

PP's Report on the Activity A.2.1 "10 media outlets reached" within Reporting Period 3

Summary:

As outlined in Activity A.2.1, the project partners (PPs) were required to organize and implement the Youth Exchange Visit by creating an open call for participants. To enhance the project's visibility and as part of a comprehensive strategy initiated at the project's outset, PPs engaged various media to communicate and disseminate consortium efforts in achieving the project's goals. PP Eduforma, responsible for coordinating the partnership's communication efforts, decided, in agreement with LP RIT Croatia, to expand the communication scope from local/regional levels to national and European levels. The objective was to reach as broad an audience as possible to increase awareness about air monitoring, the effects of air pollution on public health, and funding opportunities, while also informing the public about the project's progress.

Both the LP and PP first focused on engaging journalists and media outlets in the project's activities, simultaneously preparing tailored press releases formatted for different media, such as radio, television, social media, and newspapers. Finally, they organized press conferences and scheduled interviews in English, Italian, and Croatian to ensure accessibility across the public at all levels within the areas involved.

Task Description:

To meet the intended deliverable, PPs carried out several tasks to ensure the successful publication of project news across multiple media outlets.

The **first task** was to identify, using a multi-level approach, the most suitable media outlets to reach relevant target groups and raise awareness about funding opportunities, project aims and objectives, air monitoring, air pollution, public health, and evidence-based public policies.

The **second task** involved selecting the most effective timeframes for releasing articles, interviews, and press releases. This approach considered the need to engage diverse audiences both within



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and beyond the project areas. To achieve these goals, PP Eduforma first targeted social media channels (Facebook, Instagram, LinkedIn, and YouTube), subsequently involving newspapers, radio, and television. While radio, television, and certain newspapers reached the local and regional public, social media and a broader selection of newspapers (both print and online) allowed the consortium to disseminate information about the project nationally and across Europe.

The **third** and final **task** was to arrange specific events for interviews and content releases. For example, to reach a wide audience at the local, regional, national, and European levels, specific posts and press releases were issued during the 5th partner meeting, where a press conference was organized with the municipality of Padua. Additionally, interviews were conducted during the Youth Exchange Visit in Zagreb.

Annex I, in the following pages, provides hyperlinks to the published articles, organized by media outlet and by area (local/regional, national, and European).



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**Annex I****Televisions:**

Local/Regional level:

- [TV7](#)
- [TELENUOVO](#)

Newspapers:

Local/Regional level:

- [Padova Oggi](#)
- [Padova NET](#)
- [La Piazza Web](#)

National level:

- [Telegram](#)
- [Il Gazzettino](#)
- [Il Giornale d'Italia](#)
- [ENVI](#)

European level:

- [Brussels Diplomatic](#)
- [Brussels Star](#)
- [European Interest](#)
- [EU Climate Pact](#)

Radio:

National level:

- [Radio Wellness](#)

