screen and mobile Info stands with virtual reality													X																							
D2.2.4. Communication Evaluation Reports				X			X						X				X							X												
2.3. International communication & dissemination of project results																																				
D2.3.1. Two high level international events										X	X																X	X								
D2.3.2. Participation to Annual Programme event, European Cooperation Day, training seminars organised by the Programme							X	X		X		X		X		X		X		X		X		X		X		X								
D2.3.3. Participation to external events											X				X												X									
2.4. Regional communication																																				
D2.4.1. Regional info days (RID)												X											X													
D2.4.2. Short movie/video clip or radio spot																					X															
D2.4.3. Exhibition events																											X									
D2.4.4. Press releases				X																																
D2.4.5. Media relation and digital communication promotion																									X											

Table 7 Timeline of communication activities

6. Resources and finances

In line with the AF of the project the following resources are available for the implementation of WP2 Communication activities.

WP2 - Communication activities	TOTAL PP10
<i>2.1. Start-up activities</i>	20.597,50
<i>2.2. Communication tools, material and monitoring</i>	19.902,50
<i>2.3. International communication & dissemination of project results</i>	8.587,50
<i>2.4. Regional communication</i>	27.972,50
WP2 Subtotal	77.060,00

Regional Communication Manager
Dr. Matteo Fumarola

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS – MARine Litter cross-border awareNESS and innovation actions




Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan Dubrovnik-Neretva Region

October 2020
1.0 Version

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	1.0	Date:	October 2020
Type:	Strategy	Availability:	Confidential
Region:	Dubrovnik-Neretva Region		
Responsible Partner:	PP3 – REGIONAL DEVELOPMENT AGENCY DUBROVNIK-NERETVA COUNTY–DUNEA	 <p>REGIONALNA RAZVOJNA AGENCIJA DUBROVAČKO-NERETVANSKE ŽUPANIJE</p>	
Partners involved:	<p>PP1 – THE MINISTRY OF ECONOMY AND SUSTAINABLE DEVELOPMENT</p>  <p>REPUBLIC of CROATIA Ministry of Economy and Sustainable Development</p> <p>PP5 – UNIVERSITY OF DUBROVNIK</p>  <p>SVEUČILIŠTE U DUBROVNIKU UNIVERSITY OF DUBROVNIK</p>		

Content:

1. Introduction
2. Communication approach and Main objectives
3. Regional Target groups
4. Activities and Deliverables
5. Monitoring and evaluation of communication activities
6. Timeline
7. Resources and finances

Contacts

Links

Annex: Stakeholder and MEDIA list.

1. Introduction

MARLESS Regional Communication Plan (RCP) for Dubrovnik Neretva Region is document set by Regional Development Agency Dubrovnik-Neretva County – DUNEA, with the main objective to get the intended project goal, activities and results to internal and external audiences, to ensure the widest possible dissemination for target groups and stakeholders and to create consistency in the awareness raising of the marine litter problematics for the given area. Through this document, the durability and transferability of the project outputs and results will be ensured.

The objectives of this communication plan are:

- to raise awareness of project MARLESS among the general regional public;
- to ensure compliance with MARLESS Project Communication Strategy;
- to obtain stakeholder involvement through Community of Practice formation and attracting relevant beneficiaries for ensuring project impacts;
- making the targeted stakeholders aware of the project benefits;
- to ensure the continuous awareness raising on marine litter problematics for Dubrovnik Neretva Region area and making the achievements visible;
- to outline the dissemination campaign for Dubrovnik Neretva Region area for the duration of the project;
- to provide an indicative timetable for the promotion activities.

PP3 – Regional Development Agency Dubrovnik-Neretva County–DUNEA will be responsible for management of communication activities and media relations in Dubrovnik-Neretva Region, with PP1 – Ministry of Economy and Sustainable Development and PP5 – University of Dubrovnik contribution.

2. Communication approach and Main objectives

The aim of Dubrovnik Neretva RCP is to ensure awareness and dissemination of the project results, and transparency in the use of the EU funds. It is important that project results demonstrate positive impact for the citizens and positive change for the Programme area and EU.

Therefore, planned communication activities will be:

- Specific – sharing results that contribute to the relevant change of the specific Project objective;
- Measurable – it is possible to measure the baseline and targeted milestones;
- Achievable – it is possible that the targeted milestones are met;

- Relevant – it contributes to the change at the priority axis and Project level;
- Time- bound – it is available and updated at different points in time

Main project Communication objective are (AF. Page 49):

- 1: Stimulate key stakeholders of the cross-border area to be effectively involved in minimizing the impact of marine litter on environment, economy and human health;
- 2: Ensure devoted and active participation on all levels in current marine litter actions by setting up the Cross-Boundary Management Plan
- 3: Widening cross-border network to ensure a broad dissemination of the MARLESS project deliverables

Objective 1. is set to involve different stakeholder categories in concrete and sustainable actions and as well to enable their participation in innovative solutions. Through Regional communication plan (RCP) specific stakeholders interested in minimizing the impact of ML on its territory will be targeted. RCP activities will be tailored according stakeholders' interest. Accent will be put on two levels: (1) active and effective contribution of the key stakeholders and on (2) raising awareness among general public on the importance of marine litter and its influence on environment, economy and human health. By actively involving key stakeholders MARLESS secures durability of WP outputs and strengthens connection between stakeholders in the cross-border area. By raising awareness among general public MARLESS promotes their more active involvement in cleaning-up actions, their contribution through the civil science and for sure the most effective in influencing on their behavioural change.

Objective 2. aims to strengthen the ML actions currently implemented by Italy and Croatia through the WP aimed at identifying the nodes where the application of different national and European regulations come into conflict negatively impacting the effectiveness and impact of the proposed actions. Communication will here intervene in order to secure devoted and active participation of all relevant IT and CRO bodies in setting up and after in implementing ML Cross Boundary Management Plan. Communication approach will here also take an opportunity to highlight the scope, project purpose and project results on the higher level, present them to the respective EU bodies and in that way strengthen participation of all relevant actors.

Objective 3. aims to strengthen transferability of innovative solutions. In the WP2 MARLESS partnership has planned different activities that synchronized plan to ensure international visibility and dissemination of the project results and provide chances for involving key players in the Programme area. Activities planned to be implemented on different levels (regional, project, international) are conceived to intercept the specific channels on which MARLESS is focused on

and to enhance the spreading of the project outcomes. Activities will combine International communication and dissemination, communication tools and materials, but also organisation of regional events that involve below target groups.

3. Regional Target groups

Regional communication activities target specific stakeholders interested in minimizing the impact of marine litter. Regional agency DUNEA will implement participatory process (mobilization of stakeholders) for Dubrovnik Neretva Region area.

Community Building will be dedicated to attract critical mass around the project. This task aims at creating sector reports, organisation websites and social media platforms to identify additional relevant stakeholders and individuals in the area. It is of huge importance to promote the project and its results beyond the projects own community, reach out to society, to communicate project research in a way that is understood by non-specialist, e.g. the media and the public, that is why participatory process is necessary.

A *participatory process* aims at bringing together relevant stakeholders or those who have an interest in a given issue or decision, into contact with one another to let them collaborate, discuss and at the very end take a decision. The key objective of this process is to enhance levels of trust between the different actors, to share information and institutional knowledge, project goals and results, and to generate relevant good practices. The process takes the view that all stakeholders have relevant experience, knowledge and information that ultimately will inform and improve the quality of the decision-making process as well as any actions that (may) result. With sufficient time, resources and preparation, this process can be a very effective tool for bringing diverse constituencies together to build consensus around complex, multifaceted and in some cases, divisive issues.

Stakeholders are those people who have an interest in a particular decision, either as individuals or representatives of a group. This includes people who can influence decisions, as well as those who become affected by the decisions. Dissemination of the project through participatory process will bring together different stakeholders in a mutual learning, consultation process and joint action to consider key questions and tackle issues.

MARLESS Stakeholder Matrix

The stakeholder analysis matrix can be a useful tool to help identify the key decision makers and stakeholders who have the potential to influence or be influenced by the project activities and results. This classifies stakeholders in relation to the power that they hold and their level of interest in the project, which the project manager will need to observe for stakeholder grouping.

To ensure the stakeholder engagement, MARLESS will format Community of Practice (CoPs) for Dubrovnik Neretva region in collaboration with the SeaClear project (HORIZON 2020) that also addresses the marine litter and has started in 01/2020:

DUBROVNIK NERETVA COUNTY COMMUNITY OF PRACTICE FOR MARINE LITTER PROBLEMATIC

CoPs are usually a spontaneous phenomenon among people who share common interests and passion who meet to learn from each other. CoPs are characterised by mutual engagement on a shared domain of interest, development of joint activities and sharing of a repertoire of resources – experiences, stories, etc. CoPs are different from workshops because of their continuity and from social network that has open boundaries and does not necessarily aims at learning. Under MARLESS and SeaClear, CoPs will have several meeting opportunities proposed either by Regional agency DUNEA or spontaneously by the members of the CoPs themselves: meetings will take different forms (workshops, round tables, working groups) and cover several aspects in order to obtain the widest feedback from the targeted stakeholders. This approach allows to highlight, also in the eyes of the stakeholders specifically through CoPs, the importance of carrying forward citizen engagement interventions for negative marine litter impacts, in different sectors, in a holistic and integrated perspective. This will trigger the sense of belonging of the stakeholders and their willingness to be part of the process. Once the stakeholders to be involved have been identified, a minimum representativeness target for each group will be set to ensure the impact of mobilisation activities. This will result in a new concept of participatory and science-based decision making and planning for waste management, risk prevention and marine pollution problematics. Based on the stakeholder matrix approach described by Robert Newcombe (2003), MARLESS partners will involve the stakeholders identified in the table below. The categories of the stakeholders listed below, does not mean to be exhaustive.

CoP STAKEHOLDERS INFLUENCE AND IMPORTANCE MATRIX			
		LEVEL OF INTEREST	
		<i>Low</i>	<i>High</i>
	<i>Low</i>	<ul style="list-style-type: none"> – Tourists – Tour operators – Hospitality industry – Nautical industry 	<ul style="list-style-type: none"> – Environmental NGOs – Citizen associations – Technology industry – Fishery industry – Aquaculture industry – Local community

POWER			
	<i>High</i>	- n/a	<ul style="list-style-type: none"> - University and Research Centres - Regional authority - Local authority - Waste management authority - Nature and environment protection public institutions - Port authorities - Media

For Dubrovnik Neretva Region area, CoP will format *Stakeholder Database* with the stakeholder name, institutional name and contact. In order to be added in Stakeholder Database, each stakeholder will be provided with Informational sheet and Stakeholder consent form from the relevant CoP coordinator. By reading all relevant project information in the Information sheet and by signing the Stakeholder consent form, person enters the Stakeholder database. By participating as a stakeholder in MARLESS, stakeholders will be able to benefit from knowledge transfer between different sector participants, focusing on same issues – marine litter problematics and will be involved in a local network of stakeholders that share same interest. In order to respect the GDPR rules, stakeholders will be informed in Informational sheet that the personal data collected will only be used for the purpose of the MARLESS project within the project consortium and the European Commission and will not be disclosed to any external sources. Stakeholders will be able to request modification or removal of the data at any time with a short request to CoP coordinator. Data will be used in accordance with *Directive of European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data by competent authorities for the purposes of the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, and on the free movement of such data, and repealing Council Framework Decision 2008/977/JHA (2016)*.

CoP coordination meetings, focus groups, workshops will be organized by Regional Agency DUNEA, upon project activities dynamics, following deliverable and activities plan foreseen by the Grant Agreement. For each CoP event, end-user in the role of CoP coordinator, will have to prepare a short event report. This data will provide valuable inputs for the research. Community of practice will serve as a base for all project dissemination activities and as main participants for each project dissemination event that will be organized during the project implementation. Except

for dissemination of project activities and result, these communities will be first step in order to sensitize the public on the issues of marine litter problematics.

Consideration on social inclusion in the stakeholder identification and involvement

The process of stakeholder identification and engagement needs to be as inclusive as possible and to ensure that as wide experience as possible informs the research. In this sense *“An inclusive society is a society that over-rides differences of race, gender, class, generation, and geography, and ensures inclusion, equality of opportunity as well as capability of all members of the society to determine an agreed set of social institutions that govern social interaction”* (UN, 2009). To create and sustain inclusive societies, it is crucial that all members of society are able and motivated to participate in civic, social, economic and political activities, both at the local, regional and national levels. Based on these assumptions, MARLESS stakeholders should be selected considering gender parity, both women and men should comprise at least 40% (but no more than 60%) of any stakeholder group. Depending on the stakeholder group, members should reflect the full range of age and family status. Depending on the stakeholder group, it is important to include a range of education, training and professional experiences. Ensuring this range of background and experience should make it easier to achieve gender parity and a good distribution of other variables. Where possible, people with physical and mental disabilities should not be overlooked. Attention to mentioned stakeholder characteristics respects the differences within populations will ensure more representative and robust findings in the workshops and focus groups.

4. Activities and Deliverables

Activity no.	Activity title	Deliverable no. and description	Timing
2.1	Start-up activities	2.1.3 Regional Communication Plan following principles of PCS including activities tailored to transfer project information to regional target groups, list of possible PPs participation on external and international events participation, including tools and materials to be used. Plan includes a mailing list of the main who represent the target of communication activities, including media representatives.	01/05/2020 - 01/07/2020
2.2	Communication tools, materials and monitoring	Communication tools and materials to prioritise electronic dissemination and foresee printing only if necessary. Beach flags and other promo cleaning-up equipment (e.g. t-shirts) to be used, rollups for events, accent will be put on web/digital tools and materials that will be used as one of the crucial means for the interaction with target groups. 2.2.1 Printing materials produced by PCM to be used 2.2.2 Web/digital tools and materials: partner websites to be	01/01/2021 - 31/12/2022

		updated, content to be provided for videos produced by PCM.	
2.3.	International communication & dissemination of project results	<p>2.3.1. Second high-level international event will be organised by DUNEA as the final international conference in Dubrovnik Theatre with 4 panel discussions: „Adriatic Sea as driver of development – focusing on ML issues“; „Impact of ML on biodiversity“; „ML in fisheries and aquaculture sector – fishermen and shellfish farmers as guardians of the sea“; „ML as global problem with no administrative borders“.</p> <p>2.3.2. & 2.3.3. Participation at external events, fairs and seminars foreseen as a follow up events for CoP meetings.</p>	01/05/2020 - 31/12/2022
2.4	Regional communication	<p>The communication activities will target specific stakeholders interested in minimizing the impact of ML in Dubrovnik-Neretva region.</p> <p>2.4.1. Three regional info days to be organised. First one to be aligned with forming the CoP “Dubrovnik Neretva County Community of Practice for Marine Litter Problematic” (Community of Practice = a group of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly). Second one to be organised during the project implementation, and the third last one to be aligned with the final conference (12/2022)</p> <p>One of the three info days to be connected to ACT 4.2 eco event concerning the vulnerability of the touristic sector (litter cleaning event in Mali Ston bay in cooperation with FLAG Južni Jadran) in order to disseminate results to fisheries and aquaculture sector.</p> <p>2.4.2. Short video clip talking about ML issue to be shown to the CoP group and at one of regional info days (video production = spring 2021).</p> <p>2.4.3. Exhibition event aimed to engage the general public in the issue of ML and raise awareness about the problems and solutions. The exhibition events to be aligned with some of the CoP meetings and regional info days.</p>	01/07/2020 - 31/12/2022

5. Monitoring and evaluation of communication activities

The regional communication system will be tested periodically between Regional Communication Manager – RCM for Dubrovnik Neretva Region (PP3 – DUNEA) with Project Communication Manager – PCM (PP9 – IRENA) with rules set up in Project Communication Strategy, to ensure that messages are received and understood and the receivers are satisfied with the method deployed. Thus, it is important to evaluate the success of communication activities, in order to learn which ones are successes and which need adjustments. Evaluation also creates useful feedback to share

with others in the Programme and provides valuable lessons for future projects, so that they can learn from the project experience.

Project Communication Manager in collaboration with Regional Communication Manager, has a key role for the sound and efficient implementation of communication activities in line with the project, PCS, and Programme obligations. PCM will set the tools (Communication report template) for monitoring and evaluation of the activities.

After each Progress period, Communication manager needs to prepare **D2.2.4. Communication Evaluation Report** on project level and then LP uploads it in SIU. In order to achieve that, Regional Communication Manager will prepare the communication report for its area. Together with report, all PP's send all related annexes (produced communication materials, photos, links to press releases, event follow up reports, etc.). PCM will modify common programme template in the way that project visibility is added and activities will be modified according to AF.

Partner involved: PCM prepares joint report, all PP's/RCM send information and produced materials

DEADLINE:

- 30 days after end of project period - all PP's/RCM send info to PCM
- 45 days after end of project period - PCM prepares Joint report

7. Resources and finances

REGIONAL AGENCY DUNEA – RESOURCES FOR COMMUNICATION ACTIVITIES				
BUDGET LINES	DESCRIPTION	TOTAL (EUR)		
		Programme co-financing (85%)	National co-financing (15%)	TOTAL
EXTERNAL EXPERTISE SERVICES	WP2 - Act. 2.3.1 - high level international event involving relevant policy makers - international conference in Dubrovnik Theatre with 4 panel discussions: „Adriatic Sea as driver of development – focusing on ML issues“; „Impact of ML on biodiversity“; „ML in fisheries and aquaculture sector – fishermen and shellfish farmers as guardians of the sea“; „ML as global problem with no administrative borders“	13,175.00	2,325.00	15,500.00
	WP2 - Act. 2.4 (2.4.1 Regional info days; 2.4.2 Short movie/video clip (2 – 5 min) on ML impact targeted; 2.4.3 Exhibition events	30,600.00	5,400.00	36,000.00
	WP4 - Act. 4.2 Sensitising the touristic sector (marine litter clean-up event in Mali Ston Bay with FLAG cooperation which will be used for communication and dissemination purposes as well)	4,420.00	780.00	5,200.00
TOTAL		48,195.00	8,505.00	56,700.00

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

MARLESS – MARine Litter cross-border awareNESS and innovation actions

Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

2.1.3 Regional Communication Plan Region of Istria

October 2020
1.0 Version

Work Package:	2. Communication activities
Activity:	2.1 Start-up activities
W2 Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	2.1.3 Regional Communication Plan

Version:	1.0	Date:	October 2020
Type:	Strategy	Availability:	Confidential
Region:	Region of Istria		
Responsible Partner:	IRENA – Istrian Regional Energy Agency		
Partners involved:	PP1 – THE MINISTRY OF ECONOMY AND SUSTAINABLE DEVELOPMENT PP7 – Institute Ruđer Bošković –CIM Rovinj PP8 – Region of Istria		

Content:

<i>1. Introduction</i>	4
<i>2. Communication approach and Main objectives</i>	5
<i>3. Regional Target groups</i>	6
<i>4. Activities and Deliverables</i>	8
4.1. Activity 2.1. – Start-up activities.....	8
4.2. Activity 2.2. – Communication tools, materials and monitoring	8
4.3. Activity 2.3. – International communication & dissemination of project results.....	9
4.4. Activity 2.4. – Regional communication	9
<i>5. Resources and finances</i>	11

1. Introduction

MARLESS Regional Communication Plan (RCP) for Istrian Region is document set by project communication manager and regional communication manager PP9_IRENA, with the main objective to get the intended project goal, activities and results to internal and external audiences, to ensure the widest possible dissemination for target groups and stakeholders and to create consistency in the awareness raising of the marine litter problematics for the given area. Through this document, the durability and transferability of the project outputs and results will be ensured.

The objectives of this communication plan are:

- to raise awareness of project MARLESS among the general regional public;
- to ensure compliance with MARLESS Project Communication Strategy;
- to obtain stakeholder involvement through Community of Practice formation and attracting relevant beneficiaries for ensuring project impacts;
- making the targeted stakeholders aware of the project benefits;
- to ensure the continuous awareness raising on marine litter problematics for Istrian area and making the achievements visible;
- to outline the dissemination campaign for Istrian area for the duration of the project;
- to provide an indicative timetable for the promotion activities.

PP7 – IRENA – Istrian Regional Energy Agency will be responsible for management of communication activities and media relations in Istrian Region, with contribution of PP1 – Ministry of Economy and Sustainable Development, PP7 – Institute Ruđer Bošković –CIM Rovinj and PP8 – Region of Istria.

2. Communication approach and Main objectives

The aim of Region of Istria RCP is to ensure awareness and dissemination of the project results, and transparency in the use of the EU funds. It is important that project results demonstrate positive impact for the citizens and positive change for the Programme area and EU.

Therefore, planned communication activities will be:

- Specific – sharing results that contribute to the relevant change of the specific Project objective;
- Measurable – it is possible to measure the baseline and targeted milestones;
- Achievable – it is possible that the targeted milestones are met;
- Relevant – it contributes to the change at the priority axis and Project level;
- Time- bound – it is available and updated at different points in time

Main project Communication objective are (AF. Page 49):

- 1: Stimulate key stakeholders of the cross-border area to be effectively involved in minimizing the impact of marine litter on environment, economy and human health;
- 2: Ensure devoted and active participation on all levels in current marine litter actions by setting up the Cross-Boundary Management Plan
- 3: Widening cross-border network to ensure a broad dissemination of the MARLESS project deliverables

Objective 1. is set to involve different stakeholder categories in concrete and sustainable actions and as well to enable their participation in innovative solutions. Through Regional communication plan (RCP) specific stakeholders interested in minimizing the impact of ML on its territory will be targeted. RCP activities will be tailored according stakeholders' interest. Accent will be put on two levels: (1) active and effective contribution of the key stakeholders and on (2) raising awareness among general public on the importance of marine litter and its influence on environment, economy and human health. By actively involving key stakeholders MARLESS secures durability of WP outputs and strengthens connection between stakeholders in the cross-border area. By raising awareness among general public MARLESS promotes their more active involvement in cleaning-up actions, their contribution through the civil science and for sure the most effective in influencing on their behavioural change.

Objective 2. aims to strengthen the ML actions currently implemented by Italy and Croatia through the WP aimed at identifying the nodes where the application of different national and European regulations come into conflict negatively impacting the effectiveness and impact of the proposed actions. Communication will here intervene in order to secure devoted and active participation of all relevant IT and CRO bodies in setting up and after in implementing ML Cross Boundary Management Plan. Communication approach will here also take an opportunity to highlight the scope, project purpose and project results on the higher level, present them to the respective EU bodies and in that way strengthen participation of all relevant actors.

Objective 3. aims to strengthen transferability of innovative solutions. In the WP2 MARLESS partnership has planned different activities that synchronized plan to ensure international visibility and dissemination of the project results and provide chances for involving key players in the Programme area. Activities planned to be implemented on different levels (regional, project, international) are conceived to intercept the specific channels on which MARLESS is focused on and to enhance the spreading of the project outcomes. Activities will combine International communication and dissemination, communication tools and materials, but also organisation of regional events that involve below target groups.

3. Regional Target groups

Regional communication activities target specific stakeholders interested in minimizing the impact of marine litter. IRENA will implement participatory process (mobilization of stakeholders) for Istrian area.

Community Building will be dedicated to attract critical mass around the project. This task aims at creating sector reports, organisation websites and social media platforms to identify additional relevant stakeholders and individuals in the area. It is of huge importance to promote the project and its results beyond the projects own community, reach out to society, to communicate project research in a way that is understood by non-specialist, e.g. the media and the public, that is why participatory process is necessary.

A *participatory process* aims at bringing together relevant stakeholders or those who have an interest in a given issue or decision, into contact with one another to let them collaborate, discuss and at the very end take a decision. The key objective of this process is to enhance levels of trust between the different actors, to share information and institutional knowledge, project goals and results, and to generate relevant good practices. The process takes the view that all stakeholders have relevant experience, knowledge and information that ultimately will inform and improve the quality of the decision-making process as well as any actions that (may) result. With

sufficient time, resources and preparation, this process can be a very effective tool for bringing diverse constituencies together to build consensus around complex, multifaceted and in some cases, divisive issues.

Stakeholders are those people who have an interest in a particular decision, either as individuals or representatives of a group. This includes people who can influence decisions, as well as those who become affected by the decisions. Dissemination of the project through participatory process will bring together different stakeholders in a mutual learning, consultation process and joint action to consider key questions and tackle issues.

The process of stakeholder identification and engagement needs to be as inclusive as possible and to ensure that as wide experience as possible informs the research. In this sense *“An inclusive society is a society that over-rides differences of race, gender, class, generation, and geography, and ensures inclusion, equality of opportunity as well as capability of all members of the society to determine an agreed set of social institutions that govern social interaction”* (UN, 2009). To create and sustain inclusive societies, it is crucial that all members of society are able and motivated to participate in civic, social, economic and political activities, both at the local, regional and national levels. Based on these assumptions, MARLESS stakeholders should be selected considering gender parity, both women and men should comprise at least 40% (but no more than 60%) of any stakeholder group. Depending on the stakeholder group, members should reflect the full range of age and family status. Depending on the stakeholder group, it is important to include a range of education, training and professional experiences. Ensuring this range of background and experience should make it easier to achieve gender parity and a good distribution of other variables. Where possible, people with physical and mental disabilities should not be overlooked. Attention to mentioned stakeholder characteristics respects the differences within populations will ensure more representative and robust findings in the workshops and focus groups.

4. Activities and Deliverables

Communication activities 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 project MARLESS. Communication manager is entrusted to collect all achievements and information about MARLESS and share them through planned dissemination concepts, tools, actions and channels for:

- External communication – such as: social media, videos, websites, synergies with European networks, dissemination events, greening publications, capitalization encounters with other IT-HR funded projects and external events to mainstream, transfer and cross-fertilise MARLESS milestones;
- Internal communication – assuring the constant and effective exchange of information between PP using: e-mail, Skype/GoToMeeting/Zoom, phone calls, Dropbox, etc.

4.1. Activity 2.1. – Start-up activities

Start-up activities are first step for successful implementation of communication activities. This activity is on the level of **partnership**.

4.2. Activity 2.2. – Communication tools, materials and monitoring

Overall Communication Strategy follows “greening” principles, so communication tools and materials used are putting priority to electronic dissemination and foresee printing only if necessary. Virtual applications and equipment will be used to show real-time sea pollution to wider public on project events.

Accent will be put on web/digital tools and materials that will be used as one of the crucial means for the interaction with target groups.

Regional goals:

D2.2.1 Printing materials production – printing of a poster, roll-up, beach flag and other promo materials

D2.2.2 Web/digital tools and materials – update of project website, preparation of 1 project portrait (flyer), preparation of one short video, update of institutional website with project informations, management of social media

4.3. Activity 2.3. – International communication & dissemination of project results

Project will contribute to the activities organised by the Programme, foresees participation to external marine litter events, will participate on EU-level events and plans organisation of two international conference high-level events.

Regional goals:

D2.3.1. Two high level international events – help in organization and participation at events

D2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme – participation in one event

D2.3.3. Participation to external events – participation in one or more events

4.4. Activity 2.4. – Regional communication

Regional communication activities will target specific stakeholders interested in minimizing the impact of ML in each of the 6 regions presented in the project. Each PP will act on his region territory (PP1, Ministry of Environment and Energy will contribute to both HR RCPs), following RCP, sharing in every case his activity with the other partners through the communication channel and events provided.

Each partner will have budget to promote regional communication activities. Partners belonging to the same region will coordinate to create joint dissemination actions. Activities will be organised by PPs responsible for RCPs, while other partners will contribute to activity.

Regional goals:

2.4.1. Regional info days (RID) – organization of at least 2 RID-s,

2.4.2. Short movie/video clip or radio spot – development of at least 1 short movie

2.4.3. Exhibition events – organization of at least one event

2.4.4. Press releases – issue of at least 2 press releases

2.4.5. Medial relation and digital communication promotion – 1 media promotion campaign



5. Resources and finances

<i>Activity 2.1. – Start-up activities</i>	10.800,00
<i>Activity 2.2. – Communication tools, materials and monitoring</i>	21.600,00
<i>Activity 2.3. – International communication & dissemination of project results</i>	13.050,00
<i>Activity 2.4. – Regional communication</i>	13.500,00
WP2 Communication activities	58.950,00