

COMMUNICATION STRATEGY

ASTERIS

Priority axis: Safety and resilience

Summary

1. Overview of the project	1
2. Communication and Dissemination strategy	5
2.1 General objectives and responsibilities	5
2.2 Internal and external communication	6
2.3 Key messages	7
2.4 Target groups	8
3. Communication activities and tools	10
3.1 Start-up activities.....	12
3.2 Media relations and publications	13
3.3 Digital activities including social media.....	15
3.4 Public events	17
4. Communication activities summary and timeline.....	19
5. Monitoring and evaluation	21
Tools (hashtags and list of acronyms) Hashtags.....	22
List of acronyms and abbreviations	23

1. Overview of the project

The ASTERIS project has been financed at the Call for proposal 2017 Priority Axis Safety and resilience of Interreg V Italia-Croazia 2014-2020 Programme.

The Adriatic region is highly vulnerable to the adverse impacts of climate change. Although attention has been paid to the understanding of climate change impact and risks over the last decades, the Adriatic community still faces a lack of common risk assessment. Particularly, water supply issues are an essential aspect in the development and sustainability of societal ecosystems. Coastal aquifers are characterised by a natural gradient towards the seaboard, where groundwater discharges into the sea.

A saline wedge normally exists below lighter freshwater. The interface between freshwater and heavier seawater is in a state of dynamic equilibrium and the interface is a transition zone of mixed salinity. The flow of seawater toward freshwater aquifers on land, however, is also a common result of groundwater pumping and withdrawal for agricultural, industrial and other public purposes. With excessive pumping the natural hydraulic gradient towards the sea may be reversed and the intrusion can then extend to the pumping boreholes, which become saline.

Plans for groundwater resource management demand a realistic estimate of future local sea-level response for a range of the most likely to the worst-case scenarios of global warming. It is, therefore, imperative understanding the interaction between fresh groundwater and seawater intrusion in a sea-level rise perspective to achieve a sustainable management of coastal water resources. Despite a general knowledge on climate-change driven sea-level rise, a down scaling approach to Adriatic scenarios, which represents a crucial pre-requisite for regional (realistic) estimate, is still not completely resolved.

Moreover, the understanding of the influences of sea-level rise on salt ingression is not uniform at a local scale depending on a complex of factors for each site, including the hydrogeological setting, local rates of ground water extraction and hydrological regimes. The Italian and Croatian coasts are subject to the influences of touristic pressure, entailing the increasing extraction of groundwater in peak periods, and its effect on salt ingression, as well as the

effects of pumping for agriculture during drought, which are often not taken into account in the management plan for water catchment.

This project aims, on the basis of a common assessment of spatial and temporal variation in seawater intrusion, at identifying and mapping needs and barriers in risk management and to provide practical tools for a sustainable management through the identification of boundary conditions at a local scale.

The management and the regulative framework for the use of groundwater, largely differs from Italy and Croatia. Nevertheless, the problems that the two countries are going to face will be very similar, depending on the evolution of common variables (changes in precipitation rates and Adriatic sea level rise).

Main objective: The overall objective of the project is to improve the understanding of spatial and temporal (based on future downscaled climate scenarios) variation in seawater intrusion, to identify and mapping needs and barriers in risk management and to provide an adaptation plan, containing practical tools for a sustainable management.

To this overall objective, the project will provide two main outputs:

- A map of vulnerability to coastal salinisation at the macro-regional scale (Adriatic) based on future scenarios for sea-level rise and the hydrological cycle.
- Best practice and guidelines for the management of vulnerable site defined through an analysis of representative case studies in Italy and Croatia.

Beside the main objective, Asteris has also a few specific objectives as its target:

- **Specific objective:1:** The project is expected to contribute to a significant improvement of the knowledge of present and future salt ingressions in the Adriatic area from which inhabitants of Italy and Croatia can benefit.
- **Specific objective:2:** The second specific objective aims to identify and map needs and barriers in the management of coastal fresh ground water in the assessed risk scenarios.
- **Specific objective:3:** The project is expected to contribute to the capacity of applying mitigation and adaptation policies of coastal aquifers by diminishing the risk to saline intrusion through the integration of vulnerability maps and the analysis of specific case studies

Cooperation: The hydrogeology of aquifers in the cooperation area is not uniform and presents different potential risks. On the other hand, the innovative approach adopted for the definition of sea-level rise scenarios will potentially provide different outputs on a local scale. It is the nature itself of the scientific basis of the project that needs a highly resolved network of information and data points that can be assured only with a strong cooperation action within the study area.

The realisation of a common map of risk to salt ingressions needs a cross border approach. The downscaled model of future climate scenarios are referred to a common area and, in order for them to be built, it needs shared input from both sides. Moreover, for the characterisation of the risks, the knowledge of the different coastal aquifers and of their behaviour is essential, and it implies the involvement of the two countries.

Mutual benefits for the partners derive from the complementarity of expertise and actions, with each partner contributing its own segment to build the general picture of the project implementation. The topic of the project entails a multifold integrated analyses approach which cannot be undertaken individually, in terms of expertise, by any of the partners.

ASTERIS will provide outputs on 3 different issues:

1. scientific as testing the numerical simulation against data obtained) and managing
2. territorial as assessing the vulnerability to salt intrusion in the northern Adriatic region;
3. management as strategic adaptation plans.

High-resolution maps of risk to salt ingressión will be made available to territorial agencies via institutional networks of national agencies involved that will be the owner of results and outputs holding the responsibility for the adoption of related adaptation measures.

Territorial maps developed will thus provide a basis for the analysis of risk to local/regional territorial agencies in the time range of the model developed, i.e. the next decades.

2. Communication and Dissemination strategy

2.1 General objectives and responsibilities

The main goal of the Dissemination and Communication strategy is to raise awareness of the project activities. Publishing and disseminating the results of the project and attracting the major stakeholders to events and activities organised by the partnership, we intend to guarantee:

- maximum impact of the project itself during its lifetime (24 months)
- sustainable benefits to the stakeholders involved

This document is elaborated in order to generate an effective communication process aimed at widespread dissemination of ASTERIS objectives, activities and results between partners and audience involved in project implementation using different communication channels.

Communication strategy contains activities' description as planned in Workpackage 2 in the approved application form, guidelines for official logos and visual identity elements, templates and formats.

An effective communication objective should therefore be **SMART**:

Specific: it contributes to the relevant change at the specific objective level

Measurable: it is possible to measure the baseline, the target and, if necessary, the milestones

Achievable: it is possible to achieve the target

Relevant: it contributes to the change at a priority axis and Programme level

Time-bound: it is available and updated at different points in time

Metris is responsible for coordinating the implementation of the communication strategy, but all other PPs will be actively involved. Information and publicity measures will be coordinated among the PPs and each PP is equally responsible to ensure the adequate promotion of the project and contribute to the dissemination especially in their own region. They will involve in each territory the referred target group, in order to become good ambassadors for the project in all the project areas.

As communication is a horizontal project task that implies the engagement of all project partners, each project partner will appoint one person responsible for communication setting up a communication board aimed at ensuring a good collaboration system and increasing the impact and visibility of the project.

ASTERIS communication strategy contributes to the Programme Communication Strategy and is a key element to ensure the durability of project outputs itself.

A well-structured Communication Management Structure and a solid Communication Strategy can be exploited again in future projects.

2.2 Internal and external communication

The Communication strategy will act at internal and external level providing a support tool for communication activities, in order to increase both coordination among the partners identifying a common language useful to achieve the expected results and high visibility to the project activities and outputs ensuring high level of accessibility and understanding to all targets.

Internal communication focuses on communication flows within the project partnership, in order to guarantee a good communication and a correct implementation of the project activities. It foresees mailing and quick interpersonal communication (chat, skype call, etc.) as the most appropriate instrument to facilitate the flow of information, simplifying the work and furthering relations and contribution of all the partners involved in the project implementation: a good internal communication management within the partnership is a key for the successful external communication of the project.

External communication, on the other hand, aims at spreading project outputs and results throughout the included regions and to raise awareness in a wider audience of the included area

2.3 Key messages

A message is a simple and clear idea that has to become a guiding principle for all kinds of communication – everything from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders.

A message should be:

- Short
- Attractive
- Easy to remember
- In line with the purpose of the project.

Identifying and launching ASTERIS core messages, around which the communication objectives will revolve, is a major challenge for the communication & dissemination plan.

Taking all these prerequisites into consideration, three potential core messages for ASTERIS are:

1. Safety and resilience plays an essential role for the adaptation to climate changes.
2. Cross-border cooperation will mainly result in an improvement of the protection and strengthening the resilience of coastal aquifers to saline intrusion as a result of the predicted impact of climate change in the Adriatic region
3. Developing an integrated approach for management of risks associated to saltwater ingression will ensure that inhabitants benefit from planning of adaptation measures

2.4 Target groups

Projects outputs and results must be visible, transferable, durable, taking into account inputs deriving from the involvement of key target groups. A target group is a clearly identified audience that has an interest in the project, either directly or indirectly: they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of the project results.

Target audience will differ depending on the nature of the message to be communicated and appropriate tools will be used to reach and engage each audience.

To sustain an effective communication strategy, projects should be concerned with stimulating a lifelong relationship with the target groups. These relationships should be:

- Directed to the real target that benefit from the communication;
- Committed, regular, true and transparent;
- Realistic and coherent with the purposes and promises of the project;
- Based on common knowledge, mutual feed-back and evaluation.

The target audience for each activity will comprise one or more of the following groups:

- SMEs
- Local, regional and national public authorities
- Regional and local development agencies
- Environmental associations and universities
- Research institutes
- Regional and local development agencies
- Nongovernment organizations,
- General public

3. Communication activities and tools

Communication activities will be focused in relation to the project. Communication strategy will ensure that ASTERIS project will disseminate achievements on development of the understanding of spatial and temporal variation in seawater intrusion.

For this purpose, several different outputs and results are planned within this work package.

Communication strategy will be built around a few main concepts and objectives:

- Start-up activities involving adaptation and implementation of the dissemination materials and organization of the kick-off meeting;
- Media relation and publications on different media instruments and channels (printed and video) such as TV, social media, conferences and well-respected journals;
- Digital activities through the project web platform, the Facebook page other social activities;
- Public events will be organized aiming to involve the identified stakeholders. Events will consist on meetings, ad-hoc seminars, conferences, focus groups and press releases. They will also have the scope to raise awareness on the understanding of spatial and temporal variation in seawater intrusion, its adaptation plan and practical tools for a sustainable seawater intrusion management, and to transfer knowledge learnt from multi-project collaboration.

Project website management:

PP4 will gather information electronically on project updates from designated PPs Communication responsible who will then upload content on the dedicated project website on IT-HR web platform. PPs will have access to the Facebook and other social ASTERIS pages where the content on project implementation will be generated by PP4, after receiving updates from PPs Communication responsible.

All PPs will publish on their institutional websites short articles informing on ASTERIS financial support from the EU and on project activities, outputs and achievements.

WP2 main output is the definition of framework, set of measures and actions to promote the project outputs and results, the identification of local, regional, national and EU communication channels, the description of focused and customized dissemination strategies for local usage.

This set of measures will consist of:

- Tools for publications like event invitations, letterhead, watermark, leaflets (in English, Italian and Croatian language), roll-up. ASTERIS logo adapted and implemented according to the IT-HR Programme common image. Poster designed to be placed at PPs
- Project gadgets to be distributed to target groups during public events and for publicity purposes.
- Dissemination of project outputs and results at international level through participation, presentation and publication in well-respected journals and conferences (at national, IT-HR and EU level) and through distribution of newsletters.
- Initiatives promoted through local, regional and national media, mainly TV, press agencies and specialised web portals.
- ASTERIS website on IT-HR web platform and ASTERIS social media tools (ASTERIS Facebook and Twitter pages with video or interviews recorded during public events). PPs institutional websites will be also used for ASTERIS publicity.
- The project results will be disseminated also through:
 - Public Events in Italy and Croatia where at least 400 attendees are expected. A Final Event where 200 attendees are expected.
 - Participation to IT-HR/European Union Institution public events where project representatives will present ASTERIS results and achievements.

Activities and tools for the implementation of the communication plan have been divided into four groups according to their specific objective:

- WP2 Act. 2.1. Start-up activities
- WP2 Act. 2.2. Media Relations and publications
- WP2 Act. 2.3. Digital activities including social media
- WP2 Act. 2.4. Public events

3.1 Start-up activities

Objective: elaboration of a clear communication strategy by defining goals, keys stakeholders, target groups, media and use of the branding image of the project for the official promotion in order to give a common message to the external audience. The strategy includes also project website management.

The activity aims at ensuring an effective settlement of the communication management structure: the LP appoints a Communication Manager of WP2 leader while each PP appoints a Communication Responsible.

A Communication strategy in order to ensure an adequate project's outputs and results dissemination will be developed.

Concerning the ASTERIS visual identity, will be adopted the logo, graphics and templates provided by the IT-HR Programme. These tools specified in the Factsheet 8 (Project communication) will be used in all communication products and channels.

The same for the project's poster of A1 size, stating the financial support by the EU. It will be made available to PPs for their local promotion.

Each partner should place it at a location readily visible to the public, such as an entrance area of a building. Organization of the project Kick-off Meeting where all the formal technical goals of the WP2 will be discussed

Outputs: 1 communication strategy and dissemination plan, branding image, templates for promotion materials (logo, roll up, posters, leaflets)

Duration: April 2019- July 2019

In line with wider EU cohesion policy goals for the current programming period, an aligned branding has been provided by MA including project logo and design templates which have been adapted and implemented. According to Interreg Italy-Croatia Communication Strategy, ASTERIS branding image must be displayed in project official documents and promotional materials together with European Union and Interreg Italy-Croatia Programme logo, in order to highlight that financing is provided from EU (ERDF).

As underlined in the Factsheet n. 8 (Project communication) all project partners will publish on their institutional websites (where these websites exist) a short description of the project, in English or in their local language. This description will be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.

Partners will 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.

3.2 Media relations and publications

Objective: implementation of a media communication and dissemination programme through the realisation of press releases disseminated to local media thanks to the elaboration of one media contact list.

This activity is mainly dedicated to project promotion through local, national and European media campaigns and in the identification of journals and conferences useful for publication and presentation in the topics addressed in ASTERIS, with the aim of ensuring a wide dissemination in scientific audiences and beyond.

More specifically, it includes at least one printed publication on relevant EU paper magazines, publication of at least one short portrait of the project adapted to different target groups.

100 copies of project leaflets will be printed by each PP in English and in original PP language in order to inform about project activities and planned results and to foster active involvement of the interested parties within the partnership area.

Each PP hosting an event will have to produce 1 project roll-up.

A newsletter will be created and distributed 3 times during the project life. All the promotional material will follow WP2 leader directives.

Press conferences will be organized in occasion of the Kick-off meeting, relevant network meeting and final conference.

On the basis of the press officers mapping of the individual partners, it will be planned a coordination activity for the press articles of content management and monitoring. The consortium will identify the main media channels in order to promote project's activities and disseminate its results.

Media relation and publications activities:

D 2.2.1 – ASTERIS Campaign on media. Initiatives will be promoted by PPs through media, mainly TV, press agencies and specialised web portals. (T.V.: 10; DATE: 31.12.2020).

D 2.2.2 – Publication in selected journals and conferences. Dissemination of project outputs and results at international level through participation and publication in well-respected journals and conferences (at national, IT- HR and EU level). (T.V.: 10; DATE: 31.12.2020).

D 2.2.3 – Project leaflets. Each PP will be in charge of printing 100 copies of ASTERIS leaflets in English and in original PP language. Translation in Italian (LP), and Croatian (WP2 leader) will be provided. Leaflets will be designed by WP2 leader and printed 1400 copies (each PP prints a minimum of 100 copies in English and 100 copies in original language) for the first set of leaflets with general description of the project. As well as 200 copies (each PP prints 10 copies in English and 10 copies in original language) for the second set of leaflets with main

outputs at the end of the project lifetime. (T.V.: 1400; DATE: design up to 31.03.2019 and prints up to 31.10.2020).

D 2.2.4 – Project roll-up. Each PP hosting an ASTERIS event will purchase a roll-up that will be design by WP2 leader at the beginning of the project. (T.V.: 5; DATE: 31.03.2019).

D 2.2.5 – ASTERIS Newsletter. A newsletter will be distributed 3 times. Newsletter will be sent out electronically to key stakeholders and will contain ASTERIS achievements. The main language will be English, but translation in Italian (LP) and Croatian (WP2 leader) will be provided to reach target groups at all levels. Newsletter will be design by WP2 leader in accordance with all PPs and will be distributed 3 times during project lifetime (T.V.: 9; DATE:31.12.2020).

D 2.2.6 – Project gadgets. Gadgets will be distributed from ASTERIS PPs to target groups for publicity purposes. They will also be distributed at other public events (EU institutions/IT-HR events) and final event. Each PP will decide what gadgets to make (150 gadgets per PP) with all key visuals of the project included. (T.V.: 1000; DATE:31.12.2020).

Duration: February 2019- December 2020

3.3 Digital activities including social media

As social media are becoming more and more important to reach a wide range of target audiences, the Programme encourages the development of an online presence through the use of social media channels addressed to the specificities of the target audiences ensuring an useful feedback.

Social networking platforms as Facebook and Twitter will be used to involve stakeholders by invitation to public events and inform on project activities and relevant outputs. The aim is to create a “community” of stakeholders potentially interested in the project and willing to participate in the activities. Social tools will also enhance community engagement and exchange of views between stakeholders on project's topics. There will not be dedicated social

accounts and each partner will contribute to dissemination on the basis of a shared editorial plan.

This activity is completely devoted to project promotion through electronic media and transfer of knowledge among involved partners, stakeholder and general public. ASTERIS will use web-platform (main tool for the dissemination of the project both on local and European level) and social media (Facebook and Twitter ASTERIS page will be created for a fast and versatile communication) for the continuous update of the project activities and results, also providing news and general information.

This modality of communication ensures a more sustainable dissemination without production of paper materials and documents bringing higher impact in regards to people reached by the project activities and objectives.

PP4 will conduct a mid-term monitoring report assessing the impact of communication activities. Based on the results, Communication Plan will be updated. PP4 will also compile a final report on communication, referring to the whole project period.

Digital activities:

D 2.3.1 – ASTERIS website on IT-HR web-platform management. The dedicated project website on IT-HR web platform will be constantly updated with project outputs, news and general information. (T.V.: N/A; DATE: 31.12.2020).

D 2.3.2 – ASTERIS social media tool. A Facebook and a Twitter page will be created. (T.V.: 2; DATE: 30.06.2019).

D 2.3.3 – ASTERIS social media tool management. The social media tool will be constantly animated with project news, videos, pictures and general information. (T.V.: N/A; DATE: 31.12.2020).

D 2.3.4 – PPs' institutional websites for ASTERIS publicity. All partners will publish on their institutional websites short articles informing on ASTERIS financial support from the EU and on project activities, outputs and achievements. (T.V.: 10; DATE: 31.12.2020).

D 2.3.5 – Mid-term Communication report. PP4 will conduct a mid-term monitoring report assessing the impact of communication activities, number of target groups reached & fulfilment of communication objectives. Based on the results presented at the 3rd STC meeting, the Communication Strategy will be updated. (T.V.: 1; DATE: 31.12.2019).

D 2.3.6 – Final communication report. A document reporting key data on Communication at national and local level. (T.V.: 1; DATE: 31.12.2020).

Duration: February 2019- December 2020

3.4 Public events

Objective: Project partners will be in contact with the representatives of stakeholders in order to share the achieved outputs of the project and to have a feedback from their side.

Partners will identify a pool of relevant dedicated international events in order to present project activities and results.

Organisation of several public events throughout the project lifetime will be essential for the involvement of key local actors within the PPs area. They will be also opened and important for reaching stakeholders across Europe and from IT-HR Programme Area. All relevant target groups will be identified (citizens, technical experts, journalists, institutional stakeholders) and each group will be addressed through dedicated communication events such as meetings, ad-hoc seminars, conferences, focus groups, press releases.

Except the KoM and the Final Event, every six months a PP (specific PPs are defined in “Deliverables”) will be in charge of hosting a public event.

At least 1 high level event involving relevant policy makers, presence of ESI funds’ MA, ETC Program’s MA and Macro-regional strategies’ GB and members of EUSAIR TSG for Pillars 1 and 3 (checking project results’ compliance with EUSAIR priorities) will be organized.

According to the Annex XII of the Regulation (EU) No 1303/2013, the project will produce place a poster (of minimum A1 size) 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.

Public events activities:

D 2.4.1 – 1st Public Event (central Italy). LP will host the event that will cover the central Adriatic area in Italy. 100 attendees expected. (T.V.: 1; DATE: 30.03.2019).

D 2.4.2 – 2nd Public Event (south Croatia). PP5 will host the event that will cover the south Adriatic area in Croatia. 100 attendees expected. (T.V.: 1; DATE: 30.09.2019).

D 2.4.3 – 3rd Public Event (central-north Italy). PP3 will host the event that will cover the central-north Adriatic area in Italy. 100 attendees expected. (T.V.: 1; DATE: 31.12.2019).

D 2.4.4 – 4th Public Event (central-south Italy). PP2 will host the event that will cover the central-south Adriatic area in Italy. 100 attendees expected. (T.V.: 1; DATE: 30.06.2020).

D 2.4.5 – ASTERIS Final Conference (north Croatia). PP4 will organize the final event that will contribute to raise awareness on the understanding of spatial and temporal variation in seawater intrusion, its adaptation plan and practical tools for a sustainable seawater intrusion management. 250 attendees expected. (T.V.: 1; DATE: 15.12.2020).

D 2.4.6 – Participation to IT-HR/EU public events. Participation on IT-HR/European Institution public events, mainly in joint events organized in cooperation with other IT-HR projects funded under S.O. 2.1 in order to promote the respective achieved results. (T.V.: 3; DATE: 31.12.2020).

Duration: January 2019- December 2020

4. Communication activities summary and timeline

WP/Act Number	WP/Activity title and duration	Target value	Responsible	PPs involved
WP2	Communication activities (PP4)			
Act 2.1	Start-up activities (01.01.2019 - 28.03.2019)			
D 2.1.1	ASTERIS Communication Management Structure	1	PP4	ALL PPs
D 2.1.2	Communication Strategy	1	PP4	ALL PPs
D 2.1.3	Tools for coordinated ASTERIS image / IT-HR tools for publications	8	PP4	ALL PPs
D 2.1.4	ASTERIS Kick-Off Meeting	1	LP - PP4	ALL PPs
Act 2.2	Media relation and publications (01.01.2019 - 31.12.2020)			
D2.2.1	ASTERIS Campaign on media	10	PP4	ALL PPs
D2.2.2	Publication in selected journals and conferences	10	PP4	ALL PPs
D2.2.3	Design of 1st Project leaflets	1400	PP4	ALL PPs
	Design of 2nd Project leaflets	200	PP4	ALL PPs
D2.2.4	Project roll-up	5	PP4	ALL PPs
D2.2.5	ASTERIS Newsletter	9	PP4	ALL PPs
D2.2.6	Project gadgets	1000	PP4	ALL PPs
Act 2.3	Digital activities (01.01.2019 - 31.12.2020)			
D 2.3.1	ASTERIS website on IT-HR webplatform management	N/A	PP4	ALL PPs
D 2.3.2	ASTERIS social media tools	2	PP4	
D 2.3.3	ASTERIS social media tools management	N/A	PP4	ALL PPs
D 2.3.4	PPs' institutional websites for ASTERIS publicity	10	PP4	ALL PPs
D 2.3.5	Mid-term Communication Report	1	PP4	ALL PPs
D 2.3.6	Final Communication Report	1	PP4	ALL PPs
Act 2.4	Public Events (01.01.2019 - 31.12.2020)			
D 2.4.1	Public Event (Central Italy - Urbino)	1	LP	ALL PPs
D 2.4.2	Public Event (South Croatia - Split)	1	PP5	ALL PPs
D 2.4.3	Public Event (Central-North Italy - Ravenna)	1	PP3	ALL PPs
D 2.4.4	Public Event (Central-South Italy - Fano)	1	PP2	ALL PPs
D 2.4.5	ASTERIS Final Conference (North Croatia - Pula)	1	PP4	ALL PPs
D 2.4.6	Participation to IT-HR/EU public events	3	LP - PP4	ALL PPs

	Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Activity number	Activity title																								
	Start up activities																								
D 2.1.1	ASTERIS Communication Management Structure																								
D 2.1.2	Communication strategy																								
D 2.1.3	Tools for coordinated Asteris image/ tools for publication																								
D 2.1.4	Kick off meeting																								
	Media relation and publication																								
D 2.2.1	Campaign on media																								
D 2.2.2	Publication in selected journals and conferences																								
D 2.2.3	Project leaflets																								
D 2.2.4	Project roll-up																								
D 2.2.5	Asteris newsletter																								
D 2.2.6	Project gadgets																								
	Digital activities																								
D 2.3.1	Asteris website on IT-HR webplatform management																								
D 2.3.2	Asteris social media tool																								
D 2.3.3	Asteris social media tool management																								
D 2.3.4	PP's institutional websites																								
D 2.3.5	Mid term communication report																								
D 2.3.6	Final communication report																								
	Public events																								
D 2.4.1	1st Public event																								
D 2.4.2	2nd Public event																								
D 2.4.3	3rd Public event																								
D 2.4.4	4th Public event																								
D 2.4.5	Asteris final conference																								
D 2.4.6	Participation to IT-HR/EU public events																								

5. Monitoring and evaluation

Information and communication activities will be evaluated in order to check for their effectiveness and efficiency.

The monitoring activities will contribute to:

Measure the progress in relation to planned budget, activities, assumption and outputs;

- Find problems and identify solutions and put them in place;
- Collect source of data for the Evaluation
- The Evaluation activity will be carried out following both quantitative and qualitative methods:
- The quantitative method is mainly based on statistic;
- The qualitative method is based on group interviews, individual interviews, questionnaire, brainstorming.

An Evaluation Plan will be designed taking into account such methods, the Project Application Form and the Communication Plan. Specific indicators will be identified, in particular:

- Output indicators in order to measure the direct outcomes of information and communication activities (n. Of meetings taking place);
- Result indicators in order to measure the immediate effects of outputs on those in receipt or benefiting from them
- Impact indicators in order to measure direct or indirect consequences of information and communication activities, such as the awareness of different audiences and their response (n. Posts or enquiries received)

Tools (hashtags and list of acronyms) Hashtags

Here's a list of hashtags we suggest you to use in your social communication to armonize the project's communication:

Officials:

- #ASTERIS
- #AsterisProject

#Interreg #Italy #Croatia Sectorial:

- #safety#resilience
- #climatechange
- #adaptationplan

Related:

- #SMEs
- #research
- #sustainable exploitation

List of acronyms and abbreviations

Here's a list of acronyms and abbreviations we suggest you to use in your communication. If you'll use them on social networks, please remember that they are part of a sectorial language. Prefer the full expression and insert the acronym in brackets, i.e. Audit Authority (AA)

AA: Audit Authority

CA: Certifying authority

CBC: Cross-border cooperation

CP: Cooperation Programme

CPR: Common Provision Regulation

CSF: Common Strategic Framework

ERDF: European Regional Development Fund

ETC: European Territorial Cooperation

EUSAIR: European Union Strategy for Adriatic Ionian Region

JS: Joint Secretariat

MA: Managing Authority

MC: Monitoring Committee

MS: Member States

PA: Priority Axis

SME: Small and Medium enterprise

SO: Specific Objective

TA: Technical Assistance

TF: Task Force

TO: Thematic Objective