

D.2.1.2. Communication plan

WP 2 - Communication activities

Activity number 1 – Start up activities

Deliverable 2.1.2 – English summary

Final vers. 1.0

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Project Acronym	CREW
Project ID Number	10044942
Project Title	Coordinated Wetland management in Italy-Croatia cross border region
Priority Axis	3 Environment and cultural heritage
Specific objective	3.2 Contribute to protect and restore biodiversity
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.1.2.
Activity Title	Start up activities
Partner in Charge	Public Institution for the Management of Protected Natural Areas of Dubrovnik-Neretva County
Partners involved	ALL partners
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1. INTRODUCTION

As indicated in the project's Application form, CREW Communication plan aims to organize all the information and dissemination activities within the project. Mentioned activities include the identification of key aspects to be disseminated and selection of communication channels to be produced.

Communication activities are considered as very important and useful tool between all partners as well as target groups and other important public representatives. This document will help to organise our communication efforts to achieve project's goals. Communication activities must represent essential part of the project and not to be considered as secondary task. Nevertheless, succesful communication contributes to the general success of the project and every planned activity within.

Communication plan defines:

- **main goals and objectives**
- **target groups**
- **main messages**
- **visual identity**

2. STRATEGY OF INTERNAL COMMUNICATION

Project CREW involves 8 partners together with the Lead Partner (LP) from two different countries Italy and Croatia. Lead Partner is University IUAV of Venice along with other partners:

PP1 COMUNE DI SAN BENEDETTO DEL TRONTO (Italy)

PP2 UNIONE TERRITORIALE INTERCOMUNALE RIVIERA BASSA FRIULANA RIVIERE BASSE FURLANE (Italy)

PP3 PUBLIC INSTITUTION FOR THE MANAGEMENT OF PROTECTED NATURAL AREAS OF DUBROVNIK-NERETVA COUNTY (Croatia)

PP4 PUBLIC INSTITUTION NATURA HISTRICA (Croatia)

PP5 "NATURA JADERA" PUBLIC INSTITUTION FOR THE MANAGEMENT OF PROTECTED AREAS IN ZADAR COUNTY (Croatia)

PP6 PROVINCE OF BARLETTA ANDRIA TRANI (Italy)

PP7 UNIVERSITY OF CAMERINO (Italy)

Communication plan aims to design and implement dissemination and communication strategy that will indicate exchange of the information among the partners, improve public awareness about the value of wetland ecosystems and of course engage key stakeholders in the Wetland Contract participatory process. Good internal communication will represent base for external coordination of all tools and project activities. Regular e-mail correspondence within PP's should be usual way of communication as well Skype conferences or all other means of online meetings in order to talk about all the issues concerning project lifecycle. All communication should be timely and easy accessible.

Each partner should appoint communication manager responsible for implementation of the Communication plan at the organization level. Project Communication Manager (PCM) of CREW project is Public Institution for the Management of Protected Natural Areas of Dubrovnik-Neretva County.

Each PP should:

- provide inputs to Communication Plan (CP)
- create media directory
- create target groups and stakeholders directory: names, functions, e-mail addresses
- collaborate in preparation and distribution of flyers (first and updated version) and brochures for Territorial Labs and posters
- organize press conferences and press releases in coordination with PM
- send timely information and reports to PCM

Internal communication should guarantee excellence in information flows using all kind of online techniques: e-mails, skype, dropbox, phone calls etc... and of course this kind of way is a recommendation for smooth communication.

3. MAIN GOALS AND OBJECTIVES

Main communication goals and objectives should help in achieving the changes that we want to make with CREW project in programme area. Our main communication goal is to raise awareness among target groups on the value of Italian and Croatian coastal wetland ecosystems.

Communication objective 1.

TITLE	DESCRIPTION	TARGET GROUPS	TACTICS/APPROACH
To raise awareness on the value of Italian and Croatian coastal wetland ecosystems	General communication aimed at disseminating knowledge on project themes and outputs can help to achieve project, raising awareness on wetlands and their protection	General public; Public authorities at local, regional and national level (including policy makers)	Digital activities: advertising web-based communication on social media and project website to promote the launch of the project (kickoff meeting) and the final conferences. Storytelling and non-technical dissemination on social media in order to raise awareness on the value of Italian and Croatian coastal wetlands

Communication objective 2.

TITLE	DESCRIPTION	TARGET GROUPS	TACTICS/APPROACH
To disseminate project results at EU level	International communication activities can help to achieve	Public authorities at local, regional and national level	Digital activities: combined use of multiple media tools such as project website and social media, contents frequently updated, and participation in Programme social media communication in order to creating synergies;

strengthening synergies	project SO3, disseminating the project cross border priorities and strategy at EU level and strengthening synergies among Italian and Croatian coastal wetlands.	(including policy groups makers); protected areas/natural heritage management bodies	- Events: promotion of project contents and results at transnational level in order to enhance networking, through the participation to external thematic events and the organization of the international Final Conference
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Communication objective 3.

TITLE	DESCRIPTION	TARGET GROUPS	TACTICS/APPROACH
To engage key stakeholders in the Wetland Contract participatory process	Local communication aimed at stimulate the active engagement of key stakeholders in the Wetland Contract participatory process can help to achieve the project SO2, enhancing the coordination	General public; local, regional and national public authorities; protected areas/natural heritage management bodies; regional and local development agencies; associations; NGOs; education and	The communication plan, based on a preliminary stakeholders analysis, will identify target groups and local stakeholders to whom the different communication activities will be directed. Therefore, the preliminary stakeholders analysis will be successively updated during the project implementation in order to reach key stakeholders and to ensure the effectiveness of the participatory process of the Wetland Contract (Territorial Labs). - Promotional material: tailored printed brochures will be designed and handed out during local events in order to inform local communities on the project objectives and results; - Digital activities: widespread special local communication will be performed through the project web platform, the Observatory platform,

	<p>among stakeholders and decision makers. Moreover, the active involvement of local stakeholders can help to achieve project SO1 contributing to collect data and information on target areas</p>	<p>training organizations as well as universities and research institutes</p>	<p>the partners own channels, and an intense social media activity in order to engage the most number of key stakeholders and inform about the project's progresses and achievements. All the participatory process activity will be transparent and inclusive, all the results of the Territorial Labs will be promptly made available online and disseminated in order to animate discussion and to collect information;</p> <p>- Events: each partner will organize a final local conference in order to promote project results at local level.</p>
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TARGET GROUPS

Target group is clearly identified audience that has an interest in the project, either directly or indirectly. Also, they might benefit from the project outputs and results by their involvement necessary to ensure the durability of the project outputs and results. Project can target also different target groups that will require a different approach (tools and communication activities).

CREW project recognized 7 target groups:

TARGET GROUP	VALUE	DESCRIPTION
General public	5000	CREW aims at rising awareness in general public on the role that each one can play in assuring the balance of the natural environments and at increasing their willingness to actively participate in contrasting biodiversity loss. This objective will be perpetrated through the communication activities and the engagement

		of interested citizens and beneficiaries located in the target areas who will be invited as stakeholders to take part to the focus groups and round tables of Territorial Labs
Local, regional and national public authorities	43	Municipalities, provinces, departments, networks of municipalities interested by target areas will be invited as key stakeholders to take part to the focus groups and round tables of Territorial Labs. Furthermore, the engagement of regional and national public authorities in the key steps of the project's implementation will be fundamental to insert the process of Wetland Contract into a long-term policy aiming at supporting an overall sustainable development
Protected areas/ natural heritage management bodies	7	Management bodies of the target areas and nature protection authorities acting at regional level, will be engaged in the multilevel process of the Wetland Contract as key stakeholders in order to foster the cooperation and coordination
Regional and local development agencies	12	Local and regional development agency, environmental agency, agency for the protection of nature, will be engaged in order to contribute with their technical competences to the participatory process of the Wetland Contract and the data monitoring through the CREW Observatory
Associations	21	Local interest groups including organization working in the field of environmental, natural and cultural valorisation and biodiversity protect, groups of citizens and farmers associations interested by target areas will be invited as key stakeholders to take part to the focus groups and round tables of Territorial Labs
NGO's	14	NGOs working in the field of protected areas management, protection and valorisation of natural and cultural heritage and biodiversity conservation, will be key actors in the Observatory monitoring and will be invited as stakeholders to take part to the focus groups and round tables of Territorial Labs
Education and training organizations as	6	Italian and Croatian Research Centres and Universities engaged in the field of biodiversity conservation, environmental governance and climate change, territorial planning interested in widening their cross border networks and

<p>well as universities and Research institutes</p>		<p>strengthening capacities in the field of environmental management will be involved in the process of the Wetland Contract in order to enhance the collaboration and coordination, and analyse best practices and data through the CREW Observatory</p>
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5. VISUAL IDENTITY

All references to rules and regulations on branding requirements for CREW project are defined in the project Factsheet n.8 Project Communication: [http://www.italy-croatia.eu/sites/default/files/20170413 Factsheets 8 Communication.pdf](http://www.italy-croatia.eu/sites/default/files/20170413_Factsheets_8_Communication.pdf).

All PP's should follow these guidelines that provide technical elements and all necessary activities regarding the CREW communication implementation. Visual identity should help create all the promotional and other materials as well as communication activities visually aligned.

The complete identifying denomination of the programme is: **INTERREG ITALY-CROATIA** and project data are as followed: **Coordinated Wetland management in Italy-Croatia cross border region** by the acronym **CREW**. Regarding this issue, logo is an essential communication element used on all promotional materials, events, meetings and other relevant activities within project.



Logo must contain several elements:

- European Union emblem (EU flag)
- Name of the EU funds
- Project acronym

On publications, project logo must be placed on the front of the page (or exceptional, when authorised by the programme on the back cover). Other online tools such as websites, smartphone applications, social media and other digital platforms consider placing the logo on visible place without scrolling or clicking. Size of logo should be reasonable and recognizable. Also, if project has other logos placed besides default one, project logo must be placed on the same page as all others. In this situation, project logo of the EU funds must be aligned with others in the same size.

PROJECT WEBSITE

Project websites will be integrated and hosted on the Programme platform and will have own domain. According to the Factsheet 8. Project Communication, services of maintaining will be assured by the Programme, but project must foresee internal/external human resources to update all the news within project.

Also, all PP should publish on their institutional websites a short description of the project in English or local language with project logos and of course all other visual elements. A link to the project website should be also placed (www.italy-croatia.eu).

SOCIAL MEDIA

To reach a wide range of audience, social media proved itself as the best communication channel. But this communication, however, needs “to be fed” on daily basis which can also be, as we all know, time consuming. According to the project AF, CREW should participate in this way of communication through regular updates by the CM according to the mutual correspondence. Placing new information regarding activities and stages of the project makes project “alive” so that anyone interested can approach to it and read all details.

Also digital publications on relevant EU magazines and newspapers is also planned as well as dissemination of all informations to the local media in Italy and Croatia.

FLYERS

Project planned 2 flyers (in english and local languages) that will provide short portrait of the project at the beginning and after some time an updated version. It will be printed and downloadable on the website and social media sites. Besides obliged logos, all publications must mention the contribution from the EU co-financing and the Italy-Croatia CBC Programme.

INFORMATION MATERIALS FOR TERRITORIAL LABS

Printed out on local languages, will be downloadable on webpage and distributed during the mentioned labs. 1 brochure for each target area (7 brochures for following areas: Tronto – Protected Area of Sentina – Natura 2000 site - (Marche Region); - UTI Riviera Bassa Friulana – Marano and Grado Lagoon – Natura 2000 site - (Friuli Venezia Giulia Region); - Province of BAT – Regional Park of Ofanto River – Natura 2000 site - (Puglia Region); - Zastita Prirode DNZ – Neretva

River Delta – Ramsar Site (Dubrovnik-Neretva County); - Natura Jaderna – Veliko and Malo Blato – Natura 2000 site - (Zadar County); - Natura Histrica – Palud Palù Special Ornithological Reserve (Istarska County).

POSTERS

All approved projects must place a poster with the basic information regarding project main goals and support of the EU funds. Should be placed on visible place at partners premises. Poster template is also provided by the Programme on its web platform. 8 posters should be carried out.



AUDIO/VIDEO INFORMATION

Any radio or video information should indicate they are co-financed by the EU funds (*Programme co-financed by the European Union from the European Regional Development Fund*). Ideally, any spot should mention a website where more info is available. Above 30" both references to the EU nor ERDF shall be mentioned. Following formats are 8" brief announcement (radio billboard).

EVENTS

The project logo and other references to the project must be visible on the agendas. As planned in the project, at least 2 external thematic events outside will be organised. Also, Kick off meeting and one local final conference in all PPs territories in order to promote and disseminate all results (7 conferences). Final conference should be held in Dubrovnik, Croatia where each partnre will present results of its activities in CREW strategy.

COMMUNICATION BUDGET AND TIMELINE



As indicated in the AF, communication budget is **287.460,00 EUR** referring next activities:

- 2.1 Start-up activities € 41.905,00 (01.12.2018. – 28.02.2019.)
- 2.2 Promotional material production € 86.535,00 (01.03.2019. – 31.05.2021.)
- 2.3 Digital activities € 58.420,00 (01.03.2019. – 31.05.2021.)
- 2.4 Events € 100.600,00 (01.06.2019. – 31.05.2021.)