

D.2.1.1. COMMUNICATION STRATEGY

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities

Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP2 Communication activities

Activity title: A1 Start-up activities

Deliverable title: D.2.1.1. Communication strategy

Expected date: M3

Deliverable description: D.2.1.1. Communication strategy details the objectives, targets, tools and channels to be activated and used during the whole project life. It includes 3 annexes dedicated to the creation of effective contents, social media management guidelines and events methodology.

Partner responsible for the deliverable: ARTI Puglia

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INTRODUCTION

InnovaMare is a strategic project funded by Interreg Italy - Croatia Programme 2014 - 2020 with € 5,6 million. The project has a duration of 30 months, from 1 July 2020 to 31 December 2022.

Its main aim is to develop and establish a cross-border innovation ecosystem in underwater robotics and sensors sector for monitoring and preventing sea pollution.

It is managed by a consortium of 14 partners from Croatia and Italy, composed of universities, maritime institutions, business support institutions, SMEs, maritime cluster, local and regional authority.

All together in one mission: sustainability of the Adriatic Sea.

The project is coordinated by the lead applicant, the CROATIAN CHAMBER OF ECONOMY – SECTOR FOR INDUSTRIAL DEVELOPMENT AND INNOVATION SYSTEM (Croatia) – CCE, and implemented together with the following partners:

1. REGIONAL UNION OF THE CHAMBERS OF COMMERCE OF VENETO REGION (Italy) - UCV
2. UNIVERSITY OF TRIESTE (Italy) - UNITS
3. REGIONAL AGENCY FOR TECHNOLOGY AND INNOVATION (Italy) - ARTI
4. NATIONAL RESEARCH COUNCIL - INSTITUTE OF MARINE SCIENCES (Italy) – CRN ISMAR
5. MARITIME TECHNOLOGY CLUSTER FVG (Italy) – MARE FVG
6. COMMUNICATION TECHNOLOGY SRL (Italy) - COMMTEC
7. NATIONAL INSTITUTE OF OCEANOGRAPHY AND EXPERIMENTAL GEOPHYSICS (Italy)– OGS
8. RUĐER BOŠKOVIĆ INSTITUTE (Croatia) – IRB
9. FACULTY OF ELECTRICAL ENGINEERING AND COMPUTING– University of Zagreb (Croatia) - FER
10. UNIVERSITY OF DUBROVNIK (Croatia) - UNIDU
11. UNIVERSITY OF RIJEKA DEPARTMENT OF BIOTECHNOLOGY (Croatia) - UNIRI
12. GEOMAR LTD (Croatia)- GEOMAR
13. ŠIBENIK KNIN COUNTY (Croatia)

The work package “Communication” is aimed at promoting and disseminating the project’s activities, training opportunities, pilot actions, outputs and results via the relevant communication tools.

This document contains the operational indications and steps for the implementation of the project’s communication strategy by the Project Partners.



It contains the communication strategy elements initially traced, the objectives and related tactics, the key messages, the targets, the actions to be undertaken, the tools to be implemented and used, the expected results.

Finally, a system for evaluating communication activities is proposed, and timing summarized.

COMMUNICATION STRATEGY

The communication strategy lists the project communication objectives and encompasses aims, target audiences relevant to achieve those aims and tactics, specifying the types of activities to carry out.

Communication is a complementary activity of the InnovaMare project crosscutting all Work Packages. It is coordinated by ARTI and involves all Project Partners.

The adopted communication approach is an integrated one, i.e. a well-coordinated and combined use of different channels, tactics and tools – both at transnational and local level - aiming at providing clarity, consistency and maximum communication impact on target groups, which need to be carefully mapped from the beginning of the project.

The focus is on **effective communication**, i.e. on actually reaching and engaging target audiences.

Why do we need to communicate? An efficient and effective project promotion is indeed necessary in order to:

- **raise awareness**
- **disseminate** project results (thus **increasing the knowledge**)
- **influence attitude** of the target groups about the need for intervention and for the solutions proposed by the project.

In order to ensure effective communication, the present document purpose is to define the objectives (what for), the message (what), the audiences (by addressing whom) and the tactics and activities (how), answering the following questions:

- **What for?** (what do we intend to accomplish with communication)
- **What** will InnovaMare project communicate?
- **To Whom** will InnovaMare communicate?
- **How?** (a series of tools, activities and channels to be implemented) project management elements



The message

The strategic intervention of the Interreg Italy - Croatia Programme is driven by the overall objective "To increase the prosperity and the blue growth potential of the area by stimulating cross-border partnerships able to achieve tangible changes".

InnovaMare, acronym of "Blue technology - Developing innovative technologies for sustainability of Adriatic Sea", is managed within the Specific objective 1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area and the Strategic theme 1 - Blue technology.

InnovaMare project main aim is to enhance framework cross-border conditions by develop and implement strategical and operational level capacity, through a mix of policy instruments and innovation players as a frame for developing innovative technologies (namely underwater robotics and sensors) for sustainability of Adriatic Sea.

It has 9 main outputs, that will be promoted and spread:

1. cross-border network for scientific-research sector and the private sector based on demand and offers;
2. methodology and business plan for DIH (Digital Innovation Hub) for innovative underwater robotics and sensors and living lab in Adriatic Sea;
3. questionnaire for stakeholders;
4. tools and workshop materials for raising human capital;
5. Pilot action I. - a prototype for monitoring and prediction of the sea pollution (innovative robotic solution as a platform for development of solutions);
6. Pilot action II. – analysis of the obtained results on pilot action I and guidelines for the improvement of underwater conditions;
7. DIH (Digital Innovation Hub) for innovative underwater robotics and sensors and living lab in Adriatic Sea;
8. strategy and action plan for the enhancement of framework conditions for raising collaboration and networking in the field of robotics and sensors for further steps in public policies based on quadruple helix approach;
9. policy recommendations.



The above elements are to be reflected also in the communication activities during the project, that have to be inspired to the following messages:

- **Dive into the depth of opportunities**
- **Join InnovaMare to preserve Adriatic Sea through innovative solutions**

Key expressions related to the Programme are:

- **New business models to enhance collaboration and technology transfer among innovation players;**
- **Digital Innovation Hub** to bring cross-border collaboration between science and private sector on higher level;
- **Pilot action** (a prototype for monitoring and prediction of the sea pollution).

According to this vision, key expressions related to the Programme are:

- blue growth;
- active cross-border community;
- enhanced capacity in SMEs and institutions;

More specific messages are related to the core topic of the project, that is to improve the innovation ecosystem in underwater robotics and sensors for sustainability of the Adriatic Sea, so the key words and tags are:

- strategic project;
- underwater robotics and sensors;
- quadruple helix;
- eco-system in underwater robotics;
- sustainability;
- Adriatic Sea and EUSAIR strategy;
- technology transfer.

All communication will focus on the project objectives, opportunities offered, and results achieved during all the project lifecycle.

All the project communication, internal and external ones, must be guided by the principle of **clarity of expression**. The official language of the project will be **English**.

The target groups

All communication activities should be focused on spreading the project vision and outputs to as wide an audience as possible, keeping in mind the focus of the project and tailoring the message to address the most relevant target groups of the project, that are:

- local, regional and national public authorities;
- regional and local development agencies, chambers of commerce and other business support organizations;
- research centers and universities.

The target groups listed in the AF for the whole project (not just for the Communication activities) are the following ones.

InnovaMare target groups

No.	Target group	Target value
1	General public	700
2	Local, regional and national public authorities	40
3	Regional and local development agencies, chambers of commerce and other business support organizations	30
4	SMEs	70
5	Universities, technology transfer institutions, research institutions	20
6	Centers of excellence	5
7	NGOs, associations, innovation agencies, business incubators, cluster management bodies and network	20

All InnovaMare partners are key points in their community and should use their accountability through their contacts to create a bigger active and cross-border community, with the aim of technology transfer, capacity building and improvement of ecosystem.

That is why all project partners contribute to identify the groups or segments of public to be involved in communication activities. The project needs a direct involvement of the target groups in order to achieve its expected results, especially in relation to key activities (project events, study visits, training modules, living lab, web interactive platform).

Members of the single target groups are identified by the Project Partners in the following ways:

- existing databases: each PP checks for any databases they already have which can be used to identify the single InnovaMare target groups;
- mailing lists and subscribers: each PP checks for their existing internal mailing lists and/or social media groups which can be used to contact a particular target group;
- targeted web research: through web search tools each PP identifies in their own local/regional area the single stakeholders for each project target group.

Communication objectives and tactics

InnovaMare is a strategic project that aims to experiment through Pilot action a **prototype for monitoring and prediction of the sea pollution**, and **new business models to enhance collaboration and technology transfer among innovation players**.

Communication activities shall stress the following positioning of the Project:

- a project that generates a change, with a mix of policy and tools;
- a project that creates links among innovation players;
- a project that demonstrates pilot action and its results;
- a project based on the convergence of technologies;
- a fruitful cooperation among an active and cross-border community.

As a consequence, the strategic objectives of the Project communication activities lie in:

1. disseminating information;
2. involving the stakeholders and target groups;
3. raising awareness on the importance of establishment of cross border innovation ecosystem in underwater robotics and sensors.

In the following paragraphs we will deepen the objectives and how they relate to targets and activities.

1.) Communication objective 1: disseminating information

Project communication will constantly inform its target groups and the potential public about project activities, advancements and results. In this way, the target groups will constantly have updated information and news about the possible benefits of results from project activities and join the project activities.

Communication objective 1 – Aim, target groups, tactics and activities

Aim	Target groups	Tactics	Activities
Disseminating the information regarding the project activities in order to improve framework conditions for raising collaboration and networking based on quadruple helix	technology transfer institutions, research institutions, regional and local development agencies, chambers of commerce and other business support organizations, SMEs, research centers, NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks, local, regional and national public authorities, media, general public.	Provide key information Feed targeted information into communication channels Network and engage in activities Ensure the correct use of visual identity Use traditional media relations to increase traffic to the project website as the first point of entry to information	A1 Start-up activities A2 Digital activities including social media and multimedia A3 Promotional materials and Communication toolkit

2.) Communication objective 2: involving the stakeholders and target groups

Project communication will reach its specific target groups through the organization of dedicated events, which will be one of many possible networking opportunities as well as an opportunity to attend events where they can be informed or trained on novelties in their field of interest and research.

Communication objective 2 – Aim, target groups, tactics and activities

Aim	Target groups	Tactics	Activities
Involving the stakeholders and target groups in the project activities for knowledge transfer and collaboration activities for development of innovative solution in underwater robotics & sensors	universities, technology transfer institutions, research institutions, regional and local development agencies, SMEs, research centers, innovation agencies, business incubators, cluster management bodies and networks, local, regional and national public authorities, media, general public.	Engage participation of the stakeholders in external and thematic events and trainings. Provide one-way information about the aim of the project and technicalities in simplified language Provide contact opportunities with project partners Provide networking opportunities with and among innovation actors	A4 Public events

3.) Communication objective 3: raising awareness

Through the organization of awareness raising events project shall raise awareness on the importance of establishment of cross border innovation ecosystem in underwater robotics and sensors.

Communication objective 3 – Aim, target groups, tactics and activities

Aim	Target groups	Tactics	Activities
Raising awareness on the importance of establishment of cross-border innovation ecosystem in underwater robotics and sensors	universities, technology transfer institutions, research institutions, regional and local development agencies, chambers of commerce and other business support organizations, SMEs, research centers, innovation agencies, business incubators, cluster management bodies, and networks.	Disseminate easy to understand project stories and information through targeted channels Raise the knowledge of general public on the project Maintain thematically diversified lists of target groups in order to address targeted messages Provide opportunities of information and training to target group	A3 Promotional materials and Communication toolkit A4 Public events

IMPLEMENTATION

The Communication Management Board (CMB)

Communicating projects is a shared responsibility involving all the partners: the whole project team shall be committed to the promotion of the project and the dissemination of its good results in their respective countries and regions.

Having a dedicated and qualified communication manager per partner will positively affect quality, direction and consistency in the project's communication. That is why InnovaMare project has a communication task force, the Communication Managers Board (CMB), composed of all the communication managers of the project partners, as follows.

InnovaMare CMB

WP LEADER: ARTI
Francesca Tondi – Anna Liberti
LP CCE: Jasna Pletikosić
UCV: Irene Gasperi
UNITS: Mara Contardo
CNR ISMAR: Francesco Falcieri
MARE FVG: Clio Kraskovic
COMMTEC: Chiara Benini
OGS: Cinzia Comici
IRB: Neven Cukrov
FER: Ana Golec
UNIDU: Marina Brailo Šćepanović
UNIRI: Željana Mikovčić
GEOMAR: Matej Ćurić

The WP leader:

- manages the internal communication with the partners;
- coordinates the implementation of the plan, ensuring consistency of the communication activities across the partnership;
- monitors the results of the communication activities and adapts as needed in order to achieve the objectives set;
- ensures the Programme and project visual guidelines are respected;
- liaises with the Programme regarding all communication matters.

All the members of the CMB have to:

- produce contents related to each partner activities to feed the project communication channels (website, social media accounts, ...);
- disseminate contents related to each partner activities at local level using the corporate channels (i.e. websites, social media, newsletters, direct mailing...), according to the rules contained in this Communication strategy and in its Annexes;
- organise events according to the provisions of this Communication strategy and its Annexes.

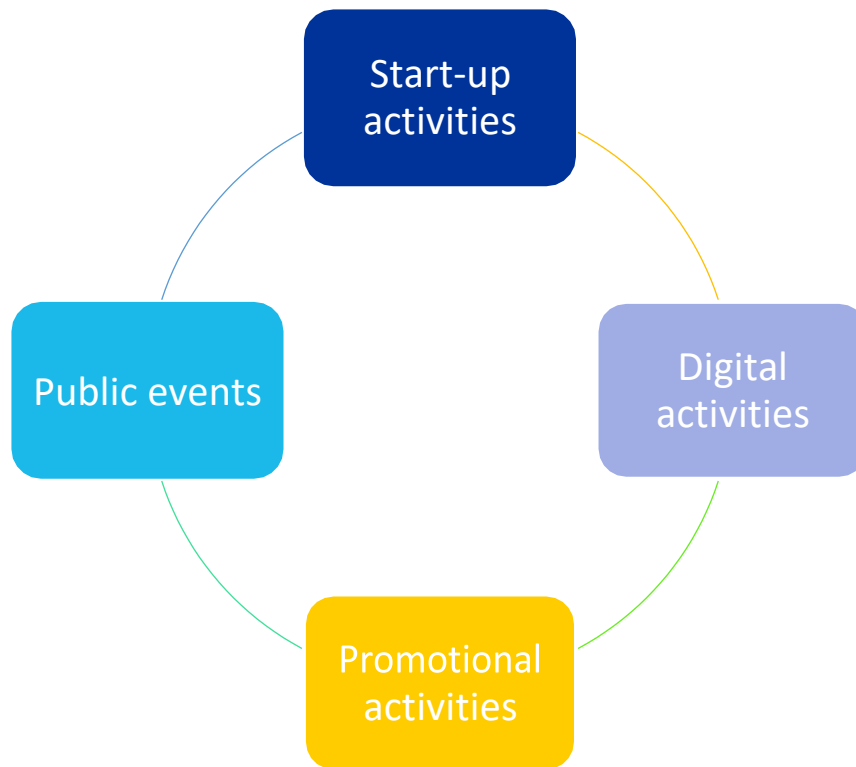
Communication activities

In order to reach the specific communication objectives of the InnovaMare project, a series of tools, activities and channels are envisaged to be implemented. They have been clustered in the following way:

- start-up activities;
- digital activities;
- promotional materials;
- public events.

Some of these tactical features will be used in particular moments of the project, accompanying and thus enhancing some specific project activities and/or events, while others will be used more or less continuously and/or periodically. A detailed overview of all the single activities envisaged by the AF is provided on the following pages.





InnovaMare communication activities

1.) A1 Start-up activities (July – September 2020)

The activity is dedicated to the preparation of the communication strategic, operational and methodological framework and the dissemination of information in relation to the start-up of its activities to media, PP websites and other relevant channels.

First, a Communication Manager (CM) is appointed by each partner and communicated to the WP coordinator, in agreement with the Lead Partner, thus becoming an active part of the project Communication Management Board (the members of the CMB are listed above).

The WP Leader and LP define the communication strategy which:

- outlines the common vision shared by the partnership according to project objective;
- sets visual identity elements;

- identifies target audiences and suggests communication methodologies and channels;
- establishes impact measurement indicators & monitoring tools;
- sets communication quality standards;
- defines timing and budget.

The strategy is presented, discussed and agreed with the CMB and the partnership during the online kick-off meeting. It is monitored and updated at month 3 and 18.

All PPs contribute to territorial specific data and information which are responsible for implementation.

D.2.1.1 Communication strategy

The Communication strategy is drafted by ARTI as WP Leader and presented during the KOM. It is discussed and agreed by partners and finalized with the support of all PPs at month 3 and updated at month 18.

The Communication strategy details the objective, targets, tools and channels to be activated and used during the whole project life. It has the aim to identify the path for spreading, through the envisaged tools, the findings, new knowledge, events and initiatives, outputs and results achieved by InnovaMare to stakeholders, with a special focus on both improved framework conditions in fields of blue economy and development of innovation ecosystem on underwater robotics and sensors.

D.2.1.2 Minutes of the 1st SC meeting and Kick-off meeting

The online Kick-off meeting and 1st Steering Committee is the first official meeting among InnovaMare partners to lay the foundations for the future cooperation. Minutes of the meeting are a report containing all the conclusions from the SCOM meeting and suggestion and plans for the next period of project implementation.

A1 – Tasks, PPs involved, timing and outputs

Task	PPs involved	Timing	Output
Communication strategy	ARTI as WP leader, in agreement with the LP and all partners	2020-07-01 2020-09-30	D2.1.1 Communication strategy document
1st SC meeting and Kick-off meeting online	CCE + IRB	2020-07-01 2020-08-31	D2.1.2 SC meeting and Kick-off meeting minutes

2.) Activity A2 Digital activities including social media and multimedia (July 2020 – December 2022)

Social media has strongly shaped the communication landscape in the past few years and it seems impossible to leave it out of any communication strategy today. The main reason why social media has emerged as an efficient communication tool lies on its interactivity: users are able to generate contents, as they have become active online members.

Social media are also a powerful tool to capture the attention of a wider public, than the one used to surf on the Programme platform, and to channel it to the project website, containing more detailed contents, stories and documents.

InnovaMare project has in the social media activity an indispensable tool to reach the project stakeholders, raise their awareness about the activities, involve the project target groups.

Social media profiles are created on [Facebook](#) - @innovamareproject, [LinkedIn](#) - Innovamare Project – Interreg Italy Croatia, [Instagram](#) - @innovamare and [YouTube](#) - InnovaMare project , where news and information related to the project activities, external news, public documents, pictures and videos are shared using a catchy language. An editorial plan will be prepared every two months to decide what will be the contents to be published. In the following table some example of the possible contents are reported.

Draft Editorial Plan for social media

Post typology	Topic	Publishing date	Text	Tags	Hashtags
Video	Presenting InnovaMare project	22/07	What is InnovaMare? What are its main activities, innovative key elements, partners and expected results? Watch our infographic and learn more about our project!	@ARTIPuglia, @universitatrieste	#innovamare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Webcard	Save the date	30/06	<p>InnovaMare Roadshow stops in Bari, save the date!</p> <p>31.07 10 am ARTI Agorà Don't miss the opportunity to know more about innovation ecosystem, services, networking and innovation capacities building. Registrations are open until 23.07 here https://bit.ly/</p>		
Photo gallery	Design workshop in Sibenik	TBD	<p>Improving innovation ecosystem in underwater robotics and sensors for sustainability of the Adriatic Sea. This is just one of the topics we're deepening during Sibenik InnovaMare Design Thinking Workshop hosted and organized by University of Dubrovnik. Check them out at www.</p>		



GIF	Events	30/11	<p>Innovations International Summit 30.11 Online event Today is the day! Tune in at 14.00 CET on UNITS YouTube channel here: https://bit.ly/ Check out the detailed program here: https://bit.ly/ Can't wait!</p>		
Video	Storytelling of the project (once concluded)	TBD	<p>Can we tell you a story? It talks about our idea that has become a project and then an objective, which in the last 33 months we have achieved by collaborating all together. It speaks of Adriatic Sea pollution, underwater robotics and sensors, active cross-border community. It creates a path of goals, ideas, people, workshops, passion, projects, prototypes, travels, recommendations, work, experiences and proud results. Do you have 10 minutes for us? You won't regret it!</p>		

In addition to the official project accounts, each partner will support the social media communication of the project by using its own social profiles, sharing InnovaMare posts and translating them into the native language: the more the posts will be amplified, the more followers on social networks we will have and the easier it will be to promote contents and contribute to project dissemination. For some tips on how to write interesting contents for the social media, and for the common rules to be adopted see **Annex #2 – Social media management guidelines**.

Digital activities including **promotional campaigns** through different communication channel are fundamental for the promotion of InnovaMare, DIH and interactive cross-border web platform in the whole Programme area. Advertising on social networks is extremely convenient. In fact, it is possible to accurately target the audience that receives your message, thus reaching a highly profiled public interested in your activities. Moreover, it's possible to customize the advertising contents on the basis of the audience interests: this means that the right target can be easily reached with the right message. Advertising on social media has no fixed costs, and it is cheaper than traditional marketing (press, radio, tv). Furthermore, the tools developed by the different social networks allow to monitor the progress of the campaign in real time, to modify the messages, the contents and the target and check the results obtained. To promote relevant project activities or events (e.g. the establishment of DIH and developed framework condition) the WP Leader will perform 2 advertising campaigns on social media. Also, 2 videos/multimedia contents will be advertised on social media by the WP Leader.

D.2.2.1. Promotional campaigns reports

Two social platform based promotional campaigns are organized through the project webpage, they are dedicated to the promotion of developed framework conditions and creation and establishment of DIH activities.

D.2.2.2. Multimedia campaigns reports

Promotional and success story-telling videos are produced and distributed on dedicated social media channels.

D.2.2.3. Social Media Marketing reports (10)

Social media are used on continuative basis for the promotion towards target groups and stakeholders, impact monitoring as well as digital Public Relations with international stakeholders. Social media marketing reports will be delivered on 3 months basis.

D.2.2.4 Video story-telling

Individuation of success stories of entrepreneurs and researchers and realization of short video stories and interviews to be transversally circulated.

A2 – Tasks, PPs involved, timing and outputs

Task	PPs involved	Timing	Output
Launching and feeding of the social media profiles	ARTI (PPs are invited to link them into their social media institutional profiles)	15.07.2020 In parallel with the website setup	D2.2.3. Social Media Marketing reports (10)
Promotional campaigns	ARTI produces 2 promotional campaigns to promote relevant project activities or events (e.g. the establishment of DIH and developed framework condition)	2022-10-01 2022-12-31	2 promotional campaigns
Multimedia campaign	ARTI advertises with 2 multimedia campaigns the 2 videos foreseen in A3	2022-10-01 2022-12-31	2 advertising campaigns on videos
Video story-telling interviews	Each partner produces an interview a semi-professional way, coordinated by ARTI	2020-07-01 2021-10-31	14 video-interviews (1 per each partner) realized in a semi-professional way

3.) Activity A3 Promotional materials and Communication toolkit (July 2020 – December 2022)

This activity is relevant to spread information about the project advancements and to raise awareness about the project activities.

It includes the project website update, the press office activities, the supply of the corporate image and a kit for all communication needs, multimedia tools, support materials to enlarge the project visibility, the distribution of main project deliverables.

D.2.3.1 Website activities report

Website is the primary information and communication channel as it is efficient in terms of time and human resources, effective, easily updated with the latest information and accessible to those interested. The project has a website on the Programme platform that will be constantly updated with news and information related to the project results, opportunities, events and news, but also with external news related to the project topics, public documents, pictures and videos. The feed of website with news and stories is a common commitment of all partners, that have to provide ARTI with suitable and proper contents. For some tips on how to write clear and effective contents for the website, see **Annex #1 - Partners publish project news whenever possible also on their own websites.**

The InnovaMare website, as all the Interreg Italy-Croatia projects websites, will have a menu bar on the home page composed of 6 sections (About the project, News, Events, Docs&Tools, Multimedia, Contacts). All these sections have a preview in the home page, which is built as follows:

- Header: containing the project logo (not editable);
- Menu (not editable);
- Project content: including a hero image, some key data cards (i.e. start and end date, budget, LP, specific objective, target groups, ...) and the project description (editable);
- Key project numbers, such as budget composition;
- Partners presentation provided by the Programme Web Team (not editable);
- Partners map provided by the Programme Web Team (not editable);
- News&Events section, including the last 3 published news and events (editable);
- Library section (editable), where to upload the most relevant project documents (i.e. communication items, public deliverables, ...);
- Home page multimedia gallery, where to upload the most significant pictures of the project (editable);
- Footer (editable), where the information about the LP, the Programme, the website policies (cookies and privacy) and the social media buttons are displayed.

In the start-up phase of the project the partnership will use generic freely-usable pictures available on platform such as Unsplash.com or Freepik.com, or will buy some royalty-free pictures to feed the project website and social media.



A report of the performed activities in the project website design, implementation, update and feed will be submitted.

D.2.3.2 Press office activities report

Press office activities keep up the attention level of target groups, reporting on project events, progress achieved and announcing upcoming activities and opportunities.

They are addressed to local, regional and national journalists. A media list of the local media to be informed during the project implementation activities will be filled in by each partner. At least 10 press releases will be produced throughout the project lifetime, on the occasion of the main project events; all press releases will be translated by each partner in local language and sent to the respective local media list, in order to strengthen the dissemination of the information. In case of events or relevant results, press kits will be set up, containing information materials, i.e. project presentation cards, fact sheets of activities, insights on the project results.

A report of the press office performed activities (including press releases and press review) will be submitted at the end of the project.

Suggested press releases are (at least):

1. Online Kick off meeting and conference;
2. Breaking the surface event 1;
3. Breaking the surface event 2;
4. Breaking the surface event 3;
5. Innovation summit;
6. An awareness-raising event in Italy about robotics, complimentary to BTS;
7. After both roundtables;
8. After all 6 trainings modules;
9. Living lab training;
10. After all 4 Roadshows;

D.2.3.3 Communication toolkit

For a project to be recognizable it is necessary to work on its visual identity. In fact, developing the corporate identity of a project means making sure that the values and spirit of the project are known and evident to all its interlocutors.



The corporate identity coherently defines all the communicative elements of a project. This consistency is expressed through logos, colors, fonts, layout and setting of internal documentation. It builds over time and should remain in the minds of all the people it comes in contact with.

In EU financed projects, the practice of building a visual identity common to all projects financed by the same Programme is now widespread. The Interreg Italy-Croatia Programme is no exception: it adopted this new branding orientation consistent with the new brand mark “Interreg” developed and used by all European transnational cooperation programmes that joined their efforts to create a harmonised visual identity between all of them. This orientation allows on the one hand to increase the awareness of the projects and consequently also of the Programme; on the other hand, to avoid the allocation of significant budgets of individual projects for the creation of a specific visual identity.

It includes the project corporate image and a complete kit for communication needs (logo, document templates, poster layout, leaflet and invitation template, etc.).

Most of the items included in the toolkit are provided by the Italy-Croatia Programme, in particular logo, office templates, poster and leaflet layouts. The WP2 leader provides all the contents to complete the layouts, creates the final items and the compulsory elements bearing clearly in mind the [Programme Visual Identity Manual](#) and shares them with all partners. All the elements are compliant with the Programme brand identity rules, in terms of sizes, colors, fonts, logo placement, etc. Any further promotional material has to be created taking into consideration the Programme Visual Identity Manual and submitted to the WP2 Leader for approval. In the Programme website a [Project Brand Manual](#) is also available for partners that are realising a project in the framework of the Interreg Italy-Croatia Programme, explaining how to use the visual identity of the Programme and gives concrete suggestions in relation with the most used communication items.

ARTI declines the compulsory elements required:

- 2 posters template per each partners (within six months after approval of a project, project partners have to place at least one poster with information about the project (minimum print size A3), including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building. The Interreg Italy-Croatia project poster template is prepared in English)
- temporary billboard/permanent plaques, if any (where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000,00 it is obligatory to establish temporary billboards during implementation)

D.2.3.4 Multimedia tools

Multimedia dominate the digital communication landscape and are great tools to convey complicated messages to various target audience. Most modern users have limited attention, limited time and are very selective: videos and pictures can be key communication products in such an environment, as they can pass on crucial messages or information in a matter of seconds, in a visualised way. Videos focusing challenges and success stories are used as a direct and effective means of information able to communicate to the wider audience. The WP Leader will provide the partnership with 2 video infographics, 1 video, 1 infographic and 1 webcard to be distributed on dedicated social media channels and complement the external communication of the project activities and events.

D.2.3.5 Support materials

The following materials will be produced:

- 500 flash drives,
- 500 pens,
- 500 block notes,
- 1000 leaflets,
- 1000 project folders,
- 1 video clip (realized for the kom)
- 1 infographic,
- 2 Project Posters per PPs.

A3 – Tasks, PPs involved, timing and outputs

Task	PPs involved	Timing	Output
Website development	ARTI, with the cooperation of all partners	As soon as JS provides the website page and related credentials	The project website release

Website updating	ARTI through PPs (PPs are invited to provide contents for the news&events section of the website and to keep updated their institutional websites and social media profiles with project web-news)	All along the project implementation	Implementation of the project website
Press office	MARE FVG, ARTI and all partners: MARE FVG produces press releases template and all PPs translate, adapt, disseminate and publish the article on local newspapers	All along the project implementation	10 press releases, 1 press review, 1 printed publication on relevant EU paper magazines
Communication toolkit	ARTI shares with all partners the Communication toolkit that will be provided by the Programme JS (including logo, cover, invitation, office pack, poster template) and compulsory elements. ARTI declines the compulsory elements required: 2 posters template per each partners and temporary billboard / permanent plaque, if any. ARTI sends to all PPs the graphic layout based on the template provided by the Programme. PPs display the poster at headquarters/local	2020-07-01 2020-10-31	Communication templates and printing and delivery of 28 project posters (2 per each PP)

Multimedia tools	ARTI	2020-07-01 2020-12-31	2 video infographics, 1 video, 1 infographic, 1 webcard
Support materials	ARTI	2020-07-01 2020-11-30	500 flash drives, 500 pens, 500 block notes, 1000 leaflets, 1000 project folders, 1 video clip (realized for the KOM), 1 infographic

4.) A4 Public events (July 2020 – October 2022)

Events are the most suitable communication activity able to reach a wider audience, transfer practices and support capitalization activities. No matter what type of event you are organising, it needs to be planned and prepared with a clear purpose in mind. To this end, a specific document (Annex #3 - Events Methodology) has been prepared to help project partners in the organization of the events.

Events are very relevant in the setting of the communication strategy of the InnovaMare project and they require the involvement of several partners.

In the case of prolongation of COVID-19 medical emergency, causing difficulties in organizing physical events, a budget change and a plan review will be made, in order to turn some events in an online form.

The WP2 events are listed below:

- Innovations international summit Trieste (online): a presentation on how innovation system is raising innovation capacities (organized by PP2 - UNIVERSITY OF TRIESTE)
- Breaking the surface: Biograd na moru, in October 2020, 2021 and 2022, organized by PP9
- –University of Zagreb - Faculty of engineering and computing. BTS is an awareness raising event on annual basis and in October 2022 will be the final conference where InnovaMare project will have the signature ceremonial of the MAiROS Framework Collaboration agreement and Start up
- An awareness-raising event in Italy about robotics, complimentary to BTS led by PP5 - MARITIME TECHNOLOGY CLUSTER FVG
- Roadshows of established innovation ecosystem in maritime robotics and sensors (MAiROS) will gather stakeholders and present developed innovation ecosystem, services, networking and innovation capacities building.

Roadshow will be organised as follows:

- a. Dubrovnik organized by PP10 - UNIVERSITY OF DUBROVNIK, M24;
- b. Bari organized by PP3 - REGIONAL AGENCY FOR TECHNOLOGY AND INNOVATION, M25;
- c. Venezia organized by PP1 - REGIONAL UNION OF THE CHAMBERS OF COMMERCE OF VENETO REGION, M26;
- d. Rijeka organized by PP11-UNIVERSITY OF RIJEKA, M27.

The events organization and results will be reported as follows.

D.2.4.1 Innovations summit report

The report from Innovations international summit Trieste, where there will be the presentation of how innovation system is raising innovation capacities, shall contain all the gathered information and conclusion from this event.

D.2.4.2 Reports on 1-2-3 BTS

Report on this international interdisciplinary field workshop of maritime robotics and applications where all the leading experts will be present to share and upgrade their knowledge in this specific field shall contain all the gathered information and conclusion from this event.

D.2.4.3 An awareness-raising event in Italy report

An awareness-raising event in Italy about robotics, complimentary to BTS led by Mare FVG shall provide detailed overview of conclusion and knowledge gathered at the event.

D.2.4.4 Joint Roadshow report

Joint Roadshows report of established innovation ecosystem in maritime robotics and sensors (MAiROS) will contain conclusions after stakeholders are gathered and are presented with developed innovation ecosystem, services, networking and innovation capacities building which they will discuss about.

A3 – Tasks, PPs involved, timing and outputs

Task	PPs involved	Timing	Output
Innovations international summit	University of Trieste	2020-11-01 2020-12-31	Event report
Breaking the surface	University of Zagreb	2020-10-01 2020-11-30 2021-10-01 2021-11-30 2022-10-01 2022-11-30	Event reports
Awareness-raising event	MARE FVG	2022-02-01 2022-03-31	Event report
Roadshow	University of Rijeka, University of Dubrovnik, ARTI, Regional Union of Chambers of Commerce of Veneto Region	2022-05-01 2022-09-30	Joint Roadshow report

Other events (not included in WP2)

The project implementation foresees a huge numbers of training opportunities and events. Although not included in WP2 Communication, they need to be widely promoted following the timeline provided by Annex #3 – Events methodology. They are listed below:

- 2nd SCOM 1 day (UNITS) ONLINE;
- Web training for LL ONLINE;
- Roundtable Venezia 2 days UCV ONLINE;
- Marine robotic and sensor solution web meeting 1 day ONLINE;
- Roundtable Rijeka 2 days ONLINE;
- 1.module web training – train the trainers and 1. module web training – business education;
- module in Trieste – train the trainers and 2. module in Trieste – business education;
- 3rd SCOM 1 day (UNITS);

- 3.modul web training – train the trainers and 3. module web training – business education;
- Design thinking workshop Monfalcone, 5 days, all partners + target groups present;
- 4.modul in Monfalcone – train the trainers (UCV);
- Conceptual design workshop 1 day FEC +ex.exp. online;
- 4.modul Šibenik – business educations (FEC);
- 5.modul web training – train the trainers (UNIRI) and 5. business education (CCE);
- Organisation of training of PP on LL in Bari 3 days;
- 6. module in Padova train the trainers (OGS);
- 6. module Rovinj – business education (IRB);
- 4th SCOM 1 day (FEC);
- Design thinking workshop Šibenik, 5 days, all partners + target groups present (UNIDU);
- Study trip Norway 5 days (UCV);
- Study trip Finland 5 days (CCE);
- Roadshow 3 days (UNIDU);
- Presentation of solution capabilities 3 days (UNIDU);
- Roadshow 3 days (ARTI);
- 5th SCOM 1 day (ARTI);
- Roadshow 3 days (UCV);
- Roadshow 3 days (UNIRI);
- Final conference – Breaking the surface 7 days (FEC+CCE+ALL PPs);
- 6th SCOM 1 day (FEC, CCE + ALL PPs);
- Field demonstration 7 days (FEC);
- Project Closure partners meeting 1 day (CCE+FER).

Any other participation to external events where partners present the project have to be widely promoted and communicated as any other project event.

EVALUATION

Regularly checking whether – and to what extent – the activities are reaching the communication objectives is crucial for the revision and readjustment of the whole strategy and improves the communication work during the project lifetime. The benefit of efficient monitoring and evaluation of communication activities is twofold: it feeds into both the periodic reporting of the project as well as into the larger process of project evaluation.



The communication activities will be evaluated once a year according to the following table.

Achievement and results indicators of the communication actions

Communication action envisaged by the communication strategy	Achievement indicator	Results indicator
Start-up activities	KOM and conference	Produced / Not produced
	Communication strategy	Produced / Not produced
Promotional materials and communication toolkit	Communication kit	No. of communication templates produced/adapted
	Press office	No. of press releases produced No. of journalists involved No. of publications on media
	Support materials	No. of supporting materials produced
Digital communication	Project website	No. of news/events published No. of visits Average visit duration No. of pageviews No. of downloads
	Social media	No. of fan/follower No. of posts published No. and type of interactions
	Promotional campaigns	No. of advertising posts No. of advertising campaigns No. of people reached No. of interactions
	Multimedia	No. of multimedia contents produced No. of views of videos

Public events	Innovations international summit Trieste	No. of participants
	Breaking the surface	No. of participants
	Awareness-raising event in Italy about robotics	No. of participants
	Joint Roadshow	No. of participants

TIMING

Timing of the communication activities and deliverables

Activity/Deliverable	Timeline - Start	Timeline - End
A1 Start-up activities	2020-07-01	2020-09-30
D2.1.1 Communication strategy	2020-07-01	2020-09-30
D2.1.2 Minutes of the 1st SC meeting and Kick-off meeting	2020-07-01	2020-08-31
A2 Digital activities including social media and multimedia	2020-07-01	2022-12-31
D2.2.1 Promotional campaigns reports	2022-10-01	2022-12-31
D2.2.2 Multimedia campaigns reports	2022-10-01	2022-12-31
D2.2.3 Social Media Marketing reports 1	2020-07-01	2020-10-31
D2.2.3 Social Media Marketing reports 2	2020-10-01	2021-01-31
D2.2.3 Social Media Marketing reports 3	2021-01-01	2021-04-30
D2.2.3 Social Media Marketing reports 4	2021-04-01	2021-07-31
D2.2.3 Social Media Marketing reports 5	2021-07-01	2021-10-31

D2.2.3 Social Media Marketing reports 6	2021-10-01	2022-01-31
D2.2.3 Social Media Marketing reports 7	2022-01-01	2022-04-30
D2.2.3 Social Media Marketing reports 8	2022-04-01	2022-07-31
D2.2.3 Social Media Marketing reports 9	2022-07-01	2022-10-31
D2.2.3 Social Media Marketing reports 10	2022-10-01	2022-12-31
D2.2.4 Video- story telling	2020-07-01	2021-10-31
A3 Promotional materials and Communication toolkit	2020-07-01	2022-12-31
D2.3.1 Website activities report	2022-09-01	2022-12-31
D2.3.2 Press office activities report	2022-09-01	2022-12-31
D2.3.3 Communication toolkit	2020-07-01	2020-10-31
D2.3.4 Multimedia tools	2020-07-01	2020-12-31
D2.3.5 Support materials	2020-07-01	2020-11-30
A4 Public events	2020-07-01	2022-10-30
D2.4.1 Innovations summit report	2020-11-01	2020-12-31
D2.4.2 Reports on 1stBTS	2020-10-01	2020-11-30
D2.4.2 Reports on 2ndBTS	2021-10-01	2021-11-30
D2.4.2 Reports on 3rdBTS	2022-10-01	2022-11-30
D2.4.3 An awareness-raising event in Italy report	2022-02-01	2022-03-31
D2.4.4 Joint Roadshow report	2022-05-01	2022-09-30
	2020-07-01	2022-12-31

COMMUNICATION STRATEGY ANNEXES

- Annex #1 – How to write clear and effective contents
- Annex #2 – Social media management guidelines
- Annex #3 – Events methodology



ANNEX #1 TO THE COMMUNICATION STRATEGY - HOW TO WRITE CLEAR AND EFFECTIVE CONTENTS

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities



Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP2 Communication activities

Activity title: A1 Start-up activities

Deliverable title: D.2.1.1. Communication Strategy

Expected date: M5

Deliverable description: D.2.1.1. Communication strategy details the objectives, targets, tools and channels to be activated and used during the whole project life. It includes 3 annexes dedicated to the creation of effective contents, social media management guidelines and events methodology.

Partner responsible for the deliverable: ARTI Puglia

Dissemination level: CO - Confidential

Status: Final

Version: V1

Date: 16th September 2020



In order to reach your audience, the way you communicate is essential. Apart from the channel, the clear and effective writing (or speaking) becomes of primary importance to pass the message you want to transmit.

All readers have limited time to read and process information. So, when you write, use a clear, plain language in order to help them feel comfortable with your text: this will make it easier for them to understand, process, remember and act upon your message.

In this Annex to the Communication strategy you can find some tips to help you write in a way that is easy for your audience to understand and remember.

CLEAR WRITING TIPS

- Introduce your main points in the first paragraph by answering to the 5Ws (Who – What – When – Where – Why) questions, then deal with each point in logical order. Close your text by summing up or repeating these points
- Avoid long sentences. Split sentences into 2 or more short ones, make only one main point per sentence
- Use everyday words, complicated language pushes your readers away from your text. For this reason, avoid jargon, buzzwords or acronyms whenever possible. If you can't, explain any acronym or abbreviation the first time you use it and include a glossary of professional terms at the beginning of your text

- Be personal, use 1st and 2nd personal pronouns to refer to your organization and reader, thus increasing the “human” element of your text and make the reader more involved
- Help the reader using bullet points rather than long paragraph, bold type for the most relevant information and keywords, pictures and infographics to sum up your text
- Use punctuation correctly, do not exceed with ellipsis and exclamation marks. Use commas with full knowledge to give meaning and rhythm to the text
- Use a conversational tone rather than an academic or overly formal one, even in most professional texts. Your writing should still be professional and correct, but not boring
- Limit use of passive forms as much as you can. Active text is easier for your readers to understand, they catch on to the message faster. Passive text appears cold and official to readers, it creates a distance between text and readers and this distance makes the information more challenging for readers to process
- Be polite, especially if the information you are giving to your readers is not positive
- Use storytelling techniques. Conveying information through stories make the content more interesting and memorable to the audience. A compelling story gives a project a human face and is able to engage the readers

ANNEX #2 TO THE COMMUNICATION STRATEGY - SOCIAL MEDIA MANAGEMENT GUIDELINES

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities



Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP2 Communication activities

Activity title: A1 Start-up activities

Deliverable title: D.2.1.1. Communication Strategy

Expected date: M5

Deliverable description: D.2.1.1. Communication strategy details the objectives, targets, tools and channels to be activated and used during the whole project life. It includes 3 annexes dedicated to the creation of effective contents, social media management guidelines and events methodology.

Partner responsible for the deliverable: ARTI Puglia

Dissemination level: CO - Confidential

Status: Final

Version: V1

Date: 16th September 2020



Social media are a relevant part of the InnovaMare communication strategy, as highlighted in Communication plan. The social media management of the Facebook, Instagram, LinkedIn and YouTube project accounts are in charge of the Communication Management Board (CMB).

In addition to the official project accounts, each partner has to support the social media communication of the project by using its own social profiles, sharing the posts and translating them into the native language: the more InnovaMare posts will be amplified, the more followers on social networks we will have and the easier it will be to promote contents and disseminate results.

This document aims at fixing a coherent and shared social media strategy with all the partners. These simple tips will help them to create posts with a homogeneous style and language, in compliance with the overall InnovaMare communication strategy.

INNOVAMARE SOCIAL MEDIA

InnovaMare has in the social media activity an indispensable tool in order to expand itself and to match the general communication objectives. The project will use Facebook, Instagram and LinkedIn to promote contents and disseminate results.

Facebook. It is the most popular and used platform: in the first semester of 2019 Facebook reached 2,45billions of users. It is a very wide range of addressees, with different ages and interests: on Facebook all topics can be discussed. Due to this great variety, it is necessary not to use a formal or technical language. Facebook gives the possibility to reply to comments or questions, create events and fan pages, invite followers, keep conversations alive for a long time, express emotions, share ideas and opinions.

InnovaMare Facebook accounts

Facebook account	Link
InnovaMare	https://www.facebook.com/innovamareproject
CCE	https://www.facebook.com/HrvatskaGospodarskaKomora
UCV	https://www.facebook.com/unioncameredelveneto/
UNITS	https://www.facebook.com/universitatrieste
ARTI	https://www.facebook.com/ARTIPuglia/
CNR ISMAR	//
MARE FVG	//
COMMTEC	https://www.facebook.com/communicationtechnologysrl
OGS	https://www.facebook.com/INOGSit/
RUĐER BOŠKOVIĆ INSTITUTE	https://www.facebook.com/irb.hr/
FER	https://www.facebook.com/fer.zagreb
UNIDU	https://www.facebook.com/UNIDUcro/
UNIRI	https://www.facebook.com/uniri.hr https://www.facebook.com/OdjelZaBiotehnologiju
GEOMAR	
ŠIBENIK KNIN COUNTY	https://www.facebook.com/sibenskokninska/
INTERREG ITALY-CROATIA	https://www.facebook.com/innocultour/

Instagram. Is the photo and video-sharing social networking service owned by Facebook. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a feed. After its launch in 2010, Instagram rapidly gained popularity, with one billion registered users as of May 2019.

InnovaMare Instagram accounts

Instagram account	Link
InnovaMare	https://www.instagram.com/innovamare/
CCE	//
UCV	https://www.instagram.com/explore/locations/1020249709/unioncameredelveneto
UNITS	https://www.instagram.com/unitrieste/
ARTI	//
CNR ISMAR	https://www.instagram.com/cnr_ismar/
MARE FVG	//
COMMTEC	//
OGS	https://www.instagram.com/inogs.it/?hl=it
RUĐER BOŠKOVIĆ INSTITUTE	https://www.instagram.com/explore/locations/7346097/institut-rueboskovic?hl=hr
FER	https://www.instagram.com/fer_unizg/
UNIDU	https://www.instagram.com/sveucilisteudubrovniku/
UNIRI	https://www.instagram.com/university_of_rijeka/
GEOMAR	
ŠIBENIK KNIN COUNTY	//
INTERREG ITALY-CROATIA	//

LinkedIn. Is a social network that focuses on professional networking and career development. It can be used to display resumes, search for jobs, and enhance the users professional reputation by posting updates and interacting with other people.

InnovaMare LinkedIn accounts

LinkedIn account	Link
InnovaMare	https://www.linkedin.com/company/innovamare-project-interreg-italy-croatia/
CCE	https://www.linkedin.com/company/hrvatska-gospodarska-komora/
UCV	https://www.linkedin.com/company/unioncamere-del-veneto---eurosportello-veneto/
UNITS	https://www.linkedin.com/school/universitadeglistudiditrieste/
ARTI	https://www.linkedin.com/in/arti-puglia-673b74104/
CNR ISMAR	https://www.linkedin.com/company/ismar---cnr-bologna/?originalSubdomain=it
MARE FVG	https://www.linkedin.com/company/maritime-technology-cluster-fvg/
COMMTEC	https://www.linkedin.com/company/comm-tec-italia/?originalSubdomain=it
OGS	https://www.linkedin.com/company/1913072/admin/
RUĐER BOŠKOVIĆ INSTITUTE	https://www.linkedin.com/company/ruder-boskovic-institute/?originalSubdomain=hr
FER	https://www.linkedin.com/school/fer/
UNIDU	https://www.linkedin.com/school/unidu-cro/
UNIRI	https://www.linkedin.com/school/sveu%C4%8Dili%C5%A1te-urijeci/?trk=public_profile_school_result-card_full-click&originalSubdomain=it
GEOMAR	
ŠIBENIK KNIN COUNTY	//
INTERREG ITALY-CROATIA	//

YouTube. It is the platform for sharing different kinds of videos (newscast, videoclip, trailer, slideshow, etc.). YouTube subscribers can create their own channel and post videos, comments, vote for the best videos. YouTube enables to embed videos into other websites and platforms, in particular Facebook.

InnovaMare YouTube accounts

YouTube account	Link
InnovaMare	https://www.youtube.com/channel/UCle4WJw8HPi25tEOpbq0i2Q
CCE	https://www.youtube.com/channel/UCNpxdiF7xVVKk7x3fwTqb4Wg
UCV	https://www.youtube.com/user/UnioncamereVeneto
UNITS	https://www.youtube.com/user/UniversitaTrieste
ARTI	https://www.youtube.com/user/ARTIPUGLIA
CNR ISMAR	https://www.youtube.com/channel/UCtBwl7i5kSBEy1Ur-zzU3Wg
MARE FVG	https://www.youtube.com/channel/UC0-c5YXbzheYE-nWFohDzEg
COMMTEC	https://www.youtube.com/channel/UCnaRkKqRqJbWE31tTbMYg
OGS	https://www.youtube.com/channel/UC0EyV59VxlyBwwgjjWTNY2A
RUĐER BOŠKOVIĆ INSTITUTE	//
FER	https://www.youtube.com/channel/UCn5uxWuV0KhnBdiFMilo1Xg
UNIDU	
UNIRI	//
GEOMAR	
ŠIBENIK KNIN COUNTY	//
INTERREG ITALY-CROATIA	https://www.youtube.com/channel/UC8MRjEuG5mHxZeHS4bHPEyw

EFFECTIVE POSTING TIPS

- **Keep your copy short.** Try to concentrate all the relevant information in no more than 140 characters, even if you are not tweeting. Too long and complex sentences and unknown words only distract the readers. It is well known that users do not want to read but they are pictures lovers.
- Use the **right language.** Social media are very useful for the dissemination of the project's activities and results to a wide and diversified audience. Whenever it's possible, use a fresh and friendly language, even if you are talking about technical issues.
- **Be positive.** While writing posts, it is important to be positive: constructive posts are most likely to be re-posted or re-tweeted from users. People are more responsive to positive contents.
- **Engage.** Posting is just the start! Stay engaged with the conversation by replying to comments and asking more questions. If possible, ask a question and call to action, invite the followers to participate in conversations or do something. People love sharing their personal opinions and to be asked to do so.
- **Multimedia** contents: pictures, videos, links. Posts with multimedia contents have much more visibility than those with only text. Use high impact and coloured images or photos, prefer close-up people, not logos.
- Include **shortened links** to the project website (use bit.ly to shorten the URLs). In order to increase the visibility of the post, first copy and paste the shortened URL in the writing box and wait for Facebook to automatically upload a preview of the linked page. Then, add the picture and type the text.
- Use hashtags. **Hashtags** help to identify the trend topics on social media, so it's important to use the right # in the posts. As InnovaMare we will use the following hashtags in our posts on social media: #InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors. Depending on the case, we can add other hashtags we think are appropriate. Anyway, do not abuse of hashtags.
- Use **tags.** Tags help to increase the visibility of the posts, so always remember to tag people/projects/pages. Also remember always to tag the Interreg Italy-Croatia Programme and all partners (their social accounts are listed in the tables above).



- **Emoticons.** Unfortunately on social media we cannot count on non-verbal communication. For this reason, in order to be sure to convey the right meaning of our sentence and to clarify our purpose, it could be useful to add an emoticon (smiles, hearts, ...). They can also contribute to increase the visualizations and comments. In any case, never overdo with emoticons.

ANNEX #3 TO THE COMMUNICATION STRATEGY - EVENTS METHODOLOGY

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities



Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP2 Communication activities

Activity title: A1 Start-up activities

Deliverable title: D.2.1.1. Communication Strategy

Expected date: M5

Deliverable description: D.2.1.1. Communication strategy details the objectives, targets, tools and channels to be activated and used during the whole project life. It includes 3 annexes dedicated to the creation of effective contents, social media management guidelines and events methodology.

Partner responsible for the deliverable: ARTI Puglia

Dissemination level: CO - Confidential

Status: Final

Version: V1

Date: 16th September 2020



Events are an important part of the communication activities of all projects. No matter what type of event you are organising, it needs to be planned and prepared with a clear purpose in mind, the target audience and how to reach them, matched with an appropriate event plan.

The present document gives some tips and describes the InnovaMare work flow for the organisation of successful events. This methodology, addressed to partners, sets the internal rules for a correct organization and communication, in order to guarantee a standard of operations and of actions able to make each event useful to enlarge the community and to disseminate the knowledge of the project and the Italy-Croatia Programme.

HOW TO ORGANISE SUCCESSFUL EVENTS

No matter what type of event you are organising, it needs to be planned and prepared with a clear purpose in mind, the target audience and how to reach it, matched with an appropriate event plan.

The biggest events are usually planned in the annual work plan or project application form. Following you can find a checklist that can help you organising your events, included some “green tips”.

- **Build a team responsible for the event** and put together a detailed plan with all the information related to the event (agenda, speakers, venue, timeline of the day, contacts of any supplier, ...) so that everyone in the organising team has the overview at hand whenever necessary.
- Define the **target audiences** of your event: who should be interested in attending and how could you reach them?

- Define **name, date, time and place of your event**. The name should let the reader grasp what the events is about at first sight. Also, a clear description of the aim of the event and whom the event targets should be available. As for time and place, check that the chosen date does not conflict with other events that your target audiences might also be interested in. In this case, you can also consider organising your event prior or after another event that is thematically relevant to your target audience. Check that the most important participants would be able to attend. When working in an international setting and with participants travelling from longer distances, it is a good practice not to organise events starting on Monday morning or ending on Friday afternoon, allowing for travel on working days.

- ❖ Consider if a webinar or a video conference could be organised instead of a meeting, and aim at recording and disseminating digitally for those that could not attend
- ❖ Try to organise several events together / back to back to meetings to maximize sustainability, minimizing travel impact and costs

- Build the **agenda** so that the different parts follow each other in a logical sequence. Make sure the aim of the different parts is clear already in the agenda given out before the event in order for the participants to know what to expect. Keep the event interactive by introducing panel discussions, workshops and break-out sessions (different formats to avoid boring events). Always allow plenty of time for questions and discussion. Also, make sure to build in regular breaks (coffee-breaks and/or lunch) to keep people’s attention and to encourage networking possibilities.
- Select interesting, knowledgeable and skilled **speakers** depending on the nature of your event. When inviting them you will need to provide them with clear information on the event and its objectives, the draft programme, a briefing on the type of people attending the event (including other speakers) and detailed instructions on what they are expected to do and how their contribution links to the other parts of the event. Provide the speaker with a set of 2-4 questions that you would need him/her to answer in the presentation. Always make sure to follow up with your invited speakers proactively in person. Ask for the presentations in advance of the event and make sure the contents you wanted are in place. Also, ask for permission to publish the presentation online after the event if you plan to do so. Discuss and confirm fees, travel expense, etc., in advance and for a prompt payment.

- Identify a **moderator** (journalist, expert, etc.). Make sure that you have someone who is able to manage the event, lead discussions and debates, keep schedules and make the event interesting and relevant to participants. Discussing the event and all related expectations well before the event with the moderator is very important.
- Select the **venue** and check out its **equipment**. Characteristics of a good venue include good accessibility for the participants (the chosen city and the location in the city), right sized rooms for the sessions, easy transfer between the rooms during the event (If applicable) and a suitable place for catering services. Check out the connections to airports and train/bus terminals. Preference for public transport instead of all participants having to take a taxi to reach the venue is recommended. Try to use the meeting rooms located in the premises of some project partner institution, if the venue capacity for the foreseen number of participants is enough, as a way to save costs. Think also of the technical equipment you will need for holding the event – laptops, projectors, screens, etc. Arrange a site visit in advance and also check the equipment to be used.

- ❖ Select locations with: access to natural light, in order to avoid the use of artificial light or that use low energy light bulbs; power plants using renewable sources; natural ventilation
- ❖ Provide the proper infrastructure for the collection of waste and ensure that it is recycled;
- ❖ Ensure the endowment of the location with devices for the reduction of the water flow and encourage the use of low environmental impact cleaning products;
- ❖ Ensure easy access to public transport and encourage participants to share transport means with other participants
- ❖ Use electronic devices with low energy consumption, low emissions and low noise, and reduce their energy consumption by turning them off when no longer needed (avoiding using the stand-by function)

- **Catering.** If you are going to provide food, a buffet is a good idea as it allows people to mix and talk. However, allow for enough tables and some places for people to sit down. Remember to include the dietary requirements into the registration form and check from the catering service provider how long prior to the event that will need to know these requirements and confirm the final number of participants: the catering is the most expensive part of an event, so an accurate number of participants can save costs.

- ❖ Use organic/ecological, and bulk catering solutions
- ❖ Serve seasonal fruit and vegetables, and fair-trade products for certain categories
- ❖ Ensure balanced menus
- ❖ Make sure you offer at least one vegetarian option
- ❖ Use tap water served in jugs or in glass bottles instead of plastic single-use bottles
- ❖ Ensure with the catering service guarantee the use of glass, ceramic, or biodegradable and compostable plastic cutlery, dishes and glasses
- ❖ Reduce waste and agree with local associations on the possibility of donating leftovers from catering to the most needy

- **Accommodation.** You can make a block reservation in the venue if it is a hotel or in a nearby hotel, if possible, especially during other major events or in cities with limited hotel capacity. This is particularly important when participants are arriving from further away and do not know the location – they could appreciate an easy way to book accommodation in or close to the event venue. Try to get special rates for participants in the proposed hotels.

- ❖ Ensure easy access to public transport
- ❖ Recommend accommodation options situated as close as possible to the conference facilities (walking distance or reachable by public transport)
- ❖ Encourage participants to select trains and airlines using CO2 offset programs
- ❖ Provide clear instructions to participants on appropriate public transport and/or walking arrangements from point of arrival or departure (railway station, airport) to the venue, accommodation, town center, etc.

- **Invitations to participants.** Develop the invitation to notify the target audiences well before the event. A “save the date” message can be the first announcement, followed by more details of the event later on. Keep everything simple and easy to understand. The basic information should be published on the project website at least two months before the event and updated when the plans proceed. For the marketing of the event, use all the communication channels you have (newsletters, social media, etc.) but also send dedicated emails. If necessary, send a reminder later on and ask them to inform about any potential cancellation. If you have available budget and if it is consistent with the target of the event, plan an advertising campaign to promote participation in your event.

Use social media to create expectation, providing new details about the event day by day and focusing attention on its strengths.

- ❖ Reduce the amount of paper and transport by using email, phone and web news (working documents, as well as agenda and other logistical information are sent by email in advance to participants)
- ❖ Ensure the use of recycled/Eco-label/FSC - PEFC paper for all the printed materials provided to the participants
- ❖ Disseminate publications mainly electronically
- ❖ Print all materials on recycled or eco-labeled paper, on both sides, using vegetal inks, and by maximizing the use of space
- ❖ Reuse banners and posters, by avoiding tailor made banners with date/place/name of the event

- **Registrations.** Online registration saves you time: people submit their information online into a database that you can access. Upon sending confirmations to participants after registration, include some further practical information about the place where the event is taking place, i.e. address and map, main transport options, accommodation possibilities and other necessary information. Registrations should be closed no later than 24 hours before the event.
- **Media.** Shortly before the event, send out a press package including brief background information regarding the event and other useful materials, so that journalists correctly comprehend and reflect your event. Always try to involve media in your events addressed to external audience. Try to have a relevant actor participate in your event: this will reach media's attention and your event will be more likely to be published in newspapers and digital websites.
- Hire a professional **photographer and video maker** for biggest event. This can help you give greater prominence to your event both during and after. Publishing photos and quotes live on social media, publishing photo galleries and videos on website and social media and spreading them through all the communication channels activated by the project allow you to amplify the scope of your event. Moreover, photos and videos can also be useful to journalists.
- **During the event,** make people feel welcome at the registration desk. Avoid long lines and answer possible questions participants might have. Think of making different lines according to the alphabetic order of the surnames to get a faster registration. Distribute information materials prepared beforehand (agenda, project description, fact sheet, block notes, gadgets, etc.). If media

attend your event, make sure they are well taken care of. Make sure that you appoint someone responsible for introducing the journalists to people to interview, explain the project and act as a contact point if they require any information. Publish pictures and quotes frequently on social media, if possible stream your event to allow participation even online.

- **After the event**, send out a press release and some pictures and/or video clips. Publish the press release or write a news for your project website and spread the information (including pictures and videos) through all the project communication channels. If you approached or were approached by media about your event, remember to later check and document media coverage. Upload all relevant documents on the website and send a thank you note to all participants and guests together with the link to the online materials.

TIMELINE FOR THE ORGANISATION OF EVENTS BY THE PROJECT PARTNERS

6-8 WEEKS BEFORE

- Each Partner communicates to LP and WP2 Leader the date and title of the upcoming event. Partners keep all the contacts with the local organisers/suppliers, defining with them the logistics

5-6 WEEKS BEFORE

- The LP, WP2 Leader and the involved Partner define the agenda, the local stakeholders to involve as speakers, local target groups to invite. The Partner is in charge of arranging the participation of local stakeholders and speakers
- The Partner provides the LP and WP2 Leader with a database of potential attendees to be invited by the same Partner

4-5 WEEKS BEFORE

- The WP2 Leader publishes the event on the project website and social media, and provides the registration form (on project website or Google forms)
- The Partner sends the save the date (by using the official template provided in the Communication toolkit)

AT LEAST 3 WEEKS BEFORE

- The Partner proposes to the LP and WP2 Leader the invitation email text (with a link to the registration form) to be sent
- The WP2 Leader informs the JS about the event for the publication on the Programme website
- The invitation is sent by the Partner

AT LEAST 2 WEEKS BEFORE

- The Partner prepares the press release (only using the **press release template**) and shares it with the WP2 and LP, in order to have a final release

AT LEAST 1 WEEK BEFORE

- The Partner spreads the press release to his local press contact list
- The WP2 Leader publishes the news on the social networks and project website

AT LEAST 2 DAYS BEFORE

- Online registrations to the events close
- The WP2 Leader provides the Partner with the list of registered people
- The Partner is free to organise a press conference, providing all the press materials and forwarding them to LP and WP2 Leader for a possible publication on the web and social media

ON THE DAY OF THE EVENT

- The Partner is in charge of registering each participant, only using the **events participants list template**
- The Partner send to the WP2 Leader images and contents to be published in the project social accounts
- The Partner shares and retweets on its corporate social accounts using local language images and contents from the InnovaMare social accounts
- The Partner writes a press release and spreads it through its local media contact, forwarding it to LP and WP2 Leader for a possible publication on the web and social media



WITHIN A WEEK AFTER THE EVENT

- The Partner sends to LP and WP2 Leader the complete participants list, the event press review and all pictures/videos, power point presentations and documents disseminated during the event, to be used for publication on the website and social media