Valorization of SMall-scale ARTisanal FISHery

along the Adriatic coasts, in a context of sustainability

COMMUNICATION PLAN

(D2.2.4. - Mainstreaming Document)

Contents

1. Introduction

"Adri.SmArtFish - Valorisation of SMall-scale ARTisanal FISHery along the Adriatic coasts, in a context of sustainability" was approved by The Italy-Croatia CBC Programme Monitoring Committee.

Artisanal Small-scale fisheries (SSF) are designated by the EU as the segment of the fishing fleet comprising vessels smaller than 12 m LOA, which don't employ towed gear. SSFs are of paramount importance for the economic development and the livelihood of populations in the whole Mediterranean. At a basin scale, they amount to more than 80% of the entire fishing fleet, totaling about 40.000 vessels.

The sector represents 50% of the Italian fleet and 90% of the Croatian fleet in the Adriatic. The challenge is to exploit the enormous potential of small-scale fishing, which has so far been little appreciated compared to trawling or dredging.

Globally it is the most important economic sector of fishing and is closely linked to local traditions, as well as being respectful of the dynamics of sustainable development as it has less impact on fish stocks. It therefore has enormous potential in terms of sustainable growth and employment, in harmony with the marine environment, and is recognized as an essential tool for Blue growth (blue growth, all those sustainable economic growth activities linked to the marine and oceanic environment).

SSF are recognized to have the potential to contribute significantly to food security, economic growth and development and to provide valuable employment opportunities. Moreover, they are strongly anchored in local communities, reflecting often historic links with traditions, culture and values. They are a vibrant and multidimensional sector, where traditional local knowledge and cultural heritage coexist and are embedded in the surrounding environment. Finally, they are important vectors of local knowledge and good practices, and they have a relatively low environmental impact.

Despite their socio-economic importance, small-scale fisheries do not always receive the attention they deserve. SSF operators are often excluded from public policies and decision-

making processes; they face socio-economic difficulties and strive to exploit resources that are depleting.

The need to sustain the SSF sector, by engaging its representatives in the planning and decision making processes, by differentiating and expanding its market offer, and by raising awareness among customers has been acknowledged at many levels, due to its potential to positively affect employment, contribute to a more sustainable management of heavily exploited resources, and more generally to help reaching the objectives of blue growth. As far back as 1980 the FAO General Fisheries Commission for the Mediterranean (GFCM) had called for "the definition of a national strategy indicating in particular the place of artisanal fisheries in management schemes".

More recently, the FAO Code of Conduct for Responsible Fisheries (1995) underlined the large contribution given by SSFs to employment, income and food security, and to the sustainable use of fishery resources, and called for states to take action to protect this sector. The Code of Conduct was complemented in 2012 by the SSF Guidelines, which aim at helping address SSFs issues at the national and regional levels with a view to contributing to sustainable development and to the achievement of the Millennium Development Goals (MDGs). Among the SSF Guidelines key guiding principles are consultation and participation; rule of law; transparency; accountability; economic, social and environmental sustainability; holistic and integrated approaches; social responsibility; and social and economic viability.

The project actions aim to promote small-scale artisanal fishing as it respects the balance of the marine environment and biodiversity, as well as overcoming the difficulties of access to the market, the low level of consumer prices and the growing management costs.

Communication among the involved parties plays a key role for achieving objectives. All the involved parties must be informed on the existing situation, the new ideas and the expected benefits, in order to be able to evaluate, in total, the present and the expected future matters to enable everyone to contribute for the transition to a more ideal situation.

This document on communication strategy expands on the information contained in the section G – "Communication approach" and chapter WP2- Communication activities of the application form.

2. Background and objectives of the project

At present, the SSF can be considered a segment of fishing activities underexploiting its potential strengths and suffering competition of more industrialized fisheries.

The Italy-Croatia CBC Programme's overall objective is to increase the prosperity and the blue growth potential of the area by stimulating cross-border partnerships able to achieve tangible changes. The aim had been set to enhance blue innovation, to boost safety and resilience, to support and promote environment and cultural heritage, and to develop and improve environment-friendly and low-carbon transport systems with the overarching ambition to increase stakeholder involvement and cooperation intensity.

Adri.SmArtFish will contribute to many relevant EU, national and regional strategies and policies. As not exhaustive examples:

1) EU 2020 strategy, focusing on the priorities smart growth for developing an economy based on knowledge and innovation, and sustainable growth.

2) EU Territorial Agenda 2020 for an Inclusive, Smart and Sustainable growth, specifically the principle of ensuring global competitiveness of the regions based on strong local economies.

3) EU IMP, especially when considering the project focus on Blue Growth.

4) EU CFP aimed at ensuring that fishing and aquaculture are environmentally, economically and socially sustainable and that they provide a source of healthy food for EU citizens.

5) National Operational Programmes of the EMFF, targeting the promotion of resource efficient, innovative, competitive and knowledge-based fishery enterprises.

6) S3 of the participating regions about the relevant priorities on fisheries.

The project is designed to contribute to EUSAIR Pillar 1.

Adri.SmArtFish was tested in the Labelling Experimentation by TSG1 in Crete (16-17 November 2016), and approved for submission under Italy-Croatia Programme.

The Project Result will be a more resilient SSF, both economically and ecologically, capable of self-organizing, contributing to the sustainable management of renewable resources at the basin scale (GSA17), and exploiting its intrinsic strengths as advantages on the market. It will be integrated in a network with the principal innovation actors of the Blue Growth, and thus able to innovate behaviors and approaches, taking advantage of the lessons learned within the Project, but also actively producing new ideas. Process and technology innovation will be of secondary importance, considering the characteristics of the sector, but nevertheless possible, for example in the fields of product processing and equipment

2.1. Main objective

To strengthen the small-scale fisheries role in the GSA 17 in the near future by fostering their potential for innovation within the Blue Growth context, through the adoption of an ecosystem-based management approach.

The project idea revolves around the fact that innovation, particularly in the fishing sector, means reducing the general unsustainability of the sample, and moving towards an integrated management paradigm of the coastal marine space. To do this, it is necessary to move from a model of competition to one of cooperation. To do this, fishermen will be involved in a series of initiatives aimed at increasing their awareness of the need to change approach. Starting from the characteristics of great adaptability and flexibility of the sector, the project therefore intends to propose small-scale artisanal fishing as a paradigmatic element of a new management of marine renewable resources.

As part of the planned activity, a cross-border approach will be developed, involving all the different actors responsible for the coastal strip management process, from policy makers, a scientific committee, fishermen and other interested parties (such as NGOs).

Strategies to reduce risks and exploit opportunities will, finally, be identified in collaboration with stakeholders, and will serve to strengthen scientific opinions, and improve long-term production planning and the policy-making process.

2.2. Specific objectives

1. **Create an organic body of knowledge about the State-of-the-art of the SSF sector in the area, by networking Research Centers, SSF operators and stakeholders**

One of the major obstacles to the definition of effective policies and management strategies to promote innovation in the SSF sector, strengthen it and make it more resilient by valorizing its sustainability, is the lack of a comprehensive knowledge of its present state. Although social, economic, technical and ecological data about the sector exist, these are fragmented, deficient, and under-analyzed; most importantly, such information has never been assessed under an

integrated, multidisciplinary approach at the scale of the whole GSA17. On such basis, the first crucial step towards realizing the framework conditions for innovation is to create an organic body of knowledge about the State-of-the-art of the SSF sector in the area, by gathering available data, integrating it, filling gaps where data is lacking, and analyzing it at a multidisciplinary level, through the network of research institutes, of SSF operators and stakeholders. SO1 will be the focus of WP3.

2. **Promote sustainable innovation in the SSF sector in the industry and on the market:**

The second aspect of creating the framework conditions for innovation of SSF will be to directly take concrete actions to promote the innovation process. These will include the creation of a cross-fertilization network among Universities, fishermen and other stakeholders to setup co-creation processes, generate new ideas and favor the change of mind-set and behaviors required to innovate the traditional, deeply rooted ways of doing business artisanal fishermen are accustomed to; the valorization of sustainability though the creation of a sustainable fishing protocol, and its promotion on the market though a certification label; the experimentation of new strategies which empower fishermen to pursue sustainability and new processes to enhance added value of SSF seafood. The traditional character of the SSF sector means also that it is generally gender- and ethnic-biased. Therefore, in fostering innovation, special attention will be given to the valorization of the role of women and minorities. SO2 will be the focus of WP4.

3. **Promote sustainable innovation in the SSF sector in management and policy-making:**

Innovation will finally be tackled at the institutional level, by streamlining and simplifying regulations affecting the SSF sector, which are often perceived as ill-conceived, redundant and hindering development possibilities.

Above all, innovation will be pursued at the organizational level to reply to the need for cooperation recently felt and recognized among fishermen. Starting from the SSF associations already existing at local level, a self-sufficient, cross border association of SSF operators, capable of sustainably managing the natural resources they exploit by drafting and applying management plans, will be set-up and accompanied to full operational capacity. The successful institution of this association will give the small-scale fishermen the power and responsibility to guarantee their own resilience in the long term, while at the same time protecting the northern Adriatic coastal fish community. SO3 will be the focus of WP5.

PP1,8 will commit to the regular update of WP3 output (knowledge base on GSA17 SSF) using their own resources, by formally agreeing to an update plan for at least 5 years after Project closure.

The SSF sustainability protocol durability will be ensured by the economic advantages it will bring and by its conversion into an internationally recognized certification, which will start before Project closure.

The CB SSF association self-sufficiency and durability is one of WP5 main goals, and will be supported by Institutional Partners through the involvement of specific human resources and financially through appropriate funds (e.g. EMFF).

Outputs and results transferability will be guaranteed by the Mainstreaming Strategy (D2.1.2), whose purpose is to ensure project objectives and outputs are known and understood by relevant entities, even outside the Programme's Area and can provide input for further actions, programmes and strategies. It will be put into place through the Project communication activities and deliverables aimed at reaching National and EU entities (including those outside the Project and Programme Areas) that can capitalize on the Projects' outputs (specifically D2.1.3, D2.2.2, D2.2.3, D2.2.4, D2.5.1).

In particular, the Mainstreaming Document (D2.2.4) will be distributed to all the above subjects during the Final Conference and online.

3. The nature of the Communication Plan

Communication has gained a vital role in cooperation programs and projects throughout the past years. Effective communication is the basis of cooperation. Moreover, it is a mandatory for the project to deliver relevant results not only to project partners but also to audiences outside the project communities. All in all, communication has become an integral part of the working procedures at all levels throughout the project and program cycles.

The Adri.SmArtFish IT-HR Standard Project intends to adopt an active role in direct communication with the potential beneficiaries, using all the most recent developments in the field of communication technology available, to reach as wide an audience as possible, and focusing on a more interactive approach in order to engage the target audiences and increase the attractiveness of the project and promote its comparative advantages and distinctive features with the long-term consequences.

As well, targeted communication will help projects to achieve aims and ensure transparency in the use of the EU funds. The quality of project communication results comes from a committed work of all partners and not only the partner responsible for communication activities.

Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project. In order to target program communication, and to frame the communication strategy, a systematic approach will be followed per each of the selected communication fields. In total, three communication objectives were identified.

For each aim, target groups relevant for achieving the respective aim are determined.

For each target groups, different approach for communication is selected.

Diverse tactics are an important element of communication strategy planning as they allow the planner to verify if certain activities are likely to achieve the aim or not. In order to achieve the aims flexibility may be needed due to fast changing modern society world.

4. Communication objectives

4.1. Overall objective

The Adri.SmArtFish communication plan targets to use, effectively and efficiently, communication tools in order to involve fishermen in a series of initiatives aimed at increasing their awareness of the need to change approach moving from a model of competition to one of cooperation, and in doing so, to create a cross-border fishermen's association to promote environmental and social sustainability along the Adriatic coasts but most of all to share knowledges.

Communication plan is set to ensure the highest impact of the project on the involved regions and throughout European Union and broader.

4.2. Specific objectives

The following specific communication objectives should be pointed up:

1. **Engage effectively with stakeholders**

As far as stakeholders are concerned, communications can help to reach Project SO2 by reaching those enterprises operating in the coastal area that, because of an overlap in exploited areas or resources, can and do see the empowerment of the SSF sector as a potential threat. Communication is essential to co-opt such subjects in the project discussions and activities, so that they can positively contribute to solutions and ideas that benefit all. Communication will also be necessary to convince restaurants and retailers of the potential economic benefits of selling SSF products, and to involve them in reaching consumers, in turn.
Concerning SO3, communication is necessary to inform local administrations and action groups of the project contents, and involve.

2. Shape attitudes of operators

SSF operators' collaboration is essential to reach all 3 Project's SO.

For SO1, operators need be contacted to give their contributions to the analysis of the state-of-the-art of the sector.

SO2&3 both require the willingness of the main part of the operators to participate in an effort never attempted before, that goes against the usual ways of doing business they're accustomed to. This considered, rising the fishermen's awareness about the benefits of cooperation, self-regulation and sustainability valorisation becomes fundamental.

3. Ensure consumers' and general public understanding

Rising awareness in consumers about the project benefits and objectives is essential for the fulfilment of SO2 and ultimately of the Projects' general objective, since an effort towards innovation must be rewarded by the market. This requires educating customers, that, while already presenting a generic demand for quality, genuine, healthy and sustainable products, are in general unaware even of the existence of a SSF, that have the potential to fulfil this demand as far as seafood is concerned.

5. Target groups

Communication activities as foreseen are mainly addressed to the different target groups of the project (with target value numbers):

- **General public (10.000)**

The general public can fundamentally be identified with consumers, the demand-creators for sustainable SSF products. Rising awareness in consumers about the project benefits and objectives is essential for the fulfilment of SO2. On the other hand, students of all grades will be a relevant part of the general public to address. The various groups of general public will be reached through specific communication initiatives: for details, refer to section G – Communication Approach.

- **Local, regional and national public authorities (32)**

National Ministries as well as the administrations of the main coastal cities in the Project Area will be involved through the Mainstreaming Strategy

- **Small and medium enterprises and producer organizations operating in marine fishing and mariculture (4.000)**

These are the majority of Italian and Croatian SMEs operating in the SSF sector. The Project aims at reaching them through communication initiatives, while a smaller number (150) of enterprises is expected to be directly involved by initially joining the SSF association envisioned in WP5.

- **NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks (14)**

FLAGs in the Project Area will be involved in the discussion groups foreseen in thematic WPs.

Each of three specific communication objectives have specified target groups to which they relate.

- **Target group for the first communication objective "Engage effectively with stakeholders" are**: The main stakeholders in the context of this project are actors from the economic activities using the same marine space and/or resources as SSFs, local administrations and FLAGs, and subjects that can play a part in SSF products distribution, like local markets, restaurants and large retail groups.

- **Target group for the second communication objective "Shape attitudes of operators" are:**

SSF operators are the owners and workers of the 2500+ Italian and 3500+ Croatian enterprises operating in the sector, in the area covered by the project. The characterisation of the target group will be addressed in detail in WP3, but as a general indication they are male, around or above 50 years old, and with a low to medium instruction grade.

Evidence, including results from other projects, show that they start to acknowledge the need for cooperation to gain representativeness in the decision-making process, adopt effective and sustainable management strategies, solve conflicts and address the many issues of the sector. However, given the characteristics of the business, deeply rooted in customs and traditions, translating this need in an actual change will require effort.

- **Target group for the third communication objective "Ensure consumers' and general public understanding" are:**

The general public is the most heterogeneous target group, but in the scope of the project, it can fundamentally be identified with consumers, the demand-creators for sustainable SSF products.

Consumers' buying habits can vary, from processed products, to fresh and prepacked or otherwise sold in large retail shops, to local markets or even ethical purchasing groups (which are particularly sensitive to social issues, fairness and inclusion), but they have in common a constantly raising demand for quality, healthy and sustainable products that can be leveraged for the project purposes.

The other "aspect" of the general public that is relevant to the project is linked to the role of students of all grades, for three reasons:

- Educating the young ones is fundamental to reach a change of behaviour on the long term
- Children can play a substantial part in influencing families consumer habits
- Chef students can be directly educated on the use of SSF products.

6. Communication channels

6.1 Internal communication

Communication is a horizontal project task and implies the engagement of all project partners. Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project. It is recommended that each project partner appoints one person responsible for communication. Partner responsible for Working package of communication (Emilia-Romagna Region) must appoint a Communication Manager responsible for planning and coordination of communication measures for the whole project. Also, it is necessary to ensure constant and regular contact with Managing Authority/Joint Secretariat (MA/JS) coordinated by Project Manager from LP. The MA/JS will provide communication training, templates and technical tools to projects as support for project communication. In return, the MA/JS expects the projects to deliver content for communication activities at the Programme level. The WPL of communication will lead this activity together with LP and other WPL's, allowing continuous internal, day-to-day, cooperation favouring direct participation and communication with e-mails and small web-meetings.

The Project Management Unit will be appointed by LP, which will select among its staff suitable individuals with a strong background in cross-border cooperation projects, and draft a document specifying its work modalities. The PMU shall be introduced to PPs during the kick-off meeting and its work modalities shared and approved.

The activity will ensure efficient management of daily tasks, coordination within and among PPs, effective communication with the Programme's bodies. LP, via the internal PMU, will define day-to-day management tools, and support the PPs in administrative-financial management as well as in all tasks related to the technical implementation of the Project. The tools will be constantly assessed for efficiency and updated if required. The PMU will also ensure steady effective and efficient communication among PPs and toward Programme's Bodies by informal and formal means.

Each PP will also take measures to ensure effective and efficient workflow and communication, and solid administrative, financial and technical management for all Project's duration up until 3 months after closure to allow for the submission of the required final administrative documents – the final progress report – the final payment claim and the eventual reconciliation with the initial granted amount, if necessary.

Day-to-day management Guidelines – Tool drafted by PMU for a steady, effective and efficient project implementation based on Programme Manual indications. The management tools shall be constantly assessed for efficiency and updated if necessary.
The tools will provide at least:
- activities agenda and checklist for each WP
- templates for deliverables collection
- guidelines on progress reporting
- guidelines on sound management
- references to Programme Manual.

Project Progress Reports – Report including all relevant information on activities undertaken and expenditures incurred at the whole project level on semester basis. Project Progress Reports will be compiled on the template provided by the Programme and submitted to JTS/MA by LP according to Programme procedures. To allow the production of Project Progress Reports each PP will submit to LP in time partner's progress reports, providing data on activities and expenditures for each reporting period, on a standard form devised by LP and mirroring the structure of Project Progress Reports.

Project Final Report – Final Report drafted by LP on the template provided by the Programme.
It will give MA/JTS relevant information on the performance, results and contribution to Programme's objectives of the entire project as well as the overall financial information.

6.2 External communication

WP2 will cover all aspects of communication related to the project.
The communication strategy will be targeted specifically towards stakeholders, SSF operators, and the general public. In this framework, the main objectives will consist in:
- engaging effectively with stakeholders;
- changing operator's behaviours where necessary;
- ensuring general public understanding.
The activities will be preceded by the definition of a Mainstreaming Strategy to detail project messages, tools, means, actions, and feedback mechanisms to fine tune such actions, and ensure project outputs are known and understood by relevant entities and can provide input for further

actions, programmes and strategies. A "stakeholder map" will be drawn to precisely identify the target groups.

The activities will focus on:

- Organization of the kick-off meeting
- Publications on local general press, EU specialized press and Scientific Journals
- Realization and constant update of project website and social media
- Realization of public education and awareness-rising campaigns for the general public and operators
- Organization of a final high-profile event

PP3 will oversee the coordination of the activities and shall be supported by all partners.

6.3   Project website

On the web-platform managed by the JS of the Interreg Italy-Croatia programme, the Adri.SmArtFish project website will be developed and joined. It should be visual attractive and user-friendly, as it is one of essential elements to communicate the project. It will be regularly updated with all the relevant updates to contribute to the widespread dissemination of Adri.SmArtFish achievements. The important updates (e.g.: general project information, related events, news, activities, outcomes, contact persons, etc.) should follow the instructions of the communication responsible of the programme.

6.4.   Publications, articles and press releases

The activity will be managed by PP3 and address the production of dissemination material:

- Infographic Flyer (n. 10.000) illustrating project key messages in English and National languages it will outline project strategy and key actions. Flyers will be distributed during local meetings with stakeholders, promotional, mainstreaming and networking events. Design is defined by PP3 according to Programme common graphics indications.

- Articles and publications (n. 10) for local newspapers, for specialized press and EU magazines and platforms. LP & PP9 will co-author 1 article on a suitable specialized EU magazine, to present the Project. Each PP will publish at least 1 article at local level to inform the general

public and promote the involvement of local stakeholders. PP1,8 will publish at least 1 paper on an international level, peer reviewed scientific journal.

- Scientific publications on international peer-reviewed journals, arising from scientific work carried out in WP3. PP8 will be responsible for the scientific publications.

The activity also includes the organization of press conferences for the kick-off and final events: the first one will make public project objectives and engage the as many stakeholders as possible, and the latter will raise awareness on project results and presents future actions and strategy. Moreover, press releases will be given during main meetings to properly involve local, national and EU-level media and will be collected in a media report. PP3 will be responsible to provide a "press-kit" and for the media report.

Promotional material (ordered by individual partners) will be used for capitalization events, trainings and final conference.

6.5   Events, workshops and conferences

Press Conferences (n.2) – One organized by LP during the Kick-off event in Venice, to launch the project strategy and the mainstreaming process; another one is organized by PP9 during the Final event to raise awareness on project results and propose means to feed further actions and strategies.

Mainstreaming Document (n.1) – It will be based on the guidelines defined in the MS, summarizing the lessons learned within the Project and defining the guidelines to implement the results into relevant Policies and Programmes. It will give special attention to the transfer of Project Results outside the Project and Programme Areas, and to the implementation of the Programme horizontal principles.

Final Conference (n.1) – The Conference will be organized by PP9. The event will present and share project results and communicate how they can feed future actions, sectoral programmes and strategies contributing to innovative and sustainable Small-Scale Fisheries in the Adriatic Sea, and their integration into the Blue Growth context. PP9 will be charge of events organization with the contribution and the participation of all Partners.

Relevant policy makers, representatives of ESI funds MA, of ETC Program MA and of Macroregional strategies governing board will be invited to attend and to give speeches.

6.6 Web communication and multimedia

The activity will address the setup of official Project website and social media, to create a community of interest, foster digital engagement and encourage stakeholders to contribute to project activities. PP3 will take care of project social media and of active participation to the programmes' Social Media.
PP3, will also create the website and regularly update its contents on the platform provided by the Programme.
In addition, a storytelling video will be produced to advertise the mainstreaming process and the achieved results.
The Video, realised by PP3, will not be distributed on physical supports, to minimize resource consumption and environmental impact, but broadcast only through project's website an social media on the main online video services, to reach a wider target of consumers and operators, and further stimulate awareness and knowledge on sustainable SSF.

- Social media profile and regular updates – Social media are set up by PP3 with the support all PPs. PP3 coordinates contents updating, proper hashtags and feeding timetable, all the Partners contribute following PP3 indications. PP3 also ensures visibility of Project-related events on the social media, and coordinates active participation to the Programme Social Media.

- Regular project Website (n.1) – It will present updated project information, news, events, networking activities and project deliverables, and implemented on the common Programme platform. PP3 coordinates contents updating with the contribution of all Partners.

- Storytelling video (n.1) – The storytelling video presenting project achievements will be produced in both project's languages and subtitled in English. Storytelling video will be developed by PP3, with PPs providing contents, translation for subtitles and online dissemination through their own institutional websites. The video will not be distributed on physical media, instead it will be made available online only, for sustainability reasons.

6.7 Education and awareness-rising

The activity will complement WP 3,4 and 5 with the required communication. PP3 will coordinate all other PPs who will devise initiatives to involve consumers in the Project's themes and rise their awareness on SSF sustainability.

PPs will hold events jointly with supermarket chains to educate consumers on sustainable SSF by promoting of local sustainable SSF labelled products (see WP4).

Communication will also target students of different grades; simple educational media about the importance of protecting the environment through sustainable fisheries will be addressed to younger children, while students of chef schools will be offered workshops on cooking with SSF certified products. Exhibiting workshops will be held for restaurants to make them aware of the use of local and fresh catches of small fishermen.

In addition, all PP will hold seminars for SSF operators on the benefits of adhering to a cross-border SSF association and adopting a sustainability certification protocol.

- Promotional gadgets (n.5000)
  PP3 will coordinate the production of promotional gadgets such as fish-cutters, usb-keys, t-shirts, net-shopping bags, umbrellas, all branded with the Project and Programme logo, to be distributed throughout communication events.
  All PP's are encouraged to give suggestions on typology of items to be produced.

- Consumer events (n.14)
  LP, PP3, in parallel with Activity 4.4, will engage large retail chains to hold awareness rising events on the SSF sustainability issue through the promotion of labelled products. The events will host show-cookings and interventions by fishermen. Similar events will be held by LP, PP2,3,4,6,7 in touristic towns with a traditional fishing background and by PP5 at the Porec Fair, in collaboration with seafood restaurants.

- Events for students (n.16)
  PP3 with support by all partners will coordinate the production of educational media about the importance of sustainable fisheries to be distributed to elementary students in the Project Area. All PPs will coordinate with local schools to hold educational events (at least 2 per Region involved). PP3 and PP6 will also offer students of chef schools 2 workshops each on cooking with SSF products certified with sustainability label.

- Awareness-rising seminars for SSF operators (n.14) – Each regional PP shall carry out at least 2 Awareness-rising seminars in its area, based on the contents defined by PP3 with support by all

partners, to illustrate to operators the benefits of adhering to a cross-border SSF association and adopting a sustainability certification protocol.

Guidelines as follow:

- Fishermen are prone to be not that much active when it comes to attend and involve them in meetings - To encourage them at major extent, each Partner will need to spot where are other suitable initiatives in their area in which to include seminars, e.g. in addition with initiatives from other projects (Fairsea, Ecoss, Prizefish ...)
- For the same reason, the best channels to contact fishermen should be spotted - e.g. It's better to use Trade Associations and FLAGs, rather than direct contacts, even by telephone.
- Maximum duration of seminars: 1 hour
- Contents:
  o Introduction of the project goals (basically those pointed out in the flyer printed for the KoM)
  o Focus on actions to take to support small-scale fishermen:
    1. Fishermen's harbours
    2. Testing of self-managed areas
    3. Sustainability's Brand and business network with restaurants and large-scale and whole retailers for a better valorisation of sea products
    4. MOST IMPORTANT TARGET - Creation of the cross-border Consortium/Producers' Organization: Seminars will be a great chance to enrol operators and stakeholders in this plan and to collect ideas and suggestions
- Discussion session - criticisms - problems - suggestions.
- Advertise the Facebook profile of the Project

6.8 Other activities

Other activities will start with organization of the Kick-Off meeting in April in Venice managed in parallel with the start-up activities of WP1 and the development of Adri.SmArtFish Communication Strategy (CS) according to the programme indications and suggestions. WP2 Leader will appoint a Communication Manager (CM) that will produce the communication plan (strategy adopted, both for internal and for external/target communication) while the Kick- Off communication aspects were arranged by LP. One of the activities is the development of a project informative roll-up/notice board to be displayed at strategic places of each PP's premise. Apart from those channels, a strong support of every partner through their own channels is expected.

7. Communication activities and related Deliverables

The Adri.SmArtFish communication activities are:

1. Common methodology for the project communication activities

2. Production of the communication tools - publications

3. Communication tools - digital activities, social media and multimedia

4. Participatory communication tools - Events, Workshops and Conferences

7.1. Common methodology for the project communication activities

Each Adri.SmArtFish project partner (PP) will appoint one project manager, one communication manager and one project financial manager along with its staff. Some PPs will externalize the financial management. All partners will define staff members to be involved in project implementation activities.

A Steering Committee (SC) will be assembled involving one member per PP. The SC and the individual WP joint implementation teams with their staff members represent the project core joint staff.

The project will have a main communication manager (CM) that will be appointed by WP2 Leader (Emilia-Romagna Region). The Communication manager must be constantly informed by all partners about all the relevant phases and activities of the project.

Deliverables:

- Stakeholders database
- Communication Plan

7.2. Production of the communication tools – publications

Activity 2.2 includes production of promotional materials and on the other hand, publishing articles and scientific publications. Printed promotional material flyer and poster should be made. Flyer contains Adri.SmArtFish portrait with key-messages in three official languages English, Italian and Croatian. According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should produce a poster of minimum A3 size with information about the project including the financial support from the Union and the project logo. Poster should be produced in English, Italian and Croatian language. When finished, flyer and poster sample will be delivered to all partners to be printed and distributed locally. Also, PPs should place the poster at a location readily visible to the public, for example at entrance area of a building. Furthermore, project's informative notice board or roll-up should be produced, although not mandatory. PP3 will provide a template. This will be displayed at strategic places of each project partner's premise. This will in some way label Adri.SmArtFish partners and make the whole more visible from very beginning. During the whole length of the project articles and scientific publications will be produced. All project publications must include the project logo and the reference to the EU co-financing. All project partner, following their specific field of activity should produce local press articles and scientific publications. Each PP is responsible to promote the publication of at least one article promoting project in local press to inform the general public and foster the involvement of local stakeholders. Moreover, at least one article in Italy and Croatia must be published in national and EU magazines/press. As well, the articles could be included on online platform and networks of relevant dimension and importance. Publications are targeting different end-users, all to improve visibility of Adri.SmArtFish also among wider public.

Deliverables:
- Roll-up/Noticeboard
- Adri.SmArtFish flyer: with project key-messages in EN, IT and HR;
- Adri.SmArtFish Poster: to be reproduced by each PP, in EN, IT and HR;
- Adri.SmArtFish articles on EU magazines: at least one main publication realized by LP and WP2 Leader on EU magazines or web platform of relevant dimension and importance.
- Other Adri.SmArtFish publications targeted for end-users: fishermen, young trainees and scientific papers for Universities and Research bodies. Each PP is responsible to promote the publication of at least one article on local press to inform the general public and foster the involvement of local stakeholders.

7.3. Communication tools - digital activities, social media and multimedia

Social media are becoming more and more important to reach a wide range of target audiences. Digital activities and social media will be an important communication tool of Adri.SmArtFish project. Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery. Several media profiles on the major social networks will be activated and regularly updated by the Adri.SmArtFish CM.

CM will coordinate all the PP's in publishing through Social networks (e.g. Facebook, Instagram, LinkedIn). Special attention must be given to the development of content for social media networks due to their growing importance in everyday communication in all the target groups. Innovative, source full and modern stream of news and content must be able to attract target groups and build an appeal for all the results of the project. Original content with viral potential should be the goal of the activities on the social media. Infographics, pictures, short videos, interviews, surveys... are just some of the forms that can be used to build on interaction with target groups.

Together with the social media activities, project website will be set up. Adri.SmArtFish website will be integrated and hosted on the Interreg Italy-Croatia programme web platform and will have its own domain. Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme for free while the projects will have to foresee internal/external human resources for updating regularly the project website. Website will be monthly updated with fresh news from the project. Content developed for social media can be used here, too. Each partner should publish on their institutional website, in English or in local language, a short description of the project. This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, 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.

As part of activity 2.2. Publication, video that shows the Adri.SmArtFish results and messages will be produced. This video as a mainstream document will be uploaded on project's social media and website, and it is intended to popularize the project results among the broader audience.

Deliverables:

- Mainstreaming Document, a video showing the AdriSmArtFish results and messages (for large public, YouTube, socials)

- Social Media accounts and profile set up and updating
- Monthly update of the Adri.SmArtFish website hosted by the program platform

7.4. Participatory communication tools - Events, Workshops and Conferences

The Adri.SmArtFish project started with **Kick-Off Meeting (KOM)** organized in Venice on April 16. It was organized as a public conference to launch the project strategy and share key actions towards the main target groups. LP was responsible for the organization of the KOM. The KOM will be preceded by a launching press conference. All the partners actively participated and contributed with publishing press releases after the KOM.

In 2021, the last year of the project final conference will be held in Croatia in Zagreb.

The Conference will be organized by PP9. The event will present and share project results and communicate how they can feed future actions, sectoral programmes and strategies contributing to innovative and sustainable Small-Scale Fisheries in the Adriatic Sea, and their integration into the Blue Growth context. PP9 will be charge of events organization with the contribution and the participation of all Partners.

Relevant policy makers, representatives of ESI funds MA, of ETC Program MA and of Macroregional strategies governing board will be invited to attend and to give speeches.

Deliverables:

- Kick-Off Meeting (KOM) to be organized in Venice (Lead Partner implementing Unit), it will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. The KOM will be organized in Venice by the LP, contextually to the 1st Steering Committee and preceded by a launching press conference. All the partners will actively participate and contribute.

- Adri.SmArtFish Press Conferences – to be organized twice, the first time during the KOM event (by LP) and the second time by PP9 Ministry of Agriculture during the final conference (EUSAIR conference, major project event);
- Final Adri.SmArtFish Conference. A major event to be organized in a Croatian strategic location by the PP9 Ministry of Agriculture. The event will aim to present and share Adri.SmArtFish results in front of the relevant major actors in the EUSAIR Regions: EUSAIR, ESI funds managing authorities, Interreg Programmes (Adrion, MED, Italy-Croatia, Interact), BLUEMED initiative of the EU Commission.
- The Adri.SmArtFish Capitalization Workshop. A major event to be organized in an Italian strategic location by LP and PP3 to exhibit Adri.SmArtFish outcomes to identified Target Groups and general stakeholders.

8. Communication rules

8.1. EU regulation (Annex XII of the Regulation (EU) No 1303/2013)

All communication activities should be implemented in the respect of the rules on information and publicity for all beneficiaries, according to the EU regulation No 1303/2013. To comply with EU regulations, follow next rules:

• The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. (Regulation (EU) No 1303/2013).

• According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo

• All project partners should publish on their institutional websites ("where such website exists") a short description of the operation, 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).

8.2. Branding requirements

To comply with Programme and EU branding you need to use on all communication materials: Project logo + ERDF referencing

In practice there is a second option. Separate version which combines 2 images - logo and ERDF ref that could be placed separately on the document

+

European Regional Development Fund

8.3. Logos

Project logo is made in different versions- color and monochrome adjustments, such as black and white, CMYK, grayscale, negative and RGB.
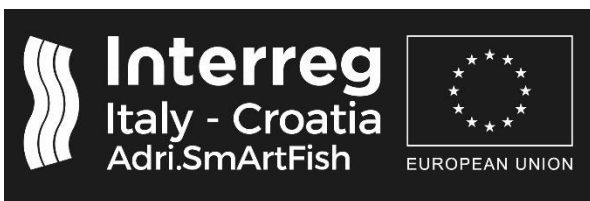

Black and white

CMYK

Greyscale

Negative

European Regional Development Fund

RGB

The same versions were made for project logo with ERDF referencing. Project logo must be used on all communication material.

1. printed publications: reports, promotional handouts;

2. audio-visual: videos, audio podcasts;

3. digital or electronic materials (websites, web tools, videos, podcast, etc.);

4. events (e.g. on PPT presentations, agendas, bags and other conference material);

5. stationery and office materials.

8.4. Colors

The logo colors are derived from the European flag and must not be changed. They are also the central brand colors of the Interreg brand and are used to identify the brand also beyond the logo in all visual communication. The colors are defined for all color systems.
Colors and their meaning are defined in Programme brand manual.

Reflex blue
CMYK: 100 M 80 Y 0 K 0
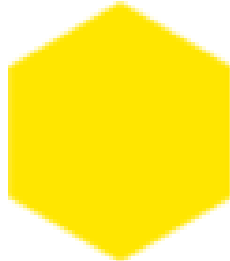*RGB: R 0 G 51 B 153*
HEX #003399

Light Blue
CMYK: C 41 M 30 Y 0 K 0
RGB: R 159 G 174 B 229
HEX #9FAEE5

Yellow
CMYK: C 0 M 0 Y 100 K 0
RGB: R 255 G 204 B 0
HEX #FFCC00

8.5.   Posters

It's compulsory to have a poster with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building.

In order to help project partners to comply with this obligation, the Programme provided a Poster template available for download on the Programme web platform.

Templates are available as different files (Adobe Acrobat document, InDesign Markup document, LINKS file). Projects are free to edit a poster on their own, provided the regulatory conditions are respected, and the thematic pictograms and colors and the branding font are used. To produce a poster, professional printing or design services must be engaged. Printed version has to be a least A3 format (297 x 420 mm). Linguistic versions: English and a national language (Croatian or Italian)

A picture of the poster must be sent to the Program within the first progress report.

On the next page there is a template attached:

8.6.   Project website and institutional website

Adri.SmArtFish project website will be integrated and hosted on the Programme web platform and will have its own domain. Projects must foresee internal/external human resources for **updating regularly** the project website. This activity does not require any specific technical skills and the Programme will develop tutorials to help project partners in using the different features of the website. The Programme will provide a complete website section (calendar, document library, directory, tools etc.) to each selected project, as well as will provide to the projects all the elements to manage and configure their website section (visuals, features, content, social networking, etc.).

All project partners should publish on their **institutional websites** ("where such website exists") a short description of the operation, in English or in Italian/Croatian language. This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Program platform should also be added.

8.7.   Publications, press & scientific articles

Golden rule: "logo + ERDF reference" on all project publications: event invitations, projects leaflets, brochures, newsletters, studies, articles, etc. When this is not possible, for example, in articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme. In addition, projects are strongly recommended to publish in the appropriate section of the Programme website the most essential results (or a summary of them) in the official language of the Programme – English - in addition to the other languages.

8.8. Promotional goodies

As mentioned at the point 6.7, PP3 will coordinate the production of promotional gadgets such as fish-cutters, usb-keys, t-shirts, net-shopping bags, umbrellas, pens, folders, hand lamps, backpacks...etc... all branded with the Project and Programme logo, to be distributed throughout communication events, trainings and final conference.

Anyway, production of promotional materials can be done even by individual partners. However, **golden rule** ("logo + ERDF reference") applies to all the produced material, except when items are too small to include both. In such cases logo is necessary.

A few guidelines to all PP's when considering the production of promotional goodies:

- Does it meet my strategic objectives?
- Is it relevant for the promotion of my project?
- Is it useful, creative and memorable enough?
- Is it green? "the fewer the better"

9. Risk management in communication plan

9.1. Roles and Responsibilities

The collaborative nature of Adri.SmArtFish project requires well-defined responsibilities regarding the risks. Although the LP is responsible for the general coordination and each WP leader is responsible for each work package implementation, all the PPs are to run the project activities. The Adri.SmArtFish decision-maker body is the Steering Committee (SC), functioning according to the SC Rules of Procedures (approved and subscribed by all PPs). SC is formed by Project Manager (PM) and Financial Manager (FM) from Lead Partner (LP), by one project manager plus one deputy if desired for each partner and by PP3 Emilia-Romagna Region. SC is the core implementation body, meets biannually and discusses the project state, setting the next goals and updating the project implementation plan.

PP3- Emilia-Romagna Region, is responsible partner for communication deliverables. They assure the identification and management of the risks and they should inform the LP and SC.

The day-to-day management is addressed by the coordination between LP and WP leaders who in turn will coordinate Partners in the activities of each WP, with at least one monthly web-meeting, thus minimizing lack of internal coordination. It is the responsibility of all Adri.SmArtFish partners to communicate to the Project Manager the status and effectiveness of each risk and mitigation plan.

9.2. Risk Management process

The risk management process is applicable for management, communication and research activities or transnational access taking place within the Adri.SmArtFish project.

First step is identification actions which can compromise defined schedule, costs or project's outcomes. These actions are linked with the level of risk exposure (low, medium, high, critical). Following the evaluation of the risk exposure, the risk owner will first seek how to prevent actions and events that may harm the project from happening. The risk owner will confirm the correct implementation of the risk responses and will check the effectiveness of the response. Also, the risk owner will keep track of the situation and inform the Project Manager. Every identified risk must be reported and inscribed in the Risk log and Risk Management Register.

9.3.   Risks in communication

The risks that could be foreseen in WP2 - communication activities are comparable to risks that can be foreseen in other WPs. Mostly, they are concerning problems with data exchange and provision, bottlenecks and delays in the work and low quality of handed deliverables.

Also, some particular risk can occur, such as:

- PP's not following the rules of visibility resulting in losing funds due to expenditures being declared as ineligible costs.
- Unresponsive PP's in updating website and social media accounts resulting with unattractive digital media of the project and bad reaction from target groups.

10. Budget for the action

The budget estimated for this project includes a specific WP for communication actions, so communication activities and/or material have been budgeted under staff and external expertise/services lines. With this regard, partners have been provided with a detailed budget which includes the breakdown per activity and partner.

In the following table total amount of budget per partner awarded to communication is visible:

PP	PP's name	PP's Budget for Communication
LP	VENETO REGION	€ 63.460,00
PP1	CÀ FOSCARI UNIVERSITY OF VENICE	€ 50.800,00
PP2	AUTONOMOUS REGION OF FRULI-VENEZIA GIULIA	€ 29.335,00
PP3	EMILIA-ROMAGNA REGION	€ 146.660,00
PP4	MARCHE REGION	€ 29.335,00
PP5	REGION OF ISTRIA	€ 129.305,00
PP6	PRIMORSKO-GORANSKA ŽUPANIJA	€ 35.495,00
PP7	ZADAR COUNTY	€ 37.270,00
PP8	INSTITUTE OF OCEANOGRAPHY AND FISHERIES	€ 68.050,00
PP9	MINISTRY OF AGRICULTURE	€ 50.855,00
	Total Project Budget for Communication	**€ 640.565,00**

In the following table budget for the working package WP2 is distributed by activities and budget lines:

Act.	Activities of WP2 Communication	Budget Line	Budgets
2.1	Start-up activities	**Total per Activity**	**€ 32.905,00**
		Staff	€ 4.700,00
		External expertise and services	€ 16.000,00
		Office and Administration	€ 705,00
		Travel and Accomodation	€ 11.500,00
2.2	Publications and Media Relations	**Total per Activity**	**€ 111.485,00**
		Staff	€ 47.900,00
		External expertise and services	€ 50.900,00
		Office and Administration	€ 7.185,00
		Travel and Accomodation	€ 5.500,00
2.3	Web Communication and Multimedia	**Total per Activity**	**€ 92.345,00**
		Staff	€ 14.300,00
		External expertise and services	€ 74.000,00
		Office and Administration	€ 2.145,00
		Travel and Accomodation	€ 1.900,00
2.4	Education and Awareness Rising	**Total per Activity**	**€ 343.000,00**
		Staff	€ 64.000,00
		External expertise and services	€ 256.500,00
		Office and Administration	€ 9.600,00
		Travel and Accomodation	€ 12.900,00
2.5	Final Event	**Total per Activity**	**€ 60.830,00**
		Staff	€ 8.200,00
		External expertise and services	€ 33.400,00
		Office and Administration	€ 1.230,00
		Travel and Accomodation	€ 18.000,00
	Total Project Budget for Communication		**€ 640.565,00**

11. Reporting, monitoring and evaluation

11.1. Reporting – reporting in periods and final report

Even when the communication plan is completed and implemented successfully, it doesn't mean that the work is done, and we can file our strategy away. We must prove that all planned and arranged activities were realized and report them so that PP's can be refunded. Therefore, all partners must collect the following documents related to the project:

In case of meetings, seminars, conferences or any similar event:
- Minutes, agendas, photos, list of participants

In case of media presence, the following documents must be collected:
- Copy of any published articles or press release
- Link to the published article on the internet
- Interview in the media: memo of the content of the interview and the exact date and time of the interview
- Every other record or file constituting proof for the dissemination activity

All activities have to be monitored and all partners should keep records of their activities.
Towards this direction, a report table is going to be used so that all partners can track down their dissemination activities and collect all required monitoring documents. WPL (Emilia-Romagna Region) will send templates for reporting on different community activities.
Also, template for Communication report for each reporting period will be available to all PP's. PP's must fill the Communication report with documents covering the reporting period and deliver it to the CM.
CM will generate Joint Communication report to be delivered by LP to SIU system.

Similar procedure will take place in creation of the final communication report. However, it will be accompanied with thorough evaluation documentation to conclude on efficiency of the project communication.

11.2. Monitoring and evaluation

Every communication strategy requires continual **evaluation** and up-dates. It is a dynamic document that needs to be updated throughout the project duration. The communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed.

First, we must supervise the implementation of our strategy. More specifically, this refers on the task's timely implementation and as planned or certain adjustments are necessary to achieve, complete the task.

Secondly, communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed. Above all, regular evaluation will show whether tactics are helping to achieve project's objectives and overall goal. If it is needed some modifications in the communication plan and work will be made accordingly for the forthcoming period.

Here is a set of possible qualitative indicators:
- Satisfaction level of activities implemented (questionnaires for conferences, publications etc.);
- Identification and communication with target groups (distribution lists developed, number of direct mailings to number of persons, how is the feedback within interactive web tools developed, how many 'likes' on FB, how many comments in discussion forum etc.);
- Further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter);
- Hits on different sections.

Quantitative indicators:
- Number of downloaded publications, number of printed and distributed publications;
- Number of participants to events;
- Number of press articles.

Annex 1: *List of Communication Deliverables*				
Activity	*Type of deliverable*	*Title of the deliverable*	*Description*	*Total target value*
7.4	Public Event Meeting	D2.1.3.: Kick Off Meeting (KOM)	Public conference to launch the project strategy and share key actions towards the main target groups. The event will be held in Venice contextually to the first PSC meeting and preceded by a launch press conference. LP with support of PP3 will organize the event and press conference, and all the PPs will contribute.	1
7.1	Provision of information and data	D2.1.1.: Stakeholder Map	Based on Influence-Interest grid. The grid will help to detect categories demanding for priority attention, detail and name project target audience for each territory, at Programme and EU level. The grid will be prepared by PP3 and filled by each PP.	1
7.1	Plan	D2.1.2.: Mainstreaming Strategy Document	Detailing how to engage stakeholders in project activities, to ensure project outputs are known and understood by relevant entities and can provide input for further actions, programmes and strategies. The document will list available resources, and Partners role and responsibility. The MS document is drafted by the PP3 with contributions by all Partners.	1
8.5	Digital or written communication	D2.1.4.: Informative Poster	Written in English and national languages, it will present key project messages. The design is defined by PP3 according to Programme common branding indications and shared with the Partners.	10
6.4	Digital or written communication	D2.2.1: Infographic Flyer	in English and national languages, it will outline project strategy and key actions. Flyers will be distributed during local meetings with stakeholders, promotional, mainstreaming and networking events. Design is defined by PP3 according to Programme common graphics indications.	10.000

Annex 1: *List of Communication Deliverables*				
Activity	*Type of deliverable*	*Title of the deliverable*	*Description*	*Total target value*
6.4	Digital or written communication	D2.2.2.: Articles and Publications	On both local generalist press and on specialized EU magazines and platforms. LP & PP9 will co-author 1 article on a suitable specialized EU magazine, to present the Project. Each PP will publish at least 1 article at local level to inform the general public and promote the involvement of local stakeholders. PP1,8 will publish at least 1 paper on an international level, peer reviewed scientific journal.	10
6.5	Press Conference	D2.2.3.: Press Conferences	One organized by LP during the Kick-off event in Venice, to launch the project strategy and the mainstreaming process; another one is organized by PP9 during the Final event to raise awareness on project results and propose means to feed further actions and strategies.	2
6.5	Plan	D2.2.4: Mainstreaming Document	It will be based on the guidelines defined in the MS, summarising the lessons learned within the Project and defining the guidelines to implement the results into relevant Policies and Programmes. It will give special attention to the transfer of Project Results outside the Project and Programme Areas, and to the implementation of the Programme horizontal principles.	1
6.6	Digital or written communication	D2.3.1.: Social media profile and regular updates	Social media are set up by PP3 with the support all PPs. PP3 coordinates contents updating, proper hashtags and feeding timetable, all the Partners contribute following PP3 indications. PP3 also ensures visibility of Project-related events on the social media and coordinates active participation to the Programme Social Media.	1
6.6	Digital or written communication	D2.3.2.: Regular project Website	It will present updated project information, news, events, networking activities and project deliverables, and implemented on the common Programme platform. PP3 coordinates contents updating with the contribution of all Partners.	1

Annex 1: **List of Communication Deliverables**				
Activity	*Type of deliverable*	*Title of the deliverable*	*Description*	*Total target value*
6.6	Digital or written communication	D2.3.3.: Storytelling video	The storytelling video presenting project achievements will be produced in both project's languages and subtitled in English. Storytelling video will be developed by PP3, with PPs providing contents, translation for subtitles and online dissemination through their own institutional websites. The video will not be distributed on physical media, instead it will be made available online only, for sustainability reasons.	1
6.7	Digital or written communication	D2.4.1.: Promotional gadgets	PP3 will coordinate the production of promotional gadgets, branded with the Project and Programme logo, to be distributed throughout communication events.	5.000
6.7	Public Event Meeting	D2.4.2.: Consumer events	LP, PP3, in parallel with Activity 4.4, will engage large retail chains to hold awareness rising events on the SSF sustainability issue through the promotion of labelled products. The events will host show-cooking and interventions by fishermen. Similar events will be held by LP, PP2,3,4,6,7 in touristic towns with a traditional fishing background and by PP5 at the Poreč Fair, in collaboration with seafood restaurants.	14
6.7	Public Event Meeting	D2.4.3.: Events for students	PP3 with support by all partners will coordinate the production of educational media about the importance of sustainable fisheries to be distributed to elementary students in the Project Area. All PPs will coordinate with local schools to hold educational events (at least 2 per Region involved). PP3 and PP6 will also offer students of chef schools 2 workshops each on cooking with SSF products certified with sustainability label.	16
6.7	Public Event Meeting	D2.4.4.: Awareness-rising seminars for SSF operators	Each regional PP shall carry out at least 2 Awareness rising seminars in its area, based on the contents defined by PP3 with support by all partners, to illustrate to operators the benefits of adhering to a cross-border SSF association and adopting a sustainability certification protocol.	14

Annex 1: **List of Communication Deliverables**				
Activity	*Type of deliverable*	*Title of the deliverable*	*Description*	*Total target value*
6.5	Public Event Meeting	D2.5.1.: Final Conference	The Conference will be organized by PP9. The event will present and share project results and communicate how they can feed future actions, sectoral programmes and strategies contributing to innovative and sustainable Small-Scale Fisheries in the Adriatic Sea, and their integration into the Blue Growth context. PP9 will be charge of events organization with the contribution and the participation of all Partners. Relevant policy makers, representatives of ESI funds MA, of ETC Program MA and of Macroregional strategies governing board will be invited to attend and to give speeches.	1

Annex 2: Communication Activity Plan Calendar

Activity CP	Activity AE	Action	Deliverable type	Partner responsible	Other partner	Description	Timeline (months 1–12 / 1–12 / 1–6)
7.0	2.1						
7.1	2.1	D2.1.1.: Stakeholder Map	Provision of information and data	PP3	ALL PPs	Based on Influence-Interest grid. The grid will help to detect categories demanding for priority attention, detail and name project target audience for each territory, at Programme and EU level. The grid will be prepared by PP3 and filled by each PP.	
7.1	2.1	D2.1.2.: Mainstreaming Strategy Document	Plan	PP3	ALL PPs	Detailing how to engage stakeholders in project activities, to ensure project outputs are known and understood by relevant entities and can provide input for further actions, programmes and strategies. The document will list available resources, and Partners role and responsibility. The MS document is drafted by the PP3 with contributions by all Partners.	
7.4	2.1	D2.1.3.: Kick Off Meeting (KOM)	Public Event Meeting	LP/PP3	ALL PPs	Public conference to launch the project strategy and share key actions towards the main target groups. The event will be held in Venice contextually to the first PSC meeting and preceded by a launch press conference. LP with support of PP3 will organize the event and press conference, and all the PPs will contribute.	
8.5	2.1	D2.1.4.: Informative Poster	Digital or written communication	PP3	ALL PPs	Written in English and national languages, it will present key project messages. The design is defined by PP3 according to Programme common branding indications and shared with the Partners.	
6.3	2.2						
6.4	2.2	D2.2.1: Infographic Flyer	Digital or written communication	PP3		in English and national languages, it will outline project strategy and key actions. Flyers will be distributed during local meetings with stakeholders, promotional, mainstreaming and networking events. Design is defined by PP3 according to Programme common graphics indications.	
6.4	2.2	D2.2.2.: Articles and Publications	Digital or written communication	LPP/PP9	ALL PPs	On both local generalist press and on specialized EU magazines and platforms. LP & PP9 will co-author 1 article on a suitable specialized EU magazine, to present the Project. Each PP will publish at least 1 article at local level to inform the general public and promote the involvement of local stakeholders. PP1,8 will publish at least 1 paper on an international level, peer reviewed scientific journal.	
6.5	2.2	D2.2.3.: Press Conferences	Press Conference	LP/PP9		One organized by LP during the Kick-off event in Venice, to launch the project strategy and the mainstreaming process; another one is organized by PP9 during the Final event to raise awareness on project results and propose means to feed further actions and strategies.	
6.5	2.2	D2.2.4: Mainstreaming Document	Plan	PP3	ALL PPs	It will be based on the guidelines defined in the MS, summarising the lessons learned within the Project and defining the guidelines to implement the results into relevant Policies and Programmes. It will give special attention to the transfer of Project Results outside the Project and Programme Areas, and to the implementation of the Programme horizontal principles.	
6.6	2.2	D2.3.1.: Social media profile and regular updates	Digital or written communication	PP3	ALL PPs	Social media are set up by PP3 with the support all PPs. PP3 coordinates contents updating, proper hashtags and feeding timetable, all the Partners contribute following PP3 indications. PP3 also ensures visibility of Project-related events on the social media and coordinates active participation to the Programme Social Media.	
6.5	2.3						
6.6	2.3	D2.3.2.: Regular project Website	Digital or written communication	PP3	ALL PPs	It will present updated project information, news, events, networking activities and project deliverables, and implemented on the common Programme platform. PP3 coordinates contents updating with the contribution of all Partners.	
6.6	2.3	D2.3.3.: Storytelling video	Digital or written communication	PP3	ALL PPs	The storytelling video presenting project achievements will be produced in both project's languages and subtitled in English. Storytelling video will be developed by PP3, with PPs providing contents, translation for subtitles and online dissemination through their own institutional websites. The video will not be distributed on physical media, instead it will be made available online only, for sustainability reasons.	
6.6	2.4						
6.7	2.4	D2.4.1.: Promotional gadgets	Digital or written communication	PP3	ALL PPs	PP3 will coordinate the production of promotional gadgets, branded with the Project and Programme logo, to be distributed throughout communication events.	
6.7	2.4	D2.4.2.: Consumer events	Public Event Meeting	LP	PP3/PP2/PP3/PP4/PP5/PP6/PP7	LP, PP3, in parallel with Activity 4.4, will engage large retail chains to hold awareness rising events on the SSF sustainability issue through the promotion of labelled products. The events will host show-cooking and interventions by fishermen. Similar events will be held by LP, PP2,3,4,6,7 in touristic towns with a traditional fishing background and by PP5 at the Poreč Fair, in collaboration with seafood restaurants.	
6.7	2.4	D2.4.3.: Events for students	Public Event Meeting	PP3	ALL PPs	PP3 with support by all partners will coordinate the production of educational media about the importance of sustainable fisheries to be distributed to elementary students in the Project Area. All PPs will coordinate with local schools to hold educational events (at least 2 per Region involved). PP3 and PP6 will also offer students of chef schools 2 workshops each on cooking with SSF products certified with sustainability label.	
6.7	2.4	D2.4.4.: Awareness-rising seminars for SSF operators	Public Event Meeting	PP3	ALL PPs	Each regional PP shall carry out at least 2 Awareness rising seminars in its area, based on the contents defined by PP3 with support by all partners, to illustrate to operators the benefits of adhering to a cross-border SSF association and adopting a sustainability certification protocol.	
6.4	2.5						
6.5	2.5	D2.5.1.: Final Conference	Public Event Meeting	PP9	ALL PPs	The Conference will be organized by PP9. The event will present and share project results and communicate how they can feed future actions, sectoral programmes and strategies contributing to innovative and sustainable Small-Scale Fisheries in the Adriatic Sea, and their integration into the Blue Growth context. PP9 will be charge of events organization with the contribution and the participation of all Partners. Relevant policy makers, representatives of ESI funds MA, of ETC Program MA and of Macroregional strategies governing board will be invited to attend and to give speeches.	