

D.2.1.2 – Communication strategy



1506
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INSTITUT ZA JADRANSKE KULTURE
I MELIORACIJU KRŠA SPLIT



METRIS
USTANOVA
CENTAR ZA ISTRAŽIVANJE MATERIJALA
ISTARSKE ŽUPANIJE



Document Control Sheet

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1. INTRODUCTION

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.

METRIS Research Centre (PP4) will be in charge of the WP2 and will ensure both external and internal communication.

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

2. Communication strategy

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 and can be transferred to other organisations/regions/countries outside of the current partnership and be re-used in other future project experiences.

Communication activities will be focused in relation to the project. Indeed, 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.

a Communication strategy was built around few main concepts:

- 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.

ANNEXES

- Communication strategy (document)