

REPORT WP2 – COMMUNICATION SUMMARY

START-UP ACTIVITIES			
Date	Communication actions	Detailed description	Quatified outputs
27/02/2019	Kick-off meeting organizations	The meeting location and the accommodation of the PPs in the hotels was identified by Punto Confindustria. Lunch break and coffee break were organized. The presentations were collected and photos taken during the meeting day.	PP presentations of meeting held
JULY-DECEMBER 2019	Communication Strategy	IDA Ltd. delivered final version of Communication strategy	n. 1 produced
JULY-DECEMBER 2019	Press conference in occasion of KoM	Start-of-project news have been published in PPs website	n. 1 articles published/broadcasted
JULY-DECEMBER 2019	Poster production and placement in visible place	LP - 1 poster produced PP1 - 1 poster produced PP2 - 1 poster produced PP3 - 1 poster produced PP4 - 1 poster produced PP5 - 1 poster produced	n. 6 of posters
JULY-DECEMBER 2019	Brief project description on the institutional websites	LP: t2i published on its website and on the company's social network the project Description and news from meetings. PP1: 2 news have been published on SVIM website (1 for KoM in Venice and 2nd SC in Pula) and 1 on FB PP2: Dare Puglia published on its website some news about the project. PP3: Punto Confindustria is A new company created by The merger of Sive Formazione CPA and currently has no Updated institutional website. For this reason, it was not possible to insert any news On the website. PP4: IDA Ltd. published on Website description of INVESTINFISH project and News from meeting that was held in Mestre (Venice). PP5: Zadar County Rural Development Agency prepared and published two news on its.	n. 6 of published operation descriptions

ORGANIZATION AND OPERATION OF PRESS OFFICES FOR THE IMPLEMENTATION OF THE COMMUNICATION PLAN

Date	Communication actions	Detailed description	Quatified outputs
JULY-DECEMBER 2019	Media relations	For the implantation of the communication and to update web content as well as Facebook page news, materials have been provided by PPs and uploaded by IDA together with the close collaboration of LP.	
JAN-JUNE 2020	Media relations	Publication of articles with the support of Regional newspapers	n. 2 articles
JUNE-DECEMBER 2020	Media relations	LP: t2i published articles with the support of regional newspapers PUNTO C.: promoted the Public Call for the selection of experts in the web site of the project and in our website AGGRA: Media was fully exploited, mainly in order to promote the Public Call. AGGRA had publications of articles in print and in digital news media.	n. 2 articles n. 1 publications n. 9 publications
JUNE-DECEMBER 2020	Printed or digital publication on specialized press	Written press communications on project on the participation to “Brodetto Fest” initiative. AGRRA’s Open Call has been published on several specialized fisheries websites promoting the project itself.	n. 2 publications n. 3 publications
JUNE-DECEMBER 2020	Newsletter / bulletins production and dissemination	In the newsletter of Europe Direct Information Centre Pula-Pola where where you can find information related to European processes and EU funding opportunities through open tenders. They have published information about Investinfish open call of PP4 published on June 8th 2020 .	n. 1 of newsletter Date of publication: no. 67, July 2020 distributed to n.100 e-mail addresses
JANUARY-JUNE 2021	Media relations	LP: an article about the investinfish project was published on the magazine published by Unioncamere Europa. PP4: the article regarding the thematic workshop, it was shared in the local, regional and national media PP5: Media was fully exploited, mainly in order to promote the Public Call. AGRRA had publications of articles in print and in digital news media. Articles have been published in thematic websites and local newspapers.	PP4: n. 3 PP5: n.12
JULY-DECEMBER 2021	Media relations	PP4: the article regarding the Thematic workshop, it was shared in the local, regional and national media	PP4: n. 5

JULY- DECEMBER 2021	Printed or digital publication on specialized press	PP5: General public was informed about the project activities and the pilot cases in implementation. In particular, two articles about one pilot action were published in regional newspaper (Zadarski list) and its' online edition, as well as on a national webportal (Agroklub).	PP5: n. 2 publications
PROMOTIONAL MATERIALS			
Date	Communication actions	Detailed description	Quatified outputs
JULY- DECEMBER 2019	Design and Production of Flyers	PP2: A total of 50 flyers were printed for the Blue Living Lab event to be used for collecting feedback from the event's participants.	PP2: n. 50 copies produced and n .23 distributed in occasion of the Blue Living Lab
JULY- DECEMBER 2019	Design and Production of roll-up	LP: n. 1 copies produced and exposed PP1: n. 1 copies produced and exposed PP2: During the Blue Living Lab event n.1 roll-up was created and printed. The same was placed at the entrance of the room occupied for the event at the main hall of the Department of Agricultural Sciences, Food and Environment of the University of Foggia. PP5: n. 1 copies produced and exposed	n. 1 copies produced and exposed during the "Living Blue Lab" Event n. 4 copies produced and exposed
JULY- DECEMBER 2019	Design and production of totems/banners	PP2: A total of 5 posters have been printed for the Blue Living Lab event to promote the event and provide more details about its organization.	PP2: n.5 copies produced and exposed in Department of Agricultural Sciences, Food and Environment of the University of Foggia
JULY- DECEMBER 2019	Design and Production of giveaways (cups, pens, pencils, bottles, gadgets...)	PP2: A total of 50 cards were produced and printed to be used during the operative phase of the Blue Living Lab's workshop with the aim of summarizing the main points of interest and problems on issues related to fisheries and aquaculture. PP5: 200 ball point pens with project logo were produced.	PP2: n. 20 copies produced and n.20 distributed in occasion of the Blue Living Lab PP5: n. 200 copies produced and n. 100 distributed in

<p>JULY- DECEMBER 2019</p>	<p>Design and production of calendars, folders and notebooks</p>	<p>PP5: 100 calendars, 100 folders and 20 notebooks with project logo were produced.</p>	<p>occasion of Blue Innovation Thematic Lab PP5: n. 220 copies produced and exposed in Blue Innovation Thematic Lab</p>
<p>JUNE- DECEMBER 2020</p>	<p>Design and Production of Flyers</p>	<p>The leaflet has been designed and made in English language. Also, AGRRA translated it into Croatian. In the next period it will be printed and distributed.</p>	
<p>JUNE- DECEMBER 2020</p>	<p>Design and Production of USB</p>		
<p>SEPTEMBER 2020</p>	<p>Design and Production of Brochures</p>	<p>The project brochure has been designed and made in English language by Punto Confindustria</p>	
<p>JULY- DECEMBER 2021</p>	<p>Design and Production of Brochures</p>	<p>PP2: Printing of project brochures provided by the communication Partner Design, creation and printing of 50 flayers for the event</p>	<p>PP2: n. 500 copies of brochures produced and n. 430 distributed in the University of Foggia and in SME organizations' premises and in occasion of the event of 20/12/2021 n. 50 copies of flayers produced and n. 30 distributed during the event of the 20/12/2021</p>

PUBLIC EVENTS ORGANIZATIONS

Date	Communication actions	Detailed description	Quatified outputs
NOVEMBER 2019	Thematic workshops	LP: A blue thematic lab was held on November 2019 in Chioggia (Venice). The event has been organized by t2i and Punto Confindustria and the focus was the circular economy in F&A sector.	n. 16 of persons registered
29TH NOVEMBER 2019	Thematic workshops	PP3: Blue Thematic lab, 29/11/2019, Chioggia," Recover, Recycle, Reuse the circular economy for the fish sector	PP5: n. 33 of persons registered
10TH DECEMBER 2019	Thematic workshops	PP1: Blue Thematic Lab in Ancona (10th December 2019)	PP1: n. 20 persons registered
20TH DECEMBER 2019	Thematic workshops	PP2: On December 20, 2019, organized the event BLUE LIVING LAB	PP2: n. 23 of persons registered
20TH DECEMBER 2019	Thematic workshops	PP5: On 20th of December 2019, Blue Innovation Thematic Lab was organized in Zadar	PP5: n. 33 of persons registered
JULY-DECEMBER 2019	Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities...)	Participation in the event "EU Funds Regional Days" with National, Regional and Local Authorities where director of IDA has participated in the panel discussion	n. 30 of persons registered i.e n. 2 of cooperatives and social economy actors; n. 3 of SMEs association members; n. 3 of policy makers; n.1 Programme members
30TH JUNE 2020	Thematic workshops	PP4: Participation at the workshop of the project ITACA (Italy-Croatia CBC Programme), who tackles the competitiveness of Adriatic fisheries sector, fostering the introduction of blue innovation and improving the sustainability of catch activities. The workshop was held on 30 June 2020. in Pazin (Region of Istria) and it was good opportunity to discuss the call of project and present it main activities since one of the attendees was also Ministry of Agriculture, Fisheries and Rural Development. Sealogy digital preview Event INVESTINFISH project has taken part to the event presenting the project goals	PP4: n. 24 of persons registered

		during the training section on microplastics, studies and results presentation.	
13TH SEPTEMBER 2020	Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities...)	“Brodetto Fest” initiative participation in Fano (PU) 13 th September 2020 PP4: ITACA project networking even and workshop strategic project ARGOS	n. 1 of persons registered
10TH NOVEMBER 2020	Thematic workshops	PP4: November 10th 2020. IDA has organized a workshop in Pazin (Croatia)	PP4: n. 24 of persons registered
(19-20-21-22 NOVEMBER 2020)	Intermediate, final conference and external events' organization	We participated to the web exhibition Sealogy preview (19- 20-21-22 November 2020) with a seminar on microplastics Blue Innovation Thematic Lab in Zadar County	
JUNE-DECEMBER 2020	Project exhibitions	Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...	
JANUARY-JUNE 2021	Thematic workshops	PP4: IDA team members organized and participated at the thematic workshop that was held in Poreč (Croatia) on April 15th 2021. The meeting was attended by representatives from Head of the Administrative Department for Agriculture, Forestry, Hunting, Fisheries and Water Management of Istria County, President of the Fishermen's Guild, Fish Local Action Group, Fishing Cooperative Istra, SME SIC Ltd. and our external experts operating in the field of fishery and aquaculture sector that were selected in the public procurement to provide support to a pool of SMEs to enhance their own innovation capacity.	PP4: n. 11 of persons registered
JANUARY-JUNE 2021	Intermediate, final conference and external events' organization	LP: LP collaborator with the Prizefish project in order to organise a joint event in which INVESTINFISH will be presented. PP5: Major dissemination campaign has been done during this period, mainly in order to promote the pilot actions. Major conference (with respect to COVID 19 restrictions and measures – only 30 people could be present) was organized in order to present the pilot cases. The conference “Innovative pilot projects in the Zadar County fishery and aquaculture sector” was held on the 25th of June 2021 .	n. 26 of persons registered i.e n. 1 of SMEs association members n. 2 of Research centers and Universities representative s

n. 1
representative
of European
parliament
n. 1
representative
of national
public
authorities
n. 6
representative
s of regional
public
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representative
s of regional
development
agencies
n. 6
representative
s of SMEs
n. 6
representative
s of press and
other
stakeholders

JANUARY- JUNE 2021	Project exhibitions	Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...	
7TH OCTOBER 2021	Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities...)	PP1: Participation to the seminar Called "International Seminar on Civic Crowdfunding and match funding" held on line on the 7th of the October (part of the activities of the Blue Crowdfunding Project): an initiative funded by the Interreg Mediterranean program of the European Commission with the general aim of improving and enhancing knowledge and capacities about crowdfunding in the Med area.	n. 20 of persons registered at the event
JULY- DECEMBER 2021	Intermediate, final conference and external events' organization	LP: n.3 events: • 01/09/21 : PRIZEFISH joint Cross-borders training on new technologies for Adriatic fishery. • 18-19/11/21 : Capitalization Workshop of PRIZEFISH project, organized within the context of SEALOGY Fair, in Ferrara.	

		<p>•20/11/21: INVESTINFISH project – final event within the context of SEALOGY Fair, in Ferrara of June 2021.</p> <p>PP1: On this occasion, the experiences successfully carried out by the Ittica del Conero and Anna Nuova companies were presented, supported by the skills of Differens S.r.l for the first and Blue Marine Service Srl for the second.</p>	
27TH-28TH DECEMBER 2021	Thematic workshops	PP4: IDA team members organized and participated at the thematic workshops held in Pula (Croatia) on December 27th and 28th 2021.	PP4: n. 24 of persons registered on each day
JULY-DECEMBER 2021	Project exhibitions	PP1: Presentation and awarding of the Winning companies within the Investinfish innovation vouchers during the event “BrodettoFest” held in Fano on 13rd of September 2020. On this occasion, infact, Svim presented a series of projects aimed at developing the Blue Economy in the Marche Region, including Investinfish.	<p>n. 37 of persons registered:</p> <ul style="list-style-type: none"> • Sectorial agencies: n. 7 • Business support organizations: n. 2 • SMEs: 13 • General public (citizens): 12 • Higher education & research: n. 3

DIGITAL ACTIVITIES			
Date	Communication actions	Detailed description	Quatified outputs
JULY-DECEMBER 2019	Web Content creation and updating of the website	<p>Web communication activities have been provided by PPs.</p> <p>The official website is constantly updated with news about project activities</p>	n. 5 News
JULY-DECEMBER 2019	Social media management (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs.)	<p>We use Facebook account where we published all the work that has been done from our partners and us. Facebook: Project Profile, T2i profile, project team personal profile LinkedIn – t2i profile and project team personal profiles</p>	<p>FACEBOOK ACCOUNT:</p> <p>n. 13 posts</p> <p>n. 8 of group members</p> <p>n. 6 likes to the posts</p> <p>n. 1 comment to the posts</p> <p>n.1 ad hoc short videos produced and shared</p>

JULY- DECEMBER 2019	Web advertising and direct marketing for project results	PP2: Regarding the Blue Living Lab event, an event page has been created on the ticketing and event technology platform "Eventbrite" (www.eventbrite.it) in order to widen the range of action of potential participants. Through this platform it was possible to obtain a total visualization traffic of n.87 people of which n.74 through direct traffic, n.12 through event discovery platform and n.1 automated distribution through Eventbrite partner sites (Instagram).	PP2: n.1 event on a ticketing and event technology platform
JULY- DECEMBER 2019	Articles publication in other relevant websites	PP5: Istrian Development Agency – IDA Ltd. for the media promotion of INVESTINFISH project has published an information about the project on its web site and other relevant sites: – https://ida.hr/hr/tn/novosti-481/detail/2152/ida-domacin-sastanka-partnera-na-projektu-investinfish/ http://edic.pulapola.eu/hr/novosti/post/ida-domacin-sastanka-partnera-na-projektu-investinfish/ During IDA's celebration of 20 years since here establishment, there was interview with IDA director Boris Sabatti towards the end of the video where he mentions project INVESTINFISH and its goals https://www.tvnova.hr/emisije/zapadna-strana/1790-zapadna-strana-20-godina-ida-e-1-2.html	PP2: n.3 web article published PP5: n.3
19TH JANUARY 2020	Video production and interviews during the public events or workshops	PP2: Participation at a national TV Broadcast "EstOvers – Rubriche - TGR" on 19.01.2020	n. 1 videos produced
MARCH 2020	Video production and interviews during the public events or workshops	1) promotional video- spot for launching and disseminate the voucher financing opportunity all over the Marche region.	PP1: n. 1 video produced
DECEMBER 2020	Video production and interviews during the public events or workshops	1) interview with the past Sole Director of Svim and with the finance and management expert involved in the project, Prof. Cesaretti, to present the first year of project activity in the middle of its path. The interview was broadcast by the local TV "ETvMarche".	PP1: n. 1 video produced
JANUARY- JUNE 2020	Web Content creation and updating of the website	Web communication activities have been provided by LP and PPs. The official website	n. 100 SMEs and experts

		is constantly updated with news about project activities	
JANUARY- JUNE 2020	Social media management (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs..)	Facebook: Project Profile, T2i profile, project team personal profile LinkedIn – t2i profile and project team personal profiles	
JUNE- DECEMBER 2020	Web Content creation and updating of the website	Web communication activities have been provided by PPs. The official website is constantly updated with news about project activities Videos production to diffuse the project results	n. 200 SMEs and experts
JUNE- DECEMBER 2020	Video production and interviews during the public events or workshops	PP1: Video production to diffuse the call for expression of interest for MSMEs	n. 1
JUNE- DECEMBER 2020	Social media management (Stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web- docs)	We use Facebook account where we published all the work that has been done from our partners and us. Facebook: Project Profile, PP’s organization profile and project team personal profile LinkedIn – t2i profile and project team personal profiles YouTube cannel - SVIM Sviluppo Marche srl. profile PP4: Promotion thought social media (FB and Twitter) published on other relevant sites like Fisheries local action group / FLAG	SOCIAL MEDIA: n. 14 posts + 3 posts on AGGRA’s Facebook page n. 295 of group members + 698 n. 292 likes + 15 likes n. 617 people reached n. 1 comment to the posts n.1 ad hoc short videos produced and shared
JUNE- DECEMBER 2020	Articles publication in other relevant websites	Several specialized sites shared our public call and basic information about the project	n. _3_ web article published
JUNE- DECEMBER 2020	Project results dissemination	PP4: Participation in the thematic event in order to disseminate information of the project and its outputs to wider audiences also at regional level with the purpose of networking the project results and upcoming activities and incorporate new members (ITACA project networking even)	n. _2_ web article published
JANUARY- JUNE 2021	Web Content creation and updating of the website	Web communication activities have been provided by PPs. The official website is constantly updated with news about project activities	n. 200 SMEs and experts

JANUARY- JUNE 2021	Video production and interviews during the public events or workshops	N. 1 Knowledge Elicitation video; Video production to diffuse the project results; LP, PP1, PP2, PP3 and PP5; contribution to the definition of the Storyboard and to the Video interview questions for the realization of an elicitation video to spread the results of the Pilot Action.	n. 1
JANUARY- JUNE 2021	Social media management (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs..)	We use Facebook account where we published all the work that has been done from our partners and us. Facebook: Project Profile, PP's organization profile and project team personal profile LinkedIn – t2i profile and project team personal profiles YouTube channel – SVIM Sviluppo Marche srl. profile PP4: has published information about the thematic workshop held on April 15th 2021 on website of the project and IDA official website as well as on social media channels	SOCIAL MEDIA: n. 14 posts n. 295 of group members n. 292 likes n. 1 comment to the posts n.1 ad hoc short videos produced and shared
JANUARY- JUNE 2021	Articles publication in other relevant websites	PP4: also, the article regarding the thematic workshop, it was shared in the local, regional and national media	n. 3
29TH JULY 2021	PP2: Material for N. 1 Knowledge Elicitation video	PP2: JULY 29, 2021 The video has been realized by DARE Puglia and has as content the interview to the representative of one of the enterprises participating to the project during the consulting phase.	PP2: Materials for the INVESTINFISH Joint Video: 1) A Word document with the duration of the 12 answers in order to facilitate the production of the subtitles; 2) N.14 videos: •N.1 video named "DARE_Long" (8.49-minute) with the full interview conducted with Mr. Paquale Fatigato (Production Manager of SEMI Consortium); •N.1 video named

			<p>“DARE_Short” specially cut to respect the 1-minute time limit foreseen by the storyboard;</p> <ul style="list-style-type: none"> •N.12 videos with the shot of each single answer of the interview.
JULY-DECEMBER 2021	Web Content creation and updating of the website	<p>Web communication activities have been provided by PPs. The official website is constantly updated with news about project activities</p> <p>PP1: During the project activities Svim provided to publish n. 11 news on its web site www.svim.eu/notizie and n. 28 posts on the Svim fb account. In addition, we also remind to the video spot created for launching the innovation vouchers’ public call, already mentioned above</p>	
JULY-DECEMBER 2021	Social media management (stakeholders and beneficiaries’ engagement, social campaign, viral and emotional promos, web-docs...)	<p>We use Facebook account where we published all the work that has been done from our partners and us.</p> <p>Facebook: Project Profile, PP’s organization profile and project team personal profile LinkedIn – t2i profile and project team personal profiles</p> <p>YouTube channel - SVIM Sviluppo Marche srl Profile</p> <p>19/11/21: Advertising on Facebook about the Investinfish final event. Within the post there is also the zoom link in order to follow the event in live streaming.</p> <p>PP4: has published information about the thematic workshop held on December</p>	<p>SOCIAL MEDIA:</p> <ul style="list-style-type: none"> n. 20 posts n. 295 of group members n. 292 likes n. 1 comment to the posts n.1 ad hoc short videos produced and shared
JULY-DECEMBER 2021	Articles publication in other relevant websites	<p>PP4: also, the article regarding the thematic workshop, it was shared in the local, regional and national media</p>	n. 5
JULY-DECEMBER 2021	Online tutoring and training and services as survey, webinars, videoconference, e-learning courses and smart learning objects	<p>LP: Participation in n.1 webinar (as written in the section “Intermediate, final conference and external events’ organization”):</p> <ul style="list-style-type: none"> •01/09/21: PRIZEFISH Joint Cross-borders training on new technologies for adriatic fishery. <p>PP1: As part of the project actions aimed at facilitating the transfer of the results</p>	<p>LP:</p> <ul style="list-style-type: none"> n. 1. online e-learning courses in scorm n. 1. online training sessions <p>PP1:</p>

		of the Investinfish project and their future sustainability, SVIM has defined and published interesting materials. Among these, in particular, a Position Paper was prepared on future prospects and new financial tools / schemes to support the circular enterprise, completed by a tutorial dedicated to "innovation facilitators".	n. 1 online video tutorial n. 1 tutorial presentation
JULY- DECEMBER 2021	Project results dissemination	As part of the project actions aimed at facilitating the transfer of the results of the Investinfish project and their future sustainability, SVIM has defined and published interesting materials. The materials highlight: a) the transfer model and plan that guided the pilot projects financed with vouchers for the development of innovation, b) the summaries of the sharing actions carried out thanks to study visits carried out remotely on the themes of the "Market Improvement", " New Production Layout "and" Sustainability ", c) a Position Paper on future prospects and new financial tools /schemes in support of the circular enterprise completed by a tutorial dedicated to "innovation facilitators".	n. 1 position paper n. 4 videos and n. 1 PPT totally n. 5 study visits
20TH NOVEMBER 2021	Final Meeting – both in presence and virtual	The event was held both in presence and in virtual way. Some screenshots were taken from the final event video	