CREATE

COMMUNICATION & EDITORIAL PLAN

Deliverable 2.2.1.

Work Package 2
Activity 2.2

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1. Introduction and overall strategy

1.1. Project general description

Climate Responses for the AdriaTic rEgion (CREATE) is a cluster project in the Interreg IT-HR Programme, built on the foundations of several previously completed projects. It aims to provide systematic analysis and overview of the knowledge created during the implementation of these projects in order to improve accessibility to this knowledge for different target groups in the project area (Italy-Croatia). In this manner, CREATE will contribute to the development of good conditions for climate action and systemic ecological transition needed.

CREATE cluster projects are the following: Adriadapt, CHANGE WE CARE, Joint_SECAP, RESPONSe and READINESS. In addition, partner institutions proposed the following other Standard or Standard + projects to be included in the CREATE network: AdriaClim, ASTERIS, IDEAL, ECOSS, FIRESPILL, SOUNDSCAPE, STREAM, WATERCARE, CO-EVOLVE and COASTGAP.

Moreover, CREATE builds on one of the results of the CHANGE WE CARE project, namely on the 'Joint Action Plan'. This plan was triggered with the desire to accelerate climate action and ecological transformations in two countries. Its objectives are reducing duplications and overlapping, increasing synergies, improving focusing on priority needs and creating a favourable environment for climate action. In addition to previously mentioned projects, the following projects will join the CREATE family through the Joint Action Plan: CREW, MoST, Net4mPlastic, PMO-GATE and Safer PLACES.

In this manner, CREATE cluster aims to collect and disseminate outputs from more than 15 projects and more than 100 partners tackling adaptation to climate change in the coastal areas of the Adriatic basin.

1.2. Summary of the project's Communication and Editorial Plan

Communication and editorial plan describe specific activities for outreach and dissemination of the results and knowledge generated within and beyond the CREATE cluster to various target groups. The report is a reference document defining the strategy and approach to be implemented in the project for effective communication and outreach activities. It includes the definition of key target groups and the main communication channels identified to reach them. The plan is designed to be flexible and adaptive, and will be shaped by the information and results as they unfold during the project lifetime as reported in the future updates.

The CREATE communication and editorial plan relies on a strategy that aims to focus on stakeholders in Italy, Croatia and beyond which are recognized as important for adaptation to climate change and for climate action in general. Likewise, it aims to inform the media and the general public about the cluster projects achievements, as well as the relevant stakeholders and policy-makers.

To achieve its objectives, the communication plan foresees the development and application of a series of tools and activities designed to:

- review the outputs of the cluster projects and beyond, as part of the WP3 activities, in order to find the most promising results for replication, innovative actions and breakthrough ideas that hold most potential for change towards adaptation, resilience and sustainability;

- prepare the findings and key messages for a wide audience, reaching stakeholders outside of the project networks;
- with the use of Exploitation plan and the Adaptation Handbook development process, activate the project community to define, promote, and implement a fruitful exchange of information, data and success stories regarding climate change adaptation and mitigation to a wide audience;
- enhance the high multidisciplinary level of actors involved in the project activities (including local, regional and national public authorities and related entities, regional and local development agencies, environmental agencies, regional associations, NGOs, Academia and other R&D institutions, business companies, media and all potentially interested stakeholders);
- maximise the impact of the project and prepare and support the adoption of the results by the different target groups;
- ensure the continuous availability of information and exchange of data regarding CREATE activities and outcomes for the local stakeholders and the wider community in Italy and Croatia with the aim of establishing a coastal adaptation community of practice and ensuring sustainability of the project results in the long run.

The CREATE communication activities will involve all consortium partners, but the lead will be provided with the professional internal and external experts in public communications, including journalism, marketing and advertising. The project partners will assist in searching for the right messages to be communicated outside and beyond the cluster projects. The original authors of the results and ideas will assist the communication experts to jointly produce messages for wide dissemination. Once communication messages are produced the CREATE cluster partners will join the dissemination. In this manner, tailor-made messages for wide dissemination will allow capitalising on the vast results produced by the project cluster and the additional partners, including those previously gathered through the Joint Action Plan.

The Communication section of this document details the actions and channels for effective communication of the project, tailored to specific target groups.

Defining the target audience is essential to produce impact outside the CREATE consortium. Therefore, the formats, language, and focus of the communication material and activities are conceived and will be further shaped to address the specificities of the identified communication target groups. Table 1 lists the elements of CREATE's communication strategy by diverse target groups, the goal that this communication will achieve, the channels used to communicate effectively, and some preliminary Key Performance Indicators. External target groups were identified already in the GA and include the following target numbers:

1. **General public** (300.000)
2. **Local, regional and national public authorities and related entities** (200)
3. **Regional and local development agencies, environmental agencies, regional associations** (10)
4. **NGOs** (10)

Since the project activities also tackle the academia and R&D institutions, as well as business companies, as important partners for adaptation planning and implementation, two additional target groups were included:

5. **Academia and other R&D institutions**
6. **Business companies**

These target groups are also monitored and reported in the Communication report, and thus represent an added value to the project.

Table 1 CREATE Target groups

Target groups	Goal	Communication & dissemination channels and activities	Key Performance Indicators (KPI)
General public (TG 1)	Establish an effective communication for promoting the project findings to a vast virtual community and raising awareness on climate change	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 300,000
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
Local, regional and national public authorities and related entities (TG 2)	Generate a bi-directional dialogue in order to implement climate change adaptation measures in future coastal plans & governance	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 200
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
		Governance workshops	Number of GWs = 2
Regional and local development agencies, environmental agencies, regional associations (TG 3)	Enhance knowledge and networking needed for accelerating climate action and transition towards sustainability	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 10
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
		Governance workshops	Number of GWs = 2
NGOs (TG 4)	Generate a dialogue for sharing the project results and establish an informal network of NGOs which operate in the field of ecology and climate change adaptation	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 10
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
		Governance workshops	Number of GWs = 2
Academia and other R&D institutions (TG 5)	Create formal and informal networks for sharing the project results and stimulating future research projects related to climate change adaptation	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 100
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
		Governance workshops	Number of GWs = 2

Business companies (TG 6)	Include business companies which operate on the sea and coast in order to raise awareness on climate change adaptation measures and innovative Nature-based Solutions (NbS)	CREATE website	Website created and regularly updated
		CREATE social media channels	Number of total user reach ≥ 10
		Press releases and news	Number of press articles published ≥ 10
		Thursday CREATivE Talks webinars	Number of webinars = 8
		Governance workshops	Number of GWs = 2

The Editorial Plan Overview is available in Annex I of this document. It provides summary information while detailed information about the timing of publishing, topic, channels, and type of content is available for partners on the Google drive.

In addition to the planning description, the Editorial Plan section introduces the Final Editorial Monitoring tool which is used to report on Communication activities.

2. Communication and dissemination overview

2.1. Communication and dissemination actions

The primary communication and dissemination actions that CREATE will undertake are the following:

- design an effective project communication and dissemination strategy;
- identify and establish effective communication channels to the project's stakeholders;
- create communication and dissemination channels, including a project website and selected social media channels to reach different target groups (general public, local, regional and national authorities and related entities and associations, NGOs, academia and businesses);
- communicate the project activities, particularly the CREATE Kick off and Final conferences, Governance workshops, webinars for outreach and widespread know-how transfer, as well as Adriatic Adaptation Award for promotion of good practices;
- create communication and dissemination messages, aligned with the exploitation plan and the Adaptation Handbook preparatory activities, including interviews;
- disseminate created messages to the various stakeholders and local end-users in the coastal zones and related audiences, and support replication at the local level;
- disseminate the project findings and support transfer of know-how at the international level, exploiting the various networks, such as EUSAIR macro-regional strategy community, UNEP/MAP networks, and other scientific and business networks of the project partners.

2.2. Overview of the Communication and Editorial Plan

A list of the major dissemination events planned for the CREATE project lifetime is shown below. Some dissemination activities will be organised in the occurrence of specific events, both at the local/national and the international level, prepared as back-to-back or side events during conferences (and relevant workshops), such as the EUSAIR Thematic Steering Groups of EUSAIR on specific topics (e.g., MSP) or annual forum of EUSAIR.

Project communication and dissemination materials will be tailored to local needs of the different stakeholders in the programme regions and relevant target groups to ensure effective communication. Likewise, the local networks of project partners will be used to reach the various stakeholders and end-users most effectively via dedicated presentations of cluster project results. For the communication directed towards the general public, additional activities are planned: selected social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube) are used to release updates about project news and outcomes, aggregate and share a broad scope of information about the different topics covered by CREATE. Details about the social media channels can be found in Section 4.1.2.

Further details of the communication and dissemination plan and associated activities for individual communication channels are presented in the following sections.

2.3. Communication and Dissemination Deliverables and Milestones

Table 2 illustrates the primary communication and dissemination deliverables and milestones, along with major project events. These events will be documented and accompanied by adequate communication activities, in addition to the continuous communication and dissemination activities described in this document.

Table 2 Primary communication and dissemination deliverables & milestones

Project month	Communication/dissemination & exploitation deliverables	Communication/dissemination & exploitation milestones (MS) / important stakeholder meetings
M1	Editorial plan	Online Kick off meeting
M2	CREATE logo	
M3		
M4	D.2.2.2 Visual identity kit CREATE website Editorial plan – first update	Mediterranean Coast Day
M5	D2.2.3 Press release of the Kick off	● Kick off conference 'CREATE the future we need' (Split, Croatia) ● 1st Governance workshop (Split, Croatia) ● Create side event during Interreg IT-HR Annual Event 'Our Shared Blue Basin' (Venice, Italy)
M6	D2.1.3 Registration of the 1st online webinar and availability online	● 1st Thursday CREATivE Talks webinar – 'Financing activities for adaptation to climate change"
M7	D2.1.1 Follow-up report on the Kick off conference D2.1.3 Registration of the 2nd online webinar and availability online	● 2nd Thursday CREATivE Talks webinar – 'The importance of adaptation planning for coastal areas, in relation to the impacts of climate change'
M8	D2.1.3 Registration of the 3rd online webinar and availability online Communication Report D2.2.1 Communication and Editorial plan – second update D3.1.1 Exploitation plan - draft	● 3rd Thursday CREATivE Talks webinar: 'Nature based Solutions and green infrastructure'
M9	D2.1.3 Registration of the 4th online webinar and availability online	● 4th Thursday CREATivE Talks webinar: 'Marine spatial planning' ● 2nd Governance workshop (Abruzzo, Italy)
M10	D2.1.3 Registration of the 5th online webinar and availability online	● 5th Thursday CREATivE Talks webinar: 'Importance and state-of-art of environmental monitoring in the Adriatic'
M11	D2.1.3 Registration of the 6th online webinar and availability online D3.1.2 Inventory of knowledge products - draft D3.1.3 Adaptation Handbook- draft	● 6th Thursday CREATivE Talks webinar: 'Mitigating climate change – essential precondition for adaptation'
M12	D2.1.3 Registration of the 7th online webinar and availability online D3.2.2 Two flagship papers - draft	● 7th Thursday CREATivE Talks webinar: 'Communicating climate action'

M13	D2.1.3 Registration of the 8th online webinar and availability online D2.1.4 Report on participation in at least one EUSAIR thematic steering group D2.1.2 Report from the Final Conference D2.2.5 Publication on media D2.3.1 Project website management D2.3.2 Report on digital communication web-based products D2.3.3 Report on digital communication activities Final Communication Report	● 8th Thursday CREATivE Talks webinar: 'Governance – crucial ingredient for climate friendly societal transformation' ● Final CREATE Conference (Venice, Italy)

3. Visual identity and communication materials

The following section describes the logo and template material used for the communication and dissemination activities. It reflects a common visual identity associated with the project logo (Section 3.1), text, and presentation templates (Section 3.2). In addition, a dissemination kit (Section 3.3) is to be prepared containing a leaflet, poster, rollup, video/teaser project presentation. Throughout the project, screenshots of media coverage, web and social media posts about the project and project results will be regularly archived and reported in the Communication report.

3.1. CREATE Visual Identity and Logo

The horizontal and the primary version of the CREATE logo is shown in the Figure 1 below and is regularly used in all project communication and dissemination activities. Additional versions were designed using only white, black and greyscale, respectively (see Figures 2-4). The font used is Open Sans.

Figure 1 Color

Figure 2 Black-white

Figure 3 Greyscale

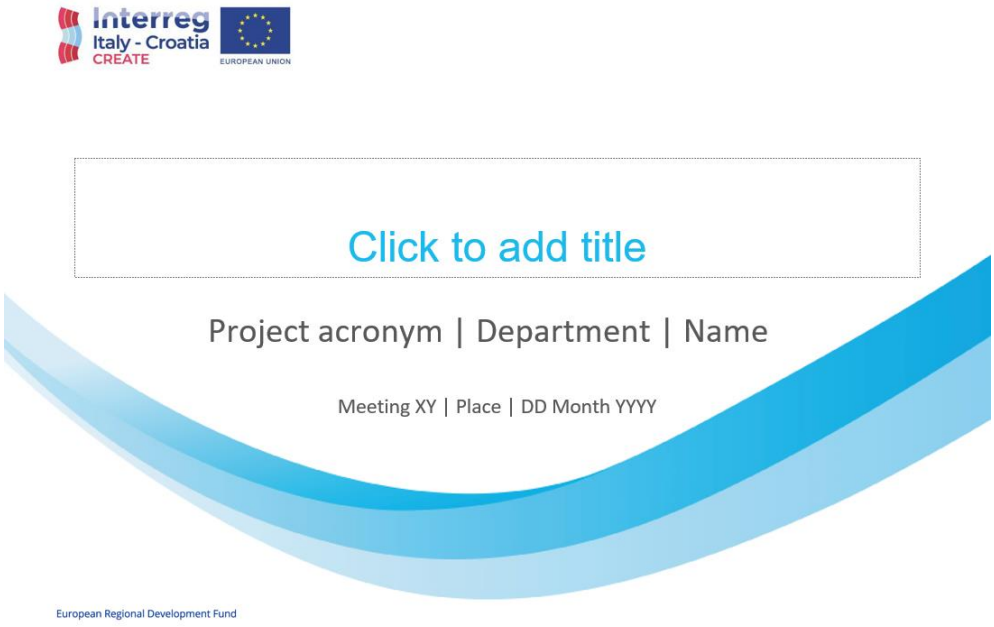
Figure 4 Negative

3.2. CREATE Templates

The presentation template (Figure 5) will be used not only for internal communication at project meetings and reviews but also for the communication and dissemination of project results to external target groups in both countries, e.g., to scientific communities at conferences, local CREATE stakeholders and the general public.

3.2.1. CREATE Presentation template

The key background element is based on the curved blue lines which are enlarged on the title page/slide in order to have a stronger visual impact. All project partners are listed in the presentation template, and EU funding visibility ensured.



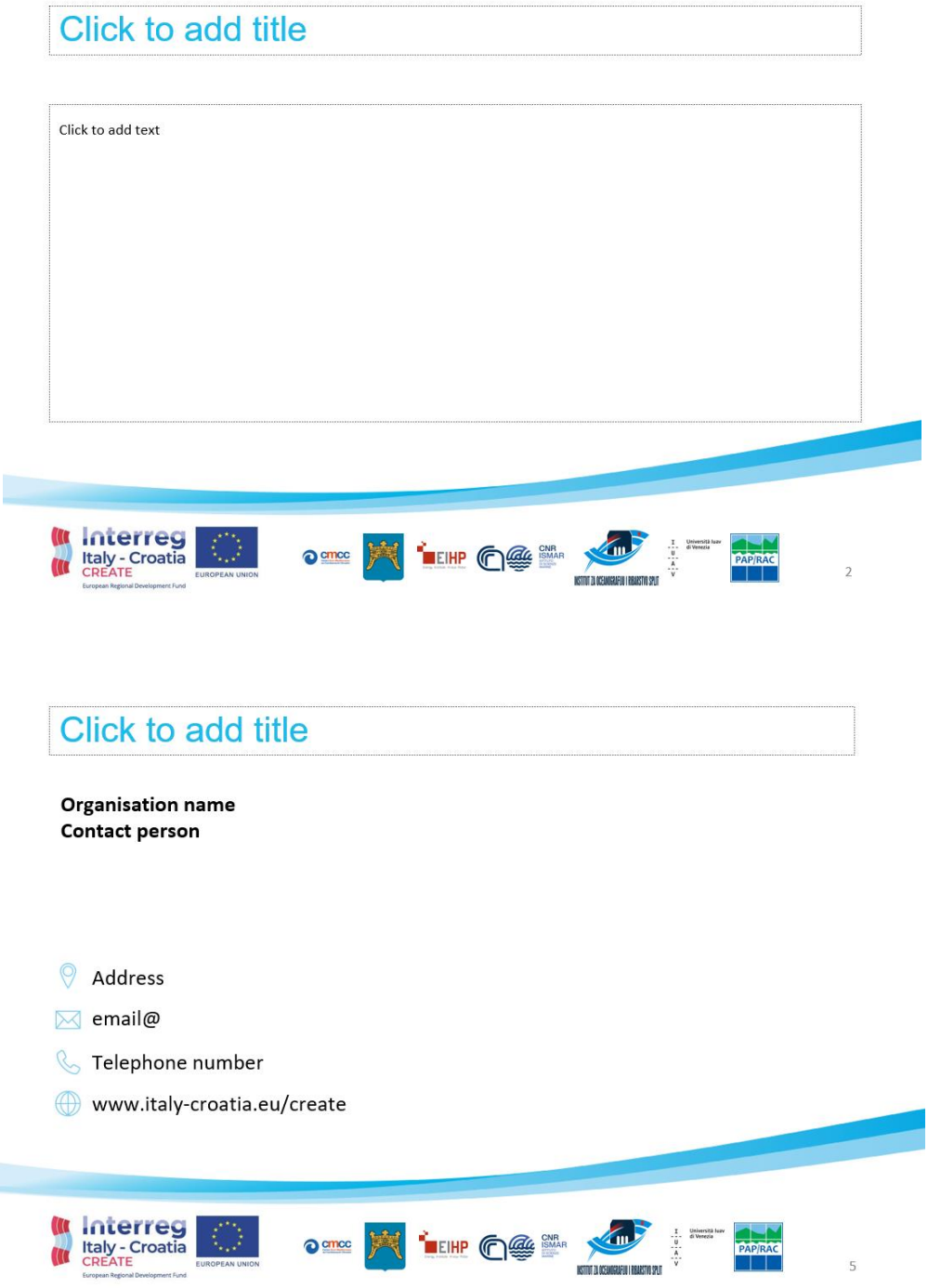


Figure 5 CREATE presentation template (title slide, regular slide and final slide)

3.2.2. CREATE Text documents

The template format for project deliverables follows the Italy-Croatia CBC Programme guidelines.

As part of the communication work, two versions of letterheads (Figure 6) with the project and EU logo were developed, which will also be used for all external communication and dissemination, including press releases.

Figure 6 CREATE letterhead (with footer/no footer)

3.2.3. CREATE Excel spreadsheets

Along with the text document, two versions of Excel spreadsheets (Figure 7) with the project and EU logo were developed in order to be used for external communication and dissemination of numerical data.

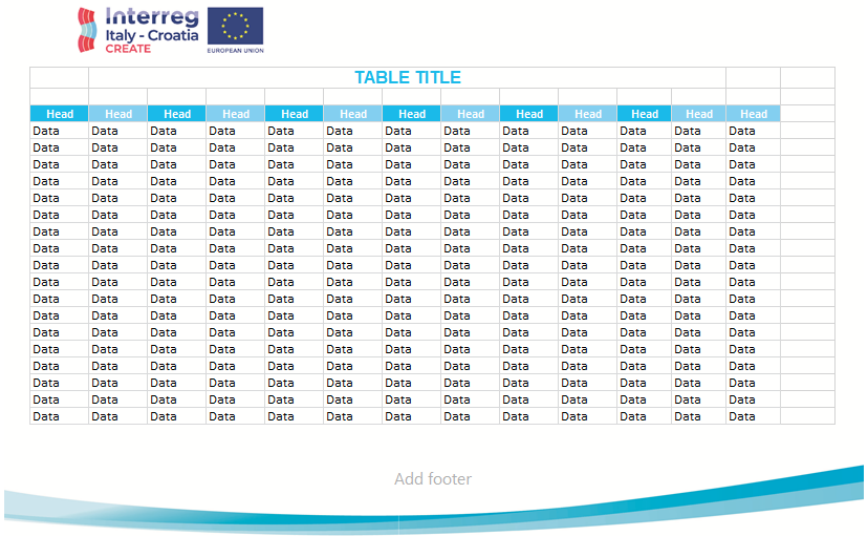


Figure 7 CREATE Excel spreadsheet

3.2.4. CREATE Event Invitation

As part of the dissemination kit, the event invitation template was also designed in line with the project visual (Figure 8). This template is to be used for events communication and dissemination, especially for the project conferences as key stakeholder events.

Figure 8 CREATE event invitation template

3.3. Dissemination kit

3.3.1. CREATE Poster

The project poster (Figure 9) was designed in line with the project visual (Figure 8). All project partners are to showcase the poster at strategic locations in their premises.
The poster summarises and communicates the main project goals & activities and clearly indicates the project timeline, EU funding and the list of project partners.

Figure 9 CREATE poster

3.3.2. CREATE Rollup

The project rollup (Figure 10) is developed as the key visual for 'in-person' project events – workshops and conferences. It summarizes and communicates the main project goals & activities and clearly indicates the project timeline, EU funding and the list of project partners.

Figure 10 CREATE rollup

3.3.3. CREATE Flyer

A 2-page (front and back) factsheet will be prepared to provide a concise and effective summary of CREATE, including information about the consortium, the main objectives, and the expected impact.

3.3.4. CREATE Video/teaser project presentation

Capitalizing on the successful project events and results, a short video will be made to present the project and ensure a wide dissemination by using CREATE website and social media channels, as well as the websites and social media channels of all project partners.

4. Communication and dissemination channels and activities

In order to achieve communication and dissemination that effectively meet the project's objectives, CREATE employs various communication channels and activities using different platforms and instruments to reach diverse target audiences in different contexts, as described below.

4.1. Online Channels

4.1.1. Website

The CREATE project website (www.italy-croatia.eu/create) aims at providing information and updates about the topics, activities, and results of the project to a wide range of users, including CREATE project partners, target groups and all other stakeholders.
Online since September 2022, the website allows an organisation of the content which can be adapted to the needs of the project during its activities. In its start-up version, the website is organised in four sections which are visible on the Home Page (Figure 11):

A) Project summary – highlights the vision and mission of the project and provides information on the general concept and facts (i.e., timeline, EU funding, number of project partners),
B) Partnership - introduces the partner institutions contributing to CREATE and provides contact information and geographic location (map),
C) News & events - the most dynamic areas of the website: they collect updates on activities and events such as workshops, conferences, etc. This section is populated as CREATE activities develop during the project; it is intended to keep track of all the initiatives related to the project or in which the project is involved. The registration of the events will be added to the events announcements.
D) Docs & Tools – resembles all project deliverables, documents and tools proposed for replication.
E) Multimedia – to be updated with project video content, including the registrations of the project events.

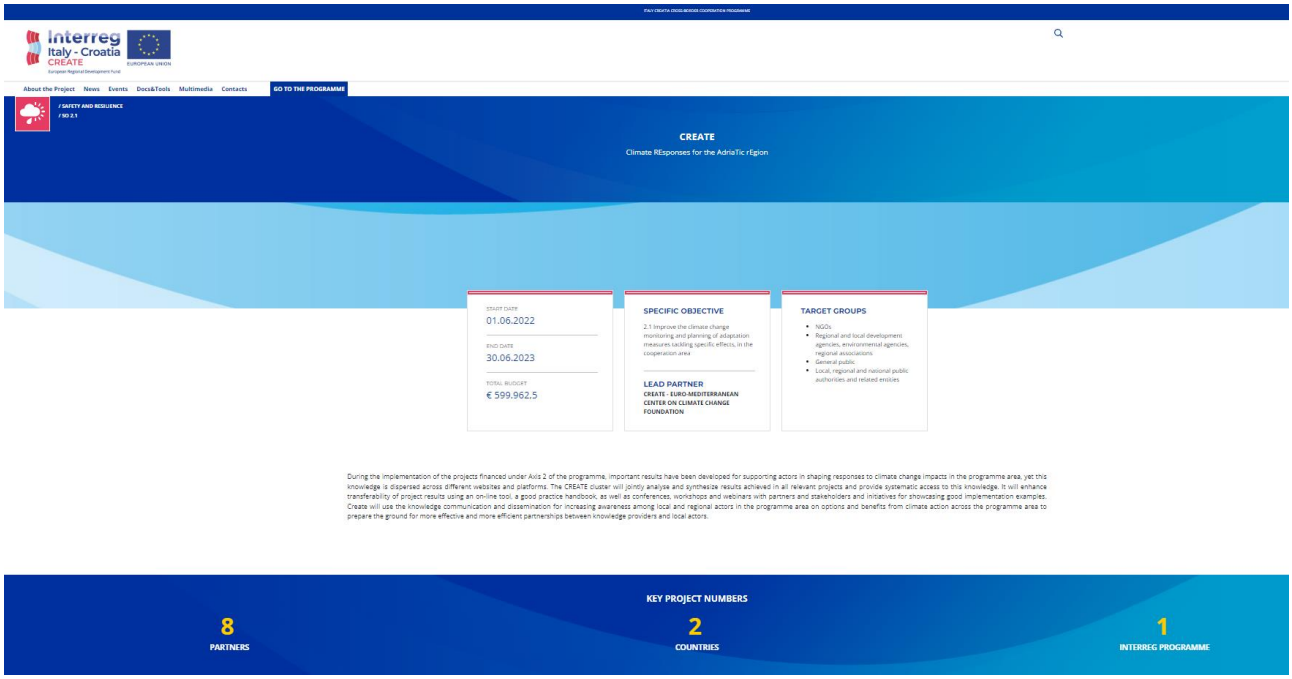


Figure 11 CREATE webpage

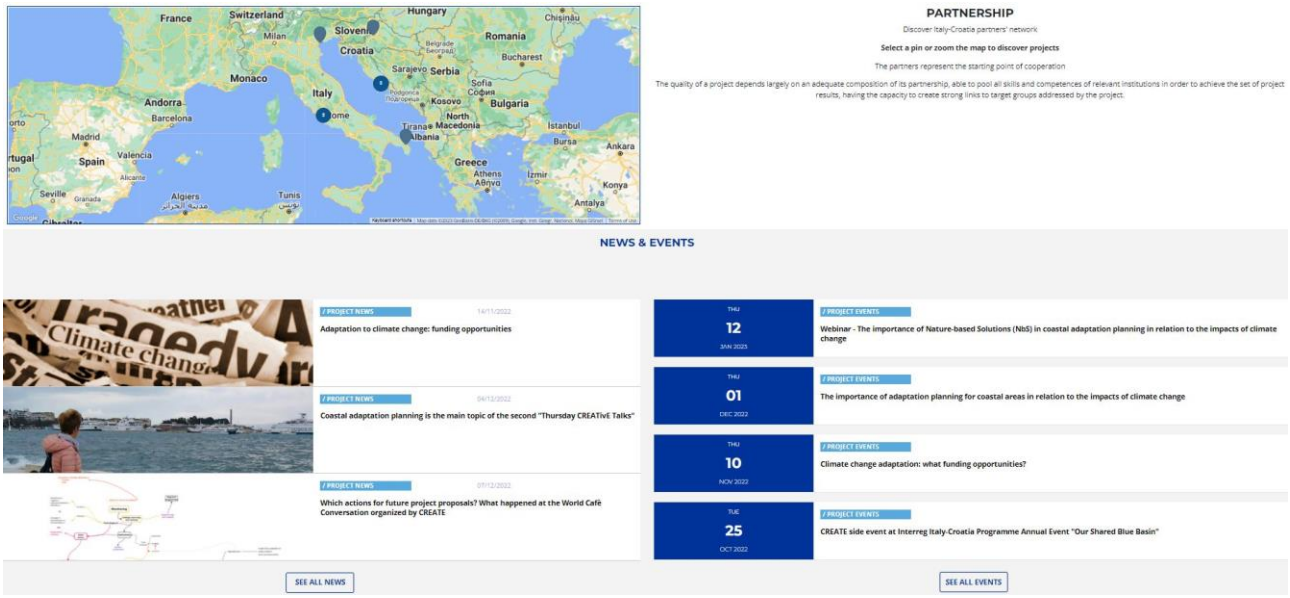


Figure 12 CREATE webpage Partnership/News & Events

4.1.2. Social media channels

Social media are valuable platforms for the dissemination and communication of content produced through project activities. They are particularly functional for broader circulation of messages for better dissemination of research results, especially to groups interested in the CREATE topics, such as the project stakeholders.

Moreover, a further function of social media is to activate and initiate relationships with potentially interested parties with activities/interests similar to those of the project. As they enable dialogue between accounts related to other similar projects, institutions (local/national/European/global), and individuals, social media are the right place to develop and maintain relations that can lead to useful insights.

In September 2022, CREATE has opened accounts on the following social media platforms: Twitter, LinkedIn, Facebook, Instagram, TikTok (Figure 12), as well as on YouTube (CREATE – Climate REsponses for the AdriaTic Region - @createclimateresponses).

Figure 13 CREATE Social media Channels

Twitter is a platform for rapid communication, consisting of short sentences. It requires a very direct type of language for immediate interaction on topics related to the results of the project, for sharing news and other information that is considered interesting, produced directly by the project activities, or coming from the wide area of climate research and application that is of interest to CREATE. Twitter activities will be fast and interactive, thanks to the incorporation of hashtags, and they will target diverse groups with key messages. Interactions on Twitter aim at a diverse audience that includes the general public, experts, academics, universities and national research organisations, public authorities, NGOs, and other local stakeholders.
LinkedIn is used primarily for professional relations, but it also incorporates members of all CREATE target groups. Materials shared through Twitter and the website will also be posted on LinkedIn in order to stimulate social interaction and dissemination of CREATE key messages and activities.
Facebook and Instagram are the most dynamic social media platforms where the project will strive to reach a wide audience using social media advertising and different communication approaches and visual tools as part of a digital campaign – particularly in reference to major project events such as conferences, workshops, and webinars.
TikTok is targeting a younger audience (both professionals and the general public) and requires a specific communication approach. When possible, project videos and other content will be adapted for the TikTok community in order to raise awareness on climate change adaptation.
YouTube channel is created as a depository of key project events' videos – conferences, workshops, and webinars – with the aim to ensure a wide outreach. By enabling video section, AdriAdapt cluster project collected almost 50 videos, while funding was secured for only one. This example of good practice will be applied in CREATE project.

All social media accounts are regularly updated throughout the project. Screenshots, links, and post reach/impression & engagement information are tracked in the Communication monitoring tool, as part of the Communication report.

4.1.3. Partners' Channels

A significant part of CREATE's communication outreach potential relates to the ability to engage the project partners' channels and networks to maximise message dissemination and intensify relationships with target groups. For example, institutional websites, social media, media relations, webinars, and events are all part of the CREATE communication plan having a consistent role in the communication strategies of the project

partners and are opportunities to intensify and enhance the communication capacity of the project. Therefore, the project partners are strongly encouraged by CMCC as the project Lead partner and PAP/RAC as the leader of WP2, to regularly publish project updates on their websites and social media channels in order to promote the project's goals and activities.

Table 3 List of Partners' channels

Partner	Channel
CMCC (LP)	Website
	Facebook
	Instagram
	LinkedIn
	Twitter
EIHP (PP1)	Website
	LinkedIn
IUAV (PP2)	Website
	Facebook
	Instagram
	LinkedIn
	Twitter
CNR (PP3)	Website
	Facebook
	Twitter
	Instagram
	LinkedIn
ABBRUZZO REGION (PP4)	Website
	Facebook
	LinkedIn
	Instagram
	Twitter
PAP/RAC (PP5)	Website
	Facebook
	Twitter
	LinkedIn
IOF (PP6)	Website
	Facebook
	Instagram
	LinkedIn
SPLIT-DALMATIA COUNTY (PP7)	Website
	Facebook
	Instagram
	LinkedIn

4.2. Press Releases

A press release will be developed for each activity with high public relevance – especially for the conferences and governance workshops.
Press releases will be delivered to the media contact list of the different partners to reach out to local/national/EU media and get appropriate coverage, thus contributing to awareness raising among communities interested in the outcomes of the project. The press releases will be drafted in English and translated to national languages.

4.3. Networking Activities

4.3.1. Collaboration with Other Projects and CREATE Liaisons

As WP3 will collate the main achievements from recent and ongoing activities (focusing on cluster projects but including other relevant initiatives focused on the Adriatic region) and provide systematic overview of the knowledge products, WP2 will use the results of WP3 for communicating the key project findings. Envisaged outputs such as Exploitation plan (D3.1.1) which outlines the strategy for capitalising the main achievements of the cluster projects, and the Inventory of knowledge products (D3.1.2) which collect the main knowledge products from previous and ongoing projects (e.g., dataset, tools, methodological approaches, web platforms, case studies etc.) and include the different sources of information (such as guidance, best practice documents, reports from implementation cases, inventories of climate data etc.) will feed the WP2 with the contents for communication. In addition, by collecting relevant data and conducting interviews with the team members of previous and ongoing cluster projects, CREATE will identify outstanding practices on different aspects of adaptation to climate change in the coastal areas in the Adriatic region – which will be presented in the Adaptation Handbook (D 3.1.3), another output of the WP3 which will be used for communication purposes.

Finally, informal liaisons and information sharing through the existing contacts and related projects of the project partners will help build a network of stakeholders and support the wider diffusion of CREATE project activities.

4.4. Flagship Papers

Within the WP3 two flagship papers based on the interactions with the EUSAIR community (e.g., through the Thematic Steering Groups, the EUSAIR Facility Point and the annual EUSAIR Forum) are envisaged (D 3.2.2). They will be prepared by highlighting the contact points between the Strategy Topics and the project/cluster activities, and identify possible outcomes from the latter to be capitalised within the Strategy Pillars.

4.5. Dissemination to Policy Makers

CREATE dissemination aims to present project results to selected public, private, and academic institutions through dedicated governance workshops, conferences, and webinars regarding climate change adaptation, as well as through overall project communication and dissemination through media, CREATE and project partner's websites and social media.

5. KNOWLEDGE TRANSFER

5.1. Webinars

As part of WP3, a series of eight CREATE webinars entitled 'Thursday CREATivE Talks' will be organised for transfer of know-how and direct outreach to all target groups. Each of these webinars will encompass a different topic related to climate change adaptation and mitigation, and involve national experts from both countries as key speakers. Webinars will serve to disseminate knowledge assembled in the Cluster projects and beyond. All webinars will be announced on CREATE and project partner's websites and social media channels. For the announcements a visual will be produced to be used for direct mailing, with the adaptation for different social media, keeping the recognisable design throughout the series.

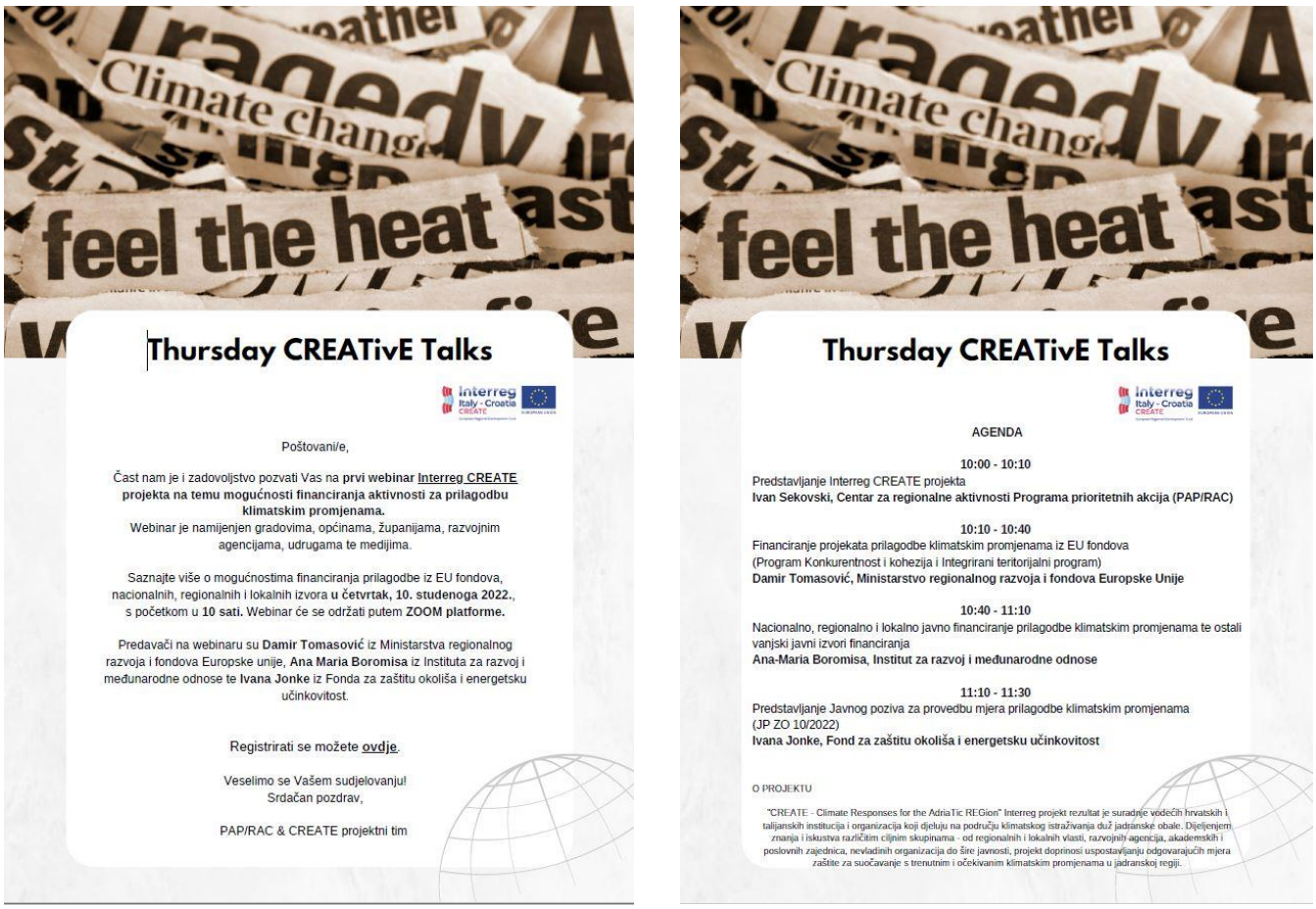


Figure 14 Invitation for 1st Thursday CREATivE Talks

For announcing webinars on the social media channels visuals will be prepared according the social media specificities. Bellow, examples of the solutions for Facebook, Instagram and Twitter may be found.

Figure 15 Visuals for Facebook announcing 3rd Thursday CREATivE Talks

Figure 16 Visuals for Instagram announcing 3rd Thursday CREATivE Talks

Once completed registrations of the webinars will be available on the project website (under events and under multimedia), as well as on the CREATE YouTube channel.

Table 4 Examples of webinars registrations

Webinar	Link
1 a	Financing adaptation to climate change – CRO version
1b	Financing adaptation to climate change – ITA version
2	Coastal planning in the light of the climate crisis

Annex 1

Editorial Plan Overview

June	July	August	September	October	November	Target group	Channels
Web site opening and news about Kick off meeting		Announcing coastal adaptation community	Introducing CREATE cluster project Launching social media profiles			1,2,3,4,5	Project web site, partners web sites, Twitter, LinkedIn, Facebook, Instagram
			Digital campaign announcing conference	Digital campaign promoting conference		1,2,3,4,5	Twitter, LinkedIn, Facebook, Instagram, Direct mailing, project web site, partners web sites
				Kick-off conference		1,2,3,4,5	LIVE/Online
				Press release on the Kick-off Conference	Digital campaign promoting Kick off Conference insights	1,2,3,5	Project web-site, Online/ printed national magazines Facebook, Twitter, LinkedIn, Instagram, project web site, partner web sites
			Celebrating Coast Day dedicated to enhancing coastal resilience	Press releases/articles promoting Kick off Conference insights	Digital campaign announcing webinar 1	1,2,3,4,5	Facebook, Twitter, LinkedIn, Instagram, Direct mailing, project web site, partners web sites
					Webinar no.1	1,2,3	Zoom
					Press releases/articles/ digital campaign promoting webinar insights	1,2,3,4,5	Project web-site, Online/ printed national magazines, Twitter, LinkedIn, Facebook, project web site, partners web sites
					Promoting CREATE at COP27 Sharm El Sheikh		POSTER exposed at the Mediterranean Pavilion Facebook, Twitter, LinkedIn, Instagram

Figure 17 Editorial Plan Overview

Editorial plan is the Excel file and partners can find it in the CREATE G-Drive/CREATE_shared/WP2/Editorial plan.

Annex 2

Communication Monitoring Tool

The Communication monitoring tool serves for reporting communication purposes. Made in the form of an .xls file, it is available for all project partners in the CREATE G-Drive - /WP2/REPORTING_WP2/Monitoring tool template.

Partners are invited to fill in the monitoring tool template for their institution, while PAP/RAC will provide a synthetic file with all communication reporting data assembled.

This file contains individual spreadsheets for communication actions realised through the following channels:

- Media,
- Social media,
- Websites and
- Webinars.

Media

Each media publication is linked with the project activity and output in the Communication report. Since media publications are primarily related to key stakeholder project events such as conferences and workshops, the information on event date, location and responsible partner are provided, along with media title and type, daily circulation/audience, publication date, URL, content type, TV/radio reportage duration and target groups reached.
This classification allows monitoring of Kick off conference and Final conference media coverage, as well as the general media coverage of project activities in national and EU media and in specialised press – as listed in the Communication report.

Social media

Each social media post is linked with the project activity and output in the Communication report. Dissemination activity is monitored using the following dataset: social media channel (indicating the dedicated CREATE social media channels or Partner's social media channels), post publication date, URL, content type, story reach, post/impressions reach, post engagement, number of likes, comments, and shares. The most important social media indicators are – the overall number of project social media posts and post/impressions reach.

Websites

Each website publication is linked with the project activity and output in the Communication report. Dissemination activity is monitored using the following dataset: website ownership (indicating the dedicated CREATE or Partner's website), post publication date, URL, content type, webpage visits and target groups. Webpage visit indicator is to be tracked if possible.

Webinars

Each webinar is linked with the project activity and output in the Communication report, and provides the following data: webinar date and sequence number (webinar edition), title, number of people registered and number of participants – indicating the number of staff members, speakers and all other attendees which are sorted into designated target groups (absolute count/percentage).

Target groups:

1 General public
2 Local, regional and national public authorities and rela
3 Regional and local development agencies, environmer
4 NGOs
5* Academia and other R&D institutions
6* Business companies

COMMUNICATION MONITORING I. - MEDIA

# of PROGRESS REPORT	MONTH - YEAR	# of COMM. ACTION IN THE REPORT	# of ACT.	ACTIVITY TITLE	EVENT DATE	LOCATION	RESPONSIBLE PARNTER(S)	MEDIA	TYPE OF MEDIA	DAILY CIRCULATION/ AUDIENCE	PUBLICATION DATE	URL	CONTENT TYPE	TV/RADIO REPORTAGE DURATION	TARGET GROUPS
1	10-2022	2.1.5 / 2.2.5	3.3	Governance workshop 1	October 21, 2022	Split, Croatia & livestream	County of Split-Dalmatia	dalmacijadanas.hr	regional newsportal	70.000	19.10.2022	Link	event announcement	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	dalmatinskiportal.hr	regional newsportal	70.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	dalmacijanews.hr	local newsportal	25.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	poslovni.hr	national business daily newspaper	60.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	tportal.hr	national newsportal	400.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	kastela.org	local newsportal	25.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	sibenskiportal.hr	regional newsportal	40.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	novilist.hr	regional newsportal	200.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	vecernji.hr	national newsportal	1.500.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	slobodnadalmacija.hr	regional newsportal	1.000.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	juzni.hr	local newsportal	25.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	dalmacijadanas.hr	regional newsportal	70.000	22.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	total-croatia-news.com	national newsportal in english	200.000	21.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	telegram.hr	independent national portal	500.000	20.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	radio.hrt.hr	main national radio broadcast	1.200.000	20.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.2.3 / 2.2.5	2.2	Kick off conference	October 20, 2022	Split, Croatia & livestream	IOR - PAP/RAC	glas-slavonije.hr	regional newsportal	130.000	22.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6
1	10-2022	2.1.5 / 2.2.5	3.3	Governance workshop 1	October 21, 2022	Split, Croatia & livestream	County of Split-Dalmatia	kastela.org	local newsportal	25.000	22.10.2022	Link	event report	N/A	1, 2, 3, 4, 5, 6

MEDIA | SOCIAL MEDIA | WEBSITES | WEBINARS

Figure 18 Communication monitoring tool - Media spreadsheet (1)

Target groups:
1 General public
2 Local, regional and national public authorities and
3 Regional and local development agencies, enviro
4 NGOs
5* Academia and other R&D institutions
6* Business companies

COMMUNICATION MONITORING II. - SOCIAL MEDIA

# of PROGRESS REPORT	MONTH - YEAR	# of COMM. ACTION IN THE REPO	# of AC	ACTIVITY TITLE	SOCIAL MEDIA CHANNEL (PARTNER AND/OR CREATE social media profile)	POST PUBLICATION DATE	URL	CONTENT TYPE	STORY REACH	POST REACH/ IMPRESSIONS	POST ENGAGEMENT	LIKES #	COMMENTS	SHARES #	TARGET GROUPS
1	09-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	25.9.2022	Link	Mediterranean Coast Day celebration	/	53	3	2	0	0	1, 2, 3, 4, 5, 6
1	09-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	30.9.2022	Link	CREATE project announced at the 10th "Anatomy of Islands" symposium	/	49	2	0	0	1	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	13.10.2022	Link	CREATE Kick off conference announcement - CRO post	/	54	6	3	0	1	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	13.10.2022	Link	CREATE Kick off conference announcement - ENG post	/	66	3	2	0	0	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	19.10.2022	Link	Kick off conference - video announcement	/	36	1	0	0	0	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	25.10.2022	Link	Kick off conference report/photos	/	70	29	3	0	1	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	25.10.2022	Link	1st Governance workshop report/photos	/	60	10	4	0	2	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	28.10.2022	Link	Latest UNEP's Emissions report	/	22	0	0	0	0	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	28.10.2022	Link	CREATE Side event at the annual event organized by the Italy – Croatia MA	/	70	22	1	0	0	1, 2, 3, 4, 5, 6
1	11-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	9.11.2022	Link	CREATE project presented at COP27 in Egypt - photo	/	35	1	0	0	0	1, 2, 3, 4, 5, 6
1	11-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	28.11.2022	Link	2nd Thursday CREATivE Talks webinar - announcement - ENG post	/	39	1	0	0	0	1, 2, 3, 4, 5, 6
1	11-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	28.11.2022	Link	2nd Thursday CREATivE Talks webinar - announcement - IT post	/	36	0	0	0	0	1, 2, 3, 4, 5, 6
1	11-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	28.11.2022	Link	2nd Thursday CREATivE Talks webinar - announcement - CRO post	/	63	5	2	0	0	1, 2, 3, 4, 5, 6
1	12-2022	2.3.6	2.3	Digital and web based activities	CREATE LinkedIn	3.12.2022	Link	2nd Thursday CREATivE Talks webinar - announcement - report	/	34	0	0	0	0	1, 2, 3, 4, 5, 6
1	09-2022	2.3.6	2.3	Digital and web based activities	CREATE Twitter	25.9.2022	Link	Mediterranean Coast Day celebration	/	17	2	0	0	0	1, 2, 3, 4, 5, 6
1	09-2022	2.3.6	2.3	Digital and web based activities	CREATE Twitter	30.9.2022	Link	CREATE project announced at the 10th "Anatomy of Islands" symposium	/	18	0	0	0	0	1, 2, 3, 4, 5, 6
1	10-2022	2.3.6	2.3	Digital and web based activities	CREATE Twitter	13.10.2022	Link	CREATE Kick off conference announcement - CRO post	/	14	0	0	0	0	1, 2, 3, 4, 5, 6

MEDIA | SOCIAL MEDIA | WEBSITES | WEBINARS

Figure 19 Communication monitoring tool – Social media spreadsheet (2)

Target groups:

1 General public
2 Local, regional and national public authorities and related en
3 Regional and local development agencies, environmental ag
4 NGOs
5* Academia and other R&D institutions
6* Business companies

COMMUNICATION MONITORING III. - WEBSITES

# of PROGRESS REPORT	MONTH - YEAR	# of COMM. ACTION IN THE REPORT	# of ACT.	ACTIVITY TITLE	WEBSITE (PARTNER AND/OR CREATE website)	POST PUBLICATION DATE	URL	CONTENT TYPE	WEBPAGE VISITS #	TARGET GROUPS
1	7-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	22.7.2022	Link	CREATE project introduction	39	1, 2, 3, 4, 5, 6
1	10-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	13.10.2022	Link	Kick off conference announcement	28	1, 2, 3, 4, 5, 6
1	10-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	20.10.2022	Link	Kick off conference report	26	1, 2, 3, 4, 5, 6
1	10-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	21.10.2022	Link	1st Governance workshop report	20	1, 2, 3, 4, 5, 6
1	11-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	10.11.2022	Link	1st webinar report - CRO_Mogućnosti financiranja aktivnosti za	13	1, 2, 3, 4, 5, 6
1	11-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	29.11.2022	Link	2nd webinar announcement - The importance of adaptation planning for coastal areas, in relation to the	10	1, 2, 3, 4, 5, 6
1	12-2022	2.3.4	2.3.	Digital and web based activities	PAP/RAC website	2.12.2022	Link	2nd webinar report	13	1, 2, 3, 4, 5, 6
1	07-2022	2.3.4	2.3.	Digital and web based activities	CMCC website	22.7.2022	Link	CREATE project page	57	1, 2, 3, 4, 5, 6
1	10-2022	2.3.4	2.3.	Digital and web based activities	CMCC website	11.10.2022	Link	Kick off conference announcement	74	1, 2, 3, 4, 5, 6
1	10-2022	2.3.4	2.3.	Digital and web based activities	CMCC website	17.10.2022	Link	1st Governance workshop announcement	2	1, 2, 3, 4, 5, 6
1	11-2022	2.3.4	2.3.	Digital and web based activities	CMCC website	8.11.2022	Link	1st webinar announcement	25	1, 2, 3, 4, 5, 6
1	11-2022	2.3.4	2.3.	Digital and web based activities	CMCC website	25.11.2022	Link	1st webinar announcement	147	1, 2, 3, 4, 5, 6
1	06-2022	2.3.1	2.3.	Digital and web based activities	CREATE website	14.6.2022	Link	Kick off meeting report		1, 2, 3, 4, 5, 6
1	09-2022	2.3.1	2.3.	Digital and web based activities	CREATE website	6.9.2022	Link	BE PART OF CLIMATE SOLUTIONS WITH CREATE		1, 2, 3, 4, 5, 6

MEDIA | SOCIAL MEDIA | **WEBSITES** | WEBINARS

Figure 20 Communication monitoring tool – Websites spreadsheet (3)

Target groups:		Target value
1	General public	300.000
2	Local, regional and national public authorities and related entities	200
3	Regional and local development agencies, environmental agencies, regional associatior	10
4	NGOs	10
5*	Academia and other R&D institutions	
6*	Business companies	

COMMUNICATION MONITORING IV. - WEBINARS

								PARTICIPANTS			TARGET GROUPS											
# of PROGRESS REPORT	# of COMM. ACTION IN THE REPO	# of ACT.	ACTIVITY TITLE	DATE	# of WEBINAR	WEBINAR TITLE	# PEOPLE REGISTERED	# STAFF	# SPEAKERS	# ATTENDEES	#1	%	#2	%	#3	%	#4	%	#5	%	#6	%
1	2.1.3	2.1.	Online and offline events - Thursday CREATIvE Talks webinars	10.11.2022	1.1.	CRO_Mogućnosti financiranja aktivnosti za prilagodbu klimatskim promjenama	90	6	3	73	/	/	42	57,53	11	15,07	9	12,33	9	12,33	2	2,74
1	2.1.3	2.1.	Online and offline events - Thursday CREATIvE Talks webinars	10.11.2022	1.2.	IT_Adattamento ai cambiamenti climatici: quali opportunità di finanziamento?	107	7	2	60	13	21,70	8	13,30	11	18,30	12	20,00	10	16,70	4	6,70
1	2.1.3	2.1.	Online and offline events - Thursday CREATIvE Talks webinars	1.12.2022	2.	The importance of adaptation planning for coastal areas, in relation to the impacts of climate change	292	9	5	176	4	2,27	47	26,70	31	17,61	12	6,82	67	38,07	15	8,52

MEDIA | SOCIAL MEDIA | WEBSITES | WEBINARS

Figure 21 Communication monitoring tool – Webinars spreadsheet (4)