

ADRIGREEN

Green and Intermodal solutions for Adriatic airports and ports

Project Integrated Communication Strategy

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Project number: 10044741

Content

I. Introduction	2
II. Project Summary	3
III. Internal and external communication	4
III.1 Internal communication	4
III.2 External communication	5
IV. Project Communication and Dissemination (WP2)	6
IV.1 Main communication and dissemination activities and tools	7
IV.1.1 Project Integrated Communication Strategy	7
IV.1.2 Press conferences and press management	8
IV.1.3 Project publications	8
IV.1.4 Movie documentary	8
IV.1.5 Testing site visits	9
IV.2 Project deliverables timeline	9
IV.3 Communication target groups and stakeholders	10
IV.4 Communication deliverables	11
IV.5 WP Communication structure	11
V. Acknowledgment of EU funding: basic communication and branding rules	12
VI. ADRIGREEN Logo	13
VII. ADRIGREEN Webpage	14

I. Introduction

The present document is the internal and external Communication Strategy of ADRIGREEN project, prepared by Pula Airport, project partner responsible for its implementation. His main goal is to share knowledge and information between partners and external target groups.

Key documents:

Factsheet nr.6 “Project Implementation” – Version n.3 – 23 September 2019

Factsheet nr.8 “Project Communication” – Version n.2 – 19 July 2018

ADRIGREEN – communication kit provided by the Programme

All key documents are downloadable from the official website of the Programme www.italy-croatia.eu

The project will implement a combined communication-dissemination strategy addressed to a diversified targeted public: policy makers, managers, officials, research organizations, local SMEs, tourist organizations, etc. The communication and dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kind of policies and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 2 different countries and 10 partners, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas. Indeed, the Communication and Dissemination activities are a crucial element for the project’s success and these actions will be developed across and throughout its implementation. The Communication plan outlines key messages, target audience, mechanisms and activities related to facilitating dissemination of information such as; the project webpage, Facebook social network; project brochure (in English and local editions in national language); press conferences, press articles, interviews on TV and radios; movie-documentary on the project, local promotional events and the final transnational conference in Ancona.

II. Project Summary

ADRIGREEN – Green and Intermodal solutions for Adriatic airports and ports aims to improve integration of Adriatic ports and airports with other modes of transportation in order to enhance the processing of passengers that are reaching the main touristic destinations located on Adriatic coasts and to improve environmental performances of the regional maritime and aviation system. One of the main problems that characterize the Adriatic coastal area is the imbalance in the development of infrastructures and modes of transport, caused by low level of investments and insufficient approach to innovation. In Italy and in Croatia there are many maritime cities, which have to deal with a very high number of passengers, especially during the peak season. Even though the road transportation is still predominant, the number of people that are reaching Adriatic cities by ferries and airplanes is significantly increasing year by year. However, most of Adriatic ports and airports are suffering from lack of integration with various modes of transportation, causing serious traffic congestion problems during the summer season.

ADRIGREEN's scope is to derive an innovative framework for supporting the Croatian and Italian airport and port to improve their environmental performances and connectivity with other modes of transportation. This will be based on several concrete and tangible outputs produced by the partnership through an integrate and transnational approach:

- international investigation on best solutions to be transferred on Adriatic coasts;
- environmental assessments of involved ports and airports;
- 2 Joint Actions Plans: intermodal measures and green and sustainable actions to be implemented;
- testing of innovative solutions in involved territories; v) technical manual on identified practices;
- cross-Border Forum of Green and Intermodal Ports and Airports to present solutions, explain benefits and share recommendations for new strategies.

The project partnership is composed by:

Partner nr.	Name in English	Abbreviation	Country
LP	Pula Airport Ltd	Pula Airport	Croatia
PP1	Dubrovnik Airport Ltd	DBV	Croatia
PP2	Airports of Apulia	Airports of Apulia	Italy
PP3	Airiminum 2014 S.p.A	Airiminum	Italy
PP4	Abruzzo Airport Management Company	SAGA	Italy
PP5	Dubrovnik Port Authority	DPA	Croatia
PP6	Central Adriatic Port Authority	ASPMAC	Italy
PP7	Pula Port Authority	Pula Port Authority	Croatia
PP8	Southern Adriatic Sea Port Authority	ASPMAM	Italy
PP9	University Polytechnic of Marche	UNIVPM	Italy

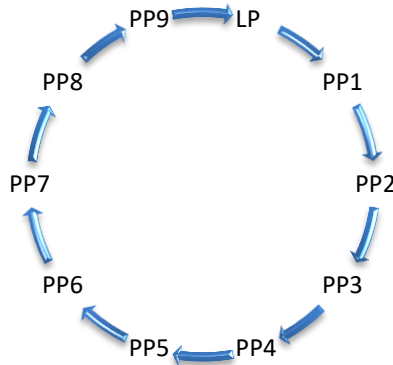
III. Internal and external communication

The present document is designed to support the overall and specific communication and visibility objectives of the project. Specifically, it is aimed at detailing the structure and the goals of the two main levels of the project communication strategy:

- Internal communication
- External communication

III.1 Internal communication

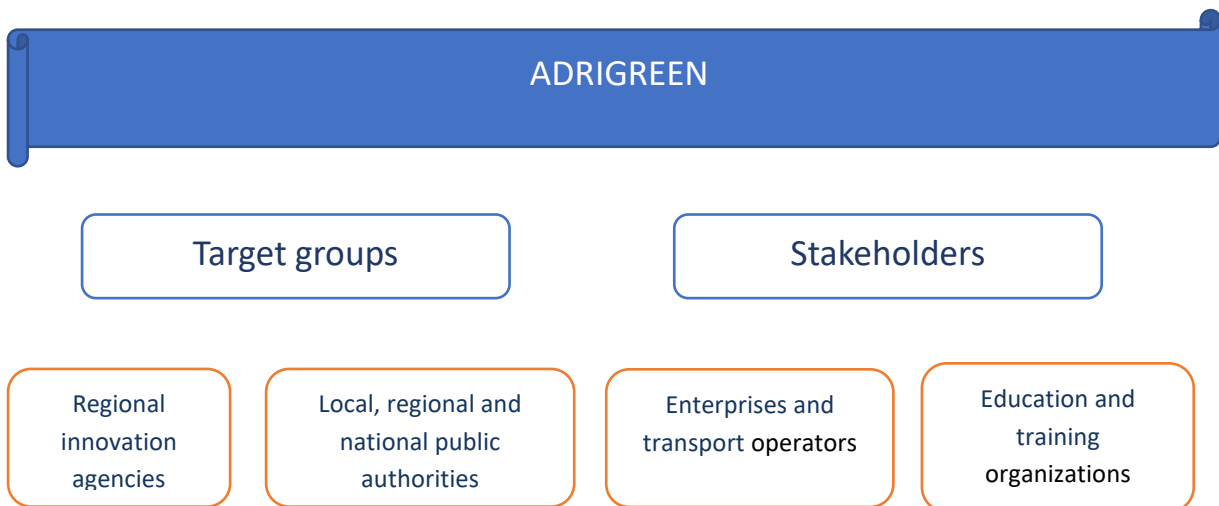
The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the partners (frequent exchange of emails and the setting up of the project web site) as well as an effective and shared management of the knowledge generated by the project's activities (international investigation, environmental assessments, actions plans, testing evaluation, trainings etc.)



Therefore, the final objectives of the project internal Communication Strategy is to develop appropriate communication activities and mechanism for a smooth and effective communication exchange within the project partnership.

III.2 External communication

The project’s success, in fact, depends on the strengthening of the cooperative relationship within the partnership as well as on the capacity to activate synergies and guarantee a constant relation between actions planned at different levels to effectively disseminate, in the territories concerned, project’s activities and results towards the following target groups and stakeholders:



IV. Project Communication and Dissemination (WP2)

The communication strategy has been planned to spread the findings, new knowledge, events and initiatives, results achieved by ADRIGREEN to stakeholders, citizens and passengers with a special focus on range of standards, policies, integrated measures to address environmental problems of airports located in Adriatic e intermodal solutions (technological improvements, operating procedures etc) to address the low integration between different modes of transportation on Adriatic coasts. The strategy will involve all those actors (local, national and international) that can have an impact on the policies and on the practices able to improve the intermodal connectivity and reduce the environmental impacts and the carbon footprint of airports and ports. The project will implement a combined communication-dissemination strategy addressed to a diversified targeted public: airlines/cruise/ferry companies, airports and ports located in Adriatic area, policy makers, passengers, staff working in airports and ports, aerospace manufacturers.

The communication & dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of airport and ports' operating procedures. Thanks to the transnational approach of the action and the involvement of stakeholders from 2 countries, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas. Indeed, the communication activities are crucial element for the project's success and these actions will be developed across and throughout its implementation.

Methodology:

- a) identification of the message(s) to disseminate/mainstream;
 - b) identification of the target audience with reference to the message(s) envisaged;
 - c) identification of appropriate tools to achieve the target audience;
 - d) elaboration of an implementation programme in order to make the strategy operational.
- It will be a process implemented throughout all the project lifetime. Within the first two months of project implementation, each partner will organize a press conference to present the objectives and activities of ADRIGREEN project. Each partner will appoint a Local Communication Manager who will coordinate all communication activities at local level and report on regular basis towards WP2 Leader and Lead Partner.

The WP will be implemented at 2 levels:

1. Implementation of Transnational Integrated Communication Campaign (Implemented by WP coordinator);
2. Implementation of Local Integrated Communication Campaign (Implemented by each partner at local/national level).

The WP coordinator will perform also the evaluation of all communication activities on a 6-month basis.

Communication objectives

- Raise awareness on benefits deriving from new intermodal services for passengers and actions aimed at reducing environmental impacts of ports and airports.
- Increase knowledge on identified and tested solutions for intermodal transportation and for lowering environmental impacts of involved ports and airports.

IV.1 Main communication and dissemination activities and tools

IV.1.1 Project Integrated Communication Strategy

The Strategy represents the main communication documents which will guide the partnership during the implementation of the project. The strategy will apply the rational of the following methodology:

- a) identification of the message(s) to disseminate/mainstream;
- b) identification of the target audience with reference to the message(s) envisaged;
- c) identification of appropriate tools to achieve the target audience;
- d) elaboration of an implementation programme in order to make the strategy operational.

IV.1.2 Press conferences and press management

Each partner will organize 1 press conference at the beginning of the project in order to inform the press about the project objectives and activities. In addition, each partner will regularly inform the press about main project achievements through press releases.

IV.1.3 Project publications

The project will produce several publications at national and international level so as to spread main project findings (manual with intermodal solutions, assessment results, setting up the Network, demonstration findings):

- elaboration of 1 project publication in English containing the main information about the project but also the situation of each port/airport and measures undertaken to reduce the environmental impacts and improve intermodality;
- preparation of 1 regional layman's report in each national language to increase the number of people reached by the message at national and local level: layman's report describes the complex and technical issue using terms that average individual can understand, so they may can comprehend the issue to some degree;
- 1 article on main achievements published on relevant EU paper magazines;
- preparation of articles/news about the project activities to be published on Programme web platform and social media.

IV.1.4 Movie documentary

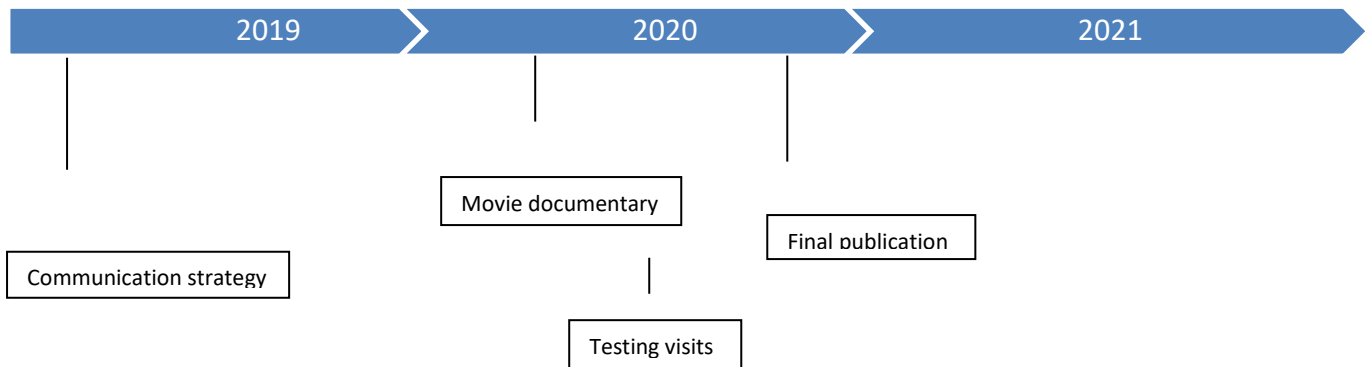
The partnership will produce 1 professional movie documentary on the project that documents the main implementation phases to be broadcasted on TV and internet but also to be shown to passengers transiting through ports and airports' terminals. The aim of the movie is not just to present the main achievements of involved ports and airports in improving intermodal connectivity and environmental performances but also explain to passengers concrete benefits generated by implemented solutions and importance of actions aimed at reducing pollution caused by aircrafts and connected facilities. The movie will also contain several interviews to staff

and passengers travelling in concerned area. The WP2 Coordinator will engage the company that will collect material from ports/airports and record new video from testing phases. The video will be in English with subtitles in Italian and Croatian.

IV.1.5 Testing site visits

Once the testing phase has been finalized, each area will organize a visit of their facilities by inviting a number of national stakeholders (other ports and airports, local and regional authorities, Cruise/ferry companies, Air companies, Enterprises, Research Institutions, other ports and airports located in Adriatic area). The aim of site visits is to present implemented solutions/operating codes/technological innovation to demonstrate their benefits for the community (less congestions, less pollutions), benefits on the passengers who are using both airplane and ferry/cruise (more efficient processing of passengers) but also to raise awareness on the importance of unified and coordinated measures to reduce air and maritime traffic impact on the environment. Each partner will invite also other regional airports and port authorities (not involved in the project) to attend the testing site visit.

IV.2 Project deliverables timeline



IV.3 Communication target groups and stakeholders

Target group	Value	Description
Local, regional and national public authorities	14	All municipalities where ports and airports are located will be involved in dissemination activities. Regional authorities are in most cases “owners” of several airports. Their involvement will be important in order to plan further investments and solutions to be implemented on ports and airports. Both Ministries of Transportation will be involved in the Forum so as to capitalize the successful tested solutions, which could improve national transportations systems.
Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers	25	Considering that new intermodal connections must be implemented in partnership with other means of transportation, the collaboration with enterprises and transport providers is indispensable. Several transportation companies, airline and ferry companies and other companies working on airports/ports facilities will be involved directly in the assessment and in the testing phase. Other ports/airports located in Italy & Croatia will benefit from results through the public events, training activities.
Regional innovation agencies	5	Regional innovation agencies can have a very important role in identification of smart and suitable solutions which could improve or solve transportation problems. Several Regional agencies located in the programme area already implemented some very interested investigations and analysis related to intermodal connections and environmental performances of transportation regional systems which could be used during the preparation of Joint Actions Plans.
Education and training organisations, universities and research institutes	8	Although the Polytechnic University of Marche is the partner of the project, other universities such Dubrovnik, Pula, Bari, Split, Rijeka etc. will be involved in the capitalization process, training activities and Cross-border Forum of Green and Intermodal Ports and Airports of the Adriatic. Education and research institutes all over the EU might be invited to collaborate during the identification of solutions to be transferred in the programme area.

IV.4 Communication deliverables

Deliverable	Measurement unit	Target value	Date
Integrated Communication Strategy	Nr. of Strategies	1	January 2019
Press conference in each territory	Nr. of press conferences	6	February 2019
Project leaflet	Nr. of leaflets	1	October 2019
Regional layman's report	Nr. of layman's reports	1	September 2020
Article on EU newspaper	Nr. of articles	1	October 2020
News or articles on Programme web platform	Nr. of news	20	January 2021
Movie documentary	Nr. of movies	1	April 2020
Testing site visit	Nr. of testing site visit programmes	6	June 2020

IV.5 WP Communication structure

WP Communication			
<i>Act 2.1 Start-up activities</i>	<i>Act 2.2 Publication and realization of communication tools</i>	<i>Act 2.3 Movie documentary</i>	<i>Act 2.4 Public events</i>
<i>01/01/2019 - 28/02/2019</i>	<i>01/04/2019 – 31/01/2021</i>	<i>01/02/2020 – 31/10/2020</i>	<i>01/08/2020 – 31/10/2020</i>
Integrated Communication Strategy Press-Conferences	Project leaflets Regional layman's report Article on EU newspapers News and articles of Programme web platform	Movie documentary	Testing site visit in each territory
€ 13.853,50	€ 94.991,00	€ 65.084,50	€ 93.842,50

IV.5 Budget available for WP2

Partner	Amount
Pula Airport Ltd	19.287,00
Dubrovnik Airport Ltd	23.364,50
Airports of Apulia	16.429,50
Airimum 2014 S.p.A	15.332,00
Abruzzo Airport Management Company	19.911,00
Dubrovnik Port Authority	34.495,00
Central Adriatic Port Authority	22.390,00
Pula Port Authority	38.020,00
Southern Adriatic Sea Port Authority	55.492,50
University Polytechnic of Marche	23.050,00
Total	267.771,50

V. Acknowledgment of EU funding: basic communication and branding rules

According to European legislation, co-funded projects have to acknowledge and promote the ERDF support received in all their communication activities. The resulting rules and obligations to be respected are summarised below. Non-compliance with the rules on branding could lead to negative effects including financial corrections performed by national controllers and other programme bodies.

All project partners have to use project's corporate design in all their communication activities and display the official project logo as follows:

- Publications: The logo has to be placed either on the front or (in exceptional cases to be authorised by the MA/JS) on the back cover
- Websites and their subpages, online and smartphone applications, social media and other digital platforms and implementations: the logo has to be positioned in a place which is visible without scrolling or clicking, together with a short description of the project including its aims and results, and highlighting the ERDF financial support;

- Other communication products such as conference bags, exhibition roll-ups or presentations: the logo has to be placed in a prominent place. The size of the logo should be reasonable and recognizable;
- On partner's institutional website, the above-mentioned elements must be integrated with a link to INTERREG V-A Italy-Croatia Programme website;
- Official posters in A3 format must be displayed at a location readily visible by the public (in each partner premises) making clear reference to the co-financing source, amount of ERDF budget;
- In case of infrastructures (also small ones), it is mandatory to establish temporary billboards during implementation. No later than 3 months after completion of the activity, a permanent plaque or billboard of significant size should be displayed, readily visible to the public;
- A plaque or stickers should be placed on purchased equipment as well.

VI. ADRIGREEN Logo

The logo is the most important element of the visual identity. All communication measures have to be branded with ADRIGREEN logo provided by the programme.



It must be always placed in a central and visible top position of the produced material (i.e.: in the first/main page of a publication); only in very exceptional cases duly authorised by MA/JS it can be placed on the back cover of the publication.



As far as the Union emblem representation in the logo is concerned, it can never be smaller than any other logo included in the same output; it shall have at least the same size, measured in height or width, as the biggest of the other logos.

If other logos are displayed in addition to the combined programme and project logo, the combined logo has to be placed on the same page (or surface) as the other logos.

Design templates for word documents, excel, ppt, promotion materials, etc. are provided in ADRIGREEN project communication kit in all relevant file formats.

The communication kit can be downloaded here:

<https://www.italy-croatia.eu/docs-and-tools-details?id=38854&nAcc=8&file=4>

VII. ADRIGREEN Webpage

The project will have its official webpage provided by ADRION programme. The objective of this page is to mainstream information about project contents to the general public, as well as to provide frequent updates about the progress of activities.

WP2 Coordinator will be responsible for the management of the webpage; however, all partners are expected to contribute to this output by preparing information material about activities implemented on a local level. For the purpose, communication and updates between the Lead Partner and the rest of the consortium will take place on a regular basis.