

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 2.4.5 Medial relation and digital communication promotion

#### 2.4 Regional communication

#### WP2

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<b>Work Package:</b>	<b>2. Communication activities</b>
<b>Activity:</b>	<b>2.4 Regional communication</b>
<b>WP Leader:</b>	<b>PP9 IRENA – ISTRIAN REGIONAL ENERGY AGENCY L.T.D.</b>
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## Summary

Each RCM planned these activities in their RCP and implement it in the way is most suitable for its region and project budget. At the end all project partners used free mean of media relation and digital communication by usage of social media, free press releases in newspapers and digital media, free interviews on radio and TV.

This activity is actually a big part of many other communication activities and longer description can be found in reports related to other activities (like D 2.3.1, 2.4.1, 2.4.2, 2.4.3 etc.).

At the end, 90 articles/interviews were issued at regional/national media. More info in “D 2.4.4 Press releases issued by each Regional Communication Manager,, report.

Also, partners invited press during organization of project events like; “D 2.3.1 High level international events”, “D 2.4.1 Regional info days” and “D 2.4.3 Exhibition events”. Multiple articles were issued regarding announcement and organization of this events.

For gain better visibility and better interest of citizen, a high number od videos were prepared. More about the video can be found in other communication reports (D 2.2.1,D 2.2.3 and D 2.4.2).

The biggest promotional campaign was during organization of Final project conference in Rovinj when 5 announcement articles were issued and interesting infographic was created to promote the event:







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**MARLESS** Dubrovnik  
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