



**Interreg**  
**Italy - Croatia**  
**TEMPUS**



EUROPEAN UNION

TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

## D2.1.4 – Programme branding applied

### Document control

<b>Deliverable</b>	D2.1.4 Programme branding applied
<b>Due month</b>	
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<b>Reviewers</b>	

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V2.0			

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## 1. INTRODUCTION

According to the programmes rules project partnership is obligated to respect visibility rules during project implementation. To support that, Programme provided a main communication toolkit containing a project logo in different variations and a main project poster, both to be applied in all of the means of communication and any occasion of the project presentation such are meetings, workshops, fairs etc. The aim of that is to raise the visibility of the Interreg program and also the project results and outputs visibility.

## 2. COMPULSORY ELEMENTS

Up to document PROJECT BRAND MANUAL, projects are obligated to produce a project poster containing main project data and place it in the partner's premises; when is taken infrastructural or reconstruction works - to place a temporary billboard; to mark any of the purchased equipment; and on the occasion of the project events and meetings to use specific project templates.

### 2.1. PROJECT POSTER



TEMPUS\_D2.1.1\_PR  
OBJECT POSTER 70x11



TEMPUS\_D2.1.1\_PR  
OBJECT POSTER 70x11



TEMPUS\_D2.1.1\_PR  
OBJECT POSTER 70x11

Project posters posted in PPs' premises (obligatory)



ITC-CNR



CNA



CERTIMAC



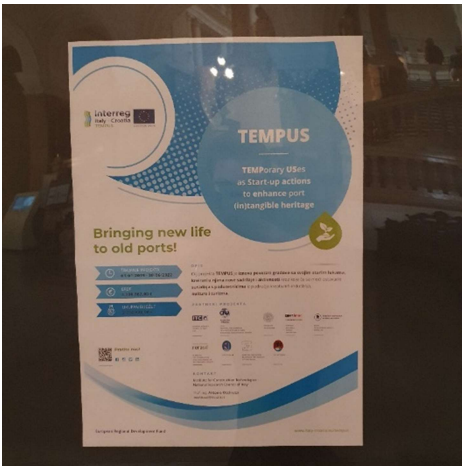
UNIBO



PORIN



SOLIN



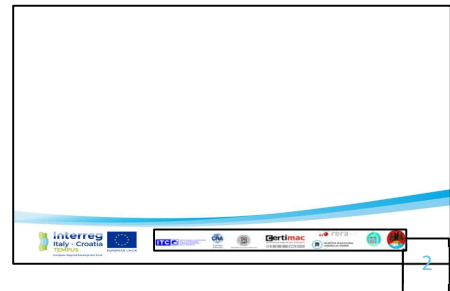
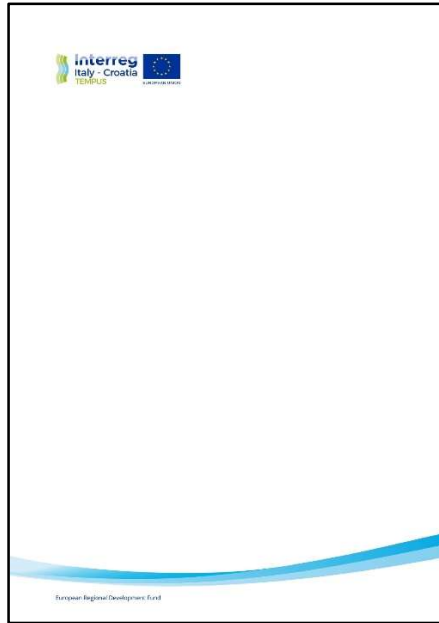
PPMHP



RERA

## 2.2. OFFICE TEMPLATES





TEMPUS\_Layout  
ppt templates.pptx



## 2.3. Temporary billboard



during works



after reconstruction was finished



### 3. NON COMPULSORY ELEMENTS

#### 3.1. Project Roll-Up Banner and leaflets

Next to placing the project poster on partners' premises, PPs used to post project posters or roll-up also in the occasion of live meetings, events etc.



TEMPUS\_D2.1.1\_RO  
LL UP\_FINAL MASTE



TEMPUS\_D2.1.1\_RO  
LL UP\_FINAL IT\_end I



TEMPUS\_D2.1.1\_RO  
LL UP\_ CRO\_end 03 ;





POSTER -placed in new coworking space/ TUA Solin



POSTER & roll-up - placed during the Final conference held in Bari

### 3.2. Report covers and press kit, layout for invitations

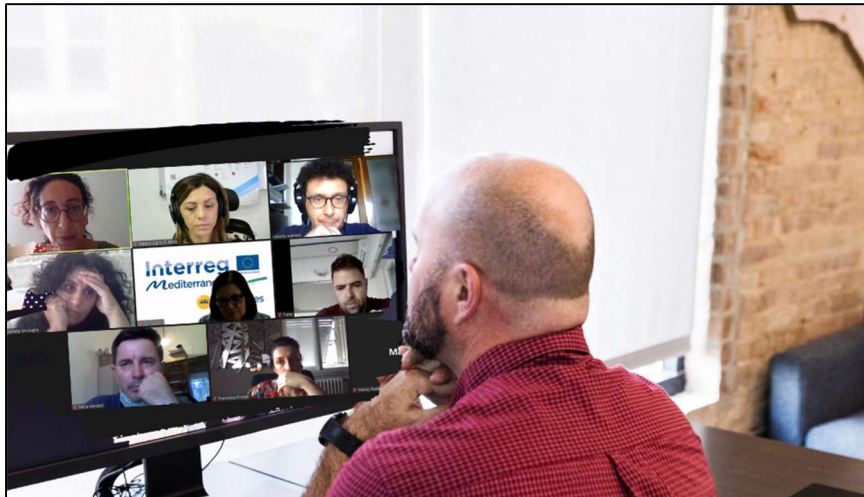
The main office templates, mostly the Word template and ppt templates, were used for any type of external communication.



However, for some project events were chosen a specific dedicated visual was to cover the event and was applied but always next to the obligatory elements to invitations and announcements of the events.








**OST Event**  
22nd September 2021






**TEMPUS**  
**Mid-term Conference**  
**Online**  
**15th November 2022**  
**10:00 h**

**THE PARALLEL UNIVERSE  
 OF THE PORTS OF THE ADRIATIC SEA**  
 Places, languages, symbols and regulations

photo Patar Fabijan

**Tempus:  
 Mix&Match Event**

March 22, 2023 from 10am to 1pm  
 ONLINE







**TEMPUS**  
**Final Conference**

# Bringing new life to the Adriatic ports!

Temporary uses as a trigger for the enhancement of the tangible and (in)tangible heritage, natural and cultural, of the port cities of the Adriatic area.

**Date:** **March 29th 2023**  
**Location:** **Autorità di Sistema Portuale del Mare Adriatico Meridionale**  
**Piazzale Cristoforo Colombo 1, Bari, Italy**

"With the patronage of Port System Authority of the Southern Adriatic Sea (AdSPMAM)"  



## Predstavljanje coworking prostora kreativno razvojnog ureda Grada Solina



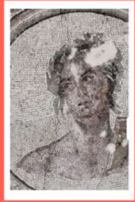
  
**21. 03. 2023.**  
**11:00 sati**  
**Kralja Zvonimira 80 A**  
**prvi kat zgrade NK Solin**








  
**TAKE A VIRTUAL TOUR TODAY.**



**PRIJAVI SE!**

**PONUĐI INOVATIVNO I KREATIVNO RJEŠENJE I INSPIRACIJU**




## INNOVATHON

SPLIT, PICS, 9.3.2023. OD 10:00 SATI

PRESS RELEASES were usually prepared in English language (but also in national languages), in this way;



**TEMPOUS Final Conference**

**Press Release**

**ABANDONED PORT SPACES ARE A GROUND FOR INNOVATIVE IDEAS AND PROSPECTIVE IT ENTREPRENEURSHIP**

"Bringing new life to Adriatic ports" in the name of the final conference held on 29th March, within the framework of the TEMPOUS project (TEMPorary Uses as start-up actions to enhance port (in) tangible heritage) in Bari. The conference was attended by representatives of nine partner organizations from Croatia and Italy in order to find the best solutions to give new life into the historic ports of Ravenna, Rijeka and Solin.

The participants of the conference pointed out that the abandoned port areas, which once upon a time were teeming with life, travelers, sailors and trade, are ideal places for various innovative cultural and economic activities. One of the most promising economic branches is certainly IT entrepreneurship, which opens countless opportunities to young people on the global world market.

The conference discussed, among other things, the projects of the port administration and the temporary use of the port as the beginning of the process of improving the ports (intangible heritage with a special focus on three project pilot areas: the ports of Ravenna, Solin and Rijeka). They talked about the new life of the port of Ravenna, i.e. the installation based on containers at the headquarters of the Adriatic Consortium, the future of business premises in the building of the Solin Football Club, and the use of the port of Rijeka and the port heritage as a temporary stage for various cultural events. The web platform "96 Port Heritage: Urban Regeneration of Port Heritage on the Adriatic Sea" was also presented.

Particular attention was drawn to works from the recently held open innovation competition "Innovation: It is a part of 'innovation' of ideas where young people simultaneously in three port cities in Italy and Croatia (Ravenna, Rijeka and Solin) designed innovative projects relying on their technical knowledge, creativity, spirit of adaptation, problem-solving skills and teamwork in order to find solutions for the new entrepreneurial and economic life of the three pilot ports of the TEMPOUS project. Among the many ideas, the international jury chose the winner - an idea called "Angela Angelini's platform". It is about the restoration of the old oil platform "Angela Angelini" on the Italian coast of the Adriatic Sea. The decision foresees the restoration of the platform for tourist purposes, so in the future, after the restoration, numerous educational and gastronomic workshops will take place on the upper



**Press Release**

Online event "The Parallel Universe of the Ports of the Adriatic Sea - Places, languages, symbols and regulations". [English version](#)

City of RIJEKA and other project partners organized a conference

**"The Parallel Universe of the Ports of the Adriatic Sea - Places, languages, symbols and regulations"**

that will be held on November 15, 2022,

- via Webex platform starting at 10 am.

Participation in the conference is free with prior registration at the link: [REGISTRATION](#).

The conference is dedicated to ports as places that are permanently changing in the sense of free zones of spatial rules and laws apply, where material and stable elements coexist with elements that are constantly moving and create intangible value. An example of this is the way of communication and language among sailors, the so-called "lingua franca" made up of common symbols. In addition, there is also the port heritage, which is often overlooked and which offers many possibilities for interpretation and presentation, primarily to local communities who can build on it and create new ventures and new values, even indirectly, arising from a revived sense of local pride and identity.

The conference will be held in English.

[English](#)



**Interreg Italy - Croatia TEMPUS**

TEMPorary Uses as start-up actions to enhance port (in)tangible heritage

**Izložba Protoci (Fluxes) - Revitalizacija lučke baštine kroz projekat TEMPOUS**

Prilagodbe za medije

**Izložba Protoci (Fluxes) - Revitalizacija lučke baštine na jedrnu o školski međunarodnog projekta TEMPOUS**

U okviru međunarodnog projekta TEMPOUS koji se provodi na tri pilot područja u Italiji i Hrvatskoj, Pomorski javni institut Hrvatske priredila je izložbu "Protoci: Izložba o lučkoj baštini" na sjedištu Instituta u Rijeci. Izložba je prvenstveno usmjerena na hrvatske posjetitelje, ali je dostupna i za strane posjetitelje. Izložba će istaknuti povezanost između razvoja riječne lučke i njenih utjecaja kroz razne epohe na razvoj okruženja, a posebno će se osvrnuti na razvoj u kontekstu, povijesnom i sadašnjem, ali i budućem. Izložba će istaknuti povezanost između razvoja lučke i njenih utjecaja kroz razne epohe na razvoj okruženja, a posebno će se osvrnuti na razvoj u kontekstu, povijesnom i sadašnjem, ali i budućem. Izložba će istaknuti povezanost između razvoja lučke i njenih utjecaja kroz razne epohe na razvoj okruženja, a posebno će se osvrnuti na razvoj u kontekstu, povijesnom i sadašnjem, ali i budućem.

Projekt TEMPOUS - TEMPorary Uses as start-up actions to enhance port (in)tangible heritage donosi izložbu o lučkoj baštini i načinu njenog razvoja u kontekstu, povijesnom i sadašnjem, ali i budućem. Projekt se odnosi na hrvatska područja: Rijeka, Solin i Nišići.

Vrijednost projekta iznosi 2.706.520,00 eura od čega 80% doprinose prihodi sudionika u suradnji s Europskim fondom za regionalni razvoj kroz inicijativu INTERREG V-A Italija - Hrvatska 2014 - 2020. Projekt se realizira u razdoblju od 01. siječnja 2021. do kraja 2022. godine.



### 3.3. Pen, pencils and USB and other promotional materials

At the very beginning as a start-up communication action, the WP2 leader prepared guidelines for production of the promotional materials with respect to program requirements to serve project partners when they will be produced. Even though pandemic restrictions caused the switching of communication from a "real" to a "virtual" world, partners have produced promotional materials and each product was marked with a project logo.



