

D.2.4.5

IT - HR Programme events

Report of the activities
30th June 2023

Project Acronym: TAKE IT SLOW

Project ID Number: 10255547

Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

Priority Axis: 3 Environment and cultural heritage

Specific objective: Stimulate and strengthen cooperation between the various Stakeholders involved in the management of the tourist destination, improving its level of innovation, digitisation and consequently its competitiveness on the market

Work Package Number:2

Work Package Title: PROJECT COMMUNICATION

Number: D2.4.5

Activity Title: IT - HR Programme events

Partner in Charge: PP7 ERR

Status: Final

Distribution: Confidential

Date: 30/06/2023 (report on final deliverable)

PP7/ERR under WP2.4.5 has actively participated in the following meeting

D2.4.5 IT - HR Programme events

14 June 2023, “Strategic initiatives shaping the future: results of the Strategic projects from the 2014-2020 programming period”, Ferrara

The Programme Italy-Croatia has organized its Programme final event, dedicated to the achievements of Strategic projects, in Ferrara on the 14th of June 2023.

The Programme aim was to provide the space for showcasing the 11 Strategic projects achievements that have been gained by the projects as a whole meaning on all partners' territories in order to highlight the cross-border value. This to raise knowledge of the results reached towards the National Authorities, EU Commission representatives, Policy makers and media representatives.

Lead Partner or Communication Manager were indicated as the best solution, but both were not available to participate in person. The LP asked PP7/ Emilia-Romagna Region to participate. ERR prepared a detailed presentation and presented it.



14th JUNE 2023
Agenda

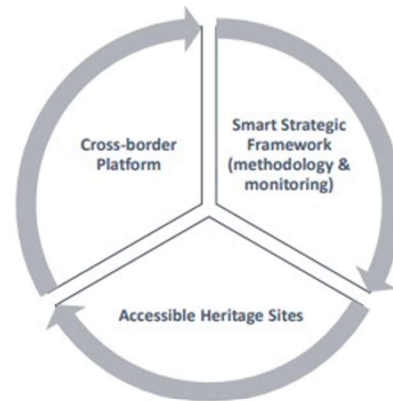
Moderators

Renata Marušić, Communication Officer, Interreg Italy-Croatia
Tea Ivanisevic, Communication Officer, Interreg Italy-Croatia

- 9.00 ● **Registration and Welcome coffee**
- 9.30 ● **Institutional greetings**
 - Evelina Lamma, Vice Rector of University of Ferrara
 - Paolo Calvano, Councillor of Emilia-Romagna Region
 - Oliver Baudelet, European Commission - DG Regio
 - Stella Arneri, Croatian Ministry of Regional Development and EU Funds
 - TBC, Italian Presidency of the Council of Ministries - Department for Cohesion Policy
 - Santo Romano, Area for Economic Policies, Human Capital and Programming of EU Funds of Veneto Region
- 9.45 ● **Highlight on University of Ferrara 2014-2020 projects**
 - University of Ferrara representatives
- 10.00 ● **Strategic Projects 2014-2020: achievements overview – 1st session**
 - Representatives from beneficiaries
- 11.00 ● **Coffee break**
- 11.30 ● **Official Programme video 2014-2020**
- 11.40 ● **Strategic Projects 2014-2020: achievements overview – 2nd session**
 - Representatives from beneficiaries
- 12.40 ● **Operation of Strategic Importance 2021-2027: approaches and perspectives**
 - Representatives from:
 - European Commission – DG Regio
 - Interreg TN and CBC Programmes MAs
 - Italian National EUSAIR
 - Interreg Italy-Croatia MA and JS
- 13.20 ● **Conclusions**
 - Anna Flavia Zuccon, Interreg Italy-Croatia Managing Authority
- 13.30 ● **Lunch & networking**

Smart Specialization Strategy

We have created a strategy through unified Marketing Destination Plan for Adriatic Region.
A Strategic framework based on smart specialization for management of cross-border tourist destination through digitalization, cultural industries and promotion of cultural and natural heritage



Main problems encountered

The procurement processes and high inflation

The bureaucracy

The involvement of the local community (citizens, local tourism operators, SMEs, etc.)

The significant increase in prices (Covid19 pandemic, war in Ukraine, etc.)

Results achieved

Improved preservation, valorization, interpretation and promotion of cultural and natural heritage of islands, coastal and inland of the Project area (trained more than 200 people/stakeholders through the different kind of workshops on sustainable tourism and participated to study trips where the main idea was to exchange knowledge and experiences)

Increased integration and strengthened collaboration between key actors engaged in promotion of natural and cultural heritage at local, regional, national and Programme level (more than 100 actors involved in CB partnership platform of scientific, private & public sector)

Improved understanding, participation, implementation and promotion of ecolabel/green certification by the local beneficiaries (realized more than 10 eco/green certificates)

Improved accessibility of natural and cultural heritage destinations. We have worked together with the main stakeholders namely scientific, private and public sectors, from various fields i.e., agriculture, tourism, cultural and natural heritage



Main added value

The main added value of the cross-border cooperation is the possibility for stakeholders from both sides of Adriatic to work together, to discuss the problems they are facing in their industries, to think about new, sustainable solutions, to present their work and to exchange experience, to travel together to another European regions to learn from their experience.

Thus, the main added value is in human resources.

Deliverable 2.4.5

Programme events

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LEAD PARTNER SEMINAR STRATEGIC PROJECTS

INTERREG ITALY-CROATIA 2021-2027 PROGRAMME

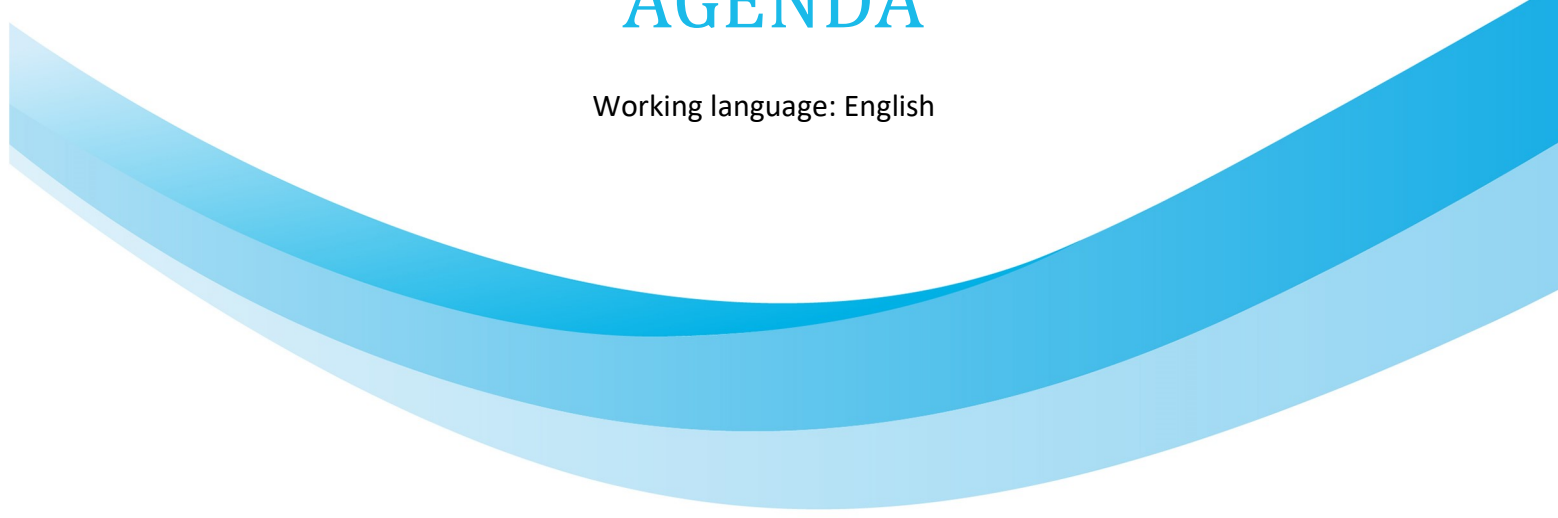
09/06/2022

On line meeting

<https://us06web.zoom.us/j/86453437139>

AGENDA

Working language: English



| Time | Item of the Agenda | |
|---------------|---|---|
| 9:15 – 9:30 | Welcome to the virtual meeting room (audio/video testing) and registration of participants. Presentation of the agenda | |
| 9:30 - 10:45 | PART 1 – Plenary session | |
| Topics | <ul style="list-style-type: none"> • Overview of implementation of the Strategic Projects • Weaknesses of Quarterly Reports • Major Change procedure • Focus on implementation provision • Q&A | |
| 10:45 – 11:30 | PART 2 – 1st round of Bilateral meetings JS – LPs Involved projects (n. 4) <ul style="list-style-type: none"> • INNOVAMARE • STREAM • FIRESPELL • SUSPORT | PART 2 – Focus on communication Involved projects (n. 6) <ul style="list-style-type: none"> • TAKE IT SLOW • CASCADE • ARGOS • MIMOSA • MARLESS • FRAMESPORT |
| Topics | <ul style="list-style-type: none"> • Presentation from the LP about project’s progress • Major change requests | <ul style="list-style-type: none"> • Effectiveness of communication activities |
| 11:30 – 12:15 | PART 3 – 2nd round of Bilateral meetings JS – LPs Involved projects (n. 5) <ul style="list-style-type: none"> • TAKE IT SLOW • CASCADE • ARGOS • MIMOSA • MARELESS | PART 3 - Focus on communication Involved projects (n. 4) <ul style="list-style-type: none"> • INNOVAMARE • STREAM • FIRESPELL • SUSPORT |
| Topics | <ul style="list-style-type: none"> • Presentation from the LP about project’s progress • Major change requests | <ul style="list-style-type: none"> • Effectiveness of communication activities |



Paolo Rtoni JS ITHR

Deliverable 2.4.5

Programme events

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SEMINAR FOR STRATEGIC AND CLUSTER PROJECT COMMUNICATION MANAGERS

INTERREG ITALY-CROATIA 2021-2027
PROGRAMME

On line training
20/06/2022
27/06/2022

AGENDA

PP2/SKC as project communication manager attended two online trainings held by Interreg Italy-Croatia Programme and their external experts from Pomilio Blumm that was primarily intended for strategic and cluster project communication managers.

The first module **Effective Communication** was held on **20 June 2022 from 09:00 to 13:00**. It provides participants with a comprehensive understanding of the principles of effective communication. Participants learned the principles of communication, theories and fundamentals. They also cover topics related to effective communication, strategy, coherency and impact. The training provide both theoretical and practical sessions, allowing participants to apply their newly acquired knowledge to a fictional case study in workshop-style activities.

The second module **Communication Tools** was held on **27 June 2022 from 09:00 to 13:00** was organized to make the results and deliverables of our project available to the stakeholders and to the wider audience.



MODULE 1 – EFFECTIVE COMMUNICATION

1.1 PRINCIPLES OF COMMUNICATION. THEORIES AND FUNDAMENTALS

- Communication: what is it?
- The two planes of communication
- Principles of communication
- The process of communication and its functions
- Talking to the addressee: the importance of the target analysis
- The power of storytelling

1.2. EFFECTIVE COMMUNICATION. STRATEGY, COHERENCY, IMPACT

- What is effective communication?
- Talking to citizens: market- and public-oriented communication
- Integrated communication: cross-media and trans-media communication
- The dimensions of (brand) identity: values, image and perception
- Designing a strategy: objectives, target and key messages
- Monitoring and evaluation

The module will be divided into theoretical and practical sections: the speakers will invite the participants to apply the acquired knowledge to a fictional case-study in workshop-like exercises.



Module 2

1 Communicating with social media

- Social media overview
- Defining a positioning: communication objectives and targets
- Planning: editorial calendar, content creation
- Effective channel management: what, how, when and how much to publish.

2 Offline communication

Media strategy approach

- Brief analysis
- Competitive landscape analysis
- Target definition & communication objectives

Communication strategy

- Funnel
- Media mix
- Focus channels

Planning

- Buying activity
- Reporting and calendarization

Post evaluation

- Outcome analysis
- Monitoring & optimization

WORKSHOP FOR STRATEGIC AND CLUSTER PROJECT COMMUNICATION MANAGERS

INTERREG ITALY-CROATIA 2021-2027
PROGRAMME

On line workshop
30/11/2022

AGENDA

PP2/SKC as project communication manager attended workshop “**Module 4: Content Production**” for strategic and cluster project communication managers held by Interreg Italy-Croatia Programme and their external experts from Pomilio Blumm on **30 November 2022 from 09:00 to 13:00**. The module introduces participants to the fundamentals of content production from a textual and visual perspective.

The course was divided into two different macro-themes: content and design. The approach was strategic, offering a complete overview of planning, content creation, social media communication and best practices.

PART ONE: CONTENT

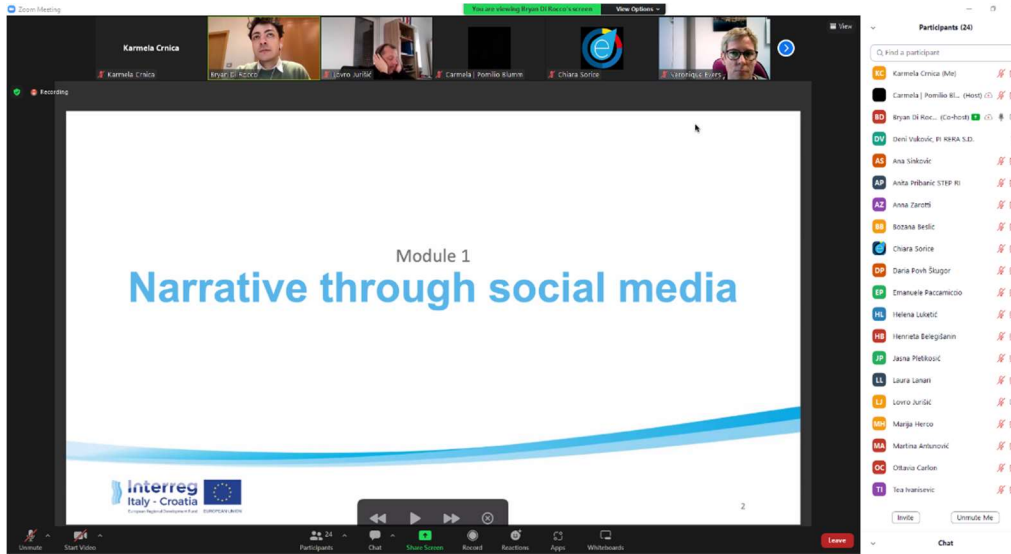
- Narrative through social media
 - Storytelling: what is a story?
 - Format and medium
 - What we can do with social media
- Social media platforms
 - Instagram, Facebook, Twitter, Youtube
 - Tone of voice
 - How to write the perfect copy
 - Essentiality
 - Emoji
 - Call to action
 - Platforms Tools (tag, hashtag, collab)
 - Is Instagram copying TikTok?

- Engagement Strategies
 - Credibility
 - Building community
 - Inclusiveness
 - Digital Accessibility (5 tips)
 - Community Engagement
 - Influencer Marketing
 - Challenges/giveaways
- Community Management
 - Community Management
 - Crisis Management

PART TWO: DESIGN

- Tips and tricks to visual content that works
 - Target
 - Reference
 - Dimensions
 - The use of images to communicate
 - Visual identity: shapes
 - Formats
 - Attention to the feed
 - Less is more
 - Infographics and data viz
 - User centered Design

- Design basics
 - Hierarchy
 - Contrast
 - Measurements and scale
 - Usage of the space
 - Alignments
 - Grids
 - Colors
 - Typography
 - Balance
 - Lines
 - The third rule
 - Repetition



Zoom Meeting

You are viewing Bryan Di Biase's screen

Participants (24)

Find a participant

Karmela Crnica (Me)

Karmela | Pamela Bl... (Host) (M)

Bryan Di Biase... (Co-host) (M)

Dani Vuković, FI KRKA S.D.

Ana Sisković

Ana Pribanić STEP RI

Anna Zarubi

Suzana Betic

Chiara Sorice

Daria Pohn Skagor

Emanuele Paccamacco

Helena Lutetic

Henrieta Beleglani

Jana Pletkovic

Laura Lanani

Lovro Juric

Marija Herco

Martina Antunovic

Ottavia Carlon

Tea Ivanisevic

Invite Unmute Me

Chat

Recording

Module 1

Narrative through social media

Interreg Italy - Croatia

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Unmute Start Video

Participants 24 Chat Share Screen Record Reactions Apps Whiteboards Leave



Zoom Meeting

You are viewing Bryan Di Biase's screen

Participants (31)

Find a participant

Ana Siskovic

Ana Daniela Simon

Ana Pribanic STEP RI

Anna Zarubi

Suzana Betic

Chiara Sorice

Daria Pohn Skagor

Emanuele Paccamacco

Giulietta Gabrieli

Helena Lutetic

Henrieta Beleglani

Jana Pletkovic

Laura Lanani

Lovro Juric

Lugi Alessandri

Marija Herco

Martina Antunovic

Ottavia Carlon

Tea Ivanisevic

Valentina Bazzan

Invite Unmute Me

Chat

Recording

Tips for community management

- Take care of the followers' comments
- Answer to their doubts and questions in a timely manner
- Continue the conversation
- If the conversation has ended, reward comments with likes and emojis
- Apply the channel policy
- Be ready for crisis management
- Users are lazy, always point to useful resources (i.e. links, FAQs, masterposts, pinned posts)

Interreg Italy - Croatia

27

Unmute Start Video

Participants 31 Chat Share Screen Record Reactions Apps Whiteboards Leave