“Piloting of eco-innovative fishery supply–chains to market added–value Adriatic fish products”
Priority Axis: Blue innovation
1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area

D2.1.3. Communication Plan

WP2 - Communication activities/ A2.1. Start-up activities

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PP1- Zadar County

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1. Foreword

PRIZEFISH IT-HR Standard Project "Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products" was approved by The Italy-Croatia CBC Programme Monitoring Committee during the meeting held in Venice on 19th and 20th July 2018. The “PRIZEFISH” project is embedded in the Interreg Italy - Croatia Programme Priority Axis 1 “Blue innovation” with the specific objective 1.1. Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area.

Moreover, this project will contribute to EUSAIR Pillar 1–Blue GROWTH on topics: Fisheries & Aquaculture and Blue technologies. As well, PRIZEFISH project will accomplish several objectives of EU Common Fisheries Policy and Common Organisation Markets. As a matter of fact, this project builds on knowledge that were capitalized on previous and ongoing cooperation projects in fishery sector. Its overall idea is to increase competitiveness of Adriatic fishery economic communities and to reduce the impact of fishery-related activities on marine ecosystems.

Good project results and good cooperation between the project partners and Programme authorities are crucial for the success of project communication. Also, this programming period 2014-2020 is characterized by a result-based approach. In this sense, the project communication approach will be based on dissemination of projects results of three main objectives:

- Blue Innovation among Public territorial Bodies and Research Stakeholders.
- Blue Economy reconciling environmental sustainability and economic competitiveness in the Adriatic fishery sector
- Blue Growth building up environmental-friendly next generation fishers, consumers by a transgenerational key-change in their relationships toward sustainability.

Communication PRIZEFISH objective will try to engage all the innovation players. The communication strategy in each partner region focuses on good examples of how regional and local public authorities, academia, research centres, enterprises, producer organizations, general public, etc. can cooperate efficiently, involving multilevel external stakeholders to obtain the desired outcomes.

Communication among the involved parties plays a key role for achieving objectives. All the involved parties must be informed on the existing situation, the new ideas and the expected benefits, in order to be able to evaluate, in total, the present and the expected future matters to enable everyone to contribute for the transition to a more ideal situation.
This document on communication strategy expands on the information contained in the section G - Communication approach and chapter WP2- Communication activities of the application form.
2. Background and objectives of the project

The Italy-Croatia CBC Programme’s overall objective is to increase the prosperity and the blue growth potential of the area by stimulating cross-border partnerships able to achieve tangible changes. The aim had been set to enhance blue innovation, to boost safety and resilience, to support and promote environment and cultural heritage, and to develop and improve environment-friendly and low-carbon transport systems with the overarching ambition to increase stakeholder involvement and cooperation intensity.

Within the first Priority Axes “Blue Innovation” joint cross border PRIZEFISH IT-HR Standard Project "Piloting of eco-innovative fishery supply–chains to market added–value Adriatic fish products" arises, under the INTERREG Italy-Croatia Programme.

PRIZEFISH will contribute to EUSAIR Pillar 1–Blue GROWTH on two topics Fisheries & aquaculture and Blue technologies. Also, PRIZEFISH project will accomplish several objectives of EU Common Fisheries Policy and Common Organisation of Markets, as mentioned in the application form.

2.1. Overall objective

PRIZEFISH aims to make Italian and Croatian Adriatic SMEs and Producer Organizations (POs), dedicated to fishing and commercializing fishery products, to be more competitive in the Member State and International food markets than present day. This aim will be achieved by developing and piloting innovative fish products with added-value given by ecolabels fulfilling requirements of environmental, economic and social sustainability.

The socio-economically relevant overall aim of PRIZEFISH is accomplished by improving the framework conditions of Adriatic fishery (SO1), fish processing (SO2) and marketing eco-labelled of fishery products (SO3).

The overall aim pairs to the ambitious territorial challenge to develop cross-border fishery supply-chain and value-chain and to capitalize such cross-border innovation for increasing the potential of long-term economic, environmental and social sustainability in the Adriatic coastal territories.

This goal will be achieved through a three-pillar approach (High content of research and innovation, Industry-driven and market penetration and Capitalization in fishery-based
communities) and a transnational, balanced IT-HR partnership built on the **quadruple helix concept**: University & Research Institutes; Fishing SMEs & POs, Territorial development bodies and no-profit organizations/NGOs.

### 2.2. Specific objectives, approaches and related Communication objectives

The following sub-objectives should be highlighted:

1. **PRIZEFISH-Fishery: Key-enabling technologies for environmental-economic sustainable Adriatic fishery**

   PRIZEFISH specific objective 1 (SO1) is to improve the framework conditions of Adriatic fishery by developing and piloting key-enabling technologies for environmental and economic sustainable fishery.

   **Approach:** To carry out and implement such framework the role of **research and technological innovation** is central to foster the adaptation of Adriatic fishery productions to new consumer attitudes and market orientations and, in parallel, to ensure economic sustainability of fishery products. The new and growing levels of environmental sustainability associated with the current and incoming certification guidelines can be achieved only through the transfer of innovative processes and technologies resulting from the integration of research outcomes and fishery best practices.

   **Communication objectives:** the key is to establish effective communication of Adriatic fishery operators (SMEs and POs) and the world of research, where know-how and resources will be transferred and received between production firms and research institutions. Related to this, the policy and decision-makers and environmental NGOs will be engaged in the communication process, in order to increase awareness about the benefits that certified and innovative Adriatic fishery could represent in term of both socio-economic and environmental sustainability, with the final goal of developing an explicit support towards fishing operators that will certify products and processes. To achieve the communication objectives different tools will be used, such as: events, Workshops, Conferences, Publications, Policy recommendations.
2. PRIZEFISH-Fish process: Enabling SMEs to produce eco-labelled added-value Adriatic seafood

PRIZEFISH specific objective 2 (SO2) is to effectively enable Adriatic small and medium enterprises that process local resources to produce eco-labelled added-value seafood. Therefore, this objective will enhance the competitiveness of the Adriatic fishery industry to become more sustainable, better managed and more efficient than today. Sustainability and innovation in Adriatic fisheries must be accompanied by improved conditions and innovation of methods and tools in the seafood processing industry. The final goal is to obtain added-value seafood products with required standards for market value and also eco-labelled quality standards levels.

**Approach:** To reach PRIZEFISH SO2, eco-innovative processes and products will be set up and regulated, in order to increase market value of specific innovative fishery products and boost added value to existing products. The identification of innovative solutions available for the Adriatic fishery sector will places operative emphasis on fish processing, quality control and traceability procedures, their related product innovation practices and transfer of knowledge between Italian and Croatian fishery sectors.

**Communication objectives:** the focus will be to establish communication between the private sector / Adriatic fishery operators (SMEs and POs) and connected stakeholders. As expected, results are added-value seafood products and quality standards level in production, publications, guidelines for traceability implementation on the developed added value Adriatic fishery products and certification scheme for new innovative products and process will be produced. Various events, workshops, conferences and meetings will be organised in both countries whereby the importance of the eco-labelling process for the fishing activities carried out in the Adriatic Sea will be promoted.

3. PRIZEFISH-Marketing: Increasing Adriatic SMEs competitiveness to penetrate fishery EU/non-EU markets

Third PRIZEFISH specific objective (SO3) is increasing the competitiveness of Adriatic small and medium enterprises in fishery sector to enter EU and international seafood markets. The economic sustainability of the entire Adriatic blue economy linked to eco-labelled fisheries and seafood will be promoted by acting on value-chain innovation.

**Approach:** This objective will be achieved by filling the gap between fishery production and processing on one side and the marketing of obtained products from the other side. The current inclination of the market chain of Adriatic fishery products and consumer to traditional and
innovative products will be **comparatively analysed to identify existing trends and best practices** for the trade (and promotion) of eco-innovative products. At the same time problems and obstacles revealed in trade and in application of innovations, will enable to determine priority and specific elements to be addressed and improved at the different organizational levels.

The goal is to propose a **structure of an eco-innovative value chain**, specifically designed to identify new valorisation paths for local resources and to support the development of innovative business networks, that will integrate all aspects related to innovative chain organization and networks including branding and labelling strategies, processing, preparation and distribution channels to fully exploit existing market opportunities and to have the potential to create and penetrate new seafood markets.

**Communication objectives:** Communication will reach the objective to disseminate this PRIZEFISH key-challenge with training modules, I.T. platforms, social media, video, events. It will be implemented thinking to both workers and consumers, acting on multiplying tools to spread the influence of the project’s messages. Different target groups will be reached by combining specific Cross border training modules, such as: fishery operators, food production operators, market stakeholders and operators and local authorities.
3. The nature of the Communication Plan

Communication has gained a vital role in cooperation programmes and projects throughout the past years. Effective communication is the basis of cooperation. Moreover, it is a mandatory for the project to deliver relevant results not only to project partners but also to audiences outside the project communities. All in all, communication has become an integral part of the working procedures at all levels throughout the project and programme cycles.

The PRIZEFISH IT-HR Standard Project intends to adopt an active role in direct communication with the potential beneficiaries, using all the most recent developments in the field of communication technology available, to reach as wide an audience as possible, and focusing on a more interactive approach in order to engage the target audiences and increase the attractiveness of the project and promote its comparative advantages and distinctive features with the long-term consequences. As well, targeted communication will help projects to achieve aims and ensure transparency in the use of the EU funds.

The quality of project communication results comes from a committed work of all partners and not only the partner responsible for communication activities. Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project.

In order to target programme communication, and to frame the communication strategy, a systematic approach will be followed per each of the selected communication fields. In total, three communication objectives were identified. For each aim, target groups relevant for achieving the respective aim are determined. For each target groups, different approach for communication is selected. Diverse tactics are an important element of communication strategy planning as they allow the planner to verify if certain activities are likely to achieve the aim or not. In order to achieve the aims flexibility may be needed due to fast changing modern society world.
4. Communication objectives

4.1. Overall objective

The PRIZEFISH communication plan targets to use, effectively and efficiently, communication tools in order to establish cross-border fishery supply-chain and value-chain and to capitalize such cross-border innovation for increasing the potential of long-term economic, environmental and social sustainability in the Adriatic coastal territories. Communication plan is set to ensure the highest impact of the project on the involved regions and throughout European Union and broader.

4.2. Specific objectives

The following specific communication objectives should be pointed up:

1. Disseminate Blue Innovation among Public territorial Bodies and Research Stakeholders
   Related messages are:
   - To establish effective communication of Adriatic fishery operators (SMEs and POs) and the world of research, where know-how and resources will be transferred and received between production firms and research institutions.
   - In cooperation with the policy and decision-makers and environmental NGOs, to increase awareness about the benefits that certified and innovative Adriatic fishery could represent in terms of socio-economic and environmental sustainability

2. Disseminate Blue Economy: reconciling environmental sustainability and economic competitiveness in the Adriatic fishery sector
   Related messages are:
   - To highlight importance of the eco-labelling process for the fishing activities
   - To enable Adriatic small and medium enterprises to produce eco-labelled added-value seafood
   - To establish communication between the private sector/ Adriatic fishery operators (SMEs and POs) and connected stakeholders
- To enhance the competitiveness of the Adriatic fishery industry to become more sustainable, better managed and more efficient
- Disseminating the PRIZEFISH key message and reconciling sustainability and profitability in Adriatic fisheries

3. Disseminate Blue Growth: building up environmental-friendly next generation fishers, consumers by a transgenerational key-change in their relationships toward sustainability

Related messages are:
- To increase the competitiveness of Adriatic SME in fishery sector to enter EU and international seafood markets.
- The importance of marketing of obtained products. Identify existing trends and best practices for the trade and promotion of eco-innovative products
- The economic sustainability of the entire Adriatic blue economy linked to eco-labelled fisheries and seafood will be promoted by acting on value-chain innovation.
- To propose a structure of an eco-innovative value chain organization and networks
- To be implemented to both workers and consumers
5. Target groups

Communication activities as foreseen are mainly addressed to the different target groups of the project (with target value numbers):

- General public (50,000)
- Local, regional and national public authorities (30)
- Regional and local development agencies, chambers of commerce and other business support organisations (15)
- Small and medium enterprises and producer organizations operating in marine fishing and mariculture (200)
- Universities, technology transfer institutions, research institutions (15)
- NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks (48)
- Education and training organisations as well as social partners and labour-market institutions (6)

Each of three specific communication objectives have specified target groups to which they relate.

*Target group for the first communication objective Blue Innovation are*: Local, regional and national public authorities, ERDF, Managing authorities and Programming Bodies of the Adriatic Sea and Mediterranean region, regional and local development agencies, chambers of commerce and other business support organisations, universities, technology transfer institutions, research institutions. At least one Network involved CTN BIG Cluster (Blue Italian Growth Cluster).

*The goal for second objective Blue Economy* is to link together the two aspects, reconciling environmental protection (NGO, environmental associations, general public) and fisherman association, SMEs, Producer Organizations and Market Operators of both Countries operating in marine fishing and mariculture. Other targets to be involved are: Regional and local development agencies, chambers of commerce and other business support organisations, as chambers of commerce and business support organisations.
For third objective Blue Growth target groups are: Education and training organisations as well as social partners and labour-market institutions as Secondary high-schools mainly those training in catering and hospitality. Also, there are: SMEs, Producer Organizations and Market Operators of both Countries operating in marine fishing and mariculture. Not to forget Universities, Research Centres, Experimental Zootechnic Institutes and at last local, regional and national public authorities, ERDF, Managing authorities and Programming Bodies of the Adriatic Sea and Mediterranean region.
6. Communication channels

6.1. Internal communication

Communication is a horizontal project task and implies the engagement of all project partners. Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project.

It is recommended that each project partner appoints one person responsible for communication. Partner responsible for Working package of communication (Zadar county) must appoint a Communication Manager responsible for planning and coordination of communication measures for the whole project. Also, it is necessary to ensure constant and regular contact with Managing Authority/Joint Secretariat (MA/JS) coordinated by Project Manager from LP. The MA/JS will provide communication training, templates and technical tools to projects as support for project communication. In return, the MA/JS expects the projects to deliver content for communication activities at the Programme level.

The WPL of communication will lead this activity together with LP and other WPL’s, allowing continuous internal, day-to-day, cooperation favouring direct participation and communication with e-mails and small web-meetings. The PRIZEFISH state-of-the-art and advances will be discussed in a monthly web-meeting and reinforced by in-person biannual meetings. A to do list will be elaborated at the end of every meeting/web meeting. Meeting data will be sent to the PM in line with the Risk Management Tool indications.

According to the Risk Management Tool developed in Act. 1.1, the leadership of some activity may be assigned to different PP when optimal. In addition to the monthly web-meeting, specific webinars to discuss single actions will be continuously organized with a bottom-up approach by the initiative of the WP1 Leader, with the LP monitoring each webinar. Webinar results will build the base for steering and monitoring PRIZEFISH implementation and for drafting biannual reports.
6.2. External communication

WP2 will focus on supporting and spreading information on the PRIZEFISH actions and results among identified Target Groups (TGs) using the appropriate tools and strategy for every selected TG (different methods for addressing different TGs). This will be done with communicating project achievements and results, through exemplar outputs and deliverables, using a two-way communication with target groups, receiving feedback for future improvement of deliverables and outputs.

All PPs will be involved, but coordination and specific important tasks will be managed by PP1-Zadar (WP2 Leader), LP-UNIBO and PP13-RER. Communication activities with the relevant TGs of the Italian and Croatian sides of the Adriatic will be supervised by WP2 Leader and PP13-RER respectively. LP will supervise all communication activities in close cooperation with WP2 Leader. A communication plan will be prepared by WPL, that will appoint Communication Manager (CM) that will stay active for the whole project duration.

The start-up activities will foresee the Kick-Off Meeting in Ravenna (held in the beginning of March), a press conference (LP) and press releases (all PPs except PPs 8-10).

6.3. Project website

On the web-platform managed by the JS of the Interreg Italy-Croatia programme, the PRIZEFISH project website will be developed and joined. It should be visual attractive and user-friendly, as it is one of essential elements to communicate the project. It will be regularly updated with all the relevant updates to contribute to the widespread dissemination of PRIZEFISH achievements. The important updates (e.g.: general project information, related events, news, activities, outcomes, contact persons, etc.) should follow the instructions of the communication responsible of the programme.

6.4. Digital activities and social media

Digital activities and social media will be an important communication tool of PRIZEFISH. The activity will foresee the activation of several media profiles on the major social networks (e.g. Facebook, Instagram, LinkedIn) and their regular updates by the PRIZEFISH CM. All PPs will contribute according to the coordination of WP2 Leader. When social media will be included, and
different accounts created on project and local levels to attract end-users it will be easier to communicate project results and to invite end users to capacity building events. Special attention must be given to the development of content for social media networks due to their growing importance in everyday communication in all the target groups. Innovative, source full and modern stream of news and content must be able to attract target groups and build an appeal for all the results of the project. Original content with viral potential should be the goal of the activities on the social media.

6.5. Publications, articles and press releases

This activity will include publishing of the following dissemination materials:
- flyer (PRIZEFISH portrait) with key-messages published in English, Italian and Croatian language
- at least 2 articles in both Countries in national and EU magazines (including ones on online platform and networks);
- local press articles and scientific publications (one per partner, following their specific field of activity);
- press conferences (at Kick off meeting and Final meeting events) followed by press releases;
- video showing the PRIZEFISH results and messages (to be uploaded for social media communication).

Promotional material (ordered by individual partners) will be used for capitalization events, trainings and final conference.

6.6. Events, workshops and conferences

Two major PRIZEFISH events will be managed in the last year of the project:
- a major event as Final PRIZEFISH conference, with ESI funds management authorities (inviting ERDF bodies from regions involved, Ministries for both Countries, ADRION-MED representatives, EUSAIR governing board, BLUEMED initiative chair, etc.) to be organized by the WP2 Leader (PP01-Zadar) in a Croatian coastal locality;
- two days long **PRIZEFISH Capitalization Workshop** to be organized by LP and PP13-RER on an Italian coastal locality inviting major target groups and general stakeholders where PRIZEFISH technological and economic outcomes and goals will be exhibited and disseminated.

Several minor local events will be organized on the premise of PPs, together with the capitalization and training events of the thematic WPs 3-5.

### 6.7. Other activities

Other activities will start with organization of the Kick-Off meeting in March in Ravenna managed in parallel with the start-up activities of WP1 and the development of PRIZEFISH Communication Strategy (CS) according to the programme indications and suggestions.

WP2 Leader will appoint a Communication Manager (CM) that will produce the **communication plan** (strategy adopted, both for internal and for external/target communication) while the Kick-Off communication aspects were arranged by LP.

One of the activities is making a **database of PRIZEFISH stakeholders** for future communication actions and the development of a **project informative roll-up/notice board** to be displayed at strategic places of each PP’s premise.

Apart from those channels, a strong support of every partner through their own channels is expected.
7. Communication activities and related deliverables

The PRIZEFISH communication activities are:

1. Common methodology for the project communication activities
2. Production of the communication tools - publications
3. Communication tools - digital activities, social media and multimedia
4. Participatory communication tools - Events, Workshops and Conferences

7.1. Common methodology for the project communication activities

Each PRIZEFISH project partner (PP) will appoint one project manager, one communication manager and one project financial manager along with its staff. Some PPs will externalise the financial management. All partners will define staff members to be involved in project implementation activities.

A Steering Committee (SC) will be assembled involving one member per PP. The SC and the individual WP joint implementation teams with their staff members represent the project core joint staff.

The project will have a main communication manager (CM) that will be appointed by WP2 Leader (Zadar County). The Communication manager must be constantly informed by all partners about all the relevant phases and activities of the project.

One of tasks is to produce the communication plan that should include strategy, and guidelines both for internal and for external/target communication. The Communication plan is a document detailing how to engage stakeholders in PRIZEFISH actions, tools, channels and actions to ensure project outputs are visible, connected to future actions, programmes and strategies and available resources and each PP’s role and responsibility. The Communication Plan must be linked to the Risk Management Plan. The document was drafted by the WP2 Leader and by LP. All PPs contribute.
A database of PRIZEFISH stakeholders should contain all the relevant information and will be used for future communication activities. It will be based on a grid prepared by CM and WPL with the help of LP and PP13-RER. The database will be filled with new information by each PP.

Deliverable:
- D.2.1.2. Stakeholders database
- D.2.1.3. Communication Plan

### 7.2. Production of the communication tools - publications

Activity 2.2 includes production of promotional materials and on the other hand, publishing articles and scientific publications. From the printed promotional material flyer and poster will be made. Flyer contains PRIZEFISH portrait with key-messages in three official languages English, Italian and Croatian. According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should produce a poster of minimum A3 size with information about the project including the financial support from the Union and the project logo. Poster should be produced in English, Italian and Croatian language. When finished, flyer and poster sample will be delivered to all partners to be printed and distributed locally. Also, PPs should place the poster at a location readily visible to the public, for example at entrance area of a building.

Furthermore, in the first period of the project (first six months) project’s informative notice board or roll-up must be produced. This will be displayed at strategic places of each project partner’s premise. This will in some way label PRIZEFISH partners and make the whole more visible from very beginning.

During the whole length of the project articles and scientific publications will be produced. All project publications must include the project logo and the reference to the EU co-financing. All project partner, following their specific field of activity should produce local press articles and scientific publications. Each PP is responsible to promote the publication of at least one article promoting project in local press to inform the general public and foster the involvement of local stakeholders. Moreover, at least two articles in Italy and Croatia must be published in national and EU magazines/press. As well, the articles could be included on online platform and networks...
of relevant dimension and importance. LP and WP2 Leader are responsible for those articles. LP, PP02, PP06 and PP07 will also have to provide at least one article on scientific press. Publications are targeting different end-users, all to improve visibility of PRIZEFISH also among wider public.

Deliverables:
- D.2.1.4. Roll-up/Noticeboard
- D.2.2.1 PRIZEFISH flyer: with project key-messages in EN, IT and HR;
- D.2.2.3 PRIZEFISH Poster: to be reproduced by each PP, in EN, IT and HR;
- D.2.2.4 PRIZEFISH articles on EU magazines: at least two main publications realized by LP and WP2 Leader on EU magazines or web platform of relevant dimension and importance.
- D.2.2.5 Other PRIZEFISH publications targeted for end-users: fishermen, young trainees and scientific papers for Universities and Research bodies. Each PP is responsible to promote the publication of at least one article on local press to inform the general public and foster the involvement of local stakeholders. LP and PP02, PP06 and PP07 will also have to provide at least one article on scientific press.

7.3. Communication tools - digital activities, social media and multimedia

Social media are becoming more and more important to reach a wide range of target audiences. Digital activities and social media will be an important communication tool of PRIZEFISH project. Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery. Several media profiles on the major social networks will be activated and regularly updated by the PRIZEFISH CM. CM will coordinate all the PP’s in publishing through Social networks (e.g. Facebook, Instagram, LinkedIn). Special attention must be given to the development of content for social media networks due to their growing importance in everyday communication in all the target groups. Innovative, source full and modern stream of news and content must be able to attract target groups and build an appeal for all the results of the project. Original content with viral potential should be the goal of the activities on the social media. Infographics, pictures, short videos, interviews, surveys... are just some of the forms that can be used to build on interaction with target groups.
Together with the social media activities, project website will be set up. PRIZEFISH website will be integrated and hosted on the Interreg Italy-Croatia programme web platform and will have its own domain. Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme for free while the projects will have to foresee internal/external human resources for updating regularly the project website. Website will be monthly updated with fresh news from the project. Content developed for social media can be used here, too.

Each partner should publish on their institutional website, in English or in local language, a short description of the project. This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Programme platform should also be added.

As part of activity 2.2. Publication, video that shows the PRIZEFISH results and messages will be produced. This video will be uploaded on project’s social media and website, and it is intended to popularize the project results among the broader audience.

Deliverables:
- D.2.2.6 PRIZEFISH video showing the PRIZEFISH results and messages (for large public, YouTube, socials)
- D.2.3.1 Social Media accounts and profile set up and updating
- D.2.3.2 Monthly update of the PRIZEFISH website hosted by the programme platform

7.4. Participatory communication tools - Events, Workshops and Conferences

The PRIZEFISH project started with Kick-Off Meeting (KOM) organized in Ravenna in March (D.2.1.1.). It will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. LP is responsible for the organization of the KOM. The KOM will be preceded by a launching press conference. All the partners will actively participate and contribute with publishing press releases after the KOM.
In 2021, the last year of the project **final conference** will be held in Croatia in coastal area. The high-profile event will aim to present and share PRIZEFISH results in front of the relevant major actors in the EUSAIR Regions: EUSAIR, ESI funds managing authorities, Interreg programmes (Adrion, MED, Italy-Croatia, Interact), BLUEMED initiative of the EU Commission and others. It will be organised by WP2 Leader. Also, during the final conference second press conference will be organised by WP Leader.

As well, event to be expected in 2021 is the PRIZEFISH Capitalisation Workshop, a large-scale event to be organized by LP and PP13-RER. It will be located in strategic venue in Italy. The aim is to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders.

**Deliverables:**

- **D2.1.1 Kick-Off Meeting (KOM)** To be organized in Ravenna (lead partner implementing Unit), it will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. The KOM will be organized in Ravenna by the LP, contextually to the 1st Steering Committee and preceded by a launching press conference. All the partners will actively participate and contribute.

- **D.2.2.2 PRIZEFISH Press Conferences** – to be organised twice, the first time during the KOM event (by LP) and the second time by WPL (PP1-Zadar) during the final conference (EUSAIR conference, major project event);

- **D.2.4.1 Final PRIZEFISH Conference.** A major event to be organized in a Croatian strategic location by the WP2 Leader. The event will aim to present and share PRIZEFISH results in front of the relevant major actors in the EUSAIR Regions: EUSAIR, ESI funds managing authorities, Interreg programmes (Adrion, MED, Italy-Croatia, Interact), BLUEMED initiative of the EU Commission.

- **D.2.4.2 The PRIZEFISH Capitalisation Workshop.** A major event to be organized in an Italian strategic location by LP and PP13-RER to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders.
8. Communication rules

8.1. EU regulation (Annex XII of the Regulation (EU) No 1303/2013)

All communication activities should be implemented in the respect of the rules on information and publicity for all beneficiaries, according to the EU regulation No 1303/2013. To comply with EU regulations, follow next rules:

- The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. (Regulation (EU) No 1303/2013).
- According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo.
- All project partners should publish on their institutional websites (“where such website exists”) a short description of the operation, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).
8.2. Branding requirements

To comply with Programme and EU branding you need to use on all communication materials:
Project logo + ERDF referencing

In practice there is a second option. Separate version which combines 2 images - logo and ERDF ref that could be placed separately on the document
8.3. Logos

Project logo is made in different versions- colour and monochrome adjustments, such as black and white, CMYK, grayscale, negative and RGB.
The same versions were made for project logo with ERDF referencing. Project logo must be used on all communication material.

1. printed publications: reports, promotional handouts;
2. audio-visual: videos, audio podcasts;
3. digital or electronic materials (websites, web tools, videos, podcast, etc.);
4. events (e.g. on PPT presentations, agendas, bags and other conference material);
5. stationary and office materials.
8.4. Colors

Colours and their meaning are defined in Programme brand manual.

**Reflex blue**
CMYK: C 100 M 80 Y 0 K 0
RGB: R 0 G 51 B 153
HEX #003399

**Light Blue**
CMYK: C 41 M 30 Y 0 K 0
RGB: R 159 G 174 B 229
HEX #9FAEE5

**Yellow**
CMYK: C 0 M 0 Y 100 K 0
RGB: R 255 G 204 B 0
HEX #FFCC00

**Shade of blue:**
PANTONE: 306 U
CMYK: C 80 M 0 Y 0 K 0
RGB: R 0 G 176 B 230
HEX #00b0e6

PANTONE: 306 U
CMYK: C 30 M 0 Y 0 K 0
RGB: R 188 G 228 B 246
HEX #bce4f6
8.5. Posters

It’s compulsory to have a poster with information about the project including the financial support from the Union and the project logo, at partner’s premises, at a location readily visible to the public, such as an entrance area of a building.

In order to help project partners to comply with this obligation, the Programme provided a Poster template available for download on the Programme web platform.

Templates are available as different files (Adobe Acrobat document, InDesign Markup document, LINKS file). Projects are free to edit a poster on their own, provided the regulatory conditions are respected, and the thematic pictograms and colours and the branding font are used. To produce a poster, professional printing or design services must be engaged. Printed version has to be at least A3 format (297 x 420 mm).

Linguistic versions: English and a national language (Croatian or Italian)

A picture of the poster must be sent to the Programme within the first progress report. On the next page there is a template attached:
8.6. Project website and institutional website

PRIZEFISH project website will be integrated and hosted on the Programme web platform and will have its own domain. Projects must foresee internal/external human resources for **updating regularly** the project website. This activity does not require any specific technical skills and the Programme will develop tutorials to help project partners in using the different features of the website.

The Programme will provide a complete website section (calendar, document library, directory, tools etc.) to each selected project, as well as will provide to the projects all the elements to manage and configure their website section (visuals, features, content, social networking, etc.).

All project partners should publish on their **institutional websites** ("where such website exists") a short description of the operation, in English or in Italian/Croatian language. This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy-Croatia CBC Programme platform should also be added.

8.7. Publications, press & scientific articles

**Golden rule:** "logo + ERDF reference” on all project publications: event invitations, projects leaflets, brochures, newsletters, studies, articles, etc.

When this is not possible, for example, in articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme.

In addition, projects are strongly recommended to publish in the appropriate section of the Programme website the most essential results (or a summary of them) in the official language of the Programme – English - in addition to the other languages.
8.8. Promotional goodies

Partners are encouraged to produce promotional goodies (pens, folders, hand lamps, backpacks...) to be used on for capitalization events, trainings and final conference. Production of promotional materials is left to individual partners. However, golden rule ("logo + ERDF reference") applies to all the produced material, except when items are to small to include both. In such cases logo is necessary.

A few guidelines to all PP’s when considering the production of promotional goodies:
- Does it meet my strategic objectives?
- Is it relevant for the promotion of my project?
- Is it useful, creative and memorable enough?
- Is it green? “the fewer the better”
9. Risk management in communication plan

As integral part of WP1, activity deliverable D.1.1.5. - The Risk management tool was produced. This separate document intends to maximise the probability of success of the PRIZEFISH project by identifying difficulties that the project could face and anticipating actions to prevent their occurrence or reduce their negative impact.

9.1. Roles and Responsibilities

The collaborative nature of PRIZEFISH project requires well-defined responsibilities regarding the risks. Although the LP is responsible for the general coordination and each WP leader is responsible for each work package implementation, all the PPs are to run the project activities. The PRIZEFISH decision-maker body is the Steering Committee (SC), functioning according to the SC Regulation document (approved and subscribed by all PPs). SC is formed by Project Manager (PM) and Financial Manager (FM) from Lead Partner (LP), by one project manager for each partner and by the Communication Manager (CM, PP1-Zadar). SC is the core implementation body, meets biannually and discusses the project state, setting the next goals and updating the project implementation plan.

Because of the large size of the PRIZEFISH partnership, a Coordination Committee (CC) of the project has been established and its members will monitor the project by delivering mid-term risk and quality management reports thus ensuring and anticipating the risks throughout the project life. CC is composed by PM, FM (WP1), CM (WP2) and the three thematic Work Package Leaders (WPLs).

WP Leaders are responsible of the implementation of the work within their own WP, so they have the risks ownership for the deliverables and milestones within the WP they are leading. PP1-Zadar is responsible partner for communication deliverables. They assure the identification and management of the risks and they should inform the Coordination Committee. If new risks are identified, they should be reported to the CC who will update the risk Management Register. For actions in which several work packages are involved (such as workshops), WP leaders will be co-responsible of the risks.
The day-to-day management is addressed by the coordination between LP and WP leaders, with at least one monthly web-meeting with all partners, thus minimizing lack of internal coordination.

It is the responsibility of all PRIZEFISH partners to communicate to the Project Manager the status and effectiveness of each risk and mitigation plan in order to update the risk management register and assess the relevance of the tools.

9.2. Risk Management process

The risk management process is applicable for management, communication and research activities or transnational access taking place within the PRIZEFISH project. First step is identification actions which can compromise defined schedule, costs or project’s outcomes. These actions are linked with the level of risk exposure (low, medium, high, critical). Following the evaluation of the risk exposure, the risk owner will first seek how to prevent actions and events that may harm the project from happening. The risk owner will confirm the correct implementation of the risk responses and will check the effectiveness of the response. Also, the risk owner will keep track of the situation and inform the Project Manager. Every identified risk must be reported and inscribed in the Risk log and Risk Management Register.

9.3. Risks in communication

The risks that could be foreseen in WP2 - communication activities are comparable to risks that can be foreseen in other WPs. Mostly, they are concerning problems with data exchange and provision, bottlenecks and delays in the work and low quality of handed deliverables. Also, some particular risk can occur, such as:

- PP’s not following the rules of visibility resulting in losing funds due to expenditures being declared as ineligible costs.
- Unresponsive PP’s in updating website and social media accounts resulting with unattractive digital media of the project and bad reaction from target groups.

All the risks concerning WP2 - communication activities will be implemented in the Risk Management Register which will be accessible to all members through Google Drive/Dropbox.
10. Budget for the action

The budget estimated for this project includes a specific WP for communication actions, so communication activities and/or material have been budgeted under staff and external expertise/services lines. With this regard, partners have been provided with a detailed budget which includes the breakdown per activity and partner.

*In the following table total amount of budget per partner awarded to communication is visible:*

<table>
<thead>
<tr>
<th>PP</th>
<th>PP’s Name</th>
<th>PP’s budget for communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP</td>
<td>Alma Mater Studiorum - University of Bologna</td>
<td>29.212,50 EUR</td>
</tr>
<tr>
<td>PP1</td>
<td>Zadar County</td>
<td>129.530,00 EUR</td>
</tr>
<tr>
<td>PP2</td>
<td>National Research Council</td>
<td>9.085,00 EUR</td>
</tr>
<tr>
<td>PP3</td>
<td>Assam - Agency for Agrofood Sector Services of Marche</td>
<td>9.660,00 EUR</td>
</tr>
<tr>
<td>PP4</td>
<td>Cestha, Experimental Centre for Habitat Conservation</td>
<td>9.645,00 EUR</td>
</tr>
<tr>
<td>PP5</td>
<td>Secondary High School 'Remo Brindisi' - Pole of Sea Crafts</td>
<td>11.795,00 EUR</td>
</tr>
<tr>
<td>PP6</td>
<td>Institute of Oceanography and Fisheries</td>
<td>11.665,00 EUR</td>
</tr>
<tr>
<td>PP7</td>
<td>National Institute of Oceanography and Experimental Geophysics - OGS</td>
<td>9.395,00 EUR</td>
</tr>
<tr>
<td>PP8</td>
<td>Fisherman’s Cooperative Omega3</td>
<td>8.300,00 EUR</td>
</tr>
<tr>
<td>PP9</td>
<td>Fishing Cooperative Istra</td>
<td>9.250,00 EUR</td>
</tr>
<tr>
<td>PP10</td>
<td>Organisation Producers of Bivalve Mollusc of the Veneto Sea (Adriatic Sea)</td>
<td>9.595,00 EUR</td>
</tr>
<tr>
<td>PP11</td>
<td>Ministry of Agriculture</td>
<td>13.552,50 EUR</td>
</tr>
<tr>
<td>PP12</td>
<td>Public Institution RERA SD for Coordination and Development of Split-Dalmatia County</td>
<td>13.550,00 EUR</td>
</tr>
<tr>
<td>PP13</td>
<td>Emilia Romagna Region</td>
<td>41.600,00 EUR</td>
</tr>
</tbody>
</table>

**Total project budget for communication:** 315.835,00 EUR
In the following table budget for the working package WP2 is distributed by activities and budget lines:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activities of WP2 – Communication</th>
<th>Budget line</th>
<th>Budgets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Start-up activities</td>
<td>Total per activity</td>
<td>24.516,25 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Staff</td>
<td>16.075,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>External expertise and services</td>
<td>5.530,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office and administration</td>
<td>2.411,25 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel and accommodation</td>
<td>500,00 EUR</td>
</tr>
<tr>
<td>2.2</td>
<td>Publications</td>
<td>Total per activity</td>
<td>135.602,75 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Staff</td>
<td>48.785,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>External expertise and services</td>
<td>79.500,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office and administration</td>
<td>7.317,75 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel and accommodation</td>
<td>0,00 EUR</td>
</tr>
<tr>
<td>2.3</td>
<td>Digital activities, social media and multimedia</td>
<td>Total per activity</td>
<td>71.935,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Staff</td>
<td>36.900,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>External expertise and services</td>
<td>29.500,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office and administration</td>
<td>5.535,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel and accommodation</td>
<td>0,00 EUR</td>
</tr>
<tr>
<td>2.4</td>
<td>Events, workshops &amp; conferences</td>
<td>Total per activity</td>
<td>83.781,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Staff</td>
<td>29.340,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>External expertise and services</td>
<td>26.200,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office and administration</td>
<td>4.401,00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel and accommodation</td>
<td>23.840,00 EUR</td>
</tr>
</tbody>
</table>

**Total project budget for WP2 - communication:** 315.835,00 EUR
11. Reporting, monitoring and evaluation

11.1. Reporting – reporting in periods and final report

Even when the communication plan is completed and implemented successfully, it does not mean that the work is done, and we can file our strategy away. We must prove that all planned and arranged activities were realized and report them so that PP’s can be refunded. Therefore, all partners must collect the following documents related to the project:

In case of **meetings, seminars, conferences** or any similar event:
- Minutes, agendas, photos, list of participants.

In case of **media presence**, the following documents must be collected:
- Copy of any published articles or press release
- Link to the published article on the internet
- Interview in the media: memo of the content of the interview and the exact date and time of the interview
- Every other record or file constituting proof for the dissemination activity

All activities have to be monitored and all partners should keep records of their activities. Towards this direction, a report table is going to be used so that all partners can track down their dissemination activities and collect all required monitoring documents. WPL (Zadar County) will send templates for reporting on different community activities. Also, template for Communication report for each reporting period will be available to all PP’s. PP’s must fill the Communication report with documents covering the reporting period and deliver it to the CM. CM will generate Joint Communication report to be delivered by LP to SIU system.

Similar procedure will take place in creation of the final communication report. However, it will be accompanied with thorough evaluation documentation to conclude on efficiency of the project communication.
11.2. Monitoring and evaluation

Every communication strategy requires continual evaluation and up-dates. It is a dynamic document that needs to be updated throughout the project duration. The communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed.

First, we must supervise the implementation of our strategy. More specifically, this refers on the task’s timely implementation and as planned or certain adjustments are necessary to achieve, complete the task.

Secondly, communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed. Above all, regular evaluation will show whether tactics are helping to achieve project’s objectives and overall goal. If it is needed some modifications in the communication plan and work will be made accordingly for the forthcoming period.

Here is a set of possible qualitative indicators:

- Satisfaction level of activities implemented (questionnaires for conferences, publications etc.);
- Identification and communication with target groups (distribution lists developed, number of direct mailings to number of persons, how is the feedback within interactive web tools developed, how many ‘likes’ on FB, how many comments in discussion forum etc.);
- Further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter);
- Hits on different sections.

Quantitative indicators:

- Number of downloaded publications, number of printed and actually distributed publications;
- Number of participants to events;
- Number of press articles.
12. Annexes

Annex 1: List of Communication deliverables
Annex 2: Communication Activity Plan Calendar
## Annex 1: List of Communication deliverables

<table>
<thead>
<tr>
<th>Activity</th>
<th>Type of deliverable</th>
<th>Unit produced</th>
<th>Title of the deliverable</th>
<th>Description</th>
<th>Total target value</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.5. Participatory communication tools - Events, Workshops and Conferences</td>
<td>Public event/meeting</td>
<td>Unit produced</td>
<td>D2.1.1 Kick-Off Meeting (KOM)</td>
<td>To be organized in Ravenna (lead partner implementing Unit), it will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. The KOM will be organized in Ravenna by the LP, contextually to the 1st Steering Committee and preceded by a launching press conference. All the partners will actively participate and contribute.</td>
<td>1</td>
</tr>
<tr>
<td>7.1. Common methodology for the project communication activities</td>
<td>Provision of information and data</td>
<td>Unit produced</td>
<td>D.2.1.2. Stakeholders database</td>
<td>It will be based on a grid prepared by CM and WPL with the help of LP and PP13-RER, to be filled by each PP.</td>
<td>1</td>
</tr>
<tr>
<td>7.1. Common methodology for the project communication activities</td>
<td>Plan</td>
<td>Unit produced</td>
<td>D.2.1.3. Communication Plan</td>
<td>A document detailing how to engage stakeholders in PRIZEFISH actions, tools, channels and actions to ensure project outputs are popularized, connected to future actions, programmes and strategies and available resources, each PP role and responsibility. The Communication Plan will have to be linked to the Risk Management Plan. The document will be drafted by the WP2 Leader and by LP. All PPs will contribute.</td>
<td>1</td>
</tr>
<tr>
<td>7.2. Production of the communication tools - publications</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.1.4. Roll-up/Noticeboard</td>
<td>Roll-up/Noticeboard: to be displayed at strategic places of each PP’s premise</td>
<td>14</td>
</tr>
<tr>
<td>7.2. Production of the communication tools - publications</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.2.1 PRIZEFISH flyer</td>
<td>Flyer: with project key-messages in EN, IT and HR; (at least 1.000 per partner)</td>
<td>&gt;= 14x1.000</td>
</tr>
<tr>
<td>7.5. Participatory communication tools - Events, Workshops and Conferences</td>
<td>Press conference</td>
<td>Unit produced</td>
<td>D.2.2.2 PRIZEFISH Press Conferences</td>
<td>Press Conferences – to be organised twice, the first time during the KOM event (by LP) and the second time by WPL (PP1-Zadar) during the final conference (EUSAIR conference, major project event);</td>
<td>2</td>
</tr>
<tr>
<td>7.2. Production of the communication tools - publications</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.2.3 PRIZEFISH Poster</td>
<td>Poster: to be reproduced by each PP, in EN, IT and HR;</td>
<td>1</td>
</tr>
<tr>
<td>7.2. Production of the communication tools - publications</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.2.4 PRIZEFISH articles on EU magazines</td>
<td>Articles on EU magazines: at least two main publications realized by LP and WP2 Leader on EU magazines or web platform of relevant dimension and importance.</td>
<td>2</td>
</tr>
<tr>
<td>7.2. Production of the communication tools - publications</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.2.5 Other PRIZEFISH publications targeted for end-users</td>
<td>Publications targeted for end-users: fishermen, young trainees and scientific papers for Universities and Research bodies. Each PP is responsible to promote the publication of at least one article on local press to inform the general public and foster the involvement of local stakeholders. LP, PP02, PP06 and PP07 will also have to provide at least one article on scientific press.</td>
<td>14 + 4 =18</td>
</tr>
</tbody>
</table>
# Annex 1: List of Communication deliverables

<table>
<thead>
<tr>
<th>Activity</th>
<th>Type of deliverable</th>
<th>Unit Produced</th>
<th>Title of the deliverable</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.4. Communication tools - digital activities, social media and multimedia</td>
<td>Digital or written communication-video</td>
<td>Unit produced</td>
<td>D.2.2.6 PRIZEFISH video</td>
<td>PRIZEFISH video showing the PRIZEFISH results and messages (for large public, YouTube, socials)</td>
</tr>
<tr>
<td>7.4. Communication tools - digital activities, social media and multimedia</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.3.1 Social Media</td>
<td>Social Media accounts and profile set up and updating (Facebook, Instagram, LinkedIn) with at least monthly updates.</td>
</tr>
<tr>
<td>7.4. Communication tools - digital activities, social media and multimedia</td>
<td>Digital or written communication</td>
<td>Unit produced</td>
<td>D.2.3.2 Monthly update of the PRIZEFISH website</td>
<td>Monthly update of the PRIZEFISH website hosted by the programme platform</td>
</tr>
<tr>
<td>7.5. Participatory communication tools - Events, Workshops and Conferences</td>
<td>Public event/meeting</td>
<td>Unit produced</td>
<td>D.2.4.1 Final PRIZEFISH Conference</td>
<td>A major event to be organized in a Croatian strategic location by the WP2 Leader. The event will aim to present and share PRIZEFISH results in front of the relevant major actors in the EUSAIR Regions: EUSAIR, ESI funds managing authorities, Interreg programmes (Adrion, MED, Italy-Croatia, Interact), BLUEMED initiative of the EU Commission.</td>
</tr>
<tr>
<td>7.5. Participatory communication tools - Events, Workshops and Conferences</td>
<td>Public event/workshop</td>
<td>Unit produced</td>
<td>D.2.4.2 The PRIZEFISH Capitalisation Workshop</td>
<td>A major event to be organized in an Italian strategic location by LP and PP13-RER to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders.</td>
</tr>
<tr>
<td>Activity</td>
<td>Deliverable</td>
<td>Partner responsible</td>
<td>Other partner</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>---------------------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>2.1.</td>
<td>D2.1.1 Kick-Off Meeting (KOM)</td>
<td>LP</td>
<td>PP1-Zadar</td>
<td>To be organized in Ravenna (lead partner implementing Unit), it will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. The KOM will be organized in Ravenna by the LP.</td>
</tr>
<tr>
<td>2.1.</td>
<td>D.2.1.2. Stakeholders database</td>
<td>PP1-Zadar</td>
<td>LP, PP13-RER</td>
<td>It will be based on a grid prepared by CM and WPL with the help of LP and PP13-RER, to be filled by each PP.</td>
</tr>
<tr>
<td>2.1.</td>
<td>D.2.1.3. Communication Plan</td>
<td>PP1-Zadar</td>
<td>LP, all PP</td>
<td>The document will be drafted by the WP2 Leader and by LP. All PPs will contribute.</td>
</tr>
<tr>
<td>2.1.</td>
<td>D.2.1.4. Roll-up/Noticeboard</td>
<td>PP1-Zadar</td>
<td>+ all PP</td>
<td>Roll-up/Noticeboard: to be displayed at strategic places of each PP’s premise</td>
</tr>
<tr>
<td>2.2.</td>
<td>PRIZEFISH flyer</td>
<td>PP1-Zadar</td>
<td>+ all PP</td>
<td>Flyer: with project key-messages in EN, IT and HR;</td>
</tr>
<tr>
<td>2.2.</td>
<td>PRIZEFISH Press Conferences</td>
<td>LP, PP1-Zadar</td>
<td>/</td>
<td>Press Conferences – to be organised twice, the first time during the KOM event (by LP) and the second time by WPL (PP1-Zadar) during the final conference (EUSAIR conference, major project event);</td>
</tr>
<tr>
<td>2.2.</td>
<td>PRIZEFISH Poster</td>
<td>PP1-Zadar</td>
<td>/</td>
<td>Poster: to be reproduced by each PP, in EN, IT and HR;</td>
</tr>
</tbody>
</table>
### Annex 2: Communication Activity Plan Calendar

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Partner responsible</th>
<th>Other partner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2.</td>
<td>D.2.2.4 PRIZEFISH articles on EU magazines</td>
<td>LP</td>
<td>PP1-Zadar</td>
<td>Articles on EU magazines: at least two main publications realized by LP and WP2 Leader on EU magazines or web platform of relevant dimension and importance.</td>
</tr>
<tr>
<td>2.2.</td>
<td>D.2.2.5 Other PRIZEFISH publications targeted for end-users</td>
<td>All PP</td>
<td></td>
<td>Publications targeted for end-users: fishermen, young trainees and scientific papers for Universities and Research bodies. Each PP is responsible to promote the publication of at least one article on local press to inform the general public and foster the involvement of local stakeholders. LP, PP02, PP06 and PP07 will also have to provide at least one article on scientific press.</td>
</tr>
<tr>
<td>2.2.</td>
<td>D.2.2.6 PRIZEFISH video</td>
<td>PP1-Zadar</td>
<td></td>
<td>PRIZEFISH video showing the PRIZEFISH results and messages (for large public, YouTube, socials)</td>
</tr>
<tr>
<td>2.3.</td>
<td>D.2.3.1 Social Media</td>
<td>PP1-Zadar</td>
<td>All PP</td>
<td>Social Media accounts and profile set up and updating</td>
</tr>
<tr>
<td>2.3.</td>
<td>D.2.3.2 Monthly update of the PRIZEFISH website</td>
<td>PP1-Zadar</td>
<td>All PP</td>
<td>Monthly update of the PRIZEFISH website hosted by the programme platform</td>
</tr>
<tr>
<td>2.4.</td>
<td>D.2.4.1 Final PRIZEFISH Conference</td>
<td>PP1-Zadar</td>
<td></td>
<td>A major event to be organized in a Croatian strategic location by the WP2 Leader.</td>
</tr>
<tr>
<td>2.4.</td>
<td>D.2.4.2 The PRIZEFISH Capitalisation Workshop</td>
<td>LP and PP13-RER</td>
<td></td>
<td>A major event to be organized in Italian strategic location by LP and PP13-RER to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders.</td>
</tr>
</tbody>
</table>
### Annex 2: Communication Activity Plan Calendar

<table>
<thead>
<tr>
<th></th>
<th>ALL PP</th>
<th>LP –UNIBO</th>
<th>PP1 ZADAR</th>
<th>PP2- CNR IRBIM</th>
<th>PP3- ASSAM</th>
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<tr>
<td>PP4 CESTHA</td>
<td>PP5 PPM</td>
<td>PP6- IZOR</td>
<td>PP7 -OGS</td>
<td>PP8- OMEGA3</td>
<td>PP9- ISTRA</td>
</tr>
<tr>
<td>PP9- ISTRA</td>
<td>PP10- BIVALVIA</td>
<td>PP11- MP</td>
<td>PP12- RERA</td>
<td>PP13- RER</td>
<td></td>
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