



Interreg
Italy - Croatia
AdriaClim

European Regional Development Fund



EUROPEAN UNION

Climate change information, monitoring and management tools for adaptation strategies in Adriatic coastal areas

D2.1.1 – COMMUNICATION STRATEGY AND COMMUNICATION PLAN

Communication Plan

Document control

Deliverable	D[2.1.1] – [Communication Strategy and Communication Plan]
Due month	M[M1-M36]
Delivery date	November 2020
Document status	V1
Authors	PI RERA SD, PP5, WP2 responsible partner Marija Tina Hauptmann
Reviewers	

Revision history

Version	Date	Author(s)	Comments
V1.0	26/11/2020		Draft, 1 st version – sent to LP to comment
V2.0	21/12/2020		Draft, 2 st version – sent to LP to comment
V3.0	21/01/2021		Draft, 3rd version – sent to LP to comment

Table of Contents

Table of Contents	3
1. PROJECT OVERVIEW	6
1.1 <i>Project general description</i>	6
1.2 <i>Summary of the project's communication strategy</i>	6
1.3 <i>Project information</i>	6
1.4 <i>Access and availability to project information</i>	7
2. THE PROJECT'S OBJECTIVE AND EXPECTED RESULTS	8
2.1 <i>Overall objective</i>	8
2.2 <i>Specific objectives</i>	8
2.3 <i>Expected results</i>	9
3. COMMUNICATION OBJECTIVES	10
3.1 <i>Communication objective 1</i>	10
3.2 <i>Communication objective 2</i>	11
3.3 <i>Communication objective 3</i>	12
4. TARGET AUDIENCE	13
4.1 <i>Internal Audience</i>	13
4.2 <i>External Audience</i>	13
4.3 <i>Coordination of adaptation plans design and of stakeholder engagement</i>	15
5. COMMUNICATION CHANNELS AND TOOLS	17
5.1 <i>Project Website</i>	17
5.2 <i>Social media</i>	18
5.3 <i>Video</i>	24
5.4 <i>Press and Traditional Media Appearances</i>	24
5.5 <i>Printed material</i>	24
5.6 <i>Key-words & key-messages?</i>	24
6. MONITORING AND EVALUATION / RISK ACTIVITIES – COVID 19	28
6.1 <i>Monitoring and evaluation</i>	28
6.2 <i>COVID-19 guidelines to smooth pandemic's impact on Communication activities</i>	29
8. COMMUNICATION PLAN	36
9. APPENDIX:	37
MEDIA RELATION LIST	37
EVENT PLANNER	39
D2.1.2 PROJECT COMMUNICATION GUIDELINES	40

1. PROJECT OVERVIEW

- *1.1 Project general description*

AdriaClim project activities will develop accurate information able to support the development of regional and local climate change adaptation plans in a way to turn potential climate threats into economic opportunities. These threats are sea level rise, erosion, salinization, flooding and they are growing trends of climate change effects in the Adriatic coastal area. The project is aimed at a clear goal how to manage these threats supporting several Italian and Croatian coastal municipalities, County and Regions in developing guidelines, strategies and plans in the framework of the climate change adaptation and mitigation. Exchange best practice in a holistic, integrated, co-designed, tangible, long term way in order to build adaptation plans to be adopted by policy makers and the local community, is a challenge for the AdriaClim project.

AdriaClim's main objective is to improve climate resilience in the cooperation area, by increasing the capacity to develop new climate adaptation plans and update existing ones and develop mitigation strategies based on high resolution, more accurate and reliable climate information (observations and integrated modeling), focused on the coastal and marine areas (threatened by risks such as sea level rise, sea temperature and salinity anomalies, coastal erosion and salinization of freshwater) and related economic sectors and ecosystem services. AdriaClim aims at developing an Adriatic scale regional plus local scale for each Pilot integrated information systems composed by hydro-meteorological climatological databases (model scenarios and observation) and knowledge-based tools (e.g indicators) for advanced dynamical implementation of regional climate adaptation plans relevant and accessible for the entire Programme area and Countries.

- *1.2 Summary of the project's communication strategy*

Communication plan and communication strategy will include guidelines for an impact oriented communication activity (target groups/local, cross-border actions/timelines/tools and channels to tailor messages/role/responsibilities). Ability to communicate and distribute project results at the local, national and transnational levels, using specific communication channels includes the ability to communicate specific project objectives.

AdriaClim is a project that has a large number of participants (7 Italian and Croatian regional and local administrations and 5 agencies and 6 research institutions), diverse target groups, which is a challenge for developing and implementing a communication strategy. Strategy calls for a science-policy synergy enabling the regions to communicate their experiences with one another and exchange best practice on maritime spatial planning and integrated coastal management and on adaptation options. Cooperation among public administration, researchers and business stakeholders is crucial to increase strategy acceptability and accomplishment.

Following this project context, a clear distribution of communication tasks, based on the communication strategy and communication plan, as well as compliance with all set communication parameters, it is important that all strategic goals are fully communicated and properly implemented.

The project needs to communicate in order to stimulate interest in a number of people and can have an influence on their ability to achieve goals rapidly and efficiently. Knowing the “target audience” is the main starting point of a communication strategy. Meeting their different needs, perceptions and expectations is, in fact, a critical success factor of any effective communication strategy.

A Communication strategy that includes a Communication plan will include the following content:

- Project information
- Project’s objective and expected results
- Communication objectives
- Target Audience
- Communication Channels & Tools
- Monitoring & evaluation / Risk activities – COVID 19
- Appendix / Communication activities – Action plan/Project communication guidelines/Media relation list

- *1.3. Project Information*

Taking actions to address climate change and its impacts is one of the sustainable development goals of UN Agenda 2020. More generally, sustainable development, addressing environmental protection together with economic growth and social justice, is a key principle for climate adaptation which involves society at all levels and territorial scales.

The EU Adaptation Strategy calls for cooperation among Member States to address the transboundary climate related hazards in order to properly manage coastal areas under climate change impacts. Italy and Croatia share a common resource, the Adriatic Sea, and marine and coastal areas show comparable features. Equally, the climate system has common aspects but also peculiarities to be addressed separately. In terms of solutions, adaptation options can be drawn in consideration of local issues and needs but also following others best practices and in a shared vision with territorial contiguities. The starting point for a successful climate strategy is the availability of data, but a cross-border knowledge base of climate features, risks and vulnerabilities can be obtained only with a collaborative effort of all the interested areas. Also exchange of experiences and adaptation solutions is a key point for successfully tackling climate change, so that local/regional solutions may provide benefit to the entire programme area. AdriaClim addresses these cooperation needs by proposing a harmonized, integrated and crossborder approach. The AdriaClim adaptation plans developed for the regions of the Programme area will support a balanced socio-economic development that takes into account climate information and that preserves and protects the environment and its resources.

AdriaClim project will bring several benefits to the regional administration, contributing to improve the knowledge on climate change and it will achieve the following results:

1. To improve and harmonize the access to observing and modelling tools and products by setting up cross-border methodologies/protocols;
2. To assess the impacts, vulnerability and risks and develop maps and indexes for pilot case studies on the blue economy;
3. To design adaptation plans (6 in IT and 3 in HR) at different scale (e.g. local and regional) to be adopted by the relevant authorities in coastal territories;
4. To organize workshops to present future climate conditions and impacts at regional level;
5. To organize training for public and private stakeholders on adaptation measures, governance systems, monitoring of the actions related with the topic of creation of new jobs opportunities in the field of adaptation and mitigation.

- *1.4. Access and availability to project information*

Accessibility of project information is ensured by the use of appropriate tools like the website of the project, hosted on the joint online platform of the Programme. Information on project management, deliverables, outcomes, results, databases and schedule of events will be published there.

Other actions and tools further complement the public's access, following the communication strategy.

Additional tools:

- Promotional material (poster, leaflet)
- Additional promotional materials (roll ups, promotional gifts according to partners needs/wishes and budget)
- Events
- Workshops, training, webinar
- Social media
- AdriaClim platform and geoportal

2. THE PROJECT'S OBJECTIVE AND EXPECTED RESULTS

● 2.1 Overall objective

AdriaClim project overall objective is to improve climate resilience in the cooperation area, by increasing the capacity to develop new climate adaptation plans and update existing ones and develop mitigation strategies based on high resolution, more accurate and reliable climate information (observations and integrated modeling) focused on the coastal and marine areas (threatened by risks such as sea level rise, sea temperature and salinity anomalies, coastal erosion and salinization of freshwater) and related economic sectors and ecosystem services.

The joint efforts invested by 18 project partners, with cross-cutting competencies and multidisciplinary experiences, will result in development of accurate information about climate change risks.

● 2.2. Specific objectives

2.2.1 Project specific objective 1

To enhance CC adaptation capacity in coastal areas developing homogeneous and comparable data

This Objective aims at improving the climate change monitoring, consisting of observations and modelling and planning of measures for strengthening the adaptation capacity of the Programme area.

Due to the lack of accurate information that would be used in the preparation of new and development of existing local climate change adaptation plans, the AdriaClim project will integrate a cross-border approach for cooperation, acquisition, development and management climate data.

2.2.2 Project specific objective 2

To improve knowledge, capacity and cooperation on climate change observing and modeling systems

The objective is to improve the observing capacity at Adriatic level by expanding and improving observational networks for measurements related to climate change and its impact on the coastal and marine area (e.g. sea level, temperature, salinity, nutrients and carbon dynamics, sediments, ecosystem characteristics).

By developing an integrated network-connected model (Hydro-Meteo-Ocean) and also use a new one produced scenario an accurate assessment of local environmental dynamics will be enabled, in future decades.

2.2.3 Project specific objective 3

To develop advanced information system, tools and indicators for optimal CC adaptation planning

The objective is to develop an advanced information system that not only would make available the observation and modelling products but also will make available advanced tools to provide indicators and added value information to be directly used in the preparation of adaptation plans and mitigation strategies for the coastal and marine areas.

- *2.3. Expected results*

AdriaClim project will achieve following results:

- I. To improve and harmonize the access to observing and modelling tools and products (data platform, distributed database, innovative access tools) by setting up crossborder methodologies/protocols.
- II. To set up new and improve existing regional and coastal high-resolution integrated meteo-hydro-ocean and ecological climate monitoring systems (observations and models). 7 integrated monitoring systems each focusing on different variables will be put in place dealing with different typologies of data: sea level, temperature, salinity, sediment, carbon, nutrients, ecosystem variables, atmospheric and ocean variables.
- III. To assess the impacts, vulnerability and risks and develop maps and indexes for pilot case studies on the blue economy (aquaculture, tourism); marine ecosystems services by Marine Protected Areas (MPA); coastal towns (population), and ports.
- IV. To design adaptation plans (at least 3 in IT and 1 in HR) at different scales (e.g. local and regional) to be adopted by the relevant authorities in coastal territories.
- V. To organize workshops to present future climate conditions and impacts.
- VI. To organize training for public and private stakeholders on adaptation measures, governance systems, monitoring of the actions, for the creation of new jobs in the field of adaptation and mitigation.
- VII. To set up a Transnational Expert Management Body (TEMB).

These results will contribute to a more comprehensive understanding of climate change in the Adriatic Sea, networking of knowledge and experience, raising awareness of both local and national authorities about the importance of monitoring climate change, but also the opportunities that their knowledge and forecasting provides not only for the environment but also for socioeconomic areas.

3. COMMUNICATION OBJECTIVES

Communication objectives are in line with project objectives and enable the promotion of cooperation between regional actors, contribute to increased commitment in planning adaptation strategies and increase awareness of the importance of improved climate policies.

- **3.1. Communication objective 1**

Promote cross-border cooperation of Adriatic IT and CRO regions to develop more coordinated monitoring and planning of adaptation measures, inducing a multiplier effect on other Adriatic-Ionian regions.

3.1.1. Project specific objective's contribution

This communication objective contributes to Project specific objective 2 - *To improve knowledge, capacity and cooperation on climate change observing and modeling systems.*

Communication activities will focus on the promotion of cross-border methodologies/protocols on coastal/marine monitoring with a focus on harmonizing and improving accessibility of observing and modeling tools and products, as well as initiatives launched for its promotion as a joint and upgraded approach. Communication activities highlight strong political commitment of cities and regions to jointly promote the necessity to take a strategic approach and improve cooperation for adaptation and mitigation strategies planning in urban coastal and marine environments.

Networking, sharing knowledge on climate change and building cross-border protocols and methods for monitoring climate change with strong political support in implementing and promoting this strategic plan is the communication goal of SO2.

3.1.2 Tactics / approach

Tactics adopted aim at reaching specific and targeted audience able to valorize the cross-border approach for the promotion of shared tools, methodologies and protocols to deal with the impact of CC that will be embraced by project partners via adoption of integrated monitoring systems, and preparation of Memorandum of Agreement, with the final scope of promoting and integrating AdriaClim approach and outputs in both states' development and planning policies, transfer of developed and tested methodologies and procedures into regional policies and to other territories, also beyond the programme area. Public authorities in IT and CRO, EUSAIR and EU representatives are reached through the participation at final conference in Bologna, local/regional events, info days, EU events, publications in EU and national magazines and presentation of the project during ad hoc events, networking with other ETC projects as key opportunities for the sharing of experiences and best practices, the activation of policy learning mechanisms to improve the shaping of climate change adaptation and territorial development policies, and to act as multiplier in other Adriatic-Ionian and/or EU regions. Permanent cross-border Expert Management Body will be set up and will help to foster the collaboration on adaptation planning and mitigation measurements among Italian,

Croatian, and International institutions. Moreover, EUSAIR representatives could integrate project activities in the EUSAIR action plan.

3.1.3 Target groups

- Relevant public authorities (national, regional, local) of involved territories and beyond with competence on climate change and territorial development, regional development agencies: informed on strategy for more efficient, and homogeneous climate change monitoring and planning of adaptation measures and on the support of involved cities and regions in AdriaClim project activities.
- Eusair, ITA-CRO Programme and EC representatives: informed on the AdriaClim cross-border approach for the enhancement of adaptation strategies planning in urban, coastal and marine environments with the aim to promote new practices developed through cooperation approach at EU level and to transfer it as best practice to other similar territories.
- Education and research institutions: raised awareness on the importance of cooperation, networking, and exchange of knowledge with international research and education institutions that share different knowledge and skills in the field of climate science.

• 3.2. Communication objective 2

Increase commitment to adaptation strategies planning, through consolidation and enhancement of climate monitoring systems and innovative data handling.

3.2.1. Project specific objective's contribution

This communication objective contribute to Project specific objective 1 - *To enhance CC adaptation capacity in coastal areas developing homogeneous and comparable data*

The goal is to highlight environmental and socioeconomic benefits that stem from developing climate data handling and modelling systems required to foster knowledge and cooperation for adaptation strategies planning in coastal and marine environments and promote their deployment in pilot sites. Activities will support dissemination of the solutions that allow IT and HR policy makers to cooperate in the delivery and implementation of measures for strengthening the adaptation capacity of the Programme area.

Raising awareness and engagement of local, regional and national authorities about the importance of using data on the impact of climate change and implementing a strategy that will deliver environmental and socio-economic benefits.

3.2.2 Tactics / approach

A series of workshops, interviews and technical meetings are planned for the involvement of national, regional, and local stakeholders and development planners, as well as a set of training workshops addressing their knowledge needs and facilitating their endorsement of adaptation plans. These training activities will exploit the information provided by the AdriaClim Information system (WP4) and by the activities related to communication and climate literacy (WP4). The practical usefulness of the information system will be tested in the planning and management processes in WP5. At least 5 local/regional adaptation plans/measures will be designed and adopted/updated by relevant authorities in coastal territories. Networking among local administrators and experts will be

promoted by communication and regular meetings and by the implementation of the TEMB. 1 meeting with policy makers will be organized in Brussels, as well. The targeted outreach activities aim at local and national authorities for disseminating the information collected in the AdriaClim platform and geoportal, using specific communication channels among local authorities' networks and contacts in the programme area. Press releases and articles, webpage, news, leaflets, video and social media tools will support the sharing of project good practice and foster the exchange of experiences on innovative processes and tools and highlight their transferability potential to other beneficiaries.

3.2.3 Target groups

Local, regional, and national public authorities and related entities, development planners, policy makers.

- **3.3. Communication objective 3**

Increase awareness on the importance of improved climate policies in the programme area and necessary adaptation to climate change measures, prevention, and management of climate related risks.

3.3.1. Project specific objective's contribution

This communication objective contributes to Project specific objective 3 - *To develop advanced information system, tools and indicators for optimal CC adaptation planning.*

Development of an advanced information system, tools and indicators based on scientific data used in adaptation plans and coastal and marine mitigation strategies.

3.3.2 Tactics / approach

A mid-term conference will be organized to enable experts from universities, research and training centers to provide policy makers and wider audiences with up to date and added value information on climate change impacts affecting the cooperation area. At least 2 scientific articles, 1 article by an EU magazine, and 6 publications on national magazines will be published to give voice to experts warning on accelerating climate change, as well as offering mitigation strategies. Science and research experts participating in the TEMB will be engaged in training, communication, and dissemination activities such as workshops, seminars and events organized in Act 2.3, and the preparation of the Climate literacy toolkit. The AdriaClim results and best practices of adaptation plans, monitoring and mitigation strategies will be used to elaborate information and tools to be presented to individuals and communities to understand about Earth's climate, impacts of climate change, and approaches to adaptation or mitigation in the cooperation area. The material will consist of one toolkit, infographics and a series of videos that will also serve educators who teach climate at school. Activities focusing on the general public will be used for the dissemination of messages on climate impacts and resilience strategies through project website, social media, news releases for media and schools, info days, supported by dissemination material with a high visual impact (leaflets and project video clip).

3.3.3 Target groups

Universities, research centers, training centers, policy makers, environmental agencies, regional associations, citizens.

4. TARGET AUDIENCE

Identifying the target audience, targeted field activities, and to disseminate information that is tailored to each target group, through communication channels is key to the success of a communication strategy.

Location: The project's direct target groups are located in the Interreg IT-HR Programme area, in the Italy and Croatia Countries.

Contributing to the horizontal principles, the project promotes equal opportunities and non-discrimination (e.g. based racial or ethnic origin, religion or belief, disability, age or sexual orientation) in accordance to Council Directive 2000/78/EC, thus ensuring gender balance and diversity. Considering that risks, vulnerabilities and adaptation actions to climate change pose equity problems, AdriaClim will take particular care in addressing social and economic disparities in the proposed solutions thus providing also best practices to solve conflicts and potential inequalities.

Furthermore, the transnational project partnership will approach stakeholders without any discrimination because of race, color, national or ethnic origin, age, religion, disability, sex, sexual orientation, gender identity and expression, or any other characteristic protected under applicable laws.

● 4.1. Internal Audience

The internal communications will be carried out between the PPs. These communications are essential to ensure a proper project execution, with communication messages formulated and targeted to the right person at the right moment. Therefore, internal communication includes both overt communication like face-to-face meetings or plenary conference calls and private calls in order to discuss project issues, showing results or taking decisions.

The internal communication procedures are defined in the Appendix II PROJECT COMMUNICATION GUIDELINES.

● 4.2 External Audience

Communication will take different tones according to the message that is being delivered and the target audience. In the analysis of the external audience, we will observe it from the position of the primary and secondary target group.

4.2.1. Primary target groups

The primary target groups are those on which AdriaClim will primarily focus for the definition of the communicative activities.

Table 1. Primary target groups

Target groups	Description	Target value
General public	The project will make available information to the general public through the information portal and by workshops, public events and Climate Literacy dissemination activities (webinars and/or events and fact sheet printed and online) carried out during the project.	20000
Local, regional and national authorities and related entities	The targeted outreach activities will aim at local authorities in the programme area for disseminating the information collected in the AdriaClim platform <i>and geoportal</i> , using specific communication channels among local authorities' networks and contacts in the programme area and using specific material such as Climate literacy fact sheet. These comprehensive activities of marine and territorial monitoring and planning related to climate change require AdriaClim info, best practices and tools.	8
Regional and local development agencies, environmental agencies, regional associations	These target users will benefit from the new integrated modelling and observation products developed in the project since these products are not yet available at such accuracy and resolution but they need them for the monitoring and climate change planning of coastal and marine areas. Specific Climate Literacy dedicated webinar series customized on each Pilot case study will be delivered.	5
NGOs	The project will involve NGOs, at first, in order to collect main needs from territories and then engage them in the preparation of the adaptation plans. Workshop and training events will be organized also to facilitate the adoption of adaptation plans by local stakeholders.	5
Education and training centers	The AdriaClim results, indicators, best practices of adaptation plans, monitoring, mitigation strategies and DSS will be used to elaborate Climate Literacy information and tools that will be presented to individuals and communities to know and understand about Earth's climate, impacts of climate change, and approaches to adaptation or mitigation in the cooperation area. AdriaClim will develop a set of innovative Climate Literacy tools (webinar and fact sheets/Infographics) for training/education.	5

Universities and research institutes	The project will consolidate the collaboration among universities and research centers of the Adriatic region sharing knowledge and capitalizing previous experiences and knowhow. The activities on Climate Literacy will consist of high level webinars.	10
--------------------------------------	--	----

4.2.2. Secondary target groups

The secondary target groups are those that are important to reach and to take into account when communicating the project, but they are not so important for the achievement consecution of the project objectives.

Table 2. Secondary target groups

Target groups	Description	Target value
Mass media	Mass media includes a diversified collection of media technologies that reach a large audience via mass communication. Inform about ongoing research, project concepts and objectives as well as benefits to society, taken by AdriaClim project.	min. 3
Marinas	Many coastal communities are sensitive to rising sea levels, including marinas. The goal would be partial involvement in communication activities, which are primarily related to the dissemination of project results and ensure the acceptance of adaptation plans (contributing to the subsequent sustainability of marinas).	20
Fishermen Fishfarmers	Impacts of CC on fisheries and aquaculture, due to the increase in sea temperature, with the change in the distribution of fish species, invasive species and extinction, puts this target group in the communication strategy as its indispensable part, especially considering Programme result indicator 2.1 R.	undefined

- *4.3 Coordination of adaptation plans design and of stakeholder engagement*

The role and identification of stakeholders is extremely important since the process of the Adaptation/Mitigation/Intervention Plans will be associated with a paradigm change in relation to CC.

Communication activities highlight strong political commitment of cities and regions to jointly promote the necessity to take a strategic approach and improve cooperation for adaptation and mitigation strategies planning in urban coastal and marine environments.

4.3.1. Methodology

In order to make a policy, a plan, a project, successful, it's fundamental to first identify the stakeholders affected/beneficed, and who needs to know what, and when. Before starting, it's important to identify and analyze, and then map, the stakeholders according to their involvement, emotional and possibly financial investment, and other criteria related to the policy, plan, project, that is going to be designed.

Document corresponds to the Deliverable 5.2.1 “Coordination Plan of Work Package 5”, Activity 5.2 Coordination of adaptation plans design and of stakeholder engagement, as indicated in the Application Form, will provide the collection and organization of information on the identified stakeholders and beneficiaries for each Pilot Site of the AdriaClim project.

Stakeholder mapping and analysis, Design of the Participatory Process and Implementation of the Participatory Process are the key structure of this Activity.

Following those structure documents contains; Annex 2/Stakeholder Mapping; Annex 3/report of Participatory Process; Annex 4/Template-Project work for the Design of the Participatory Process; annex 5/ List Of the main participatory techniques and tools available.

5. COMMUNICATION CHANNELS AND TOOLS

The exchange of information, on which external communication is based, will be used through different communication channels, from events, social media, dissemination materials, to education through training and workshops. Innovative content will be created (infographics, cinemagraphs, videos) and continuously feed social media networks.

The use of different communication channels pointed at different target groups will tailor project messages to be more understandable, clear and informative.

Table 3. AdriaClim communication Channel and tools

Digital media	Press and Traditional Media	Appearances Printed material	Events & meetings
Web site Geoportal	Articles in newspapers/ magazines	Project promotional materials (poster, leaflet) and Additional promotional materials (roll ups, promotional gifts etc.)	Events. Organization of events and participation in events organized at programme level by PPs
Cinemagraph /video	Press releases/ Press kits	Memorandum of Agreement (MOA)	Workshops
Social media (Facebook /Twitter/YouTube)	Press conference	Press realase	Training

● 5.1 Project Website

Website will provide up-to-date information on the AdriaClim project activities and results. Information about the project and its progress (deliverables, events etc.) will be uploaded on the Project webpage that will have been set up by the Programme and regularly updated by Web/Social Media Manager. RERA will deliver text for the web platform hosted by the Programme Authority that each partner may use and/or link on institutional to contribute to the information and education of stakeholders.

- **5.2. Social media**

How to increase the impact and generate straight communication channels to allow immediate interactions with the audience, through different, dynamic tools, depending on the communicative objective? Social networks are a powerful and simple tool to achieve a multiplier promotional effect on communication activities. 3.96 billion people use social media today, which accounts for roughly half (51%) of the global population. The total number of global social media users has increased by more than 10% in the last 12 months¹. On average, global internet users spent 144 minutes on social media sites every day².

Following these data, it is understandable that maximum use of social media is extremely important in communication, especially when project results affect an exceptional number of stakeholders.

The project will use 3 platforms that will allow stakeholders to get acquainted with all project activities. Project profiles will be constantly updated by RERA with the collaboration of PPs, to show AdriaClim as an active and interesting project.

General tips for project AdriaClim:

- Create powerful content
- Use tags
- Use hashtags
- Use the URL shortener
- Use key-words
- Tailor for the platform
- Include a link to your channel in your email signature
- Promote the content of each channel on other channels and social networks
- Give your followers what they want

In social media communication, don't forget how you communicate directly with people and how that relationship is moderately built. Therefore, it is necessary to keep in mind a few tips:

- Always *@mention people* you reference in your social media posts
- Answer questions people ask
- Reply when people *@mention* you or share your content
- Don't just Retweet and Like other people's content; reply with a comment to start a conversation

We must not forget that in such direct communication the clarity of scientific data "translated" into information is important for understanding and acceptance of the project at all levels.

¹ This increase is partly caused by the appearance of the SARS-CoV-2 virus.

² G. Henderson, "How Much Time Does The Average Person Spend On Social Media?", Digitalmarketing.org, Aug 24, 2020, <https://www.digitalmarketing.org/blog/how-much-time-does-the-average-person-spend-on-social-media>

Table 4. Social media

Facebook / Twitter / YouTube
Objective: Increase awareness of the Project and its progress / create a network / Increase public awareness on CC / educate on its use
Audiences: General Public, Authorities, scientific community
Message: Information about Conferences, Training & Workshops, project results - share documents, articles & reviews.
Type of content: Infographics, videos, links, news, photos
Content producers: All PPs in the project
<p>On Facebook, Twitter and YouTube RERA and PPs will use the following hashtags and tags</p> <p>Hashtags: #EU #climatechange #climateinformation #AdriaClim #climatechangemeasures #climatechangeplan #adriaticcoast #environment #mitigation #adaptation #hydro #meteo #marine #AdriaticSea #Seaprotection #environmentprotection #monitorsystem #climatechangeinformation #monitoringtools #climatemanagementtools #adaptationstrategy #Adriatic #Coastalareas #flooding #floodingprevention #erosion #erosionprevention #climatethreats</p> <p>EU Profiles: @EUEnvironment @EusairPoint</p>

Table 5. List of PPs social media profiles

Partner	Position	Website	Twitter	Facebook
LP. ArpaeEmilia-Romagna (IT)	LP	https://www.arpae.it/	https://twitter.com/ArpaER	/
PP1. CNR-ISMAR (IT)	PP1	http://www.ismar.cnr.it/	/	https://web.facebook.com/CnrIsmaBologna/
PP2. ARPAVeneto (IT)	PP2	https://www.arpa.veneto.it/	https://twitter.com/arpaveneto	https://web.facebook.com/arpaveneto/
PP3. Agency of Development of Zadar County ZADRA NOVA (HR)	PP3	https://www.zadra.hr/en/	/	https://web.facebook.com/ZadraNovo/
PP4. Dubrovnik Neretva County (HR)	PP4	http://www.edubrovnik.org/	/	https://web.facebook.com/Dubrova%C4%8Dko-neretvanska-%C5%BEupanija-109008987513324/

PP5. RuderBosko vic Institute	PP5	https://www.irb.hr/	https://twitter.com/CIMrovinj	https://www.facebook.com/CIMrovinj , https://www.facebook.com/irb.hr
PP6. RERA Split – DalmatiaCo unty (HR)	PP6	http://www.rera.hr/	/	/
PP7. Institute ofOceanogr aphyandFis heries (HR)	PP7	https://acta.izor.hr/wp/	/	https://www.facebook.com/izorsplit
PP8. PugliaRegio n (IT)	PP8	https://www.regione.puglia.it/	/	https://web.facebook.com/quiregionepuglia/
PP9. CMCCFound ation (IT)	PP9	https://www.cmcc.it/	https://twitter.com/CmccClimate	https://web.facebook.com/CmccClimate/?_tn=%2Cd%2CP-R&eid=ARAJtkEysSsEWW0UZ3HLXDOgwdw9TnnomiYbU2jsFjvcSTamVGGOS1x4qmvTDxyIncMInvrzxdDMatmC
PP10. University ofBologna (IT)	PP10	https://www.unibo.it/en/homepage	https://twitter.com/UniboMagazine	https://web.facebook.com/unibo.it/
PP11. ARPA FVG (IT)	PP11	https://www.arpa.veneto.it/	https://twitter.com/ARPAFVG	/
PP12. ISPRA (IT)	PP12	https://www.isprambiente.gov.it/it	https://twitter.com/ISPRA_Pres_s	https://web.facebook.com/ISPRAmbiente
PP13. MarcheRegi on (IT)	PP13	https://www.regione.marche.it/	https://twitter.com/RegioneMarcheIT	https://web.facebook.com/PaginaUfficialeRegioneMarche/
PP14. ULSS3Seren issima (IT)	PP14	https://www.aulss3.veneto.it/	/	https://web.facebook.com/Ulss3Venezo/

PP15. Molise Region (IT)	PP15	http://www3.regione.molise.it/flax/cm/pages/ServeBLOB.php/L/IT/IDPagina/1	/	https://www.facebook.com/regionemolisepaginaufficiale/
PP16. Emilia-Romagna Region (IT)	PP16	https://www.regione.emilia-romagna.it/	https://twitter.com/RegioneER	https://www.facebook.com/RegioneEmiliaRomagna
PP17. City of Venice (IT)	PP17	https://www.comune.venezia.it/	https://twitter.com/comunevenezia	https://it-it.facebook.com/Comunedivenezia/
PP18. Region of Istria	PP18	https://www.istra-istria.hr/hr/	/	/

Plan

● 5.3 Video

Using video for project communication has the potential to grow the number of followers faster than strategies that rely on other forms of content. That's because video content is 12 times more likely to get shared across social media and other digital communication platforms than text and photos combined. The storyline and content of a video are more important elements than its production quality.

Increase awareness on the importance of improved climate policies in the programme area and necessary adaptation to climate change measures, prevention, and management of climate related risks is one of the communication goals in which the use of video material will have an educational role.

- 1 project video-clip in English language will be realized by RERA. The clip targeted to the general public will illustrate the climate change system, the impacts and adaptation measures of CC in the cooperation area.
- RERA will contribute with the production of 1 video

● 5.4 Press and Traditional Media Appearances

Articles offer reliable information, raising interest by building trust to the audiences. Better publicity and high searching rankings can be achieved through dedicated strategy including the selection of high ranked hosting newspapers/ magazines.

At least 1 relevant article on EU magazine, 6 publications on national magazines and 2 on scientific articles will be published to give voice to experts warning on accelerating climate change, as well as offering mitigation strategies.

Press releases are used to inform media about the project's objectives, findings, messages and outputs. A press release will be prepared by RERA and distributed to partners for facilitating the communication toward the media.

The press releases will be sent to local/regional media and uploaded on the Programme web-platform and the partners' institution websites.

● 5.5. Printed material

5.5.1 Project's promotional material and logo

Within the approach adopted by the Interreg IT-HR Programme, almost all of the graphic templates for the production of promotional material, as well as the project's logo, will be provided by the *Project Communication Guidelines*. That includes Publications/ and Gifts/Promotional items.

● 5.6 Key-words & key-messages?

The main and more powerful messages of AdriaClim project will be defined during its own development; once Work Packages deliver its goals established in anticipation of preparation of Memorandum of Agreement. The MOA final scope will promote an integrated AdriaClim approach

Plan

and outputs in both states' development and planning policies, transfer of developed and tested methodologies and procedures into regional policies and to other territories, also beyond the programme area.

The nature of the messages will be targeted to a different audience and will have a different theme adapting to each of the objectives set in this Communication Plan.

Table 6. Keywords & Key Messages

Target groups	Keywords	Messages
General public	<p>Flooding, global warming, meteo, ecosystem, erosion, Adriatic Sea, environment, adaptation, climate change, monitor system</p> <p>Long tail keywords:³</p> <ul style="list-style-type: none"> • How to respond to CC • Impacts of CC • Adriatic Sea CC 	<p>AdriaClim will address climate change by developing regional and local adaptation plans based on the latest meteorological and oceanographic information of the Adriatic Sea.</p> <p>AdriaClim will enable accurate and complete CC monitoring in the Adriatic Sea area.</p>
Local, regional and national public authorities and related entities	<p>CC plan, Mitigation, Adaptation, Adriatic Sea, environment, adaptation, climate change, monitor system</p> <p>Long tail keywords:</p> <ul style="list-style-type: none"> • Adaptation of CC plans • Local/regional solutions for CC • CC politics 	<p>AdriaClim will address climate change threats by developing regional and local adaptation plans based on up-to-date meteorological and oceanographic information acquired through newly implemented observing and modelling systems for the Adriatic Sea.</p> <p>Resilience to climate change needs strong political commitment of cities and regions in the joint promotion of necessity taking a strategic approach and improving cooperation, to adapt and planning mitigation strategies in urban coastal and marine areas.</p>

³ Long-tail keywords get less search traffic, but will usually have a higher conversion value, as they are more specific. They allow to gradually get more traffic to the site and be found by new and motivated audiences.

Plan

<p>Regional and local development agencies, environmental agencies, regional associations</p>	<p>CC plan, mitigation, Adaptation, hydro, meteo, ecosystem, Adriatic Sea, environmental, adaptation, climate change, monitor system</p> <p>Long tail keywords:</p> <ul style="list-style-type: none"> • hydro-meteo-marine • local sea level rise • CC politics 	<p>AdriaClim will address climate change threats by developing regional and local adaptation plans based on up-to-date meteorological and oceanographic information acquired through newly implemented observing and modelling systems for the Adriatic Sea.</p> <p>Based on an integrated approach, the AdriaClim project will enable accurate monitoring and planning of climate change in coastal and marine areas.</p>
<p>NGOs</p>	<p>CC plan, Mitigation, Adaptation, hydro, meteo, ecosystem, Adriatic Sea, environment, adaptation, climate change, monitor system</p> <p>Long tail keywords:</p> <ul style="list-style-type: none"> • hydro-meteo-marine • local sea level rise • CC politics 	<p>AdriaClim will address climate change threats by developing regional and local adaptation plans based on up-to-date meteorological and oceanographic information acquired through newly implemented observing and modelling systems for the Adriatic Sea.</p> <p>AdriaClim will improve climate resilience in the Adriatic Sea area, by developing new adaptation plans and updating existing through mitigation strategies.</p>
<p>Education and training centers</p>	<p>CC education, hydro, meteo, ecosystem, Adriatic Sea, environment, adaptation, climate change, monitor system</p> <p>Long tail keywords:</p> <ul style="list-style-type: none"> • CC education • CC politics 	<p>AdriaClim will address climate change threats by developing regional and local adaptation plans based on up-to-date meteorological and oceanographic information acquired through newly implemented observing and modelling systems for the Adriatic Sea.</p> <p>AdriaClim will improve climate resilience in the Adriatic Sea</p>

Plan

		<p>area, by developing, monitoring and managing tools for adaptation plans and updating existing through mitigation strategies.</p>
<p>Universities and research institutes</p>	<p>CC plan, , Mitigation, Adaptation, Hydro, meteo, ecosystem, Adriatic Sea, adaptation, climate change, monitor system</p> <p>Long tail keywords:</p> <ul style="list-style-type: none"> ● Monitoring, modelling and adaptation of CC plans ● Hydro-meteo-marine ● Availability of CC data ● Coastal adaptation planning ● CC politics 	<p>AdriaClim will address climate change threats by developing regional and local adaptation plans based on up-to-date meteorological and oceanographic information acquired through newly implemented observing and modelling systems for the Adriatic Sea.</p> <p>AdriaClim will improve climate resilience in the Adriatic Sea area, by developing, monitoring and managing tools for adaptation plans and updating existing through mitigation strategies.</p>

The key messages are slightly revised to better reflect what the audience should remember of the project.

Plan

6. MONITORING AND EVALUATION / RISK ACTIVITIES – COVID 19

• 6.1 Monitoring and evaluation

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.
- Identify which activities worked well and which didn't and how they might be improved or whether they should be substituted for other activities.

Table 7. Criteria of evaluation

Quality area	Assessment criteria
Website	<i>Website traffic</i>
	<i>Number of material downloads</i>
Social networks	<i>Number of page followers</i>
	<i>Growth of page followers' number per month</i>
	<i>Number of interactions with posts</i>
Publications	<i>Number of posts per month</i>
	<i>Number of articles in thematic magazines</i>
	<i>Number of media releases</i>
Organizing Events	<i>Number of events</i>
	<i>Number of participants</i>
	<i>Number of events per geographical level (local/ regional/ national/ EU/ international)</i>
	<i>Number of reached stakeholders</i>
	<i>Number of interactions on social media prior/during/after the events</i>

Plan

	<i>Number of media releases regarding each event</i>
	<i>Feedback by the participants after the events</i>
Participation to events	<i>Number of events</i>
	<i>Number of presentations by Adriaclim's partners</i>
	<i>Number of events per geographical level (local/ regional/ national/ EU/ international)</i>
	<i>Number of reached stakeholders</i>
	<i>Number of interactions on social media prior/during/after the events</i>
	<i>Number of media releases regarding each event</i>

- **6.2 COVID-19 guidelines to smooth pandemic's impact on Communication activities**

Starting from March 2020 all Interreg programme's countries introduced lockdown measures, while public administrations, public and private agencies and enterprises adopted smart working as a methodology to comply with the rules of social distancing.

This necessitates a project activities' in-depth analysis to study and take the most suitable precautions to mitigate the impact of the pandemic on the project implementation.

As regards communication activities, the public events are heavily influenced by COVID_19 pandemic, above all, until the related restrictions can be eased or abolished and therefore it is necessary to switch all planned internal and external physical events to online events (webinars and/or on line meetings).

In the D2.1.2. Project Communication Guidelines, the PP's can find Online event guidelines with Online events planning and implementation.

Plan

7. COMMUNICATION PLAN

ACTIVITIES	TIME FRAME	DESCRIPTION	MPP2 LEADER ROLE	DPS ROLE	TARGET GROUP	OUTCOMES/DELIVERABLES
A.2.1 Start-up activities	M1-M6	Activity will appoint a Communication Manager (CM), the interface among programme authorities, PPs and organization of RMA.	RMA will draft the Communication plan and Communication Strategy adopted by the project that will include guidelines for an impact oriented communication activity. The CM will do a yearly evaluation and monitoring of communication activities based on external feedbacks.	PPs will publish on their institutional websites information on project and the Union financial support and will contribute in identifying media stakeholders & networks.	During the start-up activities, communication tasks will be performed regularly, in order to maximize the benefits of participation in the project, as well as clearly defined further activities, which include: setting up a traditional, real border partners/associations/boards and channels for sharing messages, etc. important to define roles and responsibilities of all participants through this plan.	Communication strategy with communication plan which includes Project communication guidelines/Action plan for stakeholders but
D.2.1.1.1 The Communication Plan and Communication Strategy Development	M6	Communication Plan/Communication strategy, aims to be used for reaching the target group, the media, a collaborator with the project events and communication materials. The CM will develop a list of media with contact persons (TV, radio, press, industry) at a national and local level to whom address the project information.	Development and production of Communication Strategy and Communication plan.	Cooperation in defining target groups of communication strategy / plan.	General public/local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	Communication Strategy and communication plan.
D.2.1.1.2 Project Communication Guidelines	M6	Content, presentations of the training, tips for an efficient communication, examples of training events/forums.	Drafting Communication Guidelines.	Active participation in trainings, event organization, internal communication and communication with stakeholders.	General public/PP	Communication Guidelines
D.2.1.1.3 The kick-off meeting (organized by CM/CC)	M6	The kick-off meeting will be organized by CM/CC (jointly with MPP2 (art. 11). Internal communication activities will be set-up including guidelines for documents storage and the definition of an internal communication channel.		All DPs will participate and define the communication objectives and target for public kick-off, appointing the CM, the TV and the AB.	General public/local, regional and	Kick-off meeting
D.2.2 Website, social media and dissemination material	M1-M6	Website (language, news, features, videos and social media) will be developed and updated regularly. It will support the sharing of project information on a regular basis and will be updated regularly.	RMA will prepare all materials in coordination with DPs.	Partners will contribute to the project development including the project website (website, social media, video, etc.) and will support the sharing of project information on a regular basis and will be updated regularly.	General public/local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	Project website in English-Italian-Croatian languages. Social media (twitter, facebook for RMA/PPs)
D.2.2.1 project website	M1-2	This item has high visual impact to be used for project promotion activities, communication.	RMA will prepare the website in coordination with DPs.	PPs will translate and print their copies.	General public	Project website in English-Italian-Croatian languages. Social media (twitter, facebook for RMA/PPs)
D.2.2.2 poster A1	M1-2	A1 size for poster to be placed in their offices.	RMA will prepare the poster in coordination with DPs.	PPs will translate and print their copies.	General public	Posters 3 copies for RMA
D.2.2.3 Publications on EU magazine	M1-2	Project results will be published by an EU magazine.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	At least 1
D.2.2.4 Publications on national magazines	M1-2	Articles will be published on national magazines in Italian.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	General public	At least 1
D.2.2.5 Publications on scientific journals	M1-2	Articles will be published on scientific journals.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	General public	At least 1
D.2.2.6 Press release updated according to the needs.	M1-2	Project results or events announcement.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	General public	At least 1
D.2.2.7 Project video clip in English language	M1-2	Project results or events announcement.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	General public	1 project clip
D.2.2.8 Instagram/LinkedIn/Facebook pages/projects website	M1-2	Will support the sharing of project practices and news and update of appearance of initiative.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional, and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	3 pages /7000 followers/instagram/twitter/regularly web page update
D.2.3 Events, training and Workshops	M1-6	Activities involving the project will be organized with the objective of raising awareness.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	At least 1
D.2.3.1 Needs for the market and other material to be distributed during the initiative	M1-2	Market analysis between RMA and other stakeholders in the community areas to be implemented in the project.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	At least 1
D.2.3.2 Infographics	M1-2	Infographic will be developed and updated regularly.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	1 infographic
D.2.3.3 "Infomagazine"	M1-2	Infomagazine will be developed and updated regularly.	RMA will prepare text and publication in the national media.	Active participation in information sharing.	Local, regional and national public authorities and related entities/agencies, environmental agencies, regional authorities/NGOs/Education and training centers/universities and research institutes.	1

The Communication plan is in the Excel file and partners can find it in the AdriaClims G-Drive.

Plan

8. APPENDIX

- **MEDIA RELATION LIST**

Media list is divided into 6 groups: Newspaper, Magazines, Radio, TV, Blogger – Influencer and Online Portals and will be uploded in G Drive.

Each PP should make proposals to the WP2 Leader to fill up the list with its in-house journalists.

- **EVENT PLANNER**

The Excel file template is uploaded in AdriaClim's G Drive.

- **D2.1.2 PROJECT COMMUNICATION GUIDELINES**

The document is uploaded in Adriaclims G Drive