

AdSWiM

WEBSITE AND
SOCIAL MEDIA

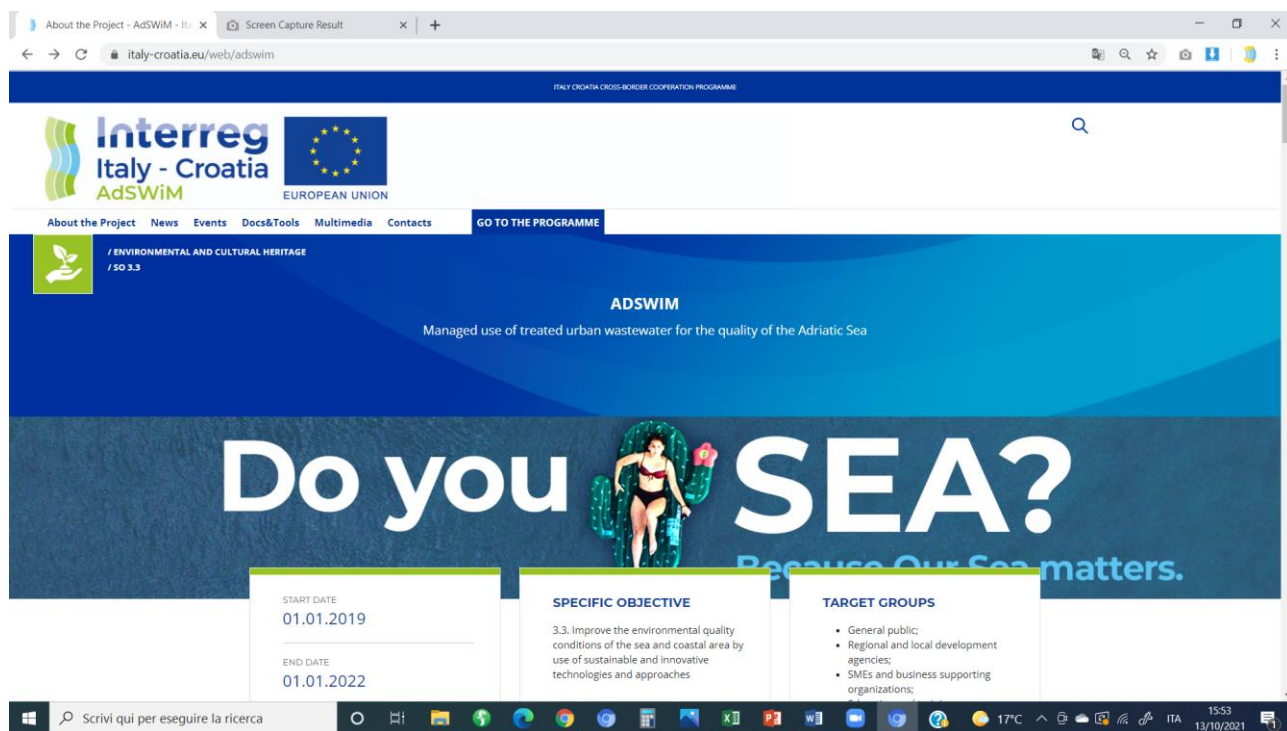
Deliverables 2.3



Deliverable 2.3 Creation and management of digital tools for each PP

A) WEBSITE

The [ADSWiM project website](http://www.italy-croatia.eu/web/adswim) was opened in 2019 and it has been regular updated with news, events and materials as per the editorial plan. The website and all social media headers were created following a common integrated campaign “DoyouSea?” with a man, a women or children laying on a cactus swimming mattress.



All partners also presented the project on the institutional websites already in the first semester of the project activities and are sharing the news on the corporate sites:

ADSWiM on the Partners' websites

UNIUD
Municipality
UDINE

<https://www.uniud.it/it/ateneo-uniud/ateneo-uniud-organizzazione/dipartimenti/di4a/allegati-banner/adswim-project/adswim-project>

CAFC

<https://www.cafcspa.com/>

INOGS

<https://www.inogs.it/it/node/1592>

UNVPM

https://www.univpm.it/Entra/Ricerca/Ricerca_Europea/Altri_programmi_europei_e_internazionali/Altri_progetti_ricerca_finanziati_fondi_europei

IC CNR

<http://www.ic.cnr.it/ic4/en/adswim/>

Municipality

Pescara

<http://www.comune.pescara.it/internet/index.php?codice=1026>

ZZIZZ

<https://www.zjz-zadar.hr/hr/programi-i-projekti/AdSWiM/772-ch-0>

<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>

IZVOR PLOCE

<https://izvor.ploce.hr/2020/01/15/adswim-upravljano-koristenje-prociscenih-komunalnih-otpadnih-voda-radi-kvalitete-jadranskog-mora/>

VIK SPLIT

<https://www.vik-split.hr/eu-projekti/projekt-adswim-interreg-italy-croatia>

METRIS

<https://www.centarmetris.hr/eu-projekti/aktualni-projekti/managed-use-of-treated-urban-wastewater-for-the-quality-of-the-adriatic-sea-adswim>

CENTAR

UniSPLIT-FGAG

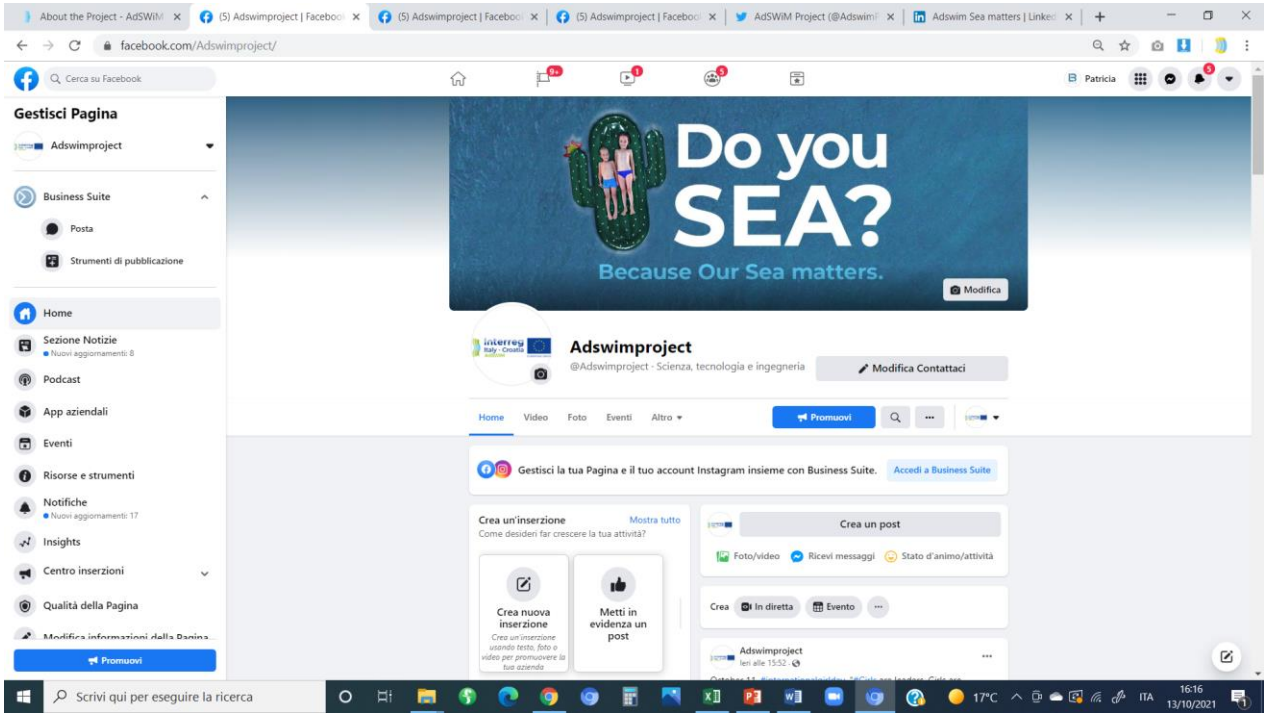
<http://gradst.unist.hr/eng/research/projects/interreg-projects>



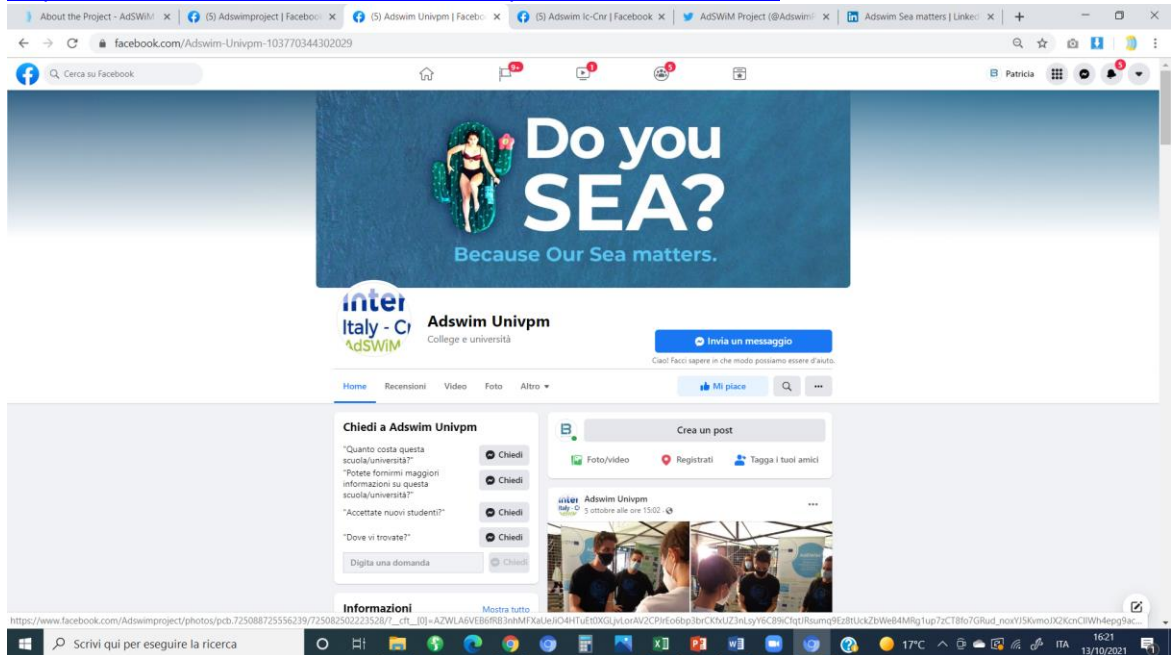
B) Social profiles and MEDIA:

In 2019, **3 FB profiles** were activated:

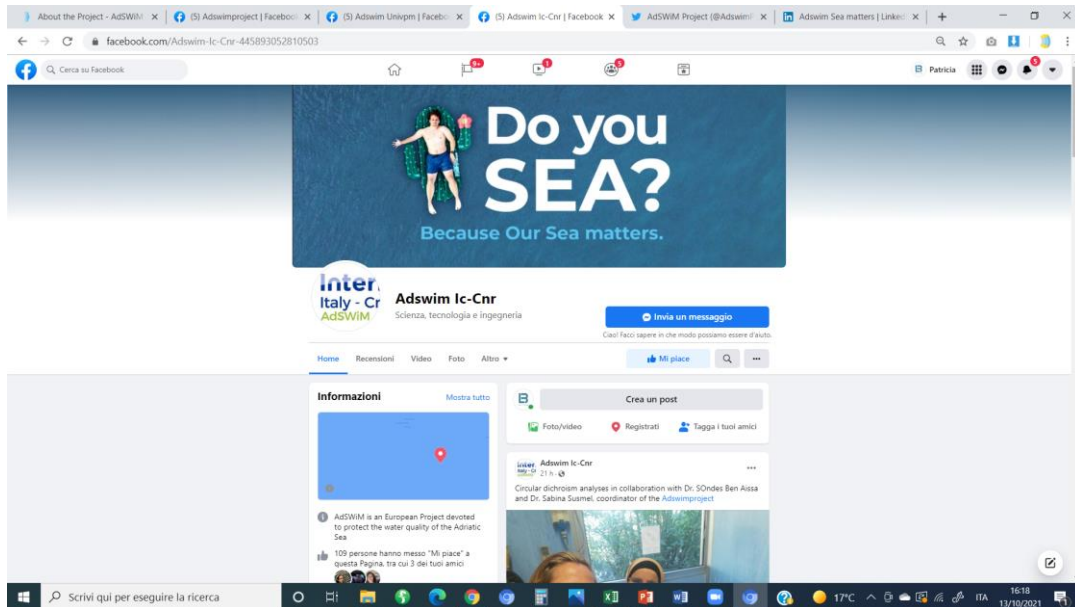
a) **@adswimproject: 224 followers by 30/09/2021** <https://www.facebook.com/Adswimproject/>



b) **@Adswim_UNIVPM related to partner UNIVPM with 118 followers by 30/09/2021** <https://www.facebook.com/Adswim-Univpm-103770344302029>



- c) @Adswim-Ic-Cnr, related to the IC-CNR partner with 117 followers <https://www.facebook.com/Adswim-Univpm-103770344302029>



All three profiles 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.

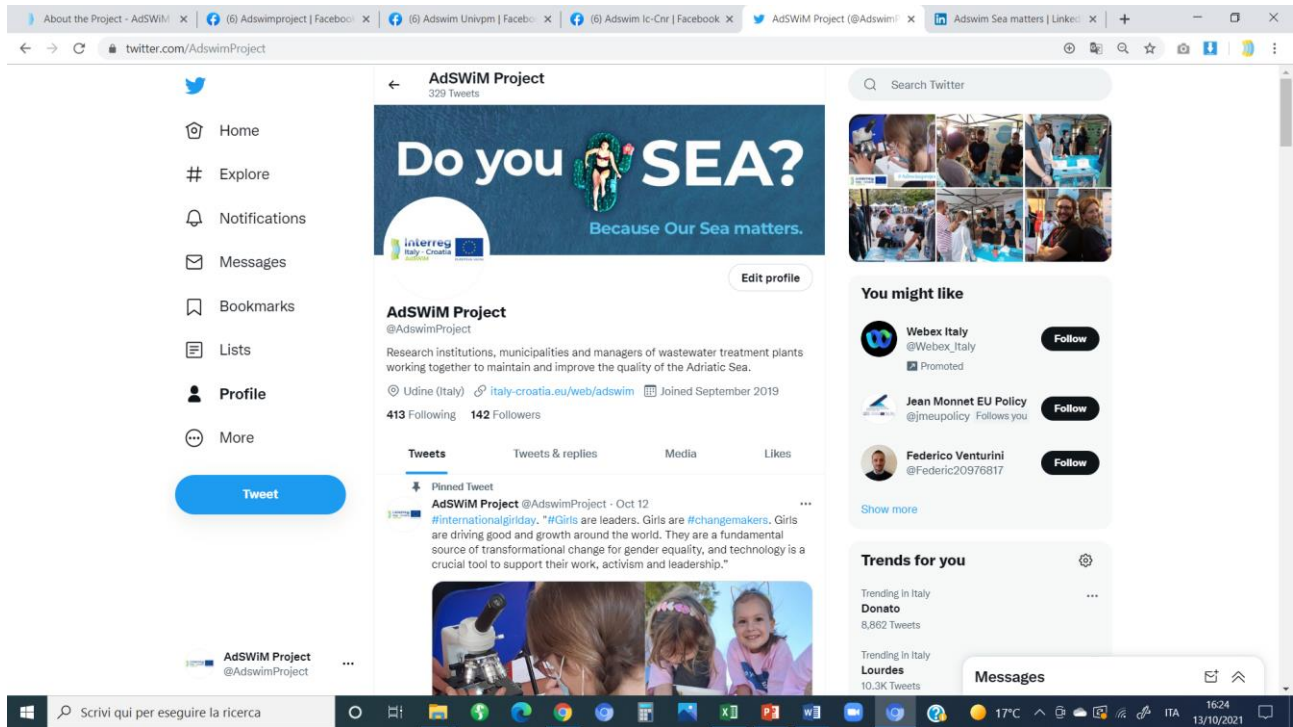
Again, the coordinate images of our Campaign “DoyouSea?” characterise all social media profiles, headers, avatars and posts:



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

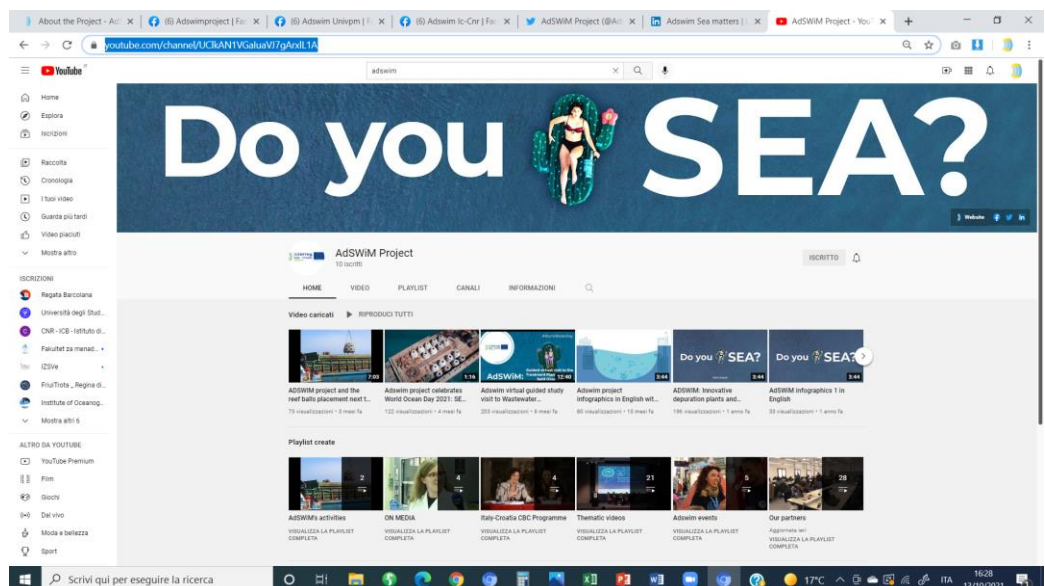
TWITTER social media channel @adswimproject, <https://twitter.com/AdswimProject>

Was opened in 2020 and has reached **142 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.



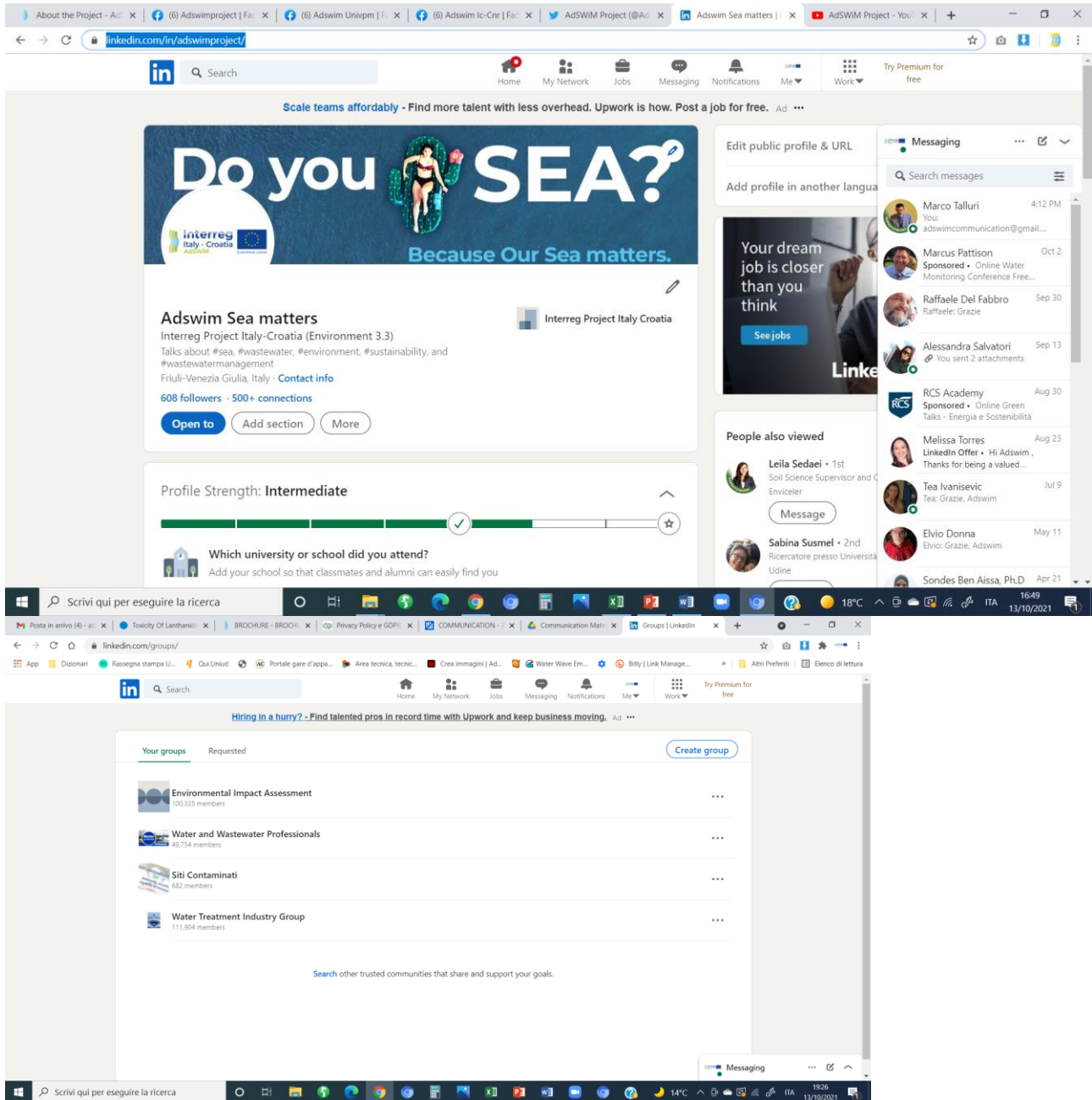
YouTube channel AdSWiM.

Was opened in 2020, 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. It has 10 subscribers but 4 of our video products has reached almost 200 views so it is quite a success.



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

The most powerful project social media is LinkedIn. Our profile [@adswimproject](https://www.linkedin.com/in/adswimproject/) <https://www.linkedin.com/in/adswimproject/> gathers **608** 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. In media, according to the editorial plan we post from 4/5 post per month. We also have published 3 articles and 1 document on linkedin and we are part of 4 thematic groups on wastewater management where we regularly post and participate.



The image shows two screenshots of the LinkedIn website. The top screenshot displays the profile for 'Adswim Sea matters', an organization associated with the Interreg Project Italy-Croatia (Environment 3.3). The profile features a banner with the text 'Do you SEA? Because Our Sea matters.' and lists 608 followers and 500+ connections. Below the profile, there is a 'Profile Strength: Intermediate' indicator and a section for 'Which university or school did you attend?'. The right sidebar shows a 'Messaging' panel with several messages and a 'People also viewed' section.

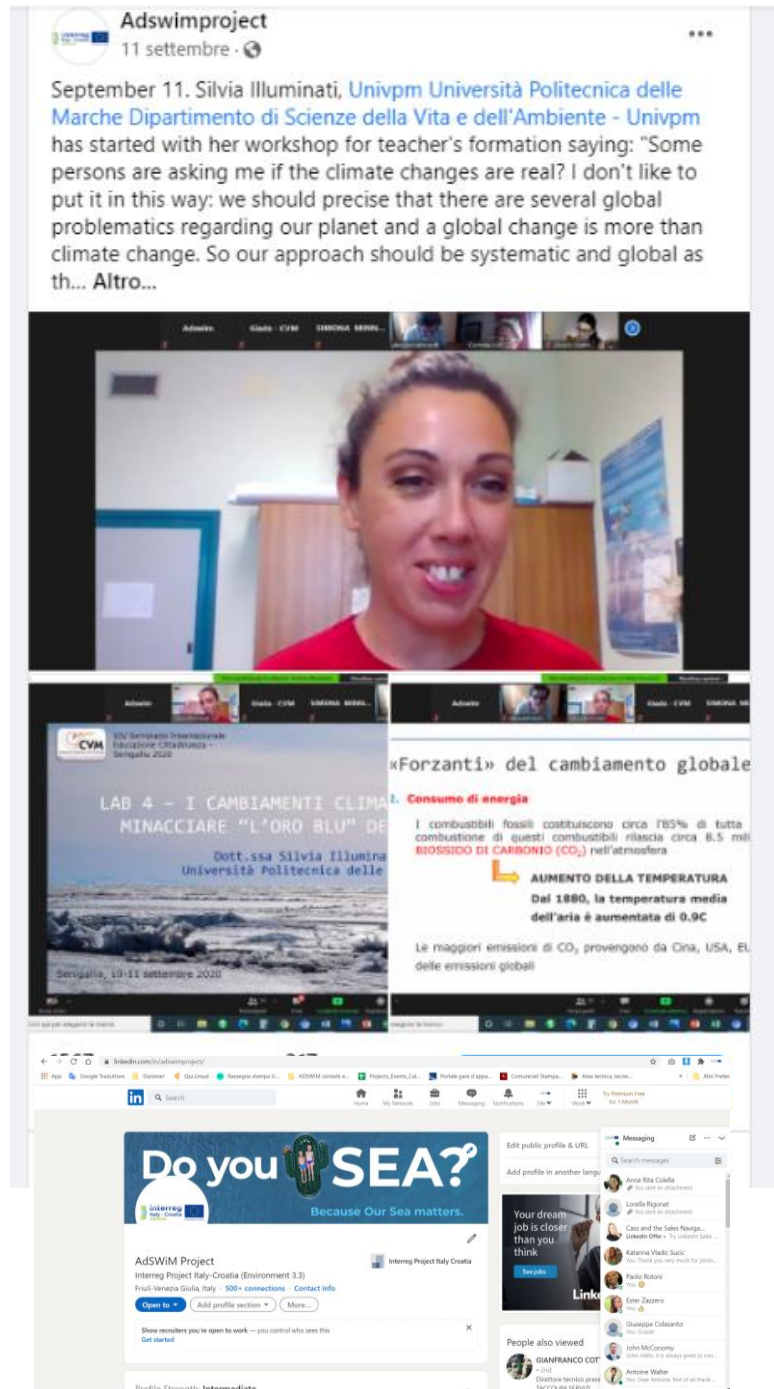
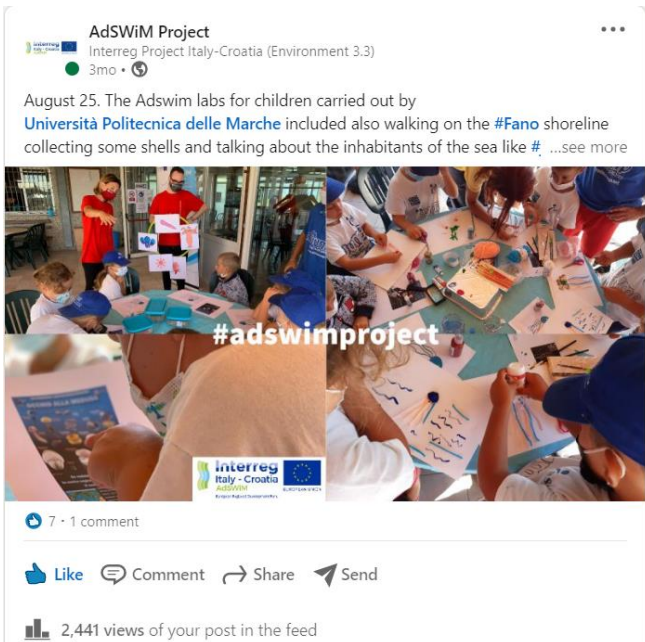
The bottom screenshot shows the 'Your groups' page on LinkedIn, listing several groups related to environmental and water management:

- Environmental Impact Assessment (100,335 members)
- Water and Wastewater Professionals (49,734 members)
- Siti Contaminati (682 members)
- Water Treatment Industry Group (111,904 members)

A search bar at the bottom of the groups page suggests: 'Search other trusted communities that share and support your goals.'

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

The social media activity is centralised with the responsibility that belongs to PP1 (Municipality of Udine). Each post tags people and all project partners. Many experts form partners' staff are part of our group. Each post published on social media produces a good percentage of views and sharing. Here are some examples:



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

Partner of the European Project "ADSWIM": University of Udine (lead partner), CAFC - Friuli Centrale Aqueduct Consortium, OGS - National Institute of Oceanography and Experimental Geophysics, Polytechnic University of Marche, IC-CNR, Crystallography Institute - National Council of Research, Municipality of Pescara, IANPHI - National Institute of Public Hygiene of Zadar (HR), Izvor Ploče Consortium of Dubrovnik (HR), ViK Split Water Management (HR), Metris Centar za Istraživanje Materiala Istarske Županije (HR), University of Split (HR).

Further information: adswimcommunication@gmail.com

Social media management: LETTERAB for PP1



/ ENVIRONMENTAL AND CULTURAL HERITAGE
/ SO 3.3

ADSWIM

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

Do you SEA?

Because Our Sea matters.

START DATE
01.01.2019

END DATE
01.01.2022

TOTAL BUDGET
€ 2.035.703,13

SPECIFIC OBJECTIVE

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

LEAD PARTNER

University of Udine - Department of Agricultural, Food, Environmental and Animal Sciences

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.

The AdSWiM project is built around the Urban wastewater (UWW) and depuration plants (DP) and it aims of assessing whether the treated UWW from DP, respecting established EU values, can be used as controlled points of nutrients supply, in particular phosphorus, with eliminated risks for both the hygienic quality of the bathing water and the ecosystem stability. This goal is obtained through several well defined activities either at DP level or in marine environment.

KEY PROJECT NUMBERS

2.035 € MLN

TOTAL BUDGET AMOUNT

1.73 €

ERDF AMOUNT

305.355 €

NATIONAL CO-FINANCING

PARTNERSHIP

LEAD PARTNER



University of Udine - Department of Agricultural, Food, Environmental and Animal Sciences

VIA PALLADIO 8
33100 UDINE (UD)

<https://www.uniud.it/it/ateneo-uniud/ateneo-uniud-organizzazione/dipartimenti/di4a>

University of Udine has more than 15.000 students and 700 researchers. The Agricultural, Food, Environmental and Animal Sciences Department is organized in 9 Sections. AdSWiM involves the Chemistry Section and the Division of Biosensors and Biomaterials: their researchers have heterogeneous

Contact person: Sabina Susmel

E-mail: sabina.susmel@uniud.it

PROJECT PARTNER



Municipality of Udine, European Projects and Participation Operating Unit

<https://www.comune.udine.it/servizi/ambiente-ecologia-animali/progetto-adswim>

European Projects and Participation Operating Unit of the Municipality of Udine supports local authorities as regards EU funding. It is currently involved in six European projects concerning complex environmental challenges, such as that of marine sustainability. AdSWiM operators promote an innovative model of urban wastewater management as a controlled source of nutrients for water ecosystems and encourage cooperation, awareness and participation between administrators, operators and citizens.

Contact person: Bruno Grizzaffi

E-mail: bruno.grizzaffi@comune.udine.it

PROJECT PARTNER



Cafc Ltd.

<https://www.cafcspa.com>

CAFC Ltd manages the Integrated Water Service (aqueduct, sewerage and purification segments) of 120 Friuli Central Area municipalities with 500 Waste Water Treatment Plants. AdSWiM technicians will share their knowledge in process optimization and energy saving in WWTP and utilization of even more ecological technologies for pathogens removal. Involved with public authorities they will revise law limits on nutrients from WWTP effluents, as a controlled source of nutrients for marine environment.

Contact person: Michele Mion

E-mail: michele.mion@cafcspa.com

PROJECT PARTNER



National Institute of Oceanography and Experimental Geophysics - OGS

<https://www.inogs.it/en>

The OGS is a public research Institute active in the field of pure and applied research on Earth and Marine Sciences (Oceanography, Geophysics, Seismology) with a focus on research infrastructure development and management to safeguard environment and natural resources and to prevent geological, environmental and climatic risks. AdSWiM researchers will test the Adriatic Sea ecosystem by focusing on the water quality in relation to the provision of touristic recreational ecosystem services.

Contact person: Mauro Celussi

E-mail: mcelussi@inogs.it

PROJECT PARTNER



Politechnic University of Marche

<https://www.disva.univpm.it/?language=it>

The DiSVA aims (analytical chemistry group) in the AdSWiM project are to assess the quality of the coastal and marine ecosystems and to propose innovative descriptors and/or new reference models. The AdSWiM reserachers will measure the level of nutrients and trace elements in seawater for the evaluation of pollution in the Adriatic Sea. Our expertise in statistical analysis will contribute to identify multiple environmental stressors, affecting the variability of the Adriatic Sea ecosystems.

Contact person: Anna Annibaldi

E-mail: a.annibaldi@univpm.it

PROJECT PARTNER



Institute of Crystallography, National Research Council (IC-CNR)

<http://www.ic.cnr.it/ic4/en/adswim/>

CNR is the largest Italian public research organization, under the authority of the Italian Ministry of Education, University and Research. The competence of IC-CNR in the AdSWiM project is focused on the development of biosensors/bioassays for the assessment of seawater biotoxicity and pollutant monitoring in order to propose solutions for water analysis and treatment thanks to their international practice in the design of biosensors for agro-environmental and biomedical sectors.

Contact person: Viviana Scognamiglio

E-mail: viviana.scognamiglio@ic.cnr.it

PROJECT PARTNER



Municipality of Pescara

<http://www.comune.pescara.it>

The Municipality of Pescara is developing local strategies to maintain, restore and improve the quality of marine ecosystems in the Adriatic Sea. The AdSWiM administrative officers will focus on implementing of conservation measures and monitoring of pilot actions for restoring of nutrient depleted marine areas and will transform these actions into a joint Model used in local legal and governance context. They will promote cross-border development to encourage current Blue Economy EU policies.

Contact person: Elena Casalini

E-mail: casalini.elena@comune.pescara.it

PROJECT PARTNER

PROJECT PARTNER



http://www.zjz-zadar.hr/hr/programi-i-projekti/AdSWiM/772-ch-0?&l_over=1

Institute of Public Health Zadar cares for continuous public health preservation and improvement in the Zadar County. It is also monitors the impact of land-based pollution on the sea (wastewater outlet, transitional and coastal waters), biological indicators in surface waters and microbiological indicators. The AdSWiM staff will gain additional knowledge and experience and new technological benefits for improving bathing water quality and raising the public awareness through a joint campaign.

Contact person: Jelena Čosić Dukić

E-mail: jelena.cosic@zjz.t-com.hr

PROJECT PARTNER



Split Water and Sewerage Company Ltd.

<https://www.vik-split.hr/eu-projekti/projekti-interreg/projekt-adsxim-interreg-italy-croatia>

Split Water and Sewerage Company Ltd. is a public company responsible for managing public water supply and wastewater drainage of Split and 10 surrounding municipalities (Solín, Kaštela, Trogir, Lečevica, Klis, Marina, Muć, Podstrana, Seget, Šolta). The AdSWiM technicians of the Wastewater Management Department will share knowledge and experience with partners to facilitate the process of meeting the requirements of Water Framework Directives and will define joint Model of wastewater management.

Contact person: Boris Bulović

E-mail: boris.bulovic@vik-split.hr

PROJECT PARTNER



University of Split - Faculty of Civil Engineering, Architecture and Geodesy

<http://gradst.unist.hr/>

UNIST-FGAG has 22 departments, 9 laboratories, 6 research centers. The researches will work on environmental monitoring of the coastal zone and marine pollution and further develop innovative techniques using hyperspectral imaging as a tool. They will provide a platform to improve understanding of environmental protection of coastal sensitive areas and introduce innovative technologies to improve also resources efficiency in line with the Water Framework and Marine Strategy Framework Directive.

Contact person: Roko Andričević

E-mail: roko.andricevic@gradst.hr



<https://izvor.ploce.hr>

Izvor (Source) Ploče includes a 110 km long water supply network that provides water to 14 000 inhabitants. The sewerage network was built in the area of Ploče and part of Gradac municipality, while suburban settlements have sewage treatment with septic tanks. Transfer of technical knowledge from the partners will help finding solutions to the wastewater that discharged directly in the natural recipient without any pre-treatment and will provide healthier environment and cleaner water surfaces.

Contact person: Martina Zmijarević

E-mail: martina.zmijarevic@izvor.com.hr

PROJECT PARTNER



METRIS Material Research Center of Istria County

<http://www.centarmetris.hr>

METRIS Center is a part of the Istrian Polytechnic, dedicated to the implementation of EU and national research and development projects in relation to the improvement and legal quality control of materials to support industry and innovation in SMEs, to support scientific sector, student programmes and promotion of science and professional education in the STEM field. AdSWiM staff carry out chemical and microbial contamination analysis at discharge sites and develop innovative analysing methods.

Contact person: Josipa Bilić

E-mail: jbilic@iv.hr



PARTNERSHIP

Discover Italy-Croatia partners' network

Select a pin or zoom the map to discover projects

The partners represent the starting point of cooperation

The quality of a project depends largely on an adequate composition of its partnership, able to pool all skills and competences of relevant institutions in order to achieve the set of project results, having the capacity to create strong links to target groups addressed by the project.

NEWS&EVENTS



/ PROJECT NEWS 24/09/2021
Sharper's night with the researchers of Polytechnic University of Marche in Ancona



/ PROJECT NEWS 18/09/2021
The third local workshop for the Adswim Croatian partner Izvor Ploče



/ PROJECT NEWS 12/09/2021
Adswim Labs for citizens in Senigallia with Polytechnic University of Marche and Summer Camps Jump

FRI
24
 SEP 2021

/ PROJECT EVENTS
The AdSWIM Project and Remtech Europe 2021

THU
23
 SEP 2021

/ PROJECT EVENTS
The AdSWIM Project and joint event with the WATERCARE project

THU
16
 SEP 2021

/ PROJECT EVENTS
The AdSWIM Project and local workshop Udine: knowledge transmitters

MON
21
 JUN 2021

/ PROJECT EVENTS
The Fifth ADSWIM Project Steering Committee

[SEE ALL NEWS](#)

[SEE ALL EVENTS](#)

LIBRARY

In this section will be collected all the documents created during the project lifetime.

DOCUMENTS	+
TOOLS	+

COMMUNICATION

In this section will be collected all the communication materials created during the project lifetime.

WP 2.2 LEAFLETS IN ENGLISH	+
WP 2.2 LEAFLETS IN CROATIAN	+
WP 2.2 LEAFLETS IN ITALIAN	+
WP 2.2 FLYER	+
WP 2.2 BROCHURE	+
WP 2.2 GADGETS	+
WP 2.2. POSTERS	+
WP 2.2 ROLL UPS	+
WP 2.2 PRESS CLIPPINGS AND TARGETS	+
WP 2.2 PRESS RELEASES (NOTE: MOST OF OUR PRESS RELEASES BECAME ARTICLES IN NEWS/EVENT WEB SITE SECTIONS)	+

[SEE ALL DOCS & TOOLS](#)

MULTIMEDIA



STAY UPDATED!

Register to our newsletter

SUBSCRIBE

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FOOD, ENVIRONMENTAL AND ANIMAL SCIENCE
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Joint Secretariat

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Credits

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