

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Call for proposal 2019 Strategic

CoAStal and marine waters integrated monitoring systems for ecosystems proteCtion AnD managemEnt

CASCADE

Project ID: 10255941

Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by
use of sustainable and innovative technologies and approaches

D2.1.3

Project Communication Plan

PP in charge: PP2 - IRB

Final version

Public document

December, 2020

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2Phase Leader:	Rudjer Boskovic Institute
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PP6 – ALMA MATER STUDIORUM – UNIVERSITY OF BOLOGNA



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

PP8 – DELTA 2000 CONSORTIUM COMPANY WITH LIMITED LIABILITY



PP10 – INSTITUTE OF OCEANOGRAPHY AND FISHERIES



INSTITUTE OF OCEANOGRAPHY AND FISHERIES SPLIT

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V

Università Iuav
di Venezia

PP7 – REGIONAL AGENCY FOR PREVENTION, ENVIRONMENT AND ENERGY IN EMILIA ROMAGNA



PP9 – UNIVERSITY OF SALENTO



UNIVERSITÀ
DEL SALENTO

PP11 – ADRIATIC TRAINING AND RESEARCH CENTRE FOR ACCIDENTAL MARINE POLLUTION PREPAREDNESS AND RESPONSE – ATRAC



PP12 – CITY OF NIN



PP14 - MARCHE REGION - PRODUCTIVE
ACTIVITIES, EDUCATION AND LABOUR



PP13 – UNIVERSITY OF MOLISE



PP15 - PUBLIC INSTITUTION FOR THE
MANAGEMENT OF PROTECTED AREAS IN THE AREA
OF SPLIT-DALMATIA COUNTY SEA AND KARST



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1. Introduction

CASCADE Project Communication Plan (PCP) is a document set by the partners in project *CASCADE* in order for target groups, stakeholders and wide Programme area to be aware of the project activities, results and achievements, and to ensure durability and transferability of the project outputs and results.

The objectives of this communication plan are:

- to raise awareness of project *CASCADE* among the general public;
- to guarantee the transparency during the project implementation;
- to make the stakeholders aware of the project benefits;
- to ensure an efficient coordination and cooperation within the partnership;
- to ensure compliance with programme rules;
- to ensure compliance with EU regulatory requirements on publicity and information;
- to outline the dissemination campaign for the duration of the project;
- to provide an indicative timetable for the promotion activities.

CASCADE Project Communication Plan (PCP) is a guide and a manual provided to project partners (and connected stakeholders) in order to have all information necessary for project communication implementation at one place.

The Communication plan is a further detailed plan for the implementation of WP2 and is valid for the whole project's lifetime, but it will be reviewed periodically by the Project Communication Manager – PCM (PP2 – RBI).

The Project communication manager PCM:

- prepares the Project communication Strategy
- collects information and materials from PP and prepares Communication monitoring reports
- prepares the design for promo materials (posters, roll-ups, brochures)
- prepares project promotional videos
- manages project website and social media accounts
- participates in Annual Programme events etc.

PCM will be responsible for coordinating the implementation of the communication plan, while all other PPs will be actively involved and each PP is equally responsible to ensure the adequate promotion of the project.

2. Communication approach and Main objectives

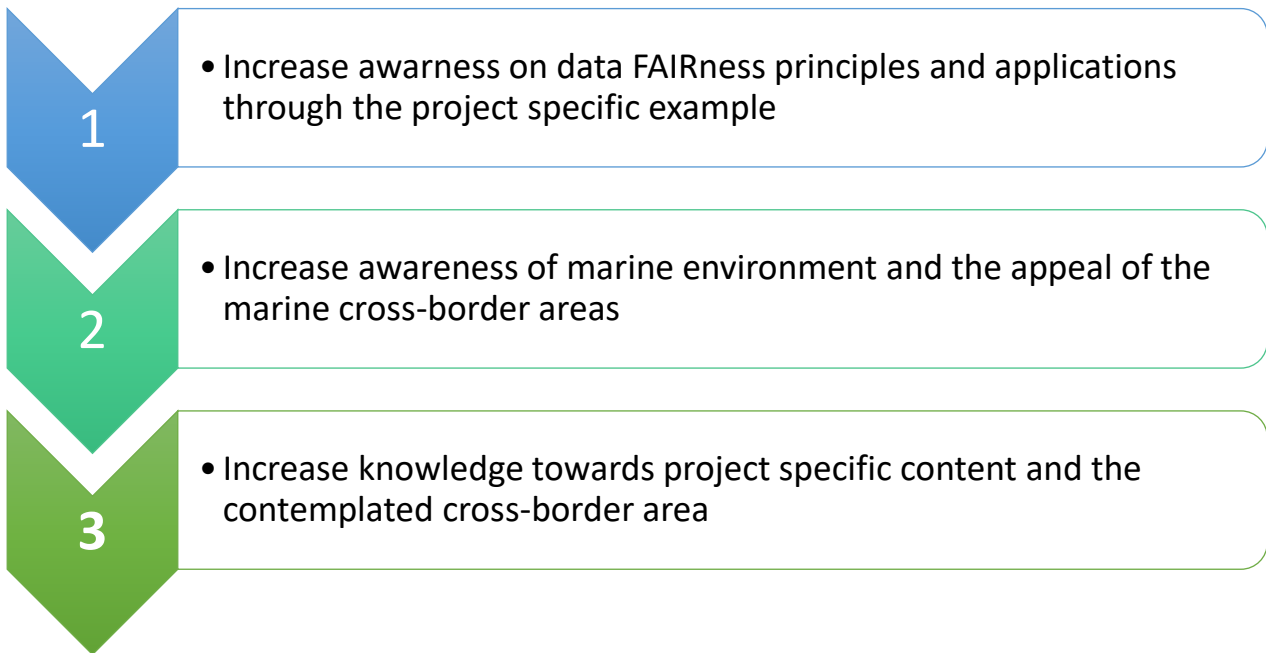
The aim of the Project Communication Strategy is to set rules and procedures in order for project partners (PP) to ensure awareness and dissemination of the project results, and transparency in the use of the EU funds. It is important that project results demonstrate positive impact for the citizens and positive change for the Programme area and EU.

Therefore, planned communication activities must be:

- Specific – they share results that contribute to the relevant change of the specific Programme objective;
- Measurable – it is possible to measure the baseline and targeted milestones;
- Achievable – it is possible that the targeted milestones are met;
- Relevant – they contribute to the change at the priority axis and Programme level;
- Time- bound – they are available and updated at different points in time.

2.1. Main project Communication objectives:

The main goal of the Communication plan is to enhance awareness of ecosystem approaches, as a basis for long lasting effect on its activities. Furthermore, the specific objectives of the Communication strategy are as follows:



Objective 1. Communication activities will be aimed to increase the awareness of FAIRness procedure in the collection, processing, storing and analysis of environmental data on transitional and coastal water ecosystems of the cross-border region

Objective 2. Communication activities will contribute to strengthen the touristic potential of the cross-border area and increase the awareness and perception of the marine environment. The aim is to increase and to reinforce the appeal of the area and of its cultural and environmental tourist offers

Objective 3. Communication activities will guarantee the active involvement of local cross-border coastal communities: this communication objective will focus on the CLLD - Community Led Local Development principle in order to gather constant information and feedback from the communities and transfer knowledge and competences allowing them to benefit from the project's results even after its formal conclusion

3. Communication rules

For a better understanding of project communication rules please consult these documents:

- Factsheet 8 Project Communication Version N. 2 of 19th of July 2018
- PROGRAMME BRAND MANUAL, July 2018
- Communication kit CASCADE project

COMMUNICATION ELEMENTS	IMPLEMENTATION GUIDELINES
Project logo and communication kit	Programme has provided projects with Communication kit that contains CASCADE logo.
Project communication kit	<p>Communication kit:</p> <ul style="list-style-type: none"> • Project Brand Manual – defining all the branding requirements and brand elements and setting out the rules for correct use and application of logo • Logos (in different versions: CMYK, Greyscale, Negative, Black and white) • Fund label (in different versions: CMYK, Greyscale, Negative, Black and white) • Office pack (word, excel, ppt), adaptable to partnerships’ needs • Poster (the design template provided in InDesign and pdf formats, modifiable with simple graphic design programs)
Publications	<p>All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing.</p> <p>When this is not possible, for example, in articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme</p>
Audio / Video information	Any radio/audio spot should be marked and indicate that they are co-financed by the European Union. Please consider the following formats: 8” brief announcement (so called radio billboard just to indicate an institution financing a given Programme, right before or after a given program, and 15’, 30” up to 60” radio spots
Promotional gadgets	All promotional gadgets should be branded with the project logo and the reference to the EU co-financing .
Events	The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations (Regulation (EU) No 1303/2013). During the events, projects are encouraged to place the project poster or a project banner in a readily visible place (e.g. the front of the meeting room).

Project photos	All the photos files must be provided in original and in high resolution, with its credits (when necessary); every project should have at least five good quality photos (300 dpi) that represent the project concept
Project video	In the website pages videos should be embedded as Youtube videos; videos in national languages must have English subtitles
Project Communication Report Template	The projects should provide to the Programme evidence of the pictures, brochures, videos, key documents and promotional prints, posters, gadgets and giveaways produced. Projects shall report all the materials produced in the Project Communication Report Template (not-binding document) provided by the Programme.

Table 1 Programme Communication rules

4. Target groups

A target group is a clearly identified audience that has an interest in **CASCADE** project, either directly or indirectly. The group should either know about the project activities, they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of **CASCADE** outputs and results.

Training researchers involved in the management of ecological big data Association and environmental Agencies involved in the management of marine areas will be effectively reached through the use of the following means:

- Seminars from experts in the FAIRness principles
- Seminars from project scientists on both data and tool resources developed with the project
- Practicals in the Virtual Research Environments made available by LifeWatch Participation in seminars and LifeWatch practicals organized within the project will be used as a tool to evaluate how effective is the project in connecting with training researchers involved in the management of ecological big data, Associations and environmental Agencies and how much FAIRness principles are then included in their practices

Activities focusing on general public (citizens, general public, tourists, visitors; schools, students and teachers; education and training organizations; operators/agencies, touristic guides, info points, natural reserves, associations) will be used for the dissemination of messages on marine environment and its threats through project website, social media, news releases for media and schools, info days, supported by dissemination material with a high visual impact (leaflets and

project video clip). Specifically, target groups will be effectively reached through the use of the following means:

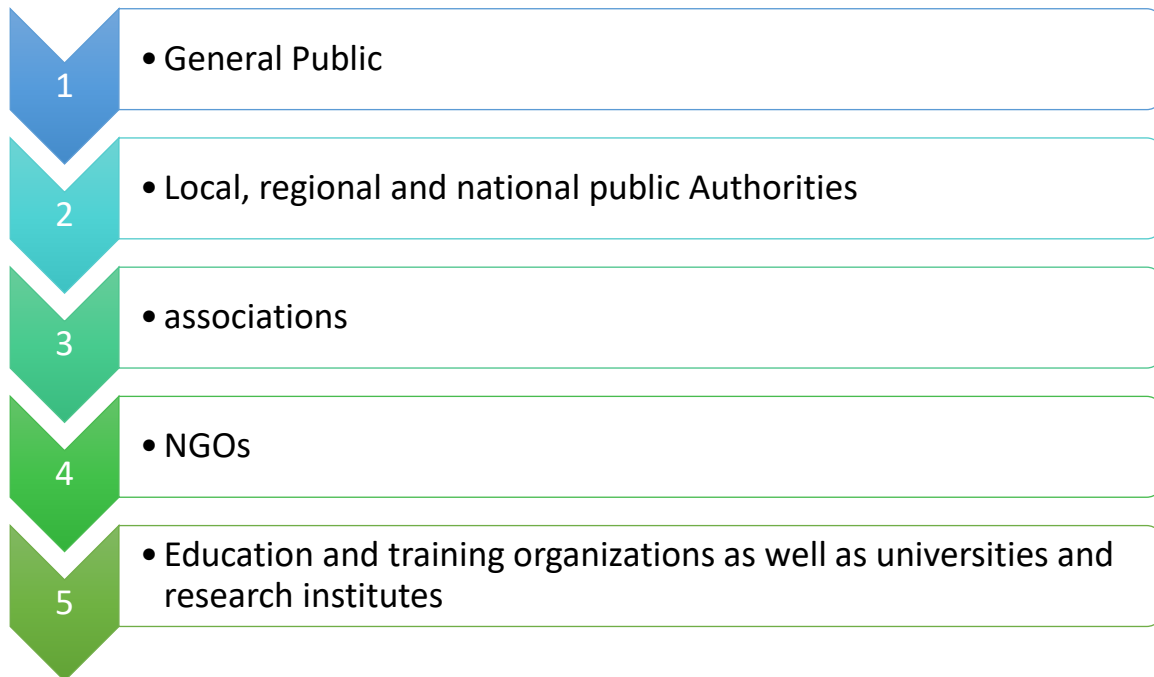
- information and awareness campaigns
- organization of events such as laboratories, guided tours and scuba diving for scientific, tourist and recreational purposes
- traditional media (press – sector specific and/or general, TV, Radio).

Specific events will be organized for operators/agencies, touristic guides, info points, natural reserves, associations, which may benefit from CASCADE results by up taking marine environment data and information on areas of interest, to increase their potential touristic market. The participation of the target groups in the proposed activities will be evaluated considering how many schools, students and citizens will participate to the events and campaigns, and how many will be also reached through social media channels (in particular for younger people).

Local, regional and national public authorities in quality of key policy makers, regional and local development agencies involved in the management of marine areas Association and env. Agencies involved in the management of marine areas SME and other enterprises and their associations operating in the fisheries and aquaculture sector; Education and research institutes
Target groups

PPs will use part of their funding dedicated to targeted dissemination for attending events organised by International institutions (e.g. EGU, EuroGOOS). Relevant (thematic) events organized by other Programmes and projects aiming at producing potential synergies among collaboration projects working in the same thematic area.

Target groups will be effectively reached through the use of the following means: - targeting workshops and seminars to disseminate results of activities and pilot projects - networking/direct exchange of experiences; - traditional media (press – sector specific and/or general, TV, Radio). Particular relevance will be assigned with the application of the principles of CLLD – Community Led Local Development approach fostered by EU policies. The number of attendees and speakers in the organized events, the number of direct meetings and the number of radio/TV on air spots will be used to evaluate the effectiveness in reaching those target groups which are mainly benefitting from incorporating CASCADE results into their practices and work.



CASCADE project multiple target groups require different approaches, tools and frequency of communication activities based on PPs knowledge of them defined in following table.

General public	20000
20000 Italian and Croatian citizens with a specific interest or need in Italian and Croatian Natura 2000 and CASCADE Pilot sites. They will be addressed through social media, radio/video spots, website and media network strategy. Effectiveness of communication will be evaluated using n. of visitors of website and project social pages, n. of likes and shares in social media, n. of attendees in open and public events	
Local, regional and national public authorities	Target value: 20
20 Municipalities and NUTS regions hosting the Natura 2000 and CASCADE Pilot sites related to coastal and marine ecosystems. They will be addressed via bilateral contacts. Effectiveness of communication will be evaluated using number of bilateral meetings with key target groups, n. of attendees in open and public events and n. of invited speakers in the organized events	
Associations	Target value: 10
Enterprises associations working on the aquaculture sector in the areas of CASCADE pilot studies. These target users will benefit from new information and data on marine ecosystems developed in the project. These target groups will be addressed via bilaterals contacts and media, and during key projects events.	

Effectiveness of communication will be evaluated using n. of visitors of project website and social pages and mostly n. of attendees and invited SMEs speakers in organized events	
NGOs	Target value:10
10 NGO and Associations engaged in the protection and management of Natura 2000 and CASCADE Pilot sites related to coastal and marine ecosystems. They will be addressed via bilateral contacts. Effectiveness of communication will be evaluated using number of bilateral meetings with key target groups, n. of attendees in open and public events; n. of invited speakers in the organized events and n. of likes and shares in social media	
Education and training organizations as well as universities and research institutes	Target value: 16
16 organizations/Universities/Research Institutes through conferences and publication of journal articles. Effectiveness of communication will be evaluated using n. of attendees in conferences and n. of invited speakers in organized events, as well as n. of citations of project related papers if they are published within the project lifetime	

Table 2 List of CASCADE target groups

5. File sharing system

Leading partner opened a file sharing folder on google drive platform where the partnership will store all documents, materials and tools related to the project.

Link:

<https://drive.google.com/drive/shared-drives>

The folder will be managed by LP and WP leaders and PCM. All PPs are allowed to upload documents and deliverables.

6. Project communication kit

Programme provided project with Communication kit.

CASCADE - COMMUNICATION KIT contains:

- Project Acronym_LOGO: Logos (in different versions)

- Project Acronym _OFFICE_PACK: Word, Excel, PPT, you may adapt to your needs with project partners' logos
- Project Acronym _COVER
- Project Acronym _INVITATION: proposal for your off-line and on-line events invitation. The design template provided in InDesign and pdf formats, modifiable by the graphic design programs.
- Project Acronym _POSTER: the design template provided in InDesign and pdf formats, modifiable by the graphic design programs
- Project Acronym _BILLBOARD_PLAQUE: only for project partners with small-scale infrastructures (the design template provided in InDesign and pdf formats, modifiable by the graphic design programs)
- Project Acronym _KEY VISUAL
- Project Acronym _MAP

Communication Kit can be downloaded from CASCADE drive (WP2) or from programme website: <https://www.italy-croatia.eu/docs-and-tools>.

Each PP should read the **Project Brand Manual** for the correct use of projects logos and visibility. The document is also available on google drive where can be downloaded from the same link.





Figure 1 Project office pack

7. Visual identity and programme obligations

Informing the public and stakeholders about the actions taken and funded by EU programmes is of extreme importance. Dealing with this, EU and Programme sets the minimum rules, activities, and deliverables to be conducted by each project partner using provided visibility tools.

7.1. Minimum required activities/deliverables

The following activities/deliverables are compulsory to for the partnership:

- Projects should place a poster (of minimum A3 size) at a location readily visible to the public, such as an entrance area of a building, stating the financial support from the Union. Programme shall provide design while projects shall edit, print and display posters;
- Start-up activities: organization of the project kick-off meeting;
- Regular project website (available on the Programme web platform) set up and updates;
- At least one high level event (involving relevant policy makers, presence of Programme MA/JS, eventually presence of other ESI funds MA and Macro-regional strategies governing board, etc.);
- At least one printed or digital publication on relevant paper magazines;
- Social media communication of/for project and active participation in Programme social media communication;
- Publication of at least one short portrait of the project – adapted to main target group(s) (printed publication such as flyer or audio-visual such as video);
- Communication Strategy.

All these activities should be implemented in the respect of the rules on information and publicity for all beneficiaries, according to the EU regulation No 1303/2013.

7.2. Additionally, required activities/deliverables

In addition to the regular reporting on communication activities, the project is invited to contribute to the other activities organised by the Programme in their forward planning and to foresee some budget for the participation to the events that may include:

- Annual Programme events;
- Events organised by European institutions (Regio Star/ The European Week of Regions and Cities);
- European Cooperation Day;
- Relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area; Participation in information and training seminars: web platform trainings; communication/implementation trainings for projects (at least LP and partner responsible for communication).

The Programme may ask the project to present the results and achievements at any of the annual events. In addition, there are several events organised by the European institutions which may help the project achieve greater visibility and dissemination of its communication material and information about its results.

The Programme participates in these events with input from the project. The European cooperation day is a relatively new initiative presenting project work and local level results to the general public. The project is encouraged to take part in this initiative, which can also bring more visibility and increase contact with the local media.

Costs for the events out of the eligible area can be incurred as described in the AF at the moment of the submission of the project or if previously authorised by the JS.

7.3 Project logo and Project communication kit

In line with wider EU cohesion policy goals for the current programming period, an aligned branding will also contribute to better spending and simplification. Programme provided CASCADE project with its official logo that must be used in all project activities.



Figure 2 Project logo

7.4. Project website

Similar to the approach in project branding, project website is integrated and hosted on the Programme web platform and has its own domain. Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme for free while the projects will have to foresee only some internal/external human resources for updating regularly the project website. This activity does not require any specific technical skill and the Programme will develop tutorials to help project partners in using the different features of the website.

The Programme has provided a complete website section (calendar, document library, directory, tools etc.) to CASCADE project, as well as all the elements to manage and configure the website section (visuals, features, content, social networking, etc.). Project partners will be able to devote more resources to the production of quality content avoiding the time consuming with technical issues.

The project website will be the main information tool of the project. All partners will be requested to deliver content for the website. The working language of the website is English, so the main page of the project is English. However, it is the ambition of the project to have the most relevant parts of the website accessible for non-English speakers therefore it can be translated into Croatian and/or Italian.

The website will be regularly updated, also with all the materials provided by the partnership, keeping in mind the different audiences who might use it: local authorities, international organisations, consultants, entrepreneurs, programme beneficiaries, stakeholders and the general public.

The download area will give the possibility of free downloads of all the researches and outputs carried out during the project's lifetime.

Project website will be managed by Communication manager but all PPs must periodically send PCM information, news and final documents that will be uploaded on the website.

7.5. Poster

According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building.

In order to help project partners to comply with this obligation, the Programme has provided a Poster template available for download on the Programme web platform.

A poster will be produced with general information such as objectives, partners and time frame. The poster is designed for a broad audience and has the purpose to raise awareness of the project at conferences and events.

7.6. Partner institutional website

All project partners should publish on their institutional websites ("where such website exists") a short description of the operation, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity



rules. A link to the project website in the Italy-Croatia CBC Programme platform should also be added.

7.7. Events

The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. (Regulation (EU) No 1303/2013). During the events, the project is encouraged to place the project poster or a project banner in a readily visible place (e.g. the front of the meeting room).

7.8. Publications

All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in articles, conference proceedings or other publications, project should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme. In addition, project is strongly recommended to publish in the appropriate section of the Programme website the most essential results (or a summary of them) in the official language of the Programme – English - in addition to the other languages.

7.9. Audio /Video information

Any radio/audio spot should be marked and indicate that they are co-financed by the European Union. Please consider the following formats: 8'''' brief announcement (so called radio billboard just to indicate an institution financing a given Programme, right before or after a given program, and 15'', 30'' up to 60'' radio spots. Radio spots can be treated as short forms (small promotional objects accordingly to art. 4 point 2 of the Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014).

Thus, the message would be "Programmes-financed by the European Union". In case of longer forms, like radio programs, the message would be "Programme co-financed by the European Union from the European Regional Development Fund". Ideally, any spot should mention a website where more info is available. However, above a length of 30 seconds, both the reference to the European Union and the ERDF shall be mentioned.

7.10. Quality of photos and videos

PPs must guarantee the quality of the materials to be published, not only from the point of view of the written contents. The texts should be written in plain language, and demand quality image files, i.e. high resolution professional images and high quality audio visual materials.

Quality of photos:

- All the photos files must be provided in original and in high resolution, with its credits (when necessary);
- Every project should have at least five good quality photos (300 dpi) that represent the project concept;
- PPs should have at least few high-quality photos for each event they are organizing or participating
- Don't use pictures strictly related to the project administrative or management activities (i.e. internal coordination meetings) to promote communication of the project.

Quality of videos:

- In the website pages videos should be embedded as YouTube videos;
- Videos in national languages must have English subtitles;
- At least one video for the project (promotional videos, coverage, interviews and video editing of the events' recordings) should be produced;
- PPs should use, whenever possible, good video-graphic design to increase impact of the project message.

7.11. Promotional gadget

Promotional gadgets can be a good way to raise awareness about a project. However, they should be produced only if they meet strategic objectives and are linked to a promotion strategy. Please take notice of some parameters to consider when producing goodies:

- is it relevant for the promotion of my project?

- is it useful, creative and memorable enough?
- is it green? It is strongly recommended to adopt a "green approach" for the promotional gadgets. All promotional gadgets should be branded with the project logo and the reference to the EU co-financing.

7.12. Social media

Social media are becoming more and more important to reach a wide range of target audiences. This communication medium is however very diverse and needs regular feeds which can also be time consuming.

The Programme encourages its projects to develop an online presence through some of the social media channels whenever this fits with their communication objectives and is in line with the specificities of their target audiences. Social media has the advantage of being a two-way communication channel, meaning that project can also get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery.

Although social media is in theory free of cost, project should foresee the necessary time and resources to feed social media channels.

7.13. Quality of final documents

It is mandatory that each final document has a cover page with all necessary information and correct usage of visibility elements.

Minimum content of the cover page:

- Full logo set: (1) project logo + (2) EU flag and (3) reference to the European Regional Development fund (ERDF), project full title, axis, objective, URL of project website.
- Title of deliverable (as in SIU)
- Work package number, name of Work Package
- Activity number, name of activity
- Partner in charge (author)
- Partners involved
- Status (draft, final, N._of_version, etc.)

- Distribution (confidential, public, etc.)
- Date(s)

For any publication produced by projects, such as recommendations, good practice guides, etc., it is necessary to use the following disclaimer: “...reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein...”

When project documents are finalized and approved by the project partnership, they must be uploaded at project website – LIBRARY.

8. Activities and Deliverables

CASCADE is aware of the potential and responsibility of cooperation projects with respect to the European Cohesion Policy, as stressed also by a communication of the EU Council (7896/17). Beyond the external target groups identified in Section F in AF (section 4. of this document pg. 14.), CASCADE will also take care of Programme and project-internal communication to ensure a coherent and coordinated project evolution.

The actual communication contents will be based on bottom-up contributions by individual partners. A selection of project internal communication outputs will be integrated to Programme and external communication outputs.

The interaction with stakeholders and general public will always strive to be bi-directional, in order to maximize involvement and feedback collection/implementation. In particular, the target group of coastal and marine professionals/institutions and under-40 citizens will be part of the consultation process for the assessment of how CASCADE results and best practices are efficient and adequate for the territory and ecosystems protection and restoration.

Dedicated dissemination events will complement the communication strategy. Effectiveness of communication strategy will be evaluated using different tools: according to the channels used, they include number of attendees or invited speakers in organized events, number of likes and shares in social media, number of visitors of project social pages, as well as number of bilateral meetings with key target groups.

All CASCADE partners will actively contribute to the communication activities, led by IRB, and will make sure that information about built capacities, results and developed products is effectively disseminated and received by target communities and stakeholders. Some specific activities of

partners include: stakeholders' database, communication strategy, posts on social platforms and report of public events, press release and production of video or radio spots; submission of scientific journal papers.

Communication activities aims to reach the actors of the decision-making process and citizens in order to raise awareness and to share with them the findings, new knowledge, outputs and results achieved by project *CASCADE*. The Communication manager is entrusted to collect all achievements and information about *CASCADE* and share them through planned dissemination concepts, tools, actions and channels for:

- External communication – such as: social media, videos, websites, synergies with European networks, dissemination events, greening publications, capitalization encounters with other IT-HR funded projects and external events to mainstream, transfer and cross-fertilise *CASCADE* milestones;
- Internal communication – assuring the constant and effective exchange of information between PP using: e-mail, Skype/GoToMeeting/Zoom, phone calls, google drive, etc.

Project Communication Manager (PCM) is selected by WP2 coordinator and will be responsible for the coordination of all WP's activities.

Project *CASCADE* communication activities are:

- Activity 2.1. – Start-up activities
- Activity 2.2. – Website, Social Media and dissemination material
- Activity 2.3. – Identification of users/stakeholders requirements and engagement
- Activity 2.4. – Events, Training and Workshops

8.1. Activity 2.1. – Start-up activities

Start-up activities are the first step for a successful implementation of communication activities. The communication start-up activities will comprise: identification of thematic contents and respective target groups that will be the objective of the communication efforts and the definition of the periodicity of public updates.

CMCC and IRB will collaborate in carrying out Activity 2.1.

D2.1.1 Press release of Kick-off meeting

Regione Puglia organized the kick-off meeting (held on the 26th and 30th of June – D2.1.2) with the support of PP1-CMCC and was responsible for the press release (D2.1.1), which included the contribution of several PPs.

Partner involved: LP, all partners’ contribution

DEADLINE: shifted from M04 to M07 (July 2020).

D2.1.2 Kick-off meeting event and report

Kick-off meeting, organized by LP - Regione Puglia in June with the support of PP1-CMCC represents the opening of the project and involved all partners. Because of COVID-19 measures, KOM was held online.

During the meeting, the Project Communication Manager was appointed – PP2 – IRB – Daniela Marić Pfannkuchen (daniela.maric@irb.hr)

After the meeting, LP prepared MINUTES of the meeting

Partner involved: Regione Puglia, CMCC, all partners’ contribution

DEADLINE: shifted from M04 to M07 (July 2020)

D2.1.3 Project Communication Plan

This PCP, as mentioned before, has been developed by the Communication Manager and shared with all project partners. All project partners can comment the developed document and give feedback on how to improve it.

Partner involved: PP2-IRB

DEADLINE: shifted from M04 to M11 (November 2020)

deliverable	PP involved	Delivery month
2.1.1 Press release of Kick-off meeting	LP all partners’ contribution	July 2020
2.1.2 Kick-off meeting event and report	LP,PP1 All PPs-participants speakers	July 2020

2.1.3 Project Communication Plan	PP2	November 2020
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Table 3 : Activity 2.1. – Start-up activities: PP’s involved and proposed deadlines

8.2. Activity 2.2. – Website, Social Media and dissemination material

CASCADE aims and results will be externally disseminated via printed and electronic format brochures (mainly in English but some of them also translated into national languages, IT and HR), via online publications in national magazines, via press-releases and via documentation of project results and advancements in peer-reviewed scientific journals.

The CASCADE project section on the IT-HR programme website will be regularly updated. Each partner will schedule a set of news reporting the results of the project activities and publish them on its own institutional web page, Regional web sites of each Italian region involved in the project, on International and European network/research infrastructure websites besides the communication through the project dedicated website. Furthermore, each partner will present project results during institutional open days and institutional educational activities.

D2.2.1 Adaptation of the Visual identity kit provided by the Programme (project logo and design templates, layout of project posters, etc.)

Partner involved: PP2 - IRB

DEADLINE: shifted from M06 to M10 (October 2020).

D2.2.2 Project posters printed and displayed by each PP at own headquarters, readily visible by the public and highlighting EU financial contribution

Planned printed materials include:

- Posters

According to regulations, all projects partners should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, at partner’s premises, at a location readily visible to the public, such as an entrance area of a

building. In order to help project partners to comply with this obligation, the Programme provided a Poster template.

Poster template will be edited by the Communication Manager with all the required descriptions and logos. PCM will prepare the poster in three languages (ENG; ITA; CRO) and send it to all PP's who are obligated to print it.

Partner involved:

- Poster – PCM will prepare the design of the poster, all partners print the poster
- Roll-up – PCM will prepare the design, printing according to the table below

DEADLINE:

- Poster – design; November 2020, printing; December 2020
- Roll-up – design; December 2020, printing; April 2021

Table 4 Printing of promotional materials



Figure 3 Project poster

D2.2.3 Project brochures (EN-IT-HR)

One of the CASCADE project outputs are **Project brochures** (ENG, IT, CRO) which will be prepared by IRB and disseminated by all PPs. **Project brochures** will be prepared as a short description of the project and will contain project visibility, short description of project, project approach, objectives, duration, total budget, list of project partners (+logos), links to Website and social media and main contacts. **Project brochures** will be also available for download from project website

Partner involved:

- Preparation IRB
- Dissemination: All PPs

DEADLINE: June 2020

D 2.2.4 Constant and continuous public updates on IT-HR programme website and different social platforms (Twitter, Facebook, etc.) in EN, IT, HR (6 videos, 6 animated infographics, 10 webdocs)

The format of CASCADE **project website** will be provided by the Programme and will be constantly updated by the Communication manager/Web manager.

Firstly, PCM will collect from all PPs their institutional logos and short descriptions for the “Partnership” section. After the website is opened, all **PPs** must periodically send PCM information, news and final documents that will be uploaded on the website.

Project website: <https://www.italy-croatia.eu/web/cascade>

By the end of project, In LIBRARY and TOOL section PCM must upload:

- Reports from all meetings
- Reports from all events organized (local events etc.)
- Reports from participation in external events
- PDF versions of promotional materials
- Report with links to websites, media relations and press releases issued
- Final version of all WP 3,4, and 5 deliverables – documents, methodology, plans, tools, etc.
- etc

In MULTIMEDIA section PCM must upload:

- Photos from all meetings
- photos from all events organized (regional events etc.)
- Photos from participation in external events
- Photos of promotional materials in use
- Etc.

WP coordinators are responsible to send all final documents to PCM as soon as they are finalized.

People in charge of communication (all PPs) are responsible to send follow up reports, news and photos after each organized event/ participation in external event to PCM immediately after its organization/participation.

6 short videos presenting the project will be developed by PCM. Videos will be developed in all three languages (ENG, ITA, CRO) or just in ENG with subtitles on all three languages. Videos will be uploaded on project website and disseminated following RCPs activities

6 short infographics presenting the project will be developed by PCM. Infographics will be developed in all three languages (ENG, ITA, CRO) or just in ENG with subtitles on all three languages. Infographics will be uploaded on project website/social media platforms and disseminated.

10 web docs will be published on institutional websites. Publication will be prepared and sent to the press after important project milestones.

All PPs' must update their **institutional websites** with projects information and link to the project website. The website should at least contain the project visibility, a short description of the project (objectives, duration, budget, expected results etc.), the role of PPs in the project and links to project Website and Social media. After website is created, PP's should send the link to PCM.

Social media communication will be done through **Facebook, Instagram, ecc.** PCM will open and manage the accounts but all PP's should be active on accounts (periodically send materials/news/photos to CM, like the content, share the content with regional stakeholders etc.)

Partner involved:

- Project website - managed by PCM, all PP's contribute with content
- Short videos presenting the project – developed by PCM, distributed by all PPs
- Infographics presenting the project – developed by PCM, distributed by all PPs
- Partners institutional websites – all PPs
- 10 webdocs -Digital publications on relevant regional web portals
- Facebook, Twitter and YouTube - managed by PCM, all PPs contribute with content

DEADLINE:

- Project website - during project duration

- Short videos presenting the project – during 2021/22
- Infographics presenting the project – during 2021/22
- Partners institutional websites – November 2020
- Digital publications (web docs) on relevant regional websites – during project duration, after important project milestones
- Facebook, Twitter and YouTube - during project duration

D2.2.5 quality videos to present the project and to summarize the final results in EN with subtitles in IT (CMCC) and HR (IRB). CMCC will coordinate the editorial content, IRB will produce the two videos

Video story on project *CASCADE*, participatory approaches and project outputs: story-telling (M15-M36) EAF principles, project's results, participatory approaches and the integrated tool will be narrated in a video story using a language comprehensible by non-experts. The video will be spread through social media and will be broadcasted on meetings, final conference and by partner's media channels.

Partner involved: PP1- CMCC and PP2-IRB

DEADLINE: M15-M36

D2.2.6 Dissemination and promotion materials, flyers and gadgets with project and Programme logo distributed at relevant local events

Promotional gadgets (M6-M36) Production of promotional gadgets (e.g. T-shirts, bags, caps, key rings, notebooks) with programme logo to be distributed during the communication events.

More than one flyer will be prepared through the project duration. The flyer will be used to announce some important events and will be shared to the target groups with the aim of presenting the partnership and increasing project visibility of the events.

Partner involved: All PPs

DEADLINE: M6-M36

D2.2.7 Press release of IT final event

Press releases to the media will be prepared and translated into project partners' languages and in English to reach as many audiences and Member States as possible. The publication will be related to the completion of specific project milestones (in this case final event).

Partner involved: LP Regione Puglia

DEADLINE: M34

D2.2.8 Press release of HR final event

Press releases to the media will be prepared and translated into project partners' languages and in English to reach as many audiences and Member States as possible. The publication will be related to the completion of specific project milestones (in this case final event).

Partner involved: PP2- IRB

DEADLINE: M35

D 2.2.9 Submission of at least 2 open-access peer-reviewed and/or conference papers. Contributions by UNIBO, CMCC, IRB, UNIMOL, IOF, UNISALENTO, Regione Puglia, IUAV, ARPAAE, ARPAFVG, other PPs

Scientific dissemination (M6-M36) At least two scientific publications/conference papers will be prepared by LP and submitted to a peer-reviewed journal.

Partner involved: All PPs

DEADLINE: M6-M36

8.3. Activity 2.3. – Identification of users/stakeholder's requirements and engagement

Each PP will actively engage with stakeholders from both public and private sectors, receiving feedback through questionnaires, structured interviews and on-stage invitation during public events (Activity 2.4, 5.2, 5.3 and 5.4). Representatives from all CASCADE's target groups, including citizens, marine and coastal professionals and institutions, MPA managers and scientists will also be interviewed and invited to workshops and training events (Activity 2.4, 5.2, 5.3, 5.4). This activity will focus on the identification of all relevant stakeholders that will be engaged in WP5.

D2.3.1. Report on the identification of stakeholders

Stakeholder mapping (March 2021) for the Adriatic area will be developed by WP2 leader but using inputs from all PPs and an up-to-date contact list will be maintained. Stakeholders will be distinguished into meaningful groups based on their stake, influence, motives and interests. Particularly socio-economic, institutional and academic stakeholders will be distinguished to ease the contact and involvement of the opportune category in the different *CASCADE* activities.

Partner involved: creation of the report PP2-IRB, identification of the stakeholders all PPs
DEADLINE: shifted from M12 to M18 (June 2021)

D2.3.2 Report on users and stakeholders requirements

Partner involved: PP1 - CMCC
DEADLINE: shifted from M18 to M21 (September 2021)

D2.3.3 Report on the users and stakeholders feedbacks and assessment of usage of *CASCADE* results

Partner involved: PP2 - IRB
DEADLINE: M34 (October 2022)

8.4. Activity 2.4 Events, Training and Workshops

CASCADE PPs will organize events targeted to stakeholders, citizens and tourists with the aim to enhance and increase the awareness about the marine environment, disseminate information and knowledge about the scientific activities and results of the project, as follows:

- cross-border event (i.e. Festival of the Adriatic Sea);
- seminars, lectures and workshops;
- training and educational activities;
- summer schools.

Specific dissemination materials will be prepared for each event (e.g. brochure, gadgets). Moreover, CASCADE will participate to Natura 2000 conferences and workshops (at least 2) and scientific conferences also outside the cooperation area (e.g. EUROGOOS, EGU conferences). Other events will be kick-off and closure events (M4 shifted to M6, M34), one of them being organized in Italy and one in Croatia. These events will also engage with stakeholders (Activities 2.3 and 5.4).

Final conference (December 2022), a high-level conference targeting international experts and stakeholders, will be organised in Croatia. This conference intends to spread project results and engage in a direct, face-to-face communication with researchers and stakeholders of the field.

D2.4.1 Final report on the outcome of all CASCADE public events

Partner involved: Delta 2000, contributions of all PPs

DEADLINE: (M34) October 2022

D2.4.2 Final report on training activities, seminars and workshops

Partner involved: Delta 2000, contributions of all PPs

DEADLINE: (M34) October 2022

D2.4.3 N.1 cross-border event

Partner involved: Delta 2000, contributions of all PPs

DEADLINE: (M30) July 2022

D2.4.4 n.1 summer school

Partner involved: UNI Salento

DEADLINE: (M34) October 2022

D2.4.5 local events (about a total of n. 10 guided tours, n. 10 laboratories, n. 10 seminars, n. 10 workshops, n. 5 scientific training)

Partner involved: all PPs

DEADLINE: (M1-M36)

D2.4.6 n. 10.000 depliants about the events realized, posters, n. 10.000 info cards to promote the events, n. 5 press releases.

Partner involved: all PPs

DEADLINE: (M1-M36)

THOSE ARE SUGGESTIONS...YOU are free to add things and events

e.g. **Infodays** (one in Croatia and one in Italy) Organisation of a National Info day in each project country devoted to communicate project objectives of CASCADE and strategy to specific target groups.

Secondary school and university seminar series (at least one per semester in 2021 e 2022) Seminars will be organised in each semester at secondary schools and Universities in both countries with the aim of increasing knowledge of youngest generations on the ecosystem approach and sustainable exploitation of marine resources.

Public outreach events Open days of research institutes will be organised in each country. These events will be organised at the local level with the purpose to present the project idea and main findings to the general public. LP and eventually other PPs will also participate, disseminating project results, in events organised by European institutions, to annual Italy-Croatia programme events and the European Cooperation day, as well as the World Oceans Day.

All partners should help organizers with recommendation of quality speakers that can be involved and invitation of stakeholders to the event.

Participants on events should be all project partners, MA/JS Programme representatives, representatives of Italian and Croatian national representatives, regional stakeholders, MEDIA, general public, Etc.

9. Monitoring and evaluation of communication activities

The communication system should be tested periodically to ensure that messages are received and understood and the receivers are satisfied with the method deployed. Thus it is important to evaluate the success of communication activities, in order to learn which ones are successful and which need adjustments. Evaluation also creates useful feedback to share with others in the Programme and provides valuable lessons for future projects, so that they can learn from the project experience.

Project Communication Manager (PCM) has a key role for the sound and efficient implementation of communication activities in line with the project, PCS, and Programme obligations. PCM will set the tools (Communication report template) for monitoring and evaluation of the activities.

After each Progress reporting period, the Project Communication manager needs to prepare a **Communication Evaluation Report** at project level and then LP uploads it on SIU. Each project partner needs to fill in the Communication report template at partner level and send it to the Communication manager. Together with the report, PPs have to send all related annexes (produced communication materials, photos, links to press releases, event follow up reports, etc.). PCM will modify common programme template in the way that project visibility is added and activities will be modified according to AF.

Partner involved: PCM prepares joint report, all PPs send information and produced materials

DEADLINE:

- 30 days after end of project reporting period - all PPs send info to PCM
- 45 days after end of project reporting period - PCM prepares Joint report

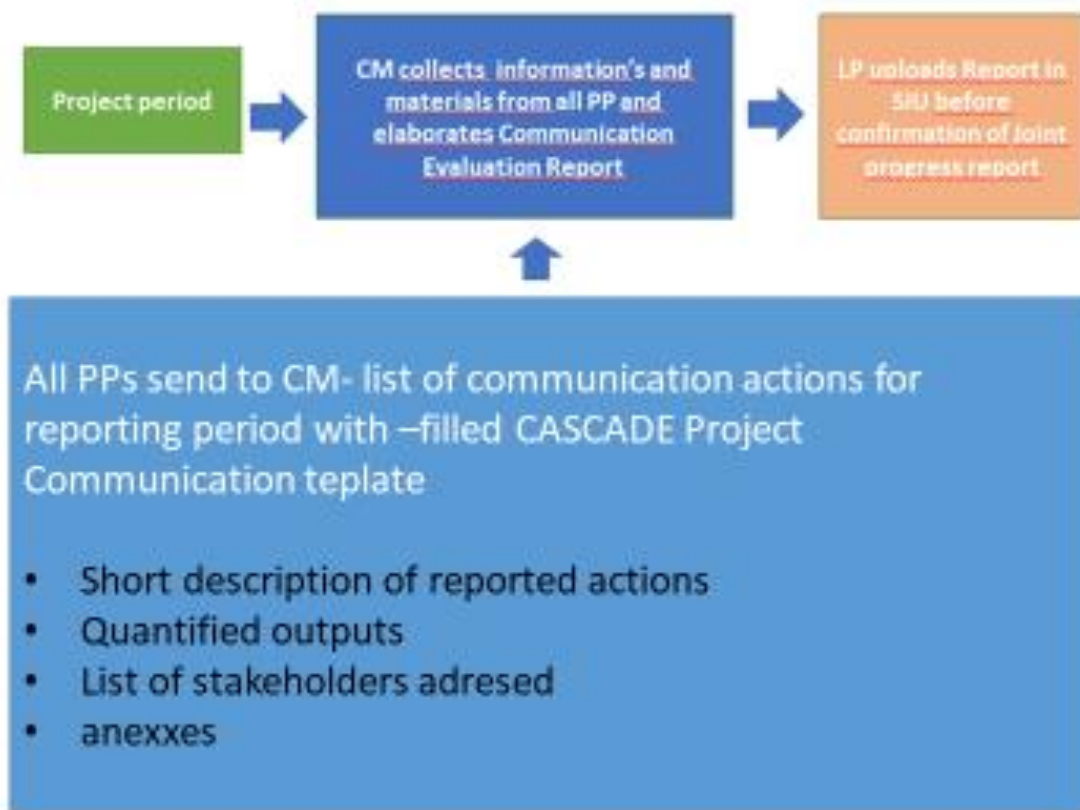


Figure 4 Communication Evaluation procedure

10. Timeline

Below a timeline of CASCADE Communication activities is proposed.

Activity	2020												2021												2022											
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12					
Activity 2.1 Start-up activities																																				
D2.1.1	X																																			
D2.1.2			X																																	
D2.1.3					X																															
Activity 2.2 Website, social media and dissemination material																																				
D2.2.1				X																																
D2.2.2																																				
D2.2.3												X																								
D2.2.4																																				
6 videos						X						X									X			X		X			X							
6 animated infographics										X											X			X		X			X							
10 webdocs																																				
D2.2.5																																				
D2.2.6																																				
D2.2.7																																				
D2.2.8																													X							
D2.2.9																																				
Activity 2.3 Identification of users/stakeholders requirements																																				
D2.3.1							X						X																							
D2.3.2													X																							
D2.3.3																													X							
Activity 2.4 Events, training and workshops																																				
D2.4.1																													X							
D2.4.2																																				
D2.4.3																													X							
D2.4.4																												X								
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D2.4.6																																				
10.000 depliants about the events realized																																				
posters																																				
n. 10.000 info cards																																				
n. 5 press releases.																																				

Table 4 Timeline of communication activities

11. Resources and finance

In line with the AF of the project the following resources are available for the implementation of WP2 Communication activities. Please note that in below tables are total resources on the project level.

WP2/ActivityN/Title)	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Total		
WP/Activity (N/Title)	Preparation costs	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Small scale infrastructure and construction works	Total
1-Start-up activities	€ 0,00	€ 20.560,00	€ 10.500,00	€ 3.084,00	€ 30.550,00	€ 0,00	€ 0,00	€ 64.694,00
2-Website, Social Media and dissemination material	€ 0,00	€ 85.443,00	€ 82.800,00	€ 12.816,45	€ 6.000,00	€ 0,00	€ 0,00	€ 187.059,45
3-Identification of users/stakeholders requirements and engagement	€ 0,00	€ 77.470,00	€ 32.700,00	€ 11.620,50	€ 19.000,00	€ 0,00	€ 0,00	€ 140.790,50
4-Events, Training and Workshops	€ 0,00	€ 78.780,00	€ 113.611,00	€ 11.817,00	€ 174.863,00	€ 20.000,00	€ 0,00	€ 399.071,00
TOTAL WP2-Communication activities	€ 0,00	€ 262.253,0	€ 239.611,00	€ 39.337,95	€ 230.413,00	€ 20.000,00	€ 0,00	€ 791.614,95
1-Review of								

Table 5 Budget breakdown per WP2 - activities / budget line

WP/number	Period 1 January - June 2018	Period 2 July - December 2018	Period 3 January - June 2019	Period 4 July - December 2019	Period 5 January - June 2020	Period 6 July - December 2020	Period 7 January - June 2021	Period 8 July - December 2021	Period 9 January - June 2022	Period 10 July - December 2022	Period 11 January - June 2023	Period 12 July - December 2023	Total
WP0	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 20.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 20.000,00
WP1	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 90.499,50	€ 146.298,50	€ 137.053,00	€ 138.453,50	€ 140.953,50	€ 152.248,09	€ 0,00	€ 0,00	€ 805.506,05
WP2	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 114.185,50	€ 95.325,50	€ 155.624,00	€ 138.098,00	€ 124.229,00	€ 164.152,95	€ 0,00	€ 0,00	€ 791.614,95

Table 6 Overview per WP2 per budget periods

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Programme Communication Manager - Tea Ivanišević (tea.ivanisevic@regione.veneto.it)

Communication Officer - Ilenia Cescon (ilenia.cescon@regione.veneto.it)

Links

CASCADE project web site: <https://www.italy-croatia.eu/web/cacade/about-the-project>

CASCADE social media: <https://www.facebook.com/Cascade-Interreg-Italy-Croatia-103062495029179>

https://www.facebook.com/CascadeMoreiKrs/?ref=page_internal

Programme web site: <https://www.italy-croatia.eu>

Project Brand manual: <https://www.italy-croatia.eu/docs-and-tools>