

WP 2_Act. 2.1

Start-Up activities

Deliverable 2.1.1

Kick-off meeting between partners involved in the communication activities: minutes of the on-line meeting

INTRODUCTION

On December 2018, the LP of the project set a Skype meeting involving all PPS Communication Managers to introduce themselves and to introduce the tasks of the WP2.

A communication plan has to be set up in order to create a Communication Strategy. This plan must establish the objectives of the communication, the target groups, the communication channels to be used, periodicity, timeliness and degree of interactivity. The website of the project will be regularly updated with the most relevant information on results to be disseminated to stakeholders. Social media accounts will also be opened in order to establish a more effective interaction between ADRIREEF and people interested in the project activities.

The first activity of the WP is the definition of the Communication strategy (CS). According to communication approach and recommendations of the INTERREG programme, this document must define the communication methodology to potential stakeholders and target groups, the communication tools (digital and material) and the monitoring phase of the communication activities. Internal communication procedures are another key element of the Communication Strategy: the methodology of sharing information among PPs being a key element to involve the overall partnership in the project implementation. In detail, the document must define the procedure for PPs to share experiences and results of the project implementation. The WP leader is responsible to collect information from the PPs and to use communication tools to engage target groups.

The first part of the Skype meeting was dedicated to the introduction of all participants (Communication Managers). During the second part of the Skype meeting, the LP and the WP leader have begun to describe each activity detail of the WP2 and to propose relevant actions to fulfil the tasks.

Here follows the summary of the discussion.

Activity details 2.1

Title START-UP ACTIVITIES

Start date 01/12/2018

End date 31/01/2019

Activity deliverables:

D2.1.1) Kick-off meeting between partners involved in the communication activities: minutes of the on-line meeting

The participants have decided that this task will be accomplished by LP Municipality of Ravenna

D2.1.2) Communication Strategy adopted: a specific area is dedicated to specific actions for promoting the planned events (see activity 4, 5 and 7). Furthermore it will contain the producing costs of developing video, online files and printed material. Set-up of a project social media communication strategy and creation of project digital communication profiles (i.e. social media)

LP PROPOSAL

The JS has strongly recommended us to have a very careful and focused attitude towards the communication aspects of the project. Moreover, it is very important for our Municipality and for all the involved Partners to exploit the activities and results of the project in the best possible way.

Ravenna has already developed a general Communication Strategy of the project.

Now, what the project needs in terms of communication is a detailed integration of the general communication strategy with the definition of an accurate communication plan for each communication tool that has been adopted by the project (digital tools + tools for the dissemination of the project results).

We propose that PP8 RERA Split could develop this detailed communication plans and at the same time produce original contents and promote them on line.

Of course, LP could produce and promote original contents as well in collaboration and coordination with PP8 thanks to its external supplier winner of the public tender for the communication aspects of the project (this supplier will produce for LP web contents, texts, photos, videos, etc.).

PP8 accepts the proposal and all participants agree with the choice.

Activity details 2.2

Title DIGITAL MEDIA ACTIVITIES

Start date 01/01/2019

End date 30/05/2021

Activity deliverables

D2.2.1) Definition of the digital tool package: following the Communication Strategy, the WP leader will define the single activities in order to activate the digital tools

PP8 proposes to create Adrireef pages on Facebook, Twitter, LinkedIn and Youtube.

All participants agree with the choice.

In addition, LP proposes to PP8 to invest for a social media manager/communication agency/expert that could produce original, attractive and captivating contents which could allow the project and its results to be visible and effective in an immediate and long term perspective.

D2.2.2) ADRIREEF project section on programme website fully available for all stakeholder interested

The website of ITALY-CROATIA INTERREG programme will provide in its framework the specific web pages for each project. These mini-websites will become the official websites of each project. LP proposes that PP8 RERA, as WP leader, could take care of the contents and updating of the official website and Ravenna will collaborate to this task.

PP8 and all other participants agree with the proposal.

D2.2.3) 11 web-pages of ADRIREEF on PP websites

LP explains to all PPs that every partner has to create an ADRIREEF webpage on its own website and proposes that PP8 RERA, as WP leader, will check these pages and collect all the relevant links for the final dissemination report.

All participants agree.

D2.2.4) Social media profiles opened: Facebook and LinkedIn

As WP leader, PP8 RERA suggests that it is strategic to open also a Twitter and Youtube profile of the project.

D2.2.5) On-line newsletter set up and regularly updated;

PP8 RERA proposes to provide a template and tool for the project newsletter and, consequently, to collect the necessary info/texts and send the newsletter to all PPs. The periodicity of the issues, the language, the type of contents, etc. will be defined in the forthcoming months in the Communication Strategy.

All PPs agree.

D2.2.6) Final report of digital communication activities performed: the WP leader will collect day-to-day the information of the communication activities on digital tools, which will be included in the project's reports.

WP leader PP8 RERA explains that every communication activity performed by the project and its partners has to be monitored and reported. For this task, PP8 will propose a specific form that will be collected it for the final report.

Activity details 2.3

Title PRINTED MATERIAL FOR COMMUNICATION

Start date 01/03/2019

End date 31/08/2020

Activity deliverables

D2.3.1) Poster A3;

LP Ravenna explains that the project poster is already determined by the programme and that it simply must be filled with the project details. LP proposes then to collect all necessary information, to produce the files and that each partner can print its own poster. Then, PP8 RERA, on the other hand, as part of the communication activities report, could collect the photos of each poster for the final reporting.

All participants agree.

D2.3.2) Roll up of the project, including the project logo, a short description of the project aim, the funding and PP's logos;

LP proposes to produce the graphic file of the roll up and that WP leader PP8 RERA could materially produce the roll-ups for each partner.

The participants agree.

D2.3.3) Portrait of the project;

LP proposes to produce the graphic file with the relevant texts and that PP8 RERA could print the portrait for each partner.

PP8 accepts and says that the number of printed copies will be defined later.

D2.3.4) FlyeR

Once again, LP proposes to produce the graphic file with the texts and that WP leader PP8 RERA could print the flyers for each partner.

PP8 accepts and says that the number of printed copies will be defined later.

Activity details 2.4

Title FESTIVAL OF ADRIATIC REEFS

Start date 01/11/2019

End date 30/04/2021

Activity deliverables

D2.4.1) Festival in Ravenna, hosted at the Diving Museum in Marina di Ravenna, by "HDSI – Historical Diving Society Italia" with the participation of the Paguro Wreak team

LP tells to all PPs that it is evaluating the idea to realize the festival in 2019 late Summer.

D2.4.2) Minutes and press release of the 1st festival;

LP informs all participants that an external service will be appointed for all communication aspects of the Ravenna Adriareef festival. LP proposes to PP8 RERA to share ideas for the coordination of the two festivals. Even if the two events will inevitably have different features we can work together to share some main communication ideas/elements in order to create a sense of continuity and connection.

PP8 RERA agrees.

D2.4.3) Festival in Split;

PP8 RERA will start thinking of the best location for its festival.

D2.4.4) Minutes and press release of the 2nd festival.

PP8 RERA will decide how to implement the communication of its own festival.

Activity details 2.5

Title SCIENTIFIC WORKSHOP ON ADRIATIC REEFS

Start date 01/08/2019

End date 30/10/2020

Activity deliverables

D2.5.1) Workshop in Ancona;

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.5.2) Minutes and press release of the 1st workshop;

PP 5 CNR will take care of this issue.

D2.5.3) Workshop in Zadar;

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.5.4) Minutes and press release of the 2nd workshop.

PP 4 University of Zadar will take care of this issue.

Activity details 2.6

Title STAKEHOLDERS SURVEYS

Start date 01/05/2019

End date 30/10/2020

Activity deliverables

D2.6.1) Surveys online: digital tool for the creation of surveys will be used (DRUPAL modules on the website or other software);

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.6.2) Data analysis report of the overall results of the surveys.

LP announces that the Italian side of the surveys will be carried out by one of its external service suppliers while PP8 RERA + PP4 Zadra Nova say that they could carry on the Croatian side of the survey (more precisely, PP8 RERA could work on the institutional stakeholders and PP4 Zadra Nova could work on the non-governmental stakeholders).

Activity details 2.7

Title DISSEMINATION OF RESULTS

Start date 01/08/2020

End date 30/05/2021

Activity deliverables

D2.7.1) Video tape of Adriatic Reef, including the monitoring phase images, made in different reefs of Adriatic Sea;

LP proposes to produce the video thanks to the communication service agency that will be appointed as external supplier for the project.

The participants agree and ask to know what kind of videos and films they have to provide for the final production.

D2.7.2) Printed joint scientific publication

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.7.3) Printed guidelines for stakeholder

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.7.4) Printed white paper of innovative exploitation;

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.7.5) Local workshop: at least 5 events organized in PP facilities with local stakeholders, policy-makers, citizens for promoting the project activities and results

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.

D2.7.6) Final dissemination event of the project.

All participants agree that this activity will be further discussed after the Kick off meeting and the first activities of the project.