

# D.2.3.5 SUPPORT MATERIALS

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:** A3 Promotional materials and Communication toolkit

**Deliverable title:** D.2.3.5. Support materials

**Expected date:** M5

**Deliverable description:** D.2.3.5. Support materials is related to the support materials created for the project communication needs (leaflet, block note, flash drive, pen, folder, poster, videoclip, infographic).

**Partner responsible for the deliverable:** ARTI Puglia

**Dissemination level:** CO - Confidential

**Status:** Final

**Version:** V1

**Date:** 30<sup>th</sup> November 2020

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## INTRODUCTION

Communication is a crucial process embedded into every stage of a project's life cycle. From the project start up, through implementation, until and even after closure, communication plays a key role in its success. Considering the diversity of contents communicated to varied target groups through diverse channels, the complex process of communication requires careful planning and implementation.

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 among 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.

Having this in mind, the Interreg Italy-Croatia Programme also provides a series of basic elements and templates for the creation of some of the materials supporting the communication and promotion activities of the projects. Moreover, the guidelines provided by the [Project Brand Manual](#) facilitate the creation of specific materials consistent with the entire graphic line of the project and Programme.

The present document collects the support materials created by the WP2 Leader – ARTI Puglia and the LP – HGK and made available to all project partners for communication needs. Each item has been printed and shipped to each partner and is also available on the project's shared repository, through the chosen system - Monday.com - and accessible to the partnership at any time. This deliverable is complementary to D.2.3.3 Communication toolkit, where the corporate image and all the templates are provided for the benefit of all project partners.



## INNOVAMARE SUPPORT MATERIALS

All the support materials reported in this deliverables have been created bearing clearly in mind the [Project Brand Manual](#) provided by the Interreg Italy-Croatia Programme. All elements are compliant with the Programme brand identity rules, in terms of colours, fonts, logo placement, etc.

InnovaMare support materials include leaflet, block note, flash drive, pen, folder, poster, infographic, videoclip.

Leaflets, block notes, flash drives, pens, folders and posters have been printed and shipped to each partner. Infographic and videoclip, as well as all the above-mentioned other materials, can be downloaded from the project's shared repository in Monday.com and accessible to the partnership at any time.

All the materials provided can be used in public occasions, such as project events and external events, or educations, trainings, workshops, roundtables and any other activities where InnovaMare is presented. Since some of them, namely the leaflet and the infographic, could useful be used in the digital form and uploaded in the project website, partners websites and shared through the project social media.

As planned in the Communication Strategy, these are the InnovaMare events included in WP2 Communication:

- **Innovations international summit** – online (October 2020)
- **Breaking the surface** – Biograd na moru and online (October 2020) and Šibenik, HR (October 2021, 2022)
- **An awareness-raising event in Italy** about robotics – Monfalcone, IT (February 2022)
- **Roadshows of established innovation ecosystem in maritime robotics and sensors (MAiROS)** – Dubrovnik, HR (June 2022); Bari, IT (July 2022); Venezia, IT (August 2022); Rijeka, HR (September 2022)

### InnovaMare project leaflet

For the InnovaMare project a tri-fold leaflet has been designed, containing the most relevant information of the project (description, objective, activities, challenge, main outputs, target groups, legacy, partnership, map, contacts and social accounts). The design includes the project logo, the ribbon, the graphic elements and colours required for Interreg Italy-Croatia Programme, priority axis Blue Innovation.



**LEGACY**

**MAIROS** - the main platform for the development of solutions for monitoring and prediction of pollution of the Adriatic Sea.

**MAIROS** will connect to the Pan-European network of Digital Innovation Hubs (DIHs) and will be the central place for networking and exchange of experiences and knowledge from all relevant stakeholders.

The project **InnovaMare** as a part of Interreg Italy-Croatia is funded by the European Regional Development Fund.

**InnovaMare** has a duration of 30 months, from 01/07/2020 to 31/12/2022, with a total budget of 5,6 millions euro.

**Lead applicant**  
Croatian Chamber of Economy - Sector for Industrial Development and Innovation System (Croatia)

**Partners**

1. Regional Union of the Chambers of Commerce of Veneto Region (Italy)
2. University of Trieste (Italy)
3. ARTI - Regional Agency for Technology and Innovation (Italy)
4. National Research Council - CNR (Italy)
5. Maritime Technology Cluster SVG - maraPVG (Italy)
6. Communication Technology Srl (Italy)
7. National Institute of Oceanography and Applied Geophysics - OGS
8. Ruđer Bošković Institute (Croatia)
9. University of Zagreb Faculty of Electrical Engineering and Computing (Croatia)
10. University of Dubrovnik (Croatia)
11. University of Rijeka Department of Biotechnology (Croatia)
12. Geomar (Croatia)

**Associated partner**  
Sibenik-Knin County




**CONTACTS**

**CROATIAN CHAMBER OF ECONOMY (CROCEA)**  
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- 2. Innovamare Project - Interreg Italy-Croatia
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- 4. Innovamare project
- 5. twitter.com/innovamare



**InnovaMare**  
Blue technology -  
Developing innovative technologies  
for sustainability of Adriatic Sea

**DIVE INTO THE DEPTH OF OPPORTUNITIES**

European Regional Development Fund [www.italy-croatia.eu/innovamare](http://www.italy-croatia.eu/innovamare)

**DESCRIPTION**

The Adriatic Sea is facing major impacts from overfishing and pollution. Solid waste, direct discharge of wastewater and oil pollution are key negative factors for the degradation of coastal and marine ecosystems.

**InnovaMare** strategic project will jointly develop and establish an innovation ecosystem model in the area of **underwater robotics and sensors for purposes of monitoring and surveillance** sector with a mission-oriented on the sustainability of the Adriatic Sea.

**OBJECTIVE**

**InnovaMare** project will bring **cross-border collaboration between science and private sector on a higher level** and will facilitate the involvement of SMEs in international networks.

**InnovaMare** project aims to **enhance collaboration on technology transfer** by creating innovative network for underwater robotics and sensors.

**ACTIVITIES**

**InnovaMare** consortium - 104 project activities:

- 80 interviews
- 8 trainings
- 6 conferences
- 4 roadshows
- 2 round tables
- 2 workshops
- 2 study trips
- 2 pilot actions

**CHALLENGE**

**InnovaMare** strategic project will tackle one of the main current challenges: increasing the effectiveness of the innovation activities in the relevant fields of the blue economy.

**HOW?**  
By enhancing the transfer of knowledge within the cooperation area between the enterprises, R&D centers, higher education and the public sector through education and capacity building actions for different stakeholders.

**MAIN OUTPUTS**

- cross-border network for scientific-research sector and the private sector based on demand and offers;
- methodology and business plan for DIH (Digital Innovation Hub) for innovative underwater robotics and sensors and living lab in Adriatic Sea;
- questionnaire for stakeholders;
- tools and workshop materials for raising human capital;
- Pilot action I - a prototype for monitoring and prediction of the sea pollution (innovative robotic solution as a platform for development of solutions);
- Pilot action II - analysis of the obtained results on pilot action I and guidelines for the improvement of underwater conditions;
- DIH (Digital Innovation Hub) for innovative underwater robotics and sensors and living lab in Adriatic Sea;
- 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;
- policy recommendations.

**TARGET GROUPS**

The project addresses all the stakeholders involved in sustainability of the Adriatic Sea:

- general public (researchers, entrepreneurs, students, citizens);
- local, regional and national public authorities;
- regional and local development agencies, chambers of commerce and other business support institutions;
- small and medium enterprises;
- universities, technology transfer institutions, research institutions;
- centers of Research excellence;
- NGOs, associations, innovation agencies, business incubators, cluster management bodies, and networks.

Source: InnovaMare support materials – Project leaflet

## Block note

The A5 block note includes the basic graphic elements of the InnovaMare visual identity: logo, pay-off (Dive into the depth of opportunities), the partners' logos, the funding source and the project website.



Source: InnovaMare support materials – Block note

## Flash drive

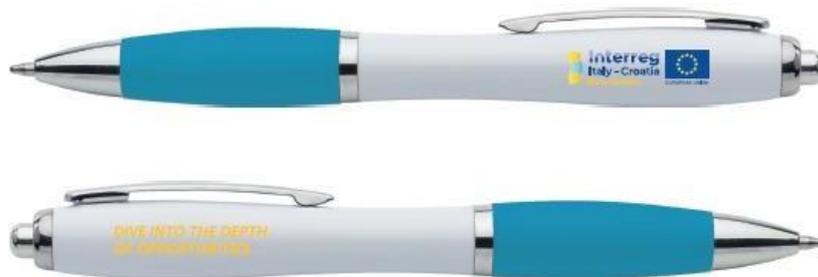
A 32Gb flash drive has been designed for storage and promotion purposes. Due to the limited print area available, the flash drive includes on the front the small-scale version of the logo without the fund label but including the European Union label (as clearly stated in the [Project Brand Manual](#)). The project’s pay-off is printed in the back of the flash drive.



Source: InnovaMare support materials – Flash drive

## Pen

As for the flash drives, the pen includes on the front the small-scale version of the logo without the funding source but including the European Union label (as clearly stated in the Project Brand Manual), and the project's pay-off in the back.



Source: InnovaMare support materials – Pen

## Folder

The project folder includes InnovaMare logo, the pay-off and the project short description in the front; in the back-project partners logo, a map, contact details and project social media profiles.



Source: InnovaMare support materials – Folder

## Project poster

A generic layout for the project poster has been provided by the Programme and filled in with specific information about the project. It includes the project logo, the icon of the Priority Axis, the funding source, the project most relevant information (duration, ERDF, total budget), the project description and partners logos. It is mandatory for the project partners to display it at their headquarters.



Source: InnovaMare support materials – Project poster

## Project infographic

In order to make project information immediately accessible and interesting, especially on the web and social media, an InnovaMare infographic was created. Thanks to the mix of graphics, images and catchy texts, infographics allow users to have a quick preview of the project and make the information easily memorable. The basic graphic elements provided by the [Project Brand Manual](#) were used for the InnovaMare infographic and a easy-to-use layout. The infographic shows the most relevant information about the project (budget, duration, partnership, description and contacts), as well as a brief focus on InnovaMare's technical activities and results (innovation ecosystem, MAiROS, digital innovation hub).



Source: InnovaMare support materials – Project infographic

## Project videoclip

A 4 minutes video has been realized to present the InnovaMare project during the KO Conference, it’s objectives, activities and expected results. The video is a mix of film shootings, infographics and interviews to some of the project partners (LP – HGK, PP2 – University of Trieste, PP4 – CNR).



Source: InnovaMare support materials – [Project videoclip](#)

## CONCLUSIONS

The support materials were created to help the communication and dissemination activities of the InnovaMare project. For this reason, they are the results of the cooperation of all project partners, who contributed to create effective and easy-to-use materials.

By scrupulously observing the provisions of the [Project Brand Manual](#) provided by the Interreg Italy-Croatia Programme, these materials allows adequate visibility of the project, the Programme and the commitment of European Union in support of territorial cooperation through these projects.

