

CREATE

Report on publication on media

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1. Introduction

This document presents overall publications on media. Publications were mostly published around the milestone events within the project, but there were also some articles about the project itself and its different activities.

2. Kick-off Conference in Split

For the occasion of the Kick-off Conference “CREATE the future we need” a press conference was organized. The press conference was attended by the strongest media representatives, so that prior to and after the Conference 23 media releases (including 2 broadcasts) were published, reaching a wide audience of 7.315.000. The key message of the Kick-off Conference was that there is no time for warnings - we must act now and fight climate change because we are already witnessing its irreversible consequences. In particular, the coastal cities in the Adriatic are facing higher risks due to the expected sea level rise. Out of these publications, 5 were published on specialised portals in Croatia. Figure 1, in the next page, shows data from the Communication Monitoring Tool, where all details about the publications have been provided.

MEDIA	TYPE OF MEDIA	DAILY CIRCULATION/AUDIENCE	PUBLICATION DATE	URL	CONTENT TYPE
dalmatinskiportal.hr	regional newsportal	70.000	21.10.2022	Link	event report
dalmacijanews.hr	local newsportal	25.000	21.10.2022	Link	event report
poslovni.hr	national business daily newspaper	60.000	21.10.2022	Link	event report
tportal.hr	national newsportal	400.000	21.10.2022	Link	event report
kastela.org	local newsportal	25.000	21.10.2022	Link	event report
sibenskiportal.hr	regional newsportal	40.000	21.10.2022	Link	event report
novilist.hr	regional newsportal	200.000	21.10.2022	Link	event report
vecernji.hr	national newsportal	1.500.000	21.10.2022	Link	event report
slobodnadalmacija.hr	regional newsportal	1.000.000	21.10.2022	Link	event report
juzni.hr	local newsportal	25.000	21.10.2022	Link	event report
dalmacijadanas.hr	regional newsportal	70.000	22.10.2022	Link	event report
total-croatia-news.com	national newsportal in english	200.000	21.10.2022	Link	event report
telegram.hr	independent national portal	500.000	20.10.2022	Link	event report
radio.hrt.hr	main national radio broadcast	1.200.000	20.10.2022	Link	event report
glas-slavonije.hr	regional newsportal	130.000	22.10.2022	Link	event report
TV Dalmacija	regional television	50.000	21.10.2022		TV reportage - central daily news
Radio Dalmacija	regional radio station	200.000	21.10.2022		radio reportage
vecernji.hr	national newsportal	1.500.000	4.11.2022	Link	event report

Figure 1. Kick-off Conference related media releases

3. Governance workshops

The next occasion when the media attention was reached was the Governance workshops in Split (October 21, 2022). For this first workshop, six articles were published as announcements and as the event reports in the different media. Out of these articles, two were published in the specialised media. For the second workshop, held in Pescara on March 31, 2023, no media articles were released. In Figure 2, an overview from the Communication monitoring tool is provided, while further below are the links to the articles.

MEDIA	TYPE OF MEDIA	DAILY	PUBLICATION	URL	CONTENT TYPE
dalmacijadanas.hr	regional newsportal	70.000	19.10.2022	Link	event announcement
morski.hr	specialized maritime newsportal	70.000	22.10.2022	Link	event report
morski.hr	specialized maritime newsportal	70.000	19.10.2022	Link	event announcement
kastela.org	local newsportal	25.000	22.10.2022	Link	event report
dalmatinskiportal.hr	regional newsportal	70.000	22.10.2022	Link	event report
dalmacijadanas.hr	regional newsportal	70.000	22.10.2022	Link	event announcement

Figure 2. 1st Governance workshop related media releases

Dalmacijadanas (October 19, 2022):

<https://www.dalmacijadanas.hr/kako-odrzivo-upravljati-plazama-u-uvjetima-podzivanja-razine-mora-uslijed-globalnih-klimatskih-promjena/>

Morski (October 22, 2022):

<https://www.morski.hr/oko-nadohrane-plaza-ni-struka-nema-jedinstveno-misljenje/>

Morski (October 19, 2022):

<https://www.morski.hr/create-governance-workshop-radionica-na-temu-odrzivim-upravljanjem-i-nadohranom-plaza/>

Kastela (October 22, 2022):

<https://www.kastela.org/novosti/aktualnosti/66846-izrazito-dinamicna-rasprava-na-create-radionici-oko-nadohrane-plaza-ni-struka-nema-jedinstveno-misljenje>

Dalmatinskiportal (October 22, 2022):

<https://dalmatinskiportal.hr/vijesti/create-radionica-oko-nadohrane-plaza-ni-struka-nema-jedinstveno-misljenje/148909>

Dalmacijadanas (October 22, 2022):

<https://www.dalmacijadanas.hr/izrazito-dinamicna-rasprava-oko-nadohrane-plaza-ni-struka-nema-jedinstveno-misljenje/>

4. Final conference and the Adriatic Adaptation Award

The CREATE Project Final Conference - Responding to climate change: how to adapt and build solutions in the Adriatic area - presented an opportunity for putting hands on how the knowledge collected can be used by local actors for increasing climate resilience on both sides of the Adriatic. The CREATE Toolbox which collects recent knowledge, instruments and guidance on climate change adaptation was presented as one of the key project results, developed based on the analysis of knowledge collected from recent INTERREG projects and experiences with local climate adaptation projects in the Adriatic area. In particular, during the conference, the award ceremony of the A3-Adriatic Adaptation Award for good practice took place. The A3-Adriatic Adaptation Award invited for the submission of adaptation solutions developed and implemented in the Adriatic area. It aimed at providing visibility to the best implementations, showcasing good practices and encouraging replications of actions which can enable the Adriatic Region to thrive under a changing climate. The Final conference and the Adriatic Adaptation Award (A3) ceremony and winning projects were covered by 11 media releases in total (articles) in Italian and Croatian national, regional and specialized media (total audience - around 500,000).

One article was published in the Italian national newspaper la Repubblica (total reach 150.000). The article may be found at the following link: https://s3.eu-central-1.amazonaws.com/press-review.cmcc.it/files/2023/230614_repubblica.it.pdf

The communication and dissemination team also worked on an article for the Italian national newspaper Il Sole24Ore (130.000), edited by Confindustria, the main association representing manufacturing and service companies in Italy. The article dedicated to CREATE was published on July 3, 2023:

https://s3.eu-central-1.amazonaws.com/press-review.cmcc.it/files/2023/230703_Il_Sole_24_Ore.pdf

Also three Italian web portals of news published about the project and the event:

Canale Energia (specialized outlet) on June 15, 2023

(<https://www.canaleenergia.com/rubriche/transizione-ecologica/come-progettare-spazi-urbani-resilienti-alla-criasi-climatica/>),

La Rivista della Natura on June 20, 2023

(<https://rivistanatura.com/il-clima-cambia-ladriatico-risponde/>)

and Veneto Economy on June 15, 2023

(https://venetoeconomy.it/presentati-i-risultati-del-progetto-create/?feed_id=1480&unique_id=64a28cefaf42c&VENETO%20ECONOMY-Presentati%20i%20risultati%20del%20progetto%20CREATE).

Two thematic articles were published in Croatian most visited national web portals: Index and Telegram. The occasion of the main award given to the Nature based Solution of rain gardens in Pula was used to promote this adaptation solution explaining its advantages and building the case for its wide replication. Articles may be found at:

Index portal at the following link: <https://www.index.hr/vijesti/clanak/pula-nagradjena-za-prilagodbu-klimatskim-promjenama-zasto-drugi-zaostaju/2477897.aspx>

Telegram portal at the following link:

<https://www.telegram.hr/zivot/pula-je-prvi-hrvatski-grad-spuzva-ova-infrastruktura-mora-biti-dio-strategije-prostornog-planiranja/>

Moreover, two thematic articles were published in Croatian regional web portals:

Dalmatinski portal, on June 19, 2023: <https://dalmatinskiportal.hr/energija-i-ekologija/prilagodba-klimatskim-promjenama--uspjesni-primjeri-s-jadrana/172405>

Dalmacijadanas, on June 19, 2023: <https://www.dalmacijadanas.hr/prilagodba-klimatskim-promjenama-uspjesni-primjeri-s-jadrana/>

Finally, two articles were published on Croatian specialized maritime news portals:

More, on June 19, 2023: <https://more.slobodnadalmacija.hr/om/vijesti/adriatic-adaptation-award-predstavljena-ucinkovita-rjesenja-prilagodbe-klimatskim-promjenama-na-jadraniu-1299842>

Morski, on June 19, 2023: <https://www.morski.hr/prilagodba-klimatskim-promjenama-uspjesni-primjeri-s-jadrana/>

In Figure 3, below, all the publications detailed are collected.

MEDIA	TYPE OF MEDIA	DAILY CIRCULATION/AUDIENCE	PUBLICATION DATE	URL	CONTENT TYPE
more.slobodnadalmacija.hr	specialized maritime portal	20.000	19/06/23	Link	Adriatic Adaptation Award / promoting CREATE activities
morski.hr	specialized maritime newportal	70.000	19/06/23	Link	Adriatic Adaptation Award / promoting CREATE activities
dalmatinskiportal.hr	regional newportal	70.000	19/06/23	Link	Adriatic Adaptation Award / promoting CREATE activities
dalmacijadanas.hr	regional newportal	70.000	19/06/23	Link	Adriatic Adaptation Award / promoting CREATE activities
index.hr	national newportal	14.626	13/07/23	Link	Adriatic Adaptation Award - Pula as an example for climate change adaptation
la Repubblica	national newspaper	150.000	15/06/23	Link	Adriatic Adaptation Award / success stories
La Rivista della natura	thematic web portal	No data available	20/06/23	Link	Adriatic Adaptation Award / success stories
Il SOle24ore	national newspaper	120.000	03/07/23	Link	Adriatic Adaptation Award / success stories
telegram.hr	national newportal	10.472	18/07/23	Link	Adriatic Adaptation Award / Pula as an example for adaptation to climate change
Veneto economy	regional newportal	No data available	03/07/23	Link	Adriatic Adaptation Award / promoting CREATE activities
canal energia	thematic web portal	No data available	15/06/23	Link	Adriatic Adaptation Award / promoting CREATE activities

Figure 3. CREATE Final Conference and Adriatic Adaptation Award related media releases

1. 5. Articles promoting CREATE project activities

In addition to articles referring to specific milestone events within the CREATE project, three articles and one radio reportage were published about CREATE project activities: two articles were published on the Croatian regional newsportal Dalmacijadanas and Zadarskilist, while one article has been published in the Croatian specialised media outlet More with the aim to contribute to spreading knowledge and awareness about climate change and to promote CREATE project activities. This article was also published in the print edition of the More magazine.

Dalmacijadanas (March 1, 2023) <https://www.dalmacijadanas.hr/mlada-znanstvenica-zivi-svojsan-prestizna-nagrada-u-rukama-natalije-dunic-bavim-se-kontroverznom-temom-ali-ljubav-prema-znanosti-je-ono-sto-me-motivira/>

Zadarskilist (March 8, 2023) <https://zadarskilist.novolist.hr/zadar-zupanija/lukoranka-natalija-dunic-dobitnica-nagrade-za-popularizaciju-znanosti/>

More (November 26, 2022) <https://more.hr/index.php/2022/12/12/nemamo-planet-b/>

Radio reportage on Radio Sunce (January 24, 2023)

<https://www.facebook.com/watch/?v=3437088593195045&ref=sharing>

MEDIA	TYPE OF MEDIA	DAILY CIRCULATION/AUDIENCE	PUBLICATION DATE	URL	CONTENT TYPE
dalmacijadanas.hr	regional newsportal	70.000	01/03/23	Link	Promotion of CREATE project activities (Natalija Dunić)
zadarskilist.hr	regional newsportal	35.000	08/03/23	Link	Promotion of CREATE project activities (Natalija Dunić)
Radio Sunce	regional radio station	29.000	24/01/23	Link	Promotion of CREATE project activities (Natalija Dunić)
more.hr	specialized maritime portal	20.000	26/11/22	Link	Teaser for the interview in the print edition

Figure 4. CREATE project related media releases