

D 2.3.5 Mid-term communication report

Activity A. 2.3 Digital activities

December 2020 – Final

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Project Acronym	E-CHAIN
Project ID Number	10048282
Project Title	Enhanced Connectivity and Harmonization of data for the Adriatic Intermodal Network
Priority Axis	4 - Maritime Transport
Specific objective	4.1 - Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the programme area
Work Package Number	2
Work Package Title	Digital activities
Activity Number	2.3
Activity Title	Media relation and publications
Partner in Charge	PP5 - University of Rijeka, Faculty of Maritime Studies Rijeka
Partners involved	LP - Municipality of Ancona PP1 - Amatori Interestate SRL PP2 - Brusutti S.R.L. PP3 - G.M.T. S.P.A. PP4 - University of Trieste PP6 - Prosoft d.o.o. PP7 - Jadrolinija PP8 - City of Split PP9 - Rathmann d.o.o.
Status	Final
Distribution	Public

Version control

Date	Version	Prepared by	Responsible	Approved by	Revision	Comment
Mar'20	draft	Ogrizovic				draft
Dec'20	final	Ogrizovic		All Pps		final

Acronyms / Abbreviations

ACRONYM	DEFINITION
PP	Project partners
PT	Project Team
TC	Technical task coordinator
WP	Work package
IT	Information Technologies

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Part 1:

ANALYSIS

PART 1: ANALYSIS

The Mid-term Communication report document is part of Work Package 2 - Communication activities of the E-CHAIN 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 aim of this document is to briefly present the E-CHAIN project, specifically the WP2 Communication activities, the deliverables corresponding this work package and the structure, methodology and objectives set for the dissemination of the project.

Communication activities that have been implemented by PPs in the current reporting period are following:

Communication Strategy and Communication Plan draft has been made.

Produced promotional materials: 10 posters with photos from all PP's' premises, Project leaflets and roll-up.

E-CHAIN project website was set up with the main information, news and events about project.

Facebook, Twitter and YouTube account was opened and started with uploading of the news and information related to project activities and maritime transport in general, in cooperation with other project partners.

All PP's have published on its institutional website information about project and participation on meetings.

E-CHAIN Campaign on media (Newspaper Novi List).

E-chain - Google Analytics report 01.pdf has been produced and downloaded from Google Analytics website showing the traffic of project website.

E-CHAIN social media strategy draft has been made.

Organized Stakeholders' online meeting (Venezia) by Brusutti

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.1.	START-UP ACTIVITIES				
2.1.1	Communication Strategy	CS shared with LP and PP	<i>1 draft</i>		E-CHAIN_Communication_Strategy.pdf
2.1.2.	Communication Plan	CP shared with LP and PP	<i>1 draft</i>		E-CHAIN_Communication_Plan.pdf

¹ Please consult the Application Form for concrete indicators per action (e.g. number of websites' visitors, number of press releases, number of attendants to events, number of brochures etc.).

Nota Bene: the proposed outputs entered in this table are **only indicative**. Partners may add others, modify or erase.

² Please consult the Communication Plan for concrete name and typology of already identified stakeholders. You are free to define also new stakeholders.

³ Please list the material to be attached to the present report so as to justify action's implementation (e.g. participants' lists, brochures, copies of press releases, photos, videos, etc.), then show them in the Part 2. Annexes

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.1.3.	Tools for coordinated E-CHAIN image	Tools for publications like event invitations, letterhead, watermark, leaflets, roll-up are proposed and designed by WP2. A poster have been designed and each partner placed it at its headquarters' location.	<i>10 posters</i>	General public	Photo from all PP's' premises
2.1.4	E-CHAIN Kick-Off Meeting	Coordination of activities	<i>1 meeting held</i>		Photos, Agenda, Invitation, PPT presentations, participants' list.
2.2.	MEDIA RELATION AND PUBLICATIONS				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.1.	Publication in selected journals and conferences	Dissemination of project outputs and results at international level through participation, presentation and publication in well-respected journals and conferences (at national, IT-HR and EU level).		General public, enterprises, education and training organizations, universities and research institutes, local media	

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.2.	E-CHAIN Campaign on media	<p>Initiatives are promoted by PPs through local media, mainly TV, press agencies and specialized web portals.</p> <p>Newspaper Novi List - Prekogranična suradnja omogućava razmjenu istraživačkih iskustava</p>	1 publications	General public	Screenshot of newspaper article.

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.3.	Project leaflets	Each PP produced 100 project leaflets in Italian, Croatian and English language.	Each PP produced 100 project leaflets in Italian, Croatian and English language and distributed in occasion of organized events and meetings	General public	Photo showing the material from PP's
2.2.4.	Project roll-up	Project roll-up have been produced by UNIRI	1 roll-up produced and exposed at University of Rijeka, Faculty of Maritime Studies	General public, universities	Photo showing exposed roll-up
2.2.5.	Project gadgets		n. ___ copies produced and n. ___ distributed in occasion of ____		Photo showing the material
2.3	DIGITAL ACTIVITIES				

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.1.	E-CHAIN website on IT-HR web platform	Main information and news about E-CHAIN project were uploaded onsite. Gathered information from PPs (logo and descriptions of project partner organizations) and uploaded on E-CHAIN project website.	<i>4 project news and 2 project events published on E-CHAIN project website</i>	General public	https://www.italy-croatia.eu/web/e-chain
2.3.2.	E-CHAIN website on IT-HR web platform management		<i>4 News 2 Events 128 Sessions 92 Users 217 Pages seen</i>	General public	E-chain - Google Analytics report 01.pdf (downloaded from Google Analytics website showing the traffic of project website).

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.3.	E-CHAIN social media strategy	A document based on general and specific objectives set in 2.1.2, setting social media channels, messages and metrics to reach Target Groups through different Social media.	<i>1 draft</i>	General public	E-CHAIN_social_media_strategy.pdf

2.3.4.	E-CHAIN social media tools management	<p>Started social media campaign.</p> <p>Created 1 Facebook, 1 Twitter and 1 YouTube account and page – uploading of the news and information related to E-CHAIN project activities and maritime transport in general.</p> <p>The social media tools will be constantly animated with project news, videos, pictures and general information in order to raise</p>	<p><i>PER EACH PROJECT DEDICATED OPENED SOCIAL MEDIA:</i></p> <p><i>n. ___ posts/week</i></p> <p><i>n. ___ of group members</i></p> <p><i>n. ___ likes to the posts</i></p> <p><i>n. ___ comments to the posts</i></p> <p><i>n. ___ ad hoc short videos produced and shared</i></p> <p><i>n. ___ infographics produced and shared</i></p>	General public	<p>https://www.facebook.com/E-chain-114115730335003</p> <p>https://twitter.com/echain_interreg</p> <p>https://www.youtube.com/channel/UckKrVHmCnifECAXskij12tw</p>
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COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
		awareness and increase knowledge about project activities and results.			

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.5.	PPs institutional websites E-CHAIN publicity	Setting up PP institutional websites about the project	<i>10 published PP institutional websites about the project</i>	General public	<p>URL's from all PP's institutional websites:</p> <p>https://www.comune.ancona.gov.it/ankonline/progetto-e-chain-programma-interreg-v-a-italia-croazia/</p> <p>https://www.amatori.com/it/e-chain/the-project</p> <p>https://www.gmtspa.com/international-project/</p> <p>https://www2.units.it/orts/projects.html</p> <p>http://www.rathmann.hr/en/Home/News.aspx</p> <p>http://www.brusutti.com/e-chain.html</p> <p>https://prosoftri.com/echain</p> <p>https://www.split.hr/gradska-uprava/gradski-projekti/detalj-projekta/e-chain-enhanced-connectivity-and-harmonization-of-data-for-the-adriatic-intermodal-network</p> <p>https://www.jadrolinija.hr/hr/schedule/news/2021/03/31/eu-projekt-e-chain-smjer-prema-boljoj-povezanosti-i-kvalitetnijoj-usluzi</p> <p>https://www.pfri.uniri.hr/web/hr/projekti/aktivni/01-2019/E-CHAIN.pdf</p>

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.6.	Mid-term Communication report	Dissemination of communication project activities and results.	<i>1 draft</i>		D 2.3.6– Mid-term Communication report.pdf
2.3.7.	Final communication report	Dissemination of communication project activities and results.			
2.4	PUBLIC EVENTS ORGANIZATION				

2.4.1.	Local Public Events	<p>Presenting project actions, objectives and results.</p> <p>E-Chain Stakeholders' online meeting (Venezia) by Brusutti (29.06.2020.)</p>	<p><i>20 of persons registered</i></p> <p><i>n. ___ of persons registered</i></p> <p><i>i.e</i></p> <p><i>n. ___ of cooperatives and social economy actors</i></p> <p><i>n. ___ of SMEs association members</i></p> <p><i>n. ___ of Research centers and Universities representatives</i></p> <p><i>n. ___ of school pupils</i></p> <p><i>n. ___ of high school students</i></p> <p><i>n. ___ of policy makers</i></p>		<p>E-Chain Stakeholders' online meeting (Venezia) by Brusutti:</p> <p>Brusutti 29.06.2020 - E-CHAIN Agenda.pdf</p> <p>Brusutti 29.06.2020 -E-CHAIN_invitation .pdf</p>
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COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
			<i>n. ___ of ESI funds national/regional MA's representatives..</i>		

2.4.2.	Final Conference	Presenting project actions, objectives and results.	<p><i>n. ___ of persons registered</i></p> <p><i>i.e</i></p> <p><i>n. ___ of cooperatives and social economy actors</i></p> <p><i>n. ___ of SMEs association members</i></p> <p><i>n. ___ of Research centers and Universities representatives</i></p> <p><i>n. ___ of school pupils</i></p> <p><i>n. ___ of high school students</i></p> <p><i>n. ___ of policy makers</i></p> <p><i>n. ___ of ESI funds national/regional MA's representatives..</i></p>		<p>Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...</p>
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2.4.4	IT-HR/European Institution public events	Presenting project actions, objectives and results.	<p><i>n. ___ of persons registered</i></p> <p><i>i.e</i></p> <p><i>n. ___ of cooperatives and social economy actors</i></p> <p><i>n. ___ of SMEs association members</i></p> <p><i>n. ___ of Research centers and Universities representatives</i></p> <p><i>n. ___ of school pupils</i></p> <p><i>n. ___ of high school students</i></p> <p><i>n. ___ of policy makers</i></p> <p><i>n. ___ of ESI funds national/regional MA's representatives..</i></p>		<p>Photos, Video, Agenda, Invitation, PPT presentations, Event follow-up detailed report, Online/offline satisfaction survey results, Participants' list, Material delivered to attendees (Bag, Pen, USB, Folder, Blocknotes...), promotional material produced for the event purposes...</p>
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PART 2: ANNEXES

COMMUNICATION MATERIAL

List of the communication material produced:

1. E-CHAIN_Communication_Strategy.pdf
2. E-CHAIN_Communication_Plan.pdf
3. Produced promotional materials: 10 posters with photos from all PP's' premises
4. E-CHAIN Kick-Off Meeting materials (photos, Agenda, Invitation, PPT presentations, participants' list)
5. Newspaper Novi List - Prekogranična suradnja omogućava razmjenu istraživačkih iskustava (Photo - D2.2.2 Novi_list_Prekogranična suradnja omogućava razmjenu istraživačkih iskustava.jpg)
6. Project leaflets
7. Project roll-up
8. E-chain - Google Analytics report 01.pdf (downloaded from Google Analytics website showing the traffic).
9. E-CHAIN_social_media_strategy.pdf
10. E-Chain Stakeholders' online meeting (Venezia) by Brusutti: Brusutti 29.06.2020 - E-CHAIN Agenda.pdf, Brusutti 29.06.2020 -E-CHAIN_invitation.pdf

Notice: all produced materials have been uploaded as deliverables on SIU System.