

# NET4mPLASTIC PROJECT

## WP2 – Act. 2.1 Start-up activities

### D 2.1.1

#### Partnership Management and Communication Manual

### D 2.2.1

#### Communication Plan definition

August, 2022 - Version Final

<b>Project Acronym</b>	NET4mPLASTIC
<b>Project ID Number</b>	10046722
<b>Project Title</b>	New Technologies for macro and Microplastic Detection and Analysis in the Adriatic Basin
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<b>Work Package Title</b>	Communication Activities
<b>Activity Number</b>	2.1
<b>Activity Title</b>	Start-up activities
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<b>CONTRIBUTING PARTNERS</b>	UNIFE
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The Net4mplastic Project aims at improving the quality of seawater by using a common integrated procedure to identify areas where microplastics accumulate and to plan strategies will turn to mitigate these accumulations of debris. We will increase public interest in microplastics through online and offline dissemination, while we study distribution, abundance, and impacts of debris.

The outputs of this job will include the achievement of specific deliverable tasks through various stakeholder engagement and dissemination events (press conference, press articles, meetings).

The fulfilment of the project objectives derives, therefore, from a clear overall organization highlighted throughout the Project Communications Plan.

The Project Communications Plan sets out the strategy and communications activities designed to achieve the objectives of the Project, identifying all the channels, audiences, information and content to be disseminated by the project and implement an analysis of the stakeholders to whom these messages are directed. It will adapt key messages for different audiences and it will define the frequency with which communications will take place, the milestones for communications, the quality controls and the performance indicators, as well as the responsibilities and roles for guaranteeing these activities.

This document outlines the procedures for:

- Internal Communications,
- External Communications,

The project lasts 30 months from 1 January 2019, and communications activities are planned throughout this period.

The Communication plan has been prepared having in mind the Programme communication strategy which aims at:

- **improving communication** to boost the consent on future EU policies through actions that will increase the visibility of this job for key groups;
- **“closing the gap”** between EU institutions and key target groups through the improvement of dialogue and listening.
- making the general public, thematic experts, decision makers and other target groups in the Programme area **aware of the project results**
- to ensure **durability and transferability of outputs and results**

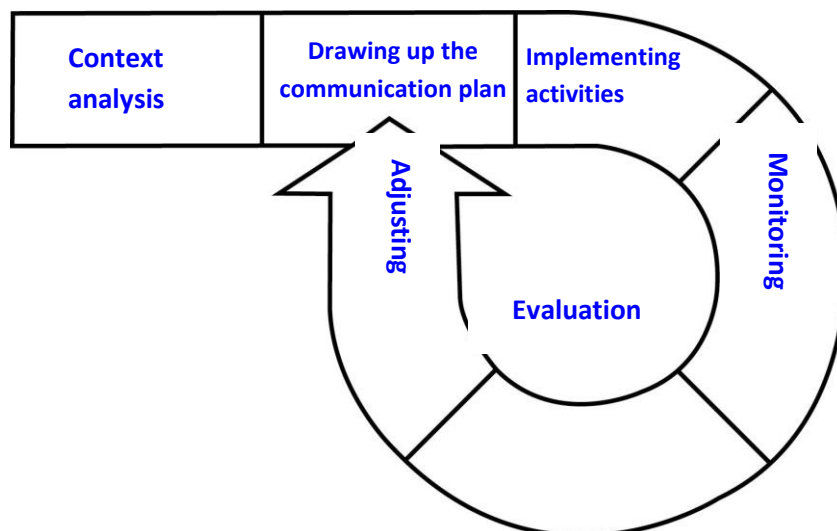
In general, the communication plan must handle:

- increasing visibility** of the project and its outputs and deliverables to the general public,
- ensuring transparency** of the program both for actual and potential beneficiaries,
- make the effective **participation of stakeholders** and target group easier;
- facilitating **internal communications** procedures

The communication plan defines and describes the following issues:

- aims and objectives*
- key messages*
- visual identity*
- target groups*
- communication strategy*
- activity plan: tasks and timing*
- communication method*
- roles and responsibilities for implementation*
- budget for implementation of the plan*
- communication risk analysis*
- implementation: internal and external communication tools*
- indicators for monitoring*
- evaluating activities*
- reporting*
- reference documents*

The drawing up of the document must be considered as a cycle composed of six major steps, as shown in the figure below:





The Communication plan is flexible and dynamic. Feedback from the evaluation of the activities carried out is useful in order to make changes to the initial planning. Moreover, unexpected events can always occur and in such cases, the planned communication activities will be revised and re-programmed. Revisions of this document are scheduled every 6 months.



The communication management is assigned to the University of Trieste (lead of Wp2-Communication activities), which will coordinate and assure results dissemination.

Efficient strategy communication is needed to involve the different target groups mentioned in the project. The communication objectives, aiming at reaching out to the broader public to promote project actions and impact, are:

- offer the project high relevance and good visibility
- encourage dialogue with both scientific and non-scientific stakeholders
- keep a communication channel open with other similar or complementary projects and initiatives
- create for this project a specific position in the European field of issues related to the treatment of microplastics.

The communication strategy will be achieved by the use of various communication tools including:

- Net4mplastic website
- Press releases and publication of journalistic articles in magazines
- Organisation and participation at both scientific and non-scientific conferences and events
- Links with other relevant initiatives
- Workshops planning
- building a network through social media
- distribution of promotional material

The main activities of the WP 2 are, therefore:

- 2.1 Start-up activities
- 2.2 Communication, dissemination and promotion campaign
- 2.3 Website, e-forum, public events organisation and scientific papers publishing

Results will be provided according to EU communication policy and requirements. Dissemination material as well as conferences/technical events/workshop material will be provided in three languages (Italian, Croatian and English), when possible/convenient/useful.



The NET4mPLASTIC Project aims to complete some communication goals and this Communication plan contains the planned activities:

- raise awareness among the scientific community and monitoring agencies about the treatment of microplastics, stimulating fruitful comparison and common application of the results
- to create and improve the awareness and the sensitivity among the public to plastic and microplastics issues, to promote project results and to foster the use of new management tools (EWS)
- to improve awareness among “blue industry” professionals and among tourists
- to provide available educational opportunities concerning project final scores

The objectives should be **SMART**:

- ▶ Specific
- ▶ Measurable
- ▶ Action-oriented
- ▶ Realistic
- ▶ Time-bound

to be monitored and evaluated.

The plan and the activities outlined herein are intended to:

- identify stakeholders and invite them to participate in the project’s activities;
- inform stakeholders of the worth which may be derived from collaborating on the project;
- inform the identified stakeholders of existing work which has been undertaken in the field of plastic sampling, analysis and transport modelling and how they may use these resources for their own purposes;
- provide a strategic framework throughout the project lifetime for two-way communications between the project and its stakeholders;
- facilitate the development and production of all project deliverables.

Ultimately, the application of an ‘open and social’ communications model will facilitate the achievement of the main project objectives by engaging users in sustainable dialogue throughout the lifetime of the project.

### 3.1 NATURE OF THE MESSAGE

First, it is necessary to define the communication content and the value to be transmitted. The message must reach all targets to which it is aimed, in order to be understood without any unsolved issue.

Successful communication ensures that the message is clear and relevant to the target audience, with complex messages broken down into a number of simple messages.

Its validity depends on the possibility to be adapted to the different form and communications tools.

The message must be visible, clear and easily identifiable. The message must not be formed of only words. It is important to associate the text to the creation of efficacious symbols, which allow us to transmit complex contents in a simple way, but also to elaborate messages, which are not boring, too serious or alarming.

The use of originality helps to capture the audience (humour and metaphors help increase noticeability).

The style of the messages should therefore reflect a balance between the need for information and the 'enjoyment' in consuming the message.

In communicating the messages, it is advisable to respect the following criteria for an effective communication:

- *Simplicity*: remove messages from all secondary and less important information
- *Consistency*: The message spread should be focused on the values to be transmitted

All Project Partners are responsible for maintaining consistency with the messages outlined above.

The appearance of all written or published messages must also conform to the Programme Style Guidelines, which is defined in the Project\_Brand\_Manual.

The project will tailor messages for each audience, but all communications issued by any member of the project team should reflect one of the following key messages:

- responsibilities and different roles of the institutions involved
- project results
- resources to support the process of modelling for data forecast
- collaboration and information sharing between partners and stakeholder groups;
- shared information collected in the integrated platform will be used without commercial exploitation;
- how to get further information

The channels through which these messages will be conveyed are outlined in this Project Communication Plan according to Factsheet 8— Project Communication.

***Keep in mind***

- ▶ An effective message should be
  - Positive
  - Clear and simple
  - Brief
  - Focused
  - Free from slang
  - Capable of being adapted to different target audiences
  - Believable
  - Simple to be understood by everybody
  - Backed up by evidence or supporting statements
- ▶ All messages should support the project's main goals
- ▶ Messages must have strong content
- ▶ Messages can be customised for specific audiences



In this period European Territorial Cooperation Programmes all over the Europe have agreed to harmonise visual brand mark and a common brand name suitable in every language: Interreg. Interreg is now the brand name for European Territorial Cooperation and should be used publicly as widely as possible. Harmonisation of the brand elements represents an essential asset in the realisation of the visual identity of the Interreg Italy-Croatia CBC Programme. Due to the need to make the visual identity coherent, all Interreg organise a set of rules that include brand elements, templates and sample application. The Italy-Croatia CBC Programme defined its own Logo that contain two elements: logo block and graphic element. In addition, the Italy-Croatia Programme defined and designed project logo blocks and graphic element in relation to the Priority Axis they belong to. Consequently, each project is invited to use its own logo the ones, composed by the project acronym and graphic element in colour of the dedicated Priority Axis.

The logo is the most important element of the visual identity and all project activities and material have to be branded with the given project logo. All project communication measures have to be branded with a logo combining EU elements with both Programme and project elements.

The pre-defined logos for projects include all elements that are necessary for a successful branding of project activities:

- European Union emblem (EU flag and European Union label)
- Name of funding strand (Interreg)
- Programme name (Italy-Croatia)
- Project acronym (written below the Programme name and in the colour of the related)
- Characterization element (wave in colour of the with Priority Axis the project is belonging to)
- Fund label (European Regional Development Fund) (not always)

Each project logo exists in two versions: with or without the fund label (ERDF).

More details on visual identity are described in Project Brand Manual.

The Communication kit of the Project is uploaded in the Basecamp Platform, shared with the Partners.

At present, the target audiences include the groups defined in the Application Form and reported in the following table together with the reasons for their involvement.

Table 1: Target groups

Target group	Reasons	Target Value
<b>1. Local, regional and national public authorities</b>		
National public authorities	Share and use project results; ensure the durability of the project outputs and results.	24
Local public authorities	Share and use project results; ensure the durability of the project outputs and results.	
Regional public authorities	Share and use project results; ensure the durability of the project outputs and results.	
<b>2. Education and training organizations as well as universities and research institutes</b>		
Education, academic and research institutions	Share, compare and test all the project results. Ensure the educational approach to be fruitful and future tactics will be developed jointly and using a cooperative methodology.	20
Schools and training organisation	Ensure the educational approach to be fruitful and future tactics will be developed jointly and using a cooperative methodology.	
<b>3. Regional and local development agencies</b>		
Regional and local development agencies	Share, compare and test all the project results. Raise the awareness of plastics and MP marine litter.	23
<b>4. Associations, innovation and environmental agencies</b>		
Monitoring agencies	Share and use project results; ensure the durability of the project outputs and results.	23
Local volunteers associations	Reach motivated people to promote project values and fundamentals.	
Aquaculture stakeholders	Raise the awareness of plastics and MP marine litter influence on sea life. This will strengthen the durability of the results since as example fishermen will provide back their opinion, samples and will use project outputs.	



For each target group indicated in the Application Form, every Partner should send to Lead Partner and to WP2 Lead its involved stakeholders in order to complete the archive file “NET4mPLASTIC\_Communication\_TargetGroups”.

Each Partner has to involve at least 4 stakeholders for each target group category (1-4).

Choosing the strategy means defining how to reach aims and targets previously identified.

The strategy adopted may be formal, informal, educational or funny, detailed or broad, depending on the needs of the Project and of the target to be reached.

A strategy is not given once for ever, but it should be updated according to experiences, results, mistakes, new events.

The overall strategy should be drawn out keeping in mind:

- What is the message
- How aims and target are going to be reached

It is always a good practice to operate in network involving *internal staff*, external stakeholders and *journalists* in order to reach both potential/final beneficiaries and the general public.

Communication with the public should include some activities to be implemented at central level to give a uniform image of all the information activities with some differences at local level, which underline the peculiarities of the territory.

In deciding which *strategy* to adopt towards the identified target groups we can choose among:

- non-differentiated strategy*: after which we will use a single message for all the target groups identified without any differences. It is less expensive from an economic point of view but also the least efficacious in terms message impact on the target group because it is less flexible and too general;
- differentiated strategy*: foresees a different kind of message depending on the target group we want to reach. It is more expensive, but also more efficacious from a communication point of view.

As regards the choice of style, we can choose from:

- *informative style*: the communicator is neutral in disseminating the message. He just provides useful information, data and news;
- *educational style*: the communicator plays an educational role and so he is able to train the end-user about the message content;
- *entertainment style*: the communicator provides the information while trying to amuse the end-user;
- *a mix of the previous categories*: derives from a mix of the above mentioned styles. It uses some combinations of the above categories



Each communication objective is related to specific target groups reached with specific tactics and approaches.

<p><b>Communication objective 1</b></p>	<p>Raise awareness on scientific community and monitoring agencies stimulating profitable confrontation and common results application</p>
<p>Target group</p>	<p>The identified target groups are:</p> <ul style="list-style-type: none"> <li>-<b>academic and research institutions</b> in order to involve as many research groups as possible and to compare and test all the project results.</li> <li>-<b>monitoring agencies</b> such as Environmental regional or national agencies, <b>Regional or national Health institutes</b></li> </ul>
<p>Tactics/approach</p>	<p>Target groups will be reached through specific communication tools such as <b>workshops, events</b>, dedicated section on regional, national or international <b>conference</b>; At least <b>one scientific event</b> will be organized or a dedicated international section will be coordinated within conference or workshops.</p> <p>Open access <b>peer reviewed paper(s)</b> will be published concerning the step by step results of the project as well as communication within international conferences. Using these scientific communication media (both open access or conference proceedings) potentially more than 2000 people could be involved in time, assuring the durability and measurability of the results.</p> <p>Monitoring agencies as well as health institutes will be contacted to have a <b>direct communication</b> on results and on common strategies on sampling, monitoring and analysing plastic and MP marine litter.</p> <p>Furthermore, using dedicated <b>newsletters</b>, deliverables and focused <b>reports</b>, this target group will be involved. An <b>international event</b> will be organized at Trieste, during which internal staff will be invited in order to update and educate on project results.</p> <p>A strategy for evaluating the communication activities using the toolkit prepared by the European Commission will mainly consist in:</p> <ul style="list-style-type: none"> <li>- The realization of questionnaires and interviews to collect their opinions</li> <li>- Website evaluations, web analytics,</li> </ul>

- Online surveys.

<p><b>Communication objective 2</b></p>	<p>To create and/or to improve the awareness and the sensitivity of public to plastic and MP issues, to promote project results to the target group, and to foster the use of new management tools (EWS)</p>
<p>Target group</p>	<p>-<b>local, regional and national public authorities</b> in order to ensure the durability of the project outputs and results;</p> <p>-<b>schools</b>, education and <b>training organisation</b> as well as <b>universities</b> and <b>research institutes</b> to ensure the educational approach to be fruitful and future tactics will be developed jointly and using a cooperative methodology;</p> <p>-<b>local volunteers associations</b> in order to easily reach motivated people to promote project morals and fundamentals</p>
<p>Tactics/approach</p>	<p>Experts and staff of target groups will be involved in project activities in particular during the local event (1 per country area).</p> <p><b>Local animation and training activities</b> (1 event per partner area &amp; 1 workshop) will be organised involving policy makers, schools or institutions, and academic/research stakeholders, where project results will be promoted and the use of new management tools will be fostered (Early Warning tool).</p> <p>Furthermore, events and media promotion will allow to involve target groups in <b>participation of joint open access platform</b>. <b>Schools events</b> will be proposed and project deliverables will be used to train school stakeholders. The <b>distribution of promo materials, web promotion, press conference, publication of results in relevant newspapers and magazines</b> and promotions on traditional media will be used as well as <b>social networks</b>.</p> <p>Finally, the <b>cooperation of Legambiente and AIPO</b> will be of paramount importance to reach every target group.</p> <p>A strategy for evaluating the communication activities using the toolkit prepared by the European Commission will be discussed at the beginning of project by the partners and will include:</p> <ul style="list-style-type: none"> <li>- Realization of <b>interviews</b> and in particular stakeholder’s interviews with semi-structured and structured interviews to investigate the communication approach</li> <li>- Social media monitoring, Website evaluations, web analytics,</li> </ul>



	<p>- Online surveys, eventually paper surveys during public events.</p>
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<p><b>Communication objective 3</b></p>	<p>Improve awareness of blue industry professionals and tourists and make available educational opportunity concerning project final scores and day-to-day results</p>
<p>Target group</p>	<p>The identified target groups are <b>aquaculture stakeholders</b> in order to raise the awareness of plastics and MP marine litter influence on sea life. This will ease the final score realization and strengthen the durability of the results since as example fishermen will provide back their opinion, samples and will use project outputs.</p>
<p>Tactics/approach</p>	<p>As indicated previously (first communication’s objective) target groups will be involved through <b>participation of their internal experts and staff in project activities</b>. During the project, development communication will be focused on involving people to whom the preservation of the marine environment is relevant. Open events will be organized and local authorities and aquaculture organisations and stakeholders will be invited.</p> <p>Furthermore, the project results and outputs will be available on the website and social media, as well as the indication for proper sea food consume.</p> <p>The strategy for evaluating the communication activities will use the toolkit prepared by the European Commission and will be discussed at the beginning of project by the partners, and in particular using the following activities:</p> <ul style="list-style-type: none"> <li>- Realization of <b>interviews</b> and in particular stakeholder’s interviews with semi-structured and structured interviews to analyse and eventually improve the communication approach</li> <li>- <b>Questionnaires</b> and interviews</li> <li>- Website evaluations,</li> <li>- Eventually <b>paper surveys during public events, or telephone surveys</b> to collect information among large groups.</li> </ul>

## 7 COMMUNICATION ACTIVITIES PLAN

In this section the communication activities are described together with their deliverables.

All deliverables documents will be provided in English language.

Rules for eventual changes are described in FS6 and in the Project Management Plan.

<b>Activity number</b>	<b>2.1</b>
<b>Title</b>	Start-up activities
<b>Description</b>	<p>The start up activities will mainly consist in the realization of the kick-off meeting (Trieste), carried out simultaneously with activities of WP1. They will present the overall organization of the project, summarize the objectives to achieve, define responsibilities and organize the activities to be undertaken during the first period of the project. In this way, public will be informed about project NET4mPLASTIC that aims to provide proper plastic and MP marine litter issues. The nine institutions involved in the project will participate by presenting their corresponding institutions, the geographical territories that they represent as well as the main issues that the project will address. During the meeting, all partners will review the objectives and structure of the project and its challenges, and discuss about management issues to ensure the correct development of work along the following 30 months. Moreover, they will settle the steps to follow on the upcoming months.</p>
<b>Start date</b>	01/01/2019
<b>End date</b>	31/11/2019
<b>Activity deliverables</b>	<p><b>D 2.1.1</b> - Partnership Management and Communication Manual (PM&amp;CM) containing all needed information relevant for proper partnership management and internal / external communication - timing, types of interventions, communication instruments to be utilized, events planned, project visual identity in line with the IT-HR program rules and the partner's responsibilities. Furthermore, it will define different tools for communication &amp; dissemination, as well as for the project publications.</p> <p><b>D 2.1.2</b> - Project Logo &amp; visual identity.</p> <p><b>D 2.1.3</b> - Kick-off event reports containing all relevant information, photos, videos and highlights.</p> <p><b>D 2.1.4</b> - Press release in Italian &amp; Croatian media</p>
<b>Activity locations</b>	ITALY, Trieste

<b>Activity number</b>	<b>2.2</b>
<b>Title</b>	Communication, dissemination and promotion campaign
<b>Description</b>	This activity aims to foster the inclusion and awareness of the main target groups and also of the general public, specific issues of the project and involve monitoring agencies/research groups on the NET4mPLASTIC activities mainly related to monitoring and analyzing methodologies. This activity will use media communication tools like social media network and informative material. Activities and results of WP3, 4 and 5 will be presented during project's events, conference and workshops and all the reports will be available online. This activity will provide at delivering a detailed communication plan (updated regularly) for the organization and implementation of communication-related activities by the alignment of communication objectives with organizational goals. This activity will provide the partnership with information and schedule's details in relation to NET4mPLASTIC project.
<b>Start date</b>	01/01/2019
<b>End date</b>	30/06/2021
<b>Activity deliverables</b>	D 2.2.1 - Communication Plan definition including information on target groups, communication tools, objectives and communication modalities; D 2.2.2 - Media communication: press conferences (at least 1 press conference per partner area in beginning and in the end of the project) and article/appearances published in the press and in other media (including online media, TV, radio, social media, etc.). Project results will be promoted within (at least) one relevant EU paper magazines; D 2.2.3 - Press office activities: press release, contact management with journalists, press conference regarding the project events; D 2.2.4 – Promotional material and green (and fair trade where possible) gadgets distribution (EcoBags, USB drive, EcoPencil, Roll-up, poster, Eco block notes Ecoflyers). All promo material will be distributed during the project events.
<b>Activity locations</b>	ITALY, Ancona, Ferrara, Trieste CROATIA: Rijeka, Split

<b>Activity number</b>	<b>2.3</b>
<b>Title</b>	Preparation/update of website, e-forum, public events organisation and scientific papers publishing
<b>Description</b>	This activity consists of creating an informal dialogue environment within the partnership as well as with eco-friendly consumers to stimulate the general public, interested in sustainability-related issues. This activity consists also in creating a Forum to stimulate all the public interested in sustainability-related issues and to discuss the evolution of project vision. Therefore, the project will largely take advantage of INTERREG web platforms. The website will contain the questionnaire for evaluating the communication activities and all the documents realized within NET4mPlastic. This activity also aims at the organization of events and demonstration sessions at different levels concerning plastic and MP issues. A final public event transmitted on streaming will be held in Trieste with the participation of all partners during which final results and future improvements of the project's activities will be discussed. At least two scientific papers will be submitted in open access journals.
<b>Start date</b>	01/02/2019
<b>End date</b>	30/06/2021
<b>Activity deliverables</b>	<p>D 2.3.1 - Web site and e-forum for promoting the activities of the project. The web site will be used to promote project results and inform the public about project events.</p> <p>D 2.3.2 - Events and demonstration session, are information sessions organised on a specific topic of NET4mPLASTIC project (for instance the transport model, the EWS – early warning system) and focusing on one or more target groups. Demonstrators do have the goal to create specific awareness about the results of the NET4mPLASTIC research activities either on a policy level and on the user level and will be the driver to get the assessment on benefits and improvements. Training will be performed at an event in each area. (for training for instance). Reports from events will be provided for dissemination.</p> <p>D 2.3.3 - Newsletters, Newsletters are project periodicals issued by the management of the project yearly in which the latest NET4mPLASTIC topics – results or developments – are published. Newsletters or brochures can be edited and distributed in two forms: paper and electronically. Results will be disseminated to persons and organisations within the focus group</p> <p>D 2.3.4 Scientific papers n.1, it will contain intermediate project results and will be published in open access journals for dissemination.</p> <p>D 2.3.5 Scientific papers n.2, it will contains the final project results and will be published in open access journals for dissemination.</p>
<b>Activity locations</b>	ITALY: Ancona, Ferrara, Trieste CROATIA: Split



## 7.1 Activity GANTT

The following GANTT chart summarizes the communication activities of the project and the relative start and end dates. All the Partners are involved in these activities regardless of the budget distribution (first version – beginning of the project).

			Prep.			Year 1												Year 2												Year 3					
			01/11/2016	30/07/2017		gen-19	feb-19	mar-19	apr-19	mag-19	giu-19	lug-19	ago-19	set-19	ott-19	nov-19	dic-19	gen-20	feb-20	mar-20	apr-20	mag-20	giu-20	lug-20	ago-20	set-20	ott-20	nov-20	dic-20	gen-21	feb-21	mar-21	apr-21	mag-21	giu-21
WP/ACT.	WP/ACTIVITY - Title	COORDINATOR PARTNER				I						II						III						IV						V					
			0	0	0	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
WP 2	Project DISSEMINATION AND COMMUNICATION	UNITS				1 - 30																													
Act. 2.1	Start-up activities	UNITS				1-11																													
Act. 2.2	Communication, dissemination and promotion campaign	UNITS				1 - 30																													
Act. 2.3	Preparation/update of website. E-form, public events organizationa and scientific papers publishing	UNITS				2-30																													

## 7.2 Connection with other WP

All WPs should be related to Wp2 in such a way as to ensure the dissemination of results in the widest possible way; this procedure should be implemented to ensure the most effective coordination between the various actors of the single activities within the WPS.

## 8 ROLES AND RESPONSABILITIES

This section defines the roles and responsibilities related to communications activities within the NET4mPLASTIC project and includes and expands upon the roles and responsibilities defined with the PMP. **All the Partners are involved in WP2.**

**All NET4mPLASTIC Partners will:**

- be responsible for communication activities;
- assist in the implementation of the NET4mPLASTIC Project Communications Plan of Activities as defined in this document by carrying-out communications tasks as directed by the Project Coordinator, Work Package (WP) or Task Lead;
- include the NET4mPLASTIC logo and website address on at least one page of their organisational website;
- ensure communications reflect the NET4mPLASTIC Project messages as described in Section “Key Messages”;
- participate in scheduled project and project team meetings to communicate progress to partners;
- include the NET4mPLASTIC Project web address and contact details in external communications related to the project;
- use NET4mPLASTIC appropriate templates for relevant project-related communications;
- use their own organisations’ contacts and established communication channels in support of the NET4mPLASTIC project as appropriate;
- acknowledge EU funding through communications.

**The Partner responsible for WP2 will:**

- manage the undertaking of all external communication activities defined as part of WP2 in “Activities Section” of this document;
- act as the central point of contact for all external communication activities defined to be part of WP2;
- delegate particular communications tasks to WP2 participants as required;
- monitor, update the Communication Plan twice a year;
- identify a designated alternate who will provide additional support and cover for communications management duties.

**The Partner CM responsible will:**

- provide regular updates on work package progress at the scheduled project team meetings;
- contact the WP2 Lead or their designated alternate at least two weeks before important milestones or the dissemination of results or deliverables to allow the discussion and planning of required communication activities;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar NET4mPLASTIC activities; and

- provide information and content on the work carried out within their work package as required by WP2 participants producing communications outputs.

## 8.1 Required Partner's contribution

The following list summarizes the deliverables with related expected Partners' contributions.

### D 2.2.2

- Media communication: press conferences (at least 1 press conference per partner area in beginning and at the end of the project)
- article/appearances published in the press and other media including online media, TV, radio, Social media, etc. (at least 2 per partner area – Italy and Croatia)
- Project results will be promoted within (at least) one relevant EU paper magazines

### D 2.2.3

- Press office activities: press release, contact management with journalists, press conference regarding the project events (at least 2 per partner area – Italy and Croatia)

### D 2.2.4

- Promotional material and green (and fair trade where possible) gadgets distribution (EcoBags, USB drive, EcoPencil, Roll-up, poster, Eco block notes Ecoflyers) (at least 2 releases per Partner area – Italy and Croatia). All promo material will be distributed during the project events.

### D 2.3.1

- Web site and e-forum for promoting the activities of the project (official web site is provided by the Programme; e-forum will be implemented within social media).

### D 2.3.2

- Events and demonstration session organised on a specific topic of NET4mPLASTIC project and focusing on one or more target groups (at least one per Partner area – Italy and Croatia).

### D 2.3.3

- Newsletters are projected periodically issued yearly by the management of the project in which the latest NET4mPLASTIC topics – results or developments – are published. Newsletters or brochures can be edited and distributed in two forms: paper and electronically. Results will be disseminated to persons and organisations within the focus group.

### D 2.3.4

Scientific papers n.1, it will contain intermediate project results and will be published in open access journals for dissemination.

### D 2.3.5

Scientific papers n.2, it will contain the final project results and will be published in open access journals for dissemination.

## 9 BUDGET

The allocated budget should not limit Partners in carrying out all mandatory activities already described in the Application Form.

In the following table summarizes the budgets indicated in the submitted proposal.

*Table 2: Partner budget for communication activities*

Partner N°	Partner Name	WP2 Budget
LP	UNIFE	44.702,50
PP1	UNITS	110.316,50
PP2	Marche Region	10.675,00
PP3	Hydra Solution srl	4.950,00
PP4	Prosoft doo	15.092,50
PP5	IZSAM	18.150,00
PP6	TIPH	29.800,00
PP7	RERA	8.412,50
PP8	UNIST-FGAG	35.400,00

## 10 IMPLEMENTATION METHODS

The purpose of the implementation phase of the communication plan is to:

- define how deliver and promote the project results,
- manage the available resources efficiently,
- monitor and report on progress.

The implementation phase foresees the carrying out of the different activities and the choice of the tools to be used to communicate with the previously identified target groups which will contribute to the success of the information and communication campaign. Procedures which should be followed in implementing the most common communication activities are listed in the following paragraphs.

### 10.1 Internal Communication

Internal communications are the responsibility of the Work Package 1 (WP1) “Project Management” and will be used to facilitate the development of all the project activities. The identified channels for effective internal communications are as follows:

- Day to day communications
- Project Meetings
- Managing Software
- Steering Committee Meetings
- Reporting

### 10.1.1 DAY TO DAY COMMUNICATIONS

Individual emails and phone calls are the most used communication means.

### 10.1.2 MANAGING SOFTWARE

NET4mPLASTIC may adopt a sharing communication platforms used as development and repository area

### 10.1.3 PROJECT MEETINGS

Meetings fall into one of two types; face to face and online (virtual). Occasionally, face to face meetings will also have virtual participants when circumstance have prevented an “attendee” from traveling.

Face to Face meetings occur at various times in the project and are generally planned well in advance. On-line meetings will normally take the form of Skype (or similar) audio conferences.

When using Skype one participant should be nominated to take contemporaneous on-line notes in the Instant Message (IM) window and one participant—the nominated recorder—should be identified as being responsible for producing the official record. These two roles don’t necessarily need to be the same person. These notes should consist of key points/questions/actions (actions should be time bound—to be done by a particular date). All participants are encouraged to add their own comments in the IM window as the meeting progresses and to keep their own record, especially of actions that fall under their auspices. After the meeting the nominated recorder should write up and circulate the notes to all involved (especially people who were unable to attend).

All participants at *all* meetings are expected to supply their own notes to the nominated recorder timely (normally within 5 working days) after the meeting to enable them to be incorporated into the official record.

### 10.1.4 STEERING COMMITTEE MEETINGS

This structure is mandatory and shall hold meetings at least once per reporting period, in which each partner has to be represented and should actively take part in the decision making process. In general, the PSC should consist of one representative per PP. In addition, it can involve further key stakeholders to widen its mission (without participation in decisions).

It is very important that the PP representatives have the power and the knowledge to take decisions on the issues to be discussed. This means that the PP preparing the meeting needs to send out papers well in advance, so each PP can discuss key issues internally in their organisation and reach an opinion.

Each PSC’s meeting needs to be documented in minutes including a signed list of participants. The minutes have to be shared with the partnership and then sent to the MA/JS with the related Progress Report.

### 10.1.5 REPORTING

Each Partners will generate twice a year ‘NET4mPLASTIC\_Template for project activity report’ as a means to provide progress updates against the programme and the budget. All the documents will be managed by the WP1 Lead as part of the Project Management activities, and will require all project team members to submit their timesheets and other supporting documents to the Project Manager in 10 days prior to the report’s delivery date, or as instructed.

## 10.2 EXTERNAL COMMUNICATIONS

The project is designed explicitly to maximise two way communications between the project team and a large range of external stakeholders. External communications are the responsibility of all Project Partner and are coordinated by UNITS Project Partner#1.

The following paragraphs reports the most common tools for implementing external communication activities.

These tools give the best results when used in combination.

### 10.2.1 NEWS

Communication among experts is different from that with the public. Communication among experts requires the readers' complete attention, since they are already interested in the information because they need it. On the contrary, non expert-readers (or listeners, viewers, visitors, etc.) usually do not have any particular reason to pay attention to what is being said. Their attention must be won, otherwise any effort becomes useless.

In writing news, for example, some rules should be kept in mind:

- It is news? (it must be new: not known before)
- Fascination or surprise (can your topic make the imagination fly?)
- The size of the natural public (how many people are potentially interested in the subject?)
- Directly important to the audience (how pertinent is it to every day life?)
- Importance (why do people need it?)
- Expectations (and what happens now?)
- Comprehensibility (can it be easily understood?)
- Service (which service can be offered to the public?)

### 10.2.2 NEWSLETTERS

A newsletter is a very efficacious communication tool.

The newsletter also allows the Communication manager to write about projects, update the readers about Project results, new initiatives, events and highlighting interesting case studies. It is also a way to record all the initiatives which are being implemented during the implementation period.

To be successful, the newsletter should be the result of joint work between the communication manager, the Managing Authority staff with the involvement of external stakeholders.

### 10.2.3 PUBLICATIONS

All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme. In addition, projects are strongly recommended to publish in the appropriate section of the Programme website the most essential results (or a summary of them) in the official language of the Programme – English - in addition to the other languages.

### 10.2.4 POSTERS

It allows simple message elaboration and visual identity. It is located on the spot for a long time and allows people to read it more than once, attracting their attention to a specific message.

According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building. In order to help project partners to comply with this obligation, the Programme will provide a Poster template available for download on the Programme web platform.

### 10.2.5 BROCHURES

Brochures have to be succinct in language and eye-catching in design. Compared to a flyer or handbill, a brochure usually uses higher-quality paper, more colour, and is folded. Brochures contain more information than leaflets, and are designed for potential beneficiaries, beneficiaries, and all other stakeholders involved in the Communication programme.

### 10.2.6 WEB SITE

Project connecting approach will take advantage of INTERREG web platform functionalities and services. The project website is the responsibility of the UNITS (Project Partner #1) coordinator of WP2. The website has been provided by the MA at: [www.italy-croatia.eu/netformplastic](http://www.italy-croatia.eu/netformplastic) and the web manager is committed to keep it updated beyond the duration of the project's funding period. The set up of the website with Project information is to be completed when MA will provide the chance of implementing the platform. Website allows us to improve contents easily. Its efficaciousness depends on:

- usability
- update frequency
- accuracy in content updating

The website has the following functionality:

- upload of images, files and documents
- repository to hold and publish major deliverables

Websites should also be targeted. The information contained should be structured while keeping in mind the different audiences who might use it, notably local authorities, intermediary organisations, consultants and entrepreneurs, programme beneficiaries, stakeholders and the general public.

### 10.2.7 SOCIAL MEDIA

The stakeholder analysis has presented a diverse audience, including those outside the research community. In order to reach these audiences, and maintain an enduring web presence and awareness of the project, the NET4mPLASTIC Project has assessed the available social media channels. The project will use the Project website and social media platform to publicise activities, encouraging debate and participation, as these are channels which are accessible by all communities in order to maintain the ethos of an 'open and social' project. The management of the social media account will be coordinated by UNITS. It is not important to publish daily but to publish quality contents.



These online tools will be used to monitor interest and the effectiveness of any message outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #NET4mPLASTIC and other INTERREG-related hashtags.

### 10.2.8 PROMOTIONAL ITEMS

Small items (like pens, stickers, T-shirts, USBs, bags, eco block, flyer etc.) can be produced to be distributed during events. All the items shall bear the logo, the fund and slogan of OP as described in the Project Brand Manual.

The leaflet allows for the dispersion of the message in more locations in a single day with the possibility of making the message available to more citizens.

### 10.2.9 DIRECT COMMUNICATION

Direct Communication can be made through:

e-mail contacts

phone calls

### 10.2.10 PRESS OFFICE ACTIVITIES

The tools used by the press office are very useful, especially when managing risks and unforeseen situations. The activities undertaken by the press office in the management of the media relations will be implemented through:

*press releases:* A news release, press release or press statement is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, it is mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Sometimes, news releases are sent for the purpose of announcing press conferences;

*news article:* A news article is a compilation of facts developed by journalists published in the news media, whereas a news release is designed to be sent to journalists in order to encourage them to develop articles on the subject. A news release is generally biased towards the objectives of the author;

*media list:* it's the management of fixed contacts with communication tools which are external to the organisation. A database of contact persons with the different media will be created and constantly updated. It would be used to distribute information to the media in the quickest and most efficient possible way;

*press survey:* a constant check of facts and events which are relevant to our Programme;

*press conference:* is a media event where newsmakers invite journalists to hear them speak and, more often, ask questions. There are two major reasons for holding a press conference. One is that a newsmaker who receives many questions from reporters can answer them all at once rather than answering dozens of phone calls. The second is so someone can try to attract news coverage for something that was not of interest to journalists before.

*interviews:* is a conversation between two or more people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee.

### 10.2.11 INFORMATION EVENTS

The events can be divided into:

*conferences:* a conference can be described any meeting of people that “confer” about a certain topic and is organised for the purpose of networking education or discussing a topic with a selection of speakers;



*seminars*: they are generally a form of academic instruction, either at a university, or offered by a commercial or professional organization. These have the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, where everyone present is requested to actively participate. It is essentially a place where assigned readings are discussed, questions can be raised and debates conducted. The Communication manager might plan to divide the seminars according to the specific target groups identified (like regional and local administrations, NGOs, etc.). In such cases the information delivered differs according to the target group involved.;

*workshops*: they emphasize problem solving, hands-on training and require the involvement of the participants. Workshops can be organised for Project beneficiaries on different topics related to the Programme and for the successful implementation of the operations.

The organisers of information events such as conferences and seminars shall make the Community contribution explicit by displaying the Project Poster in meeting rooms and using the Community emblem on documents.

Events and demonstration section – These ones are information sessions organised on a specific topic of NET4mPLASTIC project (for instance the transport model, the EWS – early warning system) and focusing on one or more target groups. Demonstrators do have the goal to create specific awareness about the results of the NET4mPLASTIC research activities either on a policy level and on user level, and will be the driver to get the assessment on benefits and improvements. Training will be performed at an event in each area. (for training for instance). Reports from events will be provided for dissemination.

#### *Project exhibitions*

Participation in other events (with Programme, EU Commission, National/Regional/Local Authorities..)

Whatever is the communication tool intended to be used, it is advisable to use the AIDA model:

- **Attention**: initial stimulus which leads to the message identification and structure
- **Interest**: a further reflection on the message and on its references
- **Desire**: which arises when you find out that you can't live without it or when you realise how useful the message really is
- **Action**: the phase during which the message becomes practical and operational.

### 10.2.12 MEAN SELECTION

In selecting the more appropriate media we must keep in mind who are the audiences reached by the media:

- *Regional Media*: local politicians, local authorities and communities, general public;
- *National Media*: politicians, policy makers and opinion shapers, regulators, other media, partners and employees, general public;
- *Financial Media*: business people, financial analysts, EU and individual government officials, national and regional regulators, scholars and researchers;
- *News agencies*: all substantial media subscribe to newswires so a newswire story has very broad impact across media and on a global level;
- *International media*: analysts, policy makers, regulators, international colleagues, EU and individual governments;
- *Magazine*: internal magazines of institutions and local, regional or national authority specialist magazines or newsletters are useful to reach target audiences in terms of influencing regional policy;
- *Radio*: bigger stations produce their own news, smaller stations share news gathering or syndicate from a central news source;
- *TV*: Public Relation opportunities among TV programmes: documentaries, interviews, product demonstrations (the audience depends on the type and time of show);
- *Internet news*: offers unlimited Public Relation opportunities.

**Table 3: Which tool for which target group**

<b>Communication tool</b>	<b>Relevant Target groups</b>
Website	All target groups, depending on the section (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Conferences	All target groups, (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Info-days	Potential beneficiaries
Seminars	Potential beneficiaries, actors involved in Programme management
Workshops	Potential beneficiaries, beneficiaries, actors involved in Programme management
Posters and leaflets	General public
Brochures	General public, potential beneficiaries, beneficiaries
Newsletters	All target groups (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Audiovisual tools	General public
Press office activities	All target groups (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Promotional items	All target groups (general public, potential beneficiaries, beneficiaries, actors involved in Programme management)
Direct communication	All target groups (general public, potential beneficiaries, beneficiaries) with a special focus on the potential beneficiaries and beneficiaries

### Practical advice:

***If we want the event to be successful, some suggestions should be followed***

- ▶ Organise for maximise participation and impact. Have meetings in accessible locations, and advertise them widely and well in advance. Also circulate accessible materials before the event to stimulate active engagement. Make the event vivid by choosing a venue which is relevant to the subject being addressed to give it life and impact. Give events a lively title, and secure well-known, influential and engaging speakers
- ▶ Involve the audience. Allow plenty of time for questions. This provides an opportunity to clarify issues “en masse” and to benefit from the reservoir of collected knowledge to generate new insights. If workshop sessions are built into the programme, use creative techniques such as role playing and brain storming to maximise active engagement
- ▶ Build in the next steps. Prepare good quality conference materials which will provide a longer-term resource, and establish clear channels for follow-up. Record the conclusions of an event so that they benefit the wider economic development community – e.g. on a web site or in a newsletter
- ▶ Remember to prepare a check-list so that you do not forget any organisational step
- ▶ Evaluate. Seek feedback from participants, and build the lessons into any subsequent event.

## 11 MONITORING

The spirit of the project is to achieve the outlined objectives in an ‘open and social’ environment, which aims to engender the collaborative spirit required for the project’s success. The achievement of the objectives will be measured as follows, using both quantitative and qualitative indicators.

### Quantitative Measures

Quantitative measures have been calculated using Project Partners’ knowledge of the stakeholders that form the target audience for engagement. To this extent, we have taken into account the size of the Partnership and the benchmarking defined for each target group.

Quantitative Measure	Indicator
Publication of Project website.	1 official website by month 7
Number of stakeholders engaged for consultation on the project	>5 per group (Italy and Croatia) by month 12
Number of conferences/events where Net4mPLASTIC is featured or presented	As described in Application Form (at least 1 press conference per partner area in beginning and in the end of the project). Attendance at events are identified within the spreadsheet.
Items of publicity material developed	Project roll-up/posters Project flyer/leaflets T-shirts Etc.
Number of project meetings held and reports published	As outlined in the Application Form.

### Qualitative Measures

The focus of the Net4mPLASTIC Project will be to engage with the right organisations and individuals who fully represent each identified stakeholder group, rather than skewing the project results through an imbalance in one particular area. The events will focus on qualitative results; managing to facilitate an effective exchange of findings and knowledge with targeted audiences.

Event evaluations will be held during and following each focus group and workshop session to capture and analyse the ‘value’ or the ‘quality’ of the content, and the results derived from these particular project communications activities.

### Practical advice:

***To develop a good monitoring it is advisable to take in account the following key steps***

- Summarise your *aim* and *objectives*
- Choose your *indicators* to fit your objectives
- Set *targets* against which you will assess and report on progress
- Decide on your data collection methods and data recording systems

### ***Key points in monitoring***

- ▶ It is an internal management responsibility
- ▶ It measures progress in relation to the planned budget, activities, assumptions and output
- ▶ It finds problems and identifies solutions and puts them in place.
- ▶ It takes place at all levels of the Communication Plan implementation
- ▶ It uses both formal and informal data gathering methods
- ▶ It focuses on resource allocation, expenditure and activities, planned outputs, people involvement and organisational capacity
- ▶ It is a key source of data for evaluation

### ***Monitoring the media***

Feedback about your media activity is crucial, so be sure when using media to monitor it on a daily basis. In order to do this you must:

- Scan daily papers
- Search news sites and news aggregators e.g. Yahoo or Google

## 12 EVALUATION

According to the new rules on information and publicity about Structural Funds the communication plan must include:

*an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community*

(based on article 2, § 2, Regulation (EC) No 1828/2006)

Information and communication activities therefore need to be evaluated before, during and after to check for effectiveness, cost-efficiency and relevance.

Evaluation establishes the quality and effectiveness of the measures. This is why it is first of all important to define the quality and effectiveness criteria.

To fulfil the Regulation, it is important to remember that monitoring and evaluation, even if correlated, are different activities implemented by different Partners in different phases of the plan's implementation.

Monitoring is a systematic and continuous collecting, analysis and using of information for the purpose of management and decision-making.

Evaluation is a periodic assessment of the efficiency, effectiveness, impact, sustainability and relevance of a project in the context of stated objectives. It is usually undertaken as an independent examination with a view to drawing lessons that may guide future decision – making.

Specific *indicators* must be identified and used:

- *output indicators* measure the direct outcome of information and communication activities, such as newsletters or number of meetings taking place;
- *result indicators* measure the immediate effects of outputs on those receiving or benefiting from them (e.g. number of people receiving newsletters or attending meetings);
- *impact indicators* measure the eventual direct or indirect consequences of information and communication activities, such as the awareness of, and attitude to, the programme by different audiences and their response in terms of high-quality project applications.

The project team has been assembled in such a way as to optimise communications through the existing communications channels of each Project Partner. This is aimed at reducing the time necessary to set up communications and it also reduces the cost while maximising impact. The information channels and planned materials outlined above, will be applied to each external stakeholder group.

### Practical advice:

#### *The general questions you need to consider about the evaluation are*

- What is the purpose of the evaluation?
- What are the questions that you want to be answered by an evaluation?
- How comprehensive will the evaluation be and what is the general approach?
- What will be measured?
- Who has authority and responsibility for the evaluation?
- What will be the role of evaluators?
- What will be the main sources of the data and how will the data be collected and compiled?
- How will the data be analysed and presented?
- How much will it cost and have you enough resources?

### Practical advice:

#### *Checklist*

1. Is the process of monitoring and evaluating defined in the Communication Action Plan?
2. Have you got indicators? What kind of indicators are they?
3. Do you collect quantitative data for communication actions?
4. Do you have a data collection system?
5. Do you collect qualitative data for communication actions?
6. Do you cooperate with external experts?
7. Do you use the results to improve your programme?
8. Do you use the results to communicate your programme?
9. Do you simultaneously plan your communication actions and your evaluation actions?
10. Is the Monitoring Committee involved?
11. Have you planned a budget to evaluation actions?



## 13 REPORTING

Reports throughout the course of the project will be written to communicate progress to external stakeholders and to MA. The co-ordination of these reports will be undertaken by Project Communication Manager in coordination with WP 2 responsible (Project Partner #1).

The monitoring reports are drawn up on the basis of the following suggestions:

- focus on progress towards achieving results and not simply listing the activities undertaken;
- compare progress against the plan;
- briefly explain the deviation from the plan and highlight any remedial actions taken or required;
- give practical examples and proof of what you have been doing;
- attach any printed or electronic publications which have been produced;
- be clear.

All the communications activities developed by Partners are merged in an overall document “Project Communication Report” submitted on the SIU system every reporting period.

In the “Project Communication Report” each Partner shall report the reached indicators. The following lines report an example of some indicators.

## START-UP ACTIVITIES

- Kick of meeting organization (n° of meeting held)
- Communication Plan (n. \_\_\_ produced (draft or final)
- Press conference in occasion of KoM (n. \_\_\_ articles published/broadcasted)
- Poster production and placement in visible place (n. \_\_\_ of posters)
- Brief project description on the institutional websites (n. \_\_\_ of published operation descriptions)

## ORGANIZATION AND OPERATION OF PRESS OFFICES FOR THE IMPLEMENTATION OF THE COMMUNICATION PLAN

- Media relations
- Printed or digital publication on specialized press (n. \_\_\_ publications)
- Newsletter / bulletins production and dissemination (n. \_\_\_ of newsletter produced, Date of publication: \_\_/\_\_/\_\_\_\_, distributed to n. \_\_\_ e-mail addresses)

## PROMOTIONAL MATERIALS

- Design and Production of Brochures (n. \_\_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_)
- Design and Production of Flyers (n. \_\_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_)
- Design and Production of USB (n. \_\_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_)
- Design and Production of roll-up (n. \_\_\_ copies produced and exposed in \_\_\_)
- Design and production of totems/banners (n. \_\_\_ copies produced and exposed in \_\_\_)
- Design and Production of giveaways (cups, pens, pencils, bottles, gadgets...) (n. \_\_\_ copies produced and n. \_\_\_ distributed in occasion of \_\_\_)

## PUBLIC EVENTS ORGANIZATION

- Intermediate, final conference and external events' organization (n. \_\_\_ of persons registered; i.e n. \_\_\_ of cooperatives and social economy actors/n. \_\_\_ of SMEs association members/n. \_\_\_ of Research centers and Universities representatives/n. \_\_\_ of school pupils/n. \_\_\_ of high school students/n. \_\_\_ of policy makers/n. \_\_\_ of ESI funds national/regional MA's representatives.
- Press conferences supports and organization (n. \_\_\_ articles published/broadcasted)
- Thematic workshops (n. \_\_\_ of persons registered; i.e. n. \_\_\_ of cooperatives and social economy actors/n. \_\_\_ of business associations' members/n. \_\_\_ of cluster X members/n. \_\_\_ of Research centers and Universities representatives/n. \_\_\_ civil servants involved)
- Project exhibitions (n. \_\_\_ of persons registered; i.e n. \_\_\_ of cooperatives and social economy actors; n. \_\_\_ of SMEs association members; n. \_\_\_ of Research centers and Universities representatives; n. \_\_\_ of school pupils; n. \_\_\_ of high school students; n. \_\_\_ of policy makers; n. \_\_\_ of ESI funds national/regional MA's representatives.)

Participation in other events with Programme, EU Commission, National/Regional/Local Authorities.  
(n. \_\_\_ of persons registered; i.e n. \_\_\_ of cooperatives and social economy actors/ n. \_\_\_ of SMEs association members/ n. \_\_\_ of Research centers and Universities representatives/n. \_\_\_ of school pupils/n. \_\_\_ of high school students/n. \_\_\_ of policy makers/n. \_\_\_ Programme members

## DIGITAL ACTIVITIES

Web Content creation and updating of the website

- n. \_\_\_ News/month
- n. \_\_\_ Events/month
- n. \_\_\_ Videos produced
- n. \_\_\_ Infographics produced
- n. \_\_\_ Sessions
- n. \_\_\_ Users
- n. \_\_\_ Pages seen
- % \_\_\_ Bounce rate

Video production and interviews during the public events or workshops n. \_\_\_ videos produced

Social media management (stakeholders and beneficiaries engagement, social campaign, viral and emotional promos, web-docs..) PER EACH PROJECT DEDICATED OPENED SOCIAL MEDIA:

- n. \_\_\_ posts/week
- n. \_\_\_ of group members
- n. \_\_\_ likes to the posts
- n. \_\_\_ comments to the posts
- n. \_\_\_ ad hoc short videos produced and shared
- n. \_\_\_ infographics produced and shared

Web advertising and direct marketing for project results (i.e n. \_\_\_ ads n. \_\_\_ booked spaced in media/public surfaces etc.)

Articles publication in other relevant websites (n. \_\_\_ web article published)

Online tutoring and training and services as survey, webinars, videoconference, e-learning courses and smart learning objects (n. \_\_\_ online e-learning courses in scorm; n. \_\_\_ online training sessions)

## 14 REFERENCE DOCUMENTATION AND FURTHER READING

The principal reference documents are the following:

[R1]	<p><b>APPLICATION FORM - NET4mPLASTIC Project - New Technologies for macro and Microplastic Detection and Analysis in the Adriatic Basin</b></p> <p>2014 - 2020 Interreg V-A Italy - Croatia CBC Programme Call for proposal 2017 Standard - NET4mPLASTIC Priority Axis:Environment and cultural heritage</p>	<p>Application ID: 10046722, dated 30/06/2017</p>	<p>Lead applicant: UNIVERSITY OF FERRARA</p>
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Italy-Croatia documents:

- ▶ IT-HR\_Factsheet\_n\_8\_Communication\_20180719  
[https://www.italy-croatia.eu/docs-and-tools#docsTools\\_38854](https://www.italy-croatia.eu/docs-and-tools#docsTools_38854)
  
- ▶ IT-HR\_Factsheet\_n\_6\_index aggior\_20180719  
[https://www.italy-croatia.eu/docs-and-tools#docsTools\\_38854](https://www.italy-croatia.eu/docs-and-tools#docsTools_38854)
  
- ▶ [IT-HR PROJECT BRAND MANUAL](#)

## ANNEX 1

### COVID-19 COMMUNICATION STRATEGY

COVID19 Lockdown forced face-to-face activities to stop for the impossibility of personal meetings and social distancing. The lockdown has made it difficult to produce material for the dissemination and networking of the project. Moreover, the situation caused delay due to the impossibility of personal contacts with stakeholders and audience and delays related to the closing and slow reopening of companies and stakeholders. For these reasons, many actions were delayed or partially cancelled. Still at this time it is impossible to predict and set future activities.

COVID19 pandemic forced the PPs to rethink the communication strategy: it slows down the planned tasks and makes it much harder to reach all the objectives in the same timeline. On the other hand, there is a big opportunity to strengthen the new media technologies in the involved Organisations. Therefore, the communication strategy is adapted and expanded considering the actual crisis and possible future outbreaks.

- **Internal communication strategies**

- use Basecamp for internal communications

- organize frequent meetings through online platforms (i.e. skype, GoToMeeting, ...)

The plan identifies simple key messages and reliable processes for providing continual updates and collecting feedback.

- **External communication strategies**

- enhance the use of online communication platforms (Official Website, Facebook, YouTube, Twitter, Instagram)

- enhance media contacts

- create online communication events, if required

The plan aims at reaching external stakeholders and local community focusing on online communications.

There was expressed interest in participating in a shared communication plan between different projects of the Italy-Croatia Programme proposed by the manager Authority, in order to enable a better and more efficient organization of the online activities. The proposal aims to facilitate synergies between projects for the realization of joint activities.