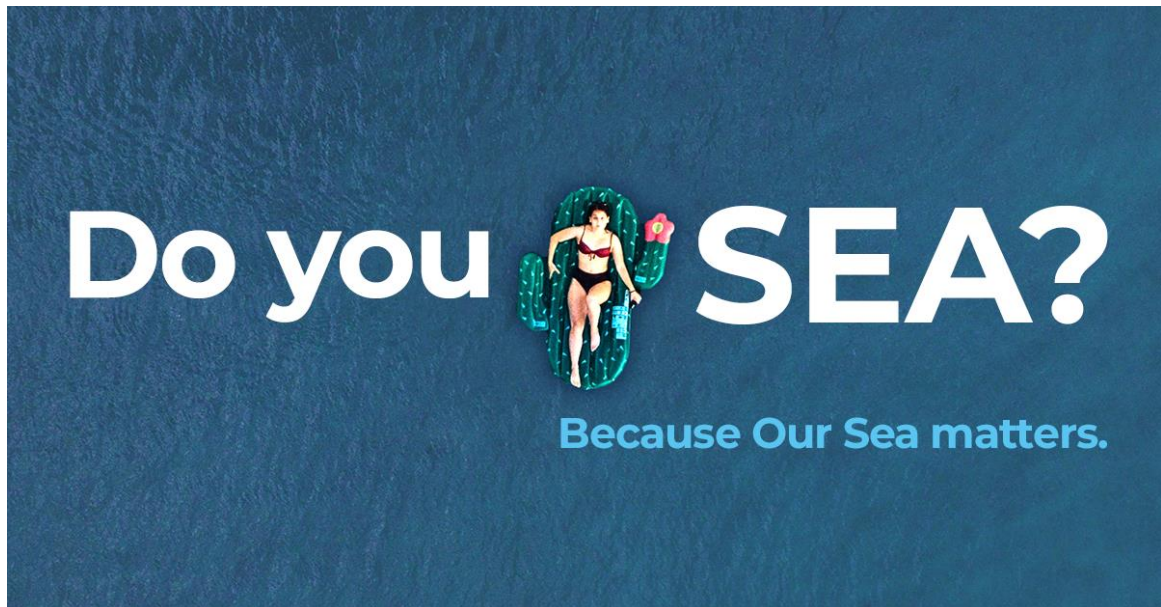


# Communication strategy

## Additional updated information



Udine | 01.01.2021

## GENERAL RECCOMENDATIONS

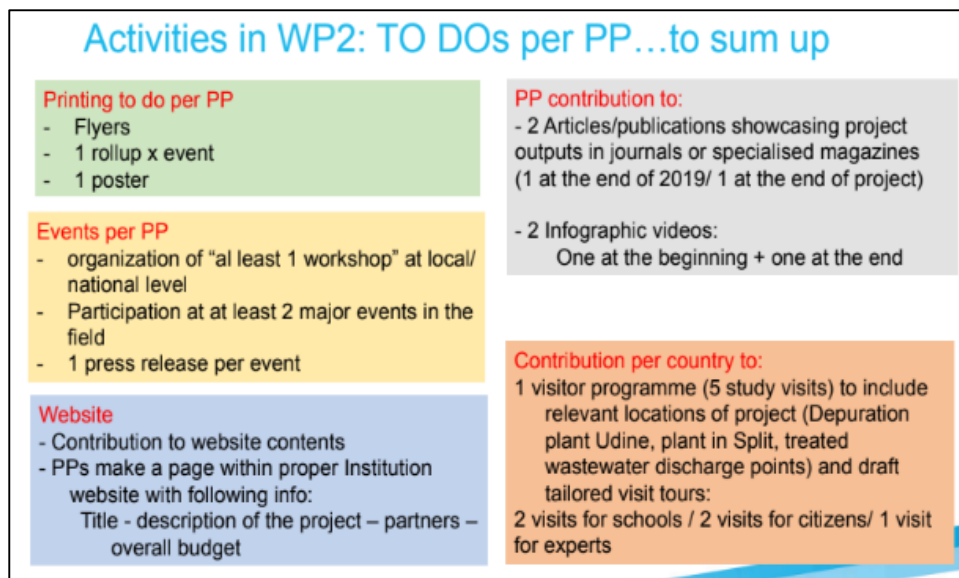
Due to the Covid emergency and lockdown we have started to update our strategy and editorial plan due to the prolongation of the project for one more year.

This means an additional effort for the project partners as we need to do some supplementary work to maintain the communication alive, in particular as far the social media concerns and the web presence.

### WP 2.1 The strategy

In addition to our Strategy produced and approved in November 2019, that can be found on the [project GDRIVE](#) that is our online repository, where all communication materials are archived and can be shared among the partners, we created this document in order to check what needs to be done by the end of 2021 and which deliverables must be completed by the project end and that were postponed due to the emergency.

According to the Strategy Flowchart (page 39 of the Strategy), that is presented here:



We created a new planning and schedule in relation to the next events and deliverables and with the implementation of project activities for the 2021, in particular for the WP 2.4 activities that deals with the visits for schools and visitor programmes and the formation of the teachers and students. A [DIDACTIC MODULE](#) was created with a detailed plan that was shared with the partners and with the schools in both countries.

Additionally, we created an additional 2021 [EDITORIAL PLAN](#) that is constantly updated with the ongoing activities.

All partners are invited to check and inform PP2's coordinator and the agency LETTERAB that collaborates and helps the partner with the WP2 implementation of the activities.

Most of our meetings and events in the first six months of work will be done online, until the emergency situation in both countries will permit meetings in presence. To facilitate the management and the coordination and contact with all the partners involved, a project mail account ([adswimcommunication@gmail.com](mailto:adswimcommunication@gmail.com)) was opened from the very beginning of the project and will still be the focus contact point.

The shared GDRIVE for the storage of all materials (tools, press clippings, media covering, photos, events, gadgets, schedules, etc.) and for the exchange of good practices between the PP, will continue to be implemented also with the

aim to facilitate the project communication reporting. Dr. Maria Cecilia Corsini, the project representative for the PP1, is in charge of the communication reporting and helps LP with the meetings presentation regarding WP2.

For the didactic module and the involvement with schools and public a new mail account was opened ([adswim.formazioneinsegnanti@gmail.com](mailto:adswim.formazioneinsegnanti@gmail.com)). This email is also related to a second [GDRIVE storage 2](#) where all the materials related to the WP 2.4 formation and education activities will be archived.

As far as the Strategy concerns, we have created one **Campaign “DOYOUSEA?”** with 3 images – one for each type of target that is used for different occasions and activities. We have set up our awareness campaign and educational activities respecting the international dates relating to the environment and the theme of water and scientific research.

We have chosen as a testimonial a cactus-shaped mattress that accompanies us during both project years and that offers space for everyone - every season thus "hosted" a typology of citizens: no one excluded, because as our slogan says *"The Adriatic Sea is one but its care belongs to everybody"*. One shared awareness campaign **“Do you Sea?”** and its claim **“The Sea is One, its care Belongs to Everybody”** embraces all our initiatives, events, workshops and trainings gathered in our editorial shared plan, based on International Days that celebrates water, sea, research, health and issues of the Agenda 2030 that are related to our work and includes all media channels and different supporting materials and gadgets.

*The campaign has been developed using 3 main images - a woman on sea mattress, a man on the sea mattress and kids on the sea mattress in order to involved all target groups. Till now we have produced two main campaign images: “woman” (used from November till May), man that will be used from June till September and “Kids” that will be used*



*from September to December 2020. In 2021, we will return back to the “woman” campaign.*

We will continue to respect and schedule our work according some important international dates and we will focus on:

- on March 22 we will celebrate an important anniversary - the 28th anniversary of World Water Day which will focus on the theme of «valorisation of water as a resource ».
- On 22 April we will have an appointment with the 51st anniversary of World Earth Day to emphasize the need for the conservation of natural resources.
- On June 8, our *"blue lungs"* will be celebrated around the world, with World Seas and Oceans Day.
- In September, however, there will be the international event dedicated to Water Monitoring (18) and climate change with the Global Climate Action Day (25) and 27 World Tourism Day/Climate Change Day/Researchers' Night
- Finally, on October 26 there will be the celebration of the 76th anniversary of the United Nations which will remind us of the commitments made in 2015 with the 17 goals and with the 2030 Agenda for Sustainable Development.

For boosting our Campaign and awareness through events (online and in presence), social media campaigns and coordinated posts and messages.

3

Important annual dates	Occurrence	Celebrate on level	Communication approach	target
January 24	International Day of Education	international	pitch for digital communication	general public and education organisation
February 11	International Day of Women and Girls in Science	international	pitch for digital communication	general public and education organisation
March 3	World Wildlife Day	international	pitch for digital communication	general public and education organisation
March 22	<b>World Water Day</b>	international	<b>EVENT/VISIT PROGRAMME</b>	all target groups
March 23	World Meteorological Day	international	pitch for digital communication	experts
April 7	<b>World Health Day</b>	international	<b>EVENT/VISIT PROGRAMME</b>	all target groups
April 11	<a href="#">Italian national Sea Day</a>	national	pitch for digital communication	Italian targets
May 2	World Tuna Day	international	pitch for digital communication	all target groups
May 22	International Day for Biological Diversity	international	pitch for digital communication	all target groups
June 5	<b>World Environment Day</b>	international	pitch for digital communication	all target groups
June 8	<b>World Oceans Day</b>	international	<b>EVENT/VISIT PROGRAMME</b>	all target groups
June 17	World Day to Combat Desertification and Drought	international	pitch for digital communication	experts/education organisation
August 9	Plastic PG free day	international	pitch for digital communication	all target groups
September 18	<b>World Water Monitoring Day)</b>	international	<b>EVENT/VISIT PROGRAMME</b>	all target groups
September 27	<b>Climate change</b>	international	<b>EVENT/VISIT PROGRAMME</b>	all target groups
	<b>World Tourism Day</b>	international	<b>EVENT/VISIT PROGRAMME</b>	SMEs/authorities in particular Croatian target
September 29	<b>Last Thursday of September World Maritime Day</b>	international	pitch for digital communication	SMEs/authorities
November 10	World Science Day for Peace and Development	international	pitch for digital communication	all target groups

However, it is important to remind all our partners that general actions and activities should be followed in order to reach and finalised the missing deliverables.



## 2.2. Media kit production for each PP

All materials have been produced, we need to distribute and use it, in par in the second half of the year.

### 1. LEAFLET and FLYER

leaflets in A5 format were produced in order to standardize all communication, in Italian, Croatian and English for all partners, and the 300 paper copies were delivered to both the Municipality of Udine and the University of Udine, as per previous report. A flyer in A4 format was also created for the management of local and national events.

4



Each partner should print and distribute up to 300 leaflets during events and promotion.

It is necessary to do some photos of the leaflets for the reports and also for the promotion through project channels.



Materials on drive: <https://drive.google.com/drive/folders/1I2YpM3alwHMBjpxaHmrBGlde6B1mhHcu?usp=sharing>

## 2. DOCUMENT TEMPLATES FOR MEETINGS

Series of document templates for meetings: a kit of templates for meetings has been developed (agenda, invitations, participant list, flyers, posters, presentations, office kit with logos (word, ppt, excel) and customized for use related to events / workshops / laboratories etc. of individual partners and for joint meetings and meetings, such as PSC meetings. In several cases, the materials were also adapted upon request of the partners. Here are some examples:



5

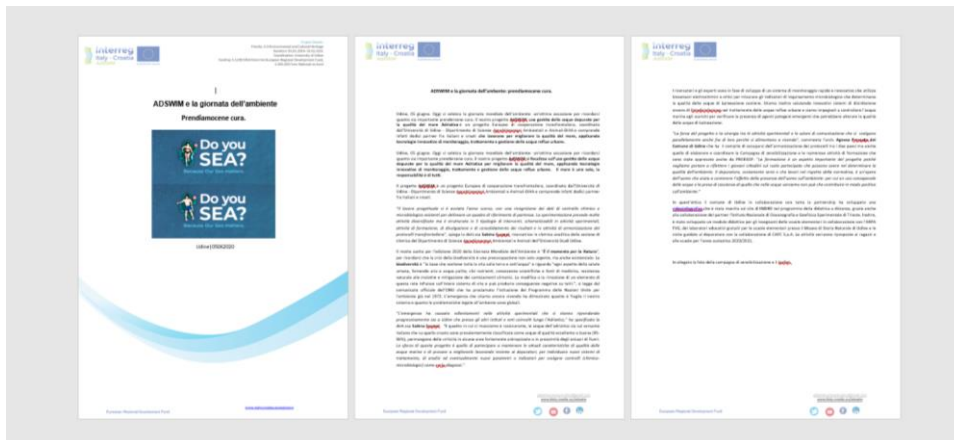
Materials on drive: [https://drive.google.com/drive/u/0/folders/1iwBpqzv6MrC48Rw\\_auHQnMyk8uOfAPyI](https://drive.google.com/drive/u/0/folders/1iwBpqzv6MrC48Rw_auHQnMyk8uOfAPyI)

## 3. PRESS RELEASE

Text structure for the press release: Various templates and a text structure have been developed to be used for communication with both the media and institutions. Each template is executed and elaborated with a cover and text page and is in line with the materials and with the DoyouSea Campaign? developed by us for the project and presented in the strategy.

As an agency we have also personally supervised the drafting and sending of press releases via the project mail account to the media. Photographic furniture and hashtag indications for communication and promotion on social media have been created for each content and press release.

**Each partner should produce at least 1 press release per event.** Press releases should be shared with the local media in order to promote project activities, events. **Share it with us** in order that we can share them through the project channels.



Please, you can find on drive the templates to be used for the press release dissemination.

Template on drive: [https://drive.google.com/drive/u/0/folders/13Zuigp8H8l8aXIW\\_ZhYDtMA2s04hK0eJ](https://drive.google.com/drive/u/0/folders/13Zuigp8H8l8aXIW_ZhYDtMA2s04hK0eJ)

It is necessary to have **one copy of each press release for the reports** and also for the promotion through project channels. It is necessary also to attach **the press clippings to the reports**. We are doing the press analysis regularly in order to check and count the project goals in terms of targets. Check the attach of 2018/2019 results.

Materials on drive: <https://drive.google.com/drive/folders/1i0Aqp-TPC7jtrPRj5ijjk0oRbA-OU85G?usp=sharing>

If you having clippings that are not uploaded on drive, please sent it to [adswimcommunication@gmail.com](mailto:adswimcommunication@gmail.com)

**4. POSTER**

Various templates and a text structure have been developed to be used for communication with both the media and institutions in all three languages.

Each partner should **print and exhibit posters during events** and promotion. The posters should be put also inside your offices or It is necessary to do some photos of the leaflets for the reports and also for the promotion through project channels.



Materials on drive: [https://drive.google.com/drive/folders/19snNhrVza7d9uV-n2wN\\_6rig2xUv1TMm?usp=sharing](https://drive.google.com/drive/folders/19snNhrVza7d9uV-n2wN_6rig2xUv1TMm?usp=sharing)

## 5. ROLL UP



**Interreg Italy - Croatia AdSWiM**

**AdSWiM**  
Managed use of treated urban wastewater for the quality of the Adriatic Sea

*Adriatic Sea protection, Biotech and managed use of wastewater*

**PROJECT DURATION**  
01.2019 - 12.2023

**ERDF**  
1.750.547,66

**TOTAL BUDGET**  
3.418.703,13

**DESCRIPTION**  
The project investigates and tests innovative treatments, new analytical devices and new chemical and microbiological parameters to maintain and improve the environmental quality of Adriatic sea coastal area through an effective management of wastewater.

**PARTNERS**

UNIVERSITÀ DEGLI STUDI DI UDINE  
UNIVERSITÀ POLITECNICA DELLE MARCHE  
ICDI  
UNIVERSITÀ DI TRIESTE  
UNIVERSITÀ DI VERONA  
UNIVERSITÀ DI PADOVA  
UNIVERSITÀ DI TORINO  
UNIVERSITÀ DI BOLOGNA  
UNIVERSITÀ DI CAGLIARI  
UNIVERSITÀ DI CATANIA  
UNIVERSITÀ DI PALERMO  
UNIVERSITÀ DI NAPOLI  
UNIVERSITÀ DI SASSARI  
UNIVERSITÀ DI MESSINA  
UNIVERSITÀ DI CATANIA  
UNIVERSITÀ DI PALERMO  
UNIVERSITÀ DI NAPOLI  
UNIVERSITÀ DI SASSARI  
UNIVERSITÀ DI MESSINA

**CONTACT**  
Name of the Institution: University of Udine, Department of Agricultural, Food and Animal Science  
Contact person: Sabina Susmel  
Email address: sabina.susmel@uniud.it  
Telephone number: +39 0432 558602

European Regional Development Fund [www.italy-croatia.eu/adswim](http://www.italy-croatia.eu/adswim)

7

Each partner should print and exhibit a rollup during events and promotion. A new version of roll up has been produced:

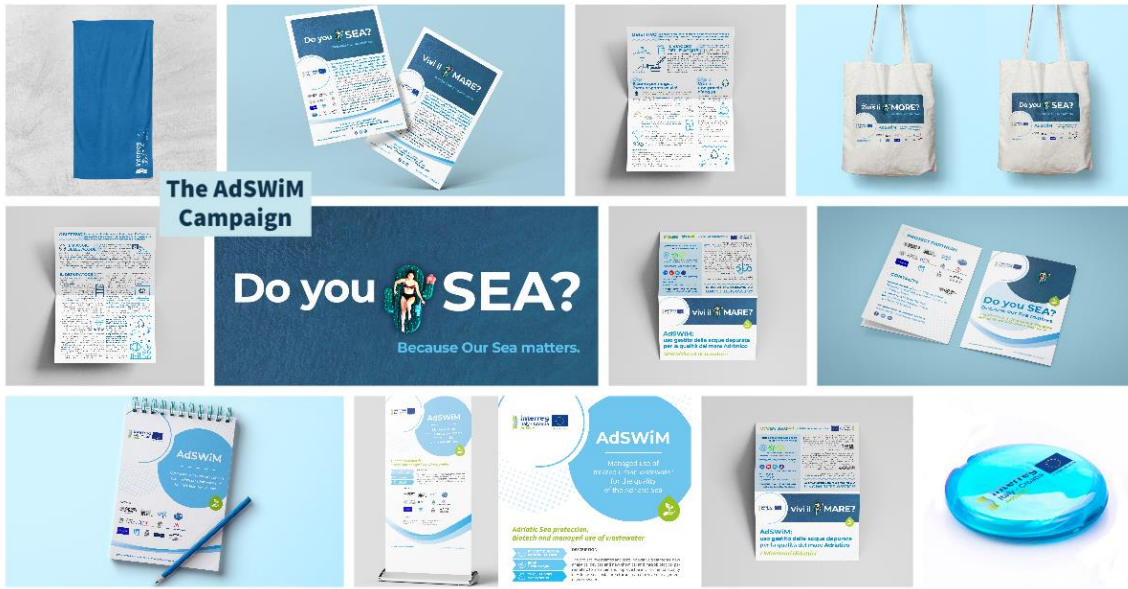
Materials on drive: <https://drive.google.com/drive/folders/1rJcM99dg9YaXHdkTK0aK9PDygfz5jbH?usp=sharing>

It is necessary to do some photos of the roll ups used on events/meetings for the reports and also for the promotion through project channels.



## 6. GADGETS

11 gadgets have been developed (bag, fan, frees bee, labels, notepads, pencil, box with flake soap, towel, TSHIRT in two colours, USB, roll up in two versions). For each gadget, the mock-up, the digital version and then the final version for printing have been developed. In several cases, the gadgets were also adapted for different occasion.



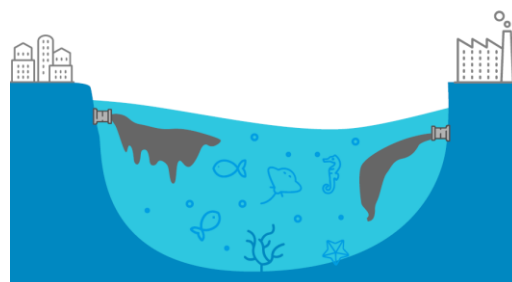
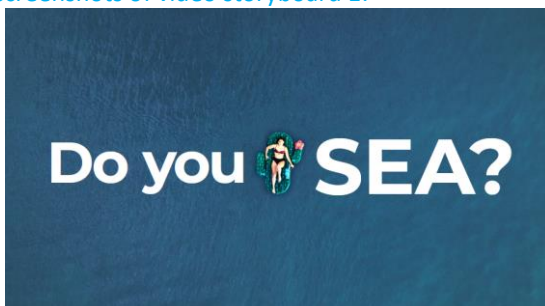
Each partner should print do at least on gadgets and use and distribute it during the events.

It is necessary to do some photos of the gadgets used on events/meetings for the reports and also for the promotion through project channels.

Materials on drive: <https://drive.google.com/drive/folders/1rJcM99dg9YaXHdkTK0aK9PDygf0z5jbH?usp=sharing>

## 7. INFOGRAPHICS

2 infographics dedicated to the project were developed, the first was disseminated and managed to highlight the objectives of the project. Produced in English and then at the request also in Italian and on the needs of the LP also in English with subtitles in Italian. Finally, also in English with Croatian subtitles. The video was inserted on the didactic platform of INDIRE (Research for the Italian School) in the participatory teaching program, to be used by schools and students also for scientific dissemination with the CLIL method. In addition, a space for cultural and scientific dissemination of the University of Udine has been added to the PLAYUNIUD platform. Our video invites you to adopt three behaviors (do not pollute, recycle and reuse) necessary to help keep the sustainability of the Adriatic and water in general high. The second will be used for the dissemination of the results at the end of the project. Here are some screenshots of video storyboard 1:





## WHAT CAN AdSWiM DO?

While AdSWiM is working hard with UWW and DPs, there are **3 THINGS** we can carry out individually

The Adriatic Sea is one. Its care belongs to everybody.



@Adswimproject  
DO YOU SEA?



We have produce the first video infographics in English, English with subtitles in Italian and Croatian.

The video is on drive in all formats. You can find also the text in EN, CRO and ITA:

[https://drive.google.com/drive/folders/1RBPdf733cnWpecZATnl7IEvvpDHFJB\\_n?usp=sharing](https://drive.google.com/drive/folders/1RBPdf733cnWpecZATnl7IEvvpDHFJB_n?usp=sharing)

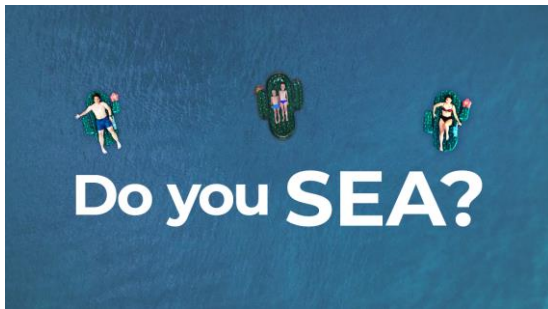
Each of PP can share it, use it place it on the website and promote it.

The video is also on the ADSWIM youtube channel:

[https://www.youtube.com/channel/UClkAN1VGaluaVJ7gArxIL1A?view\\_as=subscriber](https://www.youtube.com/channel/UClkAN1VGaluaVJ7gArxIL1A?view_as=subscriber)


You are highly recommended to join the channel by clicking on the register to the group.

The second infographics was created and will be updated and put online by the end of the project as the project results should be presented. The first video presents the problem and is a call to action to the public in order to respect the environment of the Sea, the second will give the solutions presented by the project. PP1 is in charge of that. Here are some screenshots of video storyboard 2:




SO...  
**WHAT DID  
AdSWiM  
DO?**

10

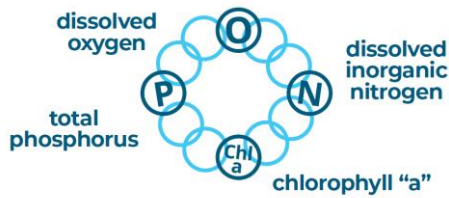


and **MAPPING,**  
**HYDRODINAMIC MODELLING** and  
**FLUID DYNAMICS SIMULATION**



and **SAMPLING** from the  
**MONITORING POINTS**

We can bring back the balance  
in the distribution of



**#6**  
Joint and shared  
cross-borders  
strategies of WWT  
plant management  
and legislative  
action proposals

**We Do SEA!**



More than  
**1 million people**  
reached



**Do You SEA?**  
is the AdSWiM  
awareness campaign

## 8. BROCHURE and the ADSWIM BOX

in A5 format as determined in three languages (Italian, Croatian and English) centred on the presentation of the partners through the interviews, on the objectives and on the results. The brochure will be used in the final part of the project for dissemination during the final conference and after the project conclusion. Here are some examples:







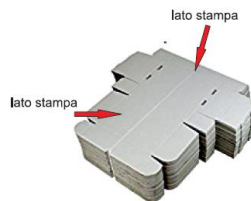
The brochure has been created and will be updated by the end of the project with the final project results, as they will be known at the end. The brochure will be printed and distributed to the stakeholders by each partner through final conference and afterwards. All partners helped with the brochure in participating to the information for text and then do the translation in Croatian (coordination with Zadar, Pula, Split). An ADSWIM box has been produced and created in order to collect all the materials

Comune di Udine  
Progetto AdSWiM



G1 →

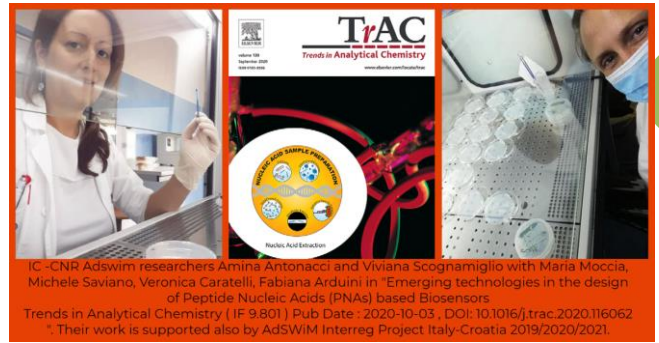
**dimensioni scatola: 22 x 15.5 x 10 cm.**  
**fornite stese**  
**stampa quadricromia su frontale e coperchio**



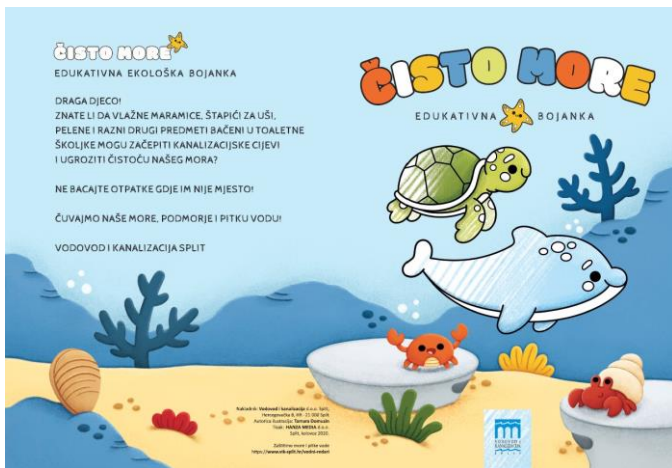
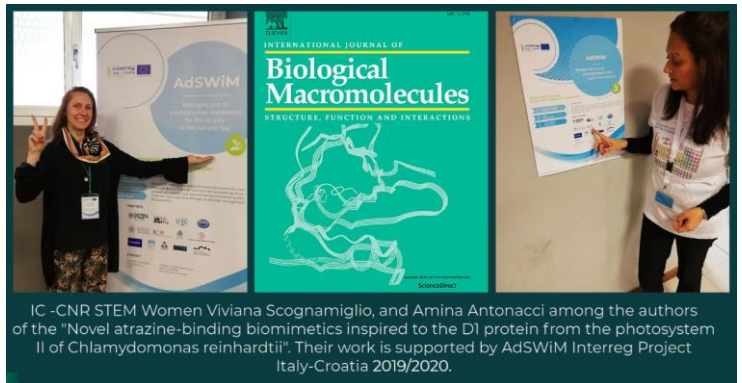
Materials on drive: [https://drive.google.com/drive/u/0/folders/1tVdUvFA\\_EDJ-he-OFxa-8AMnAbF91EAO](https://drive.google.com/drive/u/0/folders/1tVdUvFA_EDJ-he-OFxa-8AMnAbF91EAO)

## 9. PUBLICATIONS AND MAGAZINES

10 scientific publications and 2 publications in major newspapers were made: in July 2020 on the PLATINUM magazine, a prestigious addition to IISOLE24ore and in November on ABRUZZO Economia, a bimonthly magazine 2020. We took care of the writing of the texts, created the ad hoc iconography and managed and processed:



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In August 2020 (VIK Split) was involved in the process of new guidelines recommendations for the territory and sharing experience and learning, published an educational colouring book for kids "Čisto more (Clean Sea)" distributed in 35.000 copies with "Slobodna Dalmacija" Croatian magazine on August 13.

We still will publish in Magazines such as HRVATSKE VODE and in newspapers such as Messaggero Veneto in 2021.

Materials on drive <https://drive.google.com/drive/u/0/folders/1FXHU5bxvBsjnhIIQvSnRORzBsYHmnce1>

## 9. ARTICLES and PRESS CLIPPINGS

For the entire duration, PP1 and LETTERA B agency are managing the press clippings collection for all partners and prepared half-yearly reports with all the target counts reached to facilitate the processing of the "Communication reports" provided for by the project. All materials are collected in the PRESS CLIPPINGS folder and social posts. Both the updated editorial plan and the collection of the materials produced made it possible to set up a project archive and have constant updating and contact with partners which often worked as a glue to the team work also for the technical management part.

### For all press clippings and analysis:

<https://drive.google.com/drive/u/0/folders/1i0Aqp-TPC7jtrPRj5ijjk0oRbA-OU85G>

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## 2.3. Creation and management of digital tools for each PP

### A) WEBSITE

The regular updating of the web continues with news, events and materials as per the editorial plan. All partners also presented the project on the institutional websites and are sharing the news on the corporate sites:



	ADSWIM on the Partners' websites <a href="https://www.uniud.it/it/ateneo-uniud/ateneo-uniud-organizzazione/dipartimenti/di4a/allegati-banner/adswim-project/adswim-project">https://www.uniud.it/it/ateneo-uniud/ateneo-uniud-organizzazione/dipartimenti/di4a/allegati-banner/adswim-project/adswim-project</a>
UNIUD Municipality UDINE	<a href="https://www.comune.udine.it/servizi/ambiente-ecologia-animali/progetto-adswim">https://www.comune.udine.it/servizi/ambiente-ecologia-animali/progetto-adswim</a>
CAFC	<a href="https://www.cafcspa.com/">https://www.cafcspa.com/</a>
INOGS	<a href="https://www.inogs.it/it/node/1592">https://www.inogs.it/it/node/1592</a> <a href="https://www.univpm.it/Entra/Ricerca/Ricerca_Europea/Altri_programmi_europei_e_internazionali/Altri_progetti_ricerca_finanziati_fondi_europei">https://www.univpm.it/Entra/Ricerca/Ricerca_Europea/Altri_programmi_europei_e_internazionali/Altri_progetti_ricerca_finanziati_fondi_europei</a>
UNVPM	
IC CNR Municipality Pescara	<a href="http://www.ic.cnr.it/ic4/en/adswim/">http://www.ic.cnr.it/ic4/en/adswim/</a>
ZZJZZ	<a href="http://www.comune.pescara.it/internet/index.php?codice=1026">http://www.comune.pescara.it/internet/index.php?codice=1026</a> <a href="https://www.zjz-zadar.hr/hr/programi-i-projekti/AdSWiM/772-ch-0">https://www.zjz-zadar.hr/hr/programi-i-projekti/AdSWiM/772-ch-0</a> <a href="https://www.izvor.com.hr/index.php/component/k2/item/167-adswim-%E2%80%93-upravljano-kori%C5%A1tenje-pro%C4%8Di%C5%A1%C4%87enih-komunalnih-otpadnih-voda-radi-kvalitete-jadranskog-mora.html">https://www.izvor.com.hr/index.php/component/k2/item/167-adswim-%E2%80%93-upravljano-kori%C5%A1tenje-pro%C4%8Di%C5%A1%C4%87enih-komunalnih-otpadnih-voda-radi-kvalitete-jadranskog-mora.html</a>
IZVOR PLOCE	<a href="https://izvor.ploce.hr/2020/01/15/adswim-upravljano-koristenje-prociscenih-komunalnih-otpadnih-voda-radi-kvalitete-jadranskog-mora/">https://izvor.ploce.hr/2020/01/15/adswim-upravljano-koristenje-prociscenih-komunalnih-otpadnih-voda-radi-kvalitete-jadranskog-mora/</a>
VIK SPLIT	<a href="https://www.vik-split.hr/eu-projekti/projekt-adswim-interreg-italy-croatia">https://www.vik-split.hr/eu-projekti/projekt-adswim-interreg-italy-croatia</a>
METRIS CENTAR	<a href="https://www.centarmetris.hr/eu-projekti/aktualni-projekti/managed-use-of-treated-urban-wastewater-for-the-quality-of-the-adriatic-sea-adswim">https://www.centarmetris.hr/eu-projekti/aktualni-projekti/managed-use-of-treated-urban-wastewater-for-the-quality-of-the-adriatic-sea-adswim</a>
UniSPLIT-FGAG	<a href="http://gradst.unist.hr/eng/research/projects/interreg-projects">http://gradst.unist.hr/eng/research/projects/interreg-projects</a>

### PARTNERS ENGAGEMENT and SUPPORT:

**PARTICIPATE: We will continue to update the website and by the end of the 2021 we will archive on most of our materials produced and shared in GDRIVE. WP 2.2**



## B) Social profiles and MEDIA:

- in 2019, **3 FB profiles were activated** – institutional project - UNIVPM partner - ICCNR partner - which work synergistically and are managed and coordinated by LETTERA B agency for the entire duration of the contract.

An average of 8 monthly posts per profile are published and about 100 followers per profile are reached. All three profiles today are united and coordinated by the covers of one of the three “DoyouSea? Campaign” images.

They are the main information channels for the general public, with links to newspapers, international and local groups, partners and individual employees, collaborators of the partners who have been invited to support the posts and publications.

- **TWITTER**, was opened in 2020 and has 84 followers, mainly dedicated to the target including the FVG Region Environmental Policy councillor as well as all our partners and national and regional agencies. Following the editorial plan, an average of 4 tweets per month are published and up to 10 tweets per month during the lockdowns were produced. Twitter mainly groups the media, other interreg projects and scientific realities with similar themes.

- **LinkedIn**, is the channel that gathers 522 professionals, of which 80% are technicians and operators in the sector at national level, both Italian and Croatian, 10% are media and the remaining 10% are experts and influencers in the WWT sector. It is an important database for the training and technical workshops, as well as for the dissemination of the guidelines and protocols implemented by the project.

- **YouTube channel**. It collects video infographics and 6 playlists created to collect material related to partners, media presence, thematic videos, events and the link to the program.

All post published have good percentage of views and sharing:





**AdSWiM Project**  
Interreg Project Italy-Croatia (Environment 3.3)  
3d • 🌐

The #adswimproject General Assembly and 4th Steering Committee Meeting will be on line. The last time that we had the possibility to meet in presence was in Zadar, Croatia in November 2019. It was really a great time! We miss these mor ...see more



December 15-16, 2020.  
9.15 - 12.00 am

Microsoft Teams


8

Like Comment Share Send

442 views of your post in the feed

**AdSWiM Project**  
Interreg Project Italy-Croatia (Environment 3.3)  
3mo • 🌐

August 25. The Adswim labs for children carried out by **Università Politecnica delle Marche** included also walking on the #Fano shoreline collecting some shells and talking about the inhabitants of the sea like # ...see more



#adswimproject

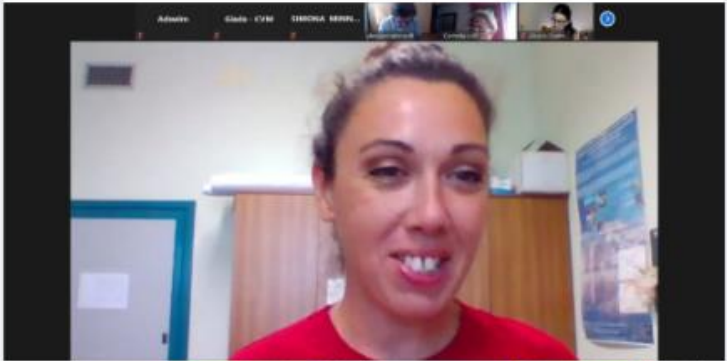

7 • 1 comment

Like Comment Share Send

2,441 views of your post in the feed

**Adswimproject**  
11 settembre • 🌐

September 11. **Silvia Illuminati, Univpm Università Politecnica delle Marche Dipartimento di Scienze della Vita e dell'Ambiente - Univpm** has started with her workshop for teacher's formation saying: "Some persons are asking me if the climate changes are real? I don't like to put it in this way: we should precise that there are several global problematics regarding our planet and a global change is more than climate change. So our approach should be systematic and global as th... Altro...

LAB 4 - I CAMBIAMENTI CLIMATICI MINACCIARE "L'ORO BLU" DEL MARE

Dot.ssa Silvia Illuminati  
Università Politecnica delle Marche

Severgaia, 10-11 settembre 2020

«Forzanti» del cambiamento globale

**Consumo di energia**

I combustibili fossili costituiscono circa l'85% di tutta combustione di questi combustibili rilascia circa 8.5 miliardi di tonnellate di BIOSSIDO DI CARBONIO (CO<sub>2</sub>) nell'atmosfera

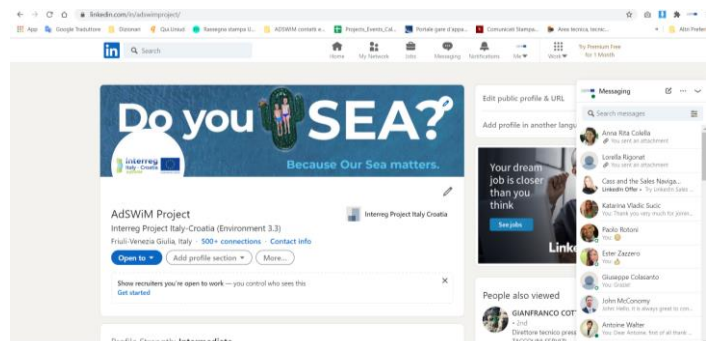
**AUMENTO DELLA TEMPERATURA**  
Dal 1880, la temperatura media dell'aria è aumentata di 0.9C

Le maggiori emissioni di CO<sub>2</sub> provengono da Cina, USA, EU delle emissioni globali

1567 Persone raggiunte 317 Interazioni

Metti in evidenza il post

Tu e altri 14 Commenti: 1 Condivisioni: 8



Do you SEA? Because Our Sea matters.

**AdSWiM Project**  
Interreg Project Italy-Croatia (Environment 3.3)  
Fano, Veneta Giulia, Italy • 500+ connections • Contact info

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Profile Strength: Intermediate

adswimcommunication@gmail.com  
www.italy-croatia.eu/adswim

## PARTNERS ENGAGEMENT and SUPPORT:

**PARTICIPATE: in general, optimize the dissemination and promotion of what has been done and strengthen the activities via social media, web with participatory activities WP 2.3**

Active participation on social media

We will prepare a campaign “Put a LIKE to Adswim FB posts and Tweets and invite your social friends to LIKE and follow Adswim social pages”.

Organization of an active involvement of PP partners in social media activities.

A annual calendar of social activities for each PP will be prepared in order to have a news published every two weeks. On two weeks’ rotation basis, PPs will take care of the contents of the social activity (photo + max 300 characters’ text).

Each PP will send the contents to PP1 in order to publish them on social media

## 2.4. Events organisation and participation deliverables for each PP:

Almost 80 events have been produced by now. So we reach all deliverables but some partners still need to participate in some events. Some materials are on web, some on GDRIVE, some on local repository. We will collect all and share all on line by the end of the year.

Nome	Ultima modifica	Tipo	
00 proposals	01/07/2020 09:02	Cartella di file	52_07082020 Mediterranean Day all
01_04092019 KOM Udine	05/06/2020 18:00	Cartella di file	53_07152020 C AFC visit to DP 2
02_0624_272019 Congress ARB UNIVPM/UNIUD	22/06/2020 10:57	Cartella di file	54_07152020 and 0921252020 Remtech europe UNIUD Italian partn...
03_06212019Ocean's sampling day OGS	10/04/2020 10:07	Cartella di file	55_07162020 OGS study COVID
04_06272019 Press conference Metris	08/04/2020 14:40	Cartella di file	56_07222020_VIK and ComUD meeting
05_07172019 Metris presentation on TV	22/06/2020 10:58	Cartella di file	57_07232020 ICCNR new article
06_07262019 BIOMA miramare OGS	16/05/2020 12:17	Cartella di file	58_07282020_Pescara and COMUD meeting Arta e nuova agenzia
07_08122019 Metris on radio	06/04/2020 16:35	Cartella di file	59_07242020 PLATINUM magazine UNIUD
08_09272019 Reserchers Night IC CNR	08/04/2020 16:03	Cartella di file	60_08042020 UNIVPM labs for kids Fano
09_09272019 Sharper Night UNPM	22/06/2020 11:11	Cartella di file	61_08052020 UNIUD playuniud e infographic
10_10082019 Ada Lovelace Day IC-CNR	22/06/2020 11:11	Cartella di file	62_0812020_2020 UNVPM thesis Matteo
11_10102019 Festival dell'Acqua Venezia OGS UNIUD	22/06/2020 11:12	Cartella di file	63_08132020 VIK colourbook
12_10112019 Biocapma ICCNR workshop	23/07/2020 19:09	Cartella di file	64_08222020 C AFC
13_10142019 Meeting FGAGsplit	22/09/2020 19:56	Cartella di file	65_09252020 Remtech national conference
14_10162019 Meeting Udine C AFC UNIUD Faculty Split	02/09/2020 12:28	Cartella di file	66_09272020 UDINE labs
15_11112019 IC CNR chemist table	11/03/2020 09:37	Cartella di file	67_09272020 VIK SPLIT interreg split
16_11152019 Watercare Pescara	11/03/2020 09:37	Cartella di file	68_1012-182020 FERMAMENTA NO
17_11182019 Metris school labs	29/07/2020 09:38	Cartella di file	69_1004 ICCNR new publications and back at work
18_11222019 Marano lagunare Cafc OGS	11/03/2020 09:37	Cartella di file	70_10172020 Metris Festival znanosti
19_1127_292019 SCMeeting Zara	23/06/2020 22:57	Cartella di file	71_UNIVPM PhD week researchers and ocean hadlato
20_1122_242019 Crofish Porec Croatia OGS	29/07/2020 09:35	Cartella di file	72_NextGen Adriatic Cooperation
21_11282019 ConWSP Udine Cafc	25/05/2020 17:18	Cartella di file	73_Worldscience day 10.11.2020
22_12022019 Metris 10 years	11/03/2020 09:37	Cartella di file	74_110022020 Pescara on Abruzzo Economy
23_12052019 METris presentation to founders	21/03/2020 12:11	Cartella di file	75_11122020 VIK and Ploce visit
24_12062019 Bionalytic Scientific Day Parma	02/09/2020 16:46	Cartella di file	76_11202020 Sealgio con watercare and ecomap
25_12112019 Metris opendoor visit	11/03/2020 09:37	Cartella di file	77_27112020 Sharper's night ANCONA
26_12232019 Metris municipality presentation	05/05/2020 20:40	Cartella di file	78_28112020 Sharper's night TRIESTE
27_01272020 OGS and Nautici in blu	28/07/2020 11:26	Cartella di file	79_2020 UNIVPM kids' corner
28_02032020 WATERCARE meeting FGAG and VIK	22/07/2020 17:13	Cartella di file	80_2020 UNIUD kids' corner
29_02132020 ICR article	10/04/2020 12:23	Cartella di file	
30_02152020 PLS UNIVPM	22/07/2020 19:38	Cartella di file	
31_03082020Women's day video	03/08/2020 13:20	Cartella di file	
32_03222020 Water's Day	31/03/2020 18:49	Cartella di file	
33_03302020 OGS article	10/04/2020 10:17	Cartella di file	
33_04012020 UNVPM kids' corner Rainbow	29/07/2020 08:51	Cartella di file	
34_04012020 UNVPM kids' corner Flowers of hope	14/08/2020 11:38	Cartella di file	
35_04022020 RAI Sconfinamenti	16/11/2020 21:18	Cartella di file	
36_04062020 Metris and WATERCARE	22/07/2020 18:04	Cartella di file	
37_0410_13_2020 Happy easter	09/04/2020 15:47	Cartella di file	
38_04072020 healthforall ZIZ Zadar	09/04/2020 15:59	Cartella di file	
39_04112020 National Sea day	03/08/2020 15:42	Cartella di file	
40_04222020 World Earth Day	03/08/2020 18:49	Cartella di file	
41_05042020 SLAM Competition Interreg	16/11/2020 19:11	Cartella di file	
42_05072020 SCMeeting online	03/08/2020 15:53	Cartella di file	
43_05222020 and January Metris meeting with University	04/06/2020 12:32	Cartella di file	
44_05252020 INDIRE OGS e UNIUD	08/09/2020 10:05	Cartella di file	
45_05282020 ANNA smart open days	18/08/2020 09:17	Cartella di file	
46_06052020 Environmental Day UNIUD e Municipality UDINE	17/06/2020 18:31	Cartella di file	
47_06082020 IZZIZ ocean's day	03/08/2020 18:49	Cartella di file	
48_06082020 VIK bill campaign	03/08/2020 17:20	Cartella di file	
49_06172020 Water and Climate conference split	09/09/2020 11:09	Cartella di file	
50_06252020 C AFC visit to DP 1	07/07/2020 13:39	Cartella di file	
51_06302020 Social day and interregprogramme	02/09/2020 12:24	Cartella di file	

With the Programme we have organised a schedule in order to participate to the [Platform NEXTGEN Adriatic Cooperation: New tools on our disposal with the collaboration of the Interreg Italy Croatia Programme:](#)

**EVENT FICHE – SMALL TALK** with Watercare project and Argos strategic project (UNIUD, *Public Health Institute of Zadar*, UNIVPM in collaboration with IRBIM-CNR (*Elisa Baldrighi*), UNIST-FGAG, METRIS) – tbd

**EVENT FICHE – SMALL TALK** with experts Fatone and Coen – external expert for Comune di Udine, UNIST-FGAG The presentation of a comparative analysis between the Croatian and Italian integrated hydro-system from the legislative point of view matched with the innovative technical research in the field of WWT

**EVENT FICHE – INTERVIEWS** - 3 target group tailored interviews will be made with WWTP managers/municipal officers/involved stakeholder to present the plant to the target groups. The format could also foresee videos and/or motion graphic or dissemination documentation already prepared by PPs.

In this way we are going to complete:

- a) **2.4.1. launch and final events:** relevant European stakeholders are invited, as European Union of Water Management Associations (EUWMA), CEMR, Programme Authorities, Committee of Regions, European Environment Agency (EEA);
- b) **2.4.2. local workshops:** each PPs hosts at least 1 workshop sharing the organization with other National PPs and avoiding too much technical language
- c) **2.4.3. International events:** each PPs commits to participate at least at 2 major events in the field;
- d) **2.4.4. guided study visits:** every Country organizes at least 5 visits, 2 for schools, 2 for citizens, 1 for experts on relevant locations of the project
- e) **2.4.5. Didactic module for schools based on the concept of Take Action by students on the promotion of water protection issues through public actions, so that students become promoters of sustainability and resource conservation topics. International exchanges to visit good practices between delegations of Italian students in Croatia and vice versa will also be expected.**

**From JANUARY till 8 JUNE 2021:**

**DIDACTIC MODULE FOR TEACHERS IN ITALY and in Croatian schools with Italian language**

Program of guided study visits 2 for schools (elementary and high school), 2 for citizens and 1 for experts both in Croatia and in Italy has been developed. As per deliverable, a visit plan was prepared, set up and presented already in the strategy, focusing on visits to the purifiers (Udine, Spalato, Zara, Pescara) and the monitoring points and places Pola, Fano. As there was the difficulty to reach the DP, we are going to produce 2 videos (CAFC and VIK/Izvor Ploce) in order to present the work in a DP (a guided visit tour): **VIK VIDEO VISIT to DP – one study visit in form of an „interview “ and a CAFC VIDEO VISIT with interview – reef balls positioning.**

The project was enriched with educational workshops for schools. An educational kit has been developed with 2 types of brochures in A5 format, the first for guided tours that presents the places of visits and explains the process of water treatment and the second that presents workshops for schools and citizens, including a mini purifier construction laboratory and other laboratories, always on related issues that vary from partner to partner. Different graphic versions have been prepared for different partners in Italian and / or Croatian.



The materials respect the graphics of the brochure and the design leaflets, in order to compose a single practical, coordinated and easily recognizable design kit (logo, colours, brand). The didactic module will be developed on line from January to June with primary school teachers and pupils.



**From May/June on:**

**LABS for schools** need to be scheduled (**UniUD, Municipalities of UDINE and Pescara, UNIVPM, Metris**) - in presence or on line. New labs in schools in Croatia with other partners can also be organized.

**VISIT to coastal and measurements points on the sea:** A new project with UNIVPM "Un mare di buoni motivi" (a sea of good reasons) in collaboration with the "Williams Syndrome Parents Association", with the participation of the G. Vivani Fanese Nautical Club will be organised.. (<https://www.marinadeicesari.it/vivere-mare-combattere-sindrome-williams/>)

**VISITS to DP with CAFC and VIK –in presence or online will be done.**

**PARTNERS ENGAGEMENT and SUPPORT:**

**COMPLETE: complete WP 2.4 activities (lab, visits and didactic module)**

**ORGANIZE: one international event, 2 local workshops and a final conference.**



