

DigLogs

Communication and Dissemination Strategy Plan

Deliverable D2.1.1

| Responsible partner: Regional union of the chambers of commerce of Veneto Region | | |
|-----------------------------------------------------------------------------------------|-------------|--------|
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Table of Contents

| | |
|--------------------------------------------------------------------------|----|
| 1. INTRODUCTION..... | 3 |
| 1.1 PROJECT DESCRIPTION..... | 5 |
| 1.2 DIGLOGS CONTRIBUTION TO PROGRAMME STRATEGIES AND POLICIES..... | 6 |
| 2. COMMUNICATION AND DISSEMINATION STRATEGY | 8 |
| 2.1 COMMUNICATION OBJECTIVES | 8 |
| 2.2 TARGET GROUPS | 10 |
| 2.3 COMMUNICATION APPROACH | 12 |
| 2.4 INTERNAL COMMUNICATION AND THE ROLE OF PARTNERS..... | 14 |
| 2.5 THEMATIC AND RESULT RELATED COMMUNICATION..... | 17 |
| 2.6 EVALUATION OF COMMUNICATION ACTIVITIES | 18 |
| 3. COMMUNICATION ACTIVITIES..... | 19 |
| 3.1 MEDIA RELATIONS: VISUAL IDENTITY AND BASIC PROMOTIONAL MATERIAL..... | 19 |
| 3.1.1 VISUAL IDENTITY AND BRANDING | 20 |
| 3.1.2 PROJECT LOGO..... | 20 |
| 3.1.3 ELABORATION OF ONE MEDIA CONTACT LISTS..... | 23 |
| 3.1.4 PROJECT POSTER..... | 23 |
| 3.1.5 DIGLOGS WHITE PAPER..... | 24 |
| 3.1.6 PUBLICATIONS..... | 24 |
| 3.1.7 PRESS RELEASES | 24 |
| 3.2 DIGITAL ACTIVITIES | 25 |
| 3.2.1 DIGLOGS WEBSITE..... | 25 |
| 3.2.2 PARTNER INSTITUTIONAL WEBSITE | 25 |

| | |
|-------------------------------------------------------|----|
| 3.2.3 E-NEWSLETTERS..... | 26 |
| 3.2.4 SOCIAL MEDIA ACCOUNTS..... | 26 |
| 3.2.5 PROJECT PORTRAITS | 27 |
| 3.2.6 PROMOTIONAL MATERIALS..... | 28 |
| 3.3 NETWORKING AND DISSEMINATION EVENTS | 28 |
| 3.3.1 LOCAL AND REGIONAL EVENTS ORGANISATION | 28 |
| 3.3.2 PARTICIPATION AT RELEVANT PROGRAMME EVENTS..... | 28 |
| 3.3.3 PARTICIPATION IN RELEVANT THEMATIC EVENTS..... | 29 |
| 3.3.4 FINAL EVENT..... | 29 |
| 4. BUDGET AVAILABLE FOR WP COMMUNICATION | 30 |
| 5.INDICATORS OF ACHIEVEMENT AND TIMELINE | 31 |
| 5.1 INDICATORS OF ACHIEVEMENT | 31 |
| 5.2 WP2 GANTT CHART..... | 34 |

1. INTRODUCTION

The present document is the Communication and Dissemination Strategy Plan (CDSP) of DigLogs project, co-financed from the EU and the 2014 – 2020 Interreg V-A Italy -Croatia CBC Programme, inside the priority axis Maritime transport, responding at the specific objective n. 4.1: “Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area”.

The CDSP is prepared by the Regional Union of the Chambers of Commerce of Veneto Region (PP3), the project partner responsible of WP2 - Communication, and discussed and approved by the whole partnership.

It will set the ground for organizing and planning all communication and dissemination actions focusing on awareness raising, increasing knowledge, influencing attitudes and changing the behavior of specific stakeholders and target groups of the project. It will be done by linking project objectives, foreseen outputs and desired results to the communication tools, activities and objectives. The document will provide clear division of tasks, together with the simple guidelines on how to perform the single activity, how to share knowledge and information between PPs and it aims at helping project partners while planning or being involved in any kind of communication activities, especially those addressed to the project’s priority target audiences.

The communication & dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of policies and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders of 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 C&D activities are a crucial element for the project's success and these actions will be developed across and throughout its implementation.

In particular, the Communication Strategy outlines key messages, target audience, tools and activities related to facilitating dissemination of information such as: the project website; the

social network accounts on Facebook and Twitter; the project portraits; publications, press releases, e-newsletters, promotional materials and dissemination events.

A crucial role for the dissemination of the project outputs is played by the action plan that will be developed by the LP. The action plan will lay on the following vision statement: “In five years’ time, most of the transport flows, concerning freight and passengers, of the Italy-Croatia area will be digitalised and therefore connected through innovative ICT solutions able to support a wide range of IT services for logistic operators, industrial users, private passengers and public authorities.”

This output is derived from WP “Communication” > Activity 1 “Start-up activities” > Deliverable 1.1 “Communication and Dissemination Strategy Plan” and is written in accordance with the Factsheet n. 8 “Project Communication” and with the Project Brand Manual available on the Programme platform at the following link: <http://www.italy-croatia.eu/content/project-implementation-documents>.

1.1 PROJECT DESCRIPTION

DigLogs aims to create the necessary concepts, technological solutions, models and plans to establish the most advanced digitalised logistic processes for multimodal freight transport and passengers' services in the Programme Area. The project is focused on the development of key deployments roadmaps to increase the competitiveness of multimodal transport services and the harmonisation of passengers' services. These roadmaps, on the basis of the results of seven different pilots implementation run during the project, are translated into a transferability and action plan. The full realization of this vision will have a significant impact in terms of diffusion and effectiveness of digitalised services and ICT support to freight and passenger's transportation. This will produce relevant benefits for businesses and the society, summarized into DigLogs impact objectives: 1) enhanced and widespread capability to monitor, trace and safely handle moving goods and passengers flows; 2) increased efficiency of transportation networks, by improving synchronization between logistic users, operators and control authorities; 3) Improved sustainability of logistic systems, by reducing their impact on local communities in terms of traffic congestion and pollution.

The project objectives are strictly linked to the current existing needs in the Programme Area concerning digitalisation of transport services since the Area is characterised by a lack of information on intermodal services available to connect origin-destination nodes. This requires coordination among players supporting networking activities and overcoming barriers and constraints. Among possible constraints the digital ones are the most urgent to be faced. The integration of IT tools supports the collection and analyses of data and smooth decision-making processes. The digital gap between different players makes difficult the coordination among private and public players determining the impossibility to take common decisions. DigLogs project has the main aim of providing significant development of the cross-border cooperation between Croatia and Italy and, in general, of creating beneficial effects across all the Adriatic Region.

The expected results of the project contribute to improve the quality, safety and environmental sustainability of marine and coastal transport by means of multimodal approaches in the Programme area by promoting multimodality and innovative passengers 'services.

DigLogs partnership has been built to properly achieve these results since it involves port authorities, intermodal operator, IT company, universities and a union of chambers of commerce.

1.2 DIGLOGS CONTRIBUTION TO PROGRAMME STRATEGIES AND POLICIES

DigLogs contribute to the **specific objective 4.1 of Italy – Croatia CBC Programme**: “Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area”. The DigLogs specific objective is to promote multimodality, increase the utilisation of more sustainable modes and the quantity of goods. The project aims at overcoming the gap in coordination among private and public actors by identifying needed steps for the deployment of innovative solutions from, both, market and policy perspective and the players to be involved in innovation deployment phase from private and public actors on the basis of the collection of the main disruptive innovations that could affect the Area in the next 5 years. Dedicated SWOT analyses are performed to define the transferability and action plans to promote multimodality, increase the utilisation of more sustainable modes and the quantity of goods transported by maritime and railway mode, enhance the competitiveness of the logistics actors. The project aims at making its pilots’ results replicable by further stakeholders in the Area and to collect all the measures to be taken to support the digitalisation process in the Programme Area after project closure. The envisaged results will be achieved combining players able to concretely improve the transnational coordination among identified freight transport operators, who will set up harmonized mechanisms and procedures to foster the development of multimodal transport solutions. New technologies, services and applications will be managed at transnational level to approach environmental policies for the reduction of carbon emissions and energy efficiency.

DigLogs is also coherent with **Pillar 2** of EU Strategy for the Adriatic and Ionian Region (**EUSAIR**) “Connecting the Region” that aims at improving the connectivity within the Region and the rest of Europe in the transport sector through the development of maritime transport and internal connections to the hinterland which are the main topics of the DigLogs project. In a specific way, the Strategy encourages actions leading to communication and information technology development in order to improve efficiency, reliability and safety/security of the operations among the actors of the sector, overlapping with the most relevant objectives of the DigLogs such as development of the IT tools integration process



and support for data collection and analyses in order to establish smooth decision making process and to reduce the digital gap between different players of transport sector within the cooperative area to increase the usage of more efficient modes of transport linking for development of the cross-border cooperation of the area.

2. COMMUNICATION AND DISSEMINATION STRATEGY

Communication, in general, is the activity of conveying information through the exchange of thoughts, messages or information, as by speech, visuals, signals, writing or behavior.

It is the meaningful exchange of information between two or a group of people. On the other hand, dissemination is the planned process of providing information on quality, relevance and effectiveness of the (intermediary) results of the project to the (intermediary) target group.

Project communication contributes to the Programme Communication Strategy. Project communication has to aim at making the general public, thematic experts, decision makers and other target groups in the Programme area aware of the project results and achievements and has become one of the key elements to ensure durability and transferability of outputs and results [...]. The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime. The success of Programme communication depends on good project results and good cooperation between the project partners and the Programme Authorities¹.

The Communication & Dissemination Strategy Plan (CDSP) establishes a common visual identity, objectives and approaches of DigLogs promotion and assures the maximum visibility to reach the relevant target group.

PP3 has overall responsibility for the communication approach and coordinates the communication and dissemination activities in close cooperation with the LP and the WP leaders. The CDSP will enhance the impact of the project, describing all management (internal), thematic and result related communication activities.

A timeline and budget estimation will complete the strategy.

2.1 COMMUNICATION OBJECTIVES

Communication activities need to be developed having the project results as a primary focus. Indeed, Communication is not only considered as one of the project results (with specific output indicators), but Communication should contribute to the achievement and to the quality of the results of specific activities or deliverables². The DigLogs communication objectives therefore describe how specific communication activities/deliverables support the delivery of the project

¹ INTERREG V A Italy – Croatia CBC Programme Factsheet n. 8 “Project Communication”, pag. 2

² INTERREG V A Italy – Croatia CBC Programme Factsheet n. 8 “Project Communication”, pag. 4

outputs and results and are very much linked to the types of project outputs. DigLogs communication objectives are:

1. Increasing awareness in the Area concerning main digital innovations and fostering transferability in the programme's area

Since the goal is to increase knowledge among traditional operators from one side and support cross-fertilization activities from the other, then the language to be used need to consider both aspects: traditional operators that should be approached with traditional communication means and Innovative sectors much more open to the Social Digital Innovation and all related Social Networks. The balance between these two approaches will be at the core of the DigLogs communication strategy.

2. Disseminate the Programme's main goals and objectives and the added value of the project for the concerned cross-border area and create synergies with EUSAIR strategy

The projects intend to disseminate the main goals and objectives and the added value of the project for the concerned cross-border area and create synergies with Adrion Program in order to reinforce the dialogue among the two geographic area and support the implementation of the Pillar 2 Connecting the Region – Topic 1 Maritime transport of EUSAIR strategy.

3. Raise awareness on the results achieved in the WP 3 – 4 – 5 towards a broad stakeholder community

An intense multichannel information campaign will be implemented in order to familiarize the project objectives and actions with potential stakeholders and stimulate them to participate in the various activities.

Through a media contact list, project information will be disseminated through local and national media (press releases, etc.). Through these informative activities and partner survey, a contact list of target groups will be implemented, which will be used for project information and communication via the Internet and social channels (digital toolbox: newsletter, Facebook, etc.). These communication tools will also stimulate networking among stakeholders in this community, boosting active engagement, receiving important feedback on project outputs, improving and customizing them to increase effectiveness and participative use.

2.2 TARGET GROUPS

A target group is a clearly identified audience that has an interest in the project, either directly or indirectly. They either should know about the project's activities, they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of the project outputs and results³.

DigLogs project has mapped all its target groups and has defined them for each communication objectives.

Then to sustain an effective communication strategy, projects should be concerned with stimulating a lifelong relationship with the target groups. These relationships should be:

- Directed to the real target that benefit from the communication;
- Committed, regular, true and transparent;
- Realistic and coherent with the purposes and promises of the project;
- Based on common knowledge, mutual feed-back and evaluation.

³ INTERREG V A Italy – Croatia CBC Programme Factsheet n. 8 “Project Communication”, pag.4 - 5

Target groups description

| | |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target group | Local, regional and national public authorities |
| Target value | 10 |
| Description | The key stakeholders reached are Chambers of Commerce (target value 5) and port authorities (target value 5). Their involvement is increased through the activities of WP2 and WP5, to motivate higher commitment towards interoperability and improved efficiency of multimodal transport services and service harmonisation for passengers. |

| | |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target group | Regional development agencies |
| Target value | 5 |
| Description | The key stakeholders reached are regional development agencies (target value 5) to better involve also SMEs and to promote the project results at local level. To this purpose WP2 foresees also the organisation of local events at regional level. Moreover, the regional agencies can assure a bigger project's impact including their networks in the project. |

| | |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target group | Enterprises, transport and multimodal transport operators (MTO) including operators of multimodal logistics hubs, infrastructure providers |
| Target value | 185 |
| Description | The key stakeholders reached are transport operators (target value 140); MTO (target value 10); shipping companies (target value 5); passengers and freight terminals (target value 10); shippers (target value 20). To strengthen their involvement and to increase the project's impact, and support project's outputs durability and transferability a dedicated Forum will be created to motivate higher commitment towards empowerment of interoperability and supply chain visibility. |

| | |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target group | Transport association |
| Target value | 5 |
| Description | The key stakeholders reached are sector associations both employers and employee ones (target value 5). The impact of the considered technologies will strongly affect labor market changing the way people work and working environments. |

| | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target group | Education and training organisations as well as universities and research institutes |
| Target value | 5 |
| Description | The key stakeholders reached are universities and research centres (target value 5) to boost the impact of project results in the academic sector. This will allow the Programme area to develop a common strategy towards transport digitalisation and to better orientate research on applicable solutions. |

2.3 COMMUNICATION APPROACH

DigLogs project has planned a different approach, tools and frequency of communication activities for each target group and communication objective.

| | |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of communication objective | Increasing awareness in the Area concerning main digital innovations and fostering transferability in the Programme's area |
| Target groups | Regional and National Public Authorities, SMEs, business support organizations, hauliers, Intermodal Transport operators, shipping Lines, regional innovation agencies, port authorities, social partners |
| Tactics/approach | Communication and information |
| Activities | <ul style="list-style-type: none"> - kick off meeting - project website updating to create awareness concerning main digital Innovations - online newsletters - press releases |

| | |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> - digital toolbox: social media campaigns through Facebook page and Twitter profile dedicated to the project - audio and visual promotional materials: at least 4 videos supporting the demonstration of the pilot implementations and the action plan of the project |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of communication objective | Disseminate the Programme's main goals and objectives and the added value of the project for the concerned cross-border area and create synergies with EUSAIR strategy |
| Target groups | Managing Authorities, policy makers, national representatives of EUSAIR |
| Tactics/approach | Dialogue and communication |
| Activities | <ul style="list-style-type: none"> - publication on the websites of the final reports produced in WP3, WP4 and WP5 mainly in relation to deployment roadmaps, transferability and action plans - high level event: presentation and discussion of results within one event in collaboration with the Joint Forum of Chambers of Commerce - publication on an EU magazine - press releases - e-mail communication to stakeholders on project results |

| | |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of communication objective | Raise awareness on the results achieved in the WPT 3 - 4 – 5 towards a broad stakeholder community |
| Target groups | Research, universities, business support organizations, regional authorities, regional and local development agencies, chambers of commerce, authorities of port, transport associations, cluster and SMEs, social partners |

| | |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tactics/approach | Communication and networking, active engagement, receiving feedbacks |
| Activities | <ul style="list-style-type: none"> - kick off meeting - upgrading of the list of companies and organizations already included in the DigLogs project to be used as a contact list through databases (Chambers of Commerce, etc.) and internet - project website updating with information about activities and results to create awareness in the Area concerning main digital innovations - digital toolbox: social media campaigns through Facebook page development and Twitter profile dedicated to the project - activities promotion through online newsletters - press releases |

2.4 INTERNAL COMMUNICATION AND THE ROLE OF PARTNERS

Communication is a horizontal project task and implies the **engagement of all project partners**. The quality of project communication results comes from a committed work of all partners and not only the Lead Partner or the partner responsible for communication activities. Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project⁴.

Thus, DigLogs project partnership appointed a Communication Manager (PP3 – Regional Union of the Chambers of Commerce of Veneto Region) responsible for planning and coordination of communication measures for the whole project. Moreover, during project kick-off activities each partner appointed other than a project manager and a financial manager also a communication manager. PP3 will keep the contact with the communication managers of each partner and with the Lead partner.

⁴ INTERREG V A Italy – Croatia CBC Programme Factsheet n. 8 “Project Communication”, pag. 2 - 3

The main responsibilities of the Communication Manager are:

- setting communication aims for the work packages and ensuring consistency of the aims, target groups and approach;
- support in planning and implementation of the communication between project partners;
- coordination and support of persons responsible for communication in partner organisations;
- ensure a good collaboration system
- defining a reporting system
- cooperation with MA/JS on communication issues

The internal communication is intended to ensure a constant and effective exchange and share of information between the partners as well as an effective and shared management of the knowledge generated by the project's activities.

This it will be ensure through the installation and organisation of an intranet tool to distribute documents and ensure a cost free, constant and easy communication between all PPs.

In addition, 10 Project Partners and Steering Committee (SC) meetings in partner countries will be organized to share partners activities and project progress of the WPs.

The arranged schedule of the Steering Committee meetings is as follows:

- October 2019 in Rovinj;
- April 2020 in Trieste;
- October 2020 in Pescara;
- June 2021 in Venice.

The whole partnership of the DigLogs project shares the following key principles:

- all Project Partners should be constantly informed, have an easy access to all relevant information and can easily distribute/share information;
- communication and dissemination should be open, honest, purposeful and timely;
- communication is a two-way process: it is not just a matter of messages being passed down from the Lead Partner to Project Partners, but upward and horizontal

communication on a regular basis is equally important for a smooth implementation of the project.

Every PP is called to provide its contribution in order to update the information concerning the project as well as to enlarge the scope of its dissemination and increase its visibility.

For internal communications, it is suggested to use:

- electronic mail – marked with the acronym DigLogs, WP / no. of Activity and a short description of content;
- intranet tool;
- working meetings between individual partners, Steering Committee (SC) meetings or meetings through Skype.

The role of the Partners is essential for the Project, as they can build upon the specific communication needs of their country. More specifically, their responsibility is to:

- identify target groups and information needs in their area;
- contribute to the implementation of communication plan, ensure ongoing capitalization on results at national and regional levels;
- establish and maintain contacts with regional and national stakeholders;
- provide contact details to the project;
- identify information gaps, as well as synergies with other AS projects.

Communication manager and contact persons for communication

| | Communication Manager |
|-----------------------------|-------------------------------------------------------------------|
| Name | Irene Gasperi |
| Partner organisation | PP3 – Regional Union of the Chambers of Commerce of Veneto Region |

| Partner organisation | Contact person for communication |
|--------------------------------------------------------|----------------------------------|
| LP - University of Rijeka, Faculty of Maritime studies | Ivan Dovadžija |
| PP1 – Intermodal Logistics Training Consortium | Cristiana Spadaro |
| PP2 – ELEVANTE | Chiara Sorice |
| PP4 – University of Trieste | Serena Bertagna |
| PP5 – Actual I.T. | Karmen Krivičić Spajić |
| PP6 – Polo Inoltra | Luca Gasbarro |
| PP7 – Port Authority of Rijeka | Tvrtko Tomljenović |
| PP8 – Port Authority of Sibenik | Gordana Mrčela |
| PP9 – Port Authority of Rovinj | Sara Carić |

2.5 THEMATIC AND RESULT RELATED COMMUNICATION

The transfer of outputs of the thematic outputs and deliverables are integrated in the respective work packages WP3, WP4 and WP5.

With regard to the WP2 – Communication outputs one poster (D2.2.3) will be dedicated to the pilot applications (WP5) and one will be dedicated to transferability and action plan.

The White Paper (D2.2.4) will be developed on the basis of project Deployment roadmaps (output of WP4).

Publications on EU paper magazines and /or scientific journals (D2.2.5) will report on results of WP4 and WP5.

Audio and visual promotional materials will be produced by PP2 – Elevante srl to support the demonstration of the pilot implementation (WP5).

The final event (D2.4.4) will focus on the presentation of the pilot implementation results, in terms of transferability plan, and on the action plan to enhance the digitalization process of the transport second of the Programme Area in the next five years (outputs of WP5).

2.6 EVALUATION OF COMMUNICATION ACTIVITIES

The communication system will be tested periodically (semester) to ensure that messages are received and understood, and the receivers are satisfied with the method deployed.

Qualitative indicators:

- satisfaction level of activities implemented (customer satisfaction questionnaires for conferences, events);
- identification and communication with target groups (distribution lists developed, number of direct mailings to number of persons, how is the feedback within interactive web tools developed, how many 'likes' on FB, how many comments in discussion forum etc.);
- further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter).

Quantitative indicators:

- number of downloaded publications, number of printed and actually distributed publications;
- number of participants to events;
- number of press articles;
- number of e-newsletters;
- number of news on institutional websites/social media;
- number of publications.

The Communication manager will develop a template for customer satisfaction questionnaires and for the periodic report on communication activities to monitor the qualitative and quantitative indicators listed above.

3. COMMUNICATION ACTIVITIES

Communication activities will be coordinated by PP3 and will be implemented for all the project duration. The action will ensure a smooth internal communication through the use of emails, Skype and phone calls. LP will guarantee a periodical update of the MA/JS in relation to the action implemented and the use of the Programme's logo and visual identity. External communication action will be based on the following communication objectives: increase knowledge of the capitalized models and transferability in the Programme's area; raise awareness on results achieved in WPT 3- 4 towards a broad stakeholder community; disseminate the Programme's main goals and objectives and the added value of the project for the concerned cross-border area. The Communication action aim to gather feedback from relevant stakeholders on outputs and project communication to achieve a sense of ownership and to propose customized and usable tools and knowledge, based on different requirements. Maximize project result uptake: communication will use mostly the storytelling approach demonstrations as well as the open participatory approach. PPs will contribute to communication activities according to their territorial relevance and WP responsibilities. Communication results will be regularly evaluated (project's online presence, segmented feedback from event participants by satisfaction questionnaires) and the strategy will be adopted if necessary. WPL, has the overall responsibility for communication approach and will coordinate activities in close cooperation with the LP and WPLs. Publication and access of results are assured in developing a final modular output catalogue.

3.1 MEDIA RELATIONS: VISUAL IDENTITY AND BASIC PROMOTIONAL MATERIAL

The executive production of basic project's coordinated material (folder, leaflet, banner, presentation template and report templates) will be designed on the basis of logo model according to Italy-Croatia Programme rules and all internal and external communication will contain an image consistent with the visibility guidelines of EU funding. The leaflet master design will be used to print the leaflets in the national languages + English. A final brochure, containing the main findings and recommendations will be drafted towards the end of the project. The project shall also take care to ensure the compliance with EU regulatory requirements on

publicity and information and to outline the dissemination campaign as well as to provide an indicative timetable for the promotion activities for the duration of the DigLogs project. All reports will follow the coordinated image. All material will be downloadable and available on electronic format.

3.1.1 VISUAL IDENTITY AND BRANDING

Harmonisation of the brand elements represents an essential asset in the realisation of the visual identity of the Interreg Italy-Croatia CBC Programme. The DigLogs communication kit provided by Italy-Croatia Programme includes the template for covers, invitations, logo, office pack, poster, background and maps. The communication kit is downloadable at the following link:

<http://www.italy-croatia.eu/content/project-implementation-documents>

All partner organizations downloaded the communication kit and will use it for all DigLogs communication outputs and for internal documents.

Moreover, all project partners must read and keep in mind the **Project brand manual** that define the rules to follow when using project logo, priority icons, key-visual, typography, grids and office pack. Communication manager will make sure that all partners respect the manual rules when drafting a document or a communication output.

3.1.2 PROJECT LOGO

The logo is the most important element of the visual identity and all project activities and material must be branded with the given project logo. 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. The pre-defined logos for projects includes 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 thematic priority)



- Characterization element (wave in colour of the with Priority Axis the project is belonging to)
- Fund label (European Regional Development Fund) when needed

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules, listed in the Project brand manual, and must not be altered in any way.

Italy-Croatia Programme provides 4 colour versions of the logo: standard, grey scale, black and white and negative. The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it must be a very light background. For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever the full colour is not available.

The version of the logo with the text “European Regional Development Fund” written below has to be chosen if “European Regional Development Fund” is not written anywhere else on the page where the logo is shown.



Figure 1 - DigLogs project logo with the text “European Regional Development Fund” written below it.



Figure 2 - DigLogs project logo without the text "European Regional Development Fund" written below it.

Maritime transport:

| PANTONE: | CMYK: | RGB: | HEX: |
|----------------|---------------------|-------------------|----------|
| ■ COOL GRAY U9 | C 46 M 37 Y 34 K 15 | R 138 G 137 B 140 | # 8a898c |
| ■ 7538 U | C 40 M 32 Y 29 K 0 | R 168 G 167 B 169 | # a8a7a9 |
| ■ 538 U | C 21 M 15 Y 14 K 0 | R 209 G 210 B 211 | # d1d2d3 |
| ■ 310 U | C 56 M 4 Y 1 K 0 | R 111 G 196 B 233 | # 6fc4e9 |
| ■ 2975 U | C 44 M 0 Y 6 K 0 | R 151 G 212 B 232 | # 97d4e8 |
| ■ 7457 U | C 32 M 2 Y 11 K 0 | R 185 G 221 B 225 | # b9dde1 |

Figure 3 Colours scheme for Maritime transport priority axis logos

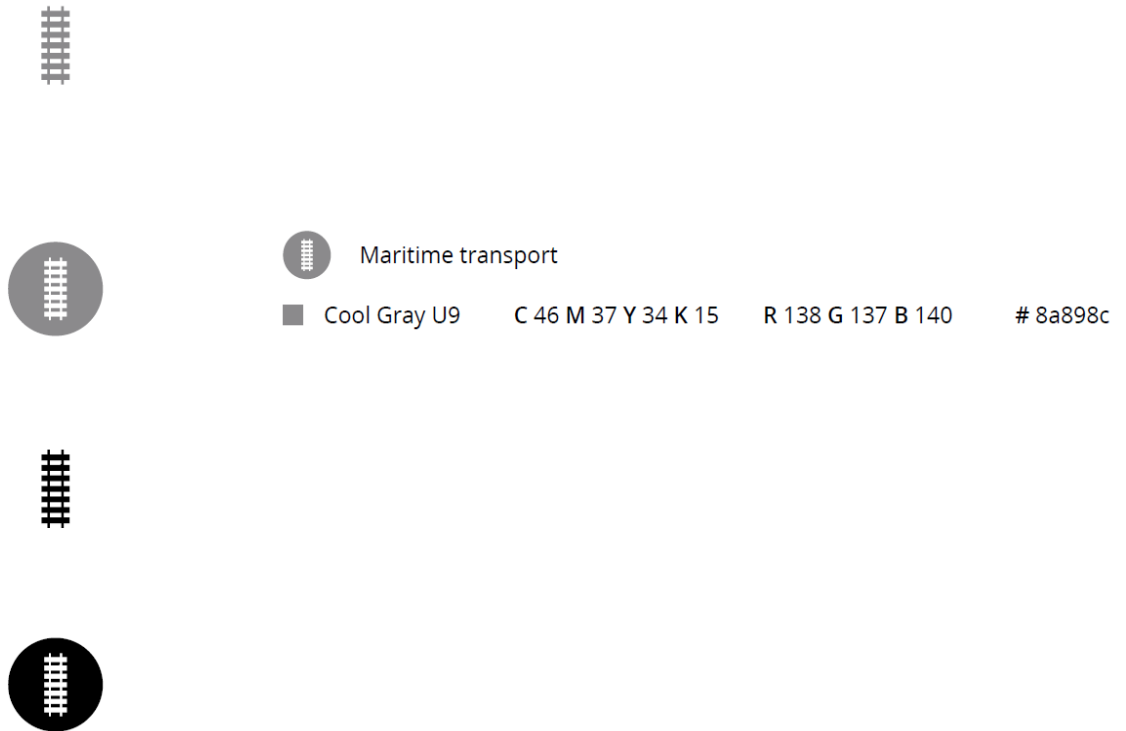


Figure 4 Icon and colours scheme for Maritime transport priority

3.1.3 ELABORATION OF ONE MEDIA CONTACT LISTS

Project Communication manager will collect a media contact list to updated during the implementation of the project by the whole partnership. Media contact list will collect the names of local, regional and national (in Croatia) newspapers and specialist magazines to send the press releases.

3.1.4 PROJECT POSTER

According to the Annex XII of the Regulation (EU) No 1303/2013, within six months after the approval of the project, each project partner should place a poster (of minimum A3 size) with information about the project including the financial support from the European 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 provided a Poster template available for download on the Programme website.

The Communication Manager will prepare and print three posters (minimum of A3 size): one describing the project in general, one dedicated to the pilot applications and one dedicated to transferability and action plans. The posters will be placed by each partner in readily visible locations to the public.

3.1.5 DIGLOGS WHITE PAPER

Based on the project Deployment roadmaps (output of WP4), a DigLogs White Paper will be produced to strengthen the impact of the project towards external stakeholders and target groups both of private and public sectors.

3.1.6 PUBLICATIONS

On the basis of project's results at least 3 publications will to be published on EU paper magazines and/or scientific journals. The main addressed topics will be the SWOT analyses on main innovations in the transport sector, deployment roadmaps, transferability plan on the basis of pilot implementations' results and action plan.

All publications should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme.

3.1.7 PRESS RELEASES

At least 2 press releases per year (one in Italian and 1 in Croatian) will be prepared. They will be published on local, regional and national newspaper, send by email and shared on social media.

3.2 DIGITAL ACTIVITIES

A dedicated website for the project, will be provided by the programme to widely disseminate and communicate the launch, development and achieved results of the project. The website will be hosted on the Italy-Croatia web platform and it will be maintained for the whole duration of the project.

Joint communication initiatives under the Label # DigLogs disseminate the actions on multimodal transport sector. Furthermore, by means of communication tools like e-newsletters, social media accounts, flyers and, audio & visual promotional materials project communication with wider public will be achieved. All created promotional materials will be uploaded on the project web site and on created social network pages. These channels will also be used for information about implemented project activities, events and outputs. More information will be given in the communication plan.

3.2.1 DIGLOGS WEBSITE

Similar to the approach in project branding, project websites will be integrated and hosted on the Programme web platform and will have its own domain. The Programme will provide a complete website section (calendar, document library, directory, tools etc.) to each selected project, as well as will provide to the projects all the elements to manage and configure their website section (visuals, features, content, social networking, etc.).

Project Communication Manger will feed the DigLogs website with contents and will constantly update it with news, event and project outputs and deliverables.

3.2.2 PARTNER INSTITUTIONAL WEBSITE

All project partners should publish on their institutional websites a short description of the operation, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Programme platform should also be added.

3.2.3 E-NEWSLETTERS

A bimonthly E-newsletter will be published in order to disseminate project results and information on intermodality in project area. The newsletter will have three mainly target groups: enterprises (also SMEs) - transport operators and authorities (ports, CCIAA) and research institutes and universities.

The newsletter will be managed thorough a web platform. Based on the news and outputs of the project **provided by all partners**, the Communication Manager will prepare each issue template and each partner will send it to its relevant stakeholders in their national language.

3.2.4 SOCIAL MEDIA ACCOUNTS

Social media are becoming more and more important to reach a wide range of target audiences. Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups.

Facebook, Twitter, LinkedIn, YouTube accounts will be used to update stakeholders about project development and about intermodal services available in the project area.

To increase the website indexing and traffic, an attention will be put on the contents updating as well as on the activation and animation of a dedicated Facebook Page and Twitter account, within which information reported into the website can be spread and discussed with a wider public.

Facebook is a channel mainly used for personal contacts, but it can also be used as a tool to raise awareness about causes and initiatives (e.g. inviting people to join a cause or participate in the project's events). The Facebook posts share project updates with more content than Twitter, and higher frequency than the website.

Twitter is an online social networking and microblogging service, so it could be used above all for sending short online messages (e.g. project news). The account will be most frequently used during project events, for example, to gather and share the experiences of participants.

The Communication manager activated a Facebook account <https://www.facebook.com/diglogs.interregitcr.9>, page <https://www.facebook.com/DigLogs-332631240705326/> and a twitter account <https://twitter.com/diglogs?lang=en@diglos>.

The goal of activating the DigLogs social network accounts is to share useful information about the project to our followers, to promote participation at relevant events and conferences, to disseminate project results in order to develop a specific audience and to acquire traffic towards website page, where all contents and specific messages, using articles, news and scheduled events, are published.

Communication project manager will also make special efforts to follow new people, repost and retweet contents from relevant influencers and media.

Hence, the project will address a specific #DigLogs #Italy-Croatia hashtags on social media channels to publicize activities, encouraging debate and participation, increasing visibility of posts and tweets and to try to create a community of users that could be easily identified with our project and create interest around it, as these are channels which are accessible by all communities.

All consortium partners must be actively involved in feeding the social media with news and contents and in disseminating the project to their target audiences. They have to strengthen the promotion and the engagement of local stakeholders and of a wider public, spreading the project contents also on their institutional channels, website and social media platforms.

LinkedIn

LinkedIn is the most famous and used professional social network in the world, through which the project activities will also be advertised with a LinkedIn Profile “DigLogs Interreg It-Cr” (<https://www.linkedin.com/in/diglogs-interreg-it-cr-87753b182/>).

LinkedIn is very effective to get in touch with professionals focusing on a specific item. Each PP’s can share news and contents about DigLogs project with other professionals.

3.2.5 PROJECT PORTRAITS

Project portraits will be created in terms of flyers or digital presentations/videos ready to be used to events, conferences and fairs. The consortium will prepare three project portraits: one of

general purposes, one dedicated to enterprises and transport operators, one dedicated to port authorities in relation to the DigLogs transferability and action plans.

3.2.6 PROMOTIONAL MATERIALS

PP2 – Elevante srl with the support of external expertise will create 4 videos supporting the demonstration of the pilot implementations and to support the action plan of the project

3.3 NETWORKING AND DISSEMINATION EVENTS

Events (workshops/seminars) will be organized in the Regions of the Programme Area covered by DigLogs project. The dissemination activity will be specialized also on local territory, to adapt it to the local needs and stakeholders. Local events will follow a joint methodology and are concentrated towards the end of the project life cycle to underpin the value of the results. The workshops will be targeted to representatives of all target groups identified in DigLogs proposal. On the occasion of these events, stories, interviews will be gathered from stakeholders and target groups. All Partners will ensure to promote the project's activities and results with the respective local, national or international network to which they belong, also by means of mailing lists and participation in other projects. The participation of the partners during the networking and exchange meetings organized at EU level by the EC will be ensured.

3.3.1 LOCAL AND REGIONAL EVENTS ORGANISATION

Indicatively 5 local events will be organised to present the project's results to local stakeholders and to better engage local target groups. These events will be organised both in Italy and in Croatia (Venice, Pescara, Rijeka, Sibenik and Trieste) and focus on results of pilot applications and on the impact of the project in public and private sector.

3.3.2 PARTICIPATION AT RELEVANT PROGRAMME EVENTS

The LP together with the PPs will evaluate the participation of the project at minimum 2 public events relevant for the Programme Area (e.g., Annual Programme events, Programme seminars,

European Cooperation day) to present the project's main results of the project to create awareness in the Area concerning main digital innovations.

3.3.3 PARTICIPATION IN RELEVANT THEMATIC EVENTS

LP will evaluate the participation of at least 2 national/international specialized event organised in the field of transport and logistic events, the LP will check with the Programme JS the participation to disseminate the project results towards transport SMEs and intermodal operators.

3.3.4 FINAL EVENT

The final event is organised together in Venice and will focus on the presentation of the pilot implementation results, in terms of transferability plan, and on the action plan to enhance the digitalisation process of the transport sector of the Programme Area in the next five years.

4. BUDGET AVAILABLE FOR WP COMMUNICATION

The total available budget for Communication and Dissemination activities for all Project is 449.065,00, which is 17,6 % off the total project budget.

The chart below represents the allocation of the budget among all PPs:

| Partner organisation | WP2 |
|-------------------------------------------------------------------|--------------|
| LP - University of Rijeka, Faculty of Maritime studies | € 48.300,00 |
| PP1 – Intermodal Logistics Training Consortium | € 38.050,00 |
| PP2 – ELEVANTE | € 62.625,00 |
| PP3 - Regional Union of the Chambers of Commerce of Veneto Region | € 88.860,00 |
| PP4 – University of Trieste | € 37.415,00 |
| PP5 – Actual I.T. | € 35.850,00 |
| PP6 – Polo Inoltra | € 36.415,00 |
| PP7 – Port Authority of Rijeka | € 33.850,00 |
| PP8 – Port Authority of Sibenik | € 33.850,00 |
| PP9 – Port Authority of Rovinj | € 33.850,00 |
| Total | € 449.065,00 |

5.INDICATORS OF ACHIEVEMENT AND TIMELINE

Indicators of achievement of communication activities are defined to periodically monitor the quality of the project communication during its lifetime. For each activity are identified the foreseen deliverable, their number, start and end date and the planned budget.

5.1 INDICATORS OF ACHIEVEMENT

| WP | Activities | Deliverable | N° | Start | End | Activity budget |
|----------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------|------------|------------|------------|-----------------|
| 2 | 1. Start-up activities | D2.1.1 Communication and Dissemination Strategy Plan | 1 | 01/012019 | 31/03/2019 | 35.935,00 |
| | | D2.1.2 Kick-off meeting in Rijeka | 1 | 01/01/2019 | 28/02/2019 | |
| 2 | 2. Media relations: visual identity and basic promotional material | D2.2.1 Visual identity branding | 1 | 01/01/2019 | 31/05/2019 | 79.325,00 |
| D2.2.2 Elaboration of one media contact list | | 1 | 01/01/2019 | 30/06/2019 | | |
| D2.2.3 Project poster | | 3 | 01/01/2019 | 30/03/2019 | | |
| D2.2.4 DigLogs White paper | | 1 | 01/01/2019 | 30/09/2020 | | |
| D2.2.5 Publications | | 3 | 01/01/2019 | 31/01/2021 | | |

| | | | | | | |
|--|--|-----------------------|---|------------|------------|--|
| | | D2.2.6 Press releases | 6 | 01/01/2019 | 30/06/2021 | |
|--|--|-----------------------|---|------------|------------|--|

| WP | Activities | Deliverable | N° | Start | End | Activity budget |
|----------|-----------------------------------------------|---------------------------------------------------|----|------------|------------|-----------------|
| 2 | 3. Digital activities | D2.3.1 DigLogs website | 1 | 01/01/2019 | 30/04/2019 | 161.060,00 |
| | | D2.3.2 E-newsletter | 1 | 01/01/2019 | 30/06/2021 | |
| | | D2.3.3 Social media accounts | 4 | 01/01/2019 | 30/04/2019 | |
| | | D2.3.4 Project portraits | 3 | 01/01/2019 | 30/06/2019 | |
| | | D2.3.5 Promotional materials | 4 | 01/09/2020 | 30/06/2021 | |
| | | | | | | |
| 2 | 4. Networking and dissemination events | D2.4.1 Local and regional events organisations | 15 | 01/12/2019 | 30/06/2021 | 177,745,00 |
| | | D2.4.2 Participation in relevant Programme events | 2 | 01/01/2019 | 30/06/2021 | |
| | | D2.4.3 Participation in relevant thematic events | 2 | 01/01/2019 | 30/06/2021 | |
| | | D2.4.4 Final event | 1 | 01/06/2020 | 30/06/2021 | |

| | | | | | | Total budget |
|--|--|--|--|--|--|--------------|
| | | | | | | 454.065,00 |

5.2 WP2 GANTT CHART

Communication activities Gantt chart identify in immediate way the date of delivery of all WP2 outputs.

| Activity Deliverables | start | end | 2019 | | | | | | | | | | | | 2020 | | | | | | | | | | | | 2021 | | | | | | | | | | |
|------------------------------------------------------|--------|--------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|---|--|---|--|--|
| | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | | | | | |
| WP2 Communication activities | Jan-19 | Jun-21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A2.1 - Start-up activities | Jan-19 | Mar-19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.1.1 Communication and Dissemination Strategy Plan | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.1.2. Kick-off meeting in Rijeka | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A2.2 - Media relations | Jan-19 | Jun-21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.1 Visual identity and branding | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.2 Elaborations of one media contact lists | | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.3 Project poster | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.4 DigLogs White Paper | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.5 Publications | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.2.6 Press releases | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A2.3 - Digital activities | Jan-19 | Jun-21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.3.1 DIGLOGS website | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.3.2 E-newsletter | | | | | | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | | |
| D2.3.3 Social media accounts | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.3.4 Project portraits | | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.3.5 Promotional materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A2.4 - Networking and dissemination events | Jan-19 | Jun-21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.4.1 Local and regional events organisation | | | | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.4.2 Participation in relevant Programme events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.4.3 Participation in relevant thematic events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D2.4.4 Final event | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |