

D.2.1.3 – Tools for coordinated Asteris image



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



COMUNE
DI FANO



Document Control Sheet

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Duration	30 months

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Work Package Leader	Metris research center

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1. INTRODUCTION

Start-up activities (WP 2.1) aim at ensuring an effective communication management structure: WP2 Leader appoints a Communication Manager (CM) with proven experience in EU projects and capable of working in ITA, EN and HR languages. The CM is responsible for Communication Capitalization Plan (CCP) implementation with the contribution of a communication responsible appointed by each PP and for cooperation with MA/JS

The CCP aims at raising awareness and ensure effective publicity and dissemination of project objectives, actions and expected results. The CCP sets the communication and capitalization strategy (to be approved by the partnership) identifying objectives, main target groups, activities and tools, ensuring the involvement of all stakeholders in the project objectives.

IT-HR tools for publications like event invitations, letterhead, watermark, leaflets, roll-up and promotional material have been adapting. A poster of A1 size has been adapted and each partner places it at its headquarters' location and in a readily visible position.

WP2 leader proposes a common project image and a set of tools in ENG; each partner will have a version to disseminate at national level.

2. Tools for coordinated Asteris image

Concerning the ASTERIS visual identity, has been adapted the logo, graphics and templates provided by the IT-HR Programme. These tools are used in all communication products and channels.

The tools for coordinated ASTERIS image are foreseen by the Communication Plan/Strategy. All of them have been developed on the basis of the standards set by the Interreg Italy-Croatia, the Brand Manual, the Factsheet n.8 and the Communication KIT, featured by the programme

website: <https://www.italy-croatia.eu/docs-and-tools-details?id=38854&nAcc=7&file=8>

As far as regards the event invitation template, the letterhead, the office pack (Word, PPT, Excel with standard template), the project logo and further graphic elements, the Central Adriatic Ports Authority's task was just aimed to ensure that all of these tools were owned and properly used by each partner.

METRIS produced the official ASTERIS poster and adapted it for each project partner, by producing a specific version with single partner's main contacts (website, e-mail, telephone number). As ruled by the Factsheet n.8, each partner has printed an A1-size poster and placed it in a visible place of its headquarter.

Project poster contains the following elements:

- Programme and project logo
- Main facts and figures
- Project description
- Partners' logo
- Single Partner contacts

3. Pictures

LP – UNIVERSITY OF URBINO „CARLO BO“



PP 1 – NATIONAL COUNCIL RESEARCH (CNR)





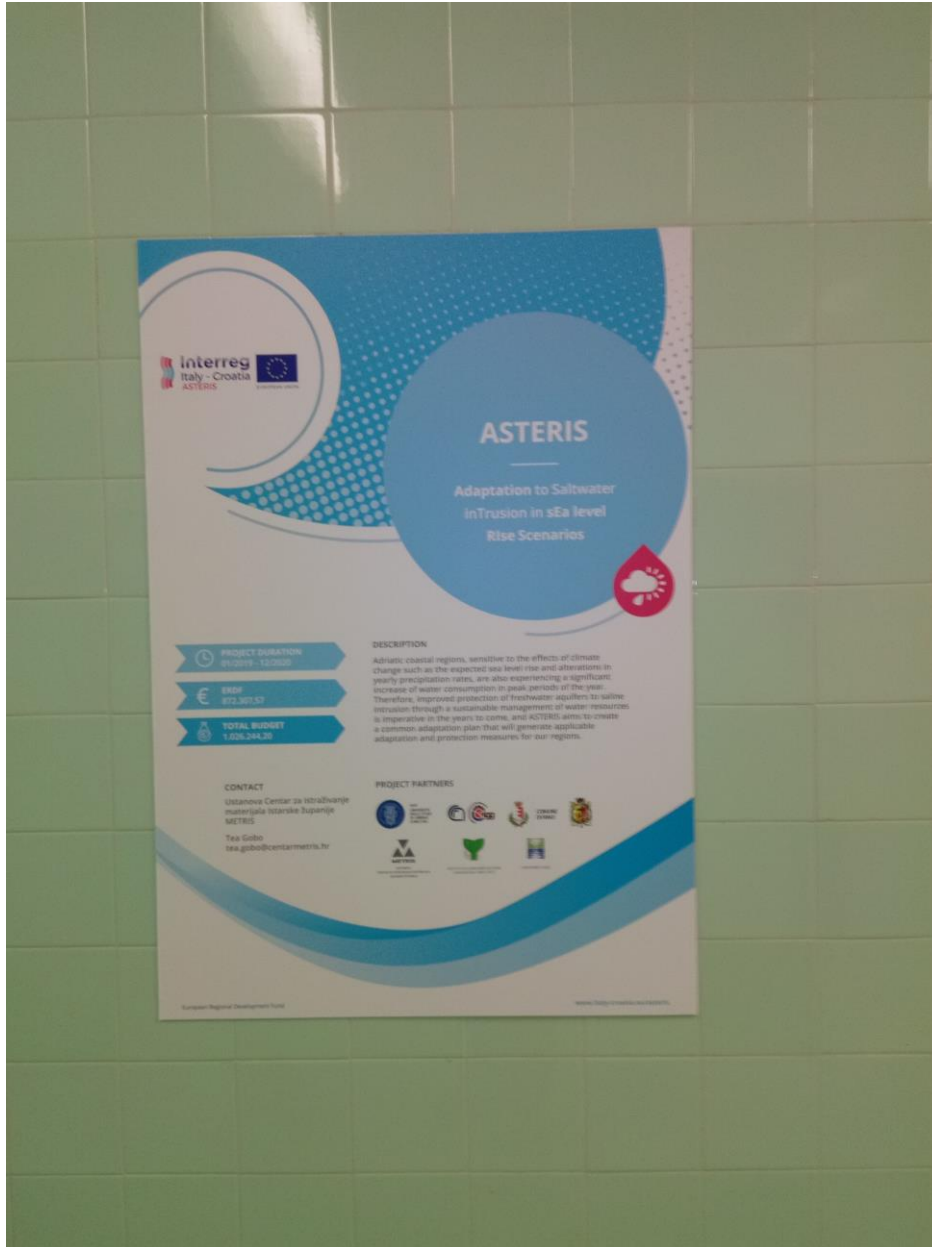
PP 2 – MUNICIPALITY OF FANO

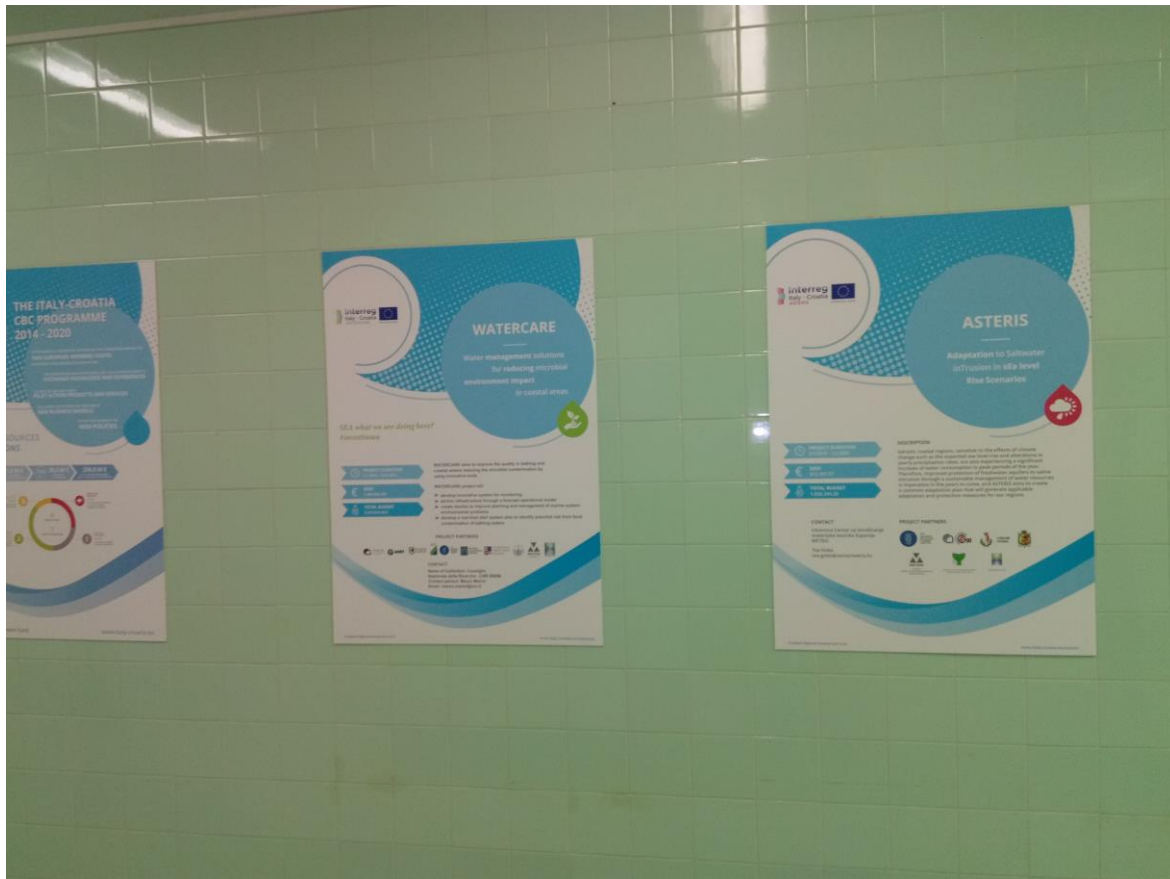


PP 3 – MUNICIPALITY OF RAVENNA



PP 4 – METRIS RESEARCH CENTRE



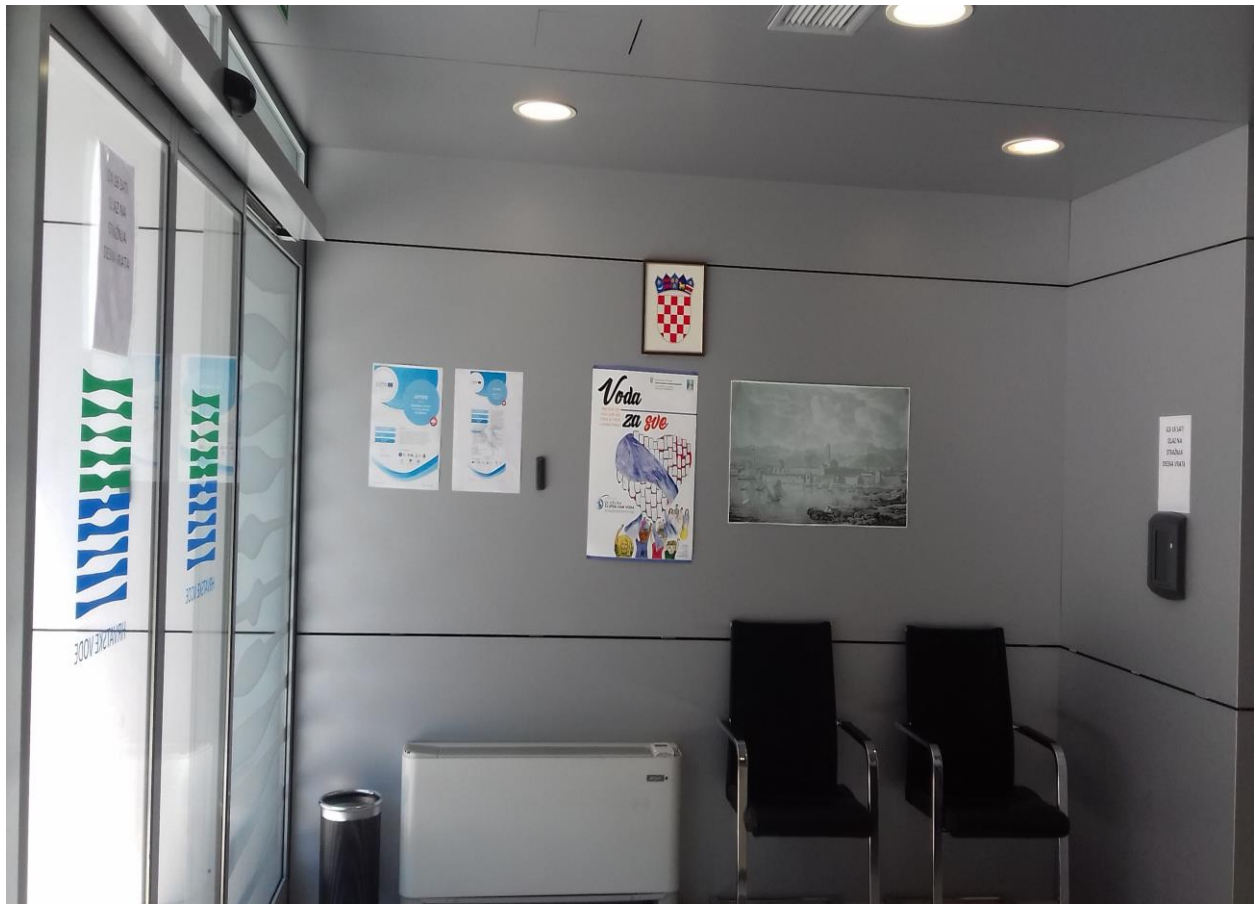


PP 5 – INSTITUTE FOR ADRIATIC CROPS AND KARST RECLAMATION (IACKR)



PP 6 – CROATIAN WATERS





ANNEXES

- ASTERIS Poster (template version for each project partner)
- ASTERIS Communication KIT