

„Test site visit“ event concept

Event title	Test site visit for ADRIGREEN project
Organizing Team Members	Project manager General Director/Manager Other included employees (e.g. EU project/ marketing /office managers)
Background	<p>Low level of integration among different modes of transportation and insufficient investments in sustainable and low-carbon transportation technologies are characterizing several regions in the Adriatic area, which is a highly touristic destination especially along the coastlines of Italy and Croatia. The touristic flux, which is mainly conveyed by ferries and planes but without significant connections with other modes of transportation, causes serious traffic congestion problems during the summer season, not to mention neglecting the crucial issue of environmental efficiency across the Adriatic Sea.</p> <p>In order to enhance the processing of passengers and to improve environmental performances of the regional maritime and aviation system, a cross-border cooperation project ADRIGREEN was started on 1 January 2019 as a part of Interreg V-A Italy-Croatia CBC Programme with an overall budget of 2,104,217.00 Euros. The project brought together some of the main Croatian and Italian ports and airports motivated to work together to make their facilities greener and more sustainable by deriving an innovative framework which will help them to adopt new sustainable models.</p>
Target audience	Journalists and other stakeholders (local, regional and national public authorities; enterprises, transport operators, infrastructure providers; regional innovation agencies; education and training organisations, universities and research institutes).
Agenda and Structure	<ol style="list-style-type: none"> arrival of journalists and stakeholders (registration on the signature list and distribution of materials) - 15 mins arrival of the participants/organizers - 5 mins the moderator greets the attendees, thanks them for coming, introduces the participants and the topic of the event and announces the first speaker, General Director/Manager - 2 mins

- d) The speaker talks about the challenges they expected to solve by participating in the project, the project in general and its purpose – *5-10 mins*
- e) The moderator thanks and announces the next speaker (project manager) who talks about the concrete results - *10 mins*
- f) the moderator thanks the speakers and invites the guests to take a tour around the airport / port to see the actual project results (vehicles, equipment, facilities). Q&A session can be held during the tour – *15-20 mins*
- g) participants are invited for snacks and refreshments

Expected Outcomes

Raising awareness about the project and the Interreg Crossborder cooperation programmes in general. Building capacity and trust, facilitate a change in the mindset of EU citizens and promoting a long-term cooperation culture.

Reference Documents

ADRIGREEN brochure

Date and Location

Regional Layman's report

Equipment/material requirements

TBD

Indoor option:

- microphones for speakers available on head table
- 1 remote microphone for audience
- 1 large screen and projector for video projection
- 1 laptop PC for presentation (optional) plus one clicker
- project roll up
- EU table flags
- table nametags for speakers
- table for registration
- press materials and giveaways

Room:

- Capacity: 30 seats, in theatre style set up
- Space for 2-5 wheelchairs
- 2 - 3 speaker seats
- space and tables for catering

Outdoor option:

- rostrum
- 30 seats, in theatre style set up
- project roll up
- EU table flags
- table for registration
- space and tables for catering
- press materials and giveaways

Online option:

- account on communication platform (Teams, Zoom etc.)
- project roll up
- EU table flags

Tasks

- making a presentation template
- preparation of a speech
- providing a moderator
- providing a photographer
- preparation of total materials
- design and production of invitations
- sending invitations by e-mail.
- telephone check of arrival
- preparation, production and distribution of press releases (distribution to attendees and sending via e-mail)
- posting the news on the project website and Facebook page