

D.2.2.6 – Project gadgets



1506
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COMUNE
DI FANO



Istarsko veleučilište
Università Istriana
di scienze applicate



Document Control Sheet

Project number:	10048765
Project acronym	ASTERIS
Project Title	Adaptation to Saltwater inTrusion in sEa level RIse Scenarios
Start of the project	January 2019
Duration	30 months

Related activity:	2.2. – Media relation and publication
Deliverable name:	2.2.6. Project gadgets. Gadgets will be distributed from ASTERIS PPs to target groups for publicity purposes.
Type of deliverable	Report
Language	English
Work Package Title	Communication activities
Work Package number	2
Work Package Leader	Istrian University of Applied Sciences

Status	Finished
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Version	1
Due date of deliverable	30 th of June 2021
Delivery date	30 th of June 2021

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1. INTRODUCTION

Identified target groups will be reached through different tactics and one of them is through the IT-HR tools for publications, respectively through distribution of Asteris gadgets during public events and conferences highlighting the news about the project and the achieved project results.

Distribution of project gadgets for publicity purposes during public events, they are fundamental for the durability of project's objectives.

Project gadgets are very significant communication tool because they could provide promotion effects not only during the project lifetime or immediately after its ended, but also for a long period after the end of the project mainly the general public target group..

This activity is mainly dedicated in project promotion to a wide audience, with the aim at ensuring a wide dissemination in scientific audiences and stakeholders at conference and to general public during the lifetime of the project.

This tactic is extremely useful in order to reach general public and all who were not able to participate to live/online public events or conferences from the other target groups. It represents a very versatile and fast communication instruments.

2. Project gadgets

As foreseen by ASTERIS Project Work plan the Communication Activities (WP4) include the production and distribution of gadgets within the media relation and publication activity during the project lifetime. Each project partner was in charge to produce gadgets to be then distributed at public events organized by each project partner or to attended conferences as well.

They have been produced by some partners, under the approval of WP2 leader, and distributed to target groups for publicity purposes.

Due to the imposed Covid-19 restrictions during the 2020 and 2021 the partnership agreed that all public events and meetings are to be held online instead previously planned as live events. Due to the persistence of covid 19 pandemic and the impossibility of their distribution the partnership commonly agreed that only partners with the possibility of organizing live or hybrid events needed to produce gadgets.

Conversely to what declared in the application form, only 3 partners managed to produce gadgets. The distribution was very limited because all public events and conferences were switched to online events in 2020 and 2021 due to the persistence of the covid 19 pandemic and the impossibility to organize them live. Gadgets were distributed to stake holders and other target groups during the public events in Pula and Fano and during the press conferences organized in 2019 (Barban and Metrs headquarter)

Unfortunately, due to the covid 19 pandemic and the imposed restrictions, the target value was not reached, as 1000 items were foreseen and 730 was the final number of produced gadgets.

Here below it is possible to retrieve the detailed list of produced gadgets, sorted out per producing partners:

1) ISTRIAN UNIVERSITY OF APPLIED SCIENCES:

- 30 file folders
- 30 block notes

2) RAVENNA:

- 20 Eco usb memory sticks
- 100 pencils
- 100 eco shopper bags
- 100 block notes

3) FANO:

- 100 salt shakers
- Various postcards

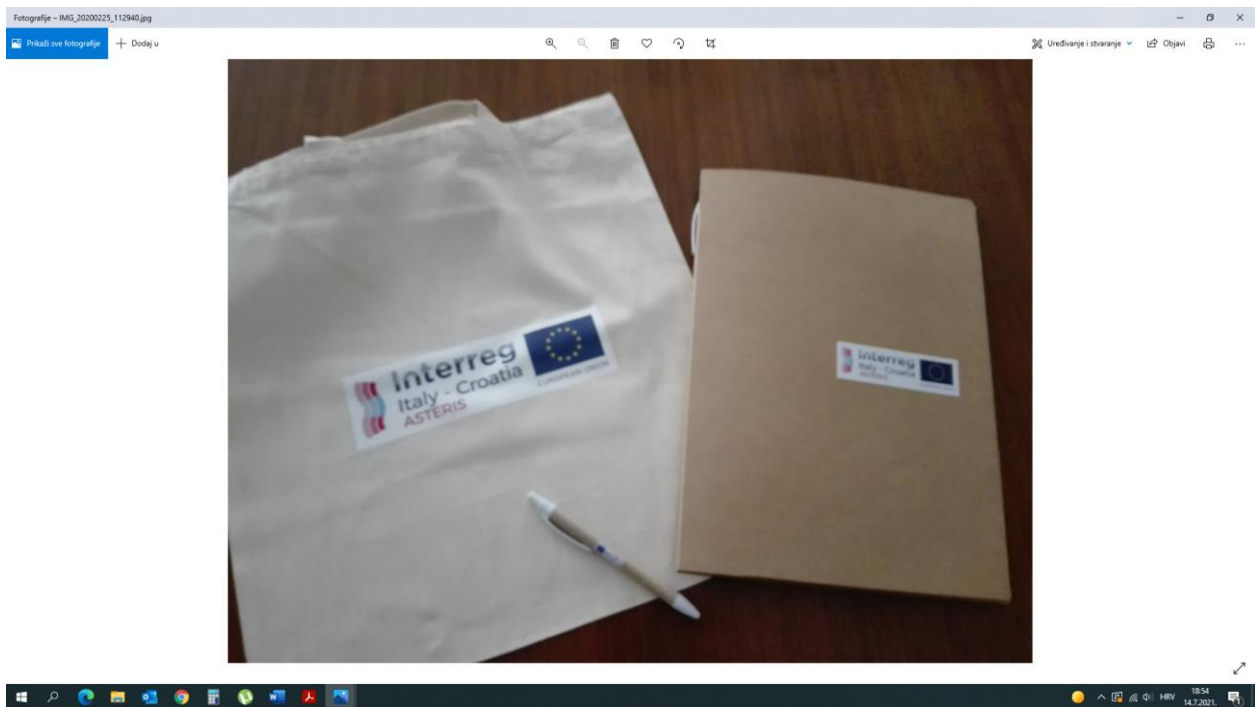
4) UNIURB

- 50 salt shakers
- 200 maps on average salt salinity

3. Pictures and screenshots







D 2.2.6. Project gadgets

