

Kick-off meeting

D.2.1.4.



Project Acronym Firespill
Project ID Number 10255377

Project Title Fostering Improved Reaction of crossborder Emergency

Services and Prevention Increasing safety LeveL

Priority Axis Safety and resilience

Specific objective 2.2 - Increase the safety of the Programme area from natural

and man-made disaster

Work Package Number 2

Work Package Title Communication activities

Activity Number 2.1.5

Activity Title Kick-off meeting

Partner in Charge LP

Partners involved All partners

StatusFinalDistributionPublicDate of release:9/2020



PARTICIPANTS:

LP: Public Institution RERA S.D.

PP1: Abruzzo Region

PP2: Europe Point Consortium

PP3: Dubrovnik Neretva County

PP4: Adriatic Training and Research Centre for Accidental Marine Pollution Preparedness and

Response - ATRAC

PP5: Zadar County

PP6: Marche Region

PP7: Region of Istria

PP8: Development Agency of Šibenik-Knin County

PP9: Puglia Region

PP10: Emilia-Romagna Region

PP11: Environmental Protection Agency of Friuli Venezia Giulia

PP13: Split Dalmatia County

INTERREG V-A CBC Programme Italy-Croatia 2014-2020 Joint Secretariat

- Diana Gracin Petrović
- > Tea Ivanišević



Day 1 – 2 September 2020

1. Welcome introduction and Consortium presentation

The Kick of Meeting of FIRESPILL was launched with the welcome speech of the LeadPartner by Ms Helena Brčić, Project Manager of FIRESPILL at the Public Institution RERA S.D. Project partners have introduced themselves shortly, highlighting their name, project team, organization and role in the FIRESPILL project.

2. Programme introduction: Communication, Joint Secretariat
/Communication Unit, presentation held by Ms Tea Ivanišević

Ms Ivanišević has presented Communication in Interreg programmes and projects focused on following themes:

> Key elements

- All projects are obliged to disseminate the information in relation to their implementation.
- Why do Projects communicate: to promote the project and reach target groups and general public, to disseminate the project results, to build good reputation etc.
- Communication within the project and Communication plan
- ➤ EU Regulatory Framework
 - Project Communication Toolkit consisted of Logos, Office Pack, Poster, Plaque,
 Invitation, Cover, Key visual and Programme Area Map
- Roles and Deliverables
 - The Project Management Unit
 - Tasks of Communication Manager
 - Minimum required activities/deliverables
 - Website, social media, infographics, video

Reporting

- Project Communication report template Compulsory annex to the Progress Report
- 3. Programme introduction: State of the art & introduction to rules and procedures, Joint Secretariat /Project Manager, presentation held byMs Diana Gracin Petrović



- ➤ Interreg Italy-Croatia CBC Programme
 - Programme Area Key figures
 - Priority Axes and Specific Objectives
 - Calls for proposals
- Project implementation
 - Advance payment 10% after SC and PA signed
 - Financial Management Budget lines:
 - Preparation Costs Lump sum of max 20.000€ per Project
 - Staff costs Flat 20%
 - Office and administration Flat 15% of Staff
 - Travel and accommodation Staff of beneficiary travelling for project purposes (travel, meals, accommodation costs and daily allowances)
 - External expertise and services Services and expertise provided by a public or private body or a natural person outside the beneficiary organization(Public procurement rules)
 - Equipment Equipment purchased, rented or leased by a beneficiary other than those covered by the BL Office and administration
 - Small scale infrastructure and construction works may either refer to an object (e.g. a building) that will be set up ex-novo or to the adaptation of an already existing infrastructure
 - Project changes:
 - Modifications of the partnership
 - Budget modifications
 - Modifications of the workplan
 - Extension of the project duration
 - Minor modifications (LP informs JS, whenever the change is needed) and Major modifications (Decision by MC is needed)
 - Reporting (Activity report + expenditure costs + control documents → Confirmation of PR by LP via SIU → Check of PR by JS - Report is due on a 6-monthly-basis
- > General recommendations:
 - Respect for the LP principle
 - Collaboration with Programme bodies
 - LP/PP obligations



4. Project content overview, LP Public Institution RERA S.D., presentation held by Ms Helena Brčić

Ms Brčić, Project manager of LP Public institution RERA S.D. for coordination and development, has presented general information about FIRESPILL project:

- > Project partners, Project budget, Project duration, Work packages, Infrastructure list
- Project objectives

FIRESPILL project overall objective is to increase the capacity of Emergency Service Organizations and citizenship to cross-border operate in tackling natural and manmade disasters in the Adriatic Basin, decreasing the exposure of the populations to the impact of hazards and increasing the safety of the Croatian and Italian Adriatic basin by improving emergency prevention and management measures and instruments.

- Project main results
 - Upgraded Emergency Services Regulatory system and institutional cooperation
 - Enhanced awareness and behaviour of the citizens
 - Improved risk prevention and management in the involved coastal regions
- > Target groups
 - General public
 - Local, regional and national public authorities and related entities
 - Emergency services and coast guard centres
 - NGOs
 - Education and training centres
 - Universities and research institutes

Project Plan:

- Project preparation
- WP1 Project management and coordination of activities
- WP2 Communication activities
- WP3 Modelling and enhancing the innovative crossborder emergency services
- WP4 Enhancement of emergency service organizations' operational capabilitiespilot projects' deployment
- WP5 Activation of citizens' participatory process
- 5. WP1 Project Management and Coordination of Activities, LP PublicInstitution RERA S.D., presentation held by Ms Marija Vučica

Ms Vučica has presented description of WP1 including all activities and deliverables. Activity plan in next 6 months consists of:



- Deliverable: 1.1.1. Signature of SC and PA + partners involved LP + all partners
- ➤ Deliverable: 1.1.2. Steering Committee SET UP LP + all partners
- Deliverable: 1.1.3. Internal project regulations LP
- ➤ Deliverable: 1.2.1. Coordination meetings and Skype conferences held LP + all partners
- > Deliverable: 1.2.2. Monitoring templates LP + WP leaders
- ➤ Deliverable: 1.2.3. Activity status report LP + WP leaders
- ➤ Deliverable: 1.3.1. Steering Committee meetings LP + all partners
- ➤ Deliverable: 1.3.2. SC minutes and list of signatures LP + hosting partners
- ➤ Deliverable: 1.3.3. Advisory members appointment LP + all partners
- ➤ Deliverable: 1.4.1. Financial progress report LP + all partners
- > Deliverable: 1.4.2. Application for reimbursement LP
- 6. WP2 Communication activities, PP2 Europe Point Consortium, presentation held by Ms Sara Valeri

Ms Valeri has presented description of WP2 including all activities and deliverables. Relevant communication obligations are:

- Poster
- Partners' institutional websites integration
- Events
- Publications
- Audio / Video information
- Promotional gadgets

Special obligations in case of small infrastructure and construction works:

- > Billboard, during the project
- > Permanent plaque, after project completion

What COPE expects from partners:

- Partner institutional logos (in good resolution/vectoral format)
- ➤ PP2 will prepare a template (in English) of the page to be published. Each PP will fill it with personalized content and picture/images
- ➤ To send eventual remarks or integration on the Communication Strategy within 9/10/2020
- attendance lists collected during events and number of public reached via other communication channels (videos, tv, radio, newspaper)



Day 2 – 3 September 2020

7. WP3 – Modelling and Enhancing the Innovative Crossborder EmergencyServices, PP1 Abruzzo Region, presentation held by Ms Chiara Barchiesi

Ms Barchiesi has presented description of WP3 including all activities and deliverables. Activity plan in next 6 months:

➤ Initially at the KoM, 2 working groups are established, 1 composed from Italian PP and 1 composed from CRO PP, that analyse current countries' Emergency Services Legislation. A report, dedicated to each country, on the different legislation, procedures and regulations, including the activation of the EU CP mechanism currently in force in the two countries. PP1 and PP7 are in charge of the respective reports. All partners are involved through the working groups — the working groups must be set up as soon as possible.

8.WP4 - Enhancement of Emergency Service Organizations' Operational Capabilities - Pilot Projects' Deployment, PP13 Split-Dalmatia Region, presentation held by Mr Ivica Šitum

Mr Šitum has presented description of WP4 including all activities and deliverables. Activityplan in next 6 months:

- ➤ Make guidelines/methodology for Pilot Project Framework Plan —PPFP PP13
- ➤ Make a Pilot Project Framework Plan (PPFP) PP13
- In order to develop PPFP, 2 task forces will be set up on 2nd P& SC meeting
 - TF1 (Fire and earthquake pilot deployment)- coordinated by PP10; participated by PP2, PP5, PP9, PP12
 - TF2 (Oil spills and other marine hazards pilots deployment)- coordinated by PP9; participated by: PP1, PP4, PP7, PP11
- > TF 3 (coordinated by LP, participated by PP3 and PP6) that will be set up and will prioritize the establishment of Advanced training Centres for Firefighting and Civil Protection
- ➤ 13 World cafe/workshop presentations of pilot concepts with target groups all PP's.

Italy - Croatia 9.WP5 – Activation of Citizens Participatory Process, PP3 Dubrovnik-Neretva Region, presentation held by Mr Luko Srhoi

➤ Mr Srhoj has presented description of WP5 including all activities and deliverables. Activity plan in next 6 months: Deliverable: D.5.1.1 - n°1 "Building safe community " awareness campaign — PP3 + all partners.

10. ToDos and Closing remarks, LP Public Institution RERA S.D., MsHelena Brčić

Ms Brčić has presented conclusions from 2 days Kick of Meeting:

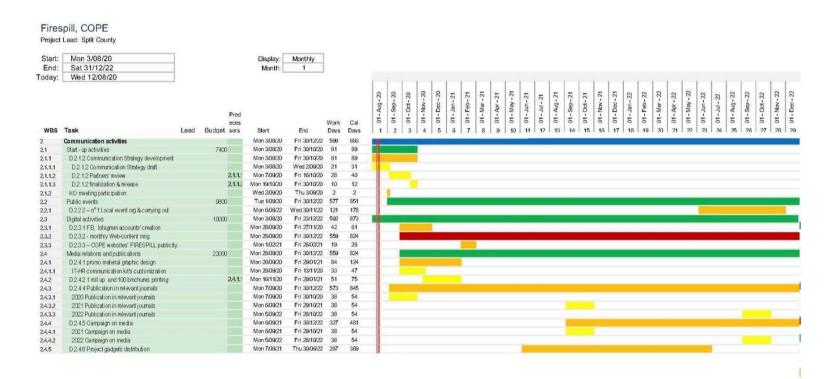
- ➤ REPORTING (information for SIU, deadlines, etc) All partners have to send data to the LP in order to get access code for SIU system. Deadline for the Partner report submission for the Croatian partners is September 10th and Italian partners have to contract FLC's.
- ➤ Partnership Agreement LP RERA S.D. will prepare draft version and send it to all partners to check and confirm the document so it can be signed.
- > Risk Management LP RERA S.D. will prepare draft version of Risk Management Plan and send it to all partners to check and confirm the document.
- Internal project regulations LP RERA S.D. will prepare draft version and send it to all partners to check and confirm the document.
- ➤ Establishing of SC LP RERA S.D. will upload excel table in shared folder and all partners will write names and contacts of SC Member and SC Member Substitute.
- > All WP leaders will share their presentations with partnership
- ➤ WP2 leader (COPE) will send next steps for WP2 implementation (start-up activities for communication and project visibility)
- ➤ LP and WP leaders LP will organize bilateral meetings defining next steps in each technical WP and send it to the rest of partnership.

ATTACHMENTS:

- Participants list
- Photos



1 Communication activities. Action plan.



foreseen

timeplan

indicative

dates



2 Project information

2.1 Access to project information

Project communication contributes to the Programme Communication Strategy. In particular, project communication has to aim at making the general public, thematic experts, decision makers and other target groups in the Programme area aware of the project results and achievements, and has become one of the key elements to ensure durability and transferability of outputs and results; in fact, result orientation is the key mantra of the 2014-2020 programming period.

Project partners will have to develop their relations in the spirit of the "INTERREG community" in order to allow the development of a true "community identity". The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime.

Accessibility of project information is ensured by the use of appropriate tools like the website of the project, hosted on the joint online platform of the Programme. Information on project management, deliverables, outcomes, results, databases and schedule of events will be published there.

Other actions and tools further complement the public's access, following the communication strategy.

Additional tools:

- Promotional material (printed and digital)
- Events (e.g. raising awareness events)
- Educational seminars

All project partners should publish a short description of the project on their institutional websites, 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 a link to the project's website in the Interreg Programme platform.

2.2 Availability of information and alternative forms

Any form of communication of the project will be available on the basis of the communication plan which results from an analysis aiming at maximizing the audience's response. Addressing the communication needs and expectations of the target groups is key for the project's success. Depending on the maturity of the project results, specific messages can be transferred to selected recipients with targeted dissemination via media & socialmedia.



3 Human resources

The quality of project communication results comes from a joint committed work of all partners, relies not just on the efforts taken by the Lead Partner internally, within the partnership (with a good internal communication management and documents repository sharing tools) or by the PP2 COPE, which is responsible for external communication activities.

Thus, the key for the most effective and successful overall communication of the project depends on all those human resources that will be appointed by each partner, and that will be internally responsible as Partner communication managers, being a direct interface between the Project communication manager (appointed by Cope), and the single partners themselves.

To these appointed partners' staff members will be specifically granted the possibility to access drive repository for documents and operate in the project website and social channels, with outputs/news sharing purposes.



4 Communication risks and mitigation activities

The optimal use of disseminated information of the project by the target audiences should be pursued during the project's implementation in order to achieve the best communication results. Identifying the obstacles that may arise in this process would help in order to undertake the appropriate measures to eliminate them.

Possible obstacles that may interfere by target group:

Target group	Risk	Risk level	Mitigation
Partnership (internal)	Lack of alignment between partners for communication activities	Low	Regular meetings between the project's communication partners
General public	Fail in reaching population on project objectives and in spread information on risk prevention and proper behaviour reaction to disaster.	High	Public Events, Drills, Awareness campaigns, Gadget/guides/operat ive kits distribution
Local, regional and national public authorities and related entities	Low activity in social media, overloaded calendar, difficult to reach, low technical perception of the activities implemented	High	Events, Bilateral meetings, strategic follow-up, tailor- made supportive material, design of easy and clear messages
Emergency services and coast guard centres, NGOs, Education and training centers, Universities and research institutes	Low activity in social media, Overloaded calendar, difficult to reach, low perception of the benefits provided by their involvement to the pilot deployment	Medium	Bilateral meetings, strategic follow-up, tailor- made supportive material

4.1 Evaluation. Monitoring of results-ways of improvement.

Assessing the effectiveness of the communication strategy is extremely important as it provides useful feedback on the extent to which the objectives have been met and on the assessment of the success of the communication activities selected. The evaluation criteria, indicators, measures and methods for assessing communication are defined according to the specific and communication objectives of the project. The contribution of the horizontal work of the thematic community can also be important to ensure that project evaluation is consistent with the community's assessment method of communication.



Quality area	Assessment criteria
Website	Website traffic
	Number of material downloads
Social networks	Number of page followers
	Growth of page followers' number per month
	Number of interactions with posts
	Number of posts per month
Publications	Number of articles in thematic magazines
	Number of media releases
Organizing Events	Number of events
	Number of participants
	Number of events per geographical level (local/ regional, national/ EU/ international)
	Number of reached stakeholders
	Number of interactions on social media prior/during/after the events
	Number of media releases regarding each event
	Feedback by the participants after the events
Participation to events	Number of events
	Number of presentations by FIRESPILL's partners
	Number of events per geographical level (local/ regional, national/ EU/ international)
	Number of reached stakeholders
	Number of interactions on social media prior/during/after the events
	Number of media releases regarding each event



5 Stakeholder DB

A Stakeholders/beneficiaries database's layout should, at least, provide the information as follows:

Country	Organisation	Addresses	Addresses	Form of	Phone	e-mail	Instagram	Facebook
	name	(Name)	(Function)	address	number			



6 COVID-19 guidelines to smooth pandemic's impact on Communication activities

Starting from March 2020 all Interreg MED programme's countries introduced lockdown measures, while public administrations, public and private agencies and enterprises adopted the smart working as a methodology to comply with the rules of social distancing.

This necessitates a project activities' in-depth analysis to study and take the most suitable precautions to mitigate the impact of the pandemic on the project implementation.

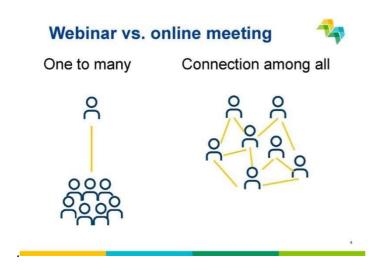
As regards communication activities, the public events are heavily influenced by COVID_19 pandemic, above all, until the related restrictions can be eased or abolished and therefore it is necessary to switch all planned internal and external physical events to online events (webinars and/or on line meetings).

6.1 Online event guidelines

6.1.1 Main principles

Due to COVID-19 pandemic, FIRESPILL is turning to online events that are simply presentations to delivery information on specific topics, with interaction, polls and questions among speakers and audience, more or less as in a physical event.

First of all, we find it interesting to define the difference between a webinar and an online meeting: in the first case one speaks and the others listen while in the second there is a connection between all the participants.



The following considerations resume up the organizational main aspects to be taken into account to organize and carry out an online event.

11.1.1.1 Online Meeting:

Suitable for small groups (5-15 attendees)

Characterized by the interaction among all attendees with the same rights in Speaking, Sharing Screens, Webcam, Document.

It is recommended that it be:

1. Short ~ 1 hour



- 2. Creative by the use of:
- Recordings
- Online activities
- 3. Organised and efficient by defining
- Agenda
- Timescale
- Responsibilities
- 4. Agree on a set of rules
- Talk freely vs selected
- Webcams on or off
- Mute microphones if not speaking

11.1.1.2 Webinar

Suitable for large groups

Characterized by a

- dedicated small team with the different roles and responsibilities: (i) Organiser that centrally controls the event; (ii) Presenter that shows presentations and videos;
- agreed on roles and responsibilities, as Changing slides, Turning webcam on or off, Sharing computer screen, Taking questions

The audience is enabled to actively listen, ask questions directly or in writing, be engaged in polls and quizzes.

11.1.1.3 Large online events:

Suitable for unlimited participation and complex events

Unlimited participation is heavy demanding on the internet.

Its organization and management require a dedicated team (Organiser, Presenter, Panellist(s), Chat Moderator(s)), supported by external experts for quality of sound and visuals and quality of event moderation.

The audience is enabled to ask questions in writing and be engaged in polls and quizzes.

6.2 Online events planning and implementation.

6.2.1 Plan your content in advance

Just like physical events, it is important to establish an agenda in advance agreeing on key talking points and setting times when (i) speakers do the presentations, (ii) have Q&As, (iii) launchpolls.

It helps to keep the online meeting together. Everyone knows their role and when they should speak. Finally, inform internal team about the agenda, their roles and times to help them prepare.

Agenda Template

	Time	Activity	People	Content
1	09:55	Virtual waiting room		Welcome message
2	10:00	Welcome from xx. My name is xx and I will be you host today. I am happy you joined our online meeting to discuss xx. You'll learn xx.	Moderator	Poll 1



		I am not alone here We have xx people registered from xx countries/ projects. You are most welcome! Housekeeping (agenda, polls, Q&A, chat in writing, presentations available, recording)		
3	10:05	Before we start, tell us [Poll1].	Moderator	Poll 1 launch (Organiser)
4	10:06	Poll 1 results Now, let'sget to our agenda.Xx willstart witha few words about:	Moderator	POLL 1 results (Organiser)
5	10:07	Topic A	Presenter	
6	10:10	Topic B	Presenter	
7	10:15	Q&A Now, let'smoveon and ask xx to tell us about:	Moderator	
8	10:20	Topic C	Presenter	
9	10:29	Do we have any questions? If not, let's move to [Topic D].	Moderator	
10	10:30	Topic D	Presenter	
11	10:40	Q&A Now, let's go back to xx and talk about [Topic E]	Moderator	
12	10:45	Topic E	Presenter	
13	10:50	Q&A Thanks xx. Let's have a look at the remaining questions.	Moderator	
14	10:55	To close our webinar, tell us xx	Moderator	Poll 2
15	10:56	Poll 2 launch	Organiser	
16	10:57	Comments on the results of Poll 2	Moderator	POLL 2: closed
17	10:58	Closes show (thanks for all questions and participation in polls). Evaluation survey to come at the end. Recording available later – check YouTube	Moderator	
18	11:00	Till 11:30		Still answering remaining questions in writing

6.2.2 Create a small team

You will need help with your online meeting. You need people who take on different roles:

- The organizer: set key messages, draw up the agenda and select the speakers.
- Live moderator: opens the meeting, asks questions to the public and launches surveys.
- The presenter (s): speaks energetically and concise.
- The panellist (s): focuses on specific topics and answers questions.
- The chat moderator: makes the audience feel welcome and keeps track of questions.



The number of needed people will depend on the size and complexity of the online meeting: Usually for an online event of 30 people, an organizer, a live moderator, a presenter and a chat moderator are requested.

6.2.3 Prepare for the unexpected

What to do in case of technical error?

First check if more than one participant is experiencing the technical problem, in case the problem may have originated from your side.

- Check the cause and try to solve testing the Internet connection and in the extreme case, leaving the meeting and restarting the online meeting tool
- Always keep messages ready to be sent to your participants in case of technical problems.

If the problem comes from the attendees, ask them to:

- test their audio and sound
- test their Internet connection (suggest to disconnect and reconnect to on line meeting tool)
- reboot their computer

6.2.4 Use the online meeting tool that's right for you

<u>Generally speaking</u>, use those tools you already use/have in your institution, if it is suitable for the event you plan (local or final/international), as you already know what to do with these tools and how to work with them.

In case you don't have a specific tool for it, it's better to first think what kind of event you want to prepare with following main variables:

- How much people do you want/expect to attend
- How much time is the duration of the event
- Do you want one or some of the following characteristics? Polls/Quizzes, Video Recording
- How much budget you have in your "WP4 / External expertise and Services" to cover its costs.

Depending on the answers to these questions you will search for a tool that complies your needs. There are many tools available on the market to carry out your meetingonline.

They vary in terms of costs and number of participants and offer various interactive elements. In chapter 2 the project has put together a list of common tools which can help your events. Feel free to add your tools too!

So go ahead. Compare. And choose the one that suits you best.

6.2.5 Before the event

Keep in mind that:

- Main issues should be always audio and sound
- Preparatory events to define connexions, internal team (responsibilities, roles), agenda, technical details, cameras, micros, sound, etc.
- Security issues might be needed
- Number of attendees expected
- Video recording or not
- Polls and Quizzes / Interaction possibility
- Promotion of the event: Send 2-3 reminders before of the event, focus 24 h before the event, use # and social media

6.2.6 Good speakers

Focus on KEY MESSAGES to be sent

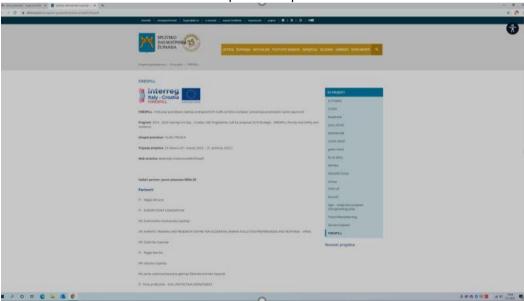


- Strict with timing, keep it concise
- Keep track of questions
- Don't look to bad ortoo "shiny", check your appearance, regular outfit for all seasons and neutral appearance.
- Maximum: 2 minutes per slide, 7 points per slide, 7 words per point

6.2.7 Post-event communication:

To publish

- Article with the main points/ Q&Amaterial
- Webinar recording
- The poll results
- Speakers' quotes
- Pictures on social media
- Create a tip sheetTo promote the reference materials





Firespill participants list

FireSpill Kom - Participants List					
Date Nr.	2-Sep-2020	3-Sep-2020			
1	Anja Pilepic	Moro Christina			
2	Marijana Vladović	Marijana Vladović			
3	Elma ZŽ	Ognjen Ćavar			
4	Ana Calusic	Ana Calusic			
5	Leoni Stefania	Luko Srhoj			
6	Giaiotti Dario	Visko Haladić			
7	Elena Gianesini	Francesco Losole			
8	Ognjen Ćavar	Enrico Ballaben			
9	Visko Haladić	Ivan Župan			
10	Moro Cristina	Ive Surić			
11	Ive Surić	Chiara Barchiesi			
12	Enrico Ballaben	Emiliano Galluccio			
13	Ana Matas	Anja Pilepic			
14	Josip Aras	Elma ZŽ			
15	Chiara Barchiesi	Ana Matas			
16	Staff Puglia Region	Josip Aras			
17	Bruno Kostelic	Bruno Kostelic			
18	Silvia Moroni	Elena Gianesini			
19	Ivan Župan	Silvia Moroni			
20	Silvia Lippi	Giaiotti Dario			
21	Stefano Marani	Stefano Marani			
22	Luko Srhoj	COPE			
23	Tea Ivanisevic	Staff Puglia Region (PP9)			
24	Emiliano Galluccio	Helena Brčić			
25	Diana Gracin Petrović	Ivica Šitum			
26	Helena Brčić	Luka Batinić			
27	Ivica Šitum	Marija Vučica			
28	Luka Batinić	Vedran Martinić			
29	Marija Vučica				
30	Vedran Martinić				
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KoM Firespill photos





















