

# D.2.3.5. – Mid-term Communication report



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## Document Control Sheet

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# 1. INTRODUCTION

Communication activities are an important and integral part of project implementation and require detailed planning and monitoring of its activities and results.

The Mid-term communication report is conducted assessing the impact of communication activities. number of target groups reached & fulfilment of communication objectives.

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

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

According to WP2, activities addressed to the project visibility were continuously performed during the first year of the project such as: printed publications, campaign on media, press conferences, digital materials, newsletter, etc. As well as, each PP placed an A1 poster in a visible position at its headquarter.

After producing the 1st leaflet, the design for the new leaflet to use for spreading the final project results has been also created.

PPs have been continuously publishing on its website the information of the project itself with updates on its activities and outputs.

Asteris social media tools Facebook and Twitter account are constantly animated with project news, videos, pictures and general information. The release of the dedicated project website on IT-HR web-platform was delayed and is started to be updated with project news during the 2nd reporting period.

The first edition of project newsletter has been prepared by 31.12.2019 but the partnership preferred to send it out in January 2020, after Christmas holidays.

PP4 conducted 2 media campaigns to promote the objectives, activities and planned results of the project ASTERIS 2019 through a press conference, making a big impact for the visibility of the project.

Project leaflets, promotional folders and block-notes were also distributed during the press conferences that took place in 2019.

## 2. Activity 2.1. Start-up activities

Project partners reached the 100% of the expected results for the activity 2.1. as all the deliverables were produced in time.

### Start-up activities:

2.1.1. Project Communication management structure: Appointment of the Communication Manager PPs' communication responsible

2.1.2. Communication strategy: Definition of framework and set of measures and actions to promote the project outputs and results.

2.1.3. Tools for coordinated ASTERIS image: IT-HR tools for publications like event invitations, letterhead, leaflets, etc. Design and placement of the poster of A1 size at the visible location at the headquarters of each PP.

2.1.4. ASTERIS Kick-off meeting: Organisation of the KOM in Urbino.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.1.1.	ASTERIS Communication Management Structure	Communication Management Structure was set up by appointing 1 person per project partner as responsible for communication activities, who all give information to the CM and receive instructions and guidance.	<b>1 project Communication Management Structure</b> appointed
2.1.2	Communication Strategy	Communication strategy was developed in order to ensure adequate dissemination of project activities and results.	<b>1 project Communication Strategy</b> produced

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.1.3.	Tools for coordinated ASTERIS image	<p>The Programme provided ASTERIS visual identity through the Communication kit, which was used to develop specific tools:</p> <ul style="list-style-type: none"> <li>- poster of minimum A1 size placed visibly in each PP's premises</li> <li>- project roll-up</li> <li>- project letterhead</li> <li>- event invitation</li> <li>- PPT presentation</li> <li>- project funding label</li> </ul> <p>PP4 METRIS designed the tools and shared to all PPs.</p> <p>Project funding labels have been placed visibly on the purchased equipment.</p>	<p><b>7 project posters</b> (1 per each partner) designed</p> <p><b>7 posters visibly placed</b></p> <p><b>7 project roll-ups</b> (1 per each partner) designed</p> <p><b>4 roll-ups created</b></p> <p><b>1 project letterhead template</b> designed</p> <p><b>1 project event invitation template</b> designed</p> <p><b>1 project PPT presentation template</b> designed</p> <p><b>1 project funding label created</b></p> <p><b>6 project funding labels</b> on project equipment purchases</p>

## 3. Activity 2.2. Media relations and publications

Project partners reached the 50% of the expected results for the activity 2.2. as all the deliverables are to be produced by the end of the project. So far, we have produced 50% of the asked deliverables during the first year of the project.

### Media relations and publications:

D 2.2.1 – ASTERIS Campaign on media. Initiatives will be promoted by PPs through media, mainly TV, press agencies and specialised web portals.

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

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. Leaflets will be designed by WP2 leader and printed 1400 copies for the first set of leaflets with general description of the project. As well as 200 copies for the second set of leaflets with main outputs at the end of the project lifetime.

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

D 2.2.5 – ASTERIS Newsletter. A newsletter will be distributed 3 times. 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.

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.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.2.1.	ASTERIS campaign on media	<p>Kick-off meeting and project launch have been promoted through media by LP UNIURB in March 2019.</p> <p>PP3 Municipality of Ravenna sent a press release in June 2019.</p> <p>During a joint public event in Barban in June 2019, PP4 METRIS conducted a media campaign to promote the objectives, activities and planned results of the project ASTERIS. The event was covered by all the leading media in the Region of Istria, making a big impact for the visibility of the project. Promotional folders and block-notes were distributed.</p> <p>PP4 METRIS organized TV promotion in July 2019 and held a press conference in December 2019, in occasion of 10 years of METRIS celebration.</p> <p>PP5 IACKR sent a press release and published project news in occasion of the 2<sup>nd</sup> SC meeting.</p>	<p><b>6 media promotional actions:</b></p> <ul style="list-style-type: none"> <li>- launch of the project, Urbino, Italy, March 2019</li> <li>- press release, Ravenna, Italy, June 2019</li> <li>- press conference, Barban, Croatia, June 2019</li> <li>- promotion on regional TV, Pula, Croatia, July 2019</li> <li>- promotion in occasion of 2<sup>nd</sup> SC meeting, Split, Croatia, October 2019</li> <li>- promotion in occasion of 10 years of METRIS celebration, Pula, Croatia, December 2019</li> </ul> <p><b>32 publications on web sites and social media</b></p> <p><b>2 TV covers</b></p> <p><b>1 radio cover</b></p> <p><b>3 paper printed publications:</b></p> <ul style="list-style-type: none"> <li>-2 in regional leading printed newspaper Glas Istre (Istria, north Croatia, edition 22.000 copies)</li> <li>- 1 in national business magazine Lider (Croatia, edition 9.000 copies)</li> </ul> <p><b>3 press releases</b></p>
2.2.2.	Publication in selected journals and conferences	-	-



COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.2.3.	Project leaflets	PP4 METRIS created informative project leaflets A5 size in English, Italian and Croatian language and distributed the design to all the PPs for promotional use.	<b>3 language versions of project leaflet</b> <b>100 English leaflets produced</b> by PP4 <b>100 English leaflets produced</b> by PP3 <b>100 Italian leaflets produced</b> by PP3
2.2.4.	Project roll-up	PP4 METRIS designed project roll-ups for all partners for promotional use. Physical production of roll-ups follows the dynamics of partner meetings and public events	<b>7 project roll-ups designed</b> (1 per each partner) <b>4 roll-ups created</b> by partners
2.2.5.	ASTERIS newsletter	PP4 METRIS created the 1 <sup>st</sup> project newsletter in English language, and it will be translated into Italian and Croatian language for sharing information on project activities and results to the widest audience.	<b>Newsletter n.1 English version</b>
2.2.6.	Project gadgets	An initial series of project promotional folders and block-notes were created and distributed by PP4 METRIS.	<b>30 folders</b> produced <b>30 block-notes</b> produced

## 4. Activity 2.3. Digital activities

Project partners reached the 60% of the expected results for the activity 2.3. as some of the deliverables are to be produced by the end of the project. So far we have produced the Asteris website on IT-HR platform, Asteris social media tools (Facebook and Twitter account), and the Mid-term Communication report.

Digital activities:

D 2.3.1 – ASTERIS website on IT-HR web-platform management.

D 2.3.2 – ASTERIS social media tool. A Facebook and a Twitter page will be created.

D 2.3.3 – ASTERIS social media tool management.

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.

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.

D 2.3.6 – Final communication report. A document reporting key data on Communication at national and local level.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.3.1.	ASTERIS website on IT-HR web platform management	The Programme developed ASTERIS web page <a href="http://www.italy-croatia.eu/asteris">www.italy-croatia.eu/asteris</a> on the italy-croatia.eu web platform, and the Communication manager of the project was appointed as the Web content administrator of the page. The upload of web content is regular, but as the site has malfunctions it is still limited.	<b>1 project web site managed</b> by the Web content administrator on the Programme platform: <a href="http://www.italy-croatia.eu/asteris">www.italy-croatia.eu/asteris</a>
2.3.2.	ASTERIS social media tool	Facebook, Twitter and LinkedIn pages of the project have been created by PP4 METRIS.	<b>1 project Facebook page created:</b> <a href="https://www.facebook.com/Project-ASTERIS-619542138549002">www.facebook.com/Project-ASTERIS-619542138549002</a> <b>1 project Twitter page created:</b> <a href="https://twitter.com/AsterisProject">https://twitter.com/AsterisProject</a> <b>1 project LinkedIn profile created:</b> <a href="https://www.linkedin.com/in/project-asteris">www.linkedin.com/in/project-asteris</a>
2.3.3.	ASTERIS social media tool management	PP4 METRIS regularly adds content to ASTERIS Facebook, Twitter and LinkedIn pages, in order to spread information on the project activities and expected results.	<b>12 publications</b> on Facebook <b>269 followers</b> on Facebook <b>10 publications</b> on Twitter <b>1 follower</b> on Twitter <b>1 publication</b> on LinkedIn <b>6 followers</b> on LinkedIn

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS
2.3.4.	PP's institutional websites for ASTERIS publicity	Each PP has published project descriptions on its institutional website, with EU funding emphasized.	<b>7 published project descriptions</b> (on each PP's institutional website)
2.3.5.	Mid-term communication report	Mid-term communication report has been created. Additional interim communication progress reports are being created according to the timeframes of reporting periods.	<b>1 Mid-term communication report</b> <b>2 interim communication progress reports</b> following the activities of the 1 <sup>st</sup> and 2 <sup>nd</sup> reporting period produced
2.3.6.	Final communication report		

## 5. Activity 2.4. Public events

The first two public events in 2019. were planned to be organized in context of the KoM in Urbino and the SC meeting in Split. It was decided to postpone both events and organize it when the first results of project implementation (results from WP3 and WP4) can be shared to a wider and more variegated audience. So far, the PPs has not produced any deliverable within this activity (0%).

### Public events:

D 2.4.1 – 1st Public Event (central Italy). LP will host the event that will cover the central Adriatic

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area in Italy.

D 2.4.2 – 2nd Public Event (south Croatia). PP5 will host the event that will cover the south Adriatic area in Croatia.

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.

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.

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.

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.

## ANNEXES

- Mid-term communication report (documnet)