

D.2.3.2 PRESS OFFICE ACTIVITIES REPORT

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities

Project References

Call for proposal 2019 Strategic – InnovaMare

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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.

A mix of several and diversified activities and channels have to be identified in order to address the target groups and achieve the communication objectives, thus helping the messages to reach the audience.

Among the various tasks of WP2 there are press office activities, which include the creation of specific contents on the project's concrete results with impact at local and regional level, which can catch the attention of local, regional and national media.

Communications to the mass media are conveyed through press releases, short informative texts with which an event or a result is brought to the attention of the information bodies. Press officers must be able to monitor the consideration that the mass media have of their company and the results obtained from their communications. For this reason, one of their tasks is to draw up a press review, that is the collection of the appearances on the various media.

This deliverable reports on the press office activities performed throughout the project lifetime, including the press releases and the press review.

LET'S SPREAD THE WORD: THE PROJECT PRESS RELEASES

Press release is one of the tools used to communicate with the media, to provide them with the data and information you want to disclose. Throughout InnovaMare project 14 press releases (see Attachment #1 – Press releases) were created and spread at EU, national and regional level. In fact, press releases were often also translated in local language in order to strengthen the dissemination of the information.

The press releases were all focused on project activities and events and were also shared on the project website and social media.



Source: News section on InnovaMare website

In order to maximize the project knowledge through specific targets, an advertorial has been published (as printed publication on relevant EU paper magazines), specifically on Cleaner Seas (Winter 2022-2023 Issue).

INNOVAMARE STRATEGIC PROJECT FOR THE SUSTAINABILITY OF THE ADRIATIC SEA

Increasing the effectiveness of the innovation activities in the relevant fields of the blue economy and enhancing the transfer of knowledge within the cooperation area between science and private sector are the objective and the challenge of InnovaMare Interreg Italy-Croatia strategic EU Project.

Solid waste, direct discharge of wastewater and oil pollution are key negative factors for the degradation of coastal and marine ecosystems in the Adriatic Sea, also affected by overfishing. Technology innovation can help reduce pollution's impacts through **blue technologies, robotic solutions, and sensors**.

One of the project's main outputs is the interactive web platform to connect research, business, and public institutions for the sustainability of the Adriatic Sea. A shared web space, available at the link innovamare.org, lets meet local and international key innovation players in the blue economy and it is the perfect meet-and-exchange point between human and technological resources, experiences, skills, services, and products. A web platform is a place to look for investors with innovative ideas, to apply for projects and share of experiences, and for the realization of contacts and relationships in the blue economy.

The web platform is not the only one project output. The most ambitious result of InnovaMare Project is the **Digital Innovation Hub (DIH)**, a digital place for networking, exchanging knowledge and connecting supply and demand for highly innovative underwater technologies, building cross-border collaboration know-how with focus on services and infrastructures, building skills capacities for digital and green transformation.

DIH will also offer to potential users a wide range of services like specific advices in legal, strategic and financial fields. Since every collaboration starts with connections, InnovaMare boosts professional relationships creation, experiences sharing, innovative ideas generation. Moreover, networking creates new opportunities ensuring maximum visibility for professionals and companies.

As overall aim, the project is jointly developing and establishing 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. It is funded by the European Regional Development Fund, and it has a duration from July 2020 to June 2023, with a total budget of **5,6 million euro**.

InnovaMare project includes more than **100 activities** (trainings, conferences, roadshows, round tables, workshops, study trips, pilot actions) that are useful to reach the other main project outputs: the strategy and action plan for the enhancement of framework conditions for raising collaboration and networking in the field of robotics and sensors and a prototype of an innovative robotic solutions for monitoring and prediction of the sea pollution; analysis of the obtained results and guidelines for the improvement of underwater conditions.

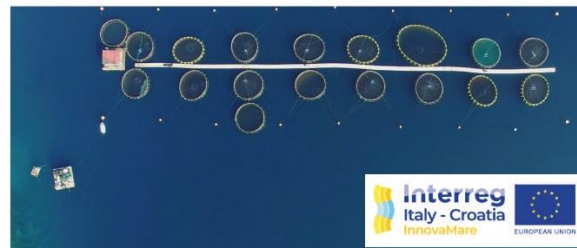
Among the projects' activities, there are the **3 days roadshows** already held in 2022 in **Dubrovnik, Venice and Rijeka**. The fourth one will be in **Bari** (Italy) next March (organized by ARTI - Puglia Region Agency for Technology and Innovation). The idea of roadshows is to present InnovaMare innovation ecosystem and to involve different relevant actors in innovation ecosystem, primarily from Italy and Croatia, with broader reach to other Adriatic countries such as Slovenia, Albania, Montenegro, Bosnia and Herzegovina or Greece. It is a way for networking through personal dialogues, transferring knowledges as well as the opportunity to jointly develop new project concepts and establish partnership consortiums for future calls in blue economy sectors and technologies.

The project **partnership** is composed by many relevant public authorities and institutions from Italy and Croatia. The Lead partner is the Croatian Chamber of Economy. The Italian partners are Regional Union of the Chambers of Commerce of Veneto Region, University of Trieste, ARTI - Regional Agency for Technology and Innovation, National Research Council - CNR, Maritime Technology Cluster FVG - mareFVG, Communication Technology Srl and National Institute of Oceanography and Applied Geophysics (IOG). From Croatia there are Ruder Boskovic Institute, University of Zagreb Faculty of Electrical Engineering and Computing, University of Dubrovnik and University of Rijeka Department of Biotechnology, Geomar and Šibenik Knin County (as associated partner).

The main next project meeting will be the final conference in May 2023 in Šibenik (Croatia) where all blue economy stakeholders can benefit from joining us on our journey and becoming valuable members of the InnovaMare community.

Join us and dive into the depth of opportunities!

For more info, please visit www.italy-croatia.eu/web/innovamare



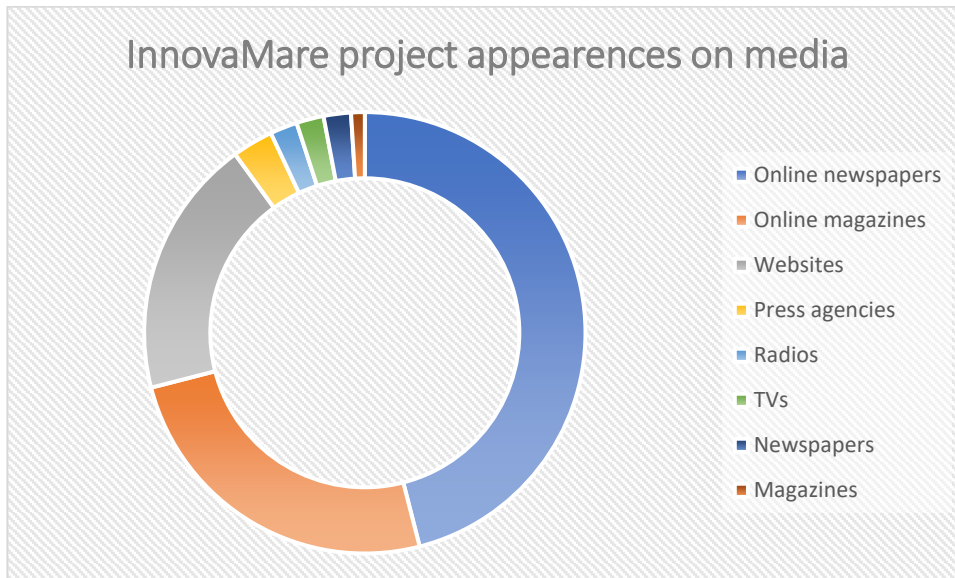
www.cleanerseas.com

Source: Advertorial on Cleaner Seas

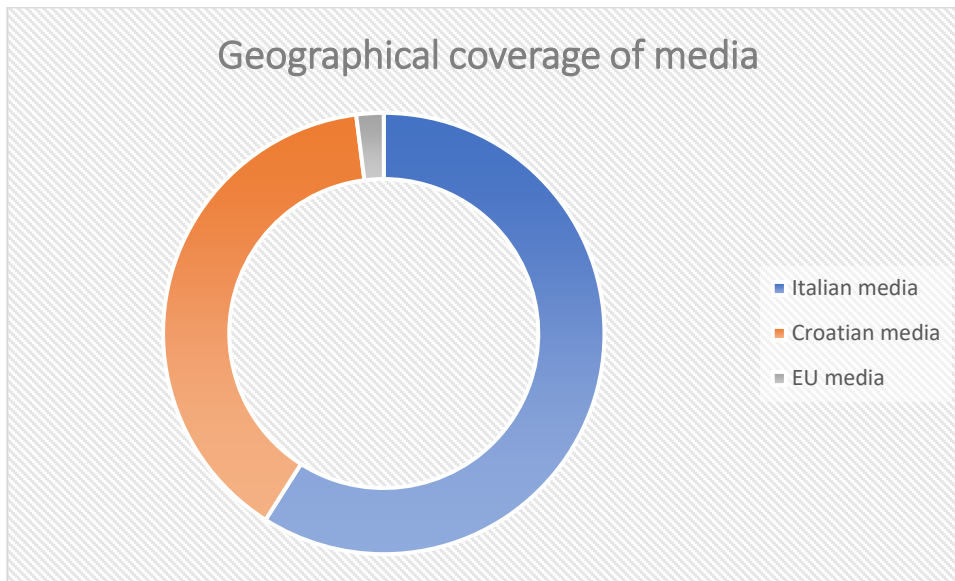
WHAT MEDIA SAY ABOUT US: THE PROJECT PRESS REVIEW

The press review is a communication work which consists in collecting all the news from the press and all the other media. It serves to monitor the project notoriety on media, its reputation and prevent potential communication crises.

InnovaMare press review is composed of **368 appearances** on various media, ranging from online newspapers (169) to online magazines (93), from institutional websites (70) to press agencies (9), from newspapers (8) to radios (8), from magazines (4) to TVs (8).



The appearances were fairly evenly distributed between Italian (59%) and Croatian (39%) media. Few appearances are related to EU media (2%).



The complete press review of the InnovaMare project is listed in Attachment #2 – Press review.

CONCLUSIONS

Press office activities are part of the communication strategy of a project: together with digital communication (website, social media, multimedia) and events, the press office has contributed to the overall process of transferring project results and activities to the different target groups.

In the InnovaMare strategic project, the press office activities were carried out by the Lead Partner - CCE in collaboration with all the project partners. The activity had a significant success: more than 360 media, including websites, radio, TV, newspapers, magazines, reported InnovaMare's project activities and results.

Also in terms of geographical coverage, the press office activities had relevant results as the main project outcomes and activities were disseminated on the Croatian and Italian media, together with some European ones.

ATTACHMENT #1 – PRESS RELEASES

ATTACHMENT #2 – PRESS REVIEW