WP2 – deliverables

AdSWiM project | WP2 | Municipality of Udine

2nd partners, GA and SC Meeting | Zadar | November 27, 2019
WP2 Remember KOM?

Activities in WP2: TO DOs per PP…to sum up

- Printing to do per PP
  - Flyers
  - 1 rollup x event
  - 1 poster

- PP contribution to:
  - 2 Articles/publications showcasing project outputs in journals or specialised magazines
    (1 at the end of 2019/ 1 at the end of project)
  - 2 Infographic videos:
    - One at the beginning + one at the end

- Events per PP
  - organization of “at least 1 workshop” at local/national level
  - Participation at least 2 major events in the field
  - 1 press release per event

- Contribution per country to:
  - 1 visitor programme (5 study visits) to include relevant locations of project (Depuration plant Udine, plant in Split, treated wastewater discharge points) and draft tailored visit tours:
    - 2 visits for schools / 2 visits for citizens/ 1 visit for experts

- Website
  - Contribution to website contents
  - PPs make a page within proper Institution website with following info:
    - Title - description of the project – partners – overall budget
WP2 Where are we now:

2.1. Strategy, agenda and plan is completed. Editorial plan finalised.

2.2 Almost completed the graphic production—flyers, leaflet, rollups, posters in all 3 languages. Infographics in progress, will be finished by the end of the first year. Please, send us posters photos inside your buildings.

We created a project campaign and we have created a coordinated communication programme around this campaign.

Brochure’s production is planned for the next period but we have already started to collect infos. Interviews with PP will be planned. First infographics storyboard has been realised and the video will be finished by the end of the year.

2.3. Website is in progress - and we have published 6 news and articles galleries and some archives. (still some parts are missing due to the delay of the website provider but we got new assistance one week ago). 9 partners have published an article, news on the project but 3 are still missing.

Social Media channels were opened in September and brand and corporate graphic design for Twitter, FB, LinkedIn is realised.

The best channel is LinkedIn - we posted 2 post and 10 reposts. We have 34 direct partners followers and we are still inviting partners and a good potential. Facebook media has 3 pages – two partners’ pages were opened in June – IC–CNR with 67 followers, and Univpm with 44 followers. These pages are in Italian. One official page in English was opened in October with less then 10 followers. The media of posts produced is 10 and the reach is not high.

The Twitter channel was opened in October and has 5 post and 13 retweets, in media 10 likes but without followers in this month.

2.4 Events. We have registered and speak about 9 events, 1 Kom and 1 GA. We did at least 20 press clippings (we need to collect your press releases and clippings!)

Study visit – we are finishing a visit kit for 3 targets—schools, citizens, technicians by the end of year.

Didactic module – we have realised first draft of didactic module for teachers of primary schools and for pupils in Italian in collaboration with the Arpa (Regional agency for protection of the environment).
WP2 communication SWOT analysis

**Strength**

**GOOD MATERIALS, GREAT PEOPLE**

Production of the graphic materials:
Flyer, leaflet, posters, office kit, roll up, gadgets.
A common campaign and programme.

Very good in event’s production and organisation and we can do personalised graphic design for events.

A lot of contacts, a lot of great scientists and results!

**Opportunity**

**COMMON CHALLENGE ON 3 DATES**

3 agendas big dates
22/03 – world water day
08/06 – sea and oceans day
27/09 - tourism day and climate change ́s movements

We can do a common campaign that can do a big media

**Weakness**

**COHESION**

We need to connect more and to participate together on social media.

We need to share our communication with the communication team in order that we can do a proper dissemination of our results.

**Threats**

No TEAM
No TAM TAM
Deliverables 2.1

Technical implementation (31.01.2019-01.01.2021)

Activity: 1_done

General Strategy and Plan
Elements of Visual Identity logos, templates
Communication Strategy and Plan

Link on drive:

AdSWiM
COMMUNICATION STRATEGY AND PLAN
Deliverable 2.1

Theme and objectives from the communication point of view
Project in short

PROJECT VISUAL IDENTITY
TOOLS AND METHODS

FLOWCHART
Evaluation measures

budget
Timeline
# PROJECT COMMUNICATION AND MEDIA KIT

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<td>FACEBOOK HEADER PROFILE 400X400</td>
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<td>FACEBOOK COVER IMAGE 851X315 and 1200X675</td>
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<td>VIDEONINFOGRAPHICS</td>
<td>WMV/MP4 or similar formats</td>
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Deliverables 2.2

Technical implements (01.01.2020- 01.01.2021)

Activity: 1_done

Leaflet in English personalised for each partner
Flyer in English
Gadgets (bag), Notepad
Roll ups/invitations/posters for specific events

Activity: 2_in progress = milestones expected vs timeline of the 2nd reporting period (december 2019)

Infographics video 1 (storyboard completed)
Formation/teaching module and Visitor Kit (first mock ups)
Leaflet in Italian and in Croatian versions
Flyer in Croatian version
Leaflet mock ups:
Flyer mock ups. Link on drive:
Notepad – CRO - mock ups. Link on drive:
BAG – CRO and EN - mock ups. Link on drive:
AdSWiM
Managed use of treated urban wastewater for the quality of the Adriatic Sea

Adriatic Sea protection, Biotech and managed use of wastewater

DESCRIPTION
The project investigates and tests innovative treatments, new analytical devices and new chemical and microbiological parameters to maintain and improve the environmental quality of Adriatic sea coastal area through an effective management of wastewater.
Infographics in EN: storyboard. Link on drive:
https://drive.google.com/open?id=1oM24RIpNCx97iCPbc_sCjznEmcggAeG-N
Didactic module for schools  ITA: draft 1: Link on drive

Progetto AdSwiM
Per una migliore qualità del mare Adriatico e un habitat più sano per tutti.
Proposta modulo didattico per le scuole primarie
07.11.2019

Il mare Adriatico è uno, la sua cura è di tutti.

Preliminario del progetto
L’obiettivo del progetto biennale Interreg Italia – Croazia AdSwiM è migliorare le condizioni di qualità ambientale del mare Adriatico e far crescere consapevolezza attraverso l’uso gestionale delle acque reflue urbane trasformate utilizzando tecnologie e approcci sostenibili e innovativi. Il progetto, lanciato nel 2019, presuppone la gestione integrata transfrontaliera delle acque reflue per migliorare l’equilibrio dei movimenti distribuiti che colpisce la catena alimentare del mare. Durante il corso dell’attività progettuale, saranno proposti nuovi strumenti per acquisire una maggiore conoscenza e controllo sullo stato ecológico dell’ecosistema marino, una tecnologia di trattamento delle acque reflue innovativa e rispettosa dell’ambiente e modifiche alle normative esistenti per far sì che i partner traiti e riscovriscano possibili risorse per l’organizzazione e l’analisi delle acque reflue. Verificheremo il livello di rischiosi, inquinanti, batteri locali video agli scavatori e ai depositi, costruiremo, eseguiremo, analizziamo e confrontiamo i dati. Al fine di potenziare l’efficienza dei risultati della ricerca AdSwiM, definiremo nuove linee guida dell’Adriatico e un modello di misurazione comune per una gestione più efficiente del trattamento delle acque reflue.

Il progetto coinvolge 6 Istituti di ricerca (Grado, OGS, Polytech, Marche, I-CNR, Rijeka Hr), 2 comuni (Ravenna e Ferrara), 3 società di raccolta, trattamento e smaltimento delle acque reflue (GAD, Vrsar, I-CNR) e 1 unità per la regolamentazione e la tutela di assistenza sanitaria e informazione ai pubblici.

Risorse locali dei partner
A livello locale sono controllati nel progetto:
- L’Università di Udine Dipartimento di Scienze Agrarioalimentari, ambientali e animali - DIA che è il capostipite progettuale e si concentra sulla disseminazione ecologica tramite consensi e nuovi materiali (contatto: ricercatore docente Sabina Vecchietto
- Il Comune di Udine (UGI del Friuli Centrale) che è il promotore delle attività di comunicazione e il coordinatore della linea guida comune e protocolli che rispettano le particolari territoriali (contatto: architetto Agnese Forzato)
- L’azienda CAPC SPA che gestisce il servizio idrico integrato (acque potabili, logistica e depurazione) nella maggior parte dell’ambito territoriale centrale del Friuli (123 Comuni su 133) e che nel progetto si occuperà di realizzazione e perfezionamento dei dipartimenti che gestiscono e dell’applicazione di nuovi tecnologia specifica durante il progetto mirato a rimuovere i possibili rischi (contatto: Ing. Michele Mauro)

AdSwiM si impegna con l’URSA ARPA FVG con una collaborazione formativa per i ragazzi delle scuole elementari e i loro insegnanti.
Il progetto prevede una serie di attività di comunicazione e di informazione sul territorio locale e quella del Programma transfrontaliero tra i due paesi che si intrecciano soprattutto ai cittadini e alle scuole, sia studenti che le loro insegnanti, per sensibilizzare alle problematiche legate all’acqua e per riflettere sulla gestione di questa risorsa naturale, in particolare sulle tematiche legate ai framenti e alle sfide ambientali e sociali della problematica dell’impianto del mare e al ruolo del depuratore in questo percorso.
Oltre ai volontari, lezioni, workshop e seminari il progetto realizzerà due infografiche e fotografie come strumenti per la divulgazione degli obiettivi e dei risultati del progetto.
Lettura (Laboratorio Regionale di Educazione Ambientale) è una struttura pubblica di ARPA FVG che si occupa di educazione, informazione e comunicazione ambientale. Finestra, con soggetti pubblici e privati, progetti di educazione ambientale e alto sviluppo sostenibile. In particolare:
- progetti attività educative
- formazione professionale e operatori del settore educativo
- a progetti attività con soggetti e reti territoriali
- organizza e coordina eventi
- nuovi e gestione mostra ed esposizioni
- elabora e organizza corso
- aperimento nuovi linguaggi comunicativi e confini educativi
I partner locali del progetto hanno da parte a contatto L&A per elaborare insieme così un percorso didattico mirato per gli insegnanti di scuole elementari e per i loro alunni.
Gadgets and roll-ups for events. Examples of mock-ups:
Deliverables 2.3

Technical implementation (31.01.2019 - 01.01.2021)

Activity: 1_done

Website first updates
Social media profile activation FB, Twitter, Linkedin

Activity: 2_in progress = milestones expected vs timeline of the 2nd reporting period (december 2019)

Website updates for the next months according to the editorial plan
Social media updates for the next months according to the editorial plan

Highlight links with others PP

Receiving plans and materials for the next events.
Partners presentations.
Website: Link on drive for graphic design: https://drive.google.com/open?id=19-lko421KrMKSFlOjfpbaVuYDxxXiHYb

NOTE: We need to upload online all your events, news, final deliverables, contracts, etc., according last JS instructions.

Please share with us your materials!

Use drive or mail: adswimcommunication@gmail.com

www.italy-croatia.eu/adswim
Facebook: Link on drive for graphic design:
https://drive.google.com/open?id=10q1dY9hTfJyWWsJn01B0C0DWg90ulh0R

Project FB profile:
www.facebook.com/adswimproject

Project FB page name: AdSWiM

Facebook HANDLE: @adswimproject

Mail related to the profile:
adswimcommunication@gmail.com

#adswimproject, #interregitalycroatia, #seawatterbetterquality, #preservingadriatic
#wwtmanagement #water
Do you SEA?
Because Our Sea matters.

Interreg Italy-Croatia AdSWiM
@adswim

We are all looking for a safe and clean bathing place during summer, don’t we? So let's have safe and clean costs and a living sea!

ALWAYS BY YOUR SEASIDE
We are all looking for a safe and clean bathing place during summer, don’t we? So let’s have safe and clean coasts and a living sea!
Facebook:

Here are some examples of partners’ project pages:

On official profile @adswimproject, posts should be published in English, but we will repost partners messages in HR/ITA.
Profile name: AdSWiM Project

Mail related to the profile: adswimcommunication@gmail.com

#adswimproject, #interregitalycroatia, #seawatterbetterquality, #preservingadriatic
#wttmanagement #water
Project Twitter profile: https://twitter.com/AdswimProject

Project Twitter page name: AdSWiM Project

Twitter HANDLE @adswimproject

#adswimproject, #interregitalycroatia, #seawatterbetterquality, #preservingadriatic
#wwtmanagement #water
Targeted keywords which are:

ADSWIM
Sea Adriatic Water Environment Biodiversity Interreg Italy Croatia

Of course, we tag also the partners names and locations: Pescara, Marano Lagunare, Udine, Trieste, Pula, Zadar, Split, Ploče, ecc.

Climate change
Water treatment
Wastewater
Water cycle
Water management
Sustainability
resource conservation
protection
bathing water

rapid monitoring system
optical biosensors
aerobic granular biomass
photo disinfections system
pathogens
infectious diseases
organic matter
nitrogen
Phosphorus
hydrogeological model
microbial contamination
electrochemical and microgravimetric (EQCM) biosensors
MIP (molecularly imprint polymer)
Deliverables 2.4

Technical implements (31.01.2019 - 01.01.2021)

Activity: 1_done

Editorial plan draft 1

Activity: 2_in progress = milestones expected vs timeline of the 2nd reporting period (december 2019)

Editorial plan updated final

Highlight links with others PP

Receiving plans and materials for the next events. Partners presentations.
Events archive. Link on drive (work in progress):

- 04092019 KOM Udine
- 06272019 Press conference Metris
- 07122019 Biennale proposal
- 07262019 BIOMA miramare OGS
- 09272019 Reserchers Night IC CNR
- 09272019 Sharper Night UNPM
- 10102019 Festival dell_Acqua Venezia OGC UNIUD
- 10112019 Biocapma ICCNR
- 10162019 Meeting Udine CAFC UNIUD Faculty Split
- 11112019 IC CNR chemist table
- 11222019 Marano lagunare Cafc OGS
- 11272019 Meeting Zara
- 11282019 ConvWSP
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<tr>
<th>Important annual dates</th>
<th>Occurrence</th>
<th>Celebrate on level</th>
<th>Communication approach</th>
<th>target</th>
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<td>International Day of Education</td>
<td>international</td>
<td>pitch for digital communication</td>
<td>General public and education organisation</td>
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<td>International Day of Women and Girls in Science</td>
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<td>Italian national Sea Day</td>
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### Editorial plan draft 1. Link on drive

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<th>Participating Countries</th>
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<tr>
<td>Day 1</td>
<td>International Ocean Day</td>
<td>The event focuses on ocean health, discussing current challenges and future developments</td>
<td>Press</td>
<td>2 days</td>
<td>Travemünde</td>
<td>Fabrizio Conte</td>
<td>Germany</td>
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<td>Day 2</td>
<td>Climate Change Week</td>
<td>Event will cover various aspects of climate change, including mitigation and adaptation strategies</td>
<td>Conference</td>
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<td>Rome</td>
<td>Diego Rodriguez</td>
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<td>Day 3</td>
<td>Energy Efficiency Day</td>
<td>Event aims to raise awareness about energy efficiency and promote sustainable practices</td>
<td>Seminar</td>
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<td>Milan</td>
<td>Maria Lopez</td>
<td>Spain</td>
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<td>Sustainable Cities Day</td>
<td>Event will showcase sustainable city projects from around the world</td>
<td>Workshop</td>
<td>2 days</td>
<td>Barcelona</td>
<td>Luis Gomez</td>
<td>France</td>
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<td>International Biosecurity Day</td>
<td>Event will feature discussions on biosecurity and the role of technology in prevention</td>
<td>Panel</td>
<td>1 day</td>
<td>London</td>
<td>Sylvia Martinez</td>
<td>Canada</td>
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**Note:** The detailed schedule and participating representatives are subject to change based on availability and prior commitments.
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<td>Strategy and communication plan (PCM)</td>
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<td>AdSWiM Website definition (JS, PCM)</td>
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<td>AdSWiM Website basic content (PCM)</td>
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<td>AdSWiM FB (Com team)</td>
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<td>Flyer/leaflet production (PCOM team)</td>
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<tr>
<td>Major Events -KOM, Final (Each PP)</td>
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<tr>
<td>Disseminations events (Com, PP and PCM)</td>
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<td>Workshops (Com Team and PP)</td>
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<td>Visitor Program (Com Team and PP)</td>
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<td>Brochure production (Com team with PP)</td>
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<td>Brochure distribution (Com team with PP)</td>
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<td>Articles Magazine production (Com team and PP)</td>
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<td>Articles Magazine publicaiton (Com team and PP)</td>
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<td>Video/Infographics production (Com team and PP)</td>
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<td>Video/Infographics distribution (Com team and PP)</td>
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<tr>
<td>Monitoring and reporting (PCM and each PP)</td>
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</tbody>
</table>

Activity Timetable Link on drive:
CONTACT

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