

## **MADE IN-LAND. Management and Development of INLANDs**

Axis: ENVIRONMENTAL AND CULTURAL HERITAGE

Specific Objective: 3. 1. Make natural and cultural heritage  
a leverage for a sustainable and more balanced territorial development

# D.2.3.2 COMMUNICATION STRATEGY

## PROJECT MADE IN-LAND

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Activity 2.1: Start-up activities

PP in charge: PP7

PPs Involved: All PPs

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## 1. Introduction

Project MADE IN-LAND **aims** to enhance the protection and valorisation of natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility. Total value of project is 2.218.069,31 EUR, where co-financing rate from EU funds is 1.885.358,88 EUR which is 85%. The implementation of project started on January 1, 2019, it is going to last 30 months, until June 30, 2021 and it covers the territory of 2 countries.

The lead partner of the project is Marche Region (Italy), while other projects partners are University of Camerino (Italy), Superintendence archaeology fine arts and landscape of Marche Region (Italy), Municipality of San Leo (Italy), Municipality of Riccia (Italy), Molise towards il 2000 (Italy), University of Zadar (Croatia), Zadar County Development Agency ZADRA NOVA (Croatia), Authority for the management of parks and biodiversity – Romagna (Italy) and AZRRI – Agency for rural development of Istria ltd. Pazin (Croatia).

MADE IN-LAND aims at setting up a new cross-border strategy that unleashes the potential of inland assets through their inclusion in wider networks and markets. The cooperation with coastal areas, considered as mass-tourism destinations, through the common and innovative means of integrated management, marketing and promotion, gives such opportunity to the inland areas and the project regions as a whole. MADE IN-LAND goal is reached through the following specific objectives:

- 1) To support and improve the accessibility of cultural and natural heritage of inland areas
- 2) To connect the valorisation of the inland resources with the safeguard of local communities
- 3) To develop innovative models for the management of fragile inland landscapes.

A constant and effective communication shaped on the different project target groups is strongly needed for achieving the project specific objectives.

In order to reach the first specific objective which supports and improves the accessibility together with the promotion of cultural and natural heritage of inland areas valorising the virtuous liaisons with coastal ones, communication should raise awareness on the reciprocal benefits coming from the cooperation between inland and coastal actors to prompt their networking and the development of common tools for tourism marketing and development. Moreover, once such collaboration is set within the innovative solutions developed by the project Pilot Actions, communication has to unleash their potential to penetrate classical markets, reach new niches and widening the range and quality of users. Project communication needs to disseminate the results achieved by such territorial and integrated tourism model to consolidate and capitalise the project outputs in cross-border, national and regional strategies.

In order to reach the second specific objective which aims at connecting the valorisation of the inland resources with the safeguard of local communities as custodian of natural/cultural assets, communication should involve all the target groups identified by informing and raising awareness on the benefits in the short, medium and long term provided by MADE IN-LAND as well as the opportunities offered by the community-based management system developed through the project local committees. Moreover, communication have also to keep their interest and related participation to MADE IN-LAND implementation all along the project lifetime and, in particular, within the pilot actions where their contribution is essential for an effective and wide impact on the inland areas involved. The project needs also to involve stakeholders in the communication itself to unleash their potential as communication multipliers and for the transferring of MADE IN-LAND model to other programme areas.

MADE IN-LAND communication strategy should also support the dissemination of project results while giving evidence of their impact in terms of effective management of fragile inland landscapes, valorisation of their natural and cultural assets and economic development of hinterland communities. Given that to consolidate the project STRATEGY FOR INLAND AREAS is necessary to integrate it in the national planning instruments and move regional site-specific policies to integrated multi-sectoral ones, communication should reach national and regional key actors in the territorial and tourism management to prompt their networking as well as to transfer the project know how and tools. Moreover, the dissemination of MADE IN-LAND results among regional authorities can give durability to the project outputs focusing investments on inland site-specific needs and related interventions for connecting hinterlands with coastal areas, urban systems and economic flows.

Thus, **Communication strategy** defines all project MADE IN-LAND planned communication objectives consistently with project purposes, outlining the key messages and values to transfer and related approaches, analysing key actors and target audience, identifying the methodologies, tactics and channels to catch their interest on MADE IN-LAND and maintain it during the whole project lifetime. The strategy is a living document and it can be changed during project implementation according to the needs arisen and detected thanks to the monitoring and assessment, on both communication and other project activities' impacts.

In addition, the **Communication Plan (Annex I.)** gives an overview of communication activities/tasks and tools in order to enable all partners and, in particular, those with specific responsibilities, to manage and monitor implementation of respective communication activities. The application of the Project communication plan will be evaluated by Project dedicated Communication Evaluation Protocol.

The Communication Strategy and Plan are supported by a **Social media marketing strategy (Annex II.)** which refers to specific communication via social media since this communication channel is recognized as most important one and can reach the wider target groups.

Communication strategy is provided by ZADRA NOVA (PP7) who is responsible for WP2 (Communication activities). Implementation and coordination of all communication activities will be performed by Joint Communication Team (JCT) and also through MADE IN-LAND Press Office.

JCT is led by PP7 and composed by 10 PPs Communication Managers. It is established during the Kick-off meeting for the coordination and implementation of the activities planned in WP2 (Project Communication). At this scope, the main JCT functions are:

- Development, implementation and monitoring of the MADE IN-LAND communication plan at local and project level;
- Guarantee high level of visibility of the project activities and results;
- Monitoring and guiding the partners in the achievement of the communication objectives and targets, and in particular:
  - Raising awareness on MADE IN-LAND positive impacts on inland communities and the reciprocal benefits from the cooperation with coastal areas;
  - Supporting Project Partners in the involvement of local stakeholders;
  - Disseminating the results achieved and supporting their capitalisation in the programme area.

Accordingly, JCT is in charge for the for the implementation of the following actions:

- Defining and implementing the Communication Plan during project lifetime as well as
- monitoring the proper implementation;
- Coordinate and support all Partners in their communication and dissemination activities, in particular:
  - Organisation of regional events and participation to external speaking opportunities;
  - Production and distribution of common dissemination materials;
  - Implementation of the online communication trough the project website, and social channels;
  - Production of a project video;
  - Organisation of press conferences during the project meetings and dispatch of press releases
- Assess the communication impact on project target groups.

Press Office is set up by PP7, who is in charge of addressing the relationships with Media and coordinating related PPs' communication tasks.

Also, Press Office is in charge of addressing the relationships with Media and coordinating related PPs' tasks. Press Office is in charge of organizing press conferences, drafting press releases, web news and tracking them within a press clip.

In particular, hosting PPs organize a press conference within each project meeting for a total of **6 press conferences** organized at the project level. They are foreseen as a part of Steering Committee

and Project Management Board Meetings. Concerned PPs invite local media supported by MADE IN-LAND Press Office which provides them with a press kit made of a press release with a presentation, insights and graphics/pictures of the project. Other PPs translate the press releases in national language, if needed, and spread it at local level among national/local press contacts by each PP.

MADE IN-LAND Press Office supports also the organization of project events (workshops, awareness campaigns, transferring activities - see 5.1.2. Public events) with a specific **media tool for the event promotion related to pilot action** (see 6. Communication supporting services for pilot's implementation).

MADE IN-LAND Press Office coordinates also the publication of articles: each PP publishes at least 1 article on thematic/national media (total of 10 articles) according to its specific roles for:

- peer2peer review of technical/scientific publications
- dissemination of technical contents in the thematic community
- project promotion on national/regional media.

Finally, MADE IN-LAND Press Office, in order to support the evaluation of the project communication, collects all press releases, articles and web-news in a press clip with date, media concerned, topic treated and coverage.

The Communication strategy will help project partners to define consistent communication with target groups (external communication), while internal communication while among partners will be defined by Marche Region (LP) responsible for WP 1 (Project management and coordination of activities; act. 1.2.). **Internal Communication System & Manual (Annex III.)** is built on online tools such as:

- e-mail based groups for daily communication exchanges;
- file hosting: LP will set a Google drive folder where LP and PPs can share information and project documents related to their activities;
- instant messaging & video chat service in order to ensure an information exchange and the management of all work at distance between PPs.

Communication system is tested periodically by the JCT to ensure messages are received and understood and the receivers are satisfied with the method deployed. It is conducted an evaluation of the MADE IN-LAND communication plan according to the **Communication Evaluation Protocol (Annex IV.)**, both during its implementation (intermediate report), and after its completion (final report). The intermediate evaluation allows the SC and JCT to make the necessary adjustments and respond to new information and needs at mid-project cycle, while the final evaluation provides valuable lessons for future projects, for the communication activities of the Permanent CrossBorder Observatory (act.5.4) and those foreseen within the Action Plan (act.4.1).

All the project meetings and the related interaction with target groups is used to make an informal evaluation while online communication tools are shaped with proper analysis tools.

In accordance with all of the above mentioned, **key message and value** to be carried out by MADE IN-LAND project is that Cross-border inland area offers diversity of landscapes, gastronomy, adventures and other natural and cultural heritage that should be discovered as a real local authentic experience by sea side visitors and tourists.

## 2. Project/Programme visibility and rules

Starting points in implementation of project communication activities are Programme visibility rules which are defined in different Programme documents. Therefore, project partners are advised to continuously respect following documents of Italy – Croatia Cross-border Cooperation Programme 2014-2020:

- Communication Strategy
- Factsheet n. 8 Project Communication
- Programme Brand Manual
- Communication kit for MADE IN-LAND project.

All accurate documents are available on Programme web page: [www.italy-croatia.eu](http://www.italy-croatia.eu)

To ensure proper visibility of the project and INTERREG funding, project logo is designed by using INTERREG visual identity according to the Programme communication strategy.



Partners are advised to follow specific rules about project logo placement, size, colors etc.

All partners are obliged to place a **poster** (of minimum A3 size) at a location visible to the public, in partner premises. The poster will be provided for print by PP7.

For any publication produced by projects, such as recommendations, good practice guides, etc., all partners need to use the following **disclaimer**: “...reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein...”

Also, all partners should bear in mind that visibility rules of final reports, documents and deliverables news in Factsheet 8 (it is compulsory that the projects publish the final reports, documents, recommendations, guides on the Programme library and to use the project headed papers for final file editing).

### **3. Internal Communication**

Communication flow rules are set up by the Project Management Board, so to ensure an efficient flow of information among partners. Operational communication is assured via email and video-conference; these means will be complemented by regular face-to-face meetings and seminars.

Internal Communication is developed on two different axes:

1. One-to-one Communication
2. General Communications.

Lead Partner settles a communication one-to-one with a single partner in case of special needs of the beneficiary or in case a specific event occurs to a single final beneficiary. This specificity of communication ensures a better resolution of possible problems and emphases, and it assures a smooth progress of project activities.

For all the Communication concerning the project (meetings, Steering Committee decisions, project material and sharing of technical information, and all other relevant issues important for the development of the project) the Lead partner sends common communication with all the partnership (common e-mail, skype call conferences, etc....).

The Project Coordinator ensures the circulation of relevant documents, preparing a shared folder on a web sharing document platform (Google Drive), where all Project Managers can have access by authenticate themselves (it is compulsory to have/to create an account Google with the gmail). Each working group enters the on-line folder with the credential of the Project Manager.

At the same time a database with all the available information on the topic is established to enable all partners to obtain relevant sources of information.

For more details on Internal Communication, see Internal Communication System & Manual (Annex III.).



## 4. External Communication

### 4.1. Communication objectives and approaches

Within project MADE IN-LAND, three communication objectives are set:

#### Communication Objective 1 (CO1):

To **raise awareness** on MADE IN-LAND **positive impacts** on **inland areas' communities** to support the **involvement of local stakeholders** in the project and their networking.

MADE IN-LAND will implement specific tactics to involve local stakeholders in the implementation of project activities. PPs will both organize events to raise awareness on project and its content among local stakeholders and participate to their events supported with specific information materials. Also, PPs will constantly inform stakeholders about ongoing project activities through digital 6-monthly newsletter, project website and social media channels, which are connected to PPs web sites. Collaboration with local media will be implemented through project Press Office who is in charge of drafting press release for each press conference, while all PPs are in charge for disseminating it to their local media contact list.

#### Communication Objective 2 (CO2):

To promote the tools and **disseminating the results** achieved by MADE IN-LAND integrated tourism model to support the **collaboration between coastal and inland areas**.

PPs will organize regional events together with the participation to external ones, which will be used for disseminating project results, for involving stakeholders in project activities and for supporting the pilot actions. As one of the main project results, integrated tourism model will be presented at those events/workshops. Through pilot actions, such model will include set of possible collaboration between coastal and inland areas, elaborate evidence of their reciprocal benefit and set specific physical and virtual environment where actors concerned can share information.

#### Communication Objective 3 (CO3):

To disseminate the project results in terms of **effective management of fragile inland landscapes and economic development** of inland areas to support their capitalisation in the programme area.

### 4.2. Target groups

*Communication target groups* are defined within application form according to the Communication Objectives:

**CO1.** The communication target groups in **inland areas communities** should be identified applying a quadruple helix approach. Each PP is called to participate to the identification of the target groups providing a list of the stakeholders assessed as relevant in terms of involvement in the project activities and communication.

**CO2.** The communication target groups in **coastal areas** are identified according to the preliminary analysis carried out by WP3 and the marketing plans developed within the pilot actions. Each PP in charge for the implementation of pilots and the communication supporting activities (Activity 2.5) participates to the identification of the specific target groups.

**CO3.** To transfer the project Strategy and tools, **regional authorities** are targeted by the communication strategy as the first beneficiaries, given their institutional goals. As for their capitalization into national strategies, MADE IN-LAND communication targets in particular the **Technical Committee for the SNAI, MiBACT (Italian side), Minister of Tourism, Minister of Culture (Croatian side)**.

As for the dissemination and capitalisation of project results concerning natural/cultural assets conservation and valorisation, MADE IN-LAND targets **Legambiente and other Associations/NGOs** as communication multipliers and lobbying partners.

As for peer2peer reviewing and capitalisation of project methods and analysis in the scientific community, the communication strategy targets the **University of Zagreb, National institute for tourism (CRO) and academia/research centers** in the project areas.

As for the capitalisation at CB level, the communication targets the **MA/JS of ETC programmes and ESI funds, the EUSAIR board and EU institutions**.

Each communication objective has its own communication target groups, as described here above, that are resumed in the table below and includes wider stakeholders that should be informed about project results in order to ensure its extension and replication.

CO 1	CO2	CO3
<p>To raise awareness on MADE IN-LAND positive impacts on inland areas' communities to support the involvement of local stakeholders in the project and their networking</p> <ul style="list-style-type: none"> <li>- inland areas' inhabitants and their organisations/associations;</li> <li>- public authorities belonging to the inland areas;</li> <li>- regional authorities in charge of the related development and management plans;</li> <li>- local businesses who provide services and goods directly or indirectly connected with the valorisation of cultural and natural assets;</li> <li>- academia engaged in protection and management of cultural/natural heritage, tourism development and territorial planning;</li> </ul>	<p>To promote the tools and disseminating the results achieved by MADE IN-LAND integrated tourism model to support the collaboration between coastal and inland areas</p> <ul style="list-style-type: none"> <li>- coastal areas tourism businesses and agencies;</li> <li>- local businesses who provide services and goods connected with the valorisation of cultural and natural assets;</li> <li>- development, environmental, cultural agencies;</li> <li>- coastal areas' inhabitants (end-users) and their organisations/associations;</li> <li>- local authorities;</li> <li>- regional authorities in charge of tourism development and management plans;</li> </ul>	<p>To disseminate the project results in terms of effective management of fragile inland landscapes and economic development of inland areas to support their capitalisation in the programme area</p> <ul style="list-style-type: none"> <li>- regional authorities;</li> <li>- Technical Committee for the SNAI, MiBACT (Italian side), Minister of Tourism, Minister of Culture (Croatian side);</li> <li>- Legambiente and other Associations/NGOs working in the field of tourism, cultural and natural heritage protection, civil society representation;</li> <li>- University of Zagreb, National institute for tourism (CRO) and academia/research centres in the project areas;</li> <li>- MA/JS of ETC programmes and ESI funds, the EUSAIR board and EU institutions</li> </ul>

-regional development, environmental, cultural or touristic agencies.	-natural and cultural tourists outside the project area.	
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Partners are advised to analyse local/regional stakeholders and to create own contact base to communicate all relevant information regarding project activities and results. It is recommended to include target group members from defined categories and additional members from a wider area.

### Mailing list template

It is recommended to include in communication activities as much as possible stakeholders and collect their e-mails from online available sites<sup>1</sup> and attendance register of project meetings/events. Contacts of target group members, as well as wider stakeholder list is also preferable. Mailing list should be used in addressing electronic newsletters, invitations on project events and other promotional e-mails regarding project activities.

	Name	Web address	e-mail	Organisation/Company
1.				
2.				
3.				

### 4.3. Target value

Target values on the project level are:

- General public (10.000) \*
- Local and regional public authorities (87),
- Public service providers (10),
- Cultural and natural heritage management bodies (20),
- Regional and local development agencies, enterprises (65),

<sup>1</sup> In creation of mailing list, it is advised to collect data available on web, in order to respect General Data Protection Regulation (GDPR). If you collect contacts of your target group directly through attendance list and similar you should get GDPR compliant (i.e.  I would like to receive targeted promotional e-mails within MADE IN-LAND Project).

- Associations, regional innovation agencies (31),
- NGOs (15)
- Education and training organisations as well as universities and research institutes (5)

Communication Strategy will contribute to reach those values of target groups in relevant percentage, as well as some other target groups.

\*The target group “General public” is mainly composed by citizens which are generally reached by communication activities to raise awareness about project topics. To this end, all communication activities, such as online communication and tools (social media, websites, mailing lists) or the organisation of project events, should support PPs in the achievement of this target value.

### CO1. Tactics/approaches:

1. In the first part of the project implementation, MADE IN-LAND implements a **STAKEHOLDER’S INVOLVEMENT TACTIC** through a dedicated **awareness raising campaign** to catch public and communication targets attention. The project is presented together with the potential benefits coming from the participation of inland actors to LCs. PPs organize local events inviting target groups and participate to their local events to promote the project. They are supported with specific communication tools such flyers, infographics, plastic posters, gadgets. They launch also an **online communication campaign** through the project website and social media channels which are connected to PPs web tools for taking advantage of their virtual communities. The project activates also a **Press Office** to address regional stakeholders through local media: it organizes a first press conference during the KoM and spreads a press release and web news highlighting the launch of the project and the organisation of Local Committees sensibilising on related participation issues.
2. Once their interest is caught, a **networking and community relation tactic** is applied paying attention on stakeholders’ motivational resources to be activated. PPs apply specific communication actions for keeping target groups constantly informed: organisation of regional events, annual speaking opportunities, collaboration with local media through the Press Office, management of virtual communities and video sharing.

### CO2. Tactics/approaches:

As for the achievement of this communication goal, MADE IN-LAND implements a **PERSONAL DIALOGUE APPROACH** between inland and coastal actors. The regional events and workshops organised to support the pilot actions (act.2.5) together with the participation to external ones, in this phase, are aimed to present a set of possible collaboration between the two areas, giving evidence of reciprocal benefits, but, most of all, to set specific space where actors concerned can share information within a **COOPERATION TACTIC**. For the scope, the pj provides the LCs members with assistance (PA1, PA2 and PA3) and a set of proper dissemination tools. As for the Pilot Actions and related solutions, the communication strategy foresees the development of specific communication plans and tools, in synergy with existing tools and channels dedicated to coastal

areas, for advertising and promoting the territorial brand and related card, qualifying OSICs also as communication centres, introduce virtual eco-museums in digital communities and web campaigns. Finally, communication online thanks to project social media channels, video sharing platforms, web news and digital newsletters publication as well as the communication addressing offline media with press release, conferences and articles are implemented for enlarging to neighbouring contexts the MADE IN-LAND integrated tourism model

### CO.3. Tactics/approaches:

To disseminate the project results for their capitalisation in regional/national strategies, MADE IN-LAND adopts **COOPERATION, HARMONISATION AND TRAINING TACTICS**. As for the first ones, the project organises a series of workshops and meetings, of which the technical final conference is the most important one, with the target groups concerned all along the project implementation to cooperate in the revision of the documents and results, their validation and harmonisation with the national and regional instruments. Project communication supports such activities establishing a continuous flow of information thanks to the internal communication system which is enlarged to the external actors when needed, sharing the respective communication channels, developing the so-called Tool box for event/activity promotion, using online/offline media for keeping informed about the project progress, participating to external events. As for this last one, the speaking opportunities programme is particularly important to both disseminate the project results and cooperate/networking at EU level. The capitalisation is also supported by the involvement of peer actors for the revision and validation of project results, which is addressed by the publication of articles on thematic media. One of the most important elements of these tactics, and the training one in particular, is the capacity to align technical documents with the dissemination tools to give evidence of the impact of the project results and activate strategic target groups as communication multipliers.

To communicate project activities to the target groups and wider stakeholders, project partners will perform digital activities, organize public events and print project publications and dissemination materials.

## 5. Communication channels

### 5.1. Digital activities and tools

WP2 predicted following digital activities:

- Project Website - establishment and updating of project website within Interreg Italy-Croatia Programme web-platform ([www.italy-croatia.eu/madeinland](http://www.italy-croatia.eu/madeinland)). It is the main channel to share project progress, materials and results with target groups and the wide public. To this end, it is regularly animated with news, insides and main documents edited for online publication. MADE IN-LAND website is linked to PPs websites on a specific

- page, directly accessible from the homepage, to increase its visibility. PPs publish on their websites also a project short description (latest by end of September 2019), dissemination materials (flyer and infographic) and press releases in national language;
- Social media channels– registration and updating of project accounts on Facebook, Twitter, Instagram and Youtube according to the social media marketing strategy;
  - Digital newsletter – every 6 months, partners will create and disseminate a newsletter to total of 1.000 recipients (e-mails will be sent to contact list, min. 100 contacts per partner);
  - 10 short promotional videos<sup>2</sup> with project results and case studies enhancing natural and cultural heritage within the pilot areas composed of storytelling, interviews, illustration of project results or case studies collected during the implementation phase, to be disseminated on video sharing platforms. The short promotional videos are used to produce the project video (here below);
  - 1 long project video version at the end of the project - PP7 produces a project video to be published online on video sharing platform and displayed during project events;
  - 2 digital infographics in national languages – 1 at the beginning of project implementation and 1 at mid-term displaying a portrait of MADE IN-LAND with main figures for online campaigns;

Thanks to the support of the MADE IN-LAND Press Office (it prepares a 6 months programme with the different topics and PPs in charge of the drafting), a minimum of 60 web news (at least 2 web news per month) are published on the project online channels in order to keep online media attention and engage followers in conversations. JCT members are invited to share such contents on their social channels and target groups contacts

## 5.2. Public events

Each PP is in charge for the organisation of public events as well as participation to external events, where they are called also to spread communication and dissemination materials.

After the Kick off Meeting, LP, PP3, PP4, PP7, PP9 organize 1 regional event to present MADE IN-LAND locally and raise awareness among local stakeholders on its contents. In the middle of the project implementation, a second Regional event is organized by PP2, PP5, PP6, PP8, PP9 to present project progress and results achieved. The activity is coordinated by PP7: it invites PPs to draft a list of local targets and prepares an invitation to be translated in national language together with a press release. Event organisers produce a minute with annexed the agenda, attendance list, power point presentations and any other working document.

<sup>2</sup> Technical parameters for video: Video codec: H.264, progressive scan, Format: .mp4, Resolution: FHD 1920x1080, Frame rate: 25, Aspect ratio: 16:9, Audio codec: AAC, Channels: Stereo, Sample rate: 48kHz, Duration for short video: 1 minute

Furthermore, each PP participate at least to further 2 events organised by European institutions (RegioStar/The European Week of Regions and Cities), European Cooperation Day and other relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area. PP7 is in charge of the programming and coordination of such speaking opportunities to avoid duplication of participations and to find the best project delegates for each event. PPs provides a list of annual potential events

to feed the programme. Each project area prepares also an annual programme of networking activities and events with local stakeholders to foster the dialogue with local key targets.

Besides, there are several public events predicted:

- 10 regional events to raise awareness among local stakeholders;
- 2 Programme events - participating in 2 Italy – Croatia Programme events (LP and PP7 will participate to Annual Italy – Croatia Programme events and trainings seminars);
- 20 annual events - each partner will participate in min. 2 annual speaking opportunities events in order to present the project. An effort should be made to promote the project with other similar or complementary initiatives implemented within the EU context.

PP7 develops a specific event communication tool box to be provided to each partner 30 days before the event and made of a short presentation of MADE IN-LAND and insights shaped on the different contents and communication targets, a project calendar and online contacts for deeper information. Further press releases are drafted by MADE IN-LAND Press Office to promote/inform about specific events/actions (see 5.1.4. Communication toward media)

### 5.3. Publications and dissemination materials

Although, communication on project results will be primarily e-based, some dissemination material like flyers will be downloadable from the project website but also printed for being disseminated during project events. Any prints should be in recycled paper when it is applicable. Below are predicted publications and gadgets which will be provided by LP, PP5, PP7, PP8, PP9:

- 3000 flyers with a short presentation of project – LP, PP5, PP7, PP8, PP9 will print cca. 500 copies in national language and PP7 will print additional 500 flyers in English;
- 10 roll ups;
- 50 project posters - 1 poster for each PP is made by the editing of the design provided by the Programme to be placed at PPs premises while the other posters are edited according to the Visual Identity Package to be used during events;
- 2.500 project gadgets.

PP7 develops a Visual Identity Package which includes the project logo and design templates provided by the Programme as well as their version adapted for the project branding, later used for both specific activities and dissemination materials.



## 6. Communication supporting services for pilot's implementation

A set of specific communication activities is implemented for supporting the Pilot Action with dedicated plans and tools and carried out by PP1, PP5, PP6, PP8, PP9. For this purpose, PPs, supported by Technical Committee, develops specific communication tools for supporting pilot's implementation which will be later added the project Communication Strategy and Plan They will be included:

- Pilot Action 1 – communication plan and tools for promoting the territorial brand and related card in synergy with existing tools and channels dedicated to coastal areas, according to the project win-win cooperation approach. PP9 and PP6 map the tools and, thanks to a workshop with stakeholders and tourism actors, develop the communication materials;
- Pilot Action 2 - communication plan and tools for promoting OSICs. An advertising and communication campaign are carried out by PP1 both online and offline. Communication tools are developed to qualify the equipment of the OSIC, provide information on inland areas and related services and goods.
- Pilot Action 3- communication plan and tools for promoting the virtual eco-museum. A specific web campaign is drafted out by PP6 and PP9 together with the tools for the promotion (online and offline) of virtual eco-museum services through PPs and stakeholders' websites/social media

3 communication boxes will be created, one per specific pilot action, for supporting pilot's implementation:

- PA1 – communication box: PP9 & PP6 map existing tools and channels for the touristic promotion of coastal areas and assess their potential and consistency with PA1 actions and goals. They organize a workshop with actors and stakeholders concerned by PA1 to develop a proper communication plan for the territorial brand as well as the smart card system. They produce the dissemination materials foreseen by the strategy and spread them through the mapped channels. The communication box is made by the map, plan and materials here described.
- PA2 – communication box: to promote OSICs, PP1 drafts out a specific plan for disseminating information on inland areas' natural/cultural assets and the related services and goods. The communication online and offline tools developed according to the plan are developed taking advantage of potential synergies with coastal areas, for an easy dissemination through PPs/stakeholders' channels and in order to qualify OSICs equipment. The communication box is made by the plan and the tools here described.
- PA3 – communication box: The communication box is composed by a web communication plan for promoting the virtual eco-museums drafted by PP5 & PP8 together with specific cross-device digital tools. The communication materials are developed in order to be spread through PPs and stakeholders' online channels and

to be integrated as an external communication service on existing tools and channels for the territorial and touristic promotion of coast areas

### 7. Involvement of project partners and resources

Each PP is in charge for the organisation of regional events, distribution of communication materials, participation to external events, provision of contents and videos for the website, social channels and digital newsletters. PP7 sets up a common Press Office for the management of the relations with media, manages the project online communication and provides the PPs with the common templates and tools assuring a consistent implementation of the MADE IN-LAND communication. Furthermore, a set of specific communication activities is carried out by PP1, PP5, PP6, PP8, PP9 for supporting the Pilot Action with dedicated plans and tools.

Each partner covers its communication costs from the budget allocated on Work Package 2 - Communication activities, which is distributed as follows:

Partner role/number	Partner name	WP2 budget amount (EUR)
LP	Marche Region	33.735,00
PP1	University of Camerino	36.019,58
PP2	Superintendence archaeology fine arts and landscape od Marche Region	10.637,50
PP3	Municipality of San Leo	15.412,50
PP4	Municipality of Riccia	14.137,50
PP5	Molise towards il 2000	39.300,00
PP6	University of Zadar	29.430,20
PP7	Zadar County Development Agency ZADRA NOVA	49.019,75
PP8	Authority for the management of parks and biodiversity – Romagna	42.300,00
PP9	AZRRI – Agency for rural development of Istria ltd.	29.989,30
<b>Total amount</b>		<b>299.981,33</b>

## 8. List of annexes

1. Annex I. Communication Plan
2. Annex II. Social Media Marketing Strategy
3. Annex III. Internal Communication Manual
4. Annex IV. Communication Monitoring and Evaluation Protocol