

• AdriAquaNet

- Enhancing Innovation and Sustainability in Adriatic Aquaculture
 - **Deliverable WP 2.1.1 – Communication plan**
 - **Appendix 1**
- **Communication activities comprehensive control sheet**

• Trieste, 30.06.2022

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:	WP2, Activity 2.1.1
Deliverable name:	Communication plan
WP leader:	PP2 - University of Trieste
Author (s):	Sabina Passamonti
Delivery date:	30/06/2022
Status:	Final

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This document is a synthetic **overview of the deliverables** resulting from **WP2 Communication and Dissemination activities**.

This Workpackage has been organized in 4 main parts:

- Act 2.1 START-UP ACTIVITIES
- Act 2.2 PRODUCTION OF COMMUNICATION ITEMS
- Act 2.3 EVENTS FOR SMEs AND EXPERTS
- Act 2.4 EVENTS FOR THE GENERAL PUBLIC, ASSOCIATIONS AND POLICY

The primary target groups of WP2 have been:

- GENERAL PUBLIC
- PUBLIC AUTHORITIES (local, regional and national)
- ASSOCIATIONS of SMEs
- RESEARCHERS

WP2 has produced 113 deliverables belonging to 21 categories, as detailed below.

Part 2

All communication activities are published in the official [project's website](#).

The section [news](#) announced activities in chronological order.

Most of news announced events, which, in turn, are described in the section [events](#), with a short description, some photos, the event agenda and a press release in 3 languages.

The project's work is shown by multimedia tools, in the section [photogallery](#).

Other descriptions of the project's goals and outputs as wells as interviews to the project's staff are available in the [videogallery](#).

The WP2 deliverables are published in [section Docs & Tools, WP2 - COMMUNICATION AND DISSEMINATION](#):

1. D2.1.1 COMMUNICATION PLAN
2. D1.1.2 POSTER OF THE PROJECT
3. D1.1.3 POSTERS OF THE PARTNER
4. D1.1.4 PORTRAIT OF THE PROJECT
5. D1.1.5 PLATFORM OF SOCIAL MEDIA
6. D1.1.6 PRESS RELEASES
7. D1.1.7 KICK-OFF CONFERENCE (It & Hr)
8. D2.2.1 MULTIMEDIA ITEMS
9. D2.2.2 PRESS RELEASES (events SME and EC)
10. D.2.2.3 PUBLICATIONS in relevant Italian and Croatian magazines
11. D.2.2.4 TRAINING MATERIALS about the thematic issues of WP3-4-5
12. D2.2.5 SCIENTIFIC AND TECHNICAL REPORTS
13. D2.2.6 RESEARCH PAPERS
14. D2.2.7 PROTOCOLS
15. D2.2.8 RECOMMENDATION
16. D2.3.1 Workshops in Croatia
17. D2.3.2 Workshops in Italy
18. D2.3.3 Participation to relevant (thematic) events
19. D2.4.1 PARTICIPATION TO EVENTS organised by local municipalities
20. D2.4.2 PARTICIPATION TO EU EVENT
21. D2.4.3 Organisation of High-level PROJECT CLOSING CONFERENCE (It & Hr)

A. CONTRIBUTION TO EUSAIR

Please provide a description of the project contribution to the EUSAIR in terms of synergy with the Strategy's pillars and alignment of implemented project's activities with the Action Plans and labelled projects.

The AdriAquaNet project partnership tackled concrete issues relevant for the aquaculture value chain, in line with the [EUSAIR pillar of Blue Growth](#). To contribute to this pillar, AdriAquaNet has progressively achieved the EUSAIR objectives 1 and 2, such as *"To promote research, innovation and business opportunities in blue economy sectors, by facilitating the brain circulation between research and business communities and increasing their networking and clustering capacity"* and *"To adapt to sustainable seafood production and consumption, by developing common standards and approaches for strengthening these two sectors and providing a level playing field in the macro-region"*.

B. CONTRIBUTION TO HORIZONTAL PRINCIPLES

Please provide a description of the project contribution to the horizontal principles of equality between men and women, non-discrimination and sustainable development.

The project engaged technical and administrative staff based on personal characteristics, complying with the equal opportunities and without discriminations, such as gender, race, nationality, ethnic origin, religion or belief, disability, age or sexual orientation. The employment relationship was based on the principle of equal opportunity and fair treatment, including type of contract, wages and benefits, working conditions and terms of employment, access to training, promotion, and termination of employment as for any other Italian or Croatian staff hired. The staff and external services involved were formed without any kind of discriminations based on personal characteristics, genre, age, belief, race, nationality, ethnic, religion and belief, sexual orientation, etc. Several doctoral students of the Faculty of Rijeka were involved also in the project activities and most of them were women. All questionnaires used for marketing research activities, focus groups and other tools such as promotional materials were done without discriminations, such as gender, race, nationality, ethnic origin, religion or belief, disability, age or sexual orientation.

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C. COMMUNICATION ACTIVITIES

Please refer to the Final Communication Report template and provide a summary on the main achievements trying also to identify which were the most successful communication tools in reaching general public/decision makers/other target groups.

The communication activities have been implemented according to the Communication plan, as reported therein, in the section Report (pages 17-64, D2.1.1). All deliverables have been produced.

D. NATURA 2000

Please describe, if it is the case, measures foreseen and implemented by the project:

a) In case the project involved Natura 2000 sites, describe what measure the project envisaged and implemented to avoid any negative impact:

No Natura 2000 sites are included in the areas where the project activities have been carried out; therefore, no measures have been envisaged and implemented during the project in order to avoid negative impacts.

b) In case the project had a positive effect on Natura 2000 sites, please describe which measure the project has foreseen and implemented in order to reach a direct or indirect positive impact:

No Natura 2000 sites are included in the areas where the project activities have been carried out; therefore, no measures have been envisaged and implemented during the project in order to avoid negative impacts.

E. TYPES OF ACTIONS ADDRESSED (as defined in the Cooperation Programme)

These are our primary objective's types of actions, that we addressed by the Project:

<i>Specific Objectives</i>	<i>Types of action</i>	<i>the most relevant one within the SO addressed by your project</i>
1.1 Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area	Joint projects and actions aimed at creating platforms, networks and at supporting exchange of good practices in order to enhance the knowledge transfer and capitalization of achieved results in the field of blue economy	X
	Actions aimed at cluster cooperation, joint pilot initiatives in order to boost the creation of marketable innovative processes and products, in the field of blue economy	X

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F. TYPES OF OUTPUTS PRODUCED

Specify the types of outputs generated by your activity that are reported here and provide a brief description

Output typology	Description
Trainings	
Monitoring systems	
SMEs clusters	
New networks	
Platforms	
Adaptation plan	
Building renovation	
Others (please specify)	Communication materials: <ol style="list-style-type: none"> 1. D1.1.2 POSTER OF THE PROJECT 2. D1.1.3 POSTERS OF THE PARTNER 3. D1.1.4 PORTRAIT OF THE PROJECT 4. D1.1.5 PLATFORM OF SOCIAL MEDIA 5. D1.1.6 PRESS RELEASES 6. D2.2.1 MULTIMEDIA ITEMS

	<ol style="list-style-type: none">7. D2.2.2 PRESS RELEASES (events SME and EC)8. D.2.2.3 PUBLICATIONS in relevant Italian and Croatian magazines9. D.2.2.4 TRAINING MATERIALS about the thematic issues of WP3-4-510. D2.2.5 SCIENTIFIC AND TECHNICAL REPORTS11. D2.2.6 RESEARCH PAPERS12. D2.2.7 PROTOCOLS13. D2.2.8 RECOMMENDATION <p>Events:</p> <ol style="list-style-type: none">1. D1.1.7 KICK-OFF CONFERENCE (It & Hr)2. D2.3.1 Workshops in Croatia3. D2.3.2 Workshops in Italy4. D2.3.3 Participation to relevant (thematic) events5. D2.4.1 PARTICIPATION TO EVENTS organised by local municipalities6. D2.4.2 PARTICIPATION TO EU EVENT7. D2.4.3 Organisation of High-level PROJECT CLOSING CONFERENCE (It & Hr)
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G. TYPOLOGY OF IMPACTS

Please indicate what type of impact(s) your project has had. You can choose more than one answer. For each tangible impact selected, please provide a concrete example from your project, where possible supported by quantitative information.

TANGIBLE IMPACTS

Tangible impacts	Example/ quantitative information
Improved access to services	N.A.
Cost savings	N.A.
Time savings	N.A.
Reduced energy consumption	N.A.
Reduced environmental impact	N.A.
(Man-made, natural) risk reduction	N.A.
Business development	N.A.
Job creation	N.A.
Improved competitiveness	N.A.
Other tangible impacts (specify)	Communication materials (multimedia items, social media, posters, booklets, information materials)

INTANGIBLE IMPACTS

Intangible impacts	Example/quantitative information
Building institutional capacity	The communication deliverables of this project are supporting the outreach capacity of the Partners, via their communication channels (as reported in D 2.2.2 Press releases). This impact will last for several years and will be the starting point for further evolution of the Partner institutional capacity, according to their own strategic plans.

Raising awareness	<p>The communication deliverables of this project have and will continue raising awareness about the value of cross-border cooperation in the Adriatic Sea. The whole project's communication show that the Partners have put together their competences, so developing unique capacity to address large-scale problems/needs of Adriatic aquaculture and to produce concrete solutions (read lay description in D2.2.4 Training materials).</p> <p>The impact is shown by the number of persons who have attended the series of Training courses (deliverables 3.3.1, 4.4.1, and 5.4.1).</p>
Changing attitudes and behaviour	The goal of D2.2.4 Training materials, D2.2.7 Protocols, and D2.2.8 Recommendations is to favour changes in attitudes and behaviour among aquaculture professionals. No concrete effect can be measured so far.
Influencing policies	The deliverables D2.2.8 Recommendations and D2.4.3 Closing conferences are targeting policy makers. No concrete effect can be measured so far.
Improving social cohesion	N.A.
Leveraging synergies	Synergies between research and industry has been strengthened, as shown by the interest of Associazione Piscicoltori Italiani for disseminating the project's outputs via its website .