Interreg
Italy - Croatia
AdSWiM

EUROPEAN UNION

# AdSWiM

## COMMUNICATION STRATEGY AND PLAN

Deliverable 2.1
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# CONTENTS

## 1. About the Communication Plan

Welcome.

This document represents the first draft of the **Communication Plan of AdSWiM** project. The purpose of this study was to develop, implement, and evaluate a comprehensive team communication strategy, resulting in a toolkit generalizable for the project that will help us to coordinate our communication efforts, coordinate them more effectively and achieve our project's goals.

We will start from analyzing **our objectives and target groups**, **examining partners' roles and geographic areas and their already produced communication materials and resources**. We will try to point out of their strengths in terms of targets and project deliverables. The aim of this analysis will be to produce a **definite general communication scheme: objective – target – tools – channel – measure indicator of efficiency.** Once prepared a general plan, we will identify and define individual partners' plans. All actions will be put in a timing line in order to follow better our work during the ongoing of the project. Each action and group of actions will be always measured, in order to have under control the success of our actions.

With this manual, we will try to indicate how to use our tools and deliverables to reach our target audiences, communicate with them and increase their knowledge about the project objectives, stimulate the change in their attitudes, and influence the way they think. Globally, it will inspire us **to promote awareness of wastewater treatment management issues. In particular, we hope that our actions will inspire our target groups for more flexible use of treated waters as a controlled source of nutrients for the water ecosystems.**

This Plan will deal with **internal and external project communication.** Each project partner will appoint internal Communication Manager who will use this Communication Plan as a reference for all communication actions. The plan will be a part of ongoing project management activities and will be monitored regularly. Finally, we must be aware that the primary goal of the Communication plan is to make communication activities essential part of the project, and not to consider them as a secondary task. A successful communication contributes to the general success of the project as much as every other activity within the project lifecycle.

## 2. Project in short

Let's start with some basic information that we extracted from the Application Form and that we will use for our dissemination purposes:

### Primary programme and project goal

**3.3 Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches**

### Specific objectives

- **To improve the environmental quality condition of the Adriatic Sea by managed use of treated urban wastewater (UWW).**
- **To protect the bodies of the water by biological parameters, analytical devices and innovative treatments.**
- **To settle and share models of depuration plant management, present regulations efficiency assessment.**

**Project's Aim**
AdSWiM connects 12 units located in Italy and Croatia with the aim **to maintain and improve the quality of marine water** (Water Framework Directive 2000/60/EC).

**Partnership**
The partnership is composed by 6 research institutions (Uniud, OGS, Polytech. Marche, IC-CNR, Metris, FGAG), 2 municipalities (Udine and Pescara), 3 companies of wastewater collection, treatment and supply (CAFC, VIK, Izvor Ploče) and 1 unit for regulation of the activities of providing health care, education (IPHZ).

**Problem**

The quality level of the Adriatic Sea is proved to be very heterogeneous ("Strategic Environmental reports" 12/15/2015, DC (2015) 9285, Managing Authority Regione Veneto). It is reported that in some areas a non-equilibrium is measured among nutrients (phosphorous compared to the availability of nitrogen); furthermore, the remineralization of organic matter, which could fill up any nutrient deficiency, is highly dependent on the vitality and on the composition of the microbial community. Therefore, risk can occur that a condition "the abundance of species and the protection of their full reproductive capacity (Marine Strategy/2008/56/EC) "is not guaranteed overtime". A changed distribution of species in the marine biological communities reverberates on the loss of integrity of the ecosystems and on a risk towards environment vitality and resilience to the diffusion of undesired species.

**Solution**

The AdSWiM project deals with the urban wastewater (UWW) and depuration plants (DP) and it aims of assessing whether the treated UWW from DP, in EU limits of composition, can be used as controlled point of nutrients supply. In particular regards to the presence of phosphorus, with eliminated risks for both, the hygienic quality of the bathing water (BW) and (secondly), the ecosystem stability.

**Actions and Results**

We can obtain this goal through several well-defined activities either at DP level or in marine environment. The project actions includes five working packages (WP) of which three deal with the scientific and test actions.

The **initial survey of the health state of the Adriatic Sea** is organized to transfer and balance the knowledge cross-border among partners **(WP3). Data are analyzed with** respect to the actual distribution of nutrients, bacteria and pollutants are analyzed with **traditional analytical approaches (WP4)** and **with the support of mapping and modelling strategies/tools (WP3)**.

The project **investigates new treatments, new analytical devices and new chemical and microbiological parameters to maintain and improve the environmental quality conditions of sea and costal area and of the BW quality (WP4) through the control of the**

**WW**. The robustness of the new tools/descriptors implemented is assessed thanks to DP, partners, and to a sludge treatment plant. This allows, also through a pilot plant, **mitigation action and feasibility studies**, **the economical evaluation of the actions** implemented on the entire depuration chain (water line, sludge line, recipient water body).

**Impact**

Innovative solutions in analytical, microbiological controls and treatment of WW units represent a process innovation of WWT. The **impact and transferability of project results**, also to the stakeholders outside the Programme area, are obtained through **the preparation of cross-border agreed guidelines to manage WW and DP.  The project aims to draw up a legislative proposal for an appropriate review of the effects on the environment of the legislation itself**, **in relation to the territorial specificities, to preserve the habitat/status ecological status and to contribute to maintain high the quality level of bathing wate**r **(WP5).**

PROJECT Focus Target Groups

- **General public;**
- **Regional and local development agencies;**
- **SMEs and business supporting organizations;**
- **Education and training organizations as well as universities and research institutes;**
- **Local, regional and national public authorities.**

## 3.    Introduction to the project theme and objectives from communication point of view

We must be aware that **our communication will change according to the means of the communication - tools and channels – and according to the target** that we are going to approach. In the next chapters, we will see how to deal with general key messages, tones and instruments that we will have at our disposal.

**Generally, with the media we must always have in mind that we need to be able to explain our project in few sentences and in a way that it can be understand by everybody immediately. So be simple and quick, for example:**

> The principal challenge of AdSWiM is against marine water pollution. We will improve the quality of Adriatic Sea and coastal waters with innovative technologies in quality monitoring, treatment and management of urban wastewater in order to check constantly the level of nutrients available in seawater. This will permit to improve better quality of bathing areas and better control of water near the marine discharges of the depuration plants and better quality of depurated water in general.
>
> We will be the first to establish new Adriatic guidelines and a common measurement model for more efficient waste water treatment management -  if we all use the same measurements system, we empower the efficiency of our research outputs and keep control overall in order to guarantee clean bathing waters and the ecological level of marine and coastal ecosystems. Remember, clean seawater means healthy life for all species and a better habitat for all!

Our key messages, in particular with social media, will be sometimes even shorter, because we will need **to pitch** the media or public attention immediately: *"For better quality of Adriatic Sea "* or *"How do you care about Adriatic Sea?"*

The media considers themselves royalty and we need to play their rules and give them what they are asking, as also suggested by the programme communication seminar:

You'd like to pitch the media but you don't know how?



1. Media considers itself royalty: you have to play their rules and give them what they want! It's a transaction.

What they get is:
- Your expertize & insights
- Takeaways for their audience
- Their job done

What you (project) get is:
- Credibility and influence
- Impact and return on visibility in terms of audience
- Clout

So give them **what they want** and not what you want, and serve them your news on silver platter.

*Slides from the Programme LP seminar on communication*

2. **No one in the media cares** about your report, study, brand, work…. Media is not your reader, customer or your fan. Your job is to compel not to convince. The media **don't want a project seller but project expert** – create a story!

Prepare the materials: have you got any interesting photos that may tell your story? Are you able to prepare any infographics?
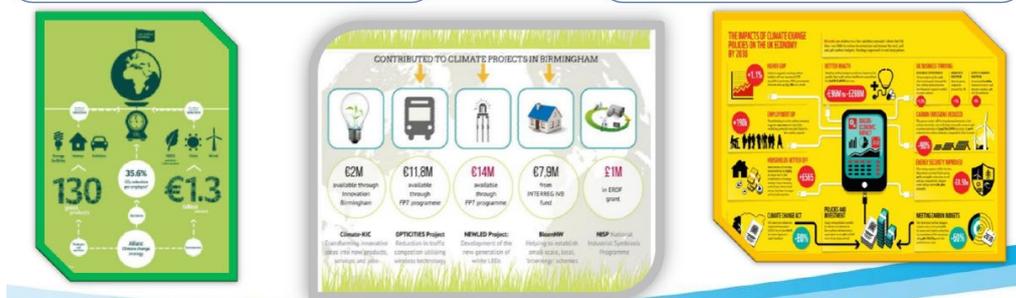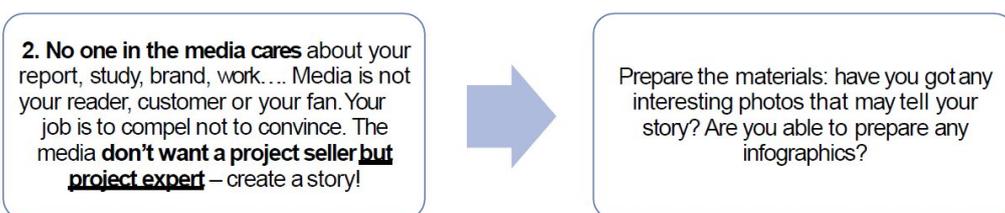
**The most successful pitch with a media is the one that gets a response** – an engagement with a journalist, with an editor, with a curious and engaged citizen, student, association, politician that will disseminate our message spontaneously or that will contacts us to know more.

So generally, we must:

- ✓ **Be clear, concise, compelling**
- ✓ **Speak in a normal accessible languag**e (no technicalities and if they are necessary, explain what they mean)
- ✓ **If you use abbreviations** (e.g. WW, DP… ??) do explain, the others don't know what your abbreviation stands for.
- ✓ **Make it easy for the eyes** (make sure there is not too much text to go through, make it bullet points, do some BOLD letters).
- ✓ **Do not send press releases immediately:** it is a dead message, if it feels like homework for your editor/journalist. Media and also PUBLIC do not want this initially, but a short thing that grabs the attention:

☹ **E.g. of a dead message** *"ADSWIM is an Interreg project built around the urban wastewater (UWW) and depuration plants (DP) and it aims of assessing whether the treated UWW, etc.….) "*

*NOTE: it can appear as the usual European stuff, boring, annoying … one of the thousand similar messages!*

☺ **E.g. of a viral message** *"The summer is ending, and we are still dreaming about our vacation at the seaside. Have you checked the quality of sea before dipping in? The Italian and Croatian scientists have found out that…. "*

*NOTE: much better. A general issue and a phrase that is interrogative and stimulate curiosity…*

When you see that there is an interest around your viral message, it is time to send additional information. Media do not want this initially, but a short thing that grabs the attention. The journalist /editor will tell us when he/she wants more information. Now it's time to hit with a well-done **PRESS RELEASE** or an **interesting story or an interview with our scientists or experts.** The objective of our communication is to **disseminate our scientific work, our results and our impacts on the territory and on society**.  We will concentrate on concrete places and names, and explain the work in a simple "cause and effect" manner.

e.g. of SUPPLEMENTAL INFORMATION:

How are we going to improve the quality of the Adriatic Sea and coastal areas?

We are developing a **rapid monitoring system thanks to optical biosensors** for measuring microbiological pollution indicators (for measurement of costal bathing water quality indicators).

We are testing **a new urban water treatment process and control of seawater at discharges plants** by developing **an aerobic granular biomass and photo disinfections system** (for the removal of pathogens of infectious diseases passing through bathing water).

**NOTE:** The development of biomass in the form of aerobic granules is being studied for its application in the removal of organic matter, nitrogen and phosphorus compounds from wastewater.

We are examining **new analytical techniques - mapping the pathogens and correlate this data with the hydrogeological model or a particular are**a (for testing organic and inorganic nutrients and trace elements that we associate with the occurrence and growth of microbial contamination).

Where are we working?

In Italy from **Pescara, Marano Lagunare, Udine to Trieste** and on Croatian side of the Adriatic Sea from **Pula, Zadar, Split to Ploče.**

Considering some of these simple communication techniques and to conclude our indications on communication, we are proposing the final approach and suggestion from our Programme Communication Manager, that we have personalised it with our theme example:



*Slide from the Programme LP seminar on communication*
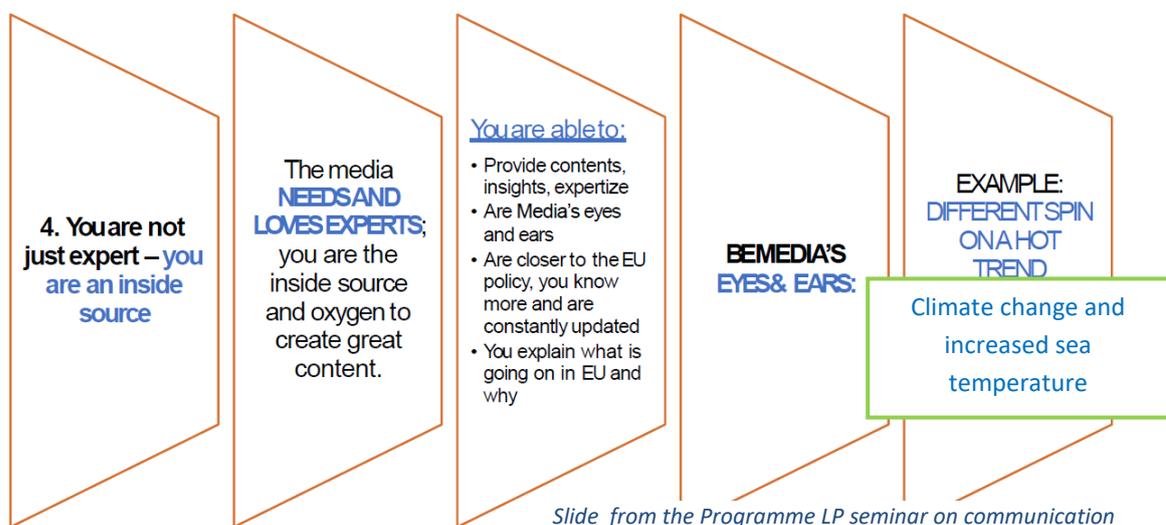
**Finally, we would like to precise that in addition to the communication plan that represents a general tool for our communication activities,** **a dissemination editorial plan** **will be created as an annex to this document.**

**The editorial plan is a six-month schedule or an annual plan that involves all PP in communication/exchange of good communication practices and optimizes the effective usage of different modes of promotion and diffusion. It identifies in a chronological monthly table:**

- **all the possible stakeholders and classify them in different groups,**
- **all mechanisms and actions that can maximize the exposure of the project to the largest possible audience, such as newspapers, radio, as well as social media and web.**

## 4.  Communications Main Goal and Objectives

In previous chapter, we examined the project goals and how to deal with them from the communication point of view, here we can find main communication objectives, which will help us to achieve the project aims, and to obtain the change tackled in the Programme area - 3.3 goal.

Our communication approach and activities will support achieving a change in at least one of the following characteristics of the target groups:

- **awareness and knowledge**

  We will **inform and influence our general public and education and training organizations** about <u>more environmentally friendly and innovative approaches, trends and models of protecting and improving the quality of the bathing waters through the managed use of urban treated waters</u>. We will increase knowledge in citizens about the water depuration process efficiency and the reuse of depurated waters as a strategy for natural resource sustainability.

*Communication tone of voice: As the theme that we are dealing with can be seen as a very specific technical issue, difficult to understand by everybody, we will **link our key messages to the importance of the healthy seawater** (e.g. "Healthy sea means healthy habitat for all and better living for all", and also "We are all looking for a safe and clean bathing place during summer, don't' we? So let's engage all that we have a safe and clean coasts and a living sea") **and to the global water issues and goals** (with a holistic approach: the Human activities affect marine ecosystems. Pollution, overfishing, the introduction of invasive species, climate change impacts including seas acidification and deoxygenation and many other competing activities have been registered, so we need to adopt instruments and treatments to preserve water as natural resource, because our lives depend on it. However, our messages will be positive – to every threat, we will give a possible solution and a positive attitude: "Bad water is bad for you, but safe water is key to life — and good for you!"*

*We will create a positive campaign **"Do you SEA? - For a better quality of the Adriatic Sea - a healthier habitat for all",** that will point out project issues.*

- **Attitudes**

We will **stimulate regional and local development agencies, policy makers, SMEs and business supporting organization, universities and research institutes** to share environmental information and data with our research results and to transmit them to difference levels of governance to create synergies between different stakeholders and to reach the Programme goal. We will rise awareness to change attitude and accept the need for a better approach and define a cross border model and shared guidelines to manage the wastewater treatment plants. We will show them the state of environment, the tests and project research outcomes in order to demonstrate the effectiveness of our work and to intervene on legislation and become a best practice for other areas of the Adriatic Sea. We will boost entrepreneurship by promoting healthy water, healthy sea and economy related to the environment issues.

*Communication tone of voice: Our key message will be more technical but still simple. We will use **examples and stories** to present our outcomes. **The researchers will become ambassadors of the results** and will present the project work in order to reinforce the scientific credibility and authority. **The representatives of public and private partners' units will become our supporters** by releasing interviews and statements in order to reinforce the project analysis and research: (e.g. "Science can help to restore the balance of nature. A scientific approach is needed when we are dealing with natural resources"). Best examples, studies will be shown. We will follow the international agenda (World Water Day, World Environment Day, World Biodiversity Day, World Sea and Ocean Day, EU publications on the issue, Meritimedays). We will monitor the ongoing events and happenings on the territory (whether and climatic phenomena, regional tourism agendas, etc.) in order to link the events to our theme and outcomes and to create a friendly approach and connections with the territory. We will promptly respond by creating a news or a press release and share them through website and social media that most of us already have. We will try to create contacts with other EU funded research project working and create related topic cross-project demonstration. Finally, we find it worthwhile to profit from existing meetings and conferences and to collaborate with others to amplify our work. Our **key message**: **"A use of a global model of measurement and maintenance of high measure and monitor standards can prevent pollution and boost circular economy."**

- **Practice**

    By making target groups a part of the project activities we will influence their actions, making them participate to our work and see that water issues regard us all. They too can contribute and **become promoters of sustainability and resource conservation, and water protection**. Put in practice, by showing to the stakeholders our work, means give them the possibility to share direct experience with people involved in the project (researchers, expert, technicians, public managers, and operators). It is certainly the best way to reinforce awareness, knowledge and attitude that we will do with two big target groups in different manner as we have already presented in this chapter.

*Communication tone of voice: Our key messages relate to **science dissemination approach in order to inform** about the project activities **through direct experience based on a pragmatic explanation.** Contemporary, they will focus on the campaign "Do you Sea? For a better quality of the Adriatic Sea- a healthier habitat for all",** giving the opportunity to the stakeholders to participate and respond to the **call to action and become promoters of good attitude and project results.** We will bring our public to join the national/international events (World Water Day, World Environment Day, World Biodiversity Day, World Sea and Ocean Day) on local level and we will show their participation through website and social media as a global action. We will organize workshops for experts and students on University level and promote the exchange of the test results and output of the project. We will bring partners representatives to join **major EU events and create synergies with other EU projects and Programme projects** (EU events, Meritimedays, Adrireef Festival, Asvis). We will create **a VISITOR PROGRAM for schools (elementary or secondary schools), for citizens and for expert** in order to bring target groups representatives to the relevant locations related to our project work (depuration plants, treated wastewater discharge points spot, seaside coastal areas). The Visitor program will bring our "CALL to Action" to "TAKE ACTION" level and will have a single structure for all targets with specific objectives and actions declined by target and by territory. The focus will be on the mission **"Test and taste your water!".** For the kids we will focus on the presentation of a depuration plant and how does it work through an **education laboratory "Build your own depurator!", before the visit.***

**Following tables** shows primary and secondary target groups, characteristics we will strive to influence during the project implementation, key objectives for each target group, basic key messages aligned with target groups' interests to command their attention:

| TARGET with indicator of measurement and characteristics to change through project communication | | Communication Objectives | Key Messages | Potential Communication Channels/ Tools |
|---|---|---|---|---|
| **Primary target groups** | | | | |
| **General public**<br><br>**(600.000)** | Awareness and Increase knowledge | **Inform** about current state of the managed use of urban treated wastewaters and uneven quality of seawater in the Adriatic Sea. Inform how can we improve the water conditions and reach the EU goals. | *"Do you SEA? For a better quality of the Adriatic Sea - a healthier habitat for all."*<br><br>*"Defend the Adriatic Sea by preserving its ecological balance."*<br>*"AdSWiM – on the sea side."*<br>*"Reuse of depurated waters can preserve water as a natural resource!"*<br>*"High water quality standards for a better living"*<br>*"A healthy and protected environment for all species and habitats"*<br>*"A Quality water for all"* | **Project website and PP websites**<br>**Social media** (FB, twitter, Linkedin messages)<br>1 **Article/publication** showcasing project objectives in journals, magazines (general)<br>**Flyer** in ITA/EN<br>**Poster, Roll up**<br>1 **Brochure** in EN<br>2 **Infographic videos** (one at the begging to objectives and challenges, one at the end to show the main outcomes) in EN with ITA/CRO subtitles<br>2 **Events** (1 per country)<br>1 **visitor programme** 2 **visits for citizens** (1 visit per country). |
| | Practice | **Inform** about the wastewater treatment and water cycle and how it affect our lives and biodiversity. | *"A clean sea matters!"*<br>*"Don't skip the dip! Check the AdSwim"*<br>*"Sea Swim Clean thanks to AdSwim"* | Synergies with participated local/international events. |
| **Education and training organizations as well as universities and research institutes**<br><br>**(16)** | Awareness and Increase knowledge | **Improve awareness and knowledge** on different level of education about sustainability and resource conservation. | *"A clean sea matters!"*<br>*"Defend Adriatic sea by preserving its ecological balance."*<br>*"Water cycle and recycle."* | Project website and PP websites<br>**Social media** (FB, twitter, Linkedin messages)<br>1 tailored publication on a Specific Magazine (showcase of results)<br>1 **visitor programme** with 2 **visits for schools** (1 visit per country) a |
| | Practice | **Inform** about water protection and biodiversity. | *"Reuse of depurated waters can preserve water as a natural resource!"* | **Workshops** and study visit per country.<br>Synergies with participated local/international events and EU projects. |

| | | | | |
|---|---|---|---|---|
| **Local, regional and national public authorities (6)** **Regional and local development agencies (6)** | **Awareness and** **Increase knowledge** **Change attitude** **Share** **information in a** **pragmatic way** **to change** **attitude** **Practice** | Inform about current - local and cross border status of treated water management and quality of water. Informing about the project achievements. Raise awareness for having a common and shared model and governance strategies. | *"Together we can preserve better our  Sea and our economy."* *"A cross-border integrated management of water resources to restore the disturbed nutrient balance that affects the food chain of the sea".* *"A use of a global model of measurement and maintenance of high measure and monitor standards can prevent pollution and boost circular economy.* | Direct communication (emails, skype, personal and group meetings) Social media mentions (FB, twitter, Linkedin messages) PP website mentions and local newspapers Project meetings and gathering. Project website. **Flyer** in ITA/EN **Poster, Roll up** 1 **Brochure** in EN 2 **Events** (1 per country) 1 **visitor programme**  1 **visit** **for experts** (1 visit per country). Synergies with local/international events |
| **SMEs and business supporting organizations (12)** | **Awareness and** **Increase knowledge** **Change attitude** | Inform about current state and future trends Raise awareness for need a common model and guidelines Informing about the project achievements | *"Preserve water and sea and you will preserve your economy."* | Direct communication (emails, skype, personal and group meetings) Social media mentions (FB, twitter, Linkedin messages) PP website mentions and local newspapers Project meetings and gathering. Project website. Synergies with local/international events  and **vistor programme.** |
| **Secondary target groups** | | | | |
| **NGOs/association** | **Share information in a pragmatic way** | Info project achievements about the project actions | *""Do you SEA? For a better quality of the Adriatic Sea - a healthier habitat for all."* | Social Media mentions Project website Dissemination events |
| **Public (out of project areas)** | **Awareness and** **Increase knowledge** | **Inform** about the wastewater issues. | *"Defend the Adriatic sea by preserving its ecological balance."* | Project website Dissemination events |
| **Local, regional and public authorities related to the Adriatic Sea area but not covered by the project** | Awareness and Increase knowledge | Raise awareness for having a common and shared model and governance strategies. | *"A use of a global model of measurement and maintenance of high measure and monitor standards of the sea can prevent pollution and boost circular economy."* | Meetings Project Website Study visits |

## 5. Project Visual Identity

Visual identity of the project will make sure all communication activities and tools are visually aligned. By following visual identity guidelines, we will achieve better recognition and add brand value to our project's visibility. According to Interreg Italy-Croatia Programme visual identity guidelines, AdSWiM will share the programme's brand in the colors of the priority to which the project belongs to and the project acronym below.

**The logo** of the project plays a role of utmost significance in creating brand association regarding visual communication and should not be recreated in any circumstance. The project logo must be always included in all communication materials produced both at programme and project level. It must be placed in a central and



visible top position of the material (in the first/main page) and it can never be smaller than any other logo included in the same material. Advice of the Joint Secretariat is not to include other (project partner's) logotypes along with the main Interreg logotype on any produced material. Nevertheless, partner logos can be included, but project partners must respect the EU flag size rule (For details see the Programme Brand Visual Identity Manual that is shared on our google drive intranet). Here are some samples of the FB posts, and avatars, and some mockups for the Facebook page:
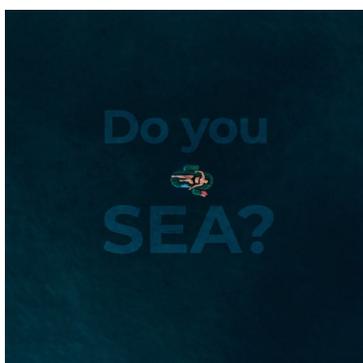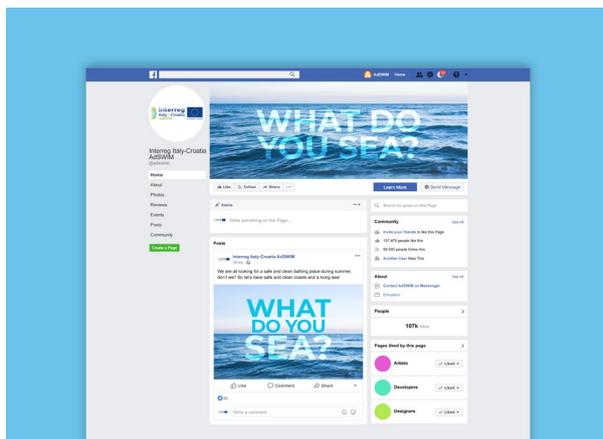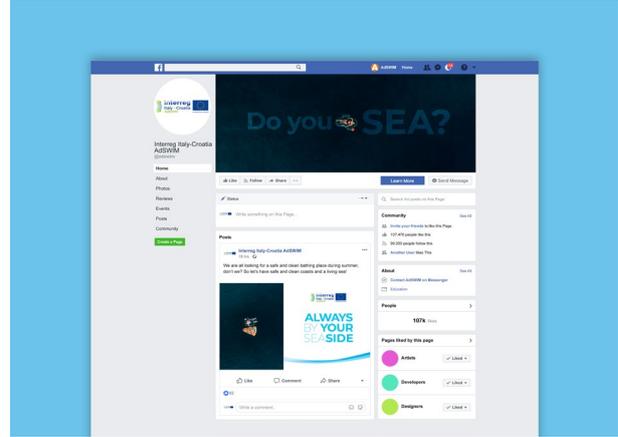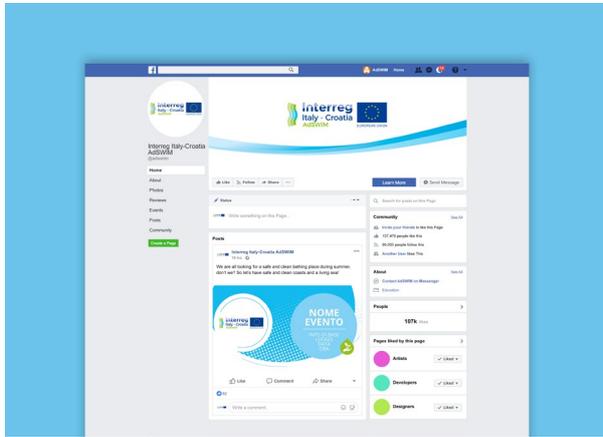
These are some examples of the graphic work on social profiles that include brand design and campaign design related to the header, posts or the avatar created for each social media involved.

Also the website will change the image according to the Campaign or event that we will present.
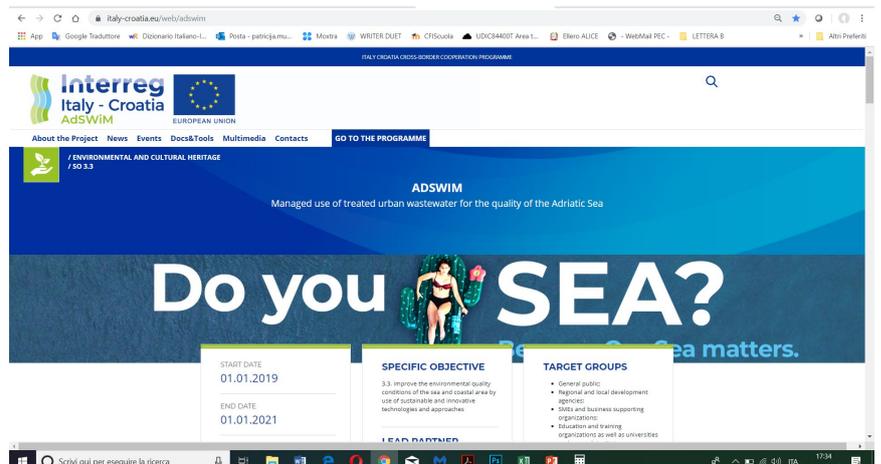


The complete visual identity of the project regards the iconographic elaboration of:

| PROJECT COMMUNICATION AND MEDIA KIT | | | |
|---|---|---|---|
| | | Image/format | |
| EVENT KIT | COVER | Word/pdf | |
| | INVITATION | Word/pdf | |
| | LOGO | Crmk/rgb | |
| | POSTER | Word/pdf/ illustrator/PS | |
| | BADGE & SPEAKER SIGNS | Word/pdf | |
| | KEY VISUAL | jpg | |
| | MAP | jpg | |
| | REGISTRATION LIST | | |
| | ROLL UP | Word/pdf/ illustrator/PS | |
| | AGENDA | Word/pdf | |
| | MINUTES | Word/pdf | |
| | PRESS RELEASE | 2 versions | |
| | PRESS clipping | excel/pdf | |
| | MEDIA LIST | excel/pdf | |
| *VISITOR PROGRAM* KIT | CITIZENS | Word/pdf | |
| | STUDENT | Word/pdf | |
| | EXPERT | Word/pdf | |
| OFFICE PACK | WORD | WORD vertical/horizontal | |
| | EXCEL | Excel | |
| | POWER POINT | ppt | |
| SOCIAL MEDIA | FB PROFILE | FACEBOOK PROFILE 170X170 | |
| | | FACEBOOK HEADER PROFILE 400X400 | |
| | | FACEBOOK COVER IMAGE 851X315 and 1200X675 | |
| | TWITTER | HEADER IMAGE 1500X500 | |
| | | TWITTER PROFILE 400X400 | |
| | LINKEDIN | PROFILE COVER 1584X396 | |
| | | PROFILE AVATAR 400X400 | |
| WEB SITE | | IMAGE CARD 450X280 | |
| | | SITE HERO IMAGE 1920X300 | |
| FLYER | A4 | Pdf /printing format | |
| BROCHURE | A5 | Pdf /printing format | |
| ARTICLE | | | |
| PUBBLICTAION | A4 | Pdf /printing format | |
| VIDEOINFOGRAPHICS | | WMV/MP4 or similar formats | |

## 6. Communication tools and methods

In relation to the target groups and communication objectives, we have already mentioned the primary tools and channels that we are going to use. We will define here the best channels to get to each target group. Having in mind the cost-effectiveness of each channel, we will devise a strategy that will enable us making, with the available resources, the biggest impact.

### 6.1. CREATION AND MANAGEMENT OF DIGITAL TOOLS

As a main online touchpoint, AdSWiM will you the project website and social media (FB,Twitter and LinkedIn).

### A) PROJECT WEBSITE | www.italy-croatia.eu/adswim

The project website is set up within the Programme website and it follows the standard structure of all the websites projects of the programme:

- About the project
- News
- Events
- Docs & tools
- Multimedia
- Contacts
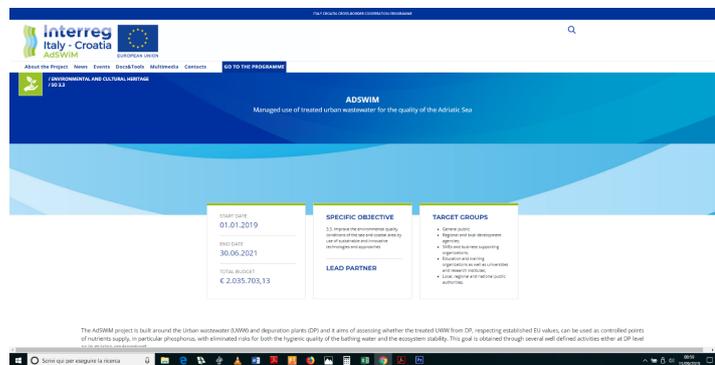


It is our responsibility to create content and update the website (all content must be in English) regularly. That is why we are going to create **a monthly editorial plan.** Joint Secretariat recommendation is to have new stories, documents, images and other project related content uploaded in regular times, but at least some of them monthly or every two weeks.  **The PP1** (Municipality of Udine) is responsible of the website management and info and media collection from the partners. On the other hand, all partners in the startup phase will create (or have already done) a contribution on their corporate/institution/organization website.  The internal page/article/editorial must present the project description, duration, partners, overall budget and

contacts. Here are some examples of the partners' website that have already presented the project:
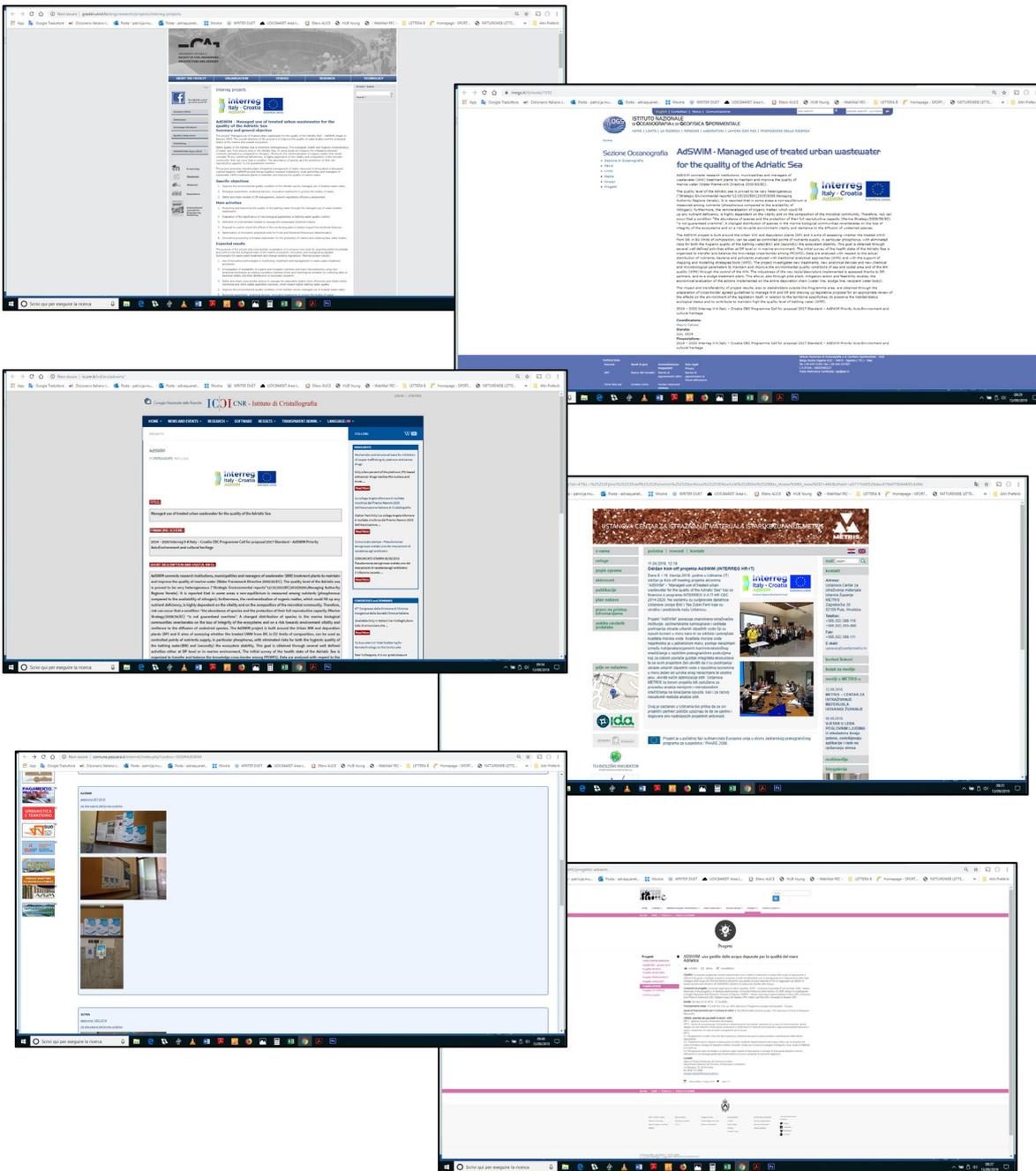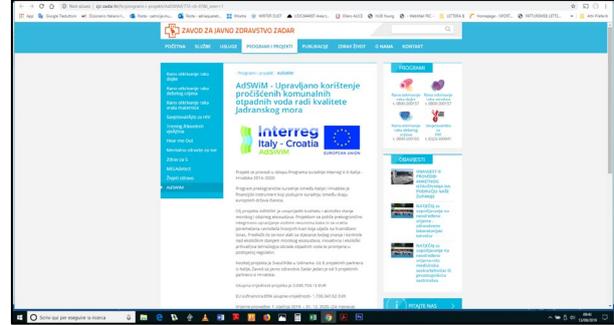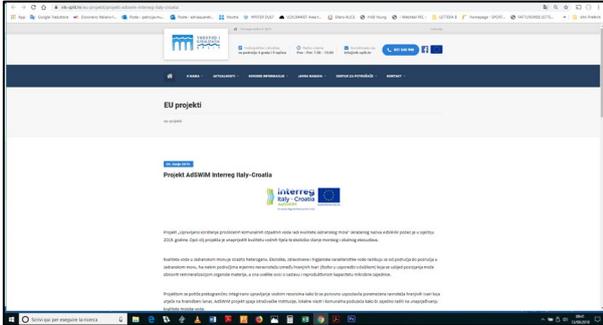
Website content will reflect our project's goals and our target audience needs. When creating a content for the website we should have in mind how our target audiences think and speak about the topic of our project, and base the structure of our content on that. This will benefit our search engine optimization **(SEO)** efforts also, and position our project better on search engine on our targeted **keywords which are:**

**ADSWIM**

**Sea**

**Adriatic**

**Water**

**Environment**

**Biodiversity**

**Interreg**

**Italy**

**Croatia**

**Climate change**

**Water treatment**

**Wastewater**

**Water cycle**

**Water management**

**Sustainability**

**resource conservation**

**protection**

**bathing water**

And more specific, technical ones:

**rapid monitoring system**

optical biosensors

aerobic granular biomass

photo disinfections system

pathogens

infectious diseases

organic matter

nitrogen

Phosphorus

hydrogeological model

microbial contamination

electrochemical and microgravimetric (EQCM) biosensors

MIP (molecularly imprint polymer)

These keywords will be also used for **social media tags.** Of course, we tag also **the partners names and locations** (Pescara, Marano Lagunare, Udine, Trieste, Pula, Zadar, Split, Ploče).

To attract more visitors and to serve as a relevant source of project topic related information, **content** should be communicated in a simple way, not using complicated words and phrases, it should be useful, up-to-date and factual, and it should be consistent and regular. The editorial plan and the articles will focus on following topics:

- Information about project goal and objectives
- Presentation of each partner's organization
- Presentation of previous successful projects related to this project or with a similar goals
- Featured articles covering good practice, goals and topics
- Interviews with stakeholders, partners covered by the Project
- Coverage of project related activities (project events, project plans…)
- Challenges faced by the local population and how the Project will face them
- Useful research information related to the project topics

**Voice and writing style**
Communication should portray openness, warmth and friendliness that accompanies our organizations' accomplishments and drive, and spirit of the Programme.

When **writing content**, we will keep in mind this writing personality: strong sense for organisation and responsibility, but with an equally strong down-to-earth appearance, and a just right sense of humor. As we pointed out, we will try to write in a conversational style, as we are telling a story to a friend, not issuing governmental press releases. We will try to use the active, rather than passive voice and think like the audiences to whom you are speaking.

Some writing recommendations:

- Don't let pride come across as arrogance: when describing success, keep it honest and go easy on the superlatives.
- Try to use as little as project management related lingo and acronyms as possible (like PCM, TBC, interim report…).
- You're writing for web, where people attention span is very low: don't write long paragraphs, break text into smaller, scannable chunks.
- Try to come up with interesting headline.

## B) FACEBOOK PROJECT PAGE| www.facebook.com/adswim

Project communications team will grow organic traffic by publishing and curating project topic related content on a regular basis and engaging target audiences in a meaningful conversation about the challenges they are facing when water sustainability topics concerned, and how we can jointly overcome them.

To amplify the impact of the project, besides content creation and curation, we will encourage target groups to share their experiences, insights, discoveries, photos, and videos connected to project topics. With that in mind we will use following hashtags: **#adswimproject, #interregitalycroatia, #seawatterbetterquality, #preservingadriatic #wwtmanagement #water**
 A project official profile has been created:
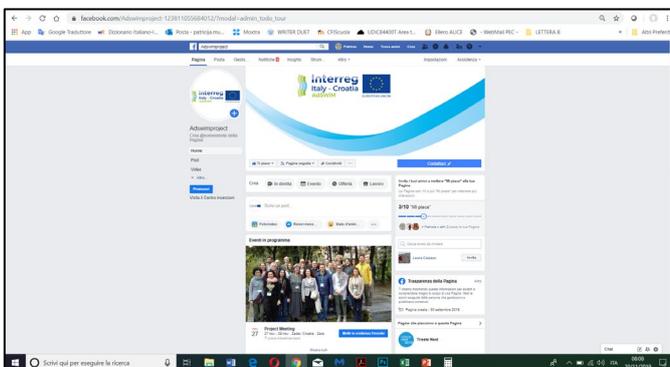


Project FB profile:

www.facebook.com/adswimproject

Project FB page name: AdSWiM Project

Facebook HANDLE: @adswimproject

**Mail related to the profile:**

**adswimcommunication@gmail.com**

However, the partners can and are invited to create their own project pages, but it is highly recommended to join and share the posts in order to create more news and more traffic online.

Here are some examples of partners' project pages:
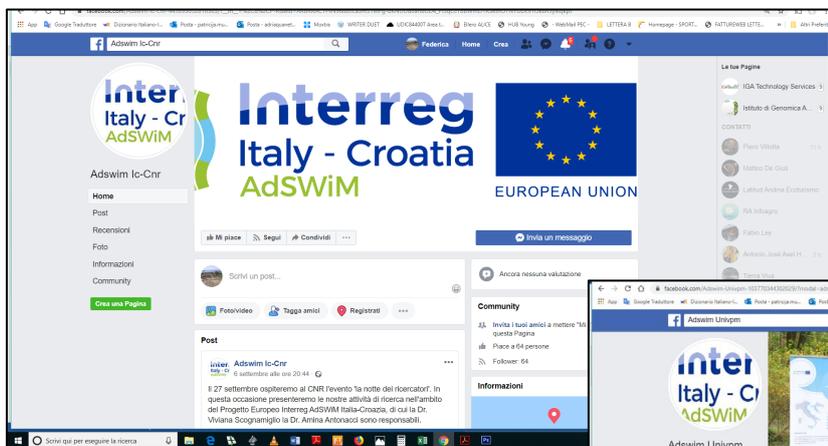


Adswim Ic-CNr
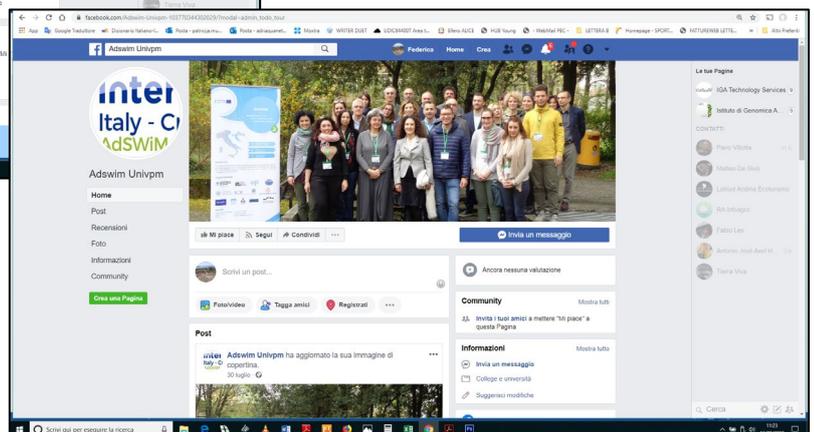
Adswim Univpm



On official profile **@adswimproject,** posts should be published in English, but we will repost partners messages in HR/ITA. Translation of the posts to local language is appreciated, but it is not obligatory. Again, it is usefully to share posts and give likes from already existing corporate/institution/organization FB pages in order to create more traffic.

For Facebook content management, we will try to:
- subscribe to many accounts dealing with our project's issues or geographical area (the more you follow, the more you are followed);
- be active on the pages we subscribed to by linking, sharing and commenting posts;
- encourage other colleagues from the organization to join the conversation;
- mention (and tag) people and pages in your posts;
- try to be active on a weekly basis;
- always illustrate our post with media content;

- use Facebook manager to schedule and manage posts;
- try to respond to all messages, even the negative ones.

We will not use paid promotion, but we will try to build trust. (If the stakeholders trust you, they'll come back and become not just the audience you are speaking to, but your partners and trusted allies in promotion of your cause).

We must be aware of pros and cons of the Facebook application:
**Pros**
- largest community on the internet.
- several page administrators.
- management of milestones on the timeline.
- easy integration of links, pictures and videos.

**Cons**
- mostly used for private communication
- it takes a long time to build a community of subscribers.
- more time consuming than Twitter.

**Sample Facebook posts**
- (Name of the organization) invites you to the (name of the event). Come and learn how to participate in creation of more sustainable wastewater management. **#adswimproject, #interregitalycroatia.**

- Check out what (Name of the organisation) is doing to solve the sea pollution in (Name of the place) **#adswimproject, #seawatterbetterquality, #preservingadriatic #wwtmanagement #water** (insert photos with project activity and a short description of each photo).

- Many thanks to you all for participating in (Name of the event). Together we will provide better quality of Adriatic Sea (Name of the city) **#seawatterbetterquality, #preservingadriatic #wwtmanagement**
- We were excited to see so many of you interested in **#seawatterbetterquality, #preservingadriatic #wwtmanagement**

- Did you know that #adswimproject is expected to produce a shared model and guidelines of **#measurement and maintenance of high measure and monitor standards that can prevent #pollution in #Adriatic?**

## C) TWITTER PROFILE| https://twitter.com/AdswimProject

A project official profile has been created:
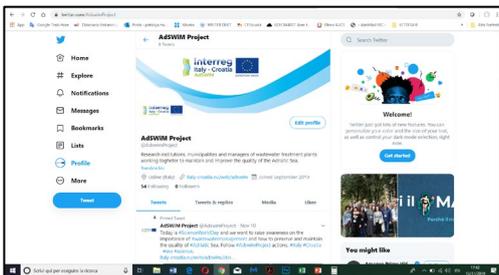


Project Twitter profile:
https://twitter.com/AdswimProject

Project Twitter page name: AdSWiM Project

Twitter HANDLE @adswimproject

**Mail related to the profile: adswimcommunication@gmail.com**

As far as content strategy on Twitter concerns, we will follow the Facebook recommendations. With that in mind, we know that the twits are shorter and request to be more concise in our messages. Tweets should be published in English. If there is enough space you can translate them to local language, but that is not the requirement. Again, partners are invited to create and tweet on their corporate/institution/organization profiles and help us to do traffic.

**Tips**
- Include media content (pictures/video)
- Follow other accounts dealing with our project's issues
- Follow partner regions, policy-makers and local regional press accounts
- Encourage your colleagues to join the conversation and use AdSWiM hashtags and **#interregitalycroatia** in their tweets.

Be aware of Twitter pros and cons:
**Pros**
- most active community;
- used by many professionals, policy-makers and journalists;
- ideal to inform and get informed quickly;
- building a community of followers is relatively fast.

**Cons**
- very limited writing space, we have to be very synthetic;
- no formatting options;
- we must tweet regularly to be interesting to our followers.

## D) LINKEDIN GROUP| https://www.linkedin.com/in/adswim-project-a35513193/
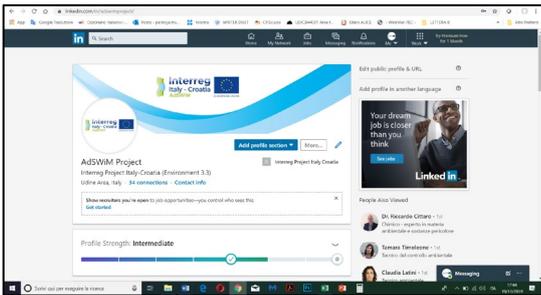


A project official profile has been created:

**Profile name: AdSWiM Project**

**Mail related to the profile:**
**adswimcommunication@gmail.com**

As far as content strategy on Twitter concerns, we will follow the Facebook recommendations for posts. Linkedin post should be published in English. If there is enough space you can translate them to local language, but that is not the requirement. Again, partners are invited to create and post on their corporate/institution/organization profiles and help us to do traffic and repost the project managers.

**Tips**

- Include media content (pictures/video): linkedin post reach more audience if a photo, video is attached. A new post reaches better position in general home page in confront of a repost message.
- Become profile friend and follow other profiles dealing with our project's issues.
- Follow partner regions, policy-makers and local regional press accounts.
- Encourage your colleagues to join the conversation and use AdSWiM hashtags and **#interregitalycroatia** in their posts.

Be aware of LinkedIn pros and cons:
**Pros**

- an active community of professionals and experts - used by many professionals, policy-makers and journalists;
- ideal to inform and get informed quickly;
- building a community of followers is relatively fast.

**Cons**

- very limited writing space, we have to be very synthetic;
- some formatting options;
- we must create a group of followers and post regularly to be interesting to our followers.

## 6.2. COMMUNICATION AND MEDIA KIT PRODUCTION

Traditional media, local on spot event and actions will be supported by **Event and Office Kit and media kit** - a prepacked and personalized set of promotional materials that will be produced and distributed to inform, to raise awareness and to support the events and the project VISITOR PROGRAM.

Some media materials (Flyer, Brochure, Article, Press Release, Video infographics) will be created ad hoc for the project by our communication team.

Printed copies of materials will be limited for dissemination purposes during events and meetings to respect the ecology and the spirit of UE Programme.

## Event and Office Kit

For **everyday internal and external communication**, **a coordinate visual identity with templates** has been provided including the complete **office pack (Word, Excel, Power Point)** and **key visuals, based on the Programme models.** For internal communication and reporting process, we will be using the already prepared templates (press clipping, media list, key visuals). For the organization of the events, templates models of **invitation, cover, agenda, badge and speaker signs, and minutes, press clippings, media list** have been produced in the startup phase. For the future personalization, our communication staff will elaborate the necessary ad hoc versions. All documents are shared on a common project google drive.

## Poster and Rollup

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building. The poster needs to stay visible for the whole time of the project duration.

Rollup is an instrument that can be used for conferences, events (KickOff Meeting, Final Conference and other internal and open events and meetings).

Poster and Rollups should be created by using the template provided by the program. They can be personalized (we suggest to get in contact with the communication management staff that will be glad to prepare the personalization of the posters for you).

## Flyer and Leaflet

A project flyer (leaflet A4 format) will be used for the events and it will be done in Italian, English and Croatian languages in order to reach the public and present in short, the project objectives. The flyer will be prepared in the second project semester. Leaflets will be distributed to stakeholders and target audiences during project implementation phase, especially during public project events. Leaflets will serve the purpose of building awareness of the project and its components among target audiences and user groups inside the region. Printed copies will be limited for dissemination purposes during events and meetings.

## Brochure

A project brochure (A5 format) in English will support more institutional communication as it will present in detail the partnership, aims and goals and the project results. The brochure will be prepared by the end of the fourth semester.  Printed copies will be limited for dissemination purposes during events and meetings.

## Articles/publication

As it is shown in the chart regarding tools and targets, two articles will be elaborated for displaying the project outputs to be published on journals and magazines. The first one will focus on content for general public target group, whereas and the second one will be created for experts and technical target group. All partners will contribute on national level to the elaboration of content (ita/cro) and will be coordinated by the PP1. The articles will be published in the last project semester.

## Video infographics

We will produce **two video infographics:** one in the first implementation phase and one in the final project phase. The video infographics will be produced in English with Italian or Croatian subtitles. A video infographic is an excellent tool for viral communication through social media and

website. Video infographics are also known as "animated infographics." They are created by combining various animations to create an informational video that helps explain data in an engaging way. One of the biggest advantages of video infographics is that they integrate various types of media into one presentation that you could not do with static infographics that rely on pictures only. Video infographics are more easily shareable than static infographics and they more likely to be shared due to the interest in video. Video infographics tend to appeal more to people who prefer moving pictures and animations to static images.

The first video will be structured on a positive campaign *"Do you Sea? For a better quality of the Adriatic Sea - a healthier habitat for all"* viewing attractive infographic visuals and animated scenes to highlight data on the water issues and project objectives. The second video will be structured as a response to the first one by presenting the project results and outcomes and the solution to the seawater pollution and quality standards of management of urban wastewater. Here some examples of **static infographics regarding water** theme that will inspire us:

The materials will be shared mainly online through google drive space created as intranet for sharing of files, data, photos and media materials.

## Press Release

We will produce two types of press release models and create two press coordinate releases in English to share with partners for common events (like Kickoff Meeting or Water Day celebration, etc., Final Project Conference).

Before writing press release, ask yourself *"do I have strong enough reason to write a press release?"* If the answer is yes, then consider following:

- Choose a **clear, short headline** in which you clearly state what the reader is going to learn if he/she dives into the article.
- **Identify your audience and choose the right style** accordingly (serious or funny, specific or general). If the press release must be sent to different targets, change your style/angle (and even the content) to make it useful.
- **One catchy tip** is to include a question in the opening line to get the reader's interest. For example: *"Have you ever wondered how we can manage the treatment of our urban wastewater in a more sustainable way? The AdSwiM project solves the problem for you!"*

- Remember that the **project technicalities** are often the least interesting thing for a journalist, and he/she will not be impressed by explanations of budgets, ERDFs, long organization names etc. They want to see **where the local story is, what is the concrete benefit to people. The main message to get in is that this was brought to the people by the European Union funding in cooperation with other European countries.**
- Make sure that the **EU funding is mentioned** in the article/news.
- Use **correct grammar** and proofread for errors and typos before sending out the information.
- Add **powerful high-resolution photographs** or drawings that depict your press release.
- **Use the communication unit/s** of your institution and your partner's institutions to disseminate the press release through their media databases. Involve the project's partners on it!
- Try to **link the press release to a special moment of the project**: e.g. invitation to a project event, production of one output and coordinate with the communication team ([adswimcommunication@gmail.com](mailto:adswimcommunication@gmail.com)).
- Use press clipping model to archive the media publication with links or infos related and inform the DTP JS about all the project appearances in media and the webadministrator of the group to publish the news on our website.
- Use and share with other partners **media list template** in order to coordinate to whom you are sending your release in order to not overlap with other partners, especially those who work in the same territory or region.

If you need a help and a translation of the press release, contact you communication staff.

## 6.3 EVENTS AND VISITOR PROGRAM

The project includes a creation of EVENTS

- ✓ **Creating of promotional events** (4 events in total 2 in Italy and 2 in Croatia. Two of this will be to inform general public, two more specific and oriented for the local authorities and SMEs) on the occasion of International Days related to water and environmental themes - *World Water Day, World Health Day, World Biodiversity Day or Climate Change Day and World Sea and Ocean Day.*

- ✓ **Participating at the major events and creating synergies with other EU and Programme projects** - *EU events, Meritimedays, Adrireef Festival, Asvis, Udruga Sunce (Zaščita mora project) ecc.*
- ✓ **Development and organization of local and national workshops** to present results from analysis and pilot actions and discuss the issues with relevant stakeholders and experts.
- ✓ **Launch and final event (KICK OFF MEETING AND FINAL CONFERENCE): launch will be held in Udine (Italy), whereas final conference will be held in Croatia. Relevant stakeholder are invited** *(EU Water Management Associations – EUWMA, CEMR, Programme Authorities, Committee of Regions, European Enviromental Agency – EEA.*
- ✓ **International exchanges** between delegations of Italian students in Croatia and vice versa will also be expected.

A campaign *"Do you Sea? For a better quality of the Adriatic Sea, for healthier habitat for all"* will be the main theme for CALL to ACTION and then "TAKE action" for the **VISITOR program**.

Five study visits will be created to relevant locations (2 to Depuration plants Udine and Split and 3 to the treated wastewater discharge points). The program will have a single structure but declined by target and per country:

- **Education organizations/schools**
  2 visits, one per country, with specific didactic module for students and school to be informed.
- **General public**
  2 visits, one per country for citizens to become promoters on social media.
- **Experts (SMEs, Authorities)**
  1 visit to become promoters of new attitude and push the unique model and protocol.

The visitors will be our focus groups on local levels (we will invite to join schools, teachers, citizens - families with children, middle-aged citizens with ecologic spirit and health life attitude, experts, SMEs' managers, touristic operators) and they will become promotors of our project on social and on verbal level. For this reason, the strategy of the Visitor Program Kit must be appealing,

involving, amusing and formative.  One of the possible TAKE Action strategy can be **"TEST and Taste your water "challenge.** A quality water is tasteless, odorless and colorless. The participants are invited to bring a sample of water that will be tested and measured by our teams. Or vice versa, we can give to our visitors a small tester as a gift in order to check the water quality at their homes. During the visit they will become acquainted with the management of urban wastewaters, they will assist on the spot sampling, and they would have the possibility to have their sample tasted and receive the analysis by mail. They will become part of the project measurement and pilot area test. They will receive the project flyer and tailored made presentation of the visit.

Another possible TAKE Action strategy, for children will be **"build your own depurator",** as it was tested by UNIVPM during the latest event (Researchers' Night in Ancona) in September 2019. Instructions for the classes that will attend the visit in order that they can do a preliminary work in school and get the basic knowledge of water cycle, wastewater management and the impact that it has on the society, the habitat and the economics.

## Workshops

Each PP will host at least 1 workshop sharing the organization with other national PPs and avoiding too much technical language.

The project will provide primary schools teachers with a **didactic module** 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 and get the basic knowledge of water cycle and wastewater urban management.  This module will be developed in collaboration with the Italian **LaREA** that is the Regional Environmental Education Laboratory of Friuli Venezia Giulia. It is part of the ARPA FVG and is a specialized public structure: a reference center at the service of all those operating in the region in the field of environmental education (EA) and education for sustainable development (ESS) **(www.ea.fvg.it).**

## 6.4 AGENDA AND IMPORTANT DATES

In order to define better the agenda of events, of the visitor program, and in general of the communication activities, we analyzed the general world agenda and the UN international agenda with the topics relevant for our project. There are several international days that are celebrated on both Italian and Croatian level and we selected those who already produce relevant media interest. There are five dates that are suitable for our communication purposes:

March 22 – WORLD WATER DAY   - the most important data for all our PPs and targets - so the most important events and media must be covered around this day.

April 7 – WORLD HEALTH DAY  - in particular suitable for PPs (SMES and municipalities) with direct contact with citizens

June 8-  WORLD SEA AND OCEANS DAY – one the most important data for all our PPs and targets  - so the most important events and media must be covered around this day. Very important for scientific partners that will be brought on the primary level.

September 27 – is a date related with two international events – the first is World Tourism DAY  - and is particular related for experts and SMEs (on both countries national touristic strategies that based upon the slogan of the Clean Sea). The second is based on the movement of Global CLIMATE CHANGE MOVEMENT AND STRIKES  that deals with the young people and schools so we have to pay attention to this global movement. In details here, we can check on different dates:

| 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** | **World Water Day** | **international** | **EVENT/VISITOR PROGRAM** | all target Groups |
| **March 23** | World Meteorological Day | **international** | pitch for digital communication | Experts |
| **Aprile 7** | **World Health Day** | **international** | **EVENT/VISIT PROGRAM** | all target Groups |
| Aprile 11 | [Italian national Sea Day](#) | 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** | **World Environment Day** | **international** | pitch for digital communication | all target groups |
| **June 8** | **World Sea and Oceans Day** | **international** | **EVENT/VISITOR PROGRAM** | all target groups |
| June17 | World Day to Combat Desertification and Drought | **international** | pitch for digital communication | experts/education organisation |
| **September 27** | **Climate change** | **international** | | all target Groups |
| **September 27** | **World Tourism Day** | **international** | **EVENT/VISITOR PROGRAM** | SMEs/authorities in particular Croatian target |
| September 29 | **Last Thursday of September World Maritime Day** | **international** | pitch for digital communication | SMEs/authorities |
| November 10 | World Science Day for Peace and Development | **international** | pitch for digital communication | all target groups |

We also must follow global AGENDA 2030 and GOAL 6 and 14 and the events around the international agenda on local and international level:
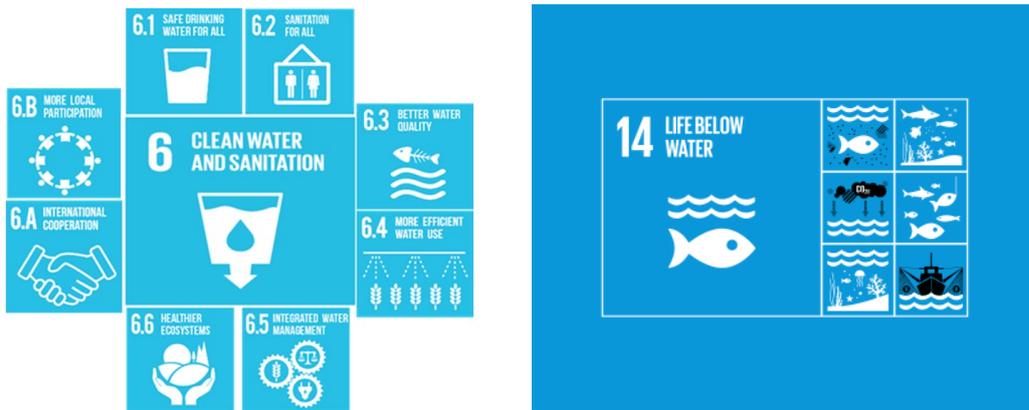


On Italian level there are several events related, such as Festival of sustainable development (June 3, ROME) and find synergy with ASVIS, national alliance for Sustainable Development.

On Programme level, we can find synergies with project like Adrireef and Ravenna Festival, held in August.

On Croatian level, there are events like COASTDAYS in Split that are again interesting for the promotion of our activities.

Again, we can search synergies and promote our video infographics on AquaFilmFEstival in 2020, or in October to Venice Festival dell'Acqua.

We can link on local level with sports events like MARATONINA of UDINE where CAFC partner is already engaged. We can link IZVIR PLOCE partner again with some natural excursions and activities, etc.

We can link also our events with Researches' international night that is celebrated on 27/29 September.

For this purpose, a Partner agenda will be done with the editorial plan in order to catch important moments of PPs engagement and present AdSWiM Project.

## 6.4. MEDIA EXPOSURE and primary model of communication

**Articles/ publications**
Articles will be published in daily newspapers, specialized magazines, and other media at national and regional level. A list of target media (media list template) will be drafted with the contribution of each partner and will be used to promote project's results and Best practices.

**Flyer/Brochure**
Flyer and Brochure will be print for dissemination purposes during the event on local level by each partner and for the institutional communication. Print is not necessary if they can be sent by mail or archive on digital supporters.

**Radio/TV appearances**
The participation in local TV/Radio shows and news on local TV and radio during programs will be scheduled in each country in order to give the maximum visibility to the project's ongoing activities and preliminary results.

To break through the clutter and arouse the interest of the media for our project we will put an emphasis on **storytelling** as a technique to push our messages even further. Storytelling is a technique suitable for all our communication activities:

- website and social media
- public events
- social media
- traditional media
- personal meetings

Story is just the beginning, and everything that is considered communication – comes later. When creating a message to media - start with a good story and then go on with the facts. If you tell a good story, the person who are you talking to will start asking questions. Compared to other forms of communication, storytelling has a number of unique abilities. It can help capture your audiences' attention and build your mutual relationship. It connects with the decision-making areas in your audiences' brain and makes you and your project easier to remember. It can literally increase the value of your project or highlight your main idea by moving it to another context. Stories are contagious and spread by word of mouth. They let you be more original and stand out

from other messages your audiences receive daily. And unlike a presentation, your audiences want you to tell them stories.

**Press Conferences**

Press conference is an event where media outlets are called together to cover a newsworthy event. It is a cost-effective way of promoting a project, because successful events can be organized on a small budget, and the resulting news coverage is similar to free advertising. To be successful, the topic or event should be newsworthy or of significant interest to the general public so that media outlets are more likely to send reporters to cover it. For AdSWiM project main press conference opportunity will be the **KICK OFF MEETING** and **FINAL CONFERENCE** that will serve to launch and to close the project.

However, also the events and meeting can be presented by a press conference. Before organizing the conference:
- select the proper venue, that can host all media people,
- select the presenter and one or two additional speakers relevant to the topic, and  or interesting to the media;
- select the date and have in mind other events to avoid overlapping (so please, follow the editorial plan and inform your CM);
- prepare media kits (press release, info about the project, contact information, promo, goodies) to distribute to journalists at the conference;
- be ready to give interview/short statement to TV crews before the conference (have a representative of the organization ready);
- brief all the presenters/speakers with important information about the project;
- try not to exceed 15-20 minutes and leave time for journalists' questions.

**Promotional items**

Each partner is free to design and produce promotional items suitable for distribution as promotional kits to stakeholders during the local dissemination events (e.g. pen, bags, -shirts etc.). The production of items should feature Project, Programme visibility elements, and follow the brand manual (you can find in the google drive intranet – communication files).

## 7. Communication Flowchart

Each partner organization appoints a communication manager who is responsible for implementation of the Communication plan at the partner organization level. Lead Partner appoints Project Communication Manager (PP1) who coordinates communication activities on the project level. All together, they form AdSWiM Project Communication Team.

Each project partner:
- Provides **inputs to AdSWiM Communication Plan (ACP)** presented at kick-off meeting by PCM.
- **Creates target groups & stakeholders DIRECTORY and media list**: names, functions, e-mail addresses of people concerned.
- **Prints 1 Rollup** and posters for events.
- **Prints posters** and **affixes them within 6 months** from the project start in the partners' offices and halls.
- **Prints** and **distributes** flyers (leaflets).
- **Participates** at least to **1 major event.**
- **Organizes** at least **1 workshop on national/local level.**
- **Participates** at least at **2 major events in the field**.
- **Produces,** by using the model or translate at least **1 press release per event** and t**he press office activities** and **fill the press clipping afterwards.**
- **Contributes to the editorial plan** and to **website and social contents** by presenting news, photos and media material on share them on google drive or by posting news, post, photos on proper applications, channels online and share them with project profiles.
- **Creates a page/article/news on the proper website** presenting TITLE, description of the project, partners and overall budget and EU funding.
- **Contributes to production of 2 articles for journals and magazine publication by giving content information and photo material and by disseminating the product.**
- **Contributes to production of 2 video infographics by giving content information and photo material and by disseminating the product.**



*Remember the Kick off Meeting presentation?*

- **Contributes to the country VISITOR PROGRAM (5-study visit) that include tailored visit tours for schools (2), citizens (2) and experts (1).**
- Sends timely information and reports to Project Communication Manager.

**AdSWiM Intranet**

For our internal communication, we have created the **AdSWiM Intranet** by using G**oogle Drive Tool** and shared it with partners. It is important that each PP through PM share and upload infos, materials also for the reporting purposes and project common archive.

A **Google Account** entitles you to 15 GB of free storage space used by Google Drive, Gmail and Google Photos to allow you to archive files, save email attachments and back up photos and videos. With Google DRIVE we can create and collaborate with other people. We can share documents and files, create spreadsheets and work with presentations wherever you are with our Documents, Sheets and Presentations apps. Each modification can be notified to other members. We can scan paper documents with Drive for Android by using mobile phone app: just take a picture of documents like receipts, letters and statements and Google Drive will archive them instantly as a PDF. For more than 15 GB, we will need to do the upgrade to Google One. For tutorials on Google DRIVE functions in English click here. For tutorials in Italian click here.
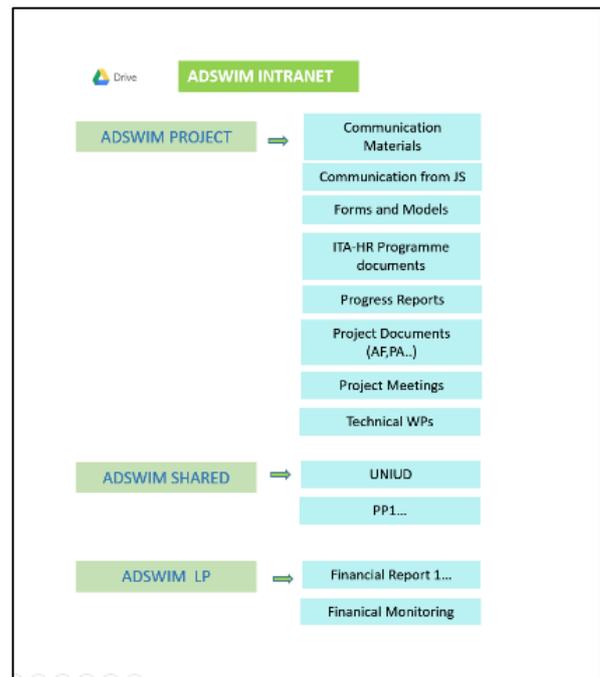
Project Communication manager will be responsible to synchronise all the files between the sharing folders, so that any member of the communication or project team can access them at any time. For information contact adswimcommunication@gmail.com.

In order to comprehend better the communication activities and the responsibilities of each partner, we defined and created the following FLOW CHART and contacts:
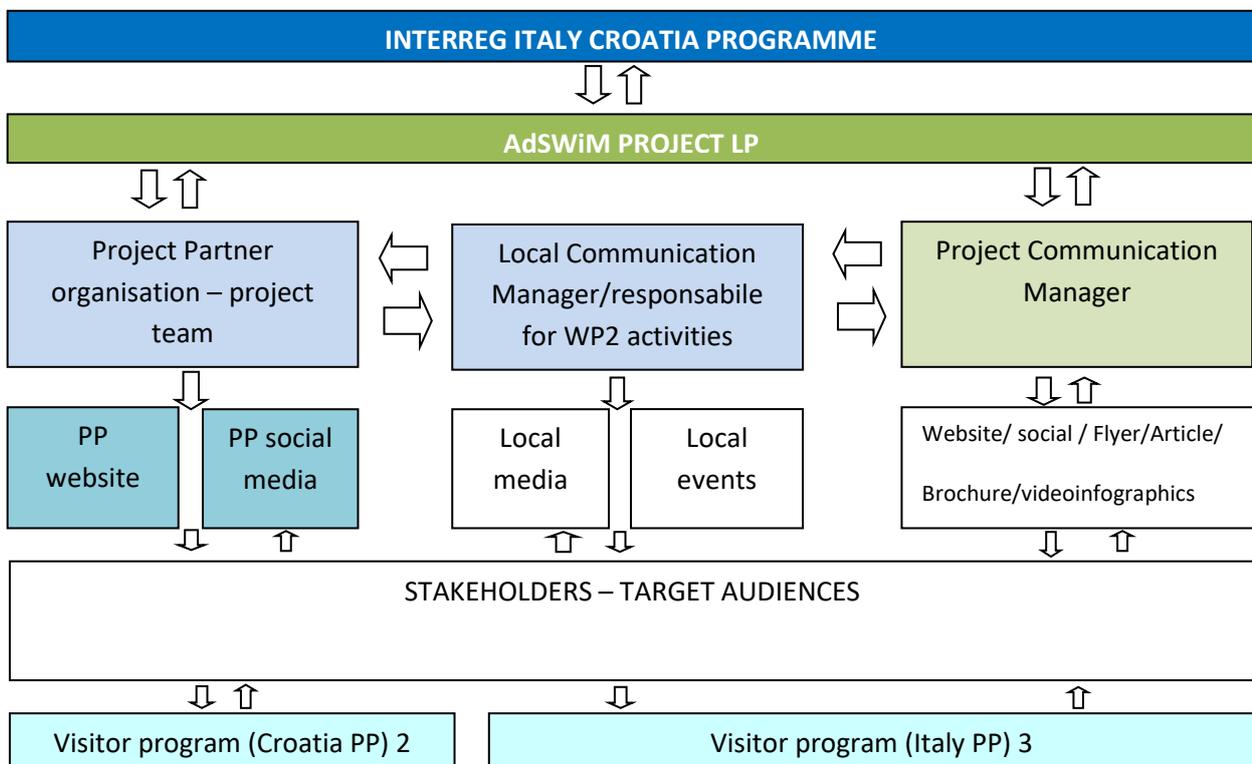


**Agnese Persotto** (Municipality of Udine) is the Project Communication Manager (PCM).

For c**ommunication activities, you can contact:**

**LetteraB (communication agency)**

**Patricija and Marco**

Phone: +39 3496990658

Mail: adswimcommunication@gmail.com

| List of communication managers and contacts: NAME PP | Name and Surname | MAIL | TEL |
|---|---|---|---|
| LP  UNIUD | Sabina Susmel | sabina.susmel@uniud.it | +39 0432 558823 |
| PP1 MuUD | Agnese Presotto Matteo D'Agostini | agnese.presotto@comune.udine.it matteo.dagostini@comune.udine.it | +390 432 1272456 +39 0432 1272175 |
| PP2 CAFC | Fiorenza Campion | fiorenza.campion@cafcspa.com | +39 0432 517266 |
| PP3 OGS | Francesca Petrera | fpetrera@inogs.it | +39 040 2140205 |
| PP4 UNIVPM | Anna Annibaldi Chiara Principi | a.annibaldi@univpm.it c.principi@univpm.it (Press Office) | +39 071 2204981 +39 071 2203011 |
| PP5 CNR-IC | Amina Antonacci | amina.antonacci@ic.cnr.it | +39 06 90672617 |
| PP6MuPE | Elena Casalini | casalini.elena@comune.pescara.it | +39 085 4283391 |
| PP7 IPHZ | Jelena Ćosić Dukić | jelena.cosic@zjz.t-com.hr | +38523630579 |
| PP8 IZPLOČE | Martina Zmijarević | martina.zmijarevic@izvor.com.hr | +385 20 414 526 |
| PP9 VIK SPLIT | Sanja Kljaković | sanja.kljakovic@vik-split.hr | +385 21  546 160 |
| PP10 METRIS | Daglas Koraca | uprava@centarmetris.hr | +385 52388110 |
| PP11FEAG | Petra Šimundić | petra.simundic@gradst.hr | +385 21 303 418 |

## 8. Evaluation Measures

The implementation of this plan will be monitored and evaluated annually. Project Communication Manager will collect feedback from each local Communication manager, collect planned data, assess the situation, and if needed plan to overcome the challenges and improve the respective activities during the next period.  Project Communication Manager will evaluate communication efforts by collecting annual target values for the following indicators:

| Indicators | Year 1 | Year2 | Total from start till project end |
|---|---|---|---|
| Web site articles /news published | 5 | 22 | 25 |
| Organized dissemination events | 1 | 4 | 7 |
| leaflet distributed | 0 | 1200 | 2500 |
| Media appearances | 4 | 13 | 20 |
| Published FB posts | 10 | 25 | 50 |
| FB followers | 20 | 100 | 150 |
| Published Tweets | 20 | 40 | 50 |
| Tweeter followers | 10 | 100 | 120 |
| Brochure printed | 0 | 1200 | 1200 |
| Videoinphographics | 1 | 1 | 2 |
| Project information published in PP websites | 12 | 12 | 24 |
| Visitors presented on visitor programs | 0 | 50 | 100 |
| Visitors to each partners web site (total reach) | 12000 | 12000 | 25000 |
| Workshops realized | | | |
| Press released realized | 1 | 4 | 10 |

## Communication Budget

Each partner covers the communication cost from the budget line **WP2 – Communication Activities** for a total of **232,375.00 euros** and it is split as follows:

| NAME PP | WP2 BUDGET in euros |
|---|---|
| **LP  UNIUD** | 12,447.50 |
| **PP1 MuUD** | 90,445.00 |
| **PP2 CAFC** | 17,980.00 |
| **PP3 OGS** | 10,447.50 |
| **PP4 PUM** | 10.447.50 |
| **PP5 CNR-IC** | 10.447.50 |
| **PP6MuPE** | 26,580.00 |
| **PP7 IPHZ** | 7,400.00 |
| **PP8 IZPLOCE** | 13,240.00 |
| **PP9 SPLIT WSC** | 11,010.00 |
| **PP10 METRIS** | 6.650,00 |
| **PP11FEAG** | 15.280,00 |

**The breakdown per WP2 total cost of 232,375.00 euros budget regards:**

| | |
|---|---|
| **Staff** | 92,500.00 |
| **External expertise and services** | 93,000.00 |
| **Office administration** | 13,875.00 |
| **Travel and accommodation** | 29,000.00 |
| **equipment** | 4,000.00 |

## 9. Timeline of the Activities

The Following timeline shows the principal project activities on monthly level on the global project duration. A detailed six-month timeline will be defined with the editorial plan.

| ACTIVITY | 2019 | | | | | | | | | | | | 2020 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| (responsability) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| **Strategy and communication plan** (PCM) | | | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | ■ | | | | | | | | ■ | |
| **AdSWiM Intranet** | | | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | ■ | | | | | ■ | |
| **Editorial plan** (PCM, Com team) | | | ■ | ■ | ■ | | | | | | | ■ | ■ | | | | | ■ | | | | | ■ | |
| **Media list /Directory** (each PP and Com team) | | | ■ | ■ | ■ | ■ | | | | | | | ■ | | | | | ■ | | | | | ■ | |
| **Poster print and PP sites affixation** (PCM, Each PP) | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | |
| **Visual identity  graphics**  (Com Team) | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | |
| **Partners webiste project presentation** (each PP) | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | |
| **Partners webiste articles/news**  (each PP) | ■ | | | | | | | | | | | | | | | | | | | | | | | |
| **AdSWiM Website  definition** (JS, PCM) | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | |
| **ADSWIM Website basic content** (PCM) | | | | | | | | | ■ | ■ | ■ | | | | | | | | | | | | | |
| **ADSWIM Website articles** (Com Team with PP) | | | | | | | | | ■ | | ■ | ■ | | | | | | | | | | | | |
| **AdSWiM FB** (Com team) | | | | | | | | | ■ | | ■ | ■ | | | | | | | | | | | | |
| **AdSWiM Twitter** (Com team) | | | | | | | | | ■ | | ■ | ■ | | | | | | | | | | | | |
| **AdSWiM LinkedIn** (Com team) | | | | | | | | | ■ | | ■ | ■ | | | | | | | | | | | | |
| **Flyer/leaflet production** (PCOM team) | | | | | | | | | ■ | ■ | ■ | | | | | | | | | | | | | |
| **Flyer/leaflet** distribution (Each PP) | | | | | | | | | | | | | | | ■ | | | ■ | | ■ | | | | |
| **Major Events  -KOM, FInal** (Each PP) | | | | ■ | | | | | | | | | | | | | | | | | | | | ■ |
| **Disseminations events** (Each PP and PCM ) | | | | ■ | | ■ | | | ■ | | | | | | ■ | | ■ | | ■ | | ■ | | | |
| **Workshops** (Com Team and PP) | | | | | | | | | | | | | | | | | | | | | | | | |
| Vistor Program (Com Team and PP) | | | | | | | | | | | | | | 1 | 2 | | 3 | | | 4 &5 | | | | |
| **Brochure production** (Com team with PP) | | | | | | | | | | | | | | | ■ | | | | | | | | | |
| **Brochure distribution** (Com team with PP) | | | | | | | | | | | | | | | | | | | | | ■ | | | |
| **Articles Magazine production** (Com team and PP) | | | | | | | | | | | | | | | ■ | | | | | | | | | |
| **Articles Magazine pubblication** (Com team and PP) | | | | | | | | | | | | | | | | | | | | | ■ | | | |
| **Videoinfographics** prodution (Com team and PP) | | | | | | | | | ■ | ■ | ■ | | | | | | | ■ | | | | | | |
| **Videoinfographics** distribution (Com team and PP) | | | | | | | | | | | | | | | | | | | | | ■ | | | |
| **Monitoring and reporting (PCM and each PP)** | ■ | | | | | | | ■ | | | | ■ | | | ■ | | | | | ■ | | | | ■ |

# THANK YOU!

**Patricija & Marco**
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