

WP 2 - COMMUNICATION ACTIVITIES

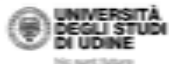
AdSWiM| Municipality of Udine|
ENVIRONMENTAL POLICIES & ENERGY
MANAGEMENT OFFICE

|Agnese Presotto

Kick off meeting| Udine | 9-10th April 2019

Work package 2 - Communication

- **Responsible partner:** UDINE (+ all PPs)
- **Communication goals**
 1. Arise awareness in decision makers, education institutions, research Institutes, citizens about **water quality** and **use of depurated waters**
 2. Promote co-operation between Consortium Adswim and:
 - regional development agencies
 - sme and business supporting organisations
- **Activities:** Start- up, Media kit production, Creation and management of digital tools, Events organisation and participation, training?
- **Basics:** all communication materials will be translated in Italian, English and Croatian



Activities in WP2

2.1. Start – up activities D. 2.1

- Development of Communication and Dissemination Plan

It involves all PP in communication/exchange of good communication practices and optimizes the effective usage of different modes of promotion and diffusion.

It identifies:

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

Municipality of Udine:
provide Plan for the project with a focus on single partners needs and characteristics

The plan includes the elements of Visual Identity inclusive of logos, production of templates

Activities in WP2

2.2. Media kit production D. 2.2

- Production of a pre-packaged set of promotional materials to be distributed for publicity use
 - Posters - two per partner ✓ (done)
 - Flyers in ITA, HR
 - 1 brochure ENGL
 - Rollups
 - 2 Articles publications showcasing project outputs in journals or specialised magazines: PPs contribution* at NL
 - 2 Infographic videos: in ENGL with subtiteles in ITA, HR
One at the beginning to promote projects objectives and challenges; one at the end to summarize the main outcomes

Municipality of Udine:

Content, design and redaction of template files for: posters, Flyer, Brochure, rollup. Send to all PPs the electronic template for printing

Coordinates realization of videos and 2 articles with contribution of all PP

Basics: Materials will be mainly shared online and printed copies will be limited to dissemination of information in external events where online promotion is neither possible nor sufficient.

Activities in WP2

2.3. Creation and management of digital tools D. 2.3

Web site Main categories: proposal

Description of the project

Main outcomes

News & events

Docs & tools

Multimedia

Social media links

Contacts

- Contents in ENGL
 - Repository of Document for information;
 - Place to announce Events: in advance and then reported;
 - Publication of final Deliverables

Municipality of Udine:
info collection and website management within the Programme Website

All PPs:

- Contribution to website contents
- make a page within their Institution website with following info:
Title | description of the project | duration | partners | overall budget | contacts

Activities in WP2

2.3. Creation and management of digital tools

Social profiles:

- will be used to inform the broader community about technical and less technical information.
- Will be activated and used all along the project.

The posts will be in Italian, Croatian and English, to give opportunity to follow project activities at International level

Municipality of Udine:
activation of social profiles:
Facebook, Twitter and proposals
for management....



Activities in WP2

2.4. Events organisation and participation D. 2.4

- 4 events in total: 2 in Italy + 2 in Croatia. *
 - Development and organization of workshops to present results from analysis and pilot actions and discuss the issues with stakeholders and experts.
 - Participation at major events in the field
 - 1 visitor programme (5 study visits) to include relevant locations (Depuration plant Udine, plant in Split, treated wastewater discharge points) and build on them tailored visit tours:
2 visits for schools / 2 visits for citizens/ 1 visit for experts
 - schools will be provided with a specific didactic module based on the concept of “Take Action”, so students become promoters of sustainability and resource conservation, and water protection
- Moreover.....International exchanges between delegations of Italian students in Croatia and viceversa will also be expected

Activities in WP2: TO DOs per PP...to sum up

Printing to do per PP

- Flyers
- 1 rollup x event
- 1 poster

Events per PP

- organization of “at least 1 workshop” at local/national level
- Participation at at least 2 major events in the field
- 1 press release per event

Website

- Contribution to website contents
- PPs make a page within proper Institution website with following info:
 - Title - description of the project – partners – overall budget

PP contribution to:

- 2 Articles/publications showcasing project outputs in journals or specialised magazines (1 at the end of 2019/ 1 at the end of project)
- 2 Infographic videos:
 - One at the beginning + one at the end

Contribution per country to:

- 1 visitor programme (5 study visits) to include relevant locations of project (Depuration plant Udine, plant in Split, treated wastewater discharge points) and draft tailored visit tours:
- 2 visits for schools / 2 visits for citizens/ 1 visit for experts