

**MADE IN-LAND. Management and Development of INLANDs**

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

# COMMUNICATION REPORT

Final

January 2019 - June 2022

PROJECT MADE IN-LAND

ID 10048184

WP:2 – Communication activities  
Activity 2.7: Project communication plan evaluation  
2.7.1 Deliverable: Final Communication Report  
Partner in charge: PP7  
PPs Involved: All PPs  
Status: Final

<b>Work Package:</b>	<b>2. Communication activities</b>
<b>Activity:</b>	<b>2.1 Start-up activities</b> <b>2.2 Awareness campaign</b> <b>2.3 Online communication</b> <b>2.4 Communication toward media</b> <b>2.5. Communication supporting services for Pilots implementation</b> <b>2.6 Participation to Program and external events</b> <b>2.7 Project communication plan evaluation</b>
<b>Phase Leader:</b>	<b>Zadar County Development Agency ZADRA NOVA</b>
<b>Deliverable:</b>	<b>Joint Communication Report for period (01/01/2019-30/06/2022)</b>

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## PART 1: ANALYSIS

COMMUNICATION ACTIONS		DETAILED DESCRIPTION	QUANTIFIED OUTPUTS (Target values on the project level stated below)	STAKEHOLDERS ADDRESSED <sup>1</sup>	MATERIAL ATTACHED <sup>2</sup>
<b>2.1. START-UP ACTIVITIES</b>					
2.1.1	Communication Strategy	PP7, supported by LP, drafts out the strategy for the pj communication defining communication aims consistent with pj purposes, outlining the key messages and values to transfer and related approaches, analysing key actors and target audience, identifying the methodologies and tactics to catch their interest on the pj and maintain it during the whole pj lifetime. The Communication Strategy is reviewed within the JCT during the KoM and later validated by the SC.	1 Communication Strategy produced Target value: 1	/	Deliverable achieved (2 <sup>ND</sup> SEMESTER) <b>D2.1.1 Communication Strategy</b>  <a href="https://drive.google.com/drive/folders/1FB1e11XPhN9HB5PH5tzE9uZN6SlmkbU">https://drive.google.com/drive/folders/1FB1e11XPhN9HB5PH5tzE9uZN6SlmkbU</a>
2.1.2	Communication Plan	The Communication Plan is drafted by PP7 as an annex to the Communication Strategy. Once the Strategy is reviewed and validated by the SC, the plan is fine-tuned by the JCT and put into operation. It details the communication activities and tools, the time plan, the resources needed, the targets to achieve and expected	1 Internal Communication System produced Target value: 1	/	Deliverable achieved (2 <sup>ND</sup> SEMESTER) <b>D2.1.3 Internal Communication System</b>  <a href="https://drive.google.com/drive/folders/1FB1e11XPhN9HB5PH5tzE9uZN6SlmkbU">https://drive.google.com/drive/folders/1FB1e11XPhN9HB5PH5tzE9uZN6SlmkbU</a>

<sup>1</sup>Please fill in with concrete name or typology of your stakeholders

<sup>2</sup>Please fill in with name of the document uploaded in Google drive shared folder

		results together with evaluation and amendment procedures consistent with the communication evaluation protocol.			
2.1.3	Internal Communication System	System for internal communication is set up with on online tools also for the scope of a consistent and effective WP2 implementation.	1 Internal Communication System produced Target value: 1	/	Deliverable achieved (2 <sup>ND</sup> SEMESTER) <b>D. 2.1.3 Internal Communication System</b>  <a href="https://drive.google.com/drive/folders/1FB1e1XPhN9HB5PH5tzE9uZN6SlmkbU">https://drive.google.com/drive/folders/1FB1e1XPhN9HB5PH5tzE9uZN6SlmkbU</a>
2.1.4	Kick off Meeting Press Conference	The KoM is organized by LP and includes a Press Conference to present the project to local and national media. LP drafts a Press Release and pj presentation to be issued to local and national media. Other PPs translate, when needed, and send them to regional media and contacts for a wider dissemination.	n_1_ Kick off Meeting Press Conference organized Target value: 1  n. 1 article published/broadcast Target value: 1	General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes	Deliverable achieved (4 <sup>TH</sup> SEMESTER) Kick off Meeting held in May 2019 in Ancona  <b>D. 2.1.4 D2.1.4 KoM Press Conference</b>  <a href="https://drive.google.com/drive/folders/1rwGpNds3esz_SeqEfGhfNkmOHZENPVVM">https://drive.google.com/drive/folders/1rwGpNds3esz_SeqEfGhfNkmOHZENPVVM</a>
<b>2.2.</b>	<b>AWARENESS CAMPAIGN</b>				
2.2.1	Visual Identity Package	PP7 produces the package which includes the pj logo and design templates provided by the Programme and their adaptation for the pj branding later used for specific act. (2.5) and products.	1 Visual Identity Package produced Target value: 1	/	Deliverable achieved (2 <sup>ND</sup> SEMESTER) <b>D2.2.1 Visual Identity package folder</b>  <a href="https://drive.google.com/drive/u/2/folders/181Blekuz_gj_YY71r_IKA9PgE2-mBUUG">https://drive.google.com/drive/u/2/folders/181Blekuz_gj_YY71r_IKA9PgE2-mBUUG</a>
2.2.2	Dissemination materials	According to the templates provided by PP7, LP, PP5, PP7, PP8, PP9 produces each one:		/	Deliverable achieved (2 <sup>ND</sup> SEMESTER)  <b>D2.2.2 Dissemination materials folder</b>

		<p>500 flyers with a short presentation of the pj in national language + 500 flyers in English printed by PP7;</p> <ul style="list-style-type: none"> <li>•2 roll up to be used during events;</li> <li>•10 posters – 1 poster for each PP is made by the editing of the design provided by the Programme to be placed at PPs premises while the other posters are edited according to the VIP to be used during events;</li> <li>•500 project gadgets to be spread during the events and campaigns;</li> <li>•2 digital infographic in national languages, 1 made at the beginning and 1 at mid-term, displaying a portrait of the pj with main figures for online campaigns.</li> </ul>	<p>2.550 (2<sup>nd</sup> PR) + 600 (3<sup>th</sup> PR) + 350 (4<sup>th</sup> PR) flyers produced and distributed in occasions of: -Regional events and local committee</p> <p>Target value: 3.000</p> <p>8 (2<sup>nd</sup> PR) + 4 (3<sup>th</sup> PR) produced Target value: 10</p> <p>9 posters placed at premises Target value: 10</p> <p>2030 gadgets produced and distributed in occasion of Regional event, local committee, steering committee Target value: 2.500</p> <p>1 (2<sup>nd</sup> PR) and 1 (4<sup>th</sup> PR) digital info digital infographic produced Target value: 2/2</p>		<p><a href="https://drive.google.com/drive/u/2/folders/1WpAgWuEAH516lt4cfK0xXuJsOjTxw7kg">https://drive.google.com/drive/u/2/folders/1WpAgWuEAH516lt4cfK0xXuJsOjTxw7kg</a></p>
2.2.3	Regional event minutes,	LP, PP3, PP4, PP7, PP9 organizes 1 regional event to raise awareness among local stakeholders on the pj and its contents. PP5,	<b>Target value: 10/10:</b> 10 Regional event	General public, Local and regional public authorities, public	Deliverable achieved (7 <sup>TH</sup> SEMESTER)

	<p>invitations and press release</p>	<p>PP6, PP8- PP9 organizes 1 regional event to present pj progress and results achieved. They produce a minute of the event with annexed the agenda, attendance list, power point presentations and any other working document. PP7 prepares an invitation and a press release to be translated in national lang. by PPs and sent to a list of local targets.</p>	<p>minutes produced Target value: 10</p> <p>10 Regional event invitations produced Target value: 10</p> <p>10 Regional event press releases produced Target value: 10</p>	<p>service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes</p>	<p><b>D2.2.3 Regional event minutes, invitation and press release</b></p> <p><b>SEMESTER 2</b></p> <p>1- PP7 26/09/2019 2- LP -31/10/2019 3- PP3 10/12/2019 4- PP4 29/11/2019</p> <p><b>SEMESTER 3</b></p> <p>5- PP9 06/02/2020</p> <p><b>SEMESTER 4</b></p> <p><b>SEMESTER 5</b></p> <p>6- PP8 20/06/2021 7- PP1 25/06/2021</p> <p><b>SEMESTER 6</b></p> <p>8- PP9 24/07/2021 9- PP7 on 17/12/2021</p> <p><b>SEMESTER 7</b></p> <p>10 – PP5 17/06/2022</p> <p>GD – Made In-Land Project – WP2 Communication activities - Activity 2 - Awareness Campaign - D2.2.3 Regional events</p> <p><a href="https://drive.google.com/drive/folders/11xUgPUMBok9Aw_dHgiehs4g5NniERkZk">https://drive.google.com/drive/folders/11xUgPUMBok9Aw_dHgiehs4g5NniERkZk</a></p>
<p><b>2.3 ONLINE COMMUNICATION</b></p>					

2.3.1	Project website	Project website is hosted on Programme webplatform and regularly updated by PP7 which collects from PPs news, insides and main documents edited for online publication. They are organized by PP7 thanks to website sections which are linked to PPs websites on a specific page, directly accessible from the homepage, to increase their visibility. PPs publish on their websites also a pj short description, dissemination materials (flyer and infographic) and press release in nat. language.	1 Project website created Target value: 1	/	Deliverable achieved (2 <sup>ND</sup> SEMESTER)  <b>D2.3.1 Project website</b>  <a href="https://www.italy-croatia.eu/web/madeinland/news">https://www.italy-croatia.eu/web/madeinland/news</a>
2.3.2	Social media channels	PP7 registers a pj accounts on Facebook, Twitter, Instagram & Youtube and collects materials (posts, tweets, pictures & videos) from PPs for content management. In order to promote and give wider visibility, a social media marketing strategy is developed by PP7 within the Communication Strategy & Plan. PPs are invited to share contents on their social channels and target groups contacts.	4 social media channels registered Target value: 4  200 (2 <sup>nd</sup> PR)  486 (3 <sup>th</sup> PR) +121 (4 <sup>th</sup> PR) +52 (5 <sup>th</sup> PR)  <i>Increased of 321on sixth semester</i> <i>Target value: 984/500</i>	General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes	Deliverable achieved (6 <sup>TH</sup> SEMESTER)  <b>D2.3.2 Social media channels</b>  GD – Made In-Land Project – WP2 - Communication activities - Activity 3 – Online communication - D2.3.2 Social media channels  <a href="https://drive.google.com/drive/folders/1Or3n1-Xmq6qibPkj0oxZyKnRxApD-Bz">https://drive.google.com/drive/folders/1Or3n1-Xmq6qibPkj0oxZyKnRxApD-Bz</a>  facebook: 435 Instagram: 512 Twitter: 37 Total followers: 984
2.3.3	Project video	Each PP is in charge of producing video materials based on storytelling, interviews, illustration of pj results and case studies. PP7 provides PPs with guidelines about how to produce video contents for online dissemination. Short videos are collected during pj implementation to be disseminated on video	16 Project videos disseminated Target value: 11	General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development	Deliverable achieved (7 <sup>TH</sup> SEMESTER)  <b>D2.3.3 Project video</b>  D2.3.3. Project videos folder  <a href="https://www.youtube.com/channel/UCIEdEjZ9mtesFLvUPXMWjLw">https://www.youtube.com/channel/UCIEdEjZ9mtesFLvUPXMWjLw</a>



		sharing platforms and later edited in a long pj video version by PP7.		agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes	
2.3.4	Digital newsletter	A six-monthly newsletter is drafted by PP7 with the contribute of all PPs and disseminated via email and web to the list of contacts of comm. targets to keep them updated on the pj progress	5 Digital newsletters disseminated Target value: 5	/	Deliverable achieved (7 <sup>TH</sup> SEMESTER)  <b>D2.3.4 Digital newsletter</b>  -n.1 on 2 <sup>nd</sup> PR, -n.1 on 3 <sup>th</sup> PR, -n.1 on 4 <sup>th</sup> PR -n.2 on 7 <sup>th</sup> PR  <a href="https://drive.google.com/drive/folders/1F7umvUhcggTkB8KXU9WZIMn5HB7tcOJt">https://drive.google.com/drive/folders/1F7umvUhcggTkB8KXU9WZIMn5HB7tcOJt</a>
<b>2.4</b>	<b>COMMUNICATION TOWARD MEDIA</b>				
2.4.1	Press conferences & releases	1 press conference is organized during each pj meeting (6). Hosting PPs invite local media and, supported by PP7, draft a press kit made of a press release with a presentation, insights and graphics/pictures of the pj. Other PPs translate the press releases in nat. language, if needed, and disseminate among national/local press contacts.	6 Press conferences organized Target value: 6  11 Press releases Target value: 6  18 Articles published /broadcasted Target value: 18	General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes	Deliverable achieved (7 <sup>TH</sup> SEMESTER)  <b>D2.4.1 Press conferences &amp; releases</b>  GD – Made In-Land Project – WP2 - Communication activities – Activity 4 Communication toward media - D2.4.1 Press conferences & releases - <a href="https://drive.google.com/drive/folders/18PrprR-CJ6giNvfCiRise1sOfTbu4j-n">https://drive.google.com/drive/folders/18PrprR-CJ6giNvfCiRise1sOfTbu4j-n</a>  Press releases - n.1 on 1 <sup>st</sup> PR by Marche Region, - n. 1 on 2 <sup>ND</sup> PR by PP4,

					<ul style="list-style-type: none"> <li>- n.2 on 4<sup>th</sup> PR by PP3 and LP,</li> <li>- n.4 on 5<sup>th</sup> PR by LP, PP1, PP8, PP9)</li> <li>- n. 3 on 6<sup>th</sup> by PP6, PP7, PP9)</li> </ul> disseminated
2.4.2	Web news	<p>Press Office publishes on pj online channels at least 2 web news per month in order to keep online media attention on the pj. PP7 prepares a 6 months programme with the different topics and PPs in charge of the drafting.</p>	<p><i>12 web new on the 2<sup>nd</sup> PR</i></p> <p><i>10 web new on the 3<sup>th</sup> PR</i></p> <p><i>38 web new on the 4<sup>th</sup> PR</i></p> <p><i>23 web news on 5<sup>th</sup> PR</i></p> <p><i>19 web news on 6<sup>th</sup> PR</i></p> <p><i>6 web news on 7<sup>th</sup> PR published</i></p> <p><i>Target value: 108/60</i></p>	<p>General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes</p>	<p>Deliverable achieved (6<sup>TH</sup> SEMESTER)</p> <p><b>D2.4.2 Web news</b></p> <p>GD – Made In-Land Project – WP2 Communication toward media – Activity 4 - 2.4.2. Web news - _7_th_Reporting_Period</p> <p><a href="https://www.italy-croatia.eu/web/madeinland/news">https://www.italy-croatia.eu/web/madeinland/news</a></p>
2.4.3	Toolbox for event/activity promotion	<p>Further press releases are drafted by PP7 to promote/inform about specific events/actions (i.e., act.2.5). PP7 develops a toolbox for promotion toward media made of a short presentation of the pj and insights shaped on the different contents and comm. targets, a pj calendar and online contacts for deeper information.</p>	<p>1 Tool box for event/activity promotion drafted</p> <p>Target value: 1</p>	<p>N/A (internal)</p>	<p>Deliverable achieved (2<sup>ND</sup> SEMESTER;)</p> <p><b>D2.4.3 Toolbox for event/activity promotion</b></p> <p><a href="https://drive.google.com/drive/folders/1z_WW6UQ8wyzn_IE7V1O3jiQRERB-ndNg">https://drive.google.com/drive/folders/1z_WW6UQ8wyzn_IE7V1O3jiQRERB-ndNg</a></p>

2.4.4	Project articles	<p>Each PP, supported and coordinated by Pj Press Office, publishes at least 1 article on media according to their roles for:</p> <ul style="list-style-type: none"> <li>•for peer2peer review of technical/scientific publications</li> <li>•dissemination of technical contents in the thematic community</li> <li>•pj promotion on national/regional media.</li> </ul>	<p><i>n. 10 Project articles Published</i>  <i>Target value: 10</i></p>	<p>General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organisations as well as universities and research institutes</p>	<p>Deliverable achieved (7<sup>TH</sup> SEMESTER)</p> <p><b>D2.4.4 Project articles</b></p> <p>GD – Made In-Land Project – WP2 Communication toward media – Activity 4 - 2.4.4. Project articles – PP7 and PP1</p> <p><a href="https://drive.google.com/drive/folders/17mbobtVbWg55KFCTavWNwutfg_lzidDK">https://drive.google.com/drive/folders/17mbobtVbWg55KFCTavWNwutfg_lzidDK</a></p>
2.4.5	Press clip	<p>In order to give evidence as well as support Pj Comm.Evaluation (act.2.7), PP7 collects all press releases and web news and organize them in a press clip with date, media concerned, topic treated and coverage.</p>	<p>Press clip created          Target value: 1</p>	<p>N/A (internal)</p>	<p>Deliverable achieved (7<sup>TH</sup> SEMESTER)</p> <p><b>D2.4.5 Press clip</b></p> <p>GD – Made In-Land Project – WP2 Communication toward media – Activity 4 - 2.4.5. Press clip</p> <p><a href="https://drive.google.com/drive/folders/1ZN0Gh3f5Du9DeEzhuIFuUKzIOhL4Z0_k">https://drive.google.com/drive/folders/1ZN0Gh3f5Du9DeEzhuIFuUKzIOhL4Z0_k</a></p>
<b>2.5 COMMUNICATION SUPPORTING SERVICES FOR PILOTS IMPLEMENTATION</b>					
2.5.1	PA1 – communication box	<p>PP9 &amp; PP6 map existing tools and channels for the touristic promotion of coastal areas and assess their potential and consistency with PA1 actions and goals. They organize a workshop with actors and stakeholders concerned by PA1 to develop a proper communication plan for the territorial brand as well as the smart card system. They produce the dissemination materials foreseen by the strategy and spread</p>	<p>1 PA1– communication box produced          Target value: 1</p>	<p>N/A (internal)</p>	<p>Deliverable achieved (7<sup>TH</sup> SEMESTER)</p> <p><b>D2.5.1 PA1 – communication box</b></p> <p>GD – 2.5.1 – PA1 Communication Tool box</p> <p><a href="https://drive.google.com/drive/folders/1vTwVr7iia-rojCpKZzOY5caFsYA5YS2_">https://drive.google.com/drive/folders/1vTwVr7iia-rojCpKZzOY5caFsYA5YS2_</a></p>

		them through the mapped channels. The communication box is made by the map, plan and materials here described.			
2.5.2	PA2 – communication box	To promote OSICs, PP1 drafts out a specific plan for disseminating information on inland areas' natural/cultural assets and the related services and goods. The communication online and offline tools developed according to the plan are developed taking advantage of potential synergies with coastal areas, for an easy dissemination through PPs/stakeholder's channels and in order to qualify OSICs equipment. The communication box is made by the plan and the tools here described.	1 PA2– communication box produced Target value: 1	/	Deliverable achieved (7 <sup>TH</sup> SEMESTER)  <b>D2.5.2 PA2 – communication box</b>  GD – 2.5.2 – PA2Communication Tool box <a href="https://drive.google.com/drive/folders/1oPLbZ7W_Rq34SjOITQsPxXuRI0EtqvZ">https://drive.google.com/drive/folders/1oPLbZ7W_Rq34SjOITQsPxXuRI0EtqvZ</a>
2.5.3	PA3 – communication box	The communication box is composed by a web communication plan for promoting the virtual eco-museums drafted by PP5 & PP8 together with specific cross-device digital tools. The communication materials are developed in order to be spread through PPs and stakeholders' online channels and to be integrated as an external communication service on existing tools and channels for the territorial and touristic promotion of coast areas.	n 1_PA3 communication box produced Target value: 1	/	Deliverable achieved (6 <sup>TH</sup> SEMESTER)  <b>D2.5.3 PA3 – communication box</b>  A.2.5_PP8_Ente Parchi_PA3 Communication box_final_ <a href="https://drive.google.com/drive/folders/1mK3qQhuaRanHISf6aOzIpxLK1YL02G_2">https://drive.google.com/drive/folders/1mK3qQhuaRanHISf6aOzIpxLK1YL02G_2</a>
<b>2.6</b>	<b>PARTICIPATION TO PROGRAM AND EXTERNAL EVENTS</b>				
2.6.1	Italy – Croatia Programme events minutes	LP and PP7 participate to the Annual Italy – Croatia Programme events and to information and training seminars organized by the Programme (Web platform trainings; Communication/implementation trainings for projects) and report them to other PPs through specific minutes including also the agenda,	n.2 Italy-Croatia Programme events minutes created Target value: 2	N/A (internal)	Deliverable achieved (6 <sup>TH</sup> SEMESTER)  <b>D2.6.1 Italy – Croatia Programme events minutes</b>  GD – 2.6.1 Italy – Croatia Programme events minutes

		power point presentations and any other working document.			<a href="https://drive.google.com/drive/folders/17msHO-pFB6fAzegsp75wwcKkrN5MqAfu">https://drive.google.com/drive/folders/17msHO-pFB6fAzegsp75wwcKkrN5MqAfu</a>
2.6.2	Annual speaking opportunities programme and minutes	PP7 collects PPs proposals about networking activities and events organised by local stakeholders where participate for fostering the dialogue with local key targets, raise awareness on project contents and disseminate project results. The proposals are completed with further speaking opportunities provided by EU institutions and other ETC Programmes and projects overlapping the same cooperation which are proposed by the JCT as events for potential pj dissemination and networking. Once prepared a draft, JCT/SC approves the programme and identifies the PPs for participation to avoid duplication of resources and to find the best project delegates for each event. Each PP participates at least to 2 external events and reports it to the whole partnership with proper minutes. PP7 develops a specific event communication tool (see act.2.4 - Tool box for event/activity promotion).	Annual speaking opportunities minutes written  Target value: 20	General public, Local and regional public authorities, public service providers, Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, Associations, regional innovation agencies, NGOs, Education and training organizations as well as universities and Research institutes	<b>D2.6.2 Annual speaking opportunities programme and minutes</b>  Deliverable achieved (6 <sup>TH</sup> SEMESTER)  <a href="https://drive.google.com/drive/folders/1vDjamo4_3iVTSB6jmWhx9oKw2tykwMJ">https://drive.google.com/drive/folders/1vDjamo4_3iVTSB6jmWhx9oKw2tykwMJ</a>
<b>2.7</b>	<b>PROJECT COMMUNICATION PLAN EVALUATION</b>				
2.7.1	Communication evaluation protocol	PP7 drafts a monitoring and evaluation protocol for assessing the efficacy and impact of the comm. activities. The protocol defines the roles, indicators and means of verification together with the expected target values. The data collection is implemented all along the pj impl. thanks to specific tools: interviews and questionnaires to stakeholders, data analytics on website and social channels, online surveys,	1 Communication evaluation protocol produced <i>on the 2 PR</i>  Target value: 1  6 Joint Communication Reports produced	N/A (internal)	Deliverable achieved (6 <sup>TH</sup> SEMESTER)  <b>D2.7.1 Communication evaluation protocol</b>  GD – Made In-Land Project – WP2 – Communication activities – Activity 7 – 2.7.1. Communication evaluation protocol <a href="https://docs.google.com/document/d/1tqMvrNJ6DxHDSegz1LmFjCBXZnQGdN_G/edit">https://docs.google.com/document/d/1tqMvrNJ6DxHDSegz1LmFjCBXZnQGdN_G/edit</a>

		data collection during pj events, press clip and development of an archive about dissemination products. The protocol is reviewed by JCT and validated by the SC.	Target value: 5		
2.7.2	Intermediate report	PP7 produces a monitoring form to collect and complete the data coming from interviews and questionnaires, website and social channels analytics, online surveys, events, press clip. PPs fill in the form at pj mid-term to feed the intermediate report produced by PP7. The report is presented to the SC and JCT to make the necessary adjustments and respond to new information and needs. According to the SC revision, a Statement of Work is issued to PPs defining how to improve communication impact in the following period.	1 Intermediate report produced on 4 <sup>th</sup> PR Target value: 1	N/A (internal)	Deliverable achieved (4 <sup>TH</sup> SEMESTER)  <b>D2.7.2 Intermediate report</b>  <a href="https://drive.google.com/drive/folders/1kK6iQXI1wSulmNlf-dt9rTKbnhiA9W-a">https://drive.google.com/drive/folders/1kK6iQXI1wSulmNlf-dt9rTKbnhiA9W-a</a>
2.7.3	Final report	Using the monitoring form filled in by PPs and the data collected thanks to the communication monitoring system, PP7 provides the JCT and SC with a final report highlighting lessons learnt and weak points for future pj, for the communication activities of the PCO (act.5.4) and those foreseen within the Action Plan (act.4.1).	1 Final report produced Target value: 1	N/A (internal)	Deliverable achieved (7 <sup>TH</sup> SEMESTER)  <b>D2.7.3 Final report</b>  GD – 2.7.3 Final report – 7 <sup>th</sup> Reporting Period  <a href="https://drive.google.com/drive/folders/1PMhpZITln4O6J8sH-veCTxj5di3qqkHo">https://drive.google.com/drive/folders/1PMhpZITln4O6J8sH-veCTxj5di3qqkHo</a>

## PART 2: ANALYSIS

**LP:**

### **REGIONE MARCHE**

The implementing unit pj is the ERDF and ESF Management Body within the Regional Government and, therefore, the implementation of related communication and evaluation plans, support and consulting services, certification, audit and first level control, implementation of ITI, coordination of different actors for designing the euro. It represents the Marche Region within the Technical Committee for the National the Strategy for Land Areas (Presidency of the Council of Ministers) is also under its jurisdiction for the application of the strategy in 3 regional pilot areas through the cross application of ERDF, ESF, EPFRR ROP together with national funds. It's signed protocols with local bodies for joint research development and valorization pilot areas, identifying and testing innovative services for cultural and natural protection and valorization, networking of local stakeholders, territorial promotion, monitoring and data management.

Due to its role as a leading partner, the Marche Region successfully maintains, coordinates and communicates with the leading partner of communication activities as well as the entire project and all its activities related to project promotion and visibility, as well as communication activities.

The advantages of pj participation for the Department are: upgrading of regional planning instruments related to the national strategy for internal affairs areas. Then the development of innovative models and tools for managing fragile landscapes through integrated and CB multi-sectoral policies. Improving the preservation and promotion of cultural and natural heritage internal area through sustainable tourism initiatives and cooperation with coastal areas, strengthening the involvement of local communities in protection and strengthening of local/cultural assets also in the application of SNAI regional protocols for the development of stakeholder networks. Furthermore, the development of innovative methods and tools for monitoring and management data on land areas and the valorization/protection of their

assets, and improved cross-border cooperation in the area and harmonization of regional strategies and tools for sustainable development of functionally related areas.

The Marche region participates in all communication activities by providing support to the leading partner of communication activities, further creates all promotional materials, participates in the creation of communication documents. He actively publishes news on the project's website, but also on social networks. Organizes conferences and working meetings. Communication with all partners is regular, and in the end, regardless of the difficulties tripled by the Corona virus, he successfully finds solutions together with the leading partner WP 2 so that the projects are actively and successfully implemented.

#### **PARTNER 1:**

#### **UNIVERSITY OF CAMERINO**

The University of Camerino carried out interdisciplinary research and project activities, especially dealing with landscape, environment, cultural heritage and local resources. During the duration of the project, they provided scientific support on issues of environmental protection and spatial planning the Italian Ministry of the Environment, Land and Sea and the Ministry of Culture Heritage and activities and tourism (especially in the areas of spatial planning, decision support, local resource management and development of sensitive and marginal areas). In the communication part of the project, their role was of great importance in the creation of strategic documents, in accordance with their job description. In particular, the Faculty of Architecture and Design conducts research and training activities for assessing the sustainability and resilience of urban systems and for assessment of the quality of life in and around cities. A decision was being made support systems for policy makers and planners in charge of territory management and planning, especially for improving regional attractiveness in terms of tourism development of land areas.

Through the communication package WP2 PP1 worked to strengthen international cooperation and networking in the Adriatic area, which leads to positive and proactive synergies between local authorities, institutions and universities. Participation in the project



represents an opportunity for the development of further cooperation in the area where UNICAM has been working on topics for years environmental, landscape and spatial planning, promotion of cultural heritage, regional development.

The University of Camerino successfully carried out all its project activities within the communication package, and in accordance with the weather conditions, the situation in the world affected by the Corona virus, and with all the accompanying appropriate documentation. In the end, excellent communication with all other members of the project team and further cooperation developed.

### **PARTNER 3:**

#### **MUNICIPALITY OF SAN LEO**

San Leo, formerly known as Montefeltro, is located in Val Marecchia around 583.mt. above the sea and rises on a rhomboidal limestone and sandstone rock from approx. 480,000 square meters. which provides a landscape and natural heritage of great interest.

Therefore, San Leo is one of the reference points for integrated promotion territory. Territorial marketing policies are based on the concept of expansion the quality of the environment and the culinary excellence of the territory. Due to all of the above, Sano Leo through the project provided great support towards the promotion and improvement of project activities and solving all the needs of the project, as well as presenting the project to the general public. San Leo, since it is tourist destination of international importance (about 500,000 visitors/year), is a permanent promotional showcase for a "hamper" of domestic products. Around 10 commercial buildings (restaurants and hotels), which are characterized by medieval historical center, have remained untouched and unchanged, offering only the best local food and wine production, with special reference to the "bio" source. Therefore, San Leo was an excellent location and destination as a project partner in the communication aspect of the project for the general public.

San Leo is a tourist destination of international importance, where the small town is located, characterized by important cultural assets, it is run as a permanent showcase for "brake" of local products. Therefore, one of the benefits of participating in MADE IN-LAND is an

opportunity to develop a virtual eco-museum that encourages physical features of the city while improving the virtual accessibility of the area. This one the last aspect as well as the development and implementation of the promotion strategy land areas in synergy with coastal areas is an important opportunity for the Municipality to solve the problem of accessibility, considering that San Leo is only 35 km southwest of Rimini on a huge boulder around impassable and accessible only once a road cut into the rock, and territorial valorization since San Leo is positioned as an important reference point for the integrated promotion of related internal culture and natural resources.

San Leo successfully implements all activities from the communication package, makes project videos, distributes promotional materials, publishes web news and actively participates in the promotion of the project's social networks. Sao Leo successfully realizes and completes all its project activities within the framework of WP 2 without any difficulties.

#### **PARTNER 4:**

#### **MUNICIPALITY OF RICCIA**

Within the framework of the Italian National Strategy for Land Areas 2014-2020. RICCIA is located in the for tore area, which is considered one of the 4 pilot areas in Molise. RICCIA is the LP of the Social Plan of the area that includes 24 municipalities (alltreated by the Strategy) and is responsible for promoting the general welfare also, through the improvement of tourist opportunities. RICCIA barely works for implementation of a new tourist proposal focused on health and social tourism, in order to characterize and qualify the territory of Molise - Fortora as a district wellness, to meet the challenges of land areas, which mainly consist of aging population, demographic decline and gradual marginalization. Due to all of the above, the Riccia Region successfully contributes to the quality and promotion and communication level of the project. Revaluation cultural and natural resources through a smart promotion strategy is the main goal to promote the territory in question and the region of Molise, which includes a large number cultural and natural sites usually abandoned and decadent.

The municipality of RICCIA and the entire land area of the Molise region is strongly benefited from participation in the MADE IN-LAND project. Specifically, implementation project activities that are now available to the local cultural and natural heritage site improved; the number of tourists and tourist markets have increased in the area Pray; internal resources will be revalued with protection and empowerment local communities as guardians of natural/cultural assets; new jobs and citizenship opportunities will develop; preservation and protection of land the landscape will be better protected and preserved; interconnectedness and functionality between hinterland areas and coastal areas will also support public and private investments. Riccia actively worked on communication with members of the target groups in order to attract additional tourists to her areas. Finally, what RICCIA does in the project is to contribute to the fight against demographic decline, which is a key problem in the interior area of Fortore and Molise.

Ultimately, Riccia through WP 2 within the project actively promotes all project outputs in order to retain the local population, and promotes the project through media campaigns, articles and promotional materials. Riccia successfully completes all project activities related to communication and maintains communication with all project partners throughout the duration of the project and after its completion.

## **PARTNER 5:**

### **MOLISE VERSO IL 2000**

Molise to 2000 is a non-profit association, more precisely a consortium of public local bodies and professional associations in the fields of agriculture, crafts, small and medium-sized enterprises and cooperation, whose main goal is to promote local development through an integrated policy and stakeholder strategy. Promotion of tourism based on natural and cultural peculiarities of Molise, as a sustainable economic opportunity, represents a key goal. Since its establishment (1994), it has implemented many projects aimed at the revaluation of the rural interior areas of Molise, mainly financed by Action plans for rural development. Regions

of Molise (2000-06, 2007-13, 2014-20). Regarding MADE IN-LAND, implemented pj "Molisane Streets of European Trails" financed from the Rural Development Action Plan 2007-14; in addition, the association it focuses on the revaluation of land areas with most of the connected areas municipalities are dealt with by the Italian strategy for mainland areas. Therefore, this small and private organization successfully favors the improvement of all project activities and communicates closer to the end users on whom the project should affect.

Molise towards 2000 is focused mainly on the revaluation of interior areas in Molise which are strongly marked by demographic decline, population aging and negative economic trends, especially in the tourism sector. The territory is, indeed, the wealth of natural, cultural and agricultural-food heritage, which are still unused opportunity for the region. According to 2000, Molise is always performed locally, nationally and transnational pjs in the field of sustainable tourism. MADE IN-LAND contributed its goals such as the promotion of land areas through environmental protection and protection of biological diversity, innovation, spatial planning and creation of new jobs occasions.

Therefore, due to all of the above and the benefits achieved, Molise actively participates in all project communication activities, providing the public with the information necessary for development and participation, a video of the work was recorded for the purpose of promotion, and a regional event was also held to familiarize the wider population with the activities and values of the project, and all project obligations were successfully and actively maintained with communication with project partners and the leading partner for communication activities.

## **PARTNER 6:**

### **UNIVERSITY OF ZADAR**

The University of Zadar is a research-oriented educational institution that connects scientific research work and projects, artistic creativity, study and teaching and in that way develops research, expertise and art, prepares students for professional work about scientific

knowledge and methods, as well as about artistic values. Tasks from the university carried out scientific, artistic and developmental research within the framework of the project, especially implementation research programs of strategic interest for the Republic of Croatia and Zadar. Its staff participates in the creation of strategic documents at the local, regional and regional levels national level, as well as in projects dealing with urban and regional development and social issues. In order to create the above-mentioned documents, constant communication and relationship with all project partners was necessary, as well as providing support to them at the level of communication with stakeholders. The university employs excellent experts with many years of experience in scientific research in the field of humanities, social and natural sciences, engineering, biotechnology and biomedical sciences, thus covering all aspects necessary for the successful implementation of the project. Also, the University implements and promotes the project to its students and end users through all communication activities.

With its status as an intellectual authority and the most prominent institution in the city I region, the University not only participates and supports integrative and innovative sustainable development projects through protection and valorization natural/cultural heritage important for the University itself, the city, the region and the Republic Croatia, but works on their transfer into national strategies and policies. The presence of a regional university does have a significant social impact on region, extending beyond staff and students to the wider community in general. The university is working on launching crossboard research projects and joint programs and for adoption of new tools for spatial planning and natural/cultural valorization assets.

In the end, the University makes videos of the project, organizes events, discussions, participates as lecturers, makes promotional materials of the project and participates in all project meetings and conferences. Active communication with all project partners and stakeholders is something the University has often worked on.

## **PARTNER 7:**

### **ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA**

The Agency's thematic competences were gathered through the implementation various projects in the field of sustainable development of local cultural and natural heritage and local economy. In addition, through the development of local and regional strategic documents, ZADRA NOVA ensures and improves the development of these areas in resource efficient way. A higher level of sustainable economic and territorial development, exploitation, preservation and increase of the value of natural I of cultural heritage is planned to be realized through the development of strategic documents. Through its extended network, the Agency can mobilize the relevant stakeholders of Zadar County for joint action. Acting as a regional development agencies and cooperation with regional public bodies and local authorities, the Agency has the capacity to influence policies at the local and regional level. Therefore, through its experience and knowledge, the ZADRA NOVA Agency was the manager of the WP2 communication package and successfully implemented all communication activities and provided support to project partners.

Participation in MADE IN-LAND ZADRA NOVA brings additional experience, knowledge and management skills in the sector of environmental protection and cultural heritage. They knew skills will be adapted in the future work of ZADRA NOVA, especially in management of territorial natural and cultural resources through innovative an approach based on synergy between inland and coastal areas. Acquisition of new onesreliable and responsible PPs will further strengthen our local and international networking for future cooperation, especially for the application of the CB strategy and a long-term action plan. ZADRA NOVA will contribute to competencies, capacity and knowledge gained through the implementation of previous EU pjs.

As the leader of WP 2 ZADRA NOVA starts with the creation of all marketing and visual documents, the creation of notices on the project's website, and then the social networks of the project are created. Social networks are often affected by news from partners. Numerous videos of the project were made, ultimately a unified video. Newsletters and project infographics were also produced. Numerous meetings of the project partners of the conference were held. In all activities, ZADRA NOVA provided support to project partners. Crash courses and road shows are also organized. Furthermore, numerous promotional

materials were disseminated and the general public as well as end stakeholders were informed about the project and its activities.

#### **PARTNER 8:**

#### **AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA**

EPB-R was established by regional law, it is managed regionally protected areas (1 nature park, 3 nature reserves), Natura 2000 areas (12 SCI, 4 SPA) and preservation of biological and geodiversity in the eastern area of Emilia- Romagna region. EPB-R is also responsible for sustainable tourism and the environment education in the same area where there is a highly interesting natural and cultural heritage. Among them is the Vina del Gesso Romagnola Park, managed by the EPB-R, which contains outgrowth of Messinian gypsum, clay scree, marl-plan hills, forests and karst formations. EPB-R created and managed by 3 Museums in the park (geological, zoological, archaeological), botanical garden and a database of the activities and traditions of the old man in Vina del Gesso, it can be the starting point for the virtual ecomuseum planned pj. Through all of the above, the project partner successfully contributed to the communication level of information about the project, providing services to end users through visual identities and social networks.

Thanks to MADE IN-LAND, EPB-R involved local communities in protection and valorization of natural assets, especially those that belong protected areas and Natura 2000 areas managed by EPB-R in the eastern territory The Emilia-Romagna region for more efficient and sustainable conservation. Moreover, joint participation with the municipality of San Leo (PP4) gave the opportunity for connect some of the most important cultural and natural values in the territory within a joint strategy and plan for the valorization of connected land areas. Through the project the pilot action will further improve and expand the database on the activities of the elderly and traditions in Vina del Gesso by connecting it to the pj virtual ecomuseum through innovative tools and strengthening the potential of virtual availability of the park and its traditional knowledge towards the sustainable and touristic valorization of everything Territory.

The project partner participated very actively in the promotion of the event and the project on social networks and the project's website, also created a project video and promoted the project through various workshops to end users. The project partner successfully communicates with all partners during and after the implementation of the project.

#### **PARTNER 9:**

#### **AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN**

AZRRI is a regional development agency established with the special aim of connecting public and private sectors, implement development projects and coordinate production in the rural land areas of Istria County. AZRRI supports I coordinates development programs vital to sustaining life in rural areas in the interior and improve the quality of life of their population by investing in sustainable tourism development, local service sector and primary agricultural production I transformation processes, as a means of protection and valorization of natural and cultural assets of the Istrian County. In particular, AZRRI has special competences in management of local business clusters in the area of promotion, protection and valorization of regional, typical, autochthonous food/products with added value and rural value chains that are pillars of the natural and cultural heritage of the Istrian mainland.

Therefore, the participation of AZRRI in the project, and especially in the communication part of WP 2, was of significant importance for spreading awareness and information about the project and its goals in that area of Croatia.

AZRRI's experience gained through the implementation of the programs concerned protection and valorization of indigenous products is valuable for partnership and the project as best practices to be shared and reproduced in other areas: this type activities that could be key to the development of sustainable tourist destinations I protection and valorization of terrestrial natural and cultural heritage. Specifically, the infrastructure within the Gastronomic Center could be identified as the first example specialized One Shop information center that will be adapted and reproduced within goals and contents of the project. On the other hand, AZRRI



can benefit from MADE IN-LAND in terms of the development of new innovative tools for inter-coastal cooperation and land areas, for community-based management and territorial promotion as well as the harmonization of the Croatian and EU governance frameworks in order to encourage competitiveness of internal areas and influence local policies.

At the end of the project, AZRRI creates numerous materials for project promotion, participates in various events presenting the project. He makes promo videos for projects and organizes crash courses and road shows. AZRRI actively communicates with the leading partner of the project, with the leading partner of communication activities as well as with all other partners on the project and maintains constant and high-quality communication.