

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Deliverable 2.1.1. COMMUNICATION PLAN

Control sheet/Control Document



UNIVERSITÀ
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DI UDINE
hic sunt futura



Hrvatski veterinarski institut
1953
Zagreb



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INSTITUT ZA OCEANOGRAFIJU I RIBAŠTVO SPLIT



Istituto Zooprofilattico
Sperimentale delle Venezie



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FACULTET ZA MENAĐŽMENT U TURIZMU I GOSPODARSTVU
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Institute of Biomolecular Chemistry (ICB)



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SOCIETÀ AGRICOLA s.r.l.



ORADA
ADRIATIC



ROYAL
ADRIATIC



Friul Trota
Affincatori in Sea Diced

PART 1

Project number:	10045161
Project Acronym:	AdriAquaNet
Project Title:	Enhancing Innovation and Sustainability in Adriatic Aquaculture
Start of the project:	01.01.2019
Duration:	42 months
WP/activity:	2.1
Deliverable name:	Communication plan
WP leader:	PP2
Author (s):	Sabina Passamonti
Delivery date:	period 1-7
Status:	Final

1

List of annexed items

- 1. COMMUNICATION PLAN**
- 2. COMMUNICATION REPORT**

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture



Priority axis 1 - BLUE INNOVATION

Specific objective 1.1 - ENHANCE THE FRAMEWORK CONDITIONS FOR INNOVATION IN THE RELEVANT SECTORS OF THE BLUE ECONOMY WITHIN THE COOPERATION AREA

COMMUNICATION IMPLEMENTATION PLAN

Version n. 2 APPROVED (04.12.2019)

Confidential

Activity 2.2 – Communication items

Activity 2.3 – Targeted Events for SMEs

Activity 2.4 – Events for the general public

Author: Sabina PASSAMONTI, University of Trieste (PP2)

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WP 2.2 Communication items

Communication items are going to be produced continuously until the end of the project.

PRIMARY PRODUCTION OF COMMUNICATION ITEMS

Partners have the task to produce their “primary” communication items. These are:

- Photos
- Videos
- Brochure
- Interviews (short videos)
- Flyer and other documents for specific event
 - e.g. Booklet/brochure on training programme

Primary communication items are then disseminated via:

- Press releases
- social media
- “secondary” communication items (e.g. flyers, posters, etc.).

Here we describe how Partners autonomously produce and manage their communication items.

Tool n. 1 – www.adriacqua.net website has a repository (Gallery) for both photos and videos.

Tool n. 2 – Each PP has its folder in Gallery/photos and Gallery/videos.

Tool n. 3 - The author and date of uploading is automatically tracked in a separate file, which is needed to produce the bi-annual WP2 report (WP2 report of each Partner & general WP2 report).

Tool n. 4 - Each partner receives an automatic recall to produce its communication items (2 photo/month and 2 short videos/month), sent to the e-mail address of the Partner’s communication manager.

Tool n. 5 – The website has also a repository of interviews, organised by PP2.

WP 2.3 - Events for SMEs

These events have the goal to reach SMEs and activate knowledge and technology transfer

Here we specify the implementation plan for the third semester of the project (01.01.2020-30.06.2020).

Synopsis

Comm. objective	TARGETS	WHAT	WHERE	WHEN	WHO	ROLE of PP2
OBJ 1 transfer	SMEs	Aquafarm	Pordenone	February 2019	LP, with PP1	gives items
OBJ 1 transfer	SMEs	Aquafarm	Pordenone	February 2020	LP, with other PPs	gives items
OBJ 1 transfer	SMEs	SEALOGY	Ferrara	March 2020	PP4, with other PPs	gives items
OBJ 1 transfer	SMEs	Event	Split	May 2020	PP7, with PP5	gives items
OBJ 1 transfer	SMEs	CroFISH 2020	Porec	Nov 2020	PP5, with other PPs	gives items
OBJ 1 transfer	SMEs	Fiera del mare	Croatia?	Spring 2021	To be decided	gives items

The synopsis shows that by March 2020, our project may attain the target of organising events for SMEs in Italy.

Aquafarm, Pordenone (Italy), 19-20 February 2020

It will be organised by LP.

WHY Aquafarm

Aquafarm is one of the most important fairs for the aquaculture business, as described here: <http://www.aquafarm.show/en/the-project/>

AQUAFARM 2020 is an International two-day event dedicated to and reserved for operators of the Euro-Mediterranean sustainable aquaculture industry, one of the food production activities with the highest growth rate worldwide, which supplies 46% of the total amount of fish consumed and is exceeding deep sea fishing as a source of supply. Moreover, using sustainability criteria, aquaculture could become the most advantageous zoo technical activity with regards to the relationship between foodstuff used and product obtained.

AdriAquaNet will attend this event for SMEs for the second time.

WHY LP

LP has organised it in 2019. It is important to be there another time.

Sealogy, Ferrara (Italy), 6-7-8 March 2020

Partner in charge: PP4 – Istituto Zooprofilattico Sperimentale delle Venezie

WHY SEALOGY

Sealogy is the first European fair of Blue Economy. It will take place in Ferrara, which is included in the Interreg Italy-Croatia Programme Area.

Sealogy offers:

B2Blue, a brokerage event to promote innovation and business, as described here:

http://sealogy.it/b2blue_ita.html

SEALOGY® will host, at the Ferrara exhibition center, B2BLUE - Blue Brokerage event, a brokerage event dedicated to the blue economy, aimed at promoting innovation and new business opportunities among companies, clusters, research centers, agencies and universities. Two days (6 and 7 March 2020) of bilateral meetings organized by Art-ER, thanks to the MISTRAL project financed by the INTERREG MED program and within the Enterprise Europe Network, the most important network for innovation and internationalization financed by the Commission European, to meet potential technological and commercial partners, present their brand, discuss and develop new ideas and business opportunities, start collaborations and expand their professional network.

By attending Sealogy B2Blue event, AdriAquaNet will *also* act in synergy with other Interreg Programmes, as stated in its Application Form (page 43).

IMPORTANT: Sealogy offer the possibility to organise training sessions for fishfarming professionals. Probably, this could be done both in Spring 2020 and in Spring 2021 (see here http://sealogy.it/assets/brochure_sealogy_ita.pdf, Page 12).

In summary, our project may be an active participant in Sealogy 2020, by doing the following:

WP	Objective	TARGETS	WHAT	details	WHO	ROLE of PP2
2.3- event	OBJ 1 transfer	SMEs	B2Blue	Brokerage with business	PP4, with other PPs	gives items (see below)
2.4- event	OBJ 2 awareness	SMEs; policy	Seminar	Presentation of the project offer: a) science; b) technology; c) training	LP	Press release, brochure, flyer, video, social media campaign; training brochure
3.4- training		experts	Training		WP3 leader	Will collect Training materials and prepare booklet
4.5- training		experts	Training		WP4 leader	As above
5.5- training		experts	Training		WP5 leader	As above

WHY PP4

PP4 is a Partner that has a long-lasting and high-level knowledge in the field of fishery and aquaculture in Italy. It can therefore best exploit the opportunity to organise the participation of a certain number of Partners to Sealogy.

WP 2.4 –Events for the general public

These events aim at reaching the general public, focusing on consumers, expecting that they will value the added value of eating farmed fish according to the best practices of fish farming, fish health management and fish food processing.

Synopsis

Comm. objective	TARGET S	WHAT	WHERE	WHEN	WHO	ROLE of PP2
OBJ 3 consumers	General public	Science in the City	Opatija or Split	July 2020	PP2 & PP5	Gives items. Acts in synergy with PP5
OBJ 3 consumers	Pupils	Series of visits in schools	Trieste	school year 2020/2021	PP2	Gives items. Acts in synergy with PP5

ESOF 2020-Science in the City, Trieste and Opatija or Split, 01.07.2019 and 08.07.2019

Partner in charge: PP2, University of Trieste

Why ESOF 2020 Science in the City

This is one of the most important science dissemination and engagement in Europe. A huge number of people will participate to these events. We want to implement a programme enabling us to test the questionnaire developed by PP5 to assess the consumers reaction to tasting new preparations of food fish, worked out by LP, PP5 and PP10.

WHY PP2

ESOF 2020 will take place in Trieste. PP2 is well supported by its administration to optimise the programme (see details in website adriaqua.net, WP2, Work in progress, WP2-PSC 04.12.2019).

Demonstrations in schools, school year 2020-2021

Partner in charge: PP2, University of Trieste

Why Demonstrations in schools

Food education is very important at early ages. The goal of the project is to provide scientific demonstration that farmed fish is excellent.

Why PP2

The University of Trieste has a partnership with Immaginario Scientifico, an organisation specialised in science dissemination in schools, spanning from primary schools to high schools. By leveraging this service, which is free of charge for staff of the University of Trieste, the project can assess the way fish food is perceived. The detailed programme will be refined in early 2020.

MONITORING AND EVALUATION

Indicators of performance		sem 1	sem 2	sem 3	sem 4	sem 5
Deliverables	Target (n)	01.01.- 30.06.2019	01.07.- 31.12.2019	01.01.- 30.06.2020	01.07.- 31.12.2020	01.01.- 30.06.2021
MULTIMEDIA ITEMS						
photos			70	60	60	60
videos			2	2	2	2
interviews			3	10	10	10
press releases			1	4		
publications						
training materials				3	3	3
reports				3		3
research papers						3
technical protocols						3
recommendation						1
SOCIAL MEDIA RELEASES						
INTERREG website			1	10	10	10
Facebook			2	20	20	20
Twitter			2	20	20	20
LinkedIn			1	10	10	10
Slideshare			1	10	10	10
EVENTS						
Kickoff	2	2				
Events for SMEs CRO	3		1	1	1	
Events for SMEs ITA	2	1	1			
Events EU	3			1	1	1
Events for general public CRO	3			1	1	1
Events for general public ITA	3			1	1	1
Closing conference CRO	1					1
Closing conference ITA	1					1

Indicators of impact		sem 1	sem 2	sem 3	sem 4	sem 5
Deliverables	Target (n)	01.01.- 30.06.2019	01.07.- 31.12.2019	01.01.- 30.06.2020	01.07.- 31.12.2020	01.01.- 30.06.2021
MEDIA APPEARANCE				3	3	3
articles				3	3	3
radio				3	3	3
TV				3	3	3
Attendance to events						
Kickoff 1	50					
kickoff 2	50					
Events for SMEs CRO				10	10	10
Events for SMEs ITA				10	10	10
Events EU					20	20
Events for general public CRO					50	
Events for general public ITA					50	
Closing conference CRO						50
Closing conference ITA						50

COMMUNICATION BUDGET

Partner	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Total
LP						16.850,00
PP1						27.180,00
PP2	20.057,26	20.845,86	33.245,86	30.845,86	35.369,49	140.364,32
PP3						25.150,00
PP4						7.875,00
PP5	2.025,00	5.225,00	2.750,00	3.500,00	2.000,00	19.750,00
PP6						9.200,00
PP7	2.622,50	862,50	8.990,00	-	3.105,00	15.580,00
PP8	-	1.420,00	2.200,00	1.000,00	1.200,00	5.820,00
PP9						6.225,00
PP10						9.530,00
PP11						1.150,00
						284.674,32

ANNEX 1 – LIST OF DELIVERABLES

- WP 1. COMMUNICATION PLAN, with objectives, target groups, activities, responsibilities, schedule, approaches/tools and monitoring methods (PP2);
- 2.1 2. POSTER OF THE PROJECT (N=1), for a general description of the project (PP2);
3. POSTERS OF THE PARTNER (N=14), to explain the specific roles of PPs in the project (each PP);
4. PORTRAIT OF THE PROJECT in the form of a booklet (version 1), made by adapting the contents of the posters (N=1) (PP2);
5. PLATFORM OF SOCIAL MEDIA ready for use (Facebook, Twitter, Instagram, Slideshare, LinkedIn, and project's website with blogger) (PP2);
6. Selection and appointment of EXTERNAL EXPERTS (PP2: SME, PP5: journalist), offering a multi-functional service (translations in English, production of audio-visual materials - designs, movies, photo, interviews and storytelling, management and updating of the project's social media channels, and organisation of public events);
7. PRESS RELEASES (1/PP, in 3 languages; N=42);
8. High-level KICK-OFF CONFERENCE, happening in Italy (LP with PP6) and replicated in Croatia (PP1 with PP7).

WP

- 2.2 The field "Description – Activity deliverables" will be completed as follows:
1. MULTIMEDIA ITEMS (photos, videos, interviews; min n=1 item/PP/month)
 2. PRESS RELEASES on events for SMEs (n=3, each in 3 languages) and participation to E.C. events (n=3, each in 3 languages).
 3. PUBLICATIONS (n=3, i.e. one for each thematic WP)
 4. TRAINING MATERIALS (n=3, i.e. one for each thematic WP).
 5. REPORTS (n=6, i.e. two for each thematic WP, delivered at mid-term and at the end of the project)
 6. RESEARCH PAPERS (n=3, to be published in peer-reviewed, indexed scientific Journals).
 7. PROTOCOLS on common policy for aquaculture and cooperation perspectives (in 3 languages) for public authorities;
 8. RECOMMENDATION (N=1) on quality indicators of farmed sea bass and sea bream.

1. Workshops (N=3), in 3 different locations of Croatia. The teaching staff will be from most PPs. During this "Aquaculture week", PPs will strengthen their cooperation within the project by enhanced interaction. The concept and the agenda will be promoted by a national campaign to make this an event of national relevance;

WP

2.3

2.Organisation of 2 workshops in Italy, replicating deliverable 1;
3.Participation to 3 relevant (thematic) events organized by E.C. (e.g. Maritime Day; Blue Economy Business and Science Forum), EUSAIR Forum, other ETC Programmes (e.g. Adrion) and projects overlapping the same cooperation area.

- WP 2.4 1.PARTICIPATION TO EVENTS organised by local municipalities (fairs, exhibitions, science & society festivals).
Examples: a) Trieste: TriesteNext, Barcolana; b) Pordenone: AquaFarm (N=6, 3 in Italy+3 in Croatia);
2.PARTICIPATION TO EVENTS organised by European institutions: RegioStars (N=1), EU in my Region (N=2); 3.Organisation of High-level PROJECT CLOSING CONFERENCE, happening in Croatia (PP1 with PP7) (N=1) and replicated in Italy (LP with PP4) (N=1).
- WP 3 Manual for adopting new low polluting feeding protocols for marine fish farmers.
Training material (3 workshops)
- WP 4 **Brochure on the vaccination strategy in hatchery/farm.**
Manual for use on field Operational Welfare Indicators (OWI);
Manual for use on field of a “bivalent monitoring tool”.
Training material (3 workshops)
- WP 5 Manual of Raw meat standardization for fish production
The results of this activity will be promoted and disseminated to the stakeholders (restaurants, catering services and general consumers) through activity 2.4.
a) Brochure about nutritional value and health benefits of fish consumption, which will be bilingual, written inEnglish and translated in Croatian/Italian.
b) Promotion video about fish production and nutritional value;
c) Dissemination material to deliver on educational workshops, international fairs for aquaculture producers, expertconferences.
NOTE: The deliverables a-b-c are part of WP2

ANNEX 2 - COMMUNICATION MANAGERS

Each Partner designates a local communication manager, who coordinates local communication activities and sends timely information and communication items to the Project Communication manager.

Partner	Name	E-mail
LP - University of Udine	Patricija Muzlovic	adriaquanet@uniud.it
PP1 - Croatian Veterinary Institute	Snježana Zrnčić	zrnčić@veinst.hr
PP2 - University of Trieste	Sabina Passamonti	wp2-adriaquanet@units.it
PP3 - Institute of Oceanography and Fisheries	Ivona Mladineo	mladineo@izor.hr
PP4 - IZS Venezia	Barbara Tiozzo	btiozzo@izsvenezie.it
PP5 - University of Rijeka	Anamarija Buneta	anamarija.buneta@fthm.hr
PP6 - National Research Council of Italy	Genoveffa Nuzzo	nuzzo.genoveffa@icb.cnr.it
PP7 - Mariculture Cluster	Antonia Laušić	lausicantonia@gmail.com
PP8 - Friskina LTD	Tatijana Prkic	tatijana@friskina.hr
PP9 - Ittica Caldoli LTD	Andrea Novelli	direzione@itticacaldoli.it
PP10 - Orada Adriatica	Ivana Balenović	ivana.balenovic@orada-adriatic.hr
PP11 - Pighin	Marzia Marcuzzi	marzia@friultrota.it

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication Activity Reporting

Annex to the Progress Reports 1-2-3-4-5-6-7

01.01.2019 – 30.06.2022

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 1

01.01.2019 – 30.06.2019

PART 1: ANALYSIS

List of deliverables and achievements

Synthesis:

We organised **two Kick off conferences** - one held in Split on May 31 and one held in Udine on June 24 and all PP were engaged in the startup activities. Each Kick of Meeting had several speakers - all presentations have been put on intranet, together with the videos and multimedia materials. A **first version of Communication plan** and several promotional materials were produced: **personalized poster, 2 roll ups, a project flyerA4 in 3 languages, a communication press kit** (folder, agenda, and pen), **a personalised office kit with all PPs logos, General Assembly and two Steering Committee meetings communication materials**. We produced **two press releases in two/three languages** and a **press clipping**. A **creation of project mailing accounts** were done and used for promotions of the kick off meetings An invitation and media **mailing lists** were created by LP with PPs collaboration: a list of 517 mailing addresses were registered in order to reach the project targets: 95 invitations (and 2 reminders) were sent to colleagues and partners, 36 invitations and reminders to the authorities with personalized answers to those who had joined the events, 63 individual invitations to experts and sector operators with answers to those who had joined the events, including project managers on blue innovation with the collaboration of JS and communication authorities, 14 targeted media/industry contacts for sending press releases and publications on internal websites and mailing lists with news and spaces obtained on their sites, 25 Italian and 30 Croatian producers and fish farmers, 8 large distribution contacts, 276 coordinated invitation to the whole Dpt of the LP and all PPs. LP with PP1 participated and presented the project during **AQUAFARM international exhibition** in Pordenone. **The project was presented during the EU Performfish annual meeting** held in Split

in May. This event regards overlapping of the projects and some partners in the same area in order to reinforce and establish new possible collaboration.

Deviations:

First deviation registered is the location of the Kick Off conferences that were not realized in Venice and Sibenik as planned in AF but in Udine and Split. In this way we were more close to the partners and also to the local stakeholders and we actually engaged more directly LP and PP7 staff that dealt with the organization. Some deviations are related to task 2.1 and the budget of LP, PP1, PP2, PP5 (check change budget tool and documents) of task 2.1. PP2 needed to postpone the section of external experts to second semester for internal reasons, whereas PP5 will engaged the journalist as it was presented in AF as the budget for this was inadequate and they did all the work internally. . **Some deliverables were not completed (brochure and personalized posters), and they will be finalized in the next semester.** We needed to start with 2.3 in May and with 2.4 activities in February in order to present the project to the future targets for trainings. We opened linkedin and FB account but the activities will start in next semester, after confirmation fo external experts by PP2.

WP.2.1. Communication start-up activities (70%)

The **first version** of **Communication plan** was presented in Split and approved during the Udine PSC meeting in June. We organized and promoted **two Kick off conferences** (Split on May 31, Udine on June 24). **Posters** and **roll ups** were created and exhibited during the events and some posters are put in evidence on the internal showcase of all PPs offices and halls. **A project flyerA4** format was created and used for mailing and promotional press activities. **A communication press kit** (folder, agenda, and pen) was created and the **office kit** was personalized with all PPs logos and used for internal and external communication and reporting. **The communication material for General Assembly and two Steering Committee meetings** (folder, agenda, minutes, registration form, list of participants) was produced. Each partner presented the project on their website. We produced **two press releases in two/three languages** (one in May and one in June) in collaboration with LP, PP2, PP1 and PP7 and we published several articles in EN, ITA and Croatian versions and we promoted them through **the mailing lists** and **the mailing accounts** (adriaquanet@uniud.it, and wp2-adriaquanet@units.it). **The articles** were published by local and regional newspapers. Both Kick off meetings were filmed, photographed and shared on the intranet with speakers' presentations (www.adriaqua.net). We opened LinkedIn and FB account but the activities will start in next semester.

Deliverables:

1. Communication Plan (on SIU)
2. Poster (on SIU)
3. Roll up (on SIU)
4. Brochure -Booklet (draft) (not on SIU) The so-called PORTRAIT OF THE PROJECT is indeed the brochure (version1). A deviation is requested in PR1 as it will be updated in the next semester.
5. Flyer 3 languages (on SIU)
6. Communication Report. (on SIU)
7. Invitation and media lists. (on SIU)
8. Kick off speakers' presentations. (not on SIU)
9. 2 complete KICK OFF MEETINGS' videos, updated with external link on you tube.
10. Press clipping.
11. Mailing accounts(adriaquanet@uniud.it, and wp2-adriaquanet@units.it).

Due to lack of space and due to their size, most of these deliverables cannot be put on SIU. We are attaching it to this clarification and sending them by we transfer file. Gadgets examples will be sent by post to JS. However, both videos are uploaded on YOUTUBE:

SPLIT KOM video (6,8G): <https://youtu.be/rrUKHHDsIDs>

UDINE KOM videos (20G): www.youtube.com/playlist?list=PLMzZ8JYfRcutkYrNdnxSnLHgU9yf_1lhN

Project posters from all partners' premises could not be annexed in SIU, due to their size (the zipped collection of photos is 17,2 MB). Screenshot from all pps' institutional websites are not annexed, but links are listed in the WP2 report that is uploaded on SIU.

All materials can be downloaded from intranet www.adriaqua.net:

<http://adriaqua.net/intranet/index.php?r=cfiles%2Fbrowse%2Findex&fid=77&cguid=982a7958-dc5f-47c2-8e6c-5a237d1ff587#loaded>

WP.2.2. Production of communication items (1%)

This task will start on 01/07/2019, but LP and PP2 already started to work on multimedia items during the first period (kick off meeting and other events) and the official web site as it was asked by the JS to do the preliminary work on May. We put all the multimedia items on our intranet www.adriaqua.net, that is accessible also for JS and their offices (SIU has limited space whereas these items do request a certain space if the quality wants to be preserved).

Deliverables:

1. Multimedia items (Kick off meeting presentations, Aquafarm Exhibition presentations, PerformFISH seminar presentations, AdRla4Blue manifestation presentation, Interreg

Adrion project “Ariel” workshop presentations) are available on www.adriacqua.net and in next semester on official website.

WP.2.3. Events for SMEs and Experts (5%)

We anticipated this task in May 2019 in order to create some synergy with EU Perform Fish project that overlaps with Adriaquanet. We managed to participate and present the AdriaAquanet project at the **EU Performfish annual meeting held in Split**, some days before our first Kickoff meeting held in Split. This event regards overlapping of the projects and some partners in the same area in order to reinforce and establish new possible collaborations. We were also part of the **AdRia4Blue manifestation** in city of Rijeka in June and held the presentation about AdriAquaNet project and »Nutritionally valuable fish from innovative and sustainable farming«. Finally, we presented the project during the **Interreg Adrion project “Ariel” workshop** entitled “Health management and disease control” in Split in June.

Deliverables:

1. Presentations (EU Perform Fish will be sent in attach, whereas Ariel and AdRia4Blue presentations are in attach in partners’ activity report).
2. Flyers.
3. Photos.

WP.2.4 Events for General Public, associations and policy (5%)

On February 13 and 14, LP with PP1 participated and presented the project during **AQUAFARM** international exhibition in Pordenone. This task will start on 01/01/2020 but we needed to do a timing change and start in February in order to be present to the annual exhibition in order to present the project to the SMEs present at the exhibition and invited them to the future trainings for SMEs. The event, is in fact, the unique exhibition dedicated to aquaculture in Region and one of the most important on the Italian level.

Deliverables:

1. Minutes with photos.
2. Presentation.

SWOT Analysis

1. Kick OFF MEETINGS – Strength and Opportunity

From the communication point of view, the partners invested a lot of efforts in creating a working community, internally cohesive and open to external interactions. The first General Assembly, organised by LP at the University of Udine in January gathered all PPs for the first time with the aim to organise the work and define staff involved. The event was internal with the presence of Marin Miletic, Project Manager of the Joint Secretariat of the Interreg Programme, who attended our meeting and gave due recommendations for future work.

The main effort in this period was the organisation of **two KICK OFF Meetings**, two high-level, public events to inaugurate the activities of the project, **the first one in Croatia held in Split on May 31**, and **the second one held in Udine, in Italy on June 24**, in order to engage local public authorities, industries and the media in both countries. The agendas of both events, as shown from the table beneath, met the standard of a high-level event, because of the prestigious locations, the active involvement of regional governmental authorities, officers of the Joint Secretariat of the Interreg Programme, the legal authorities of the organising partners, the most influential experts in mariculture, and the impact on the press and media.

Location	Županijska Komora Split, Trumbićeva Obala 4, 21000, Split	Aula Magna Kolbe, Università degli Studi di Udine, Piazzale Kolbe 4, 33100 Udine
EUROPEAN COMMISSION		Agnes Monfret , Head of Unit Communication, DGRegio- video message
GOVERNMENT	Anđelko Katavić , Head of the County of Split and Dalmatia	Stefano Zannier , Regione Friuli Venezia Giulia, Councillor for agri-food, forest and fish resources and the mountain. Silvana Olivotto , Municipality of Udine, Councillor for Litigation, Personnel, Environment
INTERREG PROGRAMME	Hrvoje Grancarić , Project Manager - Zadar JS Branch Office	Marin Miletic Project Manager – Venezia Head Office
LEGAL AUTHORITY OF THE	Kristijan Zanki , director of Cluster of Mariculture (PP7);	Roberto Pinton , rector, University of Udine (LP) Paolo Cecon , director of Department of Agri-food,

ORGANISING PARTNER	Boris Habrun , Croatian Veterinary Institute, Zagreb Katarina Šuta , Institute of Oceanography and Fisheries, Split (PP3) Greta Krešić , faculty of tourism and hotel management (PP5)	Environmental and Animal Sciences (LP)
SMES ASSOCIATION	Ivan Katavic , Institute of Oceanography and Fisheries, scientific adviser	Andrea Fabris , director, Association of Italian Fish farmers

Attendance

The events have been attended by almost 50 persons in Split and 80 persons in Udine, and have been covered by the media (see below).

Communication items

A **communication press kit** (folder, agenda, and pen, registration form, list of participants, project flyer) was produced. We also produced **two press releases in two/three languages** (one in May and one in June) in collaboration with LP, PP2, PP1 and PP7. Several project's **posters** in V3 and V4, V5 format and **4 roll ups** were displayed on the stage of both locations. Each Key Speaker prepared a presentation that we shared among PPs on the intranet www.adriaqua.net that we created for internal communication purposed but also for JS evidence. As most of the material cannot be attach on SIU, we will give a login access to JS managers in order to monitor our work, in particularly multimedia elements.

Event announcement

Two mailing accounts (adriaquanet@uniud.it, and wp2-adriaquanet@units.it) were created for the dispatching of invitations via email. The organising partners (PP7 in Croatia and LP in Italy) have jointly with the partners organised **an invitation and media list** (attached to the progressive report) for **mailings** that were sent in different period of times before the

events. All invitations were done singularly and each invitation mail were composed by the Invitation, Kickoff meeting Agenda and the Project's flyer. As an example, **LP** has sent **517**

direct mails to:

- 95 invitations + 2 reminders to colleagues and partners
- 36 authorities
- 63 experts
- 14 media contacts
- 28 SMEs + 17 SMEs associated with Italian Association of Fishfarmers
- 8 associations of food distribution
- 276 persons of the departmental mailing list

PP7 with the collaboration of LP send **222 direct mails** to:

- 95 invitations + 2 reminders to colleagues and partners
- 32 authorities and experts.
- 63 experts
- 7 media contacts
- 23 Smes from Maricluster sector

All Partners have published the press release on their **institutional websites** and presented the project online.

Event impact

As far as the visibility concerns, the AdriaAquaNet project has achieved to be "visible" in Google, with the following result of search:

- 1250 results in Italian (AdriaAquaNet progetto)
- 575 results in Croatian (AdriaAquaNet projekt)
- 630 in English (AdriaAquaNet project)
- we promoted them through PPs press offices and media, mostly online.

Almost 30 articles in EN, ITA and Croatian versions were published on and offline (newspapers, magazines, portals) and

EVENTS – strength and opportunities

LP with **PP1** participated and presented the project during **AQUAFARM international exhibition** in Pordenone in February. The event, is in fact, the unique exhibition dedicated to aquaculture in Region and one of the most important on the Italian level. We caught the opportunity and did a timing change in order to be present and display the project to the SMEs present at the exhibition and invited them to the future trainings for SMEs. In May 2019, **LP** managed to present AdriaAquaNet project at the **EU Performfish annual meeting** held in Split some days before our first Kickoff meeting held in Split, in order to create some synergy and overlapping of the projects to reinforce and establish new possible collaborations (The flyers (English version; N=50). **PP5** was also part of the **AdRIA4Blue manifestation** in city of Rijeka in June (an event that aims to promote and encourage the Blue Economy and Sustainable Development, organised by Croatian Chamber of Commerce of Rijeka and the Kingdom of Norway as a partner country). The flyers (English and Croatian version; N=100) were disseminated and **PP5** held the presentation about AdriaAquaNet project and »Nutritionally valuable fish from innovative and sustainable farming«. **PP1** and **PP3** presented the project during the **Interreg Adrion project “Ariel”** workshop entitled “Health management and disease control” in Split, 14.06.2019.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 2

01.07.2019 – 31.12.2019

Part 1:

ANALYSIS

According to the AdriAquaNet communication plan, project's activities are listed as 4 main sub-packages. This summary presents an overview of project's WP2 activities, with the SWOT analysis. The detailed list of activities and deliverables follows this summary.

Summary

3 subcontractors were confirmed by PP2 for the activity **work 2.1 and 2.2** and a second draft of the **communication strategy** and the **brochure (booklet)** were elaborated. All partners were engaged in activity **2.2 by producing multimedia items** in particular, **five in 2.3 (events for SMEs and experts) and one in 2.4 (events for the general public, local municipalities)**. The preliminary project results were presented at **the EAFP conference** that took place on **September 7-12 2019** in Porto and at **the S.I.P.I. conference** that took place **in October 2019** in Gaeta (event for experts in fish and shellfish diseases). Moreover, some members of LP participated at the workshop on Aquaponics that took place in September 19 2019 in Palmanova (UD) within **the BLUEGRASS project (program Interreg Italy-Slovenija)** (event for SMEs and experts in aquaculture) and **PP6 participated to the workshop GENOMICS FOR A BLUE ECONOMY**. Napoli, 11-12 December 2019. PP3 participated in the conference **"Innovation in the field of blue growth"** organized by the Development Agency of Croatian public institutions on 29 November 2019 in Sibenik in Croatia.

WP2.1 Start up activities.

The **second version of Communication plan** was presented in Opatija and approved during the PSC meeting in December. **The Brochure - Booklet** final printable edition was produced and will be printed and used in the next semester for the events with SMEs and EXPERTS. Personalised poster will be completed in the next semester as they will change in measures and templates. The poster realisation delay is due to the late appointment of the external expert supporting WP2. Some social channels were changed - FB, Linkedin and Slideshare have been opened, Twitter and Instagram not. Flickr and youtube channels have been opened instead. All videos can be found on youtube channel: <https://www.youtube.com/channel/UCMhmTn-MobRNm6J-84DZ5Pw>. All materials can be downloaded from intranet www.adriaqua.net: <http://adriaqua.net>

Deliverables:

1. Communication Plan version2 (on SIU)
2. Brochure -Booklet final (on website italy -croatia)
3. Platfrom of social media (FB, slideshare, flickr, linkedin, youtube)

WP2.2 Communication items.

Three subcontractors were confirmed and appointed by PP2 for the activity work 2.1 and 2.2. in September, June and December. As far as regarding multimedia items, all partners produced 72 photos and a video shooting was done during the PSCM in Opatija in December. This material will be used for story creations for social media and official website during next semesters. 2 Articles have been published by LP and PP10 on the prestigious Paper Italian Magazine "ILPESCE" in 5000 copies and edited online as well. PP5 has released a press release and a press conference for media in occasion of the PSCM in December that was covered by 4 Croatian media and national Croatian television. PP2 produced a greeting card for the new year that was sent to the media list. Interreg web site started with first updates (news and events) and also the social media channels started with the first posts. One PP5's newsletter was realised for the PSCM meeting and send to 1617 readers.

We put all the multimedia items on our intranet www.adriaqua.net, that is accessible also for JS and their offices (SIU has limited space whereas these items do request a certain space if the quality wants to be preserved).

Deliverables:

1. Multimedia items (72 photos and videos are available on www.adriaqua.net and in next semester on official website (<https://www.italy-croatia.eu/web/adriaquanet>).
2. Publications in relevant Italian magazine (n=2, IL PESCE)
3. Communication Report (on SIU) with deliverables

WP2.3 Events for SMEs.

Five for SMEs and experts were organised in this period. The preliminary project results were presented at the **EAFP (European Association of Fish Pathologists) Conference** that took place on September 7-12 2019 in Porto with the presence of LP, PP1, PP3, PP4, and PP6 members and at the **S.I.P.I. conference** that took place in October 2019 in Gaeta (**for experts in fish and shellfish diseases**) with the presence of LP researchers. Moreover, some members of LP participated at the **workshop on Aquaponics** that took place in September 19 2019 in Palmanova (UD) within the **BLUEGRASS project** (program Interreg Italy-Slovenija) (**event for SMEs and experts in aquaculture**) and PP6 participated to the workshop **GENOMICS FOR A BLUE ECONOMY**. Napoli, 11-12 December 2019 (workshop on genomics and blue sector).

Deliverables:

1. Presentations, posters and photos in communication report.
2. Abstracts.
3. Photos.

WP2.4 Events for the general public.

one in 2.4 (events for the general public, local municipalities)

PP3 participated in the conference "Innovation in the field of blue growth" organized by the Development Agency of Croatian public institutions on 29 November 2019 in Sibenik in Croatia.

A proposal to present the project's results to the general public at the prestigious EuroScience Forum 2020, due in Trieste in July 2020, has been submitted to the organizing committee.

Deliverables:

1. Photos and presentation included in communication report.

SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> • The project's partners have developed the capacity to manage project's communication and all participates to the communication activities. • An intranet for sharing materials has been developed. . 	<p>Weaknesses</p> <ul style="list-style-type: none"> • External experts supporting PP2 have been appointed late, so that joint communication activities have been scares. • Web site and social media have not been fully implemented.
<p>Opportunities</p> <ul style="list-style-type: none"> • The project is entering its productive phase in terms of scientific and technical deliverables. • Media list created in the first project year present a good database for future contacts-. • All project partners have produce more than 72 photos that can be used for project storytelling through social media and website. • Several events will be organized in the 3rd semester, so the communication output is expected to increase. 	<p>Threats</p> <ul style="list-style-type: none"> • Difficulty of the external experts to contact directly the partners and share their work through network. • The principal budget for communication is coordinated by PP2 so all the deliverables must be produced by one partner that needs to coordinate and share with the partnership.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 3

01.01.2020 – 30.06.2020

PART 1: ANALYSIS

SUMMARY

According to the AdriAquaNet communication plan, project's activities are listed as 4 main sub-packages. This summary presents an overview of project's WP2 activities, with the SWOT analysis. The detailed list of activities and deliverables follows this summary. The semester has been characterized by the **unexpected Covid 19 prevention measures**, which enabled us to stop the organization of project's meetings, public events, and outdoor activities. Nevertheless, we have performed a lot of activities by teleworking, by completing start up activities (WP2.1), boosting the production of communication items and publishing them in the project's social media platform (WP2.2), presenting the project to European workshop in Piran (WP2.3) and to Aquafarm EuroAquaculture session, and with the participation to two big national events for general public, association and policy (WP2.4): **Aquafarm2020** in Italy, the most important aquaculture fair in Italy with an exhibition space, and **55th Croatian & 15th International Symposium on Agriculture in Vodice (Croatia)** with an oral presentation and poster presentation. A lot of planning and preparation work was done for the next semester communication activities and event participation.

WP 2.1 START-UP ACTIVITIES

We completed the startup activities regarding posters and brochure.

1. Production of the PP Flyer

The formerly planned "Poster of the Partner" has been resized to the format "Flyer of the Partner", according to the decision of the Scientific Board on 17.04.2020. The flyer presents partners through researchers' teams and photos, is more personalized and related to individual project engagement. See the PP2 flyer as an example (**Annex 1**).

2. Brochure in national language

The Italian (**Annex 2**) and Croatian (**Annex 3**) editions of the project brochure have been produced, according to the decision of the Scientific Board on 17.04.2020

Deliverables

1. Flyers of the Partners (N=7 out of 12).
2. Brochures in Italian and Croatian (n=2).

WP 2.2 PRODUCTION OF COMMUNICATION ITEMS

1. MULTIMEDIA ITEMS

All partners were engaged in WP 2.2 by producing multimedia items in particular the collection of a rich collection of photos (>220, i.e. above the target) and a series of video interviews are available in the project's intranet (www.adriaqua.net), Some were uploaded on the project website (www.italy-croatia.eu/web/adriaquanet) and some on social media channels .

On March 20, a **radio interview** with LP, PP2 and PP3 representatives was transmitted on air on “Sconfinamenti”, a RAI3 Friuli Venezia Giulia programme and the radio podcast is linked on the project website a press release was realized by partners and published for the Acquafarm Fair.

Deliverables

1. **Multimedia items** (>220, i.e. above the target) in the project’s intranet, (www.adriacqua.net). The project website www.italy-croatia.eu/web/adriaquanet was enriched with 6 news, 1 events and 1 multimedia gallery. As far as social media channels concern we have published on:
 - Facebook, with n. 31 posts, n. 1865 reach, n. 85 followers, n. 369 views
 - Twitter, with n. 20 post, n. 20 followers, n. 9761 (+9607) views.
 - LinkedIn, with n. 23 post, n. 9 followers, n. 1121 total reach, impression rate: 35,27%.
 - Instagram, with n. 16 post (+stories), n. 93 followers, n. tot impression: 96.
 - Flickr, with n. 3 contents, n. 38 visualizations.
 - Slideshare, with n. 1 content and n. 18 (+9) visualizations.
 - Youtube, with n. 16 videos, n. 69 visualizations
2. **Press releases:** a press release was realized by partners and published for the Acquafarm Fair (in Italian, Croatian and English (**Annex 12-13-14**)).
3. Some new additional communication materials were prepared to support the events (training poster, banner, background panels) and WP5 activities (questionnaires flyers). Printable items have been produced for display at PP premises and at public events, a background panel or to support publication of project’s news in the social media.
 - Banner (**Annex 4**)
 - Background panel (**Annex 5**)
 - Poster on training activities (**Annex 6**)
 - Bilingual flyers about questionnaires (**Annexes 7-8-9-10**).
 - Card on radio RAI interview (**Annex 11**).

WP 2.3 EVENTS FOR SMEs and experts

AdriAquaNet was presented at **AquaFarm 2020 in Pordenone from 19 to 200 January 2020 with double presence:** with an exhibition space to reach general public and fish farms and companies (WP2.4) and with a workshop organisation and participation to **“EuroAquaculture” session dedicated to European Projects** ((LP and subcontractor API).

In relation to relevant events organized by European Networks, the project’s progress work was presented from 14 to 17 January 2020 in Piran (Slovenia) by PP3 on the occasion of the **EuroMarine network OSYTER II** workshop focused on the support and integration of early career researchers across EuroMarine member organisations within the European marine landscape.

Deliverables

1. Presentations, posters and photos in communication report III.

WP 2.4 EVENTS FOR THE GENERAL PUBLIC, ASSOCIATION AND POLICY

All partners were involved in the project presentation from 19 to 20 February at the **AquaFarm Fair 2020** in Pordenone (Italy), one the most relevant Aquaculture and FishIndustry Fairs on national level (**WP 2.4, events organized by local municipalities**). For this occasion, an exhibition space (6m²) was rented and set up with posters, with an exhibition panel, a video monitor for continuous display of video and photo materials. PP2 with LP collaboration were responsible for the setup. As the Fair was also an occasion to present the training program a training poster was created and set up also during the exhibition. LP, PP1, PP2, PP4, PP5, PP11 promoted the event with a press release and social media. API subcontractor presented the project stand with a newsletter to all the members and through it website and social media. The e-magazine “Il Pesce in rete” and the e-magazine of the University of Udine published an article about that and the project was presented in the Aquafarm catalogue. During the Aquafarmfair, PP1 Subcontractor I-RIba, acquaculture firm from Rovinj(Croatia), organized a networking event to help networking project partners with market stakeholders in the field of marine aquaculture from Croatia, Bosnia and Herzegovina, Montenegro and Italy and PP1 was present with the AAN project.

PP3 presented the project as a participant from 16 to 21 February 2020 progress work on sustainable feeds and feeding protocols of the WP3.1 **in the 55th Croatian & 15th International Symposium on Agriculture in Vodice (Croatia)** with an oral communication and poster presentation. The main goal of the Symposium is to present to the agronomists and the general public the results of scientific and professional work of Croatian and international specialists and in this way enable a better transfer of scientific and professional achievements into agricultural production.

Deliverables

1. Presentations, posters and photos in communication report III.

Planning and proposal submission for next events

PP2 submitted a proposal for the ESOF- Science Festival in the City for the event titled “AdriAquaNet-TechFish in your dish”, consisting in a dinner based on fish in a restaurant in Trieste, which will take place in Trieste on 02.09.2020 and will engage partners and API subcontractor (Dr. Andrea Fabris). PP2 submitted a proposal titled “AdriAquaNet: tecnologie per la fattoria del pesce” for Trieste Next 2020, an annual event of scientific dissemination that takes place in Trieste in late September, which attracts a large public (**Annex 15** and **Annex 16**).

If applicable, description and justification of any problems and deviations included delays from the work plan presented in the application form and solutions found:

DEVIATIONS

Regarding WP 2.1, personalized posters have been realized but they changed in measures and templates (flyer) as has been decided by the SB in April 2020. It has also been decided to prepare the Italian and Croatian versions of the Brochure in order to facilitate the local promotion. One events (2.3) where we were involved, was held outside programme area and we had presented the request to JS and received the permission to attend (PP3). New additional communication materials were prepared to support the events (training poster, banner, background panels) and WP5 activities (questionnaires flyers) and to improve the communication with the aim to reach the specific targets. Some of the events scheduled in the third semester were postponed due to Covid-19 lockdown (SEALOGY, March 2020, Ferrara, Italy is going to be performed in November, ESOF, July is going to be performed in September, whereas Adria4Blue 2020 is planned for September instead of June. The PSC decided to re plan the AAN participation to Adria4Blue 2020 (Rijeka, September 2020) and CroFish 2020 (Porec, November 2020) and Aquafarm 2021 (Pordenone, February 2021).

SWOT analysis

Strengths

- The project's partners have developed the capacity to manage project's communication and communication managers of the Partners are collaborative.
- External experts supporting PP2 and other partners are active and provide good technical support.
- WP2 has a centralized management.
- The project is producing a lot of multimedia items and results that can be disseminated.

Weaknesses

- Too many channels and too much multimedia material can be dispersive and not always targeted according to the AF aims.
- Some PPs have limited space or impossibility to drive the project communication activities through institutional communication channels.
- The partnership is large and it is sometimes fairly difficult to coordinate with all partners.

Opportunities

- The Covid-19 emergency has switched the communication to digital dissemination (virtual conference, webinars, etc.), although not always digital can be a solution.

Risks

- The Covid-19 emergency and mobility limitation can reduce the attendees numbers and the large public presence in scheduled events.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 4

01.07.2020 – 31.12.2020

PART 1: ANALYSIS

SUMMARY

According to the AdriAquaNet communication plan, project's activities are listed as 4 main sub-packages. This summary presents an overview of project's WP2 activities, with the SWOT analysis. The detailed list of activities and deliverables follows this summary. The semester has been characterized by the **restrictions due to Covid 19 prevention measures**, which caused the cancellation of some events for SMEs (WP2.3 organizations of 3 workshops in 3 locations in Croatia) such as Adria4blu, Rijeka was postponed and cancelled, CroFish 2020 in Porec was cancelled, 12th Nordic Nutrition Conference was first postponed and then it went online) or changing the format of some events for the general public (WP2.4), but still we managed to rearrange some activities and completed our objectives for the semester. PP5 presented AdriAquaNet at a promotional event of the small fisheries sector in **Crikvenica and Mošćenička Draga** organized by Primorsko - Goranska county, a partner in **EU project Adri.SmArtFish - Valorisation of SMall - scale ARTisanal FISHery** of the Adriatic coasts on October 8 and 15, 2020. PP3 presented AdriAquaNet at a promotion event at **Week of Innovative Regions in Europe (WIRE XI) event**, hosted by the Faculty of Economics, Business and Tourism in **Split** online on November 03-05. Both PP1 and PP5 presented their project's results in abstract book and poster presentation at the **12th Nordic Nutrition Conference in Helsinki**, digital attendance from 16- 18.12.2020. Public events in presence had stringent attendance restrictions: the number of participants to the Science in the City Festival-ESOF 2020 and our **"FishTech Dinner"** in **Trieste** were reduced due to the COVID 19 sanitary restrictions and the Trieste Next event was also promoted in streaming in order to reach major public.

Nevertheless, all partners were interactively engaged in WP 2.2 multimedia items in particular with the collection of photos (>350 i.e. above the target), videos, news in order to implement the project intranet(www.adriaqua.net) social media channels and official website with communication items describing the research activities. All partners produced **flyers**, a **scientific poster template** has been developed and **midterm technical scientific report** have been produced. We elaborated different publications on media and press.

The **training events**, activities of WP3-4-5, might have been great opportunities for dissemination in presence, but this was possible on to a limited extent. However, a lot of materials have been produced in digital form from **relators' presentations to 15 video lessons**: the first training organized by LP and PP9 took place in Ostuni (Italy) in conference rooms with limited attendance on September 18-19, the second organized by PP1 and PP7 took place online on December 9 (Croatia). LP collaborated with PP2, in order to update the communication plan considering the one-year project prolongation approval in September and some communication deliverables in activity WP 2.2 were revised and adapted to the new sanitary and presented for the Major Change Request. All the changes were approved during the MT meeting held on December 17 and formally approved by all partners during the GA on December 18. The Major Change Request was approved on February 15, 2021.

Deviations according the Major Change request approved on February 17, 2021

As we have obtained free publications in WP 2.2.3 PUBLICATIONS, (n=3, i.e. one for each thematic WP) in relevant Italian and Croatian magazines but not for thematic WP but in general for project and partners presentations in Croatia e and Italy, it has been decided to invest in SCIENTIFIC PUBLICATIONS and to support external services that are related to workshops and events with experts, WP 2.3., SMEs as this is the primary project goal Efforts will be done to obtain free publications also in 2021 as it happened in 2019 and 2020. **The project activities and objectives, as planned in AF, are all confirmed.**

Deliverables changes or rather adaptations regarding PP2 work and WP2 engagement will be needed as follows:

In relation to the deliverable 2.4 PARTECIPATION TO EVENTS ORGANISED BY EUROPEAN INSTITUTIONS: RegioStars (N=1), EU in my Region (N=2) a change has been made, as this participation closes with 2020 and EU is already preparing to the new programme. One event in 2020 was promoted through my Region postcard (presented in PR4). One will not be performed due to objective reasons of the EU programming.

On the other hand, referring to the WP2.4 3. Participation to 3 relevant (thematic) events organized by E.C. (e.g. Maritime Day; Blue Economy Business and Science Forum), EUSAIR Forum, other ETC Programmes (e.g. Adrion) and projects overlapping the same cooperation area, partners participated already to 6 events organised by EC and project overlapping (3 more than planned) so a change between these two categories needs to be done.

Referring to WP 2.2.4 according to the new ways of communications (online due to the covid restrictions), some new deliverables (digital poster, flyer) have been proposed and realised by the partners that will be used for TRAINING MATERIALS.

WP2.2.7 PROTOCOLS on common policy for aquaculture and cooperation perspectives (in 3 languages) for public authorities will be done only in English in order and in digital formats in order to be disseminated on line and to a wider public.

WP 2.1 START-UP ACTIVITIES

We completed the startup activities regarding posters and brochure. The formerly planned "Poster of the Partner" has been resized to the format "Flyer of the Partner", according to the decision of the Scientific Board on 17.04.2020. The flyer presents partners through researchers' teams and photos, is more personalized and related to individual project engagement. The collection of flyers is ready.

Deliverables

1. Flyers of the Partners (N=12 out of 12).

WP 2.2 PRODUCTION OF COMMUNICATION ITEMS

All partners were engaged in WP 2.2 by producing multimedia items in particular of a rich collection of photos (with about 350 new photos archived, with sum with those of the previous report to >500) and a series of video interviews are available in the project's intranet (www.adriaqua.net). Some were uploaded on the project website (www.italy-croatia.eu/web/adriaquanet) or on the project's social media channels, and some were used to produce the flyers of the Partners. We put all the multimedia items on our intranet www.adriaqua.net, that is accessible also for JS and their offices (SIU has limited space whereas these items do request a certain space if the quality wants to be preserved). Press releases were done in occasion of the Events and training activities. Training materials and videos of the trainings were produced by LP, PP1 and PP9 with all the partners involved. The review paper "*Factors affecting consumers' preferences for products from aquaculture*" was published in the **Croatian Journal of Food Science and Technology**, furthermore a research paper regarding the validation of the questionnaire was submitted to the Journal of the Polytechnic of Rijeka and currently is under review.

Deliverables

1. **Multimedia items** (ca. 350 new items, i.e. above the target) in the project's intranet, (www.adriaqua.net).
 - Photos (ca. 350 new items);
 - Videos (20 new items);
 - Graphic material (cards, slides, poster; 7 new items);
 - The project website www.italy-croatia.eu/web/adriaquanet was enriched with 7 news, 4 events and 4 multimedia galleries. In sum, the website has 13 news, 8 events and 10 multimedia galleries.
 - As far as social media channels are concerned, we have published on:
 - Facebook, adding n. 39 posts, n. 5563 reach, n. 26 followers, n. 691 views
 - Twitter, adding n. 15 post, n. 3 followers, n. 9508 impressions.
 - LinkedIn, adding n. 23 post, n. 9 followers, n. 685 total reach, impression rate: 159%.
 - Instagram, adding n. 9 post (+stories), n. 48 followers, n. tot impression: 663.
 - Youtube, adding n. 16 videos, attaining n. 115 visualizations
2. **Press releases** were published on institutional and project's website, for supporting media relations (Science in the City Festival; Training 1 in Ostuni and Training 2 online; Trieste Next 2020) Invitation to a **press conference** ("SCIENCE IN THE CITY FESTIVAL: SHOWCASE, 30.07.2021), which triggered social media visibility and a long article on the Trieste's daily newspaper (04.08.2020).
3. **Publications in relevant Italian and Croatian** magazines were achieved (PP5).
4. **Training materials** were realized for the first training in Italy and the second training held online for WP3,4,5. 15 video lessons were produced and 2 general registrations were done.
5. **Mid Term Communication Scientific and Technical reports** were produced for each WP3,4,5.

All details are in the Annexed TABLES.

WP 2.3 EVENTS FOR SMEs and experts

PP5 presented AdriAquaNet at a promotional event of the small fisheries sector in **Crikvenica and Mošćenička Draga** organized by Primorsko - Goranska county, a partner in EU project **Adri.SmArtFish - Valorisation of SMall - scale ARTisanal FISHery of the Adriatic coasts**; 08th and 15th October 2020. As part of this event two thematic workshops were held (both in each municipality, overall four). One of them was a rising awareness seminar about the nutritional value of fish and factors that affect consumers' choice and fish consumption, where also a part of AAN market research results was presented. Among the audience were public local and regional authorities and **fishery producers SMEs**. PP3 presented AdriAquaNet at a promotion event at **Week of Innovative Regions in Europe (WIRE XI)**, hosted and online on 03.-05. November, 2020, organized by the Faculty of Economics, Business and Tourism in **Split**. Within the session *"Building a vision for future research and innovation in the blue economy"*, they presented the project scope and activities related with the experimental feeding trials. Both PP1 and PP5 presented their project's results in abstract book and poster presentation at the 12th **Nordic Nutrition Conference** in Helsinki, **digital** attendance from 16- 18.12.2020. PP2 subcontractor API promoted the training events through their internal DB with SMEs and on web. LP also presented the training events on their e-magazine. PP1 Company I-Riba Ltd was subcontracted within the procedure of simple public procurement of services for business advising. Within WP2 Subcontractor organized a continuous communication with the aim of networking project partners with market stakeholders in the field of marine aquaculture from Croatia, Bosnia and Herzegovina and Montenegro. Subcontractor disseminated the project and project results to industrial actors in the field of marine aquaculture in everyday communication, facilitated the contact of project partners and industry stakeholders and insured extra samples were provided by the industry to the partners for research within WP4 and WP5.

Deliverables

1. Presentations, posters and photos, links in communication report 4, Annex Table.

WP 2.4 EVENTS FOR THE GENERAL PUBLIC, ASSOCIATION AND POLICY

LP, PP2, PP5, PP10 and PP11 were the active participants to the Scientific dinner “**AdriAquaNet fishtech in your dish**” for the **Science in the City Festival 2020 - European Science Forum (ESOF 2020)** on September 2-3, 2020 that took place in a typical restaurant of **Trieste** (La bottega di Trimalcione) with a menu based on the fish produced with novel AAN feed that was offered to the guests. The activity was selected with other 10 events among 180 events and 26 exhibitions for the press release launching the Festival: **SCIENCE IN THE CITY FESTIVAL: SHOWCASE** on 30.07.2021. Due to the Covid 19 restriction, the attendance was limited. Nevertheless, the event had a great visibility and media promotion on local and regional press and magazine highlighting the cooperation among Italian and Croatian Partners of AdriAquaNet, for the innovation of Adriatic fish farming. On September 26, PP2 organised the scientific event “**AdriAquaNet: tecnologia per la fattoria del pesce**” for **Trieste Next-Festival della ricerca scientifica 2020**. The event consisted in a dialogue between S. Passamonti, PP2, S. Smotlak, expert in aesthetics of taste, and M. Francese, expert in fish farming and marine ecology with the participants in presence in the conference hall, but it was also available in streaming on FB. The dialogue was focused on answering to a questionnaire about consumer preferences about fish as a food, which was developed by PP5 and is an activity of WP5. This event gained visibility in the social media and was included in the specialized magazine “*Il Pesce in rete*” with an article titled “*Pesce allevato. AdriAquaNet, dalla scienza alla tavola e ritorno*”. In October PP5 presented AdriAquaNet at a promotional event of the small fisheries sector in **Crikvenica and Mošćenička Draga** organized by Primorsko - Goranska county, a partner in EU project **Adri.SmArtFish - Valorisation of SMall - scale ARTisanal FISHERY of the Adriatic coasts**: as part of this event two thematic workshops were held (both in each municipality, overall four). One of the workshop aimed at educating **8th grade students** about the importance of fish diet. This approach was aimed to foster the positive perception of future consumers regarding fish and fish products and their overall benefits to human health contributing to the project specific objective 2 Promote fish health. This activity also overlapped with the activity of WP5.

In relation to the activity WP 2.4.3 (Participation to 3 events organised by European institutions 1 RegioStars/2 EU in my region), PP2 with LP coordination elaborated **AdriAquaNet fishtech in your dish**” dinner postcard and put in on EU in my region website.

Deliverables

1. Presentations, posters and photos in communication report 4, Annex Table. **See report attached.**

If applicable, description and justification of any problems and deviations included delays from the work plan presented in the application form and solutions found:

DEVIATIONS

Due to the Covid 19 pandemics, two events for SMEs planned in Croatia could not be realized: Adria4Blue 2020 (Rijeka, September 2020) and CroFish 2020 (Porec, November 2020). The participation to the web-event SEALOGY, Ferrara, November 2020, Ferrara, Italy could not be implemented, due to its superposition with other thematic events which involved the Croatian Partners, including the training event in early December 2020. Some deviations of

SWOT analysis

Strengths

- The project's partners have developed the capacity to manage project's communication and communication managers of the Partners are collaborative.
- External experts supporting PP2 and other partners are active and provide good technical support.
- WP2 has a centralized management.
- The project is producing a lot of multimedia items and results that can be disseminated.

Weaknesses

- Some PPs have limited space or impossibility to drive the project communication activities through institutional communication channels.
- The partnership is large and it is sometimes fairly difficult to coordinate with all partners.

Opportunities

- The Covid-19 emergency has switched the communication to digital dissemination (virtual conference, webinars, etc.), although not always digital can be a solution.

Risks

- The Covid-19 emergency and mobility limitation can reduce the attendees' numbers and the large public presence in scheduled events.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 5

01.01.2021 – 30.06.2021

PART 1: ANALYSIS

SUMMARY

According to the AdriAquaNet communication plan, project's activities are listed as 4 main sub-packages. This summary presents an overview of project's WP2 activities, with the SWOT analysis.

Concerning **the activity 2.2** (Production of communication items: magazine publication, photos, interviews and stories) all partners were engaged in in the activities by producing multimedia items, in particular photos (with about **350 new photos** archived, with sum with those of the previous report to >500) and a series of video interviews are available in the project's intranet www.adriaqua.net. The dissemination through social media and the website was done and several **publications in relevant Italian and Croatian** magazines were produced. Two **scientific publications** were produced and published. The first one entitled "**Assessment of the intention to consume farmed fish using the theory of planned behavior – scale validation**" was published on the Croatian scientific portal and also as hard copy, whereas the second scientific paper entitled "**Biomethane Potential of Sludges from a Brackish Water Fish Hatchery**" was published on international scientific journal MDPI Applied Sciences in January 2021. We maintained the social media activity according to the strategy to inform the general public on the project's activities.

As far the events and the activities **2.3** (organizations of 3 workshops in 3 locations in Croatia) concern, the fifth project semester has still been characterized by the **restrictions due to Covid 19 prevention measures**, which caused the cancellation of some events for SMEs. However, we participated in the **Acquafarm digital preview on March 25** in order to start to prepare the activities for the next year event and trainings that will be organized in February 2022, during the Fair in Pordenone. We have prepared also a submission to organize local workshop and events during **Crofish in Porec**, that should be held in November 2021. The project and its WP5 results were presented as workshops and lectures online to students of the University of Zagreb and Mostar (BiH). Titles for the project presentation in general and some preliminary results of the WP4 and WP5 were submitted for the attending of the National veterinary conference in Croatia which will be held in the program area, **Vodice, Šibensko-Kninska County from 26-29th September 2021**. During the **European Association of Fish Pathologists 2021** that will be held online in September 20-23, we will also organize a **workshop (WP 2.3)** entitled "**How outputs from EU project can upgrade health management in Mediterranean aquaculture**".

As regards **2.4** (events, for the general public, associations and policy), most of our efforts were focalized on the abstract presentation and the submission of our proposal to several events that will be held in the sixth semester. An abstract has been submitted and presented to the **3rd European Organ-on-chip Society conference 2021** held on 1 and 2 July 2021. The abstracts entitled "**Transcriptomic approach to environmentally friendly farming of European sea bass in the Adriatic Sea, using alternative protein sources**" and "**Innovative feeds for improving the**

sustainability of Adriatic mariculture: The Adria-Aqua-Net Project” were submitted for AQUACULTURE EUROPE 2021

conference that will be held in Madeira, Portugal in October 4 - 7, 2021. The exact session assignment and presentation format will be known by August 2021. A request to participate to the conference was submitted to the MA/JS. Moreover, **“Growth and fillet composition of gilthead sea bream (*S. aurata*) after long term feeding fish meal-free diets including poultry by product meal singly or combined with insect meal”** abstract was submitted for the poster session of the ASPA (Animal Science and Production Association) 24th Congress, which will take place in Padua (Italy)-September 21-24.

Finally, most partners have been involved in presentation’s preparation for thematic scientific events during the **European Association of Fish Pathologists 2021 and European Organ-on-chip Society conference 2021** that will be held online in September 20-23, also a student thesis focused on project results will be presented.

Preparatory **activities** for presenting the project’s activities and results at **Trieste Next 2021** (annual fair of the scientific dissemination in Trieste), the **Barcolana Sea Summit 2021** (a high-level conference on blue economy, organized by Barcolana srl during the Barcolana regatta in Trieste, in October each year), and **Crofish 2021** (annual fair of fish economy organized in Porec, in November each year).

Crossing WPs activities and collaboration between WP2 and WP5:

We must also report that within WP5 PP5 implemented noteworthy activities, with an **interview** to the Croatian daily **newspaper Novi list** and delivered a 20-page long **brochure** and a **2-page flyer** to inform the consumers about the **nutritional value of farmed fish** (WP5.3) These items have been produced **in Croatian, Italian, and English**. PP1 and LP worked on the production of a Manual on fresh fish quality in three languages that will be printed during next semester.

WP 2.1 START-UP ACTIVITIES

We completed the startup activities.

WP 2.2 PRODUCTION OF COMMUNICATION ITEMS

All partners were engaged in WP 2.2 by producing multimedia items in particular of a rich collection of photos (with about 350 new photos archived, with sum with those of the previous report to >500) and a series of video interviews are available in the project's intranet (www.adriaqua.net). Some were uploaded on the project website (www.italy-croatia.eu/web/adriaquanet) or on the project's social media channels, and some were used to produce the flyers of the Partners. We put all the multimedia items on our intranet www.adriaqua.net, that is accessible also for JS and their offices (SIU has limited space whereas these items do request a certain space if the quality wants to be preserved).

Deliverables

Del 2.2.1 Multimedia items (ca. 50 new items, i.e. above the target) in the project's intranet, (www.adriaqua.net).

- Photos (ca. 50 new items);
- Graphic material (flyers; 3 new items);
- Contents in PP5 institutional newsletter (2 new items)
- The project website www.italy-croatia.eu/web/adriaquanet was enriched with 4 news, 1 event and 14 communication items. In sum, the website has 17 news, 9 events, 10 multimedia galleries, and 14 communication items.
- As far as social media channels are concerned, we have published on:
 - Facebook, adding n. 13 posts, n. 483 reach, n. 23 followers, n. 116 views
 - Twitter, adding n. 8 post, n. 6 followers, n. 4027 impressions.
 - LinkedIn, adding n. 10 post, n. 4 followers, n. 1958 total reach, impression rate: 254%.
 - Instagram, adding n. 4 post (+stories), n. 61 followers, n. tot impression: 1076.
 - Youtube, adding n. 4 videos, attaining n. 146 total visualizations

Several partners PP3, PP4, PP5, PP7, PP8 published news and posts on their channels.

Del 2.2.2 Press releases: each event has produced new articles

Del 2.2.3 Publications in relevant Italian and Croatian magazines were achieved (PP5). An interview by prof. G. Kresic (PP5) to the Croatian newspaper Novi List was published and further disseminated by the local press (n=3) on RIVIJERA NEWS, and on Kult Plave Kamenice, online gastronomic portal. LP managed to publish the project presentation on Keep.eu that serves all professional audiences in need of aggregated data regarding projects and beneficiaries of European Union cross-border, transnational and interregional cooperation programmes among the member States, and between member States and neighboring or pre-accession countries.

Del 2.2.5 Research papers in peer reviewed A scientific paper entitled "*Biomethane Potential of Sludges from a Brackish Water Fish Hatchery*" has been published on international scientific journal MDPI Applied Sciences in January 2021 and an original scientific paper published in the

Journal of the Polytechnic of Rijeka entitled “**Assessment of the intention to consume farmed fish using the theory of planned behavior – scale validation**” and online on the research portal. (n=3).

Communication progress report nr. 5 - All details are in the Annexed TABLES and also on project website.

WP 2.3 EVENTS FOR SMEs and experts

As far the events and the activities **2.3** (organizations of 3 workshops in 3 locations in Croatia) concern, the fifth project semester has still been characterized by the **restrictions due to Covid 19 prevention measures**, which caused the cancellation of some events for SMEs. However, LP participated in the **Acquafarm digital preview on March 25** in order to start to prepare the activities for the next year event and trainings that will be organized in February 2022, during the Fair in Pordenone. PP1, PP3 and PP5 with have prepared also a submission to organize local workshop and events during Crofish in Porec, that should be held in November 2021. PP1 presented the project during an online tutoring and training focused on the health of aquatic animals for students of aquaculture at the **Faculty of the Sciences University of Zagreb** and also PP1 presented the WP5 objectives and some results during the lectures online at **the Faculty of Agriculture and Food Sciences University of Mostar, Bosnia and Herzegovina**. PP1 will also organize a **workshop (WP 2.3)** entitled “**How outputs from EU project can upgrade health management in Mediterranean aquaculture**” during the **European Association of Fish Pathologists 2021 and European Organ-on-chip Society conference 2021** that will be held online in September 20-23 and they submitted the materials to the organisers of the conference. Moreover, PP1 submitted titles for the project presentation in general and some preliminary results of the WP4 and WP5 during the **National veterinary conference** which will be held in the program area, **Vodice, Šibensko-Kninska County from 26-29th September 2021**. The titles are as follows:

- Snježana Zrnčić, Jelka Pleadin, Dražen Oraić, Natalija Džafić: Project AdriAquaNet, Enhancing Innovation and Sustainability in Adriatic Aquaculture. Presentation of the project poster and the manual on the quality of the fresh fish published within the project.
- Željko Pavlinec, Jelka Pleadin, Dražen Oraić, Natalija Džafić, Snježana Zrnčić: Project AdriAquaNet, Enhancing Innovation and Sustainability in Adriatic Aquaculture. Oral presentation of the main scopes and expected outcomes of the project.
- Jelka Pleadin, Greta Krešić, Tina Lešić, Ana Vulić, Nina Kudumija, Dražen Oraić, Ivana Giovanna Zupičić, Snježana Zrnčić: Quality of European sea bass and sea bream farmed at the Adriatic Sea. Oral presentation.
- Ivana Giovanna Zupičić, Dražen Oraić, Željko Pavlinec, Snježana Zrnčić: Results of the experimental vaccination of European sea bass with autologous vaccine against *Tenacibaculum maritimum*. Oral presentation.

WP 2.4 EVENTS FOR GENERAL PUBLIC, Associations and policy

As regards **2.4** (events, for the general public, associations and policy), most of our efforts were focalized on the abstract presentation and the submission of our proposal to several events that will be held in the sixth semester.

LP with the collaboration of the subcontractor BluFarm and with PP3 prepared abstracts entitled **“Transcriptomic approach to environmentally friendly farming of European sea bass in the Adriatic Sea, using alternative protein sources”** and **“Innovative feeds for improving the sustainability of Adriatic mariculture: The Adria-Aqua-Net Project”** were submitted for AQUACULTURE EUROPE 2021 conference that will be held in Madeira, Portugal in October 4 - 7, 2021. The exact session assignment and presentation format will be known by August 2021. A request to participate to the conference was submitted to the MA/JS.

Moreover, LP in collaboration with PP3 **“Growth and fillet composition of gilthead sea bream (*S. aurata*) after long term feeding fish meal-free diets including poultry by product meal singly or combined with insect meal”** abstract was submitted for the poster session of the ASPA (Animal Science and Production Association) 24th Congress, which will take place in Padua (Italy)-September 21-24.

Finally, most partners have been involved in presentation’s preparation for thematic scientific events during the **European Association of Fish Pathologists 2021 and European Organ-on-chip Society conference 2021** that will be held online in September 20-23. PP1 member, Ivana Giovanna Zupičić applied for the student award at the EAFP 2021 Virtual conference with presentation entitled **“Evaluation of autologous vaccine against *Vibrio harveyi* in European sea bass (*Dicentrarchus labrax*)”** and she was granted.

PP2 undertook the **preparatory activities** for presenting the project’s activities and results at **Trieste Next 2021** (annual fair of the scientific dissemination in Trieste), the **Barcolana Sea Summit 2021** (a high-level conference on blue economy, organized by Barcolana srl during the Barcolana regatta in Trieste, in October each year). PP1, PP3 and PP5 also worked on the events for general public at **Crofish 2021** (annual fair of fish economy organized in Porec, in November each year).

The PP1 subcontractor I-RIBA disseminated the project results to industrial actors in the field of marine aquaculture in everyday communication, facilitated the contact of project partners and industry stakeholders and insured extra samples that were provided by the industry to the partners for research.

Deliverables

All preparation details are in the Annexed TABLES and as annexes on intranet or in the Partners SIU sections.

DEVIATIONS

Due to the Covid 19 pandemics in spring 2021, AquaFarm 2021 was put in as one-day conference online, whereas the Fair has been rescheduled to spring 2022.

SWOT analysis

Strengths

- The project's partners have developed the capacity to manage project's communication and communication managers of the Partners are collaborative.
- External experts supporting PP2 and other partners are active and provide good technical support.
- WP2 has a centralized management.
- The project is producing a lot of multimedia items and results that can be disseminated.

Weaknesses

- Some PPs have limited space or impossibility to drive the project communication activities through institutional communication channels.
- The partnership is large and it is sometimes fairly difficult to coordinate with all partners.

Opportunities

- The Covid-19 emergency has switched the communication to digital dissemination (virtual conference, webinars, etc.), although not always digital can be a solution.

Risks

- The Covid-19 emergency and mobility limitation can reduce the attendees' numbers and the large public presence in scheduled events.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 6

01.07.2021 – 31.12.2021

PART 1: ANALYSIS

SUMMARY

In relation to task 2.2, the project has produced **49 new multimedia items, 2 press releases, 10 new publications in relevant Italian magazines for the general public, and 2 new research papers** in international peer reviewed, indexed scientific journals, targeting researchers.

In relation to tasks 2.3 and 2.4 the communication activities of the project sixth semester have targeted not only Italian and Croatian stakeholders, but also international ones. The project has presented its R&I results at **6 scientific events**, i.e. two **international conferences** (ASABE and the European Association of Fish Pathologists), **two Italian conferences** (Torino ZSTO, ASPA Padua) addressing the need to review the most recent developments in sustainable aquaculture and animal nutrition and **two Croatian ones** (the International Veterinary Days in Vodice and National Conference “With food to health” in Osijek).

The project was presented a **3 high level events** for the general public, i.e. **Aquaculture Europe** in Portugal, with a large participation of researchers, industry, students and the general public, **Sealogy** in Ferrara dedicated to the Blue Innovation online, the **Barcolana Sea Summit**, in Trieste, organized in the frame of the world-known Barcolana regatta in the Gulf of Trieste, with the closing remarks by the Minister of the Republic of Italy Stefano Patuanelli, and the **9th Kvarner Sea and Maritime Tradition Festival FIUMARE 2021** in Rijeka.

Crossing WPs activities and collaboration between WP2 and WP3, WP4, WP5:

We must also report that within WP5, PP5 implemented two videos. PP1 and LP completed the production of a **Manual on fresh fish quality** in three languages and distributed it during the training events. Also different correlations were done between WP2.2 and the production of the dissemination materials for the trainings of 3.3, 4.4 and 5.4. And again many of the overlapping are registered between task 2.3 and 2.4 (events) and writing of technical scientific work and publication of the results.

WP 2.1 START-UP ACTIVITIES (100%)

We completed the startup activities.

WP 2.2 PRODUCTION OF COMMUNICATION ITEMS

All partners were engaged in WP 2.2 by producing multimedia items in particular of a rich collection of photos (with > **130** new photos archived, with sum with those of the previous report to >650). Ten new videos are available in the project's YouTube channel (<https://www.youtube.com/channel/UCMhmTn-MobRnm6J-84DZ5Pw?app=desktop>). Four new photo galleries were uploaded on the project website (www.italy-croatia.eu/web/adriaquanet) or on the project's social media channels. We put all the multimedia items on our intranet www.adriaqua.net, that is accessible also for JS and their offices (SIU has limited space whereas these items do request a certain space if the quality wants to be preserved) and we will upload the website following JS recommendation by the project end.

Deliverables

Del 2.2.1 Multimedia items (ca. 50 new items, i.e. above the target) in the project's intranet, (www.adriaqua.net).

- Photos (ca. 130 new items);
- Graphic material (Christmas card; 1 new items);
- The project website www.italy-croatia.eu/web/adriaquanet was enriched with 7 news, 3 events and 4 communication items. In sum, the website has 24 news, 12 events, 14 multimedia galleries, 1 video and 18 communication items.
- As far as social media channels are concerned, we have published on:
 - Facebook, adding n. 19 posts, n. 763 reach, n. 44 followers, n. 143 views
 - Twitter, adding n. 8 post, n. 1 followers, n. 4131 impressions.
 - LinkedIn, adding n. 10 post, n. 9 followers, n. 421 total reach, impression rate: 316%.
 - Instagram, adding n. 2 post (+stories), n. 26 followers, n. tot impression: 1170.
 - Youtube, adding n. **10 videos**, attaining n. 536 total visualizations

LP, PP3 and PP5 published news and posts on their channels.

NOTE: In relation to WP2.2.1, two videos were produced in for WP 5.3 that are related to the dissemination material and promotion and filming of promotion of AAN fish production and nutritional value of farmed fish. Two videos were produced for different targets and communication goals. Both were uploaded on project website and Youtube channel. The titles are: "**Sustainable fish from Adriatic**" and "**5 reasons to try AAN Fish**".

Del 2.2.2 Press releases: AdriAquaNet at Barcolana Sea Summit 2021 and third training course in Padua were presented via press releases that have been disseminated via several media.

Del 2.2.3 Ten new publications in relevant Italian magazines were published as a results of distribution of the 2 press releases.

Contents in PP5 institutional newsletter (2 new items). 2 new articles on QuiUniud LP's online magazine and 5 different presentations abstract were published in bulletins made after the events.

Del 2.2.5 Two new Research papers have been published on international scientific journals by LP and PP6. LP also participated in drafting a MS edited by IZOR Split which has been submitted to a peer reviewed scientific journal (Project Deliverable of WP 2.2).

Communication progress report nr. 6 - All details are in the Annexed TABLES and also on project website.

WP 2.3 EVENTS FOR SMEs and experts

As far the events and the activities **2.3** concern, the sixth project semester was reach of online and live events. Some of them were anticipated in the PR5 through abstract sent in order to take part of the events, some were new.

LP presented the work at the 2021 ASABE Annual International Virtual Meeting, **July 12-16, 2021**, and a Scientific paper entitled "**Anaerobic Digestion of Brackish and High Salinity Aquaculture Sludges**" was published in ASABE Technical Library (paper n. 2100230), in relation to WP2.2 activities.

Several Partners (LP, PP1, PP2, PP3 and PP4) presented their results to experts during **EAFP – International Conference on Diseases of Fish and Shellfish, held in virtual edition from 20-23 September** workshop and participated in the conference. The WP4 team organised a workshop and two presentations were held by LP and PP3 members and published in the Bulletin of the European Association of Fish Pathologists, vol.41, issue 5. Ivana Giovanna Zupičić (PP1) presented "Evaluation of autologous vaccine against *Vibrio harveyi* in European sea bass (*Dicentrarchus labrax*)" that was granted with a student award for oral presentation. Paola Sist and coo-workers (PP2) orally presented the work entitled "Microanalysis of bile pigments in fish blood", Jerko Hrabar (PP3) presented "The effect of black soldier fly *Hermetia illuscens* crude protein and *Bacillus* spp. supplementation on gilthead sea bream (*Sparus aurata*) intestinal health status". Additionally, Snježana Zrnčić organized a workshop within the EAFP 2021 Virtual conference entitled "How outputs of EU projects can upgrade health management in Mediterranean aquaculture" where Jerko Hrabar (PP3) presented a speech with the title "Novel feed formulation supplemented with autochthonous *Bacillus* sp. positively altered host-microbiome" and Donatella Volpatti (LP) presented a speech entitled "Novel natural compounds as potential therapeutics in aquaculture". Snježana Zrnčić prepared and submitted the workshop report for publication in the Bulletin of the European Association of Fish Pathologists which has been accepted and will be published in Vol. 41, issue 5. In the workshop participated LP, PP1, PP3 and PP4. PP3 also presented an oral presentation with a student award at EAFP and PP2 also did a presentaion of the project results during the conference.

WP4 and WP5 teams of PP1 and PP3 were present at the **National conference "Veterinarski dani" (of Veterinary days) in Vodice Šibensko-Kninska County from 26-29 September 2021 in Croatia** and did an oral presentation. G. Zupičić (PP1) orally presented the results of the

vaccination against *T. maritimum* entitled “Results of the experimental vaccination of European sea bass by the autologous vaccine against *T. maritimum*”. Željko Pavlinec (PP1) submitted a scientific paper on the molecular properties of the different isolates of *V. harveyi* to the Scientific Reports journal and the manuscript is under evaluation now of the project results and a publication named “Quality of Sea Bass and Sea Bream farmed in the Adriatic area. Proceedings of Veterinary Days 2021”, pp 391-400 in relation to WP2.2 activities was made.

A poster presentation entitled “**Towards Sustainable Adriatic Mariculture Using New Feed Formulations: The Adriaquanet Project**” at the **European Aquaculture Society Conference Aquaculture Europe 2021, held in Funchal (Madeira) from 4-7 October 2021**. The abstract presentations were presented already in PR5.

On **November 18, 2021**, LetteraB participated to the **Sealogy BlueInvest thematic workshop in digital edition on Intellectual Property Protection for Maritime Innovation** in order to start with the delivery related to the IP agreement (WP1).

However, due to COVID 19 restrictions, **Crofish 2021** event planned in Porec in November 2021 was cancelled.

WP.2.4 Events for General Public, associations and policy (90%)

As regards **2.4** (events, for the general public, associations and policy), the partners were active in promoting the project’s results to wide audiences.

PP2 presented the project’s activities and results at **Trieste Next 2021** (annual fair of the scientific dissemination in Trieste **24-26.09.2021**).

PP5 was an active participant at the **National Conference “With food to health” in Osijek on 16.09.2021** and presented the project at the **9th Kvarner Sea and Maritime Tradition Festival FIUMARE 2021 on 25.09.2021**.

On **September 16, 2021**, Lead Partner (Prof. Marco Galeotti) held a presentation entitled “**Presentazione e ricadute pratiche del progetto AdriAquaNet**” (*presentation and practical repercussions of the AAN project*) during the **Webinar “Ricerca e Innovazione per un’acquacoltura sostenibile” (Research and Innovation for sustainable aquaculture)** organized by IZSTO – Istituto Zooprofilattico sperimentale del Piemonte, Liguria e Valle d’Aosta in a virtual mode.

A poster was elaborated by the WP3.1 team and presented related to the data on growth performance, commercial yield traits and biochemical composition of the edible portion of sea bream as affected by the dietary treatments investigated in the AAN project, which was presented at the **24th International congress of Animal Sciences – ASPA, held in Padua on September 20-23, 2021** and LP (Prof. Emilio Tibaldi) contributed to two workshops related on fish health and fish quality.

LP, PP1 and PP3 actively participated to the online edition of “**EAFP 20th International Conference on Diseases of Fish and Shellfish**” from **20-23 September 2021**.

LP and PP3 with the collaboration of the subcontractor BlueFarm presented 2 abstract also 1 posters entitled “**Innovative feeds for improving the sustainability of Adriatic mariculture: The Adria-Aqua-Net Project**” at AQUACULTURE EUROPE 2021 conference in Madeira, Portugal in October 4 - 7, 2021.

LP (Marco Galeotti) and PP2 (Sabina Passamonti) presented the project’s activities at a roundtable at the **Barcolana Sea Summit 2021**. This high-level conference on blue economy, was organized during the Barcolana regatta in Trieste and the roundtable was held on October 7, 2021 with closing remarks by the Minister of the Republic of Italy Stefano Patuanelli who had complemented the team and did a photo picture with the AAN speakers.

The PP1 subcontractor I-RIBA disseminated the project results to industrial actors in the field of marine aquaculture in everyday communication, facilitated the contact of project partners and industry stakeholders and insured extra samples that were provided by the industry to the partners for research.

NOTE: in relation to WP3.3, WP4.4 and WP5.4 training activities all partners were actively involved in the training course entitled “**Adriaquanet Contributions to the Health Management of Fish Farms and the Improvement of Sustainability in Mariculture**” organized by PP4 in collaboration with LP offices and external service LETTERAB. The training course was held in presence on November 19, 2021 at Barco Teatro in Padua (Italy) and simultaneously in remote on the platform ZOOM and it was open to breeders, researchers, technicians and consultants in the mariculture sector. 53 participants, out of 61 registered and of which 18 followed the training online, got the AAN certificate of attendance. 1 press release was done, 4 articles published in magazines online, 1 questionnaire was realised and submitted to the participants and promotional material (brochure, flyers, and WP5.1 Manual was distributed during the event to the participants in presence.

Deliverables

Communication progress report nr.6, uploaded on SIU. All preparation details are in the Annexed TABLES and as annexes on intranet or in the Partners SIU sections.

DEVIATIONS

Due to the Covid 19 pandemics, **Crofish 2021** (annual fair of fish economy organized in Porec, in November each year) was cancelled and several meetings were held online. Due to the Covid 19 pandemics in spring 2021, Aquafarm 2021Fair has been rescheduled to spring 2022.

However, due to COVID 19 restrictions, **Crofish 2021** was cancelled.

SWOT analysis

Strengths

- The project's partners have developed the capacity to manage project's communication and communication managers of the Partners are collaborative.
- External experts supporting PP2 and other partners are active and provide good technical support.
- WP2 has a centralized management.
- The project is producing a lot of multimedia items and results that can be disseminated.

Weaknesses

- Some PPs have limited space or impossibility to drive the project communication activities through institutional communication channels.
- The partnership is large and it is sometimes fairly difficult to coordinate with all partners.

Opportunities

- The Covid-19 emergency has switched the communication to digital dissemination (virtual conference, webinars, etc.), although not always digital can be a solution.

Risks

- The Covid-19 emergency and mobility limitation can reduce the attendees' numbers and the large public presence in scheduled events.

AdriAquaNet

Enhancing Innovation and Sustainability in Adriatic Aquaculture

Communication

Annex to the Progress Report n. 7

01.01.2022 – 30.06.2022

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PART 2: ANNEXES

PART 1: ANALYSIS

SUMMARY

The project has produced **83 new multimedia items published in the official website (including the set of project deliverables), 196 posts in the social media platform of the project, 6 press releases in three languages, 17 new publications in relevant Croatian magazines and 9 new publications in relevant Italian magazines for the general public, and 8 new research papers in international peer reviewed, indexed scientific journals, targeting researchers.**

The project has presented its R&I results at **one international summerschool for trainees in aquaculture and blue economy in Piran, Slovenia**, at the annual fair on aquaculture **AquaFarm 2022 in Pordenone, Italy**, and at the **ONE CONFERENCE in Brussels, Blegium**.

The project was presented a **2 press conferences in Croatia and on the twin Closing Conferences in Zadar and Udine**. Overall, these events prompted **2 radio-television interviews in Croatia and 2 in Italy**.

The official website is updated and showcases the project's deliverables.

WP 2.1 START-UP ACTIVITIES

We completed the startup activities.

WP 2.2 PRODUCTION OF COMMUNICATION ITEMS

The project's activities and achievements have been communicated to several project's stakeholders in an integrated way, by direct media engagement in press conferences, with the support of press releases. Furthermore, scientific dissemination material (e.g. training materials) has been disseminated via the official web site, with amplification via the project's social media platform and the strong collaboration of the channels of the Associazione Piscicoltori Italiani. Below we highlight some relevant activities, before listing the specific deliverables produced in this semester.

PRESS CONFERENCES AND MEDIA RELEASES

In Croatia, PP1 and PP5 called for a **press conference at the Rijeka branch of the Croatian Veterinary Institute on 05.04.2022**, aiming at informing about the development of two new vaccines protecting farmed fish from microbial infections. This initiative prompted a radio interviews of Dr. S. Zrncic (PP1) at **Hrvatski Radio-Radio Rijeka** and **6 publications in relevant Croatian e-magazines**. On the occasion of the **Closing Conference in Zadar, 03.06.2022, PP1 called for a press conference** and the interview of S. Zrncic and B. Habrun (PP1), M. Galeotti (LP), Tatjana Boroša Pecigoš (Ministry of Agriculture of Croatia), Dragan Kovačević (Croatian Chamber of Commerce for Agriculture and Tourism), Dane Desnica (Cromaris), and Lovro Jurišić (INTERREG V A Italy-Croatia 2014-2020) was broadcasted by **Hrvatski Radio-Radio Zadar** and **9 publications in relevant Croatian e-magazines**. A subsequent post-event press release published on PP1 website prompted the publication on 2 pieces in **Croatian e-magazines**, one of which in the **e-magazine of the national Hrvatska Radiotelevizija**.

In Italy, interest by the local media was raised by LP through a press release on its institutional website announcing the project's **Closing Conference in Udine on 20.06.2022** and the welcome message by Stefano Patuanelli (Italian Ministry for Agriculture) and the closing remarks of Stefano Zannier (Assessor of Friuli-Venezia Giulia for Agricultural and Forest Resources). This prompted the publication of **8 pieces in Italian e-magazines, 2 radio interviews to M. Galeotti (LP) broadcasted by RAI FVG programmes (daily news and Sconfinamenti)**.

OFFICIAL WEBSITE

The project's official website (www.adriacqua.net) is now **showcasing all information about the project's activities and achievements**, with state-of-the-art publication of **17 fresh news** (51 altogether), **9 new events** (49 altogether), and **50 deliverable documents** in the **docs & tools** section (21 of WP2, 6 of WP3, 12 of WP4, and 11 of WP5). In the Multimedia section, we show **2 new photogalleries** (23 altogether) and **2 new videos** (altogether 30). Embedded in the news and events pages are other documents, such as **press releases, event agendas, and dissemination materials**.

SOCIAL MEDIA

As far as social media channels are concerned, we have published on:

1. Facebook, with n. 225 post tot (+123), n. 9725 reach (+1051), n. 184 followers (+6), n. 2056 impressions (+737).
2. Twitter, with n. 95 post (+28), n. 37 followers (+7), n. 28657 impressions (+1479).
3. LinkedIn, with n. 56 post (+8), n. 25 followers (+9), n. 2379 total reach (+421), impression rate: 316% (+62).
4. Instagram, with n. 34 posts (+3), n. 241 followers (+13), n. tot impressions: 1351 (+181).
5. YouTube, with n. 30 videos (+2).
6. Slideshare, with n.4 documents (+3).
7. Website of the Associazione Piscicoltori Italiani, with 8 releases for a sum of 23 documents (training materials).

Deliverables

Del 2.2.1 Multimedia items (229 new items, i.e. above the target) showcased on the official website and on the social media channels are altogether 33 and 129, respectively:

1. photogalleries 5
2. videos 2
3. news 17
4. events 9
5. social media 196

Most PP have published news and posts on their institutional channels.

Del 2.2.2 Press releases

Six press releases in three languages (tot 18) have been published on the official website (section news) and disseminated via several media, on the following circumstances:

1. Training in Ostuni. Udine. 13.04.2022
2. AdriAquanet at BLUE Summer school. Trieste 12.05.2023
3. AdriAquanet at Aquafarm 2022. Udine. 16.05.2022
4. Post-event press release on the Final Conference in Zadar. Trieste-Udine-Zagreb 17.06.2022"
5. Final Conference In Udine. 13.06.2022
6. Post-Event Press Release on ONE Conference. 29.06.2022

Del 2.2.3 Publications in relevant magazines

Twenty-six items were published, of which 17 in Croatian and 9 in Italian e-magazines.

Del 2.2.4 Training materials

A collection of 23 Training materials authored by the research staff of PPs have been published in the official website (Docs & Tools). The Italian version of these materials have been published in the website of the Associazione Piscicoltori Italiani.

Del 2.2.5 Research papers

Eight articles have been published in international scientific journals. All publications were peer reviewed and are indexed in bibliographic databases, with the exception of one (n. 6, which is a pre-print publication):

1. Jacumin et al. 2022. LP results of WP5
2. Zrnčić et al. 2022. Opinion paper by LP, PP1, PP3 and PP4
3. Rončević et al. 2022. PP2 and PP3 results of WP4
4. Pavlinec et al. 2022. PP1 results of WP4
5. Krešić et al. 2022. PP1 and PP5 results of WP5
6. Pleić et al 2022. LP, PP1, and PP3 results of WP3
7. Sist et al 2022. Method article on PP2 results of WP4
8. Sist et al 2022. PP2 results of WP4.

D.2.2.7 Protocols

A document describes the new protocols for sustainable aquaculture developed during the project is on the website (doc & tools).

D.2.2.8 Recommendation

A document with recommendations for the main stakeholders of the aquaculture supply chain is on the website (doc & tools).

Communication progress report nr. 7 - All details are in the Annexed TABLES and also on project website.

WP 2.3 EVENTS FOR SMEs and experts

LP organised the workshop “**Migliorare l’innovazione e la sostenibilità nell’acquacoltura adriatica**”, during the **AquaFarm 2022** fair in Pordenone on 25.05.2022. The Partners could meet with experts and visitors at a box in the exhibition hall.

PP2 was invited at the **International Summerschool FISHERIES AND AQUACULTURE IN THE BLUE ECONOMY** Piran (Slovenia) on 13.05.2022, with 2 oral communications: “AdriAquaNet project - Enhancing Innovation and Sustainability in Adriatic Aquaculture” by S. Passamonti and “Analysis of bile pigments in fish” by P. Sist.

Deliverables

D.2.3.2 Workshops in Italy

Workshop “**Migliorare l’innovazione e la sostenibilità nell’acquacoltura adriatica**”, during the **AquaFarm 2022** fair (Pordenone, 25.05.2022).

D.2.3.3 Participation to thematic events

Two oral communications at the International Summerschool FISHERIES AND AQUACULTURE IN THE BLUE ECONOMY (Piran, Slovenia, 13.05.2022).

WP 2.4 EVENTS FOR GENERAL PUBLIC, Associations and policy

PP2 organized the presentation of the project and its results in a e-poster, permanently displayed during the ONE Conference (Brussels, 21-24.06.2022), a major event organized by the

European Food Safety Authority (EFSA), together with four sister European Agencies involved in protecting human and environmental health, and the Joint Research Center of the EU Commission.

PP1 and PP7 organized the project's **Closing Conference**, which was held at the Hotel Kolovare in **Zadar, Croatia** on 03.06.2022. High-level speakers were from the Ministry of Agriculture of Croatia, the Joint Secretariat of the INTERREG V A Italy-Croatia 2014-2020, the Croatian Chamber of Commerce for Agriculture and Tourism, and the fish farming industry.

LP organized the high-level project's **Closing Conference**, which was held at the University of **Udine, Italy** on 20.06.2022. High-level speakers were from the Ministry of Agriculture and

Ministry of health of Italy, the Assessor for Agriculture of Regione Autonoma Friuli Venezia Giulia, the Joint Secretariat of the INTERREG V A Italy-Croatia 2014-2020, and the fish farming industry.

Both Closing Conferences have received wide media coverage.

Deliverables

2.4.3 Participation to EU event

The poster and the abstract summarizing it are in the official website (section events) and in the Annexed TABLES.

2.4.3 Twin high-level PROJECT CLOSING CONFERENCE in Croatia and Italy

The details of the events (agenda, press releases, minutes, photogalleries) are in the official website (section events) and in the Annexed TABLES.

DEVIATIONS

Some deliverables are **in excess** of the original targets, as far as the following deliverables are concerned:

D.2.2.3 Publications in relevant Croatian and Italian magazines. Only in this semester, as many as **26 items**, i.e. 17 items have been published in Croatian magazines and 9 in Italian ones, far in excess of the **initial target of 3**. This is due to the fact that these outlets are electronic magazines and publication is no more a major obstacle.

D.2.2.6 Research papers. More items have been published than predicted, achieving in this semester 7 publications instead of 3 for the whole project duration. More publications are expected, as their manuscripts are current under peer review or accepted but not yet published.

D.2.3.3 Participation to thematic events. The invitation to the International Summerschool FISHERIES AND AQUACULTURE IN THE BLUE ECONOMY on 13.05.2022 was not planned. With this, the project has actively participated to as many as 12 relevant thematic events, above the initial target of 3.

SWOT analysis

Strengths

- The project's partners have developed the capacity to manage project's communication and communication managers of the Partners are collaborative.
- External experts supporting PP2 and other partners are active and provide good technical support.
- WP2 has a centralized management.
- The project is producing a lot of multimedia items and results that can be disseminated.

Weaknesses

- Some PPs have limited space or impossibility to drive the project communication activities through institutional communication channels.
- The partnership is large and it is sometimes fairly difficult to coordinate with all partners.

Opportunities

- The official website of the project showcases all project's deliverables.

Risks

- The project's deliverables may not be available if the official website will be discontinued.