



PMO - GATE

PREVENTING, **M**ANAGING AND **O**VERCOMING

NATURAL-HAZARDS RISKS TO MITI**GATE** ECONOMIC AND SOCIAL IMPACT

<https://www.italy-croatia.eu/pmo-gate>

PMO-GATE

COMMUNICATION

PLAN

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“Project communication contributes to the Programme Communication Strategy.

In particular, project communication has to aim at making the general public, thematic experts, decision makers and other target groups in the Programme area aware of the project results and achievements, and has become one of the key elements to ensure durability and transferability of outputs and results; in fact, result orientation is the key mantra of the 2014-2020 programming period.”

*INTERREG V A Italy – Croatia CBC Programme
Factsheet n. 8 - Project Communication*

1. THE PMO-GATE PROJECT

1.1 General Description

PMO-GATE is a cross-border project that seeks to enhance safety and resilience for disaster due to natural hazards.

The overall objectives of the Project are:

- to increase the level of protection and resilience against natural disasters specific of the Italy-Croatia Programme area (Earthquake, River flood, Coastal flood & Meteo-tsunamis);
- to jointly develop an innovative methodology for preventing, managing and overcoming multi-hazard natural disasters, such as climate related flood risks in a context that is already exposed to meteo-tsunamis occurrence and earthquake.

The Project aims to achieve the objectives through an innovative approach based on the integration among risk evaluation, prevention, preparedness and response action against relevant natural hazards.

The three pillars of the approach are:

- capitalization of the available heritage of expertise of Italy and Croatia;
- definition of probabilistic scenarios with detailed analysis of the territorial vulnerabilities in the respect of the community legislation governing the Strategic Environmental Assessment;
- effective communication strategies to increase knowledge, awareness and perception in all target groups.

A cross-border approach is necessary to foster a unified methodology to common challenges, in the conviction that the proposed cross-border, multidisciplinary, and integrated partnerships will achieve tangible changes.

Multi-risk methodologies and maps are available, as described in the "Building on the existence knowledge" section.

The proposed approach is original for two reasons:

- data and risk plans will be integrated on a cross-border level with a bottom-up approach respectful of the real IT-HR territorial challenges, namely taking into account peculiar multi-hazards at the urban, extra-urban, and rural level.
- climate induced hazards (floods, meteo-tsunamis) will be combined with non-climate induced seismic vulnerability.

The final outputs will be: a plan of risk management aimed at overcoming the emergency conditions with the least possible social and economic impact, and the development of early warning systems to enhance safety and resilience.

Globally, the present project will allow to prevent, manage and overcome natural hazard risks, safe-guard human lives and socio-economic and cultural heritage.

1.2 Project Communication Approach

Each project must present its communication approach in the related field of the Application Form (section G of the Application Form, Work Plan, WP2); for this purpose, the communication aspects to be defined in the application are the following:

- aims and objectives: what do you want to achieve with the communication?
- main target groups: whom do you have to target with communication activities in order to achieve the aims?
- Strategies to interact with target groups to achieve the aims and objectives;
- activities for each of the strategy such as start-up activities (mandatory), media relation and publications, digital activities (including projects' feeding web-platform and social media management), events, promotional material production, that are suitable to achieve the aims and objectives.

1.3 Work Packages

The Communication Activities of the PMO-GATE Project are defined in Work Package 2 (§ 1.7).

WP 2 is subdivided in four activities: 2.1 Start Up Activities, 2.2 Strategy, 2.3 Awareness Campaign, 2.4 Results Presentation.

Each activity is subdivided in action. For each action, the Project will produce a deliverable.

WP2 defines scheduling and main organization of communication activities.

Some actions are related to WP5; specifically to the action 5.3.2 "Determination of the specific cultural and social characteristics of the population of the IT and HR test sites and the attitudes towards the reaction to risk". This action is very important and useful to implement WP2 activities.

We deem it is crucial to implement effective involvement/awareness actions and make risk communication products.

To this purpose, we will collaborate with researchers experts in Communication of Science and Risk Communication that have expertise in communication of seismic risk and in research activities focusing on how to maximize public involvement.

A particular understanding of social, cultural and economic context is, in fact, the main condition for the engagement of population and carrying out effective risk communication actions

All communication activities of WP2 are developed parallelly to the activities of the other WPs, as the aim is to build a think tank for communicating the results obtained in WP3 and WP4.

For this purpose, the following rules/principles will be observed throughout the lifetime of the project:

- All partners will participate in the project's communication activities: each PP has to promote the project through dedicated actions such as publication on social media, websites, relevant communication media.
- All partners must designate one reference person responsible for communication issues;
- Communication tools developed within WP2 will be inspired and based on the other WPs results.

1.4 Target Groups

A target group is a clearly identified audience that has an interest in the project, either directly or indirectly. Members of the target group should know about project's activities, might benefit from the project outputs and results; their involvement might even be necessary to ensure the durability of the project outputs and results. The PMO-GATE Project addresses to multiple target groups, each one requiring a different approach, tools and frequency of communication activities.

Knowing the "target audience" and meeting target's different needs, perceptions and expectations are in fact key to any effective communication strategy.

Thus, specific communication activities will be designed and proposed for each target group.

We list below the identified target groups.

1.4.1 General public

Permanent urban residents, students, tourists, tourist operators, fishing operators, farmers, local and EU NGOs, will be reached through:

- dedicated days;
- information points;
- social media, website, press, articles.

Technicalities should be avoided and a simplified language will be used in the communication addressed to this target group.

1.4.2 Local, regional and national public authorities and related entities

Local, regional, national, EU stakeholders and authorities will be invited to the workshops organized during the project implementation in order to be made aware of the project outputs. Moreover, RERA and the Municipalities of Ferrara and Kastela PPs belong to this target group and are by definition the ideal interlocutors of regional and national public authorities in matter of risk management and mitigation.

1.4.3 Regional and local development agencies, environmental agencies and regional associations

The Department of Civil Protection Regione Emilia Romagna, which is co-tutoring a PhD on multi-risk management tutored with the LP will be constantly involved during the project implementation and meetings in order also to harmonize as much as possible the actions undertaken in the project with IT and HR regional documentation and initiatives, such as <http://iononrischio.protezionecivile.it/en/homepage/> and similar initiatives undertaken by the HR agencies.

1.4.4 Emergency services and coast guard centres

HR coast guard centres will be involved in the development of meteotsunami and coastal flood forecast and warning systems. Emergency services will also be involved in the decision of when meteo-tsunami/coastal flood warnings should be issued. IT and HR Emergency services will be involved in the development of safety protocols to increase protection of the NUTS areas from hydraulic, seismic and meteotsunami/coastal flood risks.

1.4.5 Education and training centers

Education and training centres will collaborate with the LP and all PPs to organize an awareness campaign addressed to primary and secondary schools through educational/training courses including seminars and

information days, and Massive Open Online Courses (MOOCs) that will be made by IT and HR MOOCs providers. Experts in educational matters will also be involved in these initiatives.

1.4.6 Universities and research institutes

Universities and research institutes will be reached through the organization of thematic workshops, through Erasmus agreements, Ph.D and Master theses to be issued for students attending pertinent scientific courses at the LP and FGAG PP institutions. The LP and FGAG, OGS and INGV belong to the present target group and have a longstanding experience in international conferences organization.

1.5 Stakeholders

There are two categories of subjects that can be contacted and involved:

- Stakeholders: subjects representing the interests of a group that has specific involvement in themes and in objectives of the project. Stakeholders can actively participate in the activities, providing and receiving important inputs.
- Interested parties: subjects interested in the activities and results of the project only as listeners. Generally they aren't directly involved or do not fall within the areas affected by the project.

The identification of stakeholders and interested parties is based on the targets groups of the Project.

We will create a Database of stakeholders that will remain open indefinitely to ensure the involvement of as many people as possible.

Structure of Database

For each stakeholder we will collect:

General Information: Tipology, Country.

Main Information: name, target group, useful information, main address, main telephone number, main email address, website.

Contact Person: name, role, email address, phone number.

General notes: any other useful information.

1.6 Communication Objectives

1.6.1 Smart communication with local authorities and stakeholders

To reach this specific communication objective, communications have to express the outputs of the present research in a form that can be transferred to local authorities and stakeholders. The aim is to open round tables with all local authorities that are in charge of formulating drive-lines and urban and landscape plans for the territory exploitation.

In this way, the outputs of the research will furnish useful information about the best actions to be undertaken to preserve environment, propose sustainable development plans and implement effective risk management plans increasing safety and resilience. This communication objective will contribute to the durability of the outputs of the present project.

The **target group** of this communication objective is made of local authorities such as those governing municipalities and stakeholders such as tourism agencies, river-basin and water-level authorities, river basin authorities such as "Consorzio di Bonifica" and analogous Croatian authorities, IT and HR Civil Protection Departments.

To achieve the present communication objective, with the aid of the communication manager, the partners will prepare documents that will be transferred and illustrated through face to face meetings to the representatives of the local authorities showing the relevant results of the project regarding possible weak points of existing risk management plans and their consequences on the territorial development. The communication manager will contact the stakeholders and prepare the appointments agenda in a congruous advance. At least one It PP will attend Italaina meetings while at least one Croatian PP will attend Croatian meetings. It is important that only one representative Croatian partner keeps the contacts with the local authorities to avoid misinformation.

1.6.2 Bottom up integration of the project results with multidisciplinary EU directives and existing EU research studies

To reach the current objective, communications have to address the issue how to integrate and harmonize the specific project results and outputs with the conspicuous body of EU directives on single and multi-hazard disaster management, such as Directive 2007/60/EC on the assessment and management of flood risks.

Indeed, existing traditions of flood risk management have overridden objectives to harmonize flood risk management.

The European Union approach to flood risk management and improving societal resilience: lessons from the implementation of the Floods Directive in six European countries. *Ecology and Society* 21(4):50. 2016.

The first **target group** is made by Italian and Croatian Regional authorities, and all IT and HR Ministries involved in governing territorial safety. Other target groups are all EU committees, boards and representatives that are committed to steer and implement safety and resilience management plans, and NGO as well.

The partners with the support of the communication manager will prepare docunts explaining the possible weak points of the integration and harmonization procedures between local risk management plans and EU directives. The communication manager will contact the target groups and seek for the possibility of face to face and internet meetings preparing the appointments agenda in a congruous advance.

Both the LP or an Italian deputy LP and a representative Croatian partner will attend the meetings with both Italian and Croatian target groups. In this way, the strength of the project results will be stronger, being the product of a cross-border transnational efforts.

1.6.3 *Smart-pop-communication for early risk warning through Education and technology transfer*

To reach this specific communication objective, communications have to spread the results of the project among as many people as possible.

The aim is to increase societal capacity building.

The **target groups** of this communication objective include permanent residents, tourists, students, tourism and fishing operators.

The approach to achieve this objective is to organize educational courses, Massive open Courses, public conferences, develop mobile applications to be implemented in the middle final periods of the project. To involve young people and reach usual internet users, the most diffused media will be exploited (e.g Facebook, YouTube). To this purpose, the communication manager will gather the contributions from all partners and he will be responsible for the upload of all news and initiatives on the social media to avoid duplication of information.

To increase and consolidate the action radius of the present communication objective, a mobile application will be devised and developed with the aid of Information and Communications Technology (ICT) experts. The app shall warn all users potentially affected by imminent natural hazards risk and provide them with behavior codes that can avoid any economic and human losses. Besides ICT tools, warning signal systems will be devised to be placed in strategic locations in the territories investigated in the present project.

1.7 The Work Package 2

Activity	Deliverables	PP	start/end	
2.1 Start-up activities Official Internal communication among all PPs will be established in a kick-off meeting organized in Ferrara. External communication aims to increase the awareness on the consequence of multi-hazards and provide risk management plans to population in the urban and coastal zones. The main target groups are permanent inhabitants, tourists, public agencies, municipalities to be reached through communications media suited to the various ages. The tactic to reach public agencies, municipalities is to organize meetings where results are presented and the municipalities feedback are gathered. The project website available on the Programme web platform will be designed jointly by all partners in collaboration with the communication manager, and updated in English, Italian and Hrvatski to facilitate communication on both internal and external directions.	2.1.1 A poster stating the financial support by the European Union will be located at the entrance of the building seat of the partnership institutions. Expected delivery date: 30/06/2019	All PPs	01/01/2019 -31/12/2019 The end date is shifted to 31/12/2019 because of the delay of the SC signature	
	2.1.2 Upload on the Programme Website of Italian, Hrvatski and English texts with the description of the LP and PPs, of the project objectives and workplan as per the application form. Expected delivery date: 30/12/2019	1 deliverable by UNIFE		UNIFE (WP Leader)
	2.1.3 Database of the representatives of all potentially interested IT and HR local, regional and national stakeholders. Expected delivery date: 1 Deliverable at the end of Period 2 - P2- (31/12/2019) to be updated at the end of each Project Period	1 deliverable by UNIFE for IT PPs 1 deliverable by FGAG for HR PPs		All PPs
	2.1.4 Organization of a kickoff meeting to be held in Ferrara, this meeting will be open to IT and HR Regional authorities, river basin authorities, IT and HR Civil protection agencies and NGOs The expected number of participants is 50 . Expected delivery date: 30/06/2019			UNIFE (WP Leader)

Activity	Deliverables	PP	start/end	
2.2. Strategy The strategy of the communication is to reach as many permanent residents, tourists, citizens as possible to increase their awareness degree concerning the possible risk of floods, meteotusnami also in combination with seismic actions. To this end, communication will be disseminated through non-media tools and activities, including logo, website, publications, newsletters, promotional materials, external events such as open days and thematic EC conferences, and social media including Facebook, Twitter, Instagram. Internal and external communications will be in English, and English, Italian and Hrvatski, respectively, to facilitate dissemination of the results among the population. The present approach is to involve as much as possible the Agenzia Regionale Sicurezza Territorio e Protezione civile Emilia Romagna. The communication strategy will also take into account the past experience of the public agencies of the partnership, namely Municipality of Kastela, Ferrara, and RERA	2.2. 1 Social media communication of/for project. Expected delivery date: 1 Deliverable at the end of Period 2 (31/12/2019) to be updated at the end of each Project Period	1 deliverable by UNIFE in collaboration with all PPs	01/01/2019 - 31/01/2020 The end date is shifted to 31/01/2020 because of the delay of the SC signature	
	2.2.2 Publication of at least one short portrait of the project adapted to main target group(s) and printed flyers and video. Expected delivery date: 31/12/2019.	1 deliverable by UNIFE	LP	
	2.2.3 Project flyers and brochures. Expected delivery date: 31/12/2019.	1 deliverable by UNIFE in collaboration with all PPs	LP	

Activity	Deliverables	PP	start/end	
<p>2.3 Awareness campaign</p> <p>Communities of IT and HR involved NUTS are prone to flood, coastal and meteorological risks. Therefore, raising awareness is of utmost importance. New practices will be designed through cooperation across IT-HR borders.</p> <p>The partnership itself ensures a network of universities (UNIFE, FGAG), cities (Kastela, Ferrara), and local actors (RERA) that will raise cross-border awareness, implement prevention strategies, and provide effective approaches to territorial safety. This activity will be carried out with the support of the project Communication Manager. The role of the partners MUN-Ferrara and MUN-Kastela and of the stakeholder Agenzia Regionale Sicurezza Territorio e Protezione civile Emilia Romagna will play a crucial role to target the awareness campaign suited to the involved IT-HR NUTS.</p> <p>A dynamic system of risk information based on multi-hazard exposure will be implemented based on intelligible information tools such as mobile applications.</p>	<p>2.3.1 Educational programs for schools.</p> <p>Expected delivery date: 1 Deliverable at the end of Period 3 (30/06/2020) and 1 Deliverable at the end of Period 5 (30/06/2021)</p>	<p>1 deliverable, for IT, by UNIFE in collaboration with MUNFERRARA, INGV</p> <p>1 Deliverable, for HR, by RERA, in collaboration with FGAG and MUNKASTEla</p>	<p>UNIFE (WP Leader), FGAG, RERA, INGV, MUNKASTEla, MUNFERRARA</p>	<p>01/06/2019 - 30/06/2021</p>
	<p>2.3.2 The development of effective people-centred warning tools such as friendly-user mobile applications.</p> <p>Expected delivery date: 30/06/2021</p>	<p>1 Deliverable by UNIFE in collaboration with FGAG, INGV, RERA, MUNFERRARA</p>	<p>UNIFE (WP Leader), FGAG, INGV, RERA, MUNFERRARA</p>	
	<p>2.3.3 Design of clear understandable signage systems with clear, useful information that enables proper responses. These signage systems will be located in the coastal areas populated by tourists and permanent residents.</p> <p>Expected delivery date: 30/06/2021</p>	<p>1 Deliverable by UNIFE in collaboration with all PPs</p>	<p>UNIFE (WP Leader), FGAG, RERA, MUNKASTEla, MUNFERRARA</p>	
	<p>2.3.4 Dissemination of project outputs on social media (Facebook, Instagram, Twitter).</p> <p>Expected delivery date: at the end of each Project Period (P2, P3, P4, P5)</p>	<p>1 Deliverable by UNIFE</p>	<p>UNIFE (WP Leader)</p>	

	<p>2.3.5 Brochure and flyers to spread the project brand.</p> <p>Expected delivery date: at the end of each Project Period (P2, P3, P4, P5)</p>	<p>1 Deliverable by UNIFE</p>	<p>UNIFE (WP Leader)</p>	
	<p>2.3.6 Design of a mobile application tool that enables visualization and communication of risk scenarios to endusers.</p> <p>Expected delivery date: 30/06/2021</p>	<p>1 Deliverable in collaboration between MUNKASTELA, FGAG and UNIFE</p>	<p>MUNKASTELA, FGAG, UNIFE (WP Leader)</p>	
	<p>2.3.7 Increase the amount of people reached by the information of the project.</p> <p>Expected delivery date: at the end of each Project Period (P2, P3, P4, P5)</p>	<p>1 Deliverable by each PP.</p> <p>Each PP has to promote the project through dedicated actions such as publication on social media, websites, relevant communication media.</p> <p>Each activity must aim to reaching the Target Groups of the project (see AF).</p> <p>Each activity must be proved through a deliverable that show the actions undertaken by the PP.</p> <p>The deliverable to be prepared must quantify through objective measures the number of target groups and people reached by the activity.</p> <p>Each PP must prepare such a deliverable.</p>	<p>UNIFE (WP Leader), FGAG, RERA, OGS, INGV, MUNKASTELA; MUNFERRARA</p>	

	<p>2.3.8 Increase the amount of Target Groups reached by the regional and national General Italian and Croatian Directorate for Civil Emergencies.</p> <p>Expected delivery date: at the end of Project Periods 3, 4 and 5</p>	<p>1 Deliverable, for IT, by UNIFE in collaboration with MUNFERRARA</p> <p>1 Deliverable, for HR, by FGAG, in collaboration with RERA and MUNKASTE LA</p>	<p>UNIFE (WP Leader), FGAG,RERA, MUNFERRARA, MUNKASTE LA</p>	
	<p>2.3.9 Identification of land management issues.</p> <p>Expected delivery date: 30/06/2021</p>	<p>1 Deliverable, for IT by UNIFE in collaboration with MUNFERRARA</p> <p>1 Deliverable, for HR by MUNKASTE LA in collaboration with RERA and FGAG</p>	<p>UNIFE (WP Leader), FGAG,RERA, MUNFERRARA, MUNKASTE LA</p>	
	<p>2.3.10 Proposal of landscape-management plans based on hazards exposures.</p> <p>Expected delivery date: 30/06/2021</p>	<p>1 Deliverable, for IT by UNIFE in collaboration with MUNFERRARA</p> <p>1 Deliverable, for HR by MUNKASTE LA and RERA in collaboration with FGAG</p>	<p>UNIFE (WP Leader), FGAG,RERA, MUNFERRARA, MUNKASTE LA</p>	

Activity	Deliverables		PP	start/end
<p>2.4 Results Presentation</p> <p>The proposed approach aims to facilitate redevelopment, defence and resilience and trigger public and private investment at sustainable costs. A bottom up multi-scale approach will be used ranging from the local (urban/rural) to the territorial scale. As soon as meaningful milestones are reached, the partnership will jointly organize at least one high level event in the presence of all relevant policy makers, such as Italian and Croatian Regional authorities, and representatives of Ministries involved in governing territorial safety, representatives of Management Authorities and of regional and national EU funds, national representatives of the societal risk management, IT and HR river basin authorities (Consorzio di Bonifica"), IT and HR Civil Protection agencies, members of the governing boards of the EU strategies to report the achievements and communicate the project results, NGOs. Moreover, electronic information and audiovisual material will be release.</p>	<p>2.4.1 Brochures and leaflets.</p> <p>Expected delivery date: 30/06/2021</p>	1 Deliverable by UNIFE	UNIFE (WP Leader)	<p>01/01/2020</p> <p>30/06/2021</p>
	<p>2.4.2 Press releases.</p> <p>Expected delivery date: 30/06/2021</p>	1 Deliverable by UNIFE in collaboration with all PPs	UNIFE (WP Leader)	
	<p>2.4.3 One high level event organization at the end of the project or as soon as important results are reached.</p> <p>Expected delivery date: 30/06/2021</p>	1 Deliverable by UNIFE	UNIFE (WP Leader)	
	<p>2.4.4 Participation to public events organized by public authorities such as EC Directorate General for Research (DG research) and the United Nations International Strategies for Disaster Reduction (UNISDR)</p> <p>Expected delivery date: 30/06/2021</p>	1 Deliverable by UNIFE in collaboration with all PPs	All PPs	
	<p>2.4.5 Driving lines for relevant IT-HR risk management based on the results of the risk exposure of the IT HR communities involved in the project.</p> <p>Expected delivery date: 30/06/2021</p>	1 Deliverable by UNIFE in collaboration with MUFERRARA, INGV, OGS. 1 Deliverable by RERA, in collaboration with MUNKASTELA and FGAG	All PPs	

	2.4.6 Organization of round tables with public agencies and interested NGO groups. Expected delivery date: 30/06/2021	1 Deliverable by UNIFE in collaboration with MUFERRARA, INGV, OGS. 1 Deliverable by FGAG, in collaboration with RERA and MUNKASTELA	All PPs	
	2.4.7 Publication of 2 to 5 scientific papers on EC journals. Expected delivery date: 30/06/2021.	1 Deliverable by UNIFE in collaboration with..FGAG, OGS. INGV	LP, FGAG, OGS, INGV	
	2.4.8 Interviews on digital and printed newsmagazines. Expected delivery date: 30/06/2021	1 Deliverable by UNIFE in collaboration with all PPs	All PPs	

2. PROGRAMME GUIDELINES

For Communication Activities we refer to Programme guidelines contained in the following documents:

- Factsheet n. 8 - Project Communication (INTERREG V A Italy – Croatia CBC Programme);
- Italy - Croatia Cross-border Cooperation Programme 2014-2020 Communication Strategy;
- Project Brand Manual;
- Thematic Priority Icons;
- LP Seminar Standard projects - Joint Secretariat | Communication unit, Venice | Sala Polifunzionale I 02° April 2019;
- Standard Project Communication KIT

All Documents can be downloaded at:

<https://www.italy-croatia.eu/docs-and-tools>
(PROJECT IMPLEMENTATION DOCUMENTS)

3. PMO-GATE PROJECT BRANDING

3.1 PMO-GATE Communication Kit

In line with wider EU cohesion policy goals for the current programming period, an aligned branding will also contribute to better spending and simplification.

Programme provided the Project logo and the templates for publications (event invitations, posters, etc.) and promotional materials, which can be easily adapted and implemented.

The PMO-GATE Communication kit consists in the following documents and templates:

- Project Brand Manual – defining all the branding requirements and brand elements and setting out the rules for correct use and application of logo, key visual, colors, priority icons, typography;
- PMO-GATE Logo with and without erdf (in different versions vectorial and jpg: CMYK, RGB, Greyscale, Negative, Black and white);
- PMO-GATE Cover
- PMO-GATE Invitation
- PMO-GATE Office Pack (word, excel, ppt)
- PMO-GATE Poster
- KEY_VISUAL
- MAP (Programme Area Map)

All templates are modifiable and adaptable to partnership needs.

3.2 Specific graphic elements

To focus and increase attention and to have a clear and recognizable distinctive mark of the PMO-GATE Project, we will create specific graphic elements aimed at communication and identifying of single-hazard (earthquake, flood and coastal flood/meteotsunami) and multi-hazard.

The specific graphic elements will be used in all products of communication.



PMO-GATE Project Logo



Comm Kit – Key Visual – Background



Comm Kit – Key Visual – Background1



Comm Kit - Map



Comm Kit - Poster

4. PMO-GATE COMMUNICATION STRATEGY

Targeted communication will help the Project to achieve aims and ensure transparency in the use of the EU funds. Communication activities are an important and integral part of project implementation, and thus require detailed planning as well as adequate allocation of resources.

Communication is a horizontal project task and implies the engagement of all project partners.

The quality of project communication results comes from a committed work of all partners and not only the Lead Partner or the partner responsible for communication activities.

Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project.

Thus, each project partner have to appoints one person responsible for communication.

The Lead Partner appoints a Communication Manager responsible for planning and coordination of communication measures for the whole project.

It is necessary that projects (and consequently Programmes) are able to give visibility of the results achieved in order demonstrate how Interreg delivers a positive change in Europe and imply meaningful impact for citizens.

An effective communication objective should therefore be:

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

This document aims at setting up the communication strategy of the PMO-GATE Project as described in the project's Application Form ().

PMO-GATE want carried out effective communication strategies that increase awareness and perception in population and public agencies, through a two-way conversation between IT-HR NUTS and affected community members (EPA): the paradigm is that risk resilience is strictly connected to the adoption of effective communication strategies.

All partners are involved, sharing the project's communication initiatives also through their own networks and channels. This will allow to take advantage of the different nature of partners involved (research institutions, nature protection authorities, local authorities) and to strengthen the connections within similar organization at local and international level.

Internal and external communications will be in English, and English, Italian and Croatian, respectively, to facilitate dissemination of the results among the population.

The communication strategy will also take into account the past experience of the public agencies of the partnership, namely Municipality of Kastela, Ferrara, and RERA.

4.1 External Communication

External communication aims to increase the awareness on the consequence of multi- hazards and provide risk management plans to population in the urban and coastal zones.

The strategy of the communication is to reach as many subjects which are part in the targets groups as possible to increase their awareness degree concerning the possible risk of floods, meteotusnami/coastal flood also in combination with seismic actions.

To this end, communication will be disseminated through the tools and the channels illustrated in the following paragraphs. They will support the communication of PMO-GATE Project objectives, results and progresses over the whole project life time.

External Communication activities must always be carried out in an integrated, coordinated, and coherent way.

4.1.1 Website

The official PMO-GATE Website will serve as the main source of information about the project and the first and most immediate point of reference for all target audience.

The PMO-GATE web site is integrated and hosted on the Programme web platform at www.italy-croatia.eu/pmo-gate.

The project web-sections are:

ABOUT THE PROJECT, including objectives and expected main outcomes, available EU funds, duration;

NEWS & EVENTS: public and internal project events, articles about the project progress and thematic achievements;

DOCS&TOOLS: collection of documents and tools made by the Project for the dissemination of outputs and results;

MULTIMEDIA: photos, link of youtube videos, press clippings, etc.; SOCIAL MEDIA LINKS: link of active social media channels of the Project;

CONTACTS: PMO-GATE Project contacts.

The Project website will be set up by the Programme and regularly updated by the Web/Social Media Manager.

In addition each partner will dedicate a page of its institutional website to the project.

4.1.2 Social Media

Social media are becoming more and more important to reach a wide range of target audiences.

Social media has the advantage of being a two way communication channel, meaning that projects can also get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery.

The Programme encourages its projects to develop an online presence through some of the social media channels whenever this fits with their communication objectives and is in line with the specificities of their target audiences.

For this reason during first meeting (2019/10/25) the partners decided to use facebook for social communication.

The choice is due to the fact that Facebook is the social media platform with the greatest number of users overall, and in specific, in the age group over thirty years old.

Facebook, also, permits the publishing many types of content (photos, videos, links, ecc.) and it is possible to create a dialogue with public.

Based on results for the third period we will evaluate the use of LinkedIn or other social networks for communication with specific targets groups.

The official language of the Facebook page is English but specific contents, depending on the public they are targeting, could be in Italian or Croatian; all contents will have a short introduction in English as well.

On Facebook page we will publish contents, news, notices and events about the PMO-GATE activities but we would like that it wasn't just an advertising page.

To make the most from Facebook page we will organise specific and experimental activities aimed to involve and raise awareness the public.

The objective is twofold:

- to create a Page where the public can find interesting and useful contents and news;
- to create a direct channel between the public and experts aimed to increase trust, knowledge and participation.

The goal is to increase the awareness of the public concerning the possible risk of floods, coastal floods and meteotsunamis also in combination with seismic actions.

All communications activities on Facebook will be monitored and analyzed at the end of each project period; the activities planned for the following period will be calibrated and updated on the basis of the results of this analysis.

4.1.3 Poster

All Project Partners will place a poster (of minimum A3 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, such as an entrance area of a building.

The template of the Poster is provided by the Programme.

4.1.4 Project informative leaflet

The leaflets (in English, Italian and Croatian languages) will be printed and distributed at events organized by the Project and/or other relevant events where the Project presence will be envisaged.

The leaflet will address the wider public describing project's objectives, activities and partners involved.

All leaflet will be available for download from the project website.

4.1.5 Roll-Up

We plan to produce three Roll-Ups to highlight the Project and spread contents and information, during public events:

- A first roll-up with general information about the Project;
- A second roll-up for specific communication activities (schools or other);
- A third roll-up for the communication of final results.

4.1.6 Final communication products

For the communication of the results of the project we will produce:

- a final publication to spread all knowledge, activities and results of the Project;
- a final leaflet to spread the results and the products of the Project.
- some final communication products (posters, brochure, etc): products based on selected Project results and targeted at specific groups of the public.

4.1.7 Promotional gadgets

Promotional gadgets will serve to raise awareness about the project.

Promotional products will be prepared using the coordinated image of the PMO-GATE Project or adapting images tailored to specific event purposes. Promotional materials can be include office products such as business cards, pens, notebooks, etc. In addition, other items can be produced later and decided for events purposes.

4.1.8 Video-clips

Videos will be addressed to the general public and will be published on the Programme website and on Social Media.

We will produce one video to present the Project (3 minuts) and other videos to spread contents and results of the project.

This products will contribute also to increase the Project website visitors number and to raise awareness about the PMO-GATE Project.

Furthermore, if possible, the videos from the public presentations and from the public events/workshops organised by the Project will be put at disposal on the Project website with aim to inform users and increase their knowledge about the Project topics.

4.1.9 Organisation of project events

The following events are envisaged by the Project AF:

- Info-days and public presentation about the project;
- Educational courses, Massive open Courses, public conferences and civil protection exercises, will be organised by the partners in collaboration with main stakeholders;
- A Final info-days will be organised in Italy and in Croatia;
- 1 Final Conference in English-Italian-Croatian language will take place in Ferrra;
- A Press Conference in occasion of the Final Conference with the participation of relevant authorities and the most important media will be organised.

4.1.10 Participation in external events

PPs will advertise the project by means of:

- presentations as speakers in seminars/workshops;
- poster presentations at conferences;
- information stands at exhibitions.

PPs will explain the project, its aims and achievements and distribute the information materials.

The action ensures wide dissemination of project results, facilitate networking activities and contacts with a news potential stakeholders and interested parties.

4.2 Media Database

A Database will be compiled with the best media contacts to maintain and simplify relationships with journalists, bloggers (new journalism), freelance writers across print, online, blogs, radio and television.

5. MONITORING, EVALUATION and UPGRADE

Implementation of Communication Plan is ensured by planning and monitoring of the activities within the Project by the Communication Manager, who is responsible for the co-ordination and implementation of the Strategy with the continuous support of the all PPs.

An action of communication can be defined as “effective and efficient” when it reaches and is received correctly by its target. The effectiveness and efficiency of the actions of information and public awareness depend on the content transmitted, and the channel used.

However, if there are some changes or new needs, the Communication Plan must be particularly flexible to adapt and to achieve always the best results.

Is necessary always check if the results and the goals of communication activities is aligned with Communication Plan, if have the goals—or stakeholders—changed in any way since the project started and if there are more effective ways to communicate project information at this point.

For all these reasons the monitoring and evaluation of the activities is a necessary procedure.

The PPs must provide/make sure:

- Signed list of participants in hardcopy for all workshops, conferences, seminars events organised under the project.
- Presentations produced for the purposes of the project to follow the specific template provided to the partners.
- Photos as evidence of action implementation.
- Reports after each meeting.

In order to measure the effectiveness of the tools included in the present Communication Plan, the Communication Manager will keep track of the below-mentioned indicators to ensure a genuine implementation of the Communication Plan.

The set of indicators aimed at measuring the impact of PMO-GATE Project communication are of qualitative and quantitative type, specified as follows.

Qualitative indicators:

- satisfaction level of activities implemented (satisfaction questionnaires for events, conferences, publications etc.);
- identification and communication with target groups and stakeholders;
- further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter).

Quantitative indicators:

- number of downloaded publications;
- number of printed and distributed publications;
- number of participants to events;
- number of events attended by PMO-GATE project partners.
- number of press articles or web pages;
- numbers of “likes” on Facebook and YouTube.

6. TIMELINE

	2019												2020												2021					
	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06
2.1 Start Up activities																														
2.1.1 Poster																														
2.1.2 Upload on the Project Website																														
2.1.3 Database of stakeholders																														
2.1.4 Organization of a kickoff meeting																														
2.2 Strategy																														
2.2.1 Social media communication																														
2.2.2 Publication of at least portrait																														
2.2.3 Project flyers and brochures																														
2.3 Awareness campaign																														
2.3.1 Educational programs for schools																														
2.3.2 The development warning tools																														
2.3.3 Design signage systems																														
2.3.4 Dissemination on social media																														
2.3.5 Brochure and flyers																														
2.3.6 Mobile application																														
2.3.7 Increase amount of people																														
2.3.8 Increase amount Target Groups																														
2.3.9 Identification of land man. issues																														
2.3.10 Landscape-management plan																														

	2019												2020												2021					
	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06
2.4 Results Presentation																														
2.4.1 Brochure and leaflets																														
2.4.2 Press releases																														
2.4.3 High level event																														
2.4.4 Participation to public events																														
2.4.5 Driving lines																														
2.4.6 Round Tables with public agencies																														
2.4.7 Publication of 2/5 scientific papers																														
2.4.8 Interview on magazines																														
5.3 Risk management plan																														
5.3.2 Determination of the population																														
Monitoring, Evaluation, Upgrade																														
Monitoring																														
Evaluation																														
Upgrade																														