

D.2.4.5 Local public events for the inauguration of the multimodal transport services (1 for each PP)

Project details

PROJECT ACRONYM	SUTRA
PROJECT FULL TITLE	SUSTAINABLE TRANSPORT IN ADRIATIC
	COASTAL AREAS AND HINTERLAND
AXIS	Maritime transport
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
START DATE	01.01.2019
END DATE	30.06.2022

Deliverable details

WORK PACKAGE	WP2 - Communication activities	
ACTIVITY NUMBER	2.4 - Events	
PARTNER IN CHARGE	PP6 - Town of Porec-Parenzo	



OTHER PARTNERS INVOLVED /
STATUS Final
DISTRIBUTION Public
DATE 16.12.2021

To inaugurate the new transport service, PP7 has organized a small event as a formal inauguration on 16 December 2021. Due to COVID-19 epidemiological measures on assemblies then in force in the state, PP7 could not invite many guests, but has instead decided to reach the masses by doing extensive promotional activities. During the inauguration event, PP7 has recorded a promotional video and has paid a Facebook add to make the video reach as many people as possible. The link to the promotional video has been forwarded to the WP2 Leader in order to be shared on the official SUTRA social media channels. Prior the event, PP7 has printed posters with







timetable and has put them on bulletin boards all over town. PP7 has also ordered leaflets indicating the timetable and has distributed those leaflets to local schools, associations, public institutions, etc. The banner leading to the timetable has been published on three local/regional news portals.





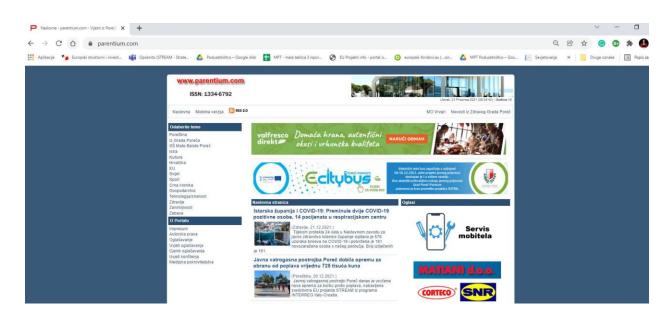


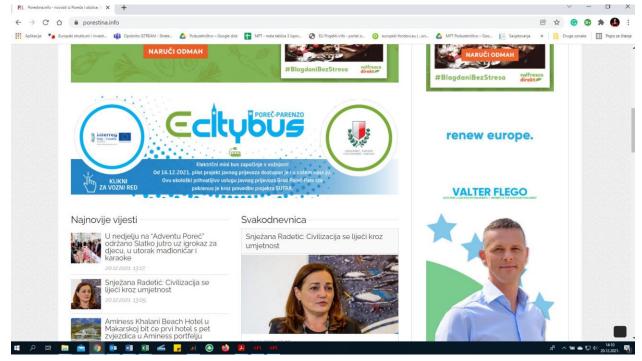














Pokrenuto: prosinca 2021.

