

D 2.3.6 Final communication report

Activity A. 2.3 Digital activities

June 2022 – Final

Partner: Pp5
Authors: Ogrizovic
Email: dario@uniri.hr

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

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Jun'22	draft	Ogrizovic				draft
Jun'22	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 Final 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 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>final</i>	
2.1.2.	Communication Plan	CP shared with LP and PP	<i>final</i>	

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> <i>2000 leaflets</i> <i>6 roll-ups</i>	General public	Photo from all PP's' premises D 2.1.3. - Tools for coordinated E-CHAIN image.pdf
2.1.4	E-CHAIN Kick-Off Meeting	Coordination of activities	<i>1 meeting held</i>		D 2.1.4 - E-CHAIN Kick-Off Meeting.pdf Photos, Agenda, Invitation, PPT presentations, participants' list.
2.2.	MEDIA RELATION AND PUBLICATIONS				

2.2.1.	Publication in selected journals and conferences	<ol style="list-style-type: none"> 1. Conference mipro 27.05.2022. in Opatija, Croatia (1 scientific paper published and presented): <i>Enhanced Connectivity and Data Harmonization for the Adriatic Intermodal Network</i> 2. My First Conference, 6th Annual PhD Conference on Engineering and Technology, 22 September 	10 papers published	General public, enterprises, education and training organizations, universities and research institutes, local media	D 2.2.1 – Publication in selected journals and conferences.pdf
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		<p>2022, Rijeka (1 scientific paper published and presented): <i>Realization of a modular integrated software for the management of multimodal passenger transport services in port areas</i></p> <p>3. International Conference on Sustainable Transport (SuTra 2022) - 29 Sep–1 Oct 2022, Opatija, Croatia (1 scientific paper</p>			
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		<p>published and presented): <i>Green Travel Planner and Infomobility Modular Software Platform</i></p> <p>4. International Conference on Sustainable Transport (SuTra 2022) - 29 Sep–1 Oct 2022, Opatija, Croatia (1 scientific paper published and presented): <i>E-CHAIN Web Platform for Sustainable Passenger Transport</i></p>			
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		<p>5. Zbornik Veleučilišta u Rijeci (1 scientific paper accepted, under revision): <i>Modularna softverska platforma za učinkoviti i održivi putnički promet</i></p> <p>6. XIII Postgraduate Conference 2022 ESGHT – University of the Algarve of the Polytechnic Institute of Lisbon, 8. July 2022.,</p>			
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		<p>Portugal (1 scientific paper published and presented): <i>From fragmentation to collaboration for cross-border sustainable tourism: The E-CHAIN experience</i></p> <p>7. XXIV – XXV Seminario Scientifico SIDT, June 15.-17. 2022., Genova (1 scientific paper published and presented): May info-</p>			
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		<p>mobility solutions contribute to increase sustainable transport connectivity? Lessons learned from E-Chain project</p> <p>8. Scientific journal: Archivio di studi urbani e regionali (1 scientific paper accepted): <i>E-Chain come modello di mobilità sostenibile per promuovere un flusso sostenibile di</i></p>			
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		<p><i>passengeri nell'area Adriatica</i></p> <p>9. Sixth International Conference on Universal Design, 7th – 9th September 2022., Brescia Italy (1 scientific paper published and presented): <i>Gather travel needs and preferences to customize truly inclusive experiences: The case study of the Interreg</i></p>			
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COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
		<i>E-chain project</i> 10. MDPI Sustainability (1 scientific paper accepted, under revision): <i>An info-mobility platform for sustainable tourism: the E-Chain case study</i>			

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 (21.08.2020.)</p> <p>Specialized web portal - morski.hr (02.04.2021.)</p> <p>Newspaper DULIST - U Dubrovniku predstavljen europski projekt E-CHAIN (26.05.2022.)</p> <p>TV Kanal Ri – daily news (10.06.2022.)</p>	18 publications	General public	<p>D 2.2.2. - E-CHAIN Campaign on media</p> <p>Screenshot of newspaper Novi List article.</p> <p>https://morski.hr/2021/04/02/eu-projekt-e-chain-u-kojem-sudjeluje-jadrolinija-unaprijeden-sustav-prodaje-karata/</p> <p>https://dulist.hr/u-dubrovniku-predstavljen-europski-projekt-e-chain/769384/</p> <p>TV Kanal Ri - https://youtu.be/8ZJeuHmLaRc?t=356</p> <p>https://www.novilist.hr/more/jadrolinija-predstavila-platformu-e-chain-za-odrzivu-mobilnost-na-jadranskom-podrucju/</p> <p>https://lidermedia.hr/ukratko/jadrolinija-platforma-e-chain-za-odrzivu-mobilnost-na-jadranskom-podrucju-143345</p> <p>https://pomorac.hr/2022/06/13/jadrolinija-predstavila-platformu-e-chain-za-odrzivu-mobilnost-na-jadranskom-podrucju/</p> <p>https://www.zadarskilist.hr/clanci/10062022/jadrolinija-predstavila-platformu-e-chain-za-odrzivu-mobilnost-na-jadranskom</p> <p>https://morski.hr/2022/06/10/jadrolinija-platforma-e-chain-za-odrzivu-mobilnost-na-jadranskom-podrucju/</p> <p>https://jadranski.hr/2022/06/10/predstavljena-platforma-e-chain-inovativno-rjesenje-za-odrzivi-protok-putnika-izmedu-italije-i-hrvatske-na-jadranu/</p>
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	<p>Newspaper Novi List and web portal - Jadrolinija predstavila platformu E-Chain za održivu mobilnost na jadranskom području (10.06.2022.)</p> <p>News magazine Lider and web portal - Platforma E-CHAIN za održivu mobilnost na jadranskom području (10.06.2022.)</p> <p>Specialized web portal - pomorac.hr (13.06.2022.)</p> <p>Newspaper Zadarski list and web portal - Jadrolinija predstavila platformu E-Chain za održivu mobilnost na jadranskom području (10.06.2022.)</p>		<p>https://www.hgk.hr/grad-split-uspjesno-realizirao-projekt-e-chain-interreg-italija-hrvatska-na-temu-intermodalnog-i-odrzivog-transporta</p> <p>https://lidermedia.hr/ukratko/grad-split-uspjesno-realizirao-projekt-e-chain-interreg-italija-hrvatska-na-temu-intermodalnog-i-odrzivog-transporta-143674</p> <p>http://kvarnerski.com/rijeka-odrzana-zavrсна-konferencija-projekta-e-chain/</p> <p>https://www.unive.it/pag/18702/?tx_news_pi1%5Bnews%5D</p> <p>https://www.comuneancona.it/ankonline/ankonmagazine/2022/06/30/progetto-e-chain-alla-mole-per-il-trasporto-intermodale-per-i-passeggeri-nelle-aree-portuali/</p> <p>https://www.tmnotizie.com/progetto-e-chain-per-il-trasporto-intermodale-dei-passeggeri-in-area-portuale-presentato-alla-mole-vanvitelliana/</p> <p>https://www.marchenotizie.it/progetto-e-chain-per-il-trasporto-intermodale-dei-passeggeri-in-area-portuale-presentato-alla-mole-vanvitelliana/2022/06/30/143291/</p> <p>https://247.libero.it/rfocus/48959629/6/progetto-e-chain-per-il-trasporto-intermodale-dei-passeggeri-in-area-portuale-presentato-alla-mole-vanvitelliana/</p> <p>https://www.adriaeco.eu/2022/07/01/e-chain-una-piattaforma-per-la-gestione-dei-servizi-di-trasporto-intermodale-per-i-passeggeri-nelle-aree-portuali/</p>
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		<p>Specialized web portal - morski.hr (10.06.2022.)</p> <p>Specialized web portal - jadranski.hr (10.06.2022.)</p> <p>The Croatian Chamber of Economy web portal (30.06.2022.)</p> <p>News magazine Lider and web portal - Grad Split uspješno realizirao projekt E- Chain, Interreg Italija- Hrvatska na temu intermodalnog i održivog transporta (30.06.2022.)</p> <p>Web portal - Kvarnerski.com (05.07.2022.)</p> <p>Università Ca' Foscari - I dati al servizio del</p>			
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		<p>trasporto intermodale e del turismo: l'esperienza di S.L.I.DES incontra il progetto E-CHAIN (23.06.2022.)</p> <p>Ankonmagazine - Progetto E-Chain alla Mole per il trasporto intermodale per i passeggeri nelle aree portuali (30.06.2022.)</p> <p>TM notizie - ultime notizie di OGGI, cronaca, sport - Progetto E-Chain per il trasporto intermodale dei passeggeri in area portuale presentato alla Mole Vanvitelliana (30.06.2022.)</p> <p>Marche notizie - Progetto E-Chain per il trasporto intermodale</p>			
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COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
		<p>dei passeggeri in area portuale presentato alla Mole Vanvitelliana (30.06.2022.)</p> <p>24x7 Libero - Progetto E-Chain per il trasporto intermodale dei passeggeri in area portuale presentato alla Mole Vanvitelliana (30.06.2022.)</p> <p>Adriaeco - E-Chain, una piattaforma per la gestione dei servizi di trasporto intermodale per i passeggeri nelle aree portuali (01.07.2022.)</p>			

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.3.	Project leaflets	Each PP produced 200 project leaflets in Italian, Croatian and English language.	Each PP produced 200 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 D 2.2.3. - Project leaflets.pdf
2.2.4.	Project roll-up	6 project roll-up have been produced by PP who hosted local public events and final conference	6 roll-up produced and exposed at local public events and final conference	General public, universities	Photo showing exposed roll-up D 2.2.4. - Project roll-up.pdf

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.2.5.	Project gadgets	1100 project gadgets have been designed, developed, presented and distributed to target groups and to participants at local public events and conferences	n. 1100 copies produced and n. 1100 distributed in occasion of 6 local public events and 1 final conference		Photo showing the material D 2.2.5. - Project gadgets.pdf
2.3	DIGITAL ACTIVITIES				
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>20 project news and 10 project events published on E-CHAIN project website</i> <i>872 Sessions</i> <i>734 Users</i>	General public	https://www.italy-croatia.eu/web/e-chain D 2.3.1. E-CHAIN website on IT-HR webplatform management E-chain - Google Analytics report - final.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
2.3.2.	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>2 final</i>	General public	D 2.3.2. - E-CHAIN social media strategy.pdf D 2.3.2 - E-CHAIN social media strategy_update.pdf

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.3.	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 awareness and increase knowledge about project activities and results.</p>	<p><i>PER EACH PROJECT DEDICATED OPENED SOCIAL MEDIA:</i></p> <p><i>n. 1 posts/week</i></p> <p><i>n. 35 of group members</i></p> <p><i>n. 70 likes to the posts</i></p> <p><i>n. 10 comments to the posts</i></p> <p><i>n. 5 ad hoc short videos produced and shared</i></p> <p><i>n. 0 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> <p>D 2.3.3. E-CHAIN social media tools management.pdf</p>

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
2.3.4.	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>D 2.3.4. PPs institutional websites E-CHAIN publicity.pdf</p> <p>URL's from all PP's institutional websites:</p> <p>https://www.comuneancona.it/category/amministrazione/uffici/programmi-comunitari/progetti-in-corso/</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
2.3.5.	Mid-term Communication report	Dissemination of communication project activities and results.	<i>1 final</i>		D 2.3.5 - Mid-term Communication report.pdf
2.3.6.	Final communication report	Dissemination of communication project activities and results.	<i>1 final</i>		D 2.3.6. - Final communication report.pdf
2.4	PUBLIC EVENTS ORGANIZATION				

2.4.1.	Local Public Events	<p>Public local dissemination events in Ancona hosted by LP, Dubrovnik hosted by PP9, Venice hosted by PP2, Split hosted by PP8, Trieste hosted by PP4, Rijeka hosted by PP7</p> <p>Presenting project actions, objectives and results.</p>	<p><i>200 of persons registered</i></p> <p><i>n. 2 of cooperatives and social economy actors</i></p> <p><i>n. 10 of SMEs association members</i></p> <p><i>n. 5 of Research centers and Universities representatives</i></p> <p><i>n. 2 of policy makers</i></p> <p><i>n. 2 of ESI funds national/regional MA's representatives.</i></p>		<p>D 2.4.1 – Local Public Events_Ancona.pdf</p> <p>D 2.4.1 – Local Public Events_Dubrovnik.pdf</p> <p>D 2.4.1 – Local Public Events_Venice.pdf</p> <p>D 2.4.1 – Local Public Events_Split.pdf</p> <p>D 2.4.1 – Local Public Events_Trieste.pdf</p> <p>D 2.4.1 – Local Public Events_Rijeka.pdf</p>
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2.4.2.	Final Conference	<p>Final Conference in Rijeka, 9 – 10 June 2022 hosted by PP7</p> <p>Presenting project actions, objectives and results.</p>	<p><i>n. 30 of persons registered</i></p> <p><i>n. 3 of cooperatives and social economy actors</i></p> <p><i>n. 7 of SMEs association members</i></p> <p><i>n. 4 of Research centers and Universities representatives</i></p> <p><i>n. 2 of policy makers</i></p> <p><i>n. 1 of ESI funds national/regional MA's representatives..</i></p>		<p>D 2.4.2. - Final Conference.pdf</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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2.4.3	IT-HR/European Institution public events	<p>Joint Online Communication Event (E-CHAIN, ICARUS and MIMOSA)</p> <p>New intermodal services for sustainable mobility between Italy and Croatia, 23rd September 2021</p> <p>Joint Online Communication Event (E-CHAIN, GUTTA and METRO)</p> <p>Improving the sustainability of maritime transport in the Adriatic Sea, 19 October 2021</p>	<p><i>n. 100 of persons registered</i></p> <p><i>n. 10 of cooperatives and social economy actors</i></p> <p><i>n. 20 of SMEs association members</i></p> <p><i>n. 5 of Research centers and Universities representatives</i></p> <p><i>n. 5 of policy makers</i></p> <p><i>n. 7 of ESI funds national/regional MA's representatives..</i></p>		<p>D 2.4.3 - Participation to IT-HR-European Institution public events_23092021.pdf</p> <p>D 2.4.3 - Participation to IT-HR-European Institution public events_19102021.pdf</p> <p>D 2.4.3 - Participation to IT-HR-European Institution public events_22102021.pdf</p> <p>D 2.4.3 - Participation to IT-HR-European Institution public events_10062022.pdf</p>
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COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS ¹	STAKEHOLDERS ADDRESSED ²	MATERIAL ATTACHED ³
	<p>Alpe-Adria Clean Transport Alliance (AaCTA) workshop, funded by the European Climate Initiative (EUKI)</p> <p>Good practices in decarbonization of local road traffic and opportunities for local governments, Split, 22nd October 2021</p> <p>Interreg IT-HR project Sutra and E-CHAIN</p> <p>Croatian and Italian projects of intermobility, Solin, 10th June 2022</p>			

PART 2: ANNEXES

COMMUNICATION MATERIAL

List of the communication material produced:

1. D 2.1.1. E-CHAIN Communication Strategy
2. D 2.1.2. Communication Plan
3. D 2.1.3. Tools for coordinated E-CHAIN image
4. D 2.1.4. E-CHAIN Kick-Off Meeting
5. D 2.2.1. Publication in selected journals and conferences
6. D 2.2.2. E-CHAIN Campaign on media
7. D 2.2.3. Project leaflets
8. D 2.2.4. Project roll-up
9. D 2.2.5. Project gadgets
10. D 2.3.1. E-CHAIN website on IT-HR webplatform management
11. D 2.3.2. E-CHAIN social media strategy
12. D 2.3.3. E-CHAIN social media tools management
13. D 2.3.4. PPs institutional websites E-CHAIN publicity
14. D 2.3.5. Mid-term Communication report
15. D 2.3.6. Final communication report

16. D 2.4.1. Local Public dissemination Events
17. D 2.4.2. Final Conference
18. D 2.4.3. Participation to IT-HR/European Institution public events
19. Produced promotional materials: 10 posters with photos from all PP's' premises
20. E-CHAIN Local Public Events and final conference materials (photos, Agenda, Invitation, PPT presentations, participants' list)
21. Project leaflets
22. Project roll-up
23. Project gadgets
24. E-chain - Google Analytics report - final.pdf (downloaded from Google Analytics website showing the traffic).

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