

ADRIREEF

Innovative exploitation of Adriatic Reefs in order to strengthen blue economy

COMMUNICATION PLAN

D 2.1.2 + D 2.2.1

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INTRODUCTION

ADRIREEF project aims at examining the Blue Economy potential of Adriatic reefs, enhancing the attractiveness of existing marine resources to promote economic development through, inter alia, aquaculture and tourism activities. The project results will consist in the elaboration of recommendations and guidelines for a sustainable exploitation of Adriatic reefs addressed to different target groups (e.g. general public, SMEs, Public authorities, etc.).

In this context, internal and external communication is crucial to achieve the following project final purposes:

- to raise awareness about the potential of Adriatic reefs in the Blue Economy sector
- to increase knowledge about the potential of Adriatic reefs among scholars and policy-makers

To achieve these objectives a Communication Strategy plan has been developed in order to define the purposes of the communication, the target groups, the communication channels/tools to be used, the periodicity, timelines and degree of interaction as well as the different tools capable of effectively showing the achieved results and impacts of the project. This document has been defined by the project's WP2 leader "Public Institution RERA SD for coordination and development of Split-Dalmatia County" together with LP "Municipality of Ravenna". Referring to the communication activities, each partner of the consortium will have specific responsibilities according to its experience, networking capacity and core mission.

The most effective communication approaches and tools have been suggested and adopted in order to target audiences, to influence their knowledge and perception and, at the same time, to encourage a mutual knowledge of all stakeholders. The Communication Plan defines the activities addressed to all target audiences. This will lead to a larger recognition of the Project and to a sharing of the desired messages among local authorities, regional agencies for environmental preservation and for territorial development, private and public research bodies balanced between the two Countries in the Adriatic area and it will help the exchange of knowledge and the sharing of good practices among partners. Furthermore, the Communication Plan will help reaching stakeholders and letting them know about the project partners' roles during the project implementation phases.

About ADRIREEF project

In the Adriatic sea there is a large number of marine ecosystems suitable for Blue Economy purposes. In the Blue Innovation concept, the attractiveness of existing marine resources are relevant in order to promote economic development. Therefore, the recognition of less known and appreciated natural areas together with the implementation of artificial barriers, which could become suitable sub-strata for new sustainable ecosystems (e.g. platforms, wrecks, posing of cementitious structures) can be a successful way to pursue Blue Growth.

In fact, reefs, both natural or artificial, are really attractive for the scientific community, but, furthermore, they are places where it is possible to practice several activities such as sport fishing, nautical tourism, diving and aquaculture.

Both Italy and Croatia are interested in increasing Blue Economy as defined in their marine strategies. The Blue Economy, in order to reach the objective of an eco-sustainable growth, focuses on the innovation, intended as a change produced by the sharing of knowledge. The “blue thinking” embraces the sustainability and the environmental responsibility to conform to the climatic and economic changes.

ADRIREEF has the ambition to combine innovative actions with possible socio-economic impacts originated from activities such as aquaculture and tourism, two sectors of Blue Economy. As the success of activities strongly depends on the structural and ecological performance of the reefs (both natural and artificial), the project will also include setting up and testing of suitable technologies with low impact for underwater monitoring.

The expected outputs reflect a specific need of the territorial development: the transfer of knowledge from research to business. Through an in-depth analysis of the Adriatic reefs and a specific monitoring phase, it will be possible to define joint Guidelines for Stakeholders, including a Code of conduct. A White paper on the exploitation of Adriatic reefs will complete the outputs of the project. In this document, the potentiality of Adriatic reefs will be emphasized together with a specific overview for future funding opportunities in the forthcoming programming period 2021-2027. In order to achieve these results, the ADRIREEF partnership (composed by local authorities, regional agencies for environmental preservation and for territorial development, private and public research centers opportunely balanced between the two Countries) has long term experience in developing EU projects and, in particular, all PPs are involved in the pursue of the Blue Economy strategy.

Project overall objective:

ADRIREEF aims to examine the potentiality of reefs in the Adriatic Sea in order to strengthen the Blue Economy. In the Adriatic Sea, there is a large number of marine ecosystems ready to be exploited for

Blue Economy purposes. The Blue Innovation concept focuses on enhancing the attractiveness of existing marine resources in order to promote economic development. Therefore, the recognition of less known and appreciated natural areas together with the implementation of artificial reefs, which could become suitable sub-strata for new sustainable ecosystems (platforms, wrecks, posing of cementitious structures), can be a successful way to increase Blue Growth.

Specific regulations and frequent monitoring will open concrete possibility to protect the environment and create novel economic activities. The project has the ambition to combine innovative actions with possible socio-economic impacts originated by activities such as aquaculture and tourism, two sectors of Blue Economy.

Main objective is, then, to enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area.

Project specific objectives:

- To enhance the potential of Adriatic reefs in order to increase blue economy and so employability

ADRIREEF is expected to contribute to the increase of Italian and Croatian citizens employability within the Blue Growth sectors. During the project implementation, the different business sectors will be explored in order to identify marine areas that can be utilized for economic scope.

Employability is a key asset for the development of the cooperation area and innovative projects have to pursue this objective.

- To test innovative integrated monitoring systems with low environmental impact

ADRIREEF is expected to contribute to the definition of the most appropriate monitoring methodologies of Adriatic reefs. Innovative integrated monitoring systems of abiotic and biotic descriptors through the use of technologies with low environmental impact will be evaluated and tested during the project implementation.

- To draft recommendations and guidelines for a sustainable exploitation of Adriatic reefs

ADRIREEF is expected to contribute to knowledge transfer by drafting relevant documents for decision-makers and blue economy stakeholders (Guidelines, Code of Conduct, White paper).

Expected results:

By pursuing the general objectives, ADRIREEF is expected:

(a) to define the current situation of Adriatic reefs in the programme's area with a classification of the existing ones, a literature of relevant case studies and their impacts on Blue Economy, an in-depth analysis of the current legislation (International, European, National, Regional) in Italy and Croatia on habitat protection and professional (e.g. aquaculture) and recreational activities (e.g., diving, sport fishing, etc.);

(b) to use innovative integrated monitoring systems of abiotic and biotic descriptors thanks to the adoption of low environmental impact technologies (implemented, tested and improved in selected Case Study sites);

(c) to draft guidelines for stakeholders and a White paper for an economic and sustainable exploitation of reefs.

PURPOSE OF THE COMMUNICATION PLAN

For a better communication among Partners and relevant stakeholders, effective and transparent communication has to be established, information have to be shared timely and sources of data and conclusions have to be verifiable and confirmable.

External communication will include innovative communication strategies (adopted to ensure large engagement) and visual instruments, gaming approaches and storytelling. The Communication Plan will guarantee a well-timed roll out of key messages and a synchronising targeted outreach with project implementation milestones. Communication and awareness raising are essential and pervasive activities throughout the project life and have to be integrated within all WPs. This interconnection aims at bringing closer scientists, researchers, policy makers and end-user communities while making them work together on sustainable management. WP2 leader (RERA S.D.) together with LP (Municipality of Ravenna) will coordinate and monitor activities and have the responsibility to organise international events, while PPs will organise and coordinate events in their own countries. All partners will contribute to the publicising of ADRIREEF findings and the production of dissemination materials such as gadgets, journal articles, public events etc.

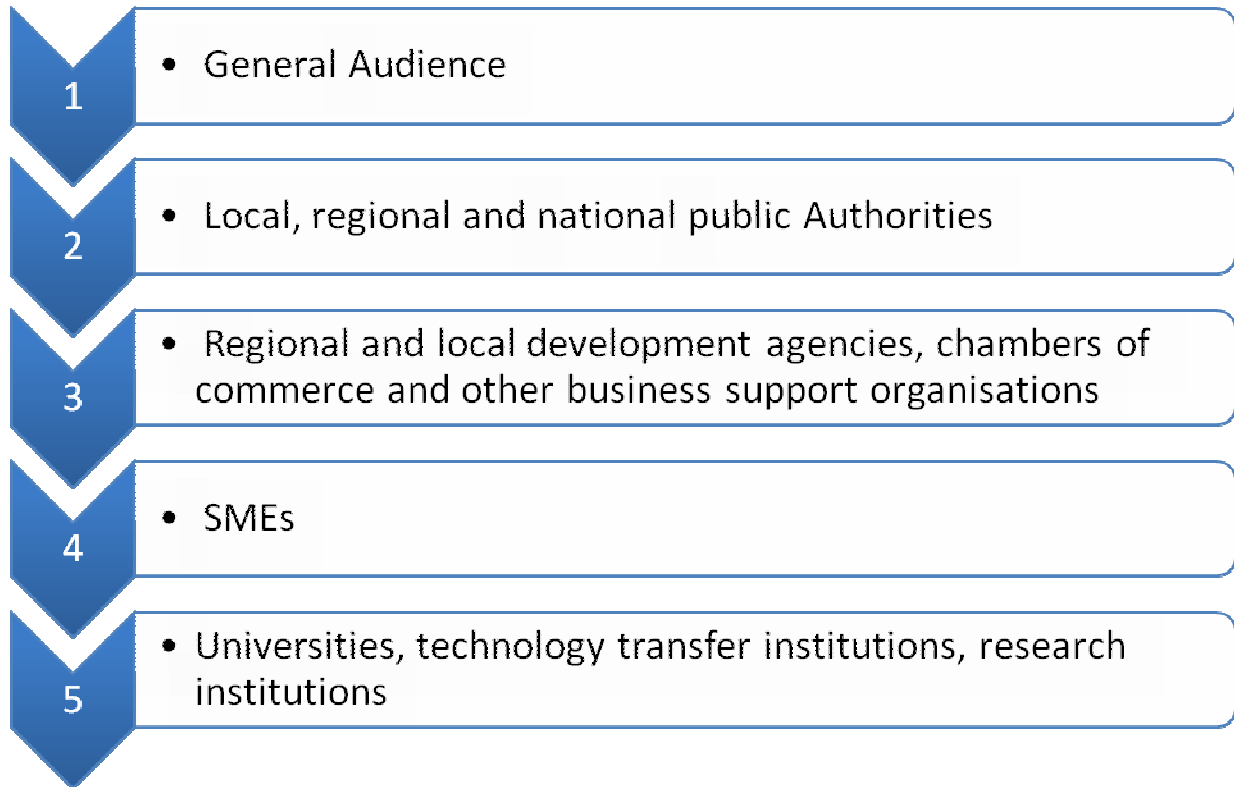
COMMUNICATION PLAN OBJECTIVES

The main objective of the Communication plan is to introduce ADRIREEF to all interested parties and deploy project results to key stakeholders, end users and general audience. Communication and dissemination activities will be performed at regional, national and international level, and outputs and results of the project will be made available outside the partnership. Thus, the main goal of the Communication Plan is to enhance awareness of ecosystem approaches, as a basis for a long lasting effect on its activities. Furthermore, the specific objectives of the Communication strategy are as follows:

- 1 • To raise awareness on the increased potential of Adriatic reefs for the stakeholders involved in the Blue economy sector
- 2 • To increase knowledge of the actors responsible for the decision-making in managing marine sites, as well as regional authorities and scientific community
- 3 • To promote Blue economy
- 4 • To promote tourism, sport fishing, fisheries and aquaculture, sustainable management in the Adriatic Sea
- 5 • To inform target groups on project results and partners' role in project implementation

TARGET AUDIENCES

The target audiences are organizations or individuals directly influenced by the Project and, directly or indirectly, involved in the project implementation. Since each target audience requires to be addressed in a specific way, the means and communication tools chosen by the Project are tailored to each one of them and further described by the communication plan.



1. General Audience

Main target groups for this communication category are the people interested in sport activities such as diving or fishing. The project website, the project social media with their related story-telling actions and a series of dissemination events (workshops, Adriatic reef festivals, etc.) will allow to reach approximately 4000 people of the general audience with news and contents on the project activities.

2. Local, regional and national public authorities

A reasonable target value for this category is 24 local, regional and national public authorities. Representatives of Municipalities, Counties/Regions/Provinces will be directly and positively affected by the activities and results of ADRIREEEF because they will take part to the project activities. In addition, more local, regional and national public authorities will be addressed thanks to the many promotional

activities envisaged by WP2 and thanks to direct contacts of the partners and their networks.

3. Regional and local development agencies, chambers of commerce and other business support organisations

A total of 24 local and regional development agencies, chambers of commerce and other business support organisations will be involved in the participatory approach as part of the stakeholder meeting activities. The documents developed within the WP5 will be disseminated to regional authorities. These organisations can be of capital importance in promoting and supporting the shared ideas that will be expressed in the White Paper. Regional authorities, alongside with their local agencies where the PPs are located, will be involved.

4. SMEs

National meetings, focus groups and stakeholder meetings that will be organised in each country will allow to directly reach 250 SMEs such as fishing and aquaculture enterprises, diving centres, marine tourism enterprises. Private sector stakeholders (others than PPs) will also be reached thanks to the partner's Municipalities Tourism / Economic Development departments. Involvement, hence, will be ensured through presentation for business potential.

5. Universities, technology transfer institutions, research institutions

Universities, research institutes and research centres beyond the partnership that interested in the methodological aspects related to project objectives, sustainable exploitation of the Adriatic sea and reefs will be involved through scientific workshops. Furthermore, the Academia will be involved in sharing the contents of the outputs of the project activities. Main target groups of this category are those scholars that will effectively benefit from the cooperative results and the related target value is 18.

ACTIVITIES AND DEADLINES

The Communication Plan envisages a number of specific activities with the aim to meet the objectives of

the Project. The list of the communication activities prescribed by the Project with its execution deadlines is listed below.

2.1. Start-up activities including communication plan

2.1.1. **Kick-off meeting** (January 2019) The kick-off meeting (KoM) was organised in Ravenna. During the first meeting, TC and SC members were nominated, the work plan was agreed, Steering Committee rules were approved as well as the implementation and financial procedures (including minimum periodicity of meetings and criteria for approval of relevant project activities).

2.1.2. **Communication Strategy** adopted: a single part of the adopted Communication Strategy is dedicated to the description of the specific actions for the promotion of the planned events. The strategy also contains information on the production of the Adriatic reefs video, on the use and sharing of on-line files and on the social media profiles.

2.1.3. **Communication Plan** (March 2019), a Communication Plan will be jointly prepared by WP2 leader (RERA SD) and LP (Municipality of Ravenna) and approved by all PPs. It will define the objectives, target groups, tools, communication channels and the time schedule of communication activities.

2.1.4. **Communication Feedback Template-CFT** (March 2019) is prepared by WP2 leader and distributed to all PPs (Annex II). This document is a questionnaire that will be distributed to the stakeholders during each communication event. The CFT will include feedbacks obtained by target groups and stakeholders in the form of a satisfaction questionnaire. This document will be used for quantitative communication evaluation.

2.1.5. **Communication template-CT** (March 2019) is prepared by the WP2 leader and shared with all project partners with the aim to collect information on all communication deliverables and activities produced during the implementation of the Project (Annex I).

2.2. Digital activities

2.2.1. Definition of the **digital tool package**: according to the Communication Strategy, the WP leader defines the single activities in order to activate the digital tools.

2.2.2. **Project webpage** was created by the INTERREG Programme Italy-Croatia. The content of the webpage will be provided and continuously updated (PPs' activities, project outputs, events and news

for the scientific community and the general audience) by the WP2 leader (RERA SD) with the collaboration of the Project Lead Partner (Municipality of Ravenna).

ADRIREEF project section on the INTERREG programme website was finally available in June 2019.

2.2.3. 11 Web-pages of ADRIREEF on PPs websites.

All project partners will publish on their institutional websites (“where such website exists”) a short description of the Project, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a). This description should be proportionate to the level of support, including project aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Programme platform should also be added.

2.2.4. Social media profiles opened: Facebook and LinkedIn.

Communication through social media. Creation of project’s Facebook page to maximize project dissemination to the segmented audience (i.e. scientific community, stakeholders, students, general audience, media). **ADRIREEF Facebook page** (www.facebook.com/adrireef) was created in February 2019 and news are being posted with an average of **5 posts per month**. Project partners are obliged to inform the WP2 leader (RERA SD) with news regarding the organization of events and media publications during the project. At the same time, Interreg Italy Croatia “Adrireef” **LinkedIn page** (www.linkedin.com/company/interreg-adrireef/) was opened with the aim to convey information and news on the project activities for scholars and professional operators. In addition to the digital tools envisaged in the Application Form, WP2 leader (RERA SD) and Lead Partner (Municipality of Ravenna) have agreed to create and manage a **Twitter page** (<https://twitter.com/AdriReef2019>) and a **Youtube channel** (Interreg ADRIREEF) too. Both pages will be used to further disseminate contents, news and deliverables of the project.

2.2.5. On-line newsletter set up and update.

A project newsletter template has been prepared by WP2 leader (RERA SD) and it will be linked to the official project webpage. The publication and transmission of the newsletter will be made by WP2 leader on a quarterly basis and with special issues in case of specific important events or news.

2.2.6. Final report of digital communication activities: the WP leader will collect day-to-day information

of the communication activities on digital tools. These data will be included in the project reports.

2.3. Printed material for communication

2.3.1. **Poster A3** (April 2019) has been designed by LP (Municipality of Ravenna) and has been shared to project partners. According to the Annex, the file was created in compliance with the requested information and graphics. All Partners will place their poster (in a minimum A3 size) in their premises, in a location readily visible to the public, such as an entrance area of a building.

2.3.2. **Roll up** of the project: 11 roll-ups publicising ADRIREEF aims, challenges and methods also including official logo and funding programme will be designed by LP leader Municipality of Ravenna and produced by WP2 leader RERA SD. The roll-ups will be exposed at all relevant events organised by or participated by all PPs.

2.3.3. **Portrait** of the project: a digital file with a brief description of the project is being created by the LP (Municipality of Ravenna), while WP2 leader (RERA SD) will realise the printed version of it and will distribute 3 copies to all Partners. The digital and printed versions of the portrait of the project will be used to introduce the project in a brief and clear way to stakeholder and general audience.

2.3.4. **Flyer**: more than one flyer will be prepared during the project duration. These flyers will be used to announce some important events and will be shared to the target groups with the aim of presenting the partnership and the activities of the project, thus increasing project and events visibility. Among the various flyers, the official project one will be designed by LP Municipality of Ravenna and will be printed in 200 copies for all partners by WP2 leader RERA SD.

2.4. Festival of Adriatic reefs

The main target groups of the project are the business sectors of diving, aquaculture and fishing (both recreational and professional). In order to share the information and results provided by the project, two international festivals will be organized, one in Ravenna and one in Komiža. The aim of each festival is to disseminate knowledge and experience to enterprises, SMEs and associations (e.g. diving) on the potentiality of reefs and blue economy. Diving, aquaculture and fishing will be the main topics of the Festivals.

2.4.1. The Adrireef Festival in Ravenna will be realised in Marina di Ravenna on August 30th – 31st and September 1st 2019. The program is being defined and it will include project partners meetings, an

hackathon challenge for the development of innovative and sustainable business models based on the exploitation of Adriatic sea reefs, thematic workshops, site visits, events. A dedicated logo has been created and a dedicated promotional campaign (press releases, social media actions, gadgets, etc.) is being studied in order to promote both the festival and the Adrireef project.

2.4.2. Minutes and press releases of the 1st festival will be managed and collected by LP Municipality of Ravenna.

2.4.3. Festival on Island Vis – Split Dalmatia County (July 2020). The second Adrireef festival will propose lectures, workshops, sport activities, events and involvement of stakeholders as well as citizens.

2.4.4. Minutes and press releases of the 2nd festival will be managed and collected by WP leader RERA SD.

2.5. Scientific workshop on Adriatic reefs

The scientific community has made several studies on Adriatic reefs and several environmental projects were funded on this topic. ADRIREEF will collect relevant information from this literature and will develop further studies on the existing reefs by monitoring and analysing the selected project case studies and their possible connections with Blue Economy.

Two scientific workshops will be organized in order to involve scholars and researchers interested in Adriatic Sea studies and to contribute to share their experience and knowledge.

2.5.1. Workshop in Ancona.

2.5.2. Minutes and press release of the 1st workshop.

2.5.3. Workshop in Zadar.

2.5.4. Minutes and press release of the 2nd workshop.

2.6. Stakeholders surveys

The stakeholder analysis is an important issue for both project implementation and dissemination of the results and will be developed in WP3. The survey is aimed at achieving a double result:

- In the implementation phase of the project, it provides an overview of the stakeholders involved in the Blue Economy sector (the survey will be focused on the countries directly involved in the Adrireef project);

- In the dissemination phase it enables to select and get in contact with specific organisations (public and private) which could play a strategic role in the planning of information and awareness raising activities.

In order to collect relevant information from the stakeholders in the involved business sectors, the PPs will organize online surveys promoted via newsletter and direct invitation.

2.6.1. Surveys online: the research starts with the creation of a matrix for stakeholder classification. The matrix is made of four worksheets:

1. Public Authorities 2. SMEs 3. Research bodies 4. Others

In order to make the scouting simpler, the project foresees the creation of **4 focal points**, managed by the 4 partners engaged in this task (LP, PP3, PP4, PP8) . The surveys will be available for 45 days and they will be provided in English, Italian and Croatian language.

2.6.2. Data analysis report of the overall results of the surveys.

A specific report will be drafted and will be a part of the final report of the ADRIREEF project.

2.7. Dissemination of results

2.7.1. A Video of Adriatic Reefs, including monitoring phase images captured in the case studies reefs of the project, will be produced by LP Municipality of Ravenna (Autumn 2020). Scuba with underwater cameras will ensure the visibility of the potentiality of the reefs for Blue economy purposes. The LP will send to all PPs a list of technical details/requirements for the materials they have to provide.

2.7.2. Printed Joint Scientific Publication

The printed joint scientific publication will contain all the data and results produced and collected during the implementation phases of the project. All **Partners** will contribute to the contents (texts, images) according to their roles and activities inside the project, the LP Municipality of Ravenna will produce the graphic design and editing of the file and will print 50 copies of it. The WP2 leader RERA SD will take care of the translations.

2.7.3. Printed Guidelines for stakeholders

A **guideline** is a statement by which to determine a course of action: it aims to streamline particular processes according to a set routine or sound practice. In particular, the guideline is expected to promote values of the Adriatic reefs and, in parallel, the definition of a **Code of conduct** will describe how to “exploit” these values in a sustainable way. LP Municipality of Ravenna will produce the graphic design and editing of the file and will print 50 copies of it. The WP2 leader RERA SD will take care of the translations.

2.7.4. Printed White Paper of Innovative Exploitation

A **White paper** is an authoritative report that informs readers concisely about a complex issue and presents the issuing body’s philosophy on the matter. Adrireef White Paper will concentrate on the “innovative exploitation of Adriatic reefs in order to strengthen Blue economy”. The document will have the aim to support policy-makers in their analysis and decisions on the subject by emphasizing the challenges and opportunities of a sustainable development of Adriatic reefs. LP Municipality of Ravenna will produce the graphic design and editing of the file and will print 50 copies of it. The WP2 leader RERA SD will take care of the translations.

2.7.5. **Local workshop:** at least 5 events are going to be organized in PPs facilities with local stakeholders, policy-makers and citizens for the promotion of the project activities and results.

2.7.6. Final dissemination event of the project.

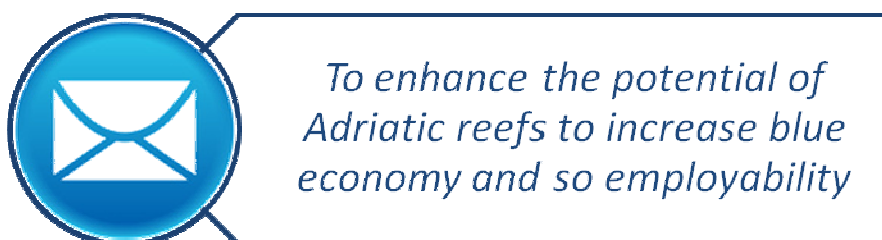
Final conference (approximately May 2021) A high-level conference targeting international experts and stakeholders will be organised in Ravenna, Italy. This conference intends to spread project results and engage in a direct, face-to-face, communication both researchers and stakeholders of the field.

PROJECT COMMUNICATION MESSAGE

The ADRIREEF project communication approach is based on the involvement of local and regional authorities, as well as scholars, in order to reach the envisaged target groups and a joint promotion of the project results. Target groups will be reached with a series of different approaches defined in the Communication Strategy. Local, regional and national public authorities will be primarily reached thanks to personal direct dialogues/communication, strong media public relation activities, promotional publications, both printed and digital (i.e. flyers and posters), and a final high level promotional event organized by LP. Digital activities will be partially addressed for these target groups too. In order to reach scholars from academia and research institutes, our communication approach will make use of

digital activities (i.e. project website and dedicated sections on PPs websites), community relations (social media profiles), media relations and scientific workshop events. These varied approaches will guarantee a wide dissemination of the communication activities and of their contents.

In the Adriatic Sea there is a large number of marine ecosystems and, in the Blue Innovation concept, the attractiveness of existing marine resources is relevant in order to promote economic development.



SWOT ANALYSIS

SWOT analysis is a strategic planning technique used to assist a person or organization in identifying four key factors associated with business competition or project planning: strengths, weaknesses, opportunities and threats. The purpose of the analysis is to identify internal and external factors that are favourable and unfavourable for achieving the communication objectives of the project. It is intended to evaluate the compliance of the organization abilities with external conditions. Strengths and weaknesses often relate to internal relationships, while opportunities and threats usually focus on external ones. Thanks to SWOT analysis, we have identified a strategy that will take advantage of our strength factors, minimize weakness ones, seize opportunities and reduce threats to the lowest possible level.

ADRIREEF overall objective is to enhance the conditions for the implementation of innovative approaches in the sector of sustainable management in the Adriatic Sea. ADRIREEF aims to examine the potentiality of reefs in the Adriatic Sea in order to strengthen the Blue Economy sectors. The project has the ambition to combine innovative actions with possible socio-economic impacts originated from activities such as aquaculture and tourism, two sectors of Blue Economy.

Specific objectives of the communication plan:

- To enhance the potential of Adriatic reefs in order to increase blue economy and so employability

- To disseminate the results of the adopted innovative integrated monitoring systems with low environmental impact
- To draft recommendations and guidelines for a sustainable exploitation of Adriatic reefs

STRENGTH – S	WEAKNESSES – W
<ul style="list-style-type: none"> • ADRIREEF project partnership composed by many institutions relevant in the subject and closely connected to the project stakeholders • wide cumulative scientific and professional knowledge on the subject • strong relations with EU institutions (political and management authorities) • good relations with media covering sea protection issues in the Adriatic area • beautiful and varied natural features (i.d. natural beauty, clean sea, indented coastline, numerous islands, rich biodiversity, ecologically preserved marine environment and seabed, etc.) • good feeling of personal safety • favourable climate features: no extreme temperatures, no extreme tides or tidal streams • favourable geographical location • nature + climate = safe navigation conditions 	<ul style="list-style-type: none"> • partners are mostly oriented to scientific issues and scientific approach, which may become communication towards target groups harder • project partners lack of communication capabilities because of their focus on scientific and professional approach • poor mobility infrastructures and inadequate connections • non-diversified service in ports and marinas • short season: June, July, August and September • administrative obstacles: complicated paperwork, bureaucracy (too much time is required to obtain any permission for research activities) • improper waste management • lack of themed educational institutions • lack of skilled staff • lack of development strategies
OPPORTUNITIES – O	THREATS – T
<ul style="list-style-type: none"> • opportunity to showcase ADRIREEF project on international, national and regional events related to Blue Economy issues • opportunity to participate to events organized by similar projects to introduce project objectives and results • opportunity to get in touch with other good practice activities in order to share results and learn strategies • Croatia and Italy are becoming increasingly popular tourist destinations • EU membership: repositioning on the European market • Opportunity to favour a development strategy of nautical tourism 	<ul style="list-style-type: none"> • abundance of projects covering similar subjects – this can be confusing to the target groups and the community • mass tourism, crowded ports, lack of awareness and consciousness, urbanisation + overfishing = loss of habitats = loss of species; noise pollution, oil spills, black waters, alien species, forest fires • uncontrolled development of nautical tourism due to the lack of strategy • conflicts with other forms of tourism and natural resources exploitation • politics: inadequate legislation, planning and other regulations, possible lack of close cooperation at all political, administrative,

<ul style="list-style-type: none"> • re-designing the image: development of brands (eco-tourism...) • opportunity to invest in new forms of tourism (sport activities, diving tourism, mix of elements with nautical tourism) • opportunity to extend the season to at least 9 months 	<p>economic and social levels</p> <ul style="list-style-type: none"> • decrease in demand: due to fluctuations of nautical preference, global crisis, decrease in purchasing power, demographic and overall economic development
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EXTERNAL COMMUNICATION

Communication tools for general audience; local, regional and national authorities; SMEs; universities and research institutions

The identified approach to address the target groups consist in inviting different stakeholders and target groups to public events, in addressing specific communication actions to them, in promoting specific local workshops. Stakeholder individuation, analysis and report of the gained results are a deliverable of WP3.5. **Public high visibility events** (festivals) and **press conferences** will help communicating results and outputs to the general audience, to the stakeholders and to the local, regional and national public authorities. Furthermore, target groups will be approached thanks to the dissemination of project **flyers** and **articles** in local/national press and other communication media, as well as articles published in selected magazines. **Digital communication activities** will be equally important, as they can be easily adapted to different target groups. The project dedicated **website** within the Programme portal will be regularly updated and will contain info about project activities, results and outputs. A specific section of the website will be dedicated to the project deliverables and communication material produced in digital form. Target groups will be addressed also with selected **social media** taking into account different habits and needs of the different target groups. Finally, a project **video** will be produced and broadcasted in social media and project meetings or single partner events. All these tools and actions will produce increased comprehension, interest and engagement of the general audience, institutions and stakeholders.

SUMMARY OF COMMUNICAION ACTIONS

	DELIVERABLES	WHEN	WHO	WHAT	BUDGET
A.2.1	D2.1.1) minutes Kick off meeting	Jan 2019	LP	minutes	staff
	D2.1.2) communication strategy adopted	Jan 2019	LP	report	external - €4.000
A.2.2	D2.2.1) definition of digital tool package	March 2019	PP8	selection	staff
	D2.2.2) ADRIREEF project section on programme web site	June 2019	PP8 / LP	www.italy-croatia.eu/adrireef	staff
	D2.2.3) 11 web pages on PPs web sites	June 2019	PP8	Check	staff
	D2.2.4) social media profiles opened	February – May 2019	PP8	Facebook, LinkedIn, Youtube, Twitter	staff
	D2.2.5) on line newsletter	2019-2021	PP8	articles	External – €4.000 + staff
	D2.2.6) final report of digital communication activities	June 2021	PP8	report	External – €2.000 + staff
A.2.3	D2.3.1) poster A3	June 2019	LP	11 Posters	staff
	D2.3.2) Roll up of the project	September 2019	PP8 / LP	11 roll ups	External – €1500
	D2.3.3) portrait of the project	September 2019	PP8 / LP	33 printed copies	External – €1000
	D2.3.4) Flyer	September 2019	PP8 / LP	2200 printed copies	External – €1000
A.2.4	D2.4.1) festival in Ravenna	30/08-01/09 2019	LP	Festival	External + staff €62.000
	D2.4.2) minutes and press release of Ravenna Festival	Sep 2019	LP	Minutes	Staff
	D2.4.3) Festival in Split	July 2020	PP8	Festival	External + staff €62.000
	D2.4.4) minutes and press release of Split festival	August 2020	PP8	Minutes	External €2000 + staff
A.2.5	D2.5.1) workshop in Ancona	To be defined	To be defined	To be defined	To be defined
	D2.5.2) Minutes and press release of workshop in Ancona	To be defined	To be defined	To be defined	To be defined
	D2.5.3) Workshop in Zadar	To be defined	To be defined	To be defined	To be defined
	D2.5.4) Minutes and press release of the second workshop	To be defined	To be defined	To be defined	To be defined
A.2.6	D2.6.1) stakeholder survey on-line	Autumn 2019/Spring 2020	LP	Digital survey	External – 3.000 €
	D2.6.2) data analysis report	Autumn 2020	LP	Report	External 3.000,00
A.2.7	D2.7.1) Adriatic Reefs Video	2020	LP	1 Video	External
	D2.7.2) Printed joint scientific publication	2021	LP / PP8	Editing/translation + 50 printed copies	External 26.000+3.000
	D2.7.3) Printed guidelines for stakeholder	2021	LP / PP8	Editing/translation + 50 printed copies	External 26.000+3.000

	D2.7.4) Printed white paper of innovative exploitation	2021	LP / PP8	Editing/translation + 50 printed copies	External 26.000+3.000
	D2.7.5) Local workshop (at least 5 events organized in PP facilities with local stakeholders, policy-makers, citizens for the promotion of the project activities and results)	To be defined	To be defined	To be defined	To be defined
	D2.7.6) Final dissemination event of the project	2021	LP	1 event	Staff + external

NUMBER OF EXPECTED TARGET GROUPS REACHED THROUGH COMMUNICATION ACTIVITIES

TARGET GROUPS+NUMBER	COMMUNICATION OBJECTIVES/MESSAGES	ACTIVITIES/TOOLS	CHANNELS
1.General Public - 4000 people	<p>Raise awareness on the potential of Adriatic reefs for Blue economy</p> <ul style="list-style-type: none"> - Awareness of: socio-economic potential of both artificial and natural reef areas, importance of sustainable growth, improvement of the sense of "affinity/belonging" of such areas - Communication activities will promote the development of a more sustainable approach to the marine ecosystems 	<ul style="list-style-type: none"> - The objective will be achieved through promotional events, addressed to general audience and stakeholders as well as other bodies involved in blue economy; the target groups will be acknowledged during local workshops, Adriatic reef festivals, media public relations, project website and community public relations. - Communication and promotional materials will inform target groups on the project activities, outputs and results. - series of brief, clear 	<ul style="list-style-type: none"> - Radio and TV, newspapers, magazines, internet news (local, national and international level) - social media of the project and of the Partners (Facebook, YouTube, Twitter, LinkedIn) - ADRIREEF festivals (public high visibility events), including specific local workshops - Offline Marketing tools (promotional flyers, posters, roll-ups, press releases, etc.)

TARGET GROUPS+NUMBER	COMMUNICATION OBJECTIVES/MESSAGES	ACTIVITIES/TOOLS	CHANNELS
		and focused communication deliverables on project activities adapted to wider and different audience presentations	
<p>2. Local, regional and national Public Authorities 24 local, regional and national public authorities</p>	<p>Increase knowledge on the potential of Adriatic reefs</p> <ul style="list-style-type: none"> - to increase the knowledge of the key actors responsible for the decision-making processes in managing marine sites (local, regional, national authorities). - to spread the concept that supporting sustainable Blue economy is crucial for future plans, programmes and investments with the perspective to share and exchange business models with other locations in Programme areas. - to promote Blue Economy knowledge as an economics concept relating to the sustainable exploitation and preservation of the marine environment. 	<ul style="list-style-type: none"> - Press releases - Articles published on mass media - Articles published in specialized magazines, - Promotional publications 	<ul style="list-style-type: none"> - Personal and institutional contacts - Personal direct meetings and talks (especially referring to Public Bodies) - final high-level promotional event - Offline Marketing tools (press releases, articles published on mass media and in specialized magazines, printed promotional materials) - Online marketing tools (selected social media channels, project dedicated website in the Programme portal, digital promotional materials)
<p>3. Regional and local development agencies, chambers of commerce and other business support organisations A total of 24 local agencies, chambers of</p>	<p>Increase knowledge on the potential of Adriatic reefs</p> <ul style="list-style-type: none"> - to increase the knowledge of the key actors responsible for the decision-making processes in managing 	<ul style="list-style-type: none"> - Info days - Coordination activities 	<ul style="list-style-type: none"> - ADRIREEF festivals (public high visibility events), including specific local workshops - Offline Marketing

TARGET GROUPS+NUMBER	COMMUNICATION OBJECTIVES/MESSAGES	ACTIVITIES/TOOLS	CHANNELS
commerce and other organizations	<p>marine sites (local, regional, national authorities).</p> <ul style="list-style-type: none"> - to foster their active role in promoting and supporting the ideas shared in the White paper. - directly contacted by the project partners to exploit their networks. 	<ul style="list-style-type: none"> - meetings 	<p>tools (promotional flyers, articles in local/national media press, articles published in specific magazines)</p> <ul style="list-style-type: none"> - Online marketing tools (selected social media channels and project dedicated website in the Programme portal)
<p>4.SMEs promotional material will be distributed to 250 SMEs involved in the Adriatic tourism and aquaculture sectors (Blue economy)</p>	<p>Raise awareness on the potential of Adriatic reefs for Blue economy</p> <ul style="list-style-type: none"> - to promote the perception of the Adriatic reefs as an attractive environment for business development - to promote the development of a more sustainable approach to the marine ecosystems. -- to spread the message that It is necessary for further practical implementation to recognize Blue Economy in national and local legislations 	<ul style="list-style-type: none"> - distribution of communication materials to tourism and economic development departments of local authorities, to Regional and local development agencies, to chambers of commerce and other business support organisations. - presentation of the business potential for the improvement of enterprises Involvement. - Specific sub-set of SMEs will benefit of the project outputs aimed at the exploitation of economic potential of Adriatic reefs. 	<ul style="list-style-type: none"> - Personal contacts - ADRIREEF festivals (public high visibility events), including specific local workshops -Offline Marketing tools (promotional flyers, articles in local/national media press, articles published in specific magazines) -Online marketing tools (selected social media channels and project dedicated website in the Programme portal) -Specific local workshops

TARGET GROUPS+NUMBER	COMMUNICATION OBJECTIVES/MESSAGES	ACTIVITIES/TOOLS	CHANNELS
<p>5. Universities, technology transfer institutions, research institutions</p> <p>The target value for this category is of 18 subjects</p>	<p>Increase knowledge on the potential of Adriatic reefs</p> <ul style="list-style-type: none"> - to share and harmonize highly innovative and sustainable monitoring methodologies useful to initiate a long term assessment of the reefs environmental situation - to involve the Academia in sharing knowledge through the outputs of the project activities. - The let the project outputs become a basis for further discussion at academic level - to let scholars be able to disseminate exponentially the outputs of the project in the scientific community. 	<ul style="list-style-type: none"> - the engagement of scholars from academia and research institutes will happen thanks to project digital activities, community public relations, media relations and scientific workshops events - The academia community will be directly engaged in project research-oriented activities as well as invited to scientific workshops 	<ul style="list-style-type: none"> - Personal contacts - Scientific workshops - final high-level promotional event - Offline Marketing tools (press releases, articles published on mass media and in specialized magazines, printed promotional materials) - Online marketing tools (selected social media channels, project dedicated website in the Programme portal, digital promotional materials)

EVALUATION OF COMMUNICATION ACTIVITIES

The adopted communication approach should be tested periodically to ensure that messages are being received and understood and that the receivers are satisfied with the deployed method. Thus, it is important to evaluate the success of the communication activities in order to learn which ones are successful and which need adjustments. Evaluation also creates useful feedbacks that can be shared with other projects and activities in the Programme hence providing valuable lessons for future actions.

Indicators that will be used within the project:

QUALITATIVE INDICATORS:

- Communication feedback template (Annex II) showing the satisfaction level of the participants to the implemented activities
- Website Google analytics

QUANTITATIVE INDICATORS:

- Number of participants to events
- Number of press releases and articles
- Number of actions on social media (i.e. number of posts/tweets, frequency, type of content)
- Social media impressions and engagement rates
- Number of You Tube video visualisations

ANNEX I: COMMUNICATION TEMPLATE (CT)

DISSEMINATION REPORT

GUIDELINES

- This report must be filled in by the partner every time a dissemination activity is performed
- The dissemination report + attachments must be sent to:
 - ivo.benzon@rera.hr (leader WP2 Communication)
 - marijana.ribicic@rera.hr (Communication manager)
 - matteoparrinello@comune.ravena.it (LP)

FOR ORGANIZED OR PARTICIPATED IN EVENTS > [GO TO PART 1](#)

FOR PUBLISHED ARTICLES / MATERIALS > [GO TO PART 2](#)

PART 1: EVENTS

Date of event (DD/MM/YY)	<i>Date</i>		
Location	<i>location</i>		
Geographic coverage of your communication action	Geographic scale	Tick	
	International		
	National		
	Regional		
	Local		
Type of event	Description	Tick	AF reference

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	Kick-off meeting	<input type="checkbox"/>	A.M.1.1.7
	Organization of final conference	<input type="checkbox"/>	A.M.
	SC meetings	<input type="checkbox"/>	A.M.1.3.1
	Participation in B2B events	<input type="checkbox"/>	A.T.3.5.2
	Organization of the Festival in Ravenna	<input type="checkbox"/>	A.C.2.4.1
	Organization of the Festival in Split	<input type="checkbox"/>	A.C.2.4.3
	Organization of a workshop in Ancona	<input type="checkbox"/>	A.C.2.5.1
	Organization of a workshop in Zadar	<input type="checkbox"/>	A.C.2.5.3
	Operational meetings with loc/reg key-stakeholders	<input type="checkbox"/>	A.T.3
	Images and data (e.g. totem)	<input type="checkbox"/>	A.T.4.1.3.2
	Organization of local workshops	<input type="checkbox"/>	A.C.2.7.5
	Final dissemination event	<input type="checkbox"/>	A.C.2.7.6
Number of participants	<i>Number</i>		
Target audience	Type of stakeholder	Number	Any comment?
	EU Policymakers		
	National Policymakers		
	Regional Policymakers		
	Regional and local development agencies		
	Business support organizations		
	Tourism operators		

	SME, Associations, Marine organizations			
	R&D centers / Higher education and universities			
	Scholars			
	Others			
Short report of the activity (please write a ready-to-publish text for the website)	<i>text (length proportioned to the importance of the event)</i>			
Attachments to the present dissemination report !!! Please send the attachments along with the relevant dissemination report !!!	Possible attachments	Tick	Event organized on behalf of ADRIREEF project	Event participated in
	Signature sheet	<input type="checkbox"/>	compulsory	recommended
	Photos	<input type="checkbox"/>	recommended	recommended
	Agenda	<input type="checkbox"/>	compulsory	compulsory
	Relevant papers	<input type="checkbox"/>	recommended	compulsory
	Press releases	<input type="checkbox"/>	recommended	recommended
	Articles published on printed or digital newspapers/magazines	<input type="checkbox"/>	free choice	free choice
	Video	<input type="checkbox"/>	when relevant	Free choice

PART 2: PUBLICATIONS

Date of public.	<i>Date</i>
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Source	<i>For example, name of journal, website, book, etc.</i>			
Type of publication	Typology	Tick	Number of estimated reached persons	AF reference
	Article on national newspaper/magazine (printed or digital)	<input type="checkbox"/>		A.C.2.7.2
	Article on international newspaper/magazine (printed or digital)	<input type="checkbox"/>		A.C.2.7.2
	Flyer	<input type="checkbox"/>		A.C.2.3.4
	Video	<input type="checkbox"/>		A.C.2.7.1
	ADRIREEF project newsletter	<input type="checkbox"/>		A.C.2.2.5
	YouTube channel	<input type="checkbox"/>		A.C.2.2.1
	Other promo material (specify)	<input type="checkbox"/>		A.C.5
	Project general dissemination tool kit	<input type="checkbox"/>		A.C.2
Short description of the publication (please write ready-to-publish text for the website)				

!!! Please attach the publication file and/or write down the link where it can be downloaded !!!

ITALIAN TRANSLATION

ALLEGATO I: SCHEMA DI COMUNICAZIONE (CT)

REPORT DI DIVULGAZIONE

LINEE GUIDA

- Questo report deve essere compilato dal partner ogni volta che un'attività di divulgazione/comunicazione viene effettuata
- Il report di divulgazione e gli allegati devono essere inviati a:
 - ivo.benzon@rera.hr (leader WP2 Comunicazione)
 - marijana.ribicic@rera.hr (manager comunicazione)
 - matteoparrinello@comune.ravena.it (LP)

PER EVENTI ORGANIZZATI O A CUI SI E' PARTECIPATO > [COMPILARE LA PARTE 1](#)

PER ARTICOLI / MATERIALI PUBBLICATI > [COMPILARE LA PARTE 2](#)

PARTE 1: EVENTI

Data dell'evento (GG/MM/AA)	<i>Data</i>	
Luogo	<i>luogo</i>	
Copertura geografica dell'azione comunicativa	Portata geografica	Spuntare
	Internazionale	
	Nazionale	

	Regionale		
	Locale		
Tipo di evento	Descrizione	Spuntare	Riferimento AF
	Kick-off meeting	<input type="checkbox"/>	A.M.1.1.7
	Organizzazione della conferenza di metà mandato/finale	<input type="checkbox"/>	A.M.
	SC meetings	<input type="checkbox"/>	A.M.1.3.1
	Partecipazione ad eventi B2B	<input type="checkbox"/>	A.T.3.5.2
	Organizzazione del Festival a Ravenna	<input type="checkbox"/>	A.C.2.4.1
	Organizzazione del Festival a Spalato	<input type="checkbox"/>	A.C.2.4.3
	Organizzazione del workshop ad Ancona	<input type="checkbox"/>	A.C.2.5.1
	Organizzazione del workshop a Zara	<input type="checkbox"/>	A.C.2.5.3
	Incontri operativi con key-stakeholders locali/regionali	<input type="checkbox"/>	A.T.3
	Immagini e dati (es. totem)	<input type="checkbox"/>	A.T.4.1.3.2
	Organizzazione di workshop locali	<input type="checkbox"/>	A.C.2.7.5
	Evento di divulgazione finale	<input type="checkbox"/>	A.C.2.7.6
Numero di partecipanti	<i>Numero</i>		
Target audience	Tipo di stakeholder	Numero	Commenti?
	Decisori politici europei		
	Decisori politici nazionali		
	Decisori politici regionali		

	Agenzie di sviluppo locale e regionale		
	Organizzazioni di supporto alle imprese		
	Operatori turistici		
	PMI, Associazioni, Organizzazioni maritime		
	Centri di ricerca e sviluppo / Alta formazione e università		
	Accademici / ricercatori / studiosi		
	Altro		
Breve report dell'attività (si prega di scrivere un breve testo pronto per la pubblicazione sul sito web del progetto)	<i>testo (lunghezza proporzionata all'importanza dell'evento)</i>		
Allegati al presente report di divulgazione !!! Per favore, inviate gli allegati insieme ai report corrispondenti !!!	Possibili allegati	Spuntare	Evento organizzato per conto del progetto ADRIREEF
	Foglio firme	<input type="checkbox"/>	obbligatorio
	Foto	<input type="checkbox"/>	raccomandato
	Agenda	<input type="checkbox"/>	obbligatorio
	Documenti pertinenti	<input type="checkbox"/>	raccomandato
	Comunicato stampa	<input type="checkbox"/>	raccomandato
	Articoli pubblicati su quotidiani/periodici (stampa / digitali)	<input type="checkbox"/>	Scelta libera
	Evento a cui si è partecipato		

	Video	<input type="checkbox"/>	Se pertinente	Scelta libera
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PARTE 2: PUBBLICAZIONI				
Data di pubblicazione	<i>Data</i>			
FONTE	<i>Per esempio, nome del giornale, sito, libro, ecc.</i>			
Tipo di pubblicazione	Tipologia	Spuntare	Numero stimato di persone raggiunte	Riferimento AF
	Articolo su quotidiano/periodico nazionale (stampa o digitale)	<input type="checkbox"/>		A.C.2.7.2
	Articolo su quotidiano/periodico internazionale (stampa o digitale)	<input type="checkbox"/>		A.C.2.7.2
	Volantino	<input type="checkbox"/>		A.C.2.3.4
	Video	<input type="checkbox"/>		A.C.2.7.1
	newsletter ADRIREEF	<input type="checkbox"/>		A.C.2.2.5
	Canale YouTube	<input type="checkbox"/>		A.C.2.2.1
	Altro materiale promozionale (specificare)	<input type="checkbox"/>		A.C.5
	Pacchetto di divulgazione generale del Progetto	<input type="checkbox"/>		A.C.2
Breve descrizione della pubblicazione (si prega di scrivere un				

testo pronto per la pubblicazione sul sito web del progetto)	
--	--

!!! Si prega di allegare il file della pubblicazione o scrivere il link dove può essere scaricato !!!

ANNEX II: COMMUNICATION FEEDBACK TEMPLATE (CFT)

ADRIREEF PROJECT

Name of the meeting / event:

Place:

Address:

Date:

Dear Sir/Madam,

this brief questionnaire is conceived to collect feedback from the participants of the Adrireef project related meetings/events. Your replies will be kept absolutely confidential and anonymous. Your identity and answers will remain confidential too and all collected data will be treated in compliance with the General Data Protection Regulation GDPR Regulation EU 2016/679.

Please choose only one of the answers provided by the questionnaire stating your opinion.

1. Were you satisfied by the content of this meeting/event?

- a) Completely Satisfied
- b) Very Satisfied
- c) Somewhat Satisfied
- d) Dissatisfied
- e) Very Dissatisfied

2. Were you satisfied with the implementation method of this event?

- a. Completely Satisfied
- b. Very Satisfied
- c. Somewhat Satisfied
- d. Dissatisfied
- e. Very Dissatisfied

3. Were you satisfied with your own contribution/performance to this event?

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- a. Completely Satisfied
- b. Very Satisfied
- c. Somewhat Satisfied
- d. Dissatisfied
- e. Very Dissatisfied

4. Was your expectation satisfied by this event?

- a. Completely Satisfied
- b. Very Satisfied
- c. Somewhat Satisfied
- d. Dissatisfied
- e. Very Dissatisfied

Why?

Please indicate briefly the reasons of your last reply

ITALIAN TRANSLATION

ALLEGATO II: MODULO DI FEEDBACK DI COMUNICAZIONE (CFT)

PROGETTO ADRIREEF

Nome del meeting / evento:

Luogo:

Indirizzo:

Data:

Gent. Le Signore/Signora,

questo breve questionario è stato concepito per raccogliere opinioni e commenti dei partecipanti agli incontri / eventi collegati al progetto Adrireef. Le informazioni contenute, così come la Sua identità e le risposte, saranno mantenute riservate e utilizzate in forma anonima. Tutti i dati raccolti saranno trattati in ottemperanza al Regolamento Generale sulla Protezione dei Dati GDPR Regulation EU 2016/679.

Per ogni domanda, si prega di scegliere solo una delle risposte fornite dal questionario, quella che più rappresenta la Sua opinione.

1. E' soddisfatto/a del contenuto di questo meeting/evento?

- a) completamente soddisfatto/a
- b) molto soddisfatto/a
- c) in parte soddisfatto/a
- d) insoddisfatto/a
- e) molto insoddisfatto/a

2. E' soddisfatto/a del metodo di realizzazione di questo meeting/evento?

- a) completamente soddisfatto/a
- b) molto soddisfatto/a
- c) in parte soddisfatto/a

- d) insoddisfatto/a
- e) molto insoddisfatto/a

3. E' soddisfatto/a del suo contributo/performance nell'ambito del meeting/evento?

- a) completamente soddisfatto/a
- b) molto soddisfatto/a
- c) in parte soddisfatto/a
- d) insoddisfatto/a
- e) molto insoddisfatto/a

4. Le Sue aspettative sono state soddisfatte dal meeting/evento?

- a) completamente soddisfatto/a
- b) molto soddisfatto/a
- c) in parte soddisfatto/a
- d) insoddisfatto/a
- e) molto insoddisfatto/a

Perché?

Si prega di indicare in breve le motivazioni dell'ultima risposta

ANNEX III: ADRIREEF FESTIVAL RAVENNA ON THE WEB EDITORIAL PLAN

EFFECTIVENESS IN THREE STEPS: POSITIONING, EVENTS COMMUNICATION, MEMORABILITY

ANALYSIS

Adrireef's current online presence develops through:

- **Official website** of the project in English (<https://www.italy-croatia.eu/web/adrireef>)
- **Facebook** page of the project (www.facebook.com/adrireef) with weekly posts in Croatian, English, Italian
- **Youtube** channel of the project (www.youtube.com/channel/UCmUqoqzeAhqmfqelJ8sRmag?view_as=subscriber)
- **Twitter** page of the project (<https://twitter.com/AdriReef2019>) with Italian, Croatian and English tweets
- **LinkedIn** page of the project (www.linkedin.com/company/interreg-adrireef/)

The above-mentioned tools are extensively suitable to enable an effective communication on the project (at least for the Italian side of the Adriatic Sea). In order to make this happen, however, it is necessary to put into practice a series of actions identified within an accurate communication strategy.

STRATEGY

The actions to be taken from June 1st to December 31st 2019 must follow these three key guidelines: positioning, events communication and memorability.

- Positioning:

for those who approach Adrireef's contents, the project's focus must be immediately clear: "to combine innovative actions related to natural and artificial Adriatic reefs with possible socio-economic impacts originated from activities such as aquaculture and tourism". We talk therefore of seas, nature, environmental sustainability, and future, the future of everybody

- Events communication:

the audience attracted by environmental themes becomes aware of a project which includes the development of several actions. The first Adrireef Festival will take place in the area of Ravenna and the audience will be able to choose among the preferred ones

- Memorability:

to avoid the dispersion of contents, information and acquired audience, it is necessary to keep the flow of data created during the promotion of the events alive and to continue, after the festival, with a gradual release of the produced contents and features especially addressed to relevant start-ups and SMEs

TIMING

STAGE 1 - Positioning

By considering the timeframe from June 1st to December 31st and the project's guidelines, the first stage of our strategy is "positioning". This stage is a prerequisite to reach different targets and to create a specific audience that will be addressed with further communications. At the same time, from June 5th to July 30th, Adriathon Challenge, will be launched and promoted, in order to foster the dissemination of the call and the collection of applications.

Several ad hoc contents will be created for the official website both in English and in Italian. These will follow the project's guidelines, purposes and targets, in order to attract the "so called" online audience. The festival news on the website will be the landing spots for the social media campaigns.

The current project social networks pages will be our content distributors for all the contents created and archived on the official website. The plan is to schedule from a minimum of five to a maximum of seven contents per week, with the purpose of optimizing the ROI of our ads (according to the social media algorithm, the more you post, the more you gain a wider audience and the less you need to invest).

Therefore, the contents and features created and shared through our channels, will cover the catchiest fields according to the audience interests (seas, ecology, environmental movements and campaigns such as "plastic free" or "Fridays For Future"). For this purpose, our photo/video archive will be used and used for the editorial plan.

At this stage, targeting will mainly focus on the typical audience of Adriathon, that is university students from relevant departments and courses in Emilia-Romagna, recent graduates and - with regard to LinkedIn – start-ups or entrepreneurs involved in the relevant field.

STAGE 2 - Events communication

After acquiring the related audience, we will go through the communication of the scheduled events with a focus on the specific actions undertaken in the framework of the Adrireef project, especially

the ones in the area of Ravenna. The main aim of this stage being to inform and promote the activities happening in the area.

Here, posts and contents will be frequent and in two languages (English and Italian) for a full Adrireef Festival and Adriathon coverage too.

STAGE 3 - Memorability

After the festival, we will work to keep the focus on it with special contents and reports on what has been done, in order to keep the “environmental-touristic” story alive.

During the third stage, the number of the scheduled online contents will be lower than in the previous ones, ranging from a minimum of two to a maximum of five per week, but frequency will be higher in order to support the September events.

In order to manage these campaigns, it will be necessary to become co-administrators of Adrireef Facebook page: a member of our staff will be chosen for this task so that we will be able to use our Facebook Business Account. The Ravenna Tourism official Facebook page will share or re-post on its page all the contents posted by Adrireef page.

EXPECTED RESULTS

The news on the project website and social media pages produced with the above-mentioned guidelines will help the enlisting and recruiting of new local users interested in the project themes and events and it will create a new audience of people connected to Adrireef and its features (Adriathon, meetings, cooking shows, panels, presentations, etc).

The success of our actions will finally be evaluated by two factors: the number of active users following the events and the number of the “loyal customers”.

Economic Value:

Content production and dissemination (June 1st - December 31st 2019):

€ 5.200

Expected investment for ads and related campaigns:

€ 2.820,00 (mainly June-August)

OFF – LINE ACTIONS

Type of Deliverable	WHEN	WHO	WHAT	BUDGET
Press Conference	26.06.19	Cooperdiem	Adriathon Challenge	€ 450
Press Conference	18.07.19	Cooperdiem	Adrireef Festival pre-events	€ 400
Press Release	22.07.19	Cooperdiem	Cooking Show (July 24)	€ 450
Press Release	26.07.18	Cooperdiem	Marine biologist Attilio Rinaldi's event (July 29)	€ 450
Press Conference Entertainment	Mid August	Cooperdiem	Entertainment Events	€ 400
Press Release	19.08.19	Cooperdiem	Adrireef Festival Launch	€ 450
Press Release	23.08.19	Cooperdiem	Marine biologist Mariasole Bianco's event (August 26)	€ 400
Press Release day 1	29.08.19	Cooperdiem	Adrireef day 1	€ 450
Press Release day 2	30.08.19	Cooperdiem	Adrireef day 2	€ 450
Press Release day 3	31.08.19	Cooperdiem	Adrireef day 3	€ 450
Final press release	01.9.19	Cooperdiem	Final Report	€ 400
Press Release	09.9.19	Cooperdiem	Marco Olmo's event (September 14-15)	€ 450
TOTAL				€ 5.200

ON – LINE ACTIONS

DIGITAL TOOLS	WHEN	WHO	WHAT	BUDGET
Facebook	July 18-24	Cooperdiem	Press Conference - Entertainment Events - Activities	€ 30
Facebook	July 18-24	Cooperdiem	Press Conference Photo	€ 30
Facebook	July 18-24	Cooperdiem	Press Conference Online Features	€ 30
Facebook	July 18-24	Cooperdiem	Press Conference Newspapers Features	€ 30
Facebook	July 18-23	Cooperdiem	Cooking Show - Event Coverage	€ 30
Facebook	July 18-24	Cooperdiem	Cooking Show - Preliminary - Launch	€ 30
Facebook	July 25-31	Cooperdiem	Cooking Show - Published features (online + paper)	€ 30
Facebook	July 25-31	Cooperdiem	Marine biologist meeting - Preliminary - Launch	€ 30

Facebook	July 25-31	Cooperdiem	Marine biologist meeting - Event coverage	€ 30
Facebook	July 25-31	Cooperdiem	Marine biologist meeting - Published features (online + paper)	€ 30
Facebook	July 25-31	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Aug 1-7	Cooperdiem	What is AdriReef	€ 30
Facebook	Aug 1-7	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 1-7	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 1-7	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 1-7	Cooperdiem	Adrireef Facebook Event Share	€ 30
Facebook	Aug 1-7	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Aug 8-14	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 8-14	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 8-14	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 8-14	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 8-14	Cooperdiem	Adrireef Facebook Event Share	€ 30
Facebook	Aug 8-14	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Aug 15-21	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 15-21	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 15-21	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 15-21	Cooperdiem	Adrireef Launch Press Release - Online Features	€ 30
Facebook	Aug 15-21	Cooperdiem	Adrireef Launch Press Release - Paper Features	€ 30
Facebook	Aug 15-21	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Aug 22-28	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 22-28	Cooperdiem	1 Event presentation	€ 30

Facebook	Aug 22-28	Cooperdiem	1 Event presentation	€ 30
Facebook	Aug 22-28	Cooperdiem	Countdown	€ 30
Facebook	Aug 22-28	Cooperdiem	Marine biologist meeting - Mariasole Bianco	€ 30
Facebook	Aug 22-28	Cooperdiem	Marine biologist meeting - Press Review (online + paper features)	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Daily Coverage	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Daily Coverage	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Daily Coverage	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Daily Coverage	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Daily Coverage	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Press Review (web)	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Press Review (paper)	€ 30
Facebook	Aug 29-Sep 4	Cooperdiem	Press Review (video-photo)	€ 30
Facebook	Sep 5-11	Cooperdiem	Video	€ 30
Facebook	Sep 5-11	Cooperdiem	Photo album	€ 30
Facebook	Sep 5-11	Cooperdiem	Launch Marco Olmo Event	€ 30
Facebook	Sep 12-18	Cooperdiem	Marco Olmo event coverage	€ 30
Facebook	Sep 12-18	Cooperdiem	Marco Olmo press review (online + web)	€ 30
Facebook	Sep 12-18	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Sep 19-25	Cooperdiem	Memory	€ 30
Facebook	Sep 19-25	Cooperdiem	Memory	€ 30
Facebook	Sep 19-25	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Sep 26-Oct 1	Cooperdiem	Memory	€ 30
Facebook	Sep 26-Oct 1	Cooperdiem	Memory	€ 30

Facebook	Sep 26-Oct 1	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Oct 2-8	Cooperdiem	Memory	€ 30
Facebook	Oct 2-8	Cooperdiem	Memory	€ 30
Facebook	Oct 2-8	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Oct 9-15	Cooperdiem	Memory	€ 30
Facebook	Oct 9-15	Cooperdiem	Memory	€ 30
Facebook	Oct 9-15	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Oct 16-22	Cooperdiem	Memory	€ 30
Facebook	Oct 16-22	Cooperdiem	Memory	€ 30
Facebook	Oct 16-22	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Oct 23-29	Cooperdiem	Memory	€ 30
Facebook	Oct 23-29	Cooperdiem	Memory	€ 30
Facebook	Oct 23-29	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Oct 30-Nov 6	Cooperdiem	Memory	€ 30
Facebook	Oct 30-Nov 6	Cooperdiem	Memory	€ 30
Facebook	Oct 30-Nov 6	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Nov 7-13	Cooperdiem	Memory	€ 30
Facebook	Nov 7-13	Cooperdiem	Memory	€ 30
Facebook	Nov 7-13	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Nov 14-20	Cooperdiem	Memory	€ 30
Facebook	Nov 14-20	Cooperdiem	Memory	€ 30
Facebook	Nov 14-20	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Nov 21-27	Cooperdiem	Memory	€ 30

Facebook	Nov 21-27	Cooperdiem	Memory	€ 30
Facebook	Nov 21-27	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Nov 28-Dec 5	Cooperdiem	Memory	€ 30
Facebook	Nov 28-Dec 5	Cooperdiem	Memory	€ 30
Facebook	Nov 28-Dec 5	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Dec 6-12	Cooperdiem	Memory	€ 30
Facebook	Dec 6-12	Cooperdiem	Memory	€ 30
Facebook	Dec 6-12	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Dec 13-19	Cooperdiem	Memory	€ 30
Facebook	Dec 13-19	Cooperdiem	Memory	€ 30
Facebook	Dec 13-19	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Dec 20-26	Cooperdiem	Memory	€ 30
Facebook	Dec 20-26	Cooperdiem	Memory	€ 30
Facebook	Dec 20-26	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
Facebook	Dec 27-31	Cooperdiem	Memory	€ 30
Facebook	Dec 27-31	Cooperdiem	Memory	€ 30
Facebook	Dec 27-31	Cooperdiem	News/In-Depth feature Environment - Ecology - Reef	€ 30
TOTAL				€ 2.820