



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

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

D2.1.3 – COMMUNICATION STRATEGY

Document control

| | |
|------------------------|---|
| Deliverable | D[2.1.3°] – COMMUNICATION STRATEGY |
| Due month | M42, JUNE 2022 |
| Delivery date | DECEMBER 2020 |
| Document status | Final version |
| Authors | Nataša Ugrin, Marija Tina Hauptmann (PI RERA SD) |
| Reviewers | Marco Padula, Francesca Picenni, Valentina Santoliquido (ITC-CNR) |

Revision history

| Version | Date | Author(s) | Comments |
|---------|------------|--|--|
| V1.0 | 24/01/2020 | Andrea Tomić and Nataša Ugrin | Draft, 1 st version – sent to LP to comment |
| V2.0 | 29/06/2020 | Marija Tina Hauptmann and Nataša Ugrin | Draft, 2 nd version – sent to LP to comment |
| V3.0 | 08/10/2020 | Marija Tina Hauptmann and Nataša Ugrin | Draft, 3 rd version – sent to LP to comment |
| FINAL | 12/2020 | Marija Tina Hauptmann and Nataša Ugrin | |

CONTENTS

| | |
|---|----|
| 1. PROJECT OVERVIEW | 5 |
| 1.1. PROJECT GENERAL DESCRIPTION | 5 |
| 1.2. Target groups..... | 6 |
| 2. THE TEMPUS COMMUNICATION STRATEGY | 8 |
| 3. PROGRAMME BRANDING REQUIREMENTS..... | 13 |
| 3.1. AD HOC BRANDING..... | 14 |
| 3.2. Promotional Material and Activities..... | 17 |
| 3.2.1 Project informative leaflet..... | 17 |
| 3.2.2 Posters | 17 |
| 3.2.3 Roll-Up | 17 |
| 3.2.4 Articles | 17 |
| 3.2.5 TEMPUS Business Gifts | 18 |
| 3.2.6 EVENTS..... | 20 |
| 3.2.7 Participation in external events..... | 34 |
| 3.2.8 Digital activities..... | 35 |
| 3.2.9 Italy-Croatia Project Web site..... | 35 |
| 3.2.10 Partner institutional website | 35 |
| 3.2.11 Web alerts..... | 36 |
| 3.2.12 „Stories tolds” videos and “Capsule stories” | 37 |
| 3.2.13 Social Media..... | 38 |
| 3.2.14 Project Newsletter | 39 |

| | | |
|------|--|----|
| 4. | NETWORKING ACTIVITIES..... | 40 |
| 5. | MONITORING AND EVALUATION | 40 |
| 5.1. | Communication Report | 40 |
| 5.2. | Quality of Final Reports, Documents and Deliverables | 41 |
| 5.3. | Indicators..... | 41 |
| 6. | MEDIA LIST..... | 45 |
| 7. | TIMELINE..... | 46 |
| 8. | APPENDIX..... | 47 |
| 8.1. | Leaflet..... | 47 |
| 8.2. | Poster..... | 49 |
| 8.3. | Roll up..... | 50 |
| 8.4. | Presentation templates..... | 51 |

1. PROJECT OVERVIEW

1.1. PROJECT GENERAL DESCRIPTION

TEMPUS project activities and pilots are aimed at reconnecting the ports to their urban areas. Project implements experimental methodology on Cultural Resources valorisation (tangible and intangible) and regeneration is based on temporary (re)uses and social activation within long-term, heritage-driven and community-led urban strategies, where synergies will be fostered between the quadruple-helix actors of the urban life.

Specific objective is to make natural and cultural heritage leverage for sustainable and more balanced territorial development.

TEMPUS long-term primary objective is to enhance a new economic development based on the valorisation of the hidden tangible and intangible port heritage, including the archaeological background and natural contexts of the ASUPs (Adriatic Sea Urban Ports), through the start up of Temporary Uses Actions (TUAs). In that purpose, the project aims to reach a real change, by leveraging the variegated and peculiar legacy of urban ports, and the untapped potential of local communities through their direct involvement in the definition and launch of urban strategies. To this extent, TEMPUS will implement an integrated set of TUAs, focused on the idea of urban ports as melting pots of traditions, histories, activities, architectures and cultures, which will allow creating new contextual values to be capitalized for triggering wider scale Cultural Resources Valorisation and Regeneration Processes (CRVRP), able to foster wellbeing and the creation of a new sense of living in ASUPs, deeply rooted on their cultural, urban and entrepreneurial dimensions.

In order to support the achievement of the specific goals of the project, but also long-term impacts on the creation of new values by reviving ports through temporary use and support for entrepreneurs in the field of creativity, culture and tourism, the communication strategy will focus communication activities based on the following communication goals:

Communication objective 1

Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm.

The relationship between the port and its urban environment will be re-established, raising the level of awareness of target groups about the evolutionary value of the ports, not only in the past but also with emphasis on potentiality in the future, will strengthen interest in material wealth roles currently neglected.

Communication objective 2

Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach.

To avoid pitfalls in the process of urban regeneration that create high expectations and rapid loss of interest, communication will accompany all process in order to highlight project milestones such as the definition of a shared urban strategy and the establishment of a collaborative entrepreneurial ecosystem, thus allowing for a progressive increase of the ports areas capacity of attracting people's interest and frequentation. This is a process that includes a long term commitment and a wide network of stakeholders.

Communication objective 3

Change behaviour & stimulate actions in order to support the creation of a heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation.

Communication objective 3 plays a key role in achieving the project goal. Behaviour change and acceptance of new ideas based on the concept of incremental innovation will enable the construction of long-lasting entrepreneurial realms.

TEMPUS methodology will be a milestone for the development of Adriatic Sea Urban Ports (ASUPs), allowing the effective and concrete overcoming of current deadlocks and the trend reversal of actual neglected phenomena, and opening a real opportunity of wide-spreading project outputs and results among Italian and Croatian stakeholders. The experience gained during the project will be summed up into a purposed toolkit, which will be produced in order to spread a new HD entrepreneurial tissue across the Adriatic and beyond.

TEMPUS Platform will be open source and GIS-based (mainstream standards), interoperable, i.e., and dynamic. A dedicated sustainable plan for its long-term usage will include: exploitations models for research and enterprises (agreements, services, normative information) aimed to trigger new Temporary Uses Actions (TUAs); membership fees to new Community of Practice (CoP) associates and low fees to TUAs; open fundraising campaigns.

1.2. Target groups

All projects need to communicate in order to stimulate interest in a number of people and can have an influence on their ability to achieve goals rapidly and efficiently.

Knowing the “target audience” is the main starting point of a communication strategy. Meeting their different needs, perceptions and expectations is, in fact, a critical success factor of any effective communication strategy. A detailed overview of the target groups is presented, analyzed and elaborated in Table 1 in Chapter 2 of the Tempus Communication Strategy.

Target Groups Identification

In TEMPUS project the following target groups have been identified:

- GENERAL PUBLIC
- LOCAL, REGIONAL AND NATIONAL PUBLIC AUTHORITIES
- CULTURAL AND NATURAL HERITAGE MANAGEMENT BODIES
- REGIONAL AND LOCAL DEVELOPMENT AGENCIES, ENTERPRISES (SMEs within cultural and creative ind., environmental and tourism sector...)
- ASSOCIATIONS, REGIONAL INNOVATION AGENCIES
- EDUCATION AND TRAINING ORGANISATIONS, UNIVERSITIES & RESEARCH INSTITUTES –LSG and LAGs

GENERAL PUBLIC

General public encompasses citizens, tourists and students/scholar. The public will be involved in the project through the foreseen project events, social media, press, articles due to the technical character of the project a simple language will be used in the communication addressed to this target and to have a good understanding. Citizens' representatives will be included in the workshops in order to receive their opinion.

LOCAL, REGIONAL AND NATIONAL PUBLIC AUTHORITIES

A project activities are addressed to this type of stakeholder since they could be the beneficiaries of the project results. The Sailing and M&M events will be key engaging moments. Local and Regional authorities will be invited to the Open Space Technology event too.

CULTURAL AND NATURAL HERITAGE MANAGEMENT BODIES

Archaeological, historical, natural science, ethnography, technology and art museums and conservation institutes linked, to a wide extent, to port heritage will be involved. Representatives will be all invited to public events, TUAs on-site tours, exhibitions and Hack-Days and may take part in the LAGs.

REGIONAL AND LOCAL DEVELOPMENT AGENCIES, ENTERPRISES (SMEs within cultural and creative ind., environmental and tourism sector...)

Regional and local development agencies and enterprises in charge of Cultural Heritage tourism and urban development will participate in exhibitions, Temporary Uses Actions opening and public events. Innovative SMEs & start-ups from CCI, including ICT, leisure & reception, is expected in PFs & LAGs, pilots & C4Is, Hack-days, M&M, and in capacity building actions as Tourist agencies & boards, and media partners will be involved in promotional activities. Other relevant enterprises are port areas & infrastructures owners, who will participate in LAGs.

ASSOCIATIONS, REGIONAL INNOVATION AGENCIES

Associations, regional and innovation agencies from field of cultural and traditional protection, archaeological, social, tourism, including the local action groups will be essential target groups to communicate & disseminate pilots storytelling (via Instagram) and TEMPUS platform/outputs (via FB).

Their participation will be highly beneficial especially in LAGs, PFs and Call for ideas. Regional Innovation Agencies will participate in public events, Hack-days and M&M. Temporary Uses Action opening events will be key meeting.

EDUCATION AND TRAINING ORGANISATIONS AS WELL AS UNIVERSITIES AND RESEARCH INSTITUTES

According to the quadruple helix approach, pilot cities' Universities & Research Institutes with deep expertise in Cultural Heritage, creative arts & IT fields will be involved in LAGs, PFs, Hack-Days and M&M. Other IT-HR U&RI will be invited to public events. To design innovative platform tools, younger generations (secondary school) will be invited to participate in Hack-Days. Both for U&RI and ETO on-site visits, especially during exhibitions, will be organized to explain the meaning of "HD unconventional urban action".

2. THE TEMPUS COMMUNICATION STRATEGY

This document aims at setting up the communication strategy of the TEMPUS project as described in the project's application form under deliverable 2.1.3.

The main purpose of this document is to provide the project partners with key information on communication activities that will be developed throughout the project lifetime, a detailed communication and editorial plan, roles and monitoring tools, indicators and evaluation procedures. According to D2.1.3 CS will be adapted by PPs locally applying a joint communication & dissemination approach.

The objective of the communication strategy is to disseminate the results of the project to the regional/local and national policy decision makers and other key players (stakeholders, LAG'S and entrepreneurs) but also to the general public. More precisely: at local and CBC level, involvement of public authorities, sector agencies, research institutions, interest groups and associations in the collection of information useful to project activities and outputs through meetings and workshops, online platforms, virtual exhibition and social networks. The project comm. audience-building is based on a step-by-step approach to creating a durable engagement of local stakes and decision-makers towards TEMPUS local initiatives (LAGs, Open Calls, TUA storytelling, exhibitions, training courses, Hack Days) and CBC events (Sailing, Mix&Match and Docking events), thus ensuring project outputs to go viral at national and CBC level. General public will be involved through: direct attendance to the pilot sites during project lifetime (exhibitions, totems, on-site visits, etc.) and on-line line activities such as virtual exhibition, website and social networks.

The success of the CS will depend on the quality establishment and development of continuous relationships with target groups and the general public, which will be assessed on the basis of the indicators listed in the CS. TEMPUS local initiatives (LAGs, Open Calls, TUA storytelling, exhibitions, training courses, Hack Days) and CBC events (Sailing, Mix & Match and Docking events) will be supported with communication materials built on visual identity engagement strategy with the purpose to raise awareness, change behaviour and disseminate knowledge.

The networking activities will be taken into proper account since they represent the best way to transfer methodology, approaches, and results to other actors working on similar topics.

The success of the networking activities depends on the ability to:

- a) establish a Community of Practice in the project areas,
- b) establish a dialogue with the local authorities,
- c) develop communication with regional and local development agencies, enterprises (SMEs within cultural and creative ind., environmental and tourism sector...) in order to have a concrete impact.

In the Application Form, the communication approach has been detailed according to the 3 Communication Objectives as follows:

Table NO1: Communication approach with tactics

| COMMUNICATON APPROACH | | |
|---|--|--|
| Communication objective and Target group of Communication | Description | Tactics/Approach |
| <p><u>Comm. Objective 1</u></p> <p>Development of influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm.</p> <p>Sub-objectives 1. Rebuilding the social connection between ports and the urban environment through raising the awareness of key stakeholders.</p> <p><u>Target groups 1</u></p> <ol style="list-style-type: none"> 1. General public - (citizens, tourists, students/scholars). Raising the awareness through: direct attendance to the pilot sites during project lifetime (TU functions, exhibitions, totems, on-site visits, opening events, etc.), thanks to local comm. activities including the “word of mouth”; general comm. activities for the promotion of pilot sites, also through the Platform usage. 2. Local & Regional authorities (LRA) - Temporary uses culture will be shared and raised through TUAs. 3. LSG and LAGs - Gaining knowledge and awareness about local port heritage by establishing a Community of Practice. 4. Enterprises (SME in cultural, creative industries / environmental and tourism sector) - Gaining knowledge | <p>Mainstream communication can influence people’s lifestyle and choices and create unconscious habits to the point of gathering people in hot spots and in destinations which are pictured as rendering, thus devaluating urban and territorial heterogeneity in terms of culture and heritage.</p> <p>TEMPUS' communication strategy aims to counteract this tendency of focusing mainstream attention on a restricted number of commercially strong sites by exploiting the port cities (hi)story, in order to: *highlight the relationship between ports and their urban/territorial surroundings; *tell the evolution of port activities over the centuries (with a view to the future). The final aim is to raise a new interest in material heritage which is in danger of being forgotten. This will help to turn ports from pass through sites into places to be enjoyed independently of seasonality, consequently balancing the touristic flow both with locals’ presence and along the year.</p> | <p>WP5 “Sail-it” maps will be distributed capillary (the number will be tracked) also involving touristic agencies and Info Points. They will offer an itinerary through port life knowledge, from ancient times to the present. Special attention will be paid to: heritage buildings & spaces; Nature 2000 sites bordering ports; entrepreneurial, commercial & accommodation facilities linked to ports’ history and heritage protection & valorisation; citizens’ stories. A QR code on the maps will redirect to the platform mapping section where links to the project’s social pages and buttons for sharing contents will be available. Pilot cities will be provided with at least one interactive totem (to be used during exhibitions; WP4) giving access to the platform: this will stimulate people’s curiosity and engage them in the port and city discovery. This tech. evolution of the "word of mouth" will make the storytelling viral. Dedicated software will be used to track the number and the source of accesses to the platform and their trend will be periodically analysed to fine-tune comm. strategies/ activities. LRAs will be invited to local and CBC events (participants lists will be filed to analyse the attendance trend) where co-design & sharing workshops are foreseen (LAGs for local urban strategies in WP3; Perspective Forums in WP4; OST for Building Community Strategy, Mix & Match for GCBC Visibility Plan in WP5) in order to involve PAs in the TEMPUS Ports</p> |

| | | |
|--|---|---|
| <p>and awareness about local port heritage by establishing a Community of Practice</p> | | <p>Network enlargement and strengthening process.</p> |
| <p><u>Comm. Objective 2</u></p> <p>Increase comprehension & raise awareness and conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach.</p> <p><u>Sub-objectives 1.</u> (incremental) Gradual building of relationships with target groups through communication tools with the aim of raising awareness of key project milestones</p> <p><u>Target groups 2</u></p> <ol style="list-style-type: none"> 1. Local authorities to facilitate the approval of local specific regulations on temporary uses, so as to support the adoption of incremental heritage-driven urban strategies; 2. Regional development agencies (RDA) to speed up the exploitation of HD urban development and through this, to better connect political (Region) and operational (Municipality) dimensions; 3. Developers to switch from a top-down approach, based on the more and more vain expectation of high investments and high returns in short time, to a heritage-driven and community-led approach based on low investments and incremental returns in the medium-term; 4. Associations, NGOs & social enterprises to build determined and proactive local community interested to apply TEMPUS methodology in order to tackle social problems and challenges | <p>The project deals with unconventional urban actions, which is interventions which can grab the attention and the curiosity of a broad Audience, with the risk of creating high expectation due to the novelty, and then a quick loss in people interest. In urban regeneration processes this occurs very often, mostly when the unconventional action is not purposed as trigger action of a wider urban strategy. In order to avoid this twofold hazard (lack of interest and ineffectiveness of start-up actions), communication will accompany step by step the whole incremental process in order to highlight project milestones such as the definition of a shared urban strategy and the establishment of a collaborative entrepreneurial ecosystem, thus allowing for a progressive increase of the ports areas capacity of attracting people's interest and frequentation.</p> | <p>Methodology fine-tuning (WP3), toolkit elaboration (WP4) and Community- building process (WP5) will provide numerous communication opportunities & reach all listed TGs. In LAGs local heritage-driven urban strategies will be co-designed engaging relevant stakes and forming a long-term commitment and collaboration on heritage valorisation, thanks to the set-up of the Local Governance Groups. A link to TEMPUS web page and platform will be displayed on LAGs members' web sites in order to widen the network in which an online survey will be performed to measure the level of appreciation of the ongoing initiative: a good result will reinforce TGs' commitment in the valorisation of ports' cultural resources. SMEs, big industries & RDA will contribute to the elaboration of the Local Business Strategies for strengthening urban strategies and will participate to the Mix & Match event (WP5) in order to become active promoters of the CBC visibility plan. Social media will be used for building the TEMPUS community (e.g. pilots, Hack-Days and M&M will be narrated by realizing "Stories told" short videos to be shared online). The final Docking event, where TEMPUS methodology and toolkit will be launched for dissemination, will ensure a wide-scale publication of these outputs (available on the platform). Track of events' participants, number/ source of platform accesses, number of submitted questionnaires and outputs 'downloads will be kept in order to fine-tune communication strategies / activities.</p> |

| | | |
|---|--|---|
| <p><u>Comm. Objective 3</u></p> <p>To promote and encourage behaviour change & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation</p> <p><u>Target groups 3</u></p> <ol style="list-style-type: none"> 1. Regional innovation agencies (RIA) to foster the development of structural bonds with education systems, in order to overcome the lack of entrepreneurial culture and (aware) digital skills; 2. Cultural & natural heritage management bodies (HMB), to support the creation of proper heritage valorisation frameworks for facilitating the establishment of entrepreneurial activities, by applying the temporary uses approach; 3. Enterprises dealing with natural & cultural heritage protection & promotion (ECH), to help the foundation of a CBC entrepreneurial ecosystem based on collaborative attitude & cultural awareness; 4. Big industries (BI) to boost the investment in innovation processes; 5. Education & training organisations, universities & research institutes (ER), to include entrepreneurial competences & social innovation concept in their offer. | <p>The main communication aim is to settle ports’ (in)tangible heritage as the basis of a business building process characterized by 3 related & consequential steps:</p> <p>I) <i>Collection</i> (through helpdesk activities, on-site visits & interviews);</p> <p>II) <i>election & synthesis of info on port cities’ history diffusion</i> (through exhibitions, call & platform) of easy-to-assimilate (though not banal) in for;</p> <p>III) <i>collection</i> (thanks to an Open Call) of entrepreneurial initiatives, related to the ports shared in step II), according to different criteria (from continuity to brand new activation).</p> <p>This process, which will be communicated in a very catchy way, will help collective imagination to reconnect the idea of “disruptive innovation”, which too often is associated to extemporaneous, improvised & casual intuitions, to the background concept of “incremental innovation”, which springs from collaboration & evolution, and can enable the construction of long-lasting Entrepreneurial realms.</p> | <p>A multifaceted captivating approach, mainly based on platform Development & Events planning, is envisaged. During TEMPUS events, RIA & HMB will contribute to the co-design meetings with their feedbacks & suggestions while at the local level they will participate in some LAGs workshops (WP3). ECH selected with the Open Call (WP4) will follow ad hoc capacity building sessions on entrepreneurship development and become members of the TEMPUS community with access to the platform’s restricted area (see WP5). ECH will be invited to the Hack-Days and the Mix & Match event to foster the creation of a port entrepreneurial realm. HDs will be set up to develop innovative tools aimed at offering immersive experiences using, among others, Virtual, Augmented and Mixed Reality. The developers will become TEMPUS ambassadors and contribute to communication activities by sharing their products with the online community. During the M & M event, ECH&BI will be invited to draft a possible port heritage CBC valorisation strategy. Some ideas emerged in HD and M&M will be published in the platform’s crowd funding section. ER will be encouraged to use the platform’s virtual exhibitions (WP4) both to show links between culture & entrepreneurship and as open Educational materials for school programmes. Track of events’ participants, number of platform account created, number/ source of platform accesses, time spent on a specific platform page will be kept in order to fine-tune comm. strategies/ activities.</p> |
|---|--|---|

In order to maximize the impact of communication efforts:

- Activities need to be timely;
- Information must be accurate;
- Messages must be interesting for the target audience;
- Activities should be appropriate in terms of resources (human and financial).

The present document is designed to support the overall and specific communication and visibility objectives of the project.

External Communication

The action develops a wide range of printable and electronic communication materials (website, press and social media s. a. Facebook, YouTube) targeted to different audiences. This will support the communication of TEMPUS objectives, results and progresses over the whole project lifetime and each project partner should be involved, sharing the project's communication initiatives also through his own networks and channels. This will allow to take advantage of the different nature of partners/stakeholders involved (research institutions, nature protection authorities, local authorities) and to strengthen the connections within the similar organization at the local and international level.

Next to the main goals of the communication, WP2 as a whole is dedicated to increasing awareness in particular of the general public to increase the accessibility of natural and cultural heritage, next to the main goals of the communication.

3. PROGRAMME BRANDING REQUIREMENTS

In order to comply with the programme and the EU branding, project partners must use on all the communication materials the layout and logos provided by Interreg ITA-Programme, e.g. logos should be positioned on the top left corner, whereas the ERDF reference on the bottom right corner. The Interreg ITA-CRO Programme has adopted a single project branding approach that includes the European Territorial Cooperation logo (“Interreg”), the Programme logo (“Italy-Croatia”), and the EU emblem and the related project’s logo. The logos will appear on all public documents, publications, websites and promotional materials during the project implementation, in order to increase visibility of the project and to facilitate the branding of communication products. If the partner’s logo is added on the documents this must have the same size of the one provided by the Programme.

Detailed explanations with templates can be found in the document INTERREG V A Italy – Croatia, CBC Programme, Factsheet n. 8, Project Communication, Version N. 2 of 19th of July 2018 and in the PROJECT BRAND MANUAL, April 2018, version 1.

Basic project’s materials will be designed by RERA (poster, roll up, leaflet) and shared to all PP’s for printing. All other materials that the project partners will develop independently should follow the above EU visibility guidelines.

Each project partner is responsible for the correct application of project’s visibility rules¹.

The TEMPUS Project Communication kit determinate by the programme consists in the following documents and templates:

- Logos (in different versions: CMYK, Greyscale, Negative, Black and white)
- Fund label (in different versions: CMYK, Greyscale, Negative, Black and white)
- Office pack (word, excel, ppt), adaptable to partnerships’ needs
- Poster (the design template provided in InDesign and pdf formats, modifiable with simple graphic design programs)
- Invitation (InDesign and pdf formats)
- Cover
- Key Visual
- Programme Area Map
- Programme Thematic Priority Icons

¹ Disclaimer - For any publication produced by projects, such as recommendations, good practice guides, etc., it is necessary 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.”

Tempus Logo variations:



3.1. AD HOC BRANDING

RERA, with the cooperation of external has developed ad hoc branding.

Ad hoc branding is based on the urban renewal of neglected urban port areas in the creation of long-term urban strategies, while respecting the cultural heritage and customs of the community. The identity of ad hoc branding has the possibility of application and application for all PPs, guided by the basic urban elements of port areas in search of a common denominator and connection with urban areas.

All idea about the ad hoc branding was established from the fact that all ports have something in common, and that are the fluxes. Fluxes of people, goods, services, technology, culture and urbanism. Visualisation is designed as the pictogram which can be easily applied and it is easy to understand.

EXAMPLE OF AD HOC BRANDING – ON LINE EXHIBITION



fluxes

Port of Rijeka



Flux of Goods



Flux of People



Flux of Tehnology



Flux of Culture



Exhibition



Port of Rijeka



Fluxes

ICON SET

MENU



Tempus



Exhibition



Fluxes



Port



Previous



Next

TEXT



Read more



Read more



Less/Top



Less/Back

FLUXES



Goods



People



Tehnology



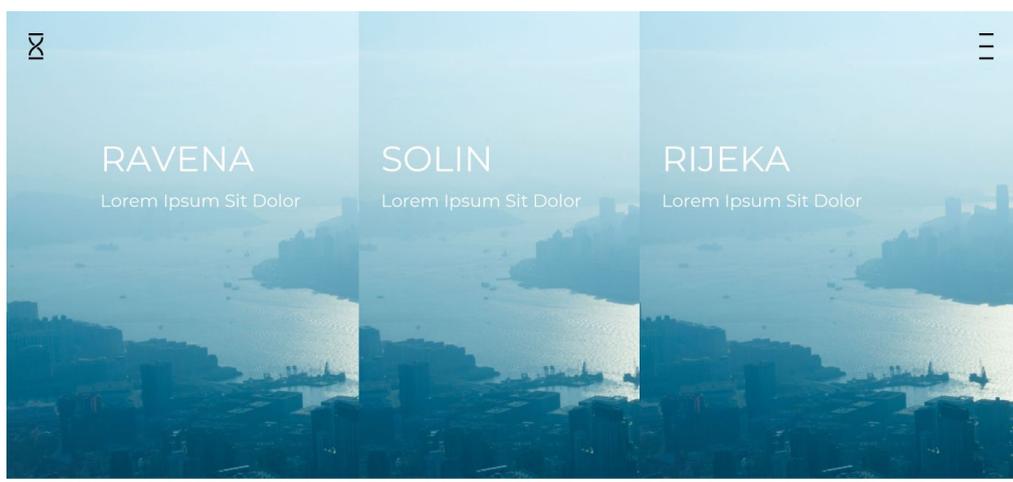
Culture

TEMPUS EXHIBITION WEB PAGE ELEMENTS

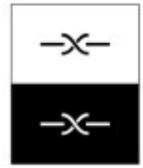
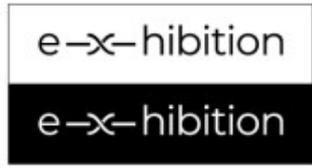
PICTOGRAMS
FLUXES



TEMPUS EXHIBITION WEB PAGE ELEMENTS



LOGO
EXHIBITION



3.2. Promotional Material and Activities

Promotional Materials and Activities such as web, leaflet, posters, and roll up will be used for wide promotion of the project itself and will be disseminated to target groups. WP2 Leader will service partners with designed materials: each partner will have to change his contact details on the materials and print the needed quantities.

Besides basic event materials, the necessary events promotional materials (incl. notepads, cotton bags & roll-ups) will be designed by RERA and then produced by each PP (D2.3.7).

3.2.1 Project informative leaflet

The leaflet (in Italian, Croatian and English language) will address the wider public describing project's objectives, activities and partners involved. It has been prepared and is ready to print or download from the project website including new projects ending dates.

RERA has sent the designed leaflet to all partners, in English master copy and in Croatian and Italian languages.

3.2.2 Posters

Posters have been designed by RERA and delivered for print to PP's with extended, new projects dates. Posters will have a minimum size of A3 and the content include a short description of the project, including its aims, results, and financial support from the Union, along with the logos. Posters can be in the English language or national language, be professionally printed and a picture of them must be attached to the Progress report. Each Project Partner must have a poster (of minimum A3 size) placed at an entrance area at least at the Lead Partner's premises. In any case, posters should be placed wherever possible in order to gain as much public visibility as possible for the Tempus project.

Since project's consortia are allowed by the Programme to create a poster on their own - provided the regulatory conditions are respected and the thematic pictograms and colours and the branding font are used - a dedicated poster by RERA will be designed to be physically displayed on TUAs pilot areas as well as used in digital form for online communication. These posters should be created in cooperation between partners involved in TUAs openings and RERA's designers in the way that partners need to provide basic information and materials such as photos, for their pilot site and event in their engagement, and the expert will design posters respecting all communication requirements as well as the purpose of it.

3.2.3 Roll-Up

A Roll-Up is designed with new projects dates by WP2 leader in English language and sent to PP's for printing their own one. Roll up should be displayed during the public meetings and events. PR campaigns and releases (and articles online or printed).

3.2.4 Articles

Articles offer reliable information, raising interest by building trust to the audiences. Better publicity and high searching rankings can be achieved through dedicated strategy including the selection of high ranked hosting newspapers/ magazines.

All PPs (esp. RERA, Unibo & PPMHP) have dedicated staff to produce at least 6 valuable online and / or printed releases to appear in CCI, education & tech related national media and magazines. RERA will provide guidance to PP on how the articles should look like and how topics should be addressed. During PPs' meetings, the project partners will propose to choose a provider/publisher for each of the articles but it can be chosen after the article will be defined in the sense of the content and whom targeting.

Pro-active & re-active media work will be coordinated by RERA by producing & disseminating at least 4 project-level press releases (launch, 2 mid-term, final) to be picked up by PPs. These articles should be written in the period before the events: Launch Event in Split (M23), Rijeka Sailing Midterm events (M29), Hack Days (M34), Ravenna Mix and Match (M35) and Bari Dooking Event (M41).

Each project partner the prepared releases and articles, including other similar announcements prepared and published in their own engagement, should document in an appropriate way and provide related data to the communication manager in the purpose of covering the Communication report at the project level as well as for proofing of reached number of targeting value for each of communication target groups.

3.2.5 TEMPUS Business Gifts

RERA selected appropriate promotional gifts based on the project objectives and the current epidemiological situation due COVID 19. Gifts were presented to project partners in July 2020. RERA will make a sample application for all gifts and send it to all partners by the end of October 2020. Since the RERA selected only the type of the gift, not exactly product because of the various suppliers of promotional gifts in the market, PP should follow sample application, logo colours and size recommendation. Each project partner should select, according to their needs, the proposed gifts in the desired quantity.

General logo application guidance to be followed:

- INTERREG COLOURS OF THE LOGO



| COLOURS: | PANTONE: | CMYK: | RGB: | HEX: |
|-------------|-------------|--------------------|-------------------|----------|
| Reflex Blue | Reflex Blue | C 100 M 80 Y 0 K 0 | R 0 G 51 B 153 | # 003399 |
| Light Blue | 2716 | C 41 M 30 Y 0 K 0 | R 159 G 174 B 229 | # 9FAEES |
| Yellow | Yellow | C 0 M 0 Y 100 K 0 | R 255 G 204 B 0 | # FFCC00 |

- SIZE OF THE LOGO

The size of the logo should be reasonable and recognizable.

The appearance of a logo varies greatly according to the gift it is used on. The logo should not be used in any size smaller than the smallest logo size specified. The logo should never be reproduced under the size of 46 mm. No maximum size is set, providing the logo placement is respectful of the clear space area around the logo.

Proposed promotional gifts:



Sample gifts application:



3.2.6 EVENTS

At local level key events will be organized to grab the general attention: exhibition openings, Temporary Uses Action opening and Hack Day (also aimed at innovators & online community). At CBC level, following the navigation metaphor, 4 events will be held to present the progressive project's outcomes/outputs: in Split (Launch event), in Rijeka (Sailing event), in Ravenna (Mix&Match event) & in Bari (Docking event).

The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. During the events, projects are encouraged to place the project poster or a project banner in a readily visible place. It is recommended to take a photos. The opportunity should be taken and the signature/consent of the attenders to receive general information about the project should be obtained.

A detailed plan of the events is given in the tables in the next section.

TEMPUS EVENTS – CBC LEVELS

| Event | Date | Comm. Objectives, Goals and Target Groups | Communication Tactics | | |
|---|------|---|--|-------------|---------------------------------------|
| | | | Deliverables | Who? | When? |
| Launch Event, Split CBC level Event | M23 | Communications objectives <i>Communication objective 1</i> Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm. <i>Communication objective 2</i> Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach. <i>Communication objective 3</i> Change behaviour & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation. Goals - 50 participants Target groups - Local, regional and national public authorities - Cultural and natural heritage | Projects Poster* | RERA/ PP | Design Done/Producti on in progress |
| | | | Projects Roll ups* - 2 pieces | RERA/ PP | Design Done/Producti on in progress |
| | | | Invitation Newsletter** | RERA/ PP | M22/23 |
| | | | Social networks event communication *** (announcement and events report) | RERA | M22/23 |
| | | | Web page announcement | RERA | M22/23 |
| | | | Projects leaflet* | RERA | Design Done/Producti on in progresses |
| | | | Media Communication **** | RERA/ PP | M22/23 |
| | | | Events photos | PP | M23 |
| | | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/ PP | M22/23 |

| | | |
|--|---|---|
| | <p>management bodies</p> <ul style="list-style-type: none"> - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...) - Education and training organisations, universities and research institutes - LGS and Lags | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> |
|--|---|---|

| Event | Date | Comm. Objectives, Goals and Target Groups | Communication Tactics | | |
|---|------|--|--|---------|------------------------------------|
| | | | Deliverables | Who? | When? |
| Sailing Event, Rijeka CBC level Event | M29 | Communications objectives <i>Communication objective 1</i> Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm. <i>Communication objective 2</i> Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach. <i>Communication objective 3</i> Change behaviour & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation. Goals - 50 participants Target groups - Local, regional and national public authorities | Projects Poster* | RERA/PP | Design Done/Production in progress |
| | | | Projects Roll ups* - 2 pieces | RERA/PP | Design Done/Production in progress |
| | | | Invitation Newsletter** | RERA/PP | M29 |
| | | | Social networks event communication *** (announcement and events report) | RERA/PP | M28 and M29 |
| | | | Web page announcement | RERA | M28 and M29 |
| | | | Projects leaflet* | RERA/PP | Design Done/Production in progress |
| | | | Media Communication*** | RERA/PP | M29 |
| | | | Events photos | PP | M29 |
| | | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/PP | M27/M28 |

| | | | |
|--|--|--|---|
| | | | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> |
|--|--|--|---|

| Event | Date | Comm. Objectives, Goals and Target Groups | Communication Tactics | | |
|-----------------------------|------|---|--|--------------|--------------------------------------|
| Midterm Event Rijeka | M29 | <p>Communications objectives</p> <p><i>Communication objective 1</i></p> <p>Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm.</p> <p><i>Communication objective 2</i></p> <p>Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach.</p> <p><i>Communication objective 3</i></p> <p>Change behaviour & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation.</p> <p>Goals 28 participants</p> <p>Target groups</p> <ul style="list-style-type: none"> - relevant policy makers, representatives of Programme MA/JS, Regional ESIFs MAs & EUSAIR board | Deliverables | Who ? | When? |
| | | | Projects Poster* | RERA /PP | Design Done/Production in progress |
| | | | Projects Roll ups* - 2 pieces | RERA /PP | Design Done/Production in progress |
| | | | Invitation Newsletter** | RERA /PP | M29 |
| | | | Social networks event communication *** (announcement and events report) | RERA /PP | M28 and M29 |
| | | | Web page announcement | RERA | M28 and M29 |
| | | | Projects leaflet* | RERA /PP | Design Done/Production in progresses |
| | | | Media Communication **** | RERA /PP | M29 |
| | | | Events photos | PP | |
| | | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA /PP | M29 |

| | | | |
|--|--|--|---|
| | | | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> |
|--|--|--|---|

| Event | Date | Comm. Objectives, Goals and Target Groups | Communication Tactics | | |
|--|------|---|--|---|---|
| | | | Deliverables | Who? | When? |
| Mix & Match Event, Ravenna CBC level Event Mix& Match event in Ravenna should involve CBC Regional & Local authorities, as well as representatives of enterprises realm in order to share TEMPUS outcomes & define a Joint Visibility Plan. Hack-Days winners will be awarded. | M35 | Communications objectives <i>Communication objective 1</i> Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm. | Projects Poster* | RERA/ PP | Design Done/Production in progress |
| | | <i>Communication objective 2</i> Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach. | Projects Roll ups* - 2 pieces | RERA/ PP | Design Done/Production in progress |
| | | <i>Communication objective 3</i> Change behaviour & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation. | Invitation Newsletter** | RERA/ PP | M34/35 |
| | | | Social networks event communication *** (announcement and events report) | RERA | M34/M35 |
| | | | Web page announcement | RERA | M34/35 |
| | | | Projects leaflet* | RERA | Design Done/Production in progresses |
| | | | Media Communication **** | RERA/ PP | M34/M35 |
| | | | Events photos | PP | M35 |
| | | | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/ PP |

| | | | |
|--|--|--|---|
| | | <p>environmental and tourism sector)</p> | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> |
|--|--|--|---|

| Events | Date | Comm. Objectives, Goals and Target Groups | Communication Tactics | | |
|---|------|--|---|---------------------------------------|-------------------------------------|
| | | | Deliverables | Who? | When? |
| Docking Event, Bari CBC level Event Final event with media coverage for disseminating and rolling-out the main TEMPUS outcomes (HD Port Cities Urban Strategies; TEMPUS Methodology , Toolkit & Platform; Visibility Plan), incl. higher level decision & policy makers, organised by LP in Bari | M41 | Communications objectives <i>Communication objective 1</i> Influence attitude by promoting a new way of knowing, acting and living port cities, thanks to unconventional urban actions, charming cultural experiences and captivating entrepreneurial realm. <i>Communication objective 2</i> Increase comprehension & raise conviction on the key role that temporary uses can play in the heritage-driven urban regeneration processes thanks to a low-cost high-impact approach. <i>Communication objective 3</i> Change behaviour & stimulate actions in order to support the creation of an heritage-driven entrepreneurial culture by facilitating and strengthening the “transmission chain” between knowledge & innovation. | Projects Poster* | RERA/ PP | Design Done/Producti on in progress |
| | | Projects Roll ups* - 2 pieces | RERA/ PP | Design Done/Producti on in progress | |
| | | Invitation Newsletter** | RERA/ PP | M40/41 | |
| | | Social networks event communication *** (announcement and events report) | RERA | M40/41 | |
| | | Web page announcement | RERA | M40/41 | |
| | | Projects leaflet* | RERA | Design Done/Producti on in progresses | |
| | | Media Communication **** | RERA/ PP | M40/41 | |
| | | Events photos | PP | M41 | |
| | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/ PP | M40/41 | |
| Goals - 50 participants Target groups - Local, regional and national public authorities - Cultural and natural heritage management bodies - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism | | | <i>*All promotional materials will be designed by RERA and produced by each PP.</i> <i>** RERA will produce newsletter, PP will send it to targets groups on their area</i> <i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local</i> | | |

| | | | |
|--|--|---|--|
| | | sector...) - Education and training organisations, universities and research institutes - LGS and Lags | press/pictures <i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i> |
|--|--|---|--|

TEMPUS ALL OTHER EVENTS

| Event | Date | Goals | Communication tactics | | |
|---|------|---|---|-------------|----------------------|
| Participation in the EU level events | M21 | Specific: All PPs will be engaged in participating in the annual Programme events, in the EU Week of Regions and Cities and in the EU Cooperation Day. | Participate and check the possibility of project presentation | | |
| TEMPUS events in Pilot Cities | | | | | |
| Event | Date | Goals and Target Groups | Communication Tactics | | |
| 1st exhibition publishing (Digital) | M24 | Goals <ul style="list-style-type: none"> - 1000 on line visitors in first month (measured by page Google Analytics) Target groups <ul style="list-style-type: none"> - General public - Local, regional and national public authorities - Cultural and natural heritage management bodies - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...) - Education and training organisations, universities and research institutes - LGS and Lags | Deliverables | Who? | When? |
| | | | - Web page announcement | RERA | M24 |
| | | | - Social networks event communication | RERA | M24 |
| | | | - Newsletter | RERA | M26 |
| | | | - Press releases | RERA | M24/25/26 |
| Event | Date | Goals and Target Groups | Communication Tactics | | |
| TUA Openings | M28 | Specific goal: 50 participants | Deliverables | Who? | When? |
| | | | Projects Poster* | RERA/ PP | Design Done/Producti |

| | | | | | |
|--|--|---|---|---------|------------------------------------|
| | | Target groups | | | on in progress |
| | | - General public | Projects Roll ups* - 2 pieces | RERA/PP | Design Done/Production in progress |
| | | - Local, regional and national public authorities | | | |
| | | - Cultural and natural heritage management bodies | Invitation Newsletter** | RERA/PP | M27/28 |
| | | - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...) | Social networks event communication *** (announcement and events report) | RERA | M27/28 |
| | | - Education and training organisations, universities and research institutes - LGS and Lags | Web page announcement | RERA | M27/28 |
| | | - online community | Projects leaflet* | RERA | Design Done/Production in progress |
| | | - | Media Communication **** | RERA/PP | M27/28 |
| | | | Events photos | PP | M28 |
| | | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/PP | M27/28 |
| | | | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> | | |

| Event | Date | Goals and Target Groups | Communication Tactics | | |
|---|------|--|-----------------------|--------------------------------------|------------------------------------|
| | | | Deliverables | Who? | When? |
| Hack-Days CBC/Local Hack-Days will be organised to outline/develop effective innovative ICT tools providing and/or promoting desktop/mobile immersive experiences (favouring the use of Augmented, Virtual and Mixed Reality). Thanks to its capacity of informing, entertaining and bringing people together, the platform will be the key tool for supporting the construction of the TEMPUS CoP. + Physical Exhibition Opening | M34 | Target groups <ul style="list-style-type: none"> - Students, IT experts - innovators & online community - Local, regional and national public authorities - Cultural and natural heritage management bodies - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...) - Education and training organisations, universities and research institutes - LGS and Lags | Projects Poster* | RERA/ PP | Design Done/Production in progress |
| | | Projects Roll ups* - 2 pieces | RERA/ PP | Design Done/Production in progress | |
| | | Invitation Newsletter** | RERA/ PP | M30/M33 | |
| | | Social networks event communication *** (announcement and events report) | RERA | M33/44 | |
| | | Web page announcement | RERA | M30 | |
| | | Projects leaflet* | RERA | Design Done/Production in progresses | |
| | | Media Communication **** | RERA/ PP | M34 | |
| | | Events photos | PP | M34 | |
| | | Promotional gifts* (incl. notepads, cotton Bags etc.) | RERA/ PP | M33/34 | |
| | | Specific goal: <ul style="list-style-type: none"> - 50 participants for Physical Exhibition Opening - Media exposure for Hack-Days (minimum one publication per Pilot place) - Minimum 3 teams per pilot spot - suggestion (It would be good to gather as many teams as possible to participate in the event. Did You discuss these topics already?) | | | |

| | | | |
|--|--|--|---|
| | | | <p><i>*All promotional materials will be designed by RERA and produced by each PP.</i></p> <p><i>** RERA will produce newsletter, PP will send it to targets groups on their area</i></p> <p><i>*** Social networks event communication – PP should deliver RERA all materials: agendas/news/articles published in the local press/pictures</i></p> <p><i>**** RERA will produce targeted press releases as well as a Media engagement plan for Tempus events for PP.</i></p> |
|--|--|--|---|

One of the risks of organizing events in a upcoming period is certainly uncertainty due to COVID 19. Namely, due to the greater spread and escalation of the pandemic, there is a possibility that events could not be organised in a classic way (on-site), and it is necessary to consider the possibility of holding events only online or mixed, on line and on site. That means, part of the participants should be present on online with live streaming via Teams or Zoom, and the others should be present at the venue.

A Satisfaction Questionnaire will be prepared in Italian, English and Croatian language and translated by RERA in Croatian language with GDPR policy. This tool will be distributed at the end of each event in order to assess the level of participants' satisfaction with the service provided. An analysis of all the questionnaires received during the project events will then be made by RERA. The questionnaire will be used for the purpose of evaluating the implemented activity.

Also, each event will be used for updating the databases of participants and their data, and obtaining consent for all promotional materials. RERA will prepare document for consent in English.

3.2.7 Participation in external events

The project will be presented by project partners by means of, e.g., presentations as guest speakers in seminars/workshops, poster presentations in conferences, information stands at fairs or exhibitions. On each of these occasions, the project partner will explain the project, its aims, and achievements and distribute the information materials. The action ensures wide dissemination of project results, facilitates networking activities and allows the production and diffusion of papers and articles, also in view of the transferability of project results.

In order to be better informed and contribute to the project visibility, RERA will contact each PP to collect from each of them a proposal of events from their business environment adequate to present the TEMPUS project activities and results. For that purpose, it will be created the Google form of the online survey and sent to all partners at the beginning of each implementation period. This informative letter, created as an online survey, will clearly provide main information about proposed events, name and dates, and nature of the events, as well as a short explanation in which way proposed participation will contribute to the TEMPUS project in next upcoming 6 months. The deadline for submitting the proposals will be set.

Each of the PP suggests at least 3 external events per period and a minimum of one of the planned external events should be of an international character.

Due to the uncertainty of holding external events on-site due to the COVID-19 situation, participation in on-line external events is also acceptable.

In the form, the partners will have to fulfill:

- The name of the events, date, and short description
- Target groups, and
- How the external event corresponds to the project?

Example of the form is at the link: <https://bit.ly/3swvlqp>

3.2.8 Digital activities

RERA will activate & manage digital footprint: web alerts, social media accounts & e-NLs. Coordinated by LP CM & RERA, PPs' CMs will be responsible for content production and site & social update. Digital activities will follow the SUCCESS model (messages such as Simple, Unexpected, Concrete, Credible, Emotional & making use of Stories).

3.2.9 Italy-Croatia Project Web site

Project websites is integrated and hosted on the Programme web platform and has its own domain. Information about the project and its progress (deliverables, events etc.) will be uploaded on the Project webpage that have been set up by the Programme and regularly updated by Web/Social Media Manager.

The IT-HR project webpage will serve as the main source of information about the project progress and the first and most immediate point of reference for all target audience.

The TEMPUSofficial web page is <https://www.italy-croatia.eu/web/tempus>

If there is a possibility, on their website, all PPs will post (link) the project news.

3.2.10 Partner institutional website

All project partners should publish on their institutional websites ("where such website exists") a short description of the operation, in English or in the local language, including its aims and results, and highlighting the financial support from the Union. When is possible it's recommended to apply the project logo together with that section.

3.2.11 Web alerts

Web alerts via web and mailing lists. This tool will be used to inform mailing list members about TEMPUS events or content related and on most relevant TEMPUS outcomes. Contacts will be gathered per web page and others channels (events, meetings etc.).

How to gather more contacts over the web alerts and make web alert marketing?

Web alerts will notify TGs of important events & outcomes delivery. WP 2 Leader will install push notifications on the project's webpage. This tool will be able to collect e-mails from new users and in this way, the database will be expanded. This tool will be installed in website and be able to collect e-mails from new users and thus expand the database. Through this tool, it will be possible to follow the statistics, i.e. how many people saw the notification, and how many of them left their e-mail addresses, i.e. subscribed/followed to social networks.

| Possible web alerts messages | Type of the message on the Webpage | Target groups |
|--|------------------------------------|--|
| Welcome! Sign up to get our latest news in your inbox. | Welcome message | All TG |
| Get new posts on e-mail! Join our Tempus community today & never miss the latest from the world of experience of old ports revival! | CTA for News message | All TG |
| Interested in networking on our events? Sign up for more info! | CTA for Events | <ul style="list-style-type: none"> - Cultural and natural heritage management bodies - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...) - Education and training organisations, universities and research institutes - LGS and Lags - innovators & online community |
| Interested in networking, share ideas, experiences and best practice and support each other? | CoP | |
| We tweet useful stuff. Follow us! (Twitter) | CTA for Social networks | All TG |
| We mix creative stuff! Follow us! (Facebook) | CTA for Social networks | All TG |
| We share great videos and ideas! Suscribe! (YouTube) | CTA for Social networks | All TG |
| Take a look at our latest stories! Follow us! (Instagram) | CTA for Social networks | All TG |

3.2.12 “Stories told” videos and “Capsule stories”

“Stories told” videos. Coordinated by RERA, each PP will record & edit 1-3 videos to tell 3 Pilots and TEMPUS implementation phases; a dedicated YouTube channel will be created.

“Capsule stories” post series. A social media post series produced (photographed & written) by capturing mini-stories of LAGs & PFs meetings, Hack-Days and Mix&Match attendees.

Coordinated by WP2 leader - RERA, each PP will record & edit 1-3 “stories told” videos to promote 3 Pilots (piloting partners) and TEMPUS implementation phases (other partners). The videos will populate the project YouTube channel created thus being sharable on other online platforms (social media, Tempus platform, blogs, etc).

Capsule stories” post series will be produced too. A social media post series produced (photographs &text) by capturing mini-stories of LAGs & PFs meetings, Hack-Days and Mix&Match attendees.

RERA has made the Operative manual with guidelines for recording Project videos and “Capsule stories”. In the Operative manual with guidelines for recording Project videos and “Capsule stories” PP will find general guidelines with expected results and Objects of the videos, activity details with timings and deadlines, technical specifications and Communication goals and target groups to be achieved.

Operative manual will be send to all PP and be shared in Dropbox with all materials by the end of the October 2020.

3.2.13 Social Media

Project-level social media accounts created & regularly updated: developing engagement of a wider audience by sharing infos, knowledge & stories on social media is crucial. FB, Instagram, Twitter, LinkedIn & YouTube were selected to reach the TGs.

| Social Media | Target groups | Project's Goals To Achieve | PP's delivery obligations for social media content purpose | How PP's can help project TEMPUS to get more followers? |
|--------------|--|---|---|--|
| Facebook | <ul style="list-style-type: none"> General public LP CM PPs | | | <ul style="list-style-type: none"> Inviting wide ranged contacts to follow or like the Page Using the hashtags #BringingNewLifeToOldPorts #NewLifeToOldPorts #InterregTEMPUS #InterregItalyCroatia #TEMPUSPortCities tagging Tempus project in their own Facebook Stories or posts |
| Instagram | <ul style="list-style-type: none"> General public LP CMPPs | <ul style="list-style-type: none"> Minimum 1500 followers (over all profiles FB, IG, Twitter, LinkedIn, YouTube) Total Social Media Reach 3 million people during the project over all channels (Facebook, Instagram, LinkedIn and Twitter) Frequency of publication on social media average 5 publications per month per Social Media | <p>Project partners have an obligation to actively participate in the creation of content on social networks in the following ways:</p> <ul style="list-style-type: none"> Submit all current issues regarding the progress / status of the project in its segment on a monthly basis, Produce additional short videos up to 1 minute why they are participating in the project (from AF). The videos should be made til 31/03/2021 | <ul style="list-style-type: none"> Using the hashtags #BringingNewLifeToOldPorts #NewLifeToOldPorts #InterregTEMPUS #InterregItalyCroatia project partners should re-share the content of TEMPUS profile through their social media profiles and invite their followers to follow/like TEMPUS social media profiles use Instagram Stories, which give also the opportunity to include links Promotion of the posts and Instagram profile |
| Twitter | <ul style="list-style-type: none"> General public LP CM PPs | | | <ul style="list-style-type: none"> Include visual contents Using the hashtags #BringingNewLifeToOldPorts #NewLifeToOldPorts #InterregTEMPUS #InterregItalyCroatia Replying, Tagging² Invite all stakeholders to follow the channel and to tag the project when it is connected with their activities |
| LinkedIn | <ul style="list-style-type: none"> LP CM PPs | | | <ul style="list-style-type: none"> Using the hashtags #BringingNewLifeToOldPorts #NewLifeToOldPorts #InterregTEMPUS |

²<https://sproutsocial.com/insights/how-to-get-more-followers-on-twitter/>

| | | | |
|--|--------|---|--|
| | | | #InterregItalyCroatia |
| | | | <ul style="list-style-type: none"> • Promotions, enterprise connections |
| YouTube | All TG | <ul style="list-style-type: none"> • "Stories told" videos and Capsule stories³ • Other projects video | |
| RERA will manage and promote all social media profiles in order to achieve all goals. | | | |

All social channels will be constantly enriched via an Editorial Calendar that will present events taking place in TEMPUS cities & all interesting project proceedings at local & CBC level; "Capsule stories" post series will be published. YouTube will contain TEMPUS "e-pills" & "Stories told" video; Instagram will be an effective user-generated-content tool to narrate urban regenerating processes; Twitter will represent a broadcast channel of all news & posts published on other social accounts. TEMPUS website will contain news, articles & NLS repository, links to TEMPUS social media.

3.2.14 Project Newsletter

A newsletter is a common communication tool for dissemination of messages to targeted receivers. By means of a newsletter, it's possible to update the readers about Project results, news, and initiatives, events, or to highlighting interesting case studies. It's also a way to measure, over the Mailchimp tool, the interest of target groups for the project or sent information.

Newsletters are project periodicals issued by communication management of the project on a quartal basis in which the latest TEMPUS topics – results or developments – are published. Results will be disseminated to persons and organizations within the target group/stakeholders. The newsletter will be published in electronic format and made available through the website or an e-mail version.

To be successful, the newsletter should be the result of joint work between all project partners under Communication manager coordination and possible involvement of external stakeholders.

A Mailchimp account or other with same references will be set up and curated on a regular basis by RERA to host, design and send out the project e-Newsletter. A mailing list will be gathered through project partners' inputs. However, it is important to emphasize, in order to comply with the GDPR rules, in some cases won't be possible to contact via the Mailchimp template i.e. by RERA's part, so the newsletter will be shared with the project partners who will send it to that kind of contacts (in accordance with the consent given strictly to project partner).

Consolidated according to GDPR rules, the database for sending Newsletters will be shared with PP's.

The newsletter will be covered with a privacy policy.

In order to expand a mailing list, PP's should take an opportunity during the workshops, meetings with stakeholders and on all different occasions in daily activities to add new subscribers to the newsletter mailing list.

³ According to D2.4.3 & D2.4.4 - Operative manual with guidelines for recording Project videos and "Capsule stories"

4. NETWORKING ACTIVITIES

Beyond key stakeholders, LAGs and authorities, networking opportunities should be the main power to our project events. As an organizer, part of our event strategy is to facilitate networking between attendees in order for them to get the most value. A Networking Report containing events organized and participated, photos, number of participants, description of the event will be reported and mentioned info will be collected from all partners and included in the document with a chapter dedicated to the networking results and in communication reports.

TEMPUS aims to build a community of practice devoted to heritage-driven sustainable development and to the creation of joint visibility and valorisation frameworks and will display site-to-site on-field pop-up exhibitions allowing visitors to gain knowledge and awareness about local port heritage, and about the close relations connecting the Adriatic port cities. WP5 is dedicated to the creation of a community of practice (CP) for the diffusion and exploitation of project outputs, based on the TEMPUS platform.

The communication tools from WP2 will contribute to the establishment of COPs, such as events, social networks, websites and web alerts, detail described in a chapter 3, Promotional materials and activities.

5. MONITORING AND EVALUATION

The purpose of monitoring and evaluation is to systematically monitor implementation and results and to measure the effectiveness of activities.

5.1. Communication Report

The projects should provide to the Programme evidence of the pictures, brochures, videos, key documents and promotional prints, posters, gadgets and giveaways produced. Projects shall report all the materials produced in the Project Communication Report Template (not-binding document) provided by the Programme.

To better follow communication taken by all project partners and to better report communication activities at the project level it will be created a joint folder in project Dropbox where project partners will upload pieces of evidence of this kind of their own activities together with their Communication reports prepared for every 6 months of implementation.

5.2. Quality of Final Reports, Documents and Deliverables

It is compulsory at the project level to publish the final reports, documents, recommendations, guides on the Programme library and to use the project headed papers for final file editing.

Those reports are obligated to contain:

- ✓ a cover page containing a minimum of the following
- ✓ Full logo set: (1) project logo + (2) EU flag and (3) reference to the European Regional Development fund (ERDF), project full title, axis, objective, URL of project website.
- ✓ Title of deliverable (as in SIU)
- ✓ Work package number, name of Work Package
- ✓ Activity number, name of activity
- ✓ Partner in charge (author)
- ✓ Partners involved
- ✓ Status (draft, final, N._of_version, etc.)
- ✓ Distribution (confidential, public, etc.)
- ✓ Date(s)

Minimal presentation requirements:

- ✓ Table of contents if applicable (and linkable with pages)
- ✓ List of abbreviations and terms (if applicable)
- ✓ Executive summary and abstract when applicable
- ✓ Number of pages

Valuable additional elements of presentation:

- ✓ Footer or header including number and title of deliverable – distribution – name of project, project slogan (if any), partners' logos

5.3. Indicators

The achievement of project results must be measured by indicators set out in the CS that imply the effects of the project. Although some impacts are not measurable or greater effects are visible after the project, such as creating long-term relationships between key target groups, changing attitudes in the long run, project evaluation plays a very important role. During project evaluation, guidelines are for understanding how the message is received and understood, are the receivers satisfied with the method, which communication activities are successful and which not and need adjustments. This useful feedback must be shared with other 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. In addition, project partners must ensure that:

- Signed list of participants in hardcopy are kept for all workshops, conferences, seminars events organised under the project;
- Presentations produced for the purposes of the project are in accordance with the specific TEMPUS template provided to the partners;
- Photos are taken as evidence of action implementation;
- Minutes are drafted after each meeting.

In order to measure the efficiency of the indicators included in this Plan, WP2 Leader (RERA) will keep track on the below-mentioned indicators that will determine the efficient implementation of the Communication Plan. The set of indicators aimed at measuring the impact of the project communication are:

Qualitative indicators:

- Satisfaction level of activities implemented (satisfaction questionnaires for events, conferences, publications etc.);
- identification and communication with target groups and stakeholders (interviews) post events

Quantitative indicators:

- number of downloaded publications;
- number of printed and distributed publications;
- number of participants to TEMPUS events;
- number of events attended by TEMPUS project partners.
- number of press articles;
- number of “likes” and “shares” on social media (Instagram, Facebook ad YouTube, comments on Twitter, etc.).
- further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter);
- hits on different sections.

Detailed review of qualitative and quantitative indicators of Communication activities

| TOOLS | INDICATOR | TARGET VALUE | EXPLANATION OF INDICATORS | MAIN BENEFICIARY |
|------------------|---|--------------|--|--|
| WEB ⁴ | Number of page views in Project duration Period | 3000 | <ul style="list-style-type: none"> The most popular outputs An estimate of how many people have accessed an Output. If downloads, then this increases the chance that the audience read the output and didn't just look at the web page (a problem with just page views or clicks). | <ul style="list-style-type: none"> General public |
| | Number of documents' downloads in Project duration Period | 50 | | |
| | Unique Website Visitors in Project duration Period | 1000 | | |

| TOOLS | INDICATOR | TARGET VALUE (ALL EVENTS IN TOTAL) | EXPLANATION OF INDICATORS | MAIN BENEFICIARY |
|----------------|---------------------|------------------------------------|--|---|
| EVENT/FOR EACH | Number of attendees | App. 50 for event or 300 in total | Measurement of the popularity of the event: <ul style="list-style-type: none"> - Tracking how many times event listing or a page on web site has been viewed gives a sense of how many people are aware of event. - Whether you reached your target audience - With event app we can have attendees vote in live polls during an event session. This response rate will indicate the attendees' engagement levels and help event organizers understand which sessions were most successful. | <ul style="list-style-type: none"> LP CM PPs ENTERPRISES |
| WORKSHOPS | | | | |
| EXHIBITIONS | | | | |
| | | | | |

⁴IMPORTANT: Project website needs to be linked to Google Analytics

| TOOLS | INDICATOR | OUTCOMES | EXPLANATION OF INDICATORS | MAIN BENEFICIARY |
|--------------|--|--|--|--|
| SOCIAL MEDIA | Clicks, likes, share, comments | 2000 followers (FB, IG, Twitter) | <ul style="list-style-type: none"> • Visibility • Are we reaching TG • Are we engaging TG | <ul style="list-style-type: none"> • LP CM • PPs • ENTERPRISES • LAG |
| | Which specific messages perform best? | Message with biggest reach | | |
| | How many people commented on a post about project, and the tone of those comments? | Content analysis, more positive than negative contacts | | |
| | How many users interact with messaging on your social feeds? | Content analysis: more than one | | |

| TOOLS | INDICATOR | OUTCOMES | EXPLANATION OF INDICATORS | MAIN BENEFICIARY |
|--|------------------------------------|---|---|--|
| MEDIA DOCS, MULTIMEDIA AND PUBLICATIONS (NL, leaflets, press articles) | Number of download publications | 50 | <ul style="list-style-type: none"> • These indicators are valuable for understanding how the target groups evaluate the message, the branding of the project and the very appeal of this communication tool. | <ul style="list-style-type: none"> • General public • LP CM • PPs |
| | Number of printed publications | LEAFLETS – min 100/per project POSTER – min 1/per PPs ROLL UP –min 1/per PPs ⁵ | | |
| | Number of NL | NL – 1/every 3 months/per PPs | | |
| | Number of press articles | 2 articles/per PPs summ - 18 articles at the project level | | |
| | Satisfaction level of publications | Minimum 3 partakers / poll | | |
| | Number of subscription | 200 subscribers - at the project level, app. 20/PP | | |
| | „Capsule stories“ | 1 / per PPs | | |
| „Stories told“ videos | 3 / per PPs | | | |

⁵ Quantities for printing have been proposed in accordance with green procurement and recommendations for preserving the green environment.

6. MEDIA LIST

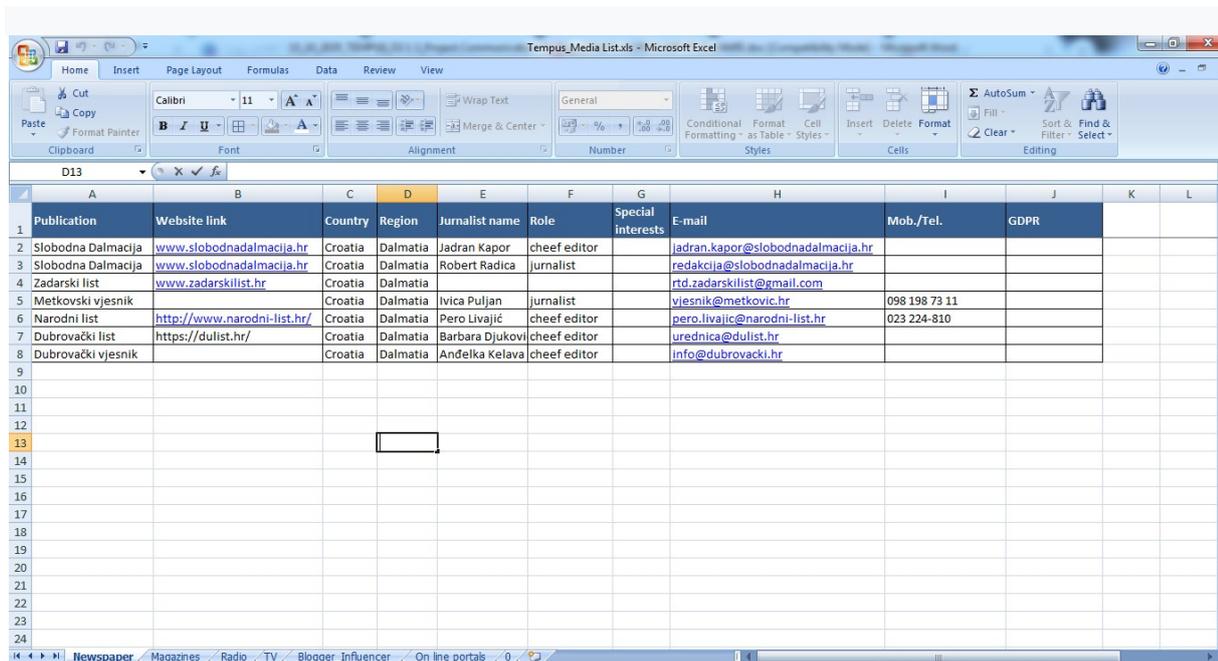
An effective media list is an important foundation for gaining media coverage in the publications, TV and radio programs and blogs the target audience consumes. A media list documents the key media contacts who would be interested in stories about the project.

An effective media list is a custom list, the list consists of the names, designations, publications, and contact information (including phone numbers, emails, social media handles) of those reporters and influencers who will take an interest in Tempus project. The custom media list needs to be updated regularly, especially when the new event is prepared or for example, introducing a new stage of the project to the public.

All project partners should be involved in creating an effective/custom media list. Regarding this, the form of the list will be set in Dropbox and each partner should add the media contacts from their area that can be used within the project which means, the contacts should have GDPR consent. The media list is divided into few sheets: Newspaper, Magazines, Radio, TV, Blogger/Influencer and On-line portals.

The list should be updated till 21/03/2021.

Example of the table:



| Publication | Website link | Country | Region | Journalist name | Role | Special interests | E-mail | Mob./Tel. | GDPR |
|--------------------|--|---------|----------|------------------|--------------|-------------------|--|---------------|------|
| Slobodna Dalmacija | www.slobodnadalmacija.hr | Croatia | Dalmatia | Jadran Kapor | cheef editor | | jadran.kapor@slobodnadalmacija.hr | | |
| Slobodna Dalmacija | www.slobodnadalmacija.hr | Croatia | Dalmatia | Robert Radica | jurnalist | | redakcija@slobodnadalmacija.hr | | |
| Zadarski list | www.zadarskiliblist.hr | Croatia | Dalmatia | | | | rtd.zadarskiliblist@gmail.com | | |
| Metkovski vjesnik | | Croatia | Dalmatia | Ivica Puljan | jurnalist | | vjesnik@metkovic.hr | 098 198 73 11 | |
| Narodni list | http://www.narodni-list.hr/ | Croatia | Dalmatia | Pero Livajić | cheef editor | | pero.livajic@narodni-list.hr | 023 224-810 | |
| Dubrovački list | https://dulist.hr/ | Croatia | Dalmatia | Barbara Djuković | cheef editor | | urednica@dulist.hr | | |
| Dubrovački vjesnik | | Croatia | Dalmatia | Anđelka Kelava | cheef editor | | info@dubrovacki.hr | | |

7. TIMELINE

All activities and the time line are planned and described in the projects Gant Chart integrated with other projects actions. Due to COVID 19, it is possible that timeline of some activities could be changed, so the updated activity plan will be set in projects Gantt in Dropbox.

8. APPENDIX

Project poster, leaflet, and roll-up in master version and also in national languages are shared in the project Drop box (folder WP2), at the link

https://www.dropbox.com/sh/bzbgodkh23fzoi/AACVP5TqrEwMIsbJv22jP_i9a?dl=0

8.1. Leaflet

TEMPorary USEs
as Start-up actions
to enhance port
(in)tangible heritage

**Bringing new life
to old ports!**

PROJECT DURATION
01/01/2019 - 30/06/2022

ERDF
2.300.882,00 €

TOTAL BUDGET
2.706.920,00 €

DESCRIPTION
Project **TEMPUS** aims
to **reconnect cities to their ports**,
create a **new sense of living the places**,
and to **support entrepreneurship**
in the fields of **creativity**,
culture and tourism.

PROJECT PARTNERS

ITC CNA Gertimac R RIJEČKA RAZVOJNA AGENCIJA PORIN JAVNA USTANOVA rerasd

European Regional Development Fund www.italy-croatia.eu/tempus



TEMPUS

TEMPorary USEs
as Start-up actions
to enhance port
(in)tangible heritage



Bringing new life to old ports!

TEMPUS starts urban regeneration

The **TEMPUS** project aims at testing an experimental methodology for the urban regeneration of dismissed urban port areas, based on the co-creation of long-term, heritage-driven and community-led urban strategies.

TEMPUS brings new life to old ports in Ravenna, Solin and Rijeka

Thanks to deep social activation, cultural valorization and stakeholders' engagement, **TEMPUS** will activate temporary (re)uses within three pilot port areas (Ravenna, Solin, Rijeka), intended as trigger actions for the implementation of longer-term regeneration strategies.

TEMPUS enhances a new economic development

TEMPUS long-term primary objective is to enhance a new economic development based on the valorization of the hidden tangible and intangible port heritage, including the archaeological background and natural contexts, through the start-up of Temporary Uses Actions (TUAs).

CONTACT

Institute for Construction Technologies -
National Research Council of Italy

Michele Stella
info.tempus@itc.cnr.it

Let's stay in touch!



Find us at



8.2. Poster

Interreg
Italy - Croatia
TEMPUS

EUROPEAN UNION

TEMPUS

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

**Bringing new life
to old ports!**

PROJECT DURATION
01/01/2019 - 30/06/2022

ERDF
2.300.882,00 €

TOTAL BUDGET
2.706.920,00 €

DESCRIPTION
Project **TEMPUS** aims to **reconnect cities to their ports**,
create a new sense of living the places,
and to **support entrepreneurship**
in the fields of **creativity, culture and tourism**.

PROJECT PARTNERS

ITCC
NATIONAL RESEARCH
COUNCIL OF ITALY
CNR

ITALIA
NATIONAL CONTRIBUTION
OF HANDICRAFTS AND OF SKILLS
TERRITORIAL ASSOCIATION OF BOLOGNA

**UNIVERSITY
OF BOLZANO**

Certimac
CERTIMAC
MATERIALS,
ENERGY,
INNOVATION

**RIJEČKA BAZOVNA
AGENCIJA POIN**
RIJEČKA
DEVELOPMENT AGENCY
POIN LTD

REPUBLIKA HRVATSKA
rerasd
RIJEČKA
FOR COORDINATION
AND DEVELOPMENT OF
SPLIT DALMATIA COUNTY

CITY OF SOLIN

**MARITIME AND HISTORY
MUSEUM OF THE CROATIAN
LITTORAL RIPA**

CITY OF RIJEKA

CONTACT
Institute for Construction Technologies -
National Research Council of Italy
Michele Stella
info.tempus@itc.cnr.it

Find us at
Let's stay in touch!

European Regional Development Fund

www.italy-croatia.eu/tempus

8.3. Roll up

Interreg
Italy - Croatia
TEMPUS



TEMPUS

TEMPorary USEs
as Start-up actions
to enhance port
(in)tangible heritage



Bringing new life to old ports!

DESCRIPTION

Project **TEMPUS** aims to **reconnect cities to their ports, create a new sense of living the places, and to support entrepreneurship** in the fields of **creativity, culture and tourism.**

PROJECT DURATION
01/01/2019 - 30/06/2022

ERDF
2.300.882,00 €

TOTAL BUDGET
2.706.920,00 €

CONTACT

Institute for Construction Technologies - National Research Council of Italy

Michele Stella
info.tempus@itc.cnr.it

Let's stay in touch!

Find us at



PROJECT PARTNERS



NATIONAL RESEARCH COUNCIL OF ITALY
CNR



C.N.A. / NATIONAL CONFEDERATION OF HANDICRAFTS AND OF SMES
TERRITORIAL ASSOCIATION OF RAVENNA



UNIVERSITY OF BOLOGNA



CERTIMAC
MATERIALS. ENERGY. INNOVATION.



RIJEČKA RAZVOJNA AGENCIJA PORIN LTD
RIJEKA DEVELOPMENT AGENCY PORIN LTD



JAVNA USTANOVA
rerasd
PI RERA SD
FOR COORDINATION AND DEVELOPMENT OF
SPLIT DALMATIA COUNTY



CITY OF SOLIN



MARITIME AND HISTORY MUSEUM OF THE CROATIAN LITTORAL
RIJEKA



CITY OF RIJEKA

European Regional Development Fund

www.italy-croatia.eu/tempus

8.4. Presentation templates





Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

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

D[n°] – [Deliverable title]