

UnderwaterMuse Project

COMMUNICATION STRATEGY

WP2 Communication Activities

Author: PI RERA SD

Version: 1.3

Date: 30/09/2020

CONTENT

INTRODUCTION	2
1. ABOUT THE PROJECT	3
2.1. Project UnderwaterMuse, its objectives and results	3
2.2. Project Partners and included heritage/pilot sites	4
2.3. Pilot sites visitor analysis	6
2. STRATEGIC COMMUNICATION CONCEPT	8
2.1. Communication approach	8
2.2. Communication aims and objectives	8
2.3. Communication levels	9
2.4. Target groups.....	12
2.5. Stakeholder engagement	14
2.6. Communication tools and channels	15
3. COMMUNICATION ACTION PLAN	19
4. TIME PLAN	33
5. MONITORING AND EVALUATION PLAN.....	34

INTRODUCTION

This document presents the Communication strategy of the UnderwaterMuse Project - “Immersive Underwater Museum Experience for wider inclusion”. The purpose of the document is to set up the Communication Strategy which will support Project Partners in reaching the set Project goals and results, in a coherent and efficient way. The Strategy implementation will guarantee that all the Project target groups are reached and the durability and transferability of the Project outputs and results is ensured. The Strategy is developed in accordance with the EU and Programme requirements: INTERREG VA Italy - Croatia CBC Programme Factsheet n. 8 Project Communication. It is drafted by Project Partner responsible for WP2 Communication - Public Institution RERA SD for Coordination and Development of Split Dalmatia County (PI RERA SD), with contribution of all the Project Partners. The developed structure and content of the Strategy can be a subject to minor changes, depending on the Project needs and Partners’ suggestions during the Project lifetime. The Strategy consists of the following chapters: About the Project (key information on Project, Project Partners and related heritage and pilot sites); Strategic communication concept (communication approach, communication aims and objectives, communication levels, target groups, stakeholder engagement and communication channels); Communication action plan; Time plan and Monitoring and evaluation plan.

1. ABOUT THE PROJECT

1.1. Project UnderwaterMuse, its objectives and results

From the historical and archaeological point of view, the Adriatic Sea has been a unique basin, for millennia it has been the priority transport link for the peoples living on the seashore. Their transit left numerous traces in the seabed of the areas concerned by these ancient commercial routes, and ruins of landing places, harbors or inhabited villages by the sea remain. The Project aims at applying a methodological and technological protocol based on research/knowledge and development/communication of an underwater archaeological site on a chosen relevant area - maritime landscapes of: Torre Santa Sabina, Grado, Resnik/Siculi and Caorle. The overall Project's objective contributes to: improve seasonality, diversifying touristic offer and highlighting minor sites. With transforming sites into underwater archaeological parks (or eco-museum) through innovative and/or experimental methodologies and techniques, it's attempted to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference. The project focuses on underwater sites, highly valuable drivers for economic development. The aim of the Project is to improve managerial skills of site managers, build models of site-specific tourist promotion, adapt and use a participatory approach and integrate creative ideas by young professionals.

The following specific objectives are set by the Project:

- Innovative interpretation of cultural and natural heritage by incorporating stakeholders' creative inputs
- Increase accessibility of different typologies of underwater sites using VR
- Developing Regional action plans for enhancing quality of sustainable tourism services.

Furthermore, the expected Project results are:

- Capacity building that will produce AR training material developed for museum experts, park managers.
- Improving physical accessibility of underwater sites: underwater cages for heritage valorisation, renewal plan and utilization and operational concept jointly developed by stakeholders.
- Increase employment opportunities in archaeology education, historical re-enactment.

1.2. Project Partners and included heritage/pilot sites

The interdisciplinary partnership from four different regions will carry on pilot actions focusing on transform sites with a strong potential as experience-based tourist destinations testing a sustainable tourist offer in areas less interested by major tourist flows. The Partnership includes the following Project partners and related territories:

- **LP** - Regional Institute for the cultural heritage of autonomous region of Friuli Venezia Giulia (ERPAC) - Gorizia, Italy
- **PP1** - Ca' Foscari university of Venice - Venice, Italy
- **PP2** - Public Institution for coordination and development of Split-Dalmatia county RERA S.D. - Split, Croatia
- **PP3** - Kaštela City - Kaštela, Croatia
- **PP4** - Puglia Region - Bari, Italy

Project's pilot areas include the following heritage sites (maritime landscapes): Grado Heritage Site, Caorle/Venice lagoon, Resnik/Siculi and Torre Santa Sabina. Description of the main activities to be implemented on each pilot site is described below.

- **Grado pilot site - LP**

LP will collect information and improve knowledge on the geo-archaeological areas of interest. In Grado, after the preliminary paleogeographic, paleoenvironmental and archaeological surveys, a preliminary analysis (or feasibility study) will be delivered and it will be addressed to evaluate the competitive

advantages, the potential and the perspectives of improvement in touristic terms. Grado area will be equipped to ensure the local use of the underwater wreck, and then establishing the Underwater Museum as part of the underwater archaeological-naturalistic route or blue paths. It will be enjoyed both by patentee scuba divers who have all the suitable equipment and by ordinary tourists, through snorkelling or through the use of boats with a glass bottom.

- **Caorle/Venice lagoon pilot site - PP1**

Starting from its work at the Museo del Mare in Caorle, PP1, will document roman and modern submerged archaeological sites in the sea and in the lagoons with 3D automatic photogrammetry in order to achieve a significant number of data sets. These are elaborated into specific and attractive 3D models that represent the basis for virtual reality environments (Real Time Render technology). These ICT tools enable also very young or old people and people with disability to access the sites. By sharing information among participating museums, virtual tours of each other's site can be accessed, virtually travelling far from the local underwater sites.

- **Resnik/Siculi pilot site - PP3**

Project partner Kaštela City in collaboration with Museum of Kaštela will led research of underwater location. The area will be examined with hydrographic multibeam system, covering all bottom (according to national law and IHO standards) and allowing further creation the 3D model of the area. After research and creation of the 3D model, the Museum of Kaštela will be equipped with 3D glasses, giving the opportunity to visit the Siculi site to wider public and preserving the site in the same time.

- **Torre Santa Sabina pilot site - PP4**

The site located at Torre Santa Sabina (Salento area, Puglia Region) will be progressively part of a "blue path" that involves the landing site and exposed portions of shipwrecks. It has to be reminded that the sites of Torre Santa Sabina and Resnik/Siculi are similar to each other and they include underwater

landings dating to the Bronze and Roman times, that have been only partially shown and described. Blue paths will be implemented in Torre S. Sabina harbour and the site will be involved in pilot action implementation as well.

1.3. Pilot sites visitor analysis

One of the Project specific objectives is to innovate tourism perception of the Adriatic Sea archaeological heritage. The underwater wrecks still remain unexplored or under-enhanced. So, in order to change this trend, it is important to adapt communication to relevant age target groups. In order to present the existing visitors of the PPs' heritage (pilot) sites, PPs were asked to will to share specific information about these heritage sites and visitor types. Main conclusions of the conducted analyses are presented below. Local cross-border tourism development is relevant for the valorisation of cultural-natural heritage, notably for **youth**. Taking this into consideration, it is fundamental to involve youth which is more interactive and uses modern technologies in order to stimulate creativity and innovative thinking, as well as an effective employment opportunity in a long-term period. This age group can be represented the most by professional profiles such as guides and tourist operators. The youth group is characterized by high seasonality during spring and summer during holidays. Furthermore, it is important to involve **scientific and professional**, represented by historians, site managers, archaeologists and biologists in order to underline the technical nature of the Project, which needs and provides at the same time a specific "know how" to be shared. This target group related is not characterized by seasonality. Another important target group are **disabled or less advantaged groups** to whom Project and its underwater sites will be presented through virtual/augmented reality. The Project will study, test and implement innovative solutions of valorisation of the submerged cultural heritage, for example the placement of an underwater cage with eco environmentally friendly materials on a shipwreck in Grado. This kind of fruition will be enforced by the use of the WEB GIS for increasing accessibility, while two virtual reality tools (workstations and MAP) will help to raise awareness on the cultural heritage. The Lead Partner will ensure, together with the other PPs and their pilot actions, the long lasting of their VR workstations, that will be placed in public places or museums to envisage the usage beyond the Project lifecycle. Virtual reality will

ensure accessibility and inclusivity of underwater sites through whole year. Sensitization of **Public Authorities and Public Bodies** will be of crucial importance for the Project Partnership along the Project lifecycle, in order to achieve an institutional framework and benefit from a leverage effect in the involved territories.

2. STRATEGIC COMMUNICATION CONCEPT

2.1. Communication approach

PP2 RERA SD is the responsible Project Partner for coordination and implementation of the communication activities, with contribution of all the Project Partners. PPs are crucial in delivering and spreading the information on the thematic Work Packages' implementation. In order to ensure efficient and smooth implementation of communication activities, each Project Partner should engage a Communication Manager who will be the support in planning and implementation of the communication activities. The Communication approach should be:

- **Transparent and consistent:** clear and precise communication with complete, short and simple message content and communication channels.
- **Targeted and custom-made:** tailor-made for the identified target groups who may be affected or have an interest in Project. The communication content must be factually accurate, using the language and media adapted to the identified target groups.
- **Comprehensive:** it must include all communication and Project activities so that all stakeholders and target groups are accurately informed about the Project progress, activities implementations and Project results.
- **Continuous and up to date:** it should be based on a PPs developed plans defining actions, timetables, resources and responsibilities, which will ensure providing accurate, timely and relevant information.
- **Time-bound:** it can be revised, updated and discussed at different stages of the Project lifecycle.

2.2. Communication aims and objectives

The specific communication objectives set in the Project Application Form are:

- **Change behaviour and raise awareness about the Adriatic's underwater treasures as common goods:** This communication objective aims to increase identification by sharing a sense of belonging between the PP's areas. The specific objective will be reached by shaping the attitude of the locals/policy makers.
- **Increase the value of underwater parks (eco-museums) as eco-tourist destinations:** The objective is relying at creating awareness. The campaign will follow the implementation of the Underwater park of Grado and Museum exhibition in Kaštela in order to obtain the increased visibility of underwater sites as eco-tourist destination.

Based on the set communication objectives, the effective communication approach adopted by all the PPs aims to:

- attract interest and attention of the Project target groups
- involve relevant stakeholders through focused approach and media relations and publications (local authorities, cultural bodies, development agencies, local business, creative industry)
- promote cultural heritage, underwater sites and local actor network, museums and tourist local services provider using innovative technologies
- investigate and share best practice of intelligent promotion of less visited cultural heritage sites to benefit each other
- disseminate the Project achievements, results and outputs.

2.3. Communication levels

The project communication is divided into internal (between Project Partners) and external communication (between Project Partners and target groups/stakeholders).

- **Internal communication**

Internal communication aims at keeping Project Partners informed about the implementation of the different Project activities. Each project partner should engage a Communication Manager in order to ensure efficient coordination and implementation of the communication actions. The main objective of internal project communication is to share information and experience as well as to increase knowledge of all PPs. Internal communication should keep PPs informed and involved in order to ensure the connection among all Project WPs and related activities, with a special emphasize on the connection of WP communication with other Work Packages. The main goals of the internal communication (set in the WPM) are following:

- To ensure a good working internal communication process between PPs
- To hold meetings regularly
- To ensure a mechanism for communicating in an emergency
- To ensure an effective Project management communication among all the PPs on general project related issues
- To inform PPs about the Project's actual status and activities
- To ensure active communication among PPs and coordination of their project related activities successfully.

The internal communication general activities set by the Project are the following:

- To set-up a mailing list and a contact database
- To draft communication guidelines
- To update the contact list database and guidelines as the Project proceeds
- To hold communication sessions in the general meeting events to suggest the most effective means of communication for the Project
- To use the intranet to disseminate information and outcomes, communication guidelines, news, issues and views within the project team
- To use an online repository for the Project documentation and deliverables

- To update the team members regularly on the progress and problems and plan immediate priorities.
- **External communication**

External communication aims to ensure an efficient communication towards identified stakeholders and target groups. The main goals of the external communication are:

- To promote and disseminate Project news and information to all identified stakeholders and target groups
- To encourage active participation of researchers, policy makers and all other interested third parties in the Project initiatives and events (general meetings, working sessions, workshops and dissemination events) in order to include their experience and knowledge, enhance the quality of Project's activities and disseminate the project results
- To support and enlarge the Project network of end users and strengthen capacity building and training.

The external communication activities that will ensure reaching the set external communication goals are:

- Creation and regular update of the Project website
- Activation and regular update of social media accounts
- Events organization
- Participation on events
- Production of printed or digital publication in relevant paper magazines
- Production and distribution of dissemination materials, mailings, bulletins, newsletters, brochures, press releases and leaflets.

2.4. Target groups

Target group represents a clearly identified audience which has interest in UnderwaterMuse project. The Project target groups were clearly defined in the Application Form, thus the Project communication should be tailored to each identified target group. The Project and its outputs should be promoted towards identified target groups through a continuous and transparent communication in order to increase their knowledge and raise awareness. The Project aims to reach a wider target of: general public; local, regional and national public authorities; public service providers; cultural and natural heritage management bodies; regional and local development agencies, enterprises; associations, regional innovation agencies and NGOs.

General public

Local communities, children, visitors, particularly “green” and “experience-based” tourists, divers, boaters, kayakers, sport fishermen, tourist guides and activity guides as targets of knowledge impact.

Target value: 3000

Local, regional and national public authorities

Municipalities, provinces and networks of municipalities, especially their tourism and natural/cultural heritage, development or planning departments as targets of knowledge and political impact. Regional councils, especially their environment, tourism and natural/cultural heritage, development or planning, and economic development departments as targets of political impact. Ministries for culture, environment, tourism, and national park authorities as targets of knowledge and political impact.

Target value: 45

Public service providers

Public service provides usually working in-house at the municipalities or regional assets providing natural / heritage services of public interest. Requiring a high level of competences this target group is crucial for the tourist well-being.

Target value: 6

Cultural and natural heritage management bodies

Archaeological parks at partner level or from further away in the PP regions and even in the wider EUSAIR/Mediterranean area. These can be run by local, regional or national authorities. UnderwaterMuse is geared particularly towards managers with the desire to improve their skills at managing/promoting underwater cultural heritage in the context of wider activities, cross-border networks/routes and a sustainable experience-based tourist offer.

Target value: 100

Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)

Start-up incubators, regional development agencies, environmental agencies, cultural heritage agencies as targets of knowledge impact and clusters of creative industries/ICT developers at a local level. At least one per PP. Business support organisations can help promote the project focus, relying on their members to expand the communication objectives.

Target value: 40

Associations, regional innovation agencies

ICT developers with specific competences in AR. The variety of knowledge sources used on regional as well as international levels are identified as key factors for innovation in the ICT-sector that UnderwaterMuse targets.

Target value: 8

NGOs

Tourist and cultural associations and other organisations in the field of tourism and culture. Research centres (NGO) involved in implementation of customised solutions adopting the common models and tools. NGOs promoting tourism development.

Target value: 15

2.5. Stakeholder engagement

Stakeholders are individuals, groups or whole organizations people who have an interest in or will have a role in the Project. In order for the Project to be successful, stakeholders will be engaged throughout different Project activities. Each Project Partner should create its own list of stakeholders.

The guidelines for identifying and engaging the Project stakeholders are:

- **To understand** – investigate what stakeholder engagement means for the Project implementation.
- **To analyse and map stakeholders** - defining criteria for their identification, grouping (leans on defined target groups) and prioritization.
- **To set-up an engagement strategy** – set the vision, goals and level of future engagement, involvement and communication.
- **To act and engage** – engage stakeholders through planned communication activities using defined communication tools and channels and existing resources while and mitigating difference and possible tensions.

Each Project Partner (using the presented guidelines) should prepare and activate list of the identified stakeholders. The list of possible stakeholders to be included:

- Local, regional and national public authorities (municipalities, provinces, counties, regional governments); Cultural and natural management bodies (regional and national management bodies from both Italy and Croatia); Regional and development agencies; officials of national, local and national culture institutes; Communications and information tourist departments: Professional practitioners: directors and managers of museums and cultural organizations, artists (painters, dancers, architects, costume designers, tattoo artists, etc.), officials in charge of relations with publics, conservators ; Community groups (from “ladies” museum-visiting associations to minority advocacy organizations; Heritage institutions; Private philanthropic funders; Corporate funders; Foundations and nongovernmental organizations: Educators in arts and cultural administration training programs; Cultural journalists; Copyright lawyers; tax lawyers: Trade negotiators; Arts and cultural service/trade organizations and lobbyists; Arts and cultural unions, Entertainment corporation executives; Think tanks; Marketers; Economic statistics research centres; Volunteers; Heritage venue owner; Industry sector organisations; Relevant community organisations, interest groups, associations and cultural heritage organisations in Europe.

2.6. Communication tools and channels

Communication tools and channels will be used in order to raise awareness, increase knowledge, influence attitude, and change behaviour of the involved target groups. The communication tools and channels listed and described below were chosen as the most appropriate channels to reach the defined target group. Each communication channel used, will have the tailor-made content communicated in a simple and clear way, reducing expert language, words and phrases.

Visual identity

Project visual identity will provide visibility and recognizability of the Project and Programme through all communication activities. It is developed in accordance with Interreg Italy-Croatia Programme visual identity guidelines. The Project visual identity includes: logo, Office Pack, Invitation, Poster, Key Visual, Cover, Roll-up and Programme area map.

Intranet

Project Dropbox will be created in order to share all Project materials and deliverables among Project Partners and to provide a “real time” access to all relevant documentation. The maps should be composed as follows: Work Package/Activity/Deliverable. List of project Partners representatives contacts will be developed as well.

Website

The Project website is one of the main sources of information for relevant stakeholders and identified target groups. Website (mostly in English language) will be used as a platform for dissemination Project news, articles and publications regularly. The website will be integrated into ITA-CRO CBC Programme web platform. Furthermore, a section for UNDERWATERMUSE will be hosted on each PP’s website. Moreover, the link to the Project website should be shared on the stakeholders and relevant networks’ websites. In order to feed the Project website with stories, images, news, video recordings about the Project and Project related content the editorial calendar will be created and update on monthly basis.¹ PI RERA SD will develop the editorial calendar and fill it in regularly with contribution off all the Project Partners. The editorial calendar consists of the following sections: content, content type (Heritage/Pilot, Events, General), web, Facebook, Instagram, Twitter, date/planned date, content status and reporting period. Publications will be mostly dedicated to: Project activities, deliverables, goals and results; Project

¹ The editorial calendar is attached to Strategy.

Partners institutions, other similar projects and topics in underwater archaeology and archaeology in general, innovative solutions in valorisation and promotion of cultural heritage; Project events etc. Key words used in published content will be: UnderwaterMuse project, Underwater archaeology, Archaeology, History, Ancient, UnderWater heritage, Cultural heritage, Cultural heritage sites, Cultural-natural heritage, Heritage site, Archaeology site, Pilot site, Landscape, Croatia, Italy, Project Partners, Geo-archaeological areas, Eco-tourist destination, Sea, Adriatic Sea, Seascape, Submerged, Shipwreck, Ship, Port, Harbor, Tourism, Eco museum, Museum, Museum exhibition, Culture, 3D modelling, 3D reconstruction, Digital exhibition, Virtual reality.

Social media

Social media channels offer the opportunity to reach the wide range of audience. In order to attract the identified target groups and raise their awareness about the Project Facebook, Instagram and Twitter social media accounts will be used. These social media accounts will act as a platform for interaction with Project target groups and other relevant stakeholders. The editorial calendar will consist the posts for Facebook, Instagram and Twitter as well. The following key hashtags will be used: #InterregItalyCroatia, #Italy, #Croatia, #UnderwaterMuseproject, #Underwater #Underwaterarcheology, #Archeology, #ResnikSiculi, #TorreSantaSabina, #MuseumoftheSea, #Grado, #CaorleVenicelagoon, #divein. Also, the key words used in the published content will be used for the social media hashtags. The interactivity will be encouraged as well, target groups will be encouraged to share their stories, photos, comments and thoughts. The content will be published mostly in English, but relevant articles and posts will be shared in Croatian and Italian as well.

Promotional materials

Promotional material includes: posters, roll-ups, leaflets and toolkit. Each PP has to place poster with information about the Project and Programme (minimum size A3) at their premises. It has to be visible

during the whole Project duration. Rollup has to be used for planned Project events, meetings, conferences etc. Leaflet summarizing Project pilot results and outputs in brief with links to web-based resources. Simplified, user-friendly version of the transnational Toolkit will be developed as well.

Publications

Scientific publications in an international magazine implies at least two publication describing the scientific relevance/results of the Pilot Actions and status quo analysis implemented. The publications will be published in renowned specialist magazine, allowing scholars and experts (archaeologists, underwater researchers, marine biologists, historians, curators) to learn about the Project's findings.

Events

Events, either Project or outside the Project will be used to disseminate the Project results and outputs directly to relevant target groups. The Project organized events are the following: Steering Committee Meetings of the Project Partnership; Pilot result sharing events linked to inauguration of underwater Grado and Kaštela museum exhibition; Local events linked to the demand survey. The events that require Participation of Project Partners are: local dissemination events (local events linked to tourist fairs/festivals and travel exhibitions); thematic Programme events (events in the fields of cultural heritage, tourism, product marketability, networking and employment) and CBC Programme and other ETC events (external events involving the community of Interreg V CBC projects, H2020 or other ERDF-supported projects).²

Media relations

Media relations will consist of: press conferences and press releases. Press conference and press releases will be linked to pilot sharing event of Grado and Kaštela as well as with the final event in Villa Manin.

² The editorial calendar is attached to Strategy.

Videos

Short video portrait of the Project will be developed and presented at final event. The video will summarize the Project and pilot action implementation "from start to end".

3. COMMUNICATION ACTION PLAN

The communication plan presents all planned communication activities and deliverables with detailed description, start and end date as well as related budget. Each deliverable is shown in terms of: responsible Project Partners, involved Project Partners, unit, target value, target groups and planned date of production. Communication activities described below are the following:

- Start-up activities
- Media relation and publications
- Digital activities
- Public events
- Targeted events and promotional material.

ACTIVITY 2.1 - START-UP ACTIVITIES				
<p>Activity 2.1 includes the elaboration of a Communication Strategy detailing all communication approaches, partners' tasks, expected communication/dissemination results and timelines. Additional initial activities are related to gathering information from all partners and launching the project's website through the Programme's platform. The Programme website will serve as a hub for all, to communicate in a story-telling manner. This will serve to reach the general public and local stakeholders, as well as for internal communication (through a private log-in function). A3 size project posters will be produced by each partner with project information readily visible to the public, and will be placed at attractive locations at Project Partners' sites. Programme communication activities will be regularly updated assuring the communication of the Project activities, providing knowledge on the sites and thanks to the chosen theme having also a pedagogic function (e-learning).</p>				
Activity Budget	€ 37.679,25			
Start date	1/1/2019			
End date	30/4/2019			
DELIVERABLE NAME	DELIVERABLE DESCRIPTION			
D.2.1.1 - Communication Strategy elaborated	<p>Definition of a Communication Strategy linking communication objectives to project specific objectives, setting tools for the involvement of target groups, internal communication management, output development, responsibilities among partners, budget and timeline. Each partner appoints one person to be responsible for communication and for kick-off activities. Partners appoint a communication manager for coordinating the project's participation in the Programme communication activities.</p>			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
LP and PP2	All PPs	Communication Strategy	1 Communication Strategy developed	30/4/2019

D.2.1.2 – Project website integrated into ITA-CRO CBC Programme web platform	Integration of the Project’s website into the Interreg V Italy-Croatia CBC Programme web platform, providing access to information for stakeholders, thematic integration with other projects (CBC Programme, other ETC initiatives), e-learning tools, mailing tools, links to social networks and calendars.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Article	Project website integrated	30/4/2019
D.2.1.3 - UnderwaterMuse project poster produced by all partners	Each partner produces an A3-sized colour poster delineating the scope and outline of the project, the specific involvement of the partner and acknowledging the Interreg V Programme financial contribution. Poster design and project logo are provided by the Programme.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Project poster	5 Project posters produced	30/4/2019

ACTIVITY 2.2 – MEDIA RELATION AND PUBLICATIONS

Following the Start-up activities this task includes public relation activities and the publication of printed and digital material for the dissemination of the Project's main results to the different target groups (local communities, creative industries, diving centres, scholars, policy regulators). Press releases will inform target groups about the Project's pilot sharing and final events. The simplified printed version of the UnderwaterMuse Transnational Toolkit will be produced in Italian, Croatian and English to allow for maximum reach. The scientific value of the project's Pilot Actions and status quo analysis will be made publicly available through publication in specialistic international magazines.

Activity Budget	€ 52.195,00			
Start date	1/5/2019			
End date	30/6/2022			
DELIVERABLE NAME	DELIVERABLE DESCRIPTION			
D.2.2.1 - Press conference linked to pilot sharing event (Grado, Kaštela)	Press release for the dissemination of results linked to the WP4 pilot sharing events. Includes press release report. Representatives of local, regional, national and EU press are invited (1-hour event, cca. 25 participants).			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
LP	All PPs	Press conference/Press release	1 Press conference organized followed by press release	30/11/2021
D.2.2.2 - Press conference linked to final event in Villa Manin (UD)	Press release for the dissemination of project results, particularly the transnational Toolkit and photographic exhibition, linked to the final event in Villa Manin (UD). Includes response to media requests and press release report. Representatives of local, regional, national and EU press are invited (1-hour event, cca. 30 participants).			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production

LP	All PPs	Press conference/Press release	1 Press conference organized followed by press release	30/6/2022
D.2.2.3 - Simplified, user-friendly version of the transnational Toolkit	Simplified version of the Toolkit developed in WP3 to be colour-printed on a joint in-design template in a transnational version.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Toolkit	100 copies of the Project Toolkit in Italian, Croatian and English produced	28/2/2022
D.2.2.4 – Media relations and scientific publication in international magazine	At least 2 publication describing the scientific relevance/results of the Pilot Actions and status quo analysis implemented are foreseen. This will appear in the form of publications in English in renowned specialistic magazine, allowing scholars and experts in the field (archaeologists, underwater researchers, marine biologists, historians, curators) to learn about the project’s findings. Daily relation with the static medias is foreseen.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Publication	At least 2 publications published	30/6/2022

ACTIVITY 2.3 – DIGITAL ACTIVITIES

This task is centred on digital and social media communication to enhance the involvement of different target groups. Social media (newsletters, blogs, Facebook, Instagram, Twitter, local outlets, etc.) will be used primarily to stimulate the interest of the general public, visitors and virtual community. This includes an online photographic contest on underwater cultural heritage for a Final exhibition and a custom-made video produced by PP2. Digital media will serve also as repositories of interviews, feedback, experiences, testimonials and stories by experts, visitors, marine biologists, diving guides, local inhabitants that will help policy makers and site managers determine the most appropriate seasonal use of the sites. They will seek the involvement of local creative and cultural entities to increase the visibility of underwater heritage sites in a cross-border Adriatic context and offer a springboard for an “experience-based” tourist offer.

Activity Budget	€ 37.679,25			
Start date	1/1/2019			
End date	30/6/2022			
DELIVERABLE NAME	DELIVERABLE DESCRIPTION			
D.2.3.1 - UnderwaterMuse Facebook, Twitter profiles set and operated	<p>Profiles focusing on personal “sneak-peek” notes and updated with photos, videos, links and storytelling are integrated in the project’s social media communication strategy and the Programme’s web platform to allow for easy access by the general public. A social media campaign to promote a photographic contest on the theme of “Underwater man-made landscapes” resulting in a Final exhibition and prize-winning ceremony (encompassing different categories) is launched through various channels. Its main aim is to raise awareness of the project among youngsters and their peers (school friends, families), as well as professional underwater photographers and thus contribute to an overall increase in potential visitors.</p>			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Post	At least 2 posts per week on Social media accounts	30/6/2022
D.2.3.2 - Short video portrait of the project presented at final event	<p>The video summarises the process "from start to end", guided by PP2, describing the project’s goals and results, with special attention given to the cross-border cooperation from which it benefited and the possible diving/snorkelling routes that tourists can take on both sides of the Adriatic. Digital footage includes videos, interviews with historians, biologists, site managers, archaeologists and end-user testimonials. The video is projected at the final event in Villa Manin (UD) and disseminated through online channels (the project’s website), social media. Two linguistic (ITA/HR) versions with ENG subtitles are produced.</p>			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production

PP2	All PPs	Video	1 video in Italian and Croatian with English subtitles created	30/6/2022
-----	---------	-------	--	-----------

ACTIVITY 2.4 - PUBLIC EVENTS	
<p>Public events will be carried out with specific target groups in mind. This includes tourist operators, local entrepreneurs, sectoral agencies (employment, integrated development, cultural heritage protection), business support organisations, NGOs involved in cultural heritage valorisation, SMEs providing local tourist services (diving centres, boat/diving equipment rental, accommodation, guides). Representatives of local, regional, national institutions will be invited to provide capacity building feedback. A Final Event will be held to present the project's findings to the general public and relevant stakeholders, and will be advertised through a photographic exhibition on underwater landscapes. Through the involvement of local youths and professional underwater photographers, the event will sensitize local communities, while also promoting underwater tourism among potential high-end visitors, eco-tourists and photojournalists.</p>	
Activity Budget	€ 109.510,70
Start date	1/1/2019
End date	30/6/2022

DELIVERABLE NAME	DELIVERABLE DESCRIPTION			
D.2.4.1 - Local dissemination events documentation	Participation to local events linked to tourist fairs/festivals and travel exhibitions. Production of local promotional material, setting up of promotion stands, workshops, presentations targeting particularly youngsters and schools, seeking their involvement in the photographic exhibition. Each partner participates to at least one such local event.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Event	Participation on at least 5 local dissemination events (each PP at 1 event)	30/6/2022
D.2.4.2 - Reports on participation to thematic events	Participation to events in the fields of cultural heritage, tourism, product marketability, networking and employment. Each partner participates to at least one such event within the Programme area and elsewhere in the EU with either a presentation or a stand.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Event	Participation on at least 5 thematic events within the Programme area/EU (each PP at 1 event)	30/06/2022
D.2.4.3 - Final event documentation	A major final event is to be held in Villa Manin (UD) to disseminate the project's results, outputs and the transnational ToolKit to stakeholders and the general public. To maximise visibility, a photographic exhibition on the theme of "Underwater man-made landscapes" will accompany the event and will see awards given to youth and			

	professional categories. Invitees include partnership, EU representatives, decision and policy makers, thematic experts (archaeologists, marine biologists, historians) and diving professionals (1-day event, cca. 100 participants).			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
LP	All PPs	Event	1 Final event organized	30/6/2022

ACTIVITY 2.5 – TARGETED EVENTS AND PROMOTIONAL MATERIAL				
<p>This activity reaches out to the local community in defining guidelines for the sustainable long-term economic development of underwater sites as tourist destinations. Specifically, targeted events include the presentation of results identified during the course of pilot actions at the different underwater sites and the open discussion of how local economic development can best be achieved in respect of the identified findings. On a larger scale, the Project's results and final outputs will be shared with other projects from the CBC Programme Axis 3.1 for the exchange and transfer of common best practices. Additional promotional material will be produced specifically for the purpose of sharing and possibly integrating UnderwaterMuse results and best practices with other EU-financed projects centred on economic development through sustainable tourism.</p>				
Activity Budget	€ 75.409,00			
Start date	1/1/2019			
End date	30/6/2022			
DELIVERABLE NAME	DELIVERABLE DESCRIPTION			
D.2.5.1 - Documentation on pilot result sharing events	An event linked to inauguration of underwater Grado and Kaštela museum exhibition will be organised to promote all partners' pilot results. Includes two 1-day events with 100 local participants plus entire partnership (130 people in tot) to be held on consecutive days at 2 participating sites.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production

LP	All PPs	Event	Two 1-day events organized	30/11/2021
D.2.5.2 - Documentation on local events linked to the demand survey	Local events are organised in each region to discuss the sustainable economic development of the areas with local communities that participated in the demand survey (WP3). Includes 1-day event per partner region, with cca. 25 participants.			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Event	1 local thematic event per each PP organized	30/9/2021
D.2.5.3 - Reports on CBC Programme and other ETC events	Presentation and contribution at external events involving the community of Interreg V CBC projects, H2020 or other ERDF-supported projects. Participation of each partner to at least one such event is foreseen either in the form of a presentation, demo or stand. Production of at least one short portrait of the project (flyer and video) presenting best practices related to underwater heritage management, to be used as promotional material in conjunction with other EU-financed projects on sustainable tourism			
Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP2	All PPs	Event	Participation on at least 5 CBC (each PP at 1 event)	30/6/2022
D.2.5.4 - Leaflet summarising UnderwaterMuse's pilot results	Leaflet presents project's results/outputs in brief and offers links to web-based resources (colour-printed, local version in Italian/Croatian 250 copies, transnational version in English 250 copies).			

Responsible Project Partner	Involved Project Partners	Unit	Target value	Date of production
PP3	All PPs	Leaflet	250 colour-printed leaflets in Croatian/Italian and 250 leaflets' in English produced.	30/4/2022

4. TIME PLAN

The Action plan defines the timeline of each activity implementation and deliverable production. The time plan is attached to the Strategy.

5. MONITORING AND EVALUATION PLAN

Monitoring and evaluation will be performed using the prepared monitoring plan in order to check and discuss the state of art of communication activities implementation. Monitoring and evaluation plan is attached to the Strategy.