



WP2 – UPGRADING OF THE GECO2 PROJECT TOOLS

D. 2.4.1 Communication tools and materials

Activity 2.4 – Communication

Authors:
CIHEAM Bari

Italy – Croatia



Project Acronym	GECO2.2
Project ID Number	ITHR0200457
Project Title:	Green Economy and CO2.2
Priority Axis:	2 - Green and resilient shared environment
Specific objective:	SO 2.1 - Climate change adaptation
Work package	WP2 – Upgrading of the GECO2 project tools
Activity	Activity 2.4 Communication
Deliverable	D. 2.4.1 Communication tools and materials
Partner in charge	CIHEAM Bari
Status	Final
Distribution	Internal and External



Sommario

ABSTRACT	3
1. INTRODUCTION AND COMMUNICATION STRATEGY	4
2. OPERATIONAL GUIDELINES AND COMMUNICATION TOOLKIT	5
3. DIGITAL COMMUNICATION ECOSYSTEM.....	6
4. FLAGSHIP COMMUNICATION CAMPAIGNS	9
5. AUDIOVISUAL PRODUCTIONS, KEY PRODUCTS AND GADGETS	11



ABSTRACT

This document provides an overview of the communication activities implemented throughout the GECO 2.2 project, highlighting the strategic role of communication in supporting the partnership, promoting knowledge transfer, and ensuring the long-term visibility of project results. It presents the communication strategy, operational tools, digital ecosystem (website, social media, YouTube and Flickr), flagship campaigns, and the main communication outputs, including videos, the Digital Magazine, educational materials, and a comprehensive list of branded promotional materials developed to support project dissemination and stakeholder engagement.



1. INTRODUCTION AND COMMUNICATION STRATEGY

Throughout the implementation of the GECO 2.2 project, communication played a strategic role in supporting project implementation, stakeholder engagement, and the dissemination of results. Rather than serving solely as a dissemination activity, communication accompanied every stage of the project, contributing to the partnership's visibility, facilitating knowledge transfer, and ensuring the long-term capitalization of project outcomes.

Building upon the Communication Strategy developed at the beginning of the project, a comprehensive portfolio of editorial, audiovisual, and promotional products was progressively created to communicate objectives, activities, and achievements in a clear, accessible, and engaging manner. Particular attention was devoted to translating complex scientific concepts—such as carbon farming, voluntary carbon markets, and carbon certification systems—into communication products tailored to different target audiences, including farmers, public authorities, researchers, businesses, and citizens.

Activities were implemented through close collaboration between the Communication Manager, project partners, scientific experts, and technical teams, ensuring that all outputs combined scientific accuracy with a consistent visual identity and accessible language.

To maintain coordination and alignment across the partnership:

- **Internal Communication:** At the start of the project, communication focal points were officially designated for all partners, and a survey mapped available communication channels and tools. Internal planning meetings were held to collect partner feedback.
- **Coordination Channels:** Interaction was sustained through a dedicated WhatsApp group, periodic emails and calls, and online meetings to ensure effective collaboration and harmonized messaging.
- **Communication Planning and Integration:** A second-year communication plan was elaborated to guide and expand activities through the final phase.



2. OPERATIONAL GUIDELINES AND COMMUNICATION TOOLKIT

To support partners in implementing coherent communication activities, several operational tools and guidance documents were established:

- Communication Guidelines for Event Preparation, Execution, and Follow-up: Providing practical recommendations for planning, promoting, and documenting meetings, workshops, study visits, and public events before, during, and after implementation.
- GECO 2.2 Guidelines for Field Video Interviews with Farmers: Developed in collaboration with technical experts to establish a common methodology for producing high-quality audiovisual content through shared interview structures, storytelling principles, and technical filming instructions for both professional cameras and smartphones.

Alongside these operational guidelines, a comprehensive Communication Toolkit was made available to all partners to ensure consistency in visual identity and compliance with Interreg Italy–Croatia Programme requirements. It included:

- PowerPoint presentation template,
- Project poster and roll-up template,
- social media graphic templates;
- Folders
- institutional promotional materials for events (banner, agenda, posters);

A [project brochure](#) created in two formats:

- a printable fold-out version
- web-friendly PDF flipbook to reduce paper reliance.





GECO 2.2. Brochure, available [here](#)

3. DIGITAL COMMUNICATION ECOSYSTEM

A comprehensive digital communication ecosystem was progressively established to maximize the visibility of project activities, strengthen stakeholder engagement and ensure the long-term accessibility of project results.

- **[Official GECO 2.2 Project Website:](#)** The project website served as the central communication hub, providing continuous updates on project activities, publications, news, events and dissemination materials throughout the implementation period. To further enhance knowledge transfer and the capitalization of project results, a dedicated **Insights** section was developed and activated within the website. Conceived as a dynamic storytelling space, the section hosts videos, infographics and multimedia content designed to communicate the project's scientific achievements in a clear, engaging and accessible way, while ensuring the long-term visibility of its communication products.
- **[Facebook Page:](#)** Acted as the primary dissemination channel for a broad audience, generating continuous organic engagement (reaching 873 followers by end of July 2026, with an annual organic view of 31.621 between July 2025 and July 2026).



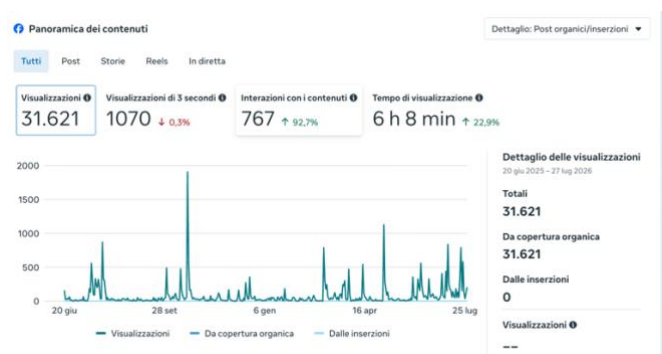
Italy – Croatia

GECO 2.2

Amplification was further supported by institutional channels like CIHEAM Bari (18,400+ followers on Facebook and 18,500+ on LinkedIn).



GECO 2.2 Facebook page



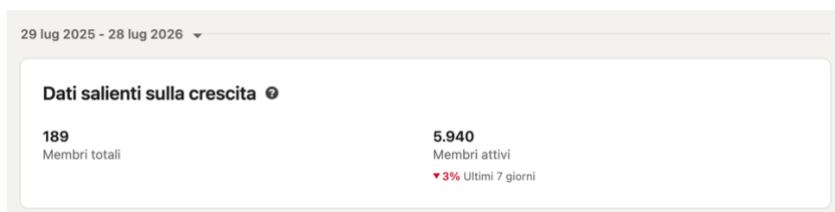
Facebook Insight: July 2025 and July 2026

- [LinkedIn Group](#): Established (rather than a page) to encourage dialogue among researchers, professionals, public authorities, and stakeholders. It reached 190 official members (expanding later to 190 members and 5940 active users between July 2025 and July 2026), with approximately 3,000 active users engaging regularly.



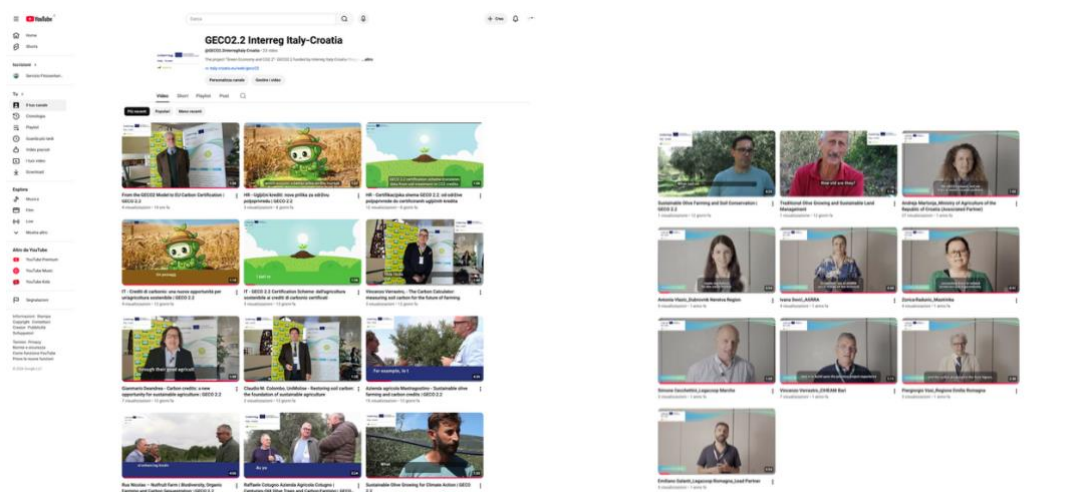
Italy – Croatia

GECO 2.2



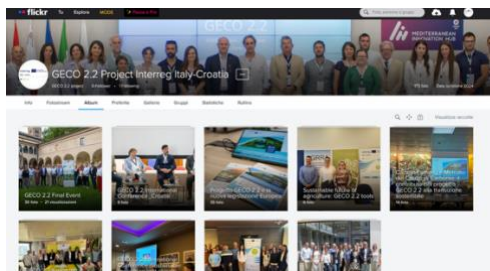
GECO 2.2 LinkedIn Group

- [YouTube Channel](#): The central repository for audiovisual productions, including educational videos, farmers' interviews, partner presentations, meeting/event recordings, and the Final Event video.



GECO 2.2 YouTube Channels

[Flickr Photo Archive](#): Created as a shared photographic repository collecting images from meetings, field visits, workshops, conferences, training activities, and public events.



GECO 2.2 Flickr Photo Archive



4. FLAGSHIP COMMUNICATION CAMPAIGNS

"Meet the GECO 2.2 Partners" Campaign

Designed to humanize the partnership and showcase its multidisciplinary nature, this weekly short video series featured partner representatives presenting their roles and contributions. Key Results (March–July 2025): Achieved more than 13,000 total views across platforms, enhanced outreach beyond the core network via institutional sharing, and fostered a personal connection with the audience.



Facebook Insight for "Meet the GECO 2.2 Partners" Campaign

"Words That Matter" Campaign

Conceived as an educational editorial series, this initiative introduced audiences to terminology and policy frameworks surrounding carbon farming before presenting technical project outputs.

Topics Addressed: Carbon Farming, Voluntary Carbon Market, Carbon Removal Certification Framework (CRCF), Certification Scheme, and Climate Neutrality.

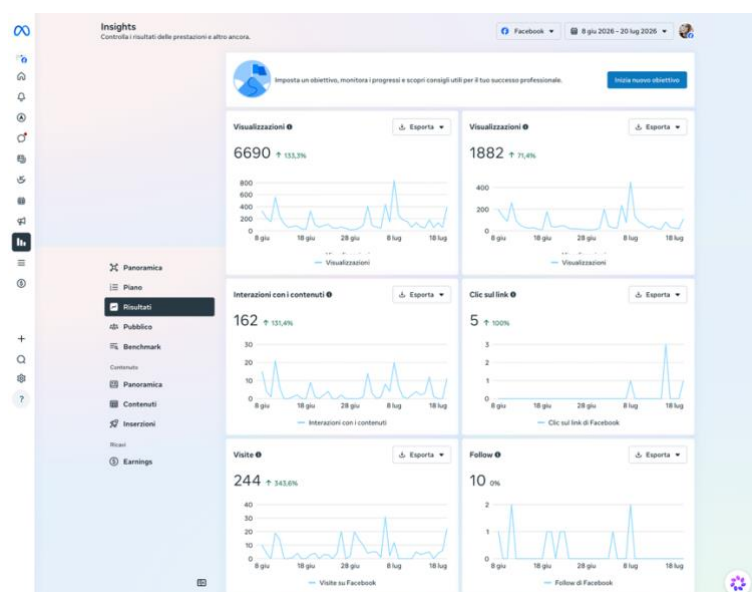


Italy – Croatia

GECO 2.2

Dissemination: Promoted via Facebook, the LinkedIn Group, the website's Insights section, and partner channels.

Performance (Facebook, 9 June – 20 July 2026): Generated 6,690 content views, 1882 people reached, 162 interactions 100% organic reach with no sponsored promotion, ranking among the best-performing content of the project's final phase.



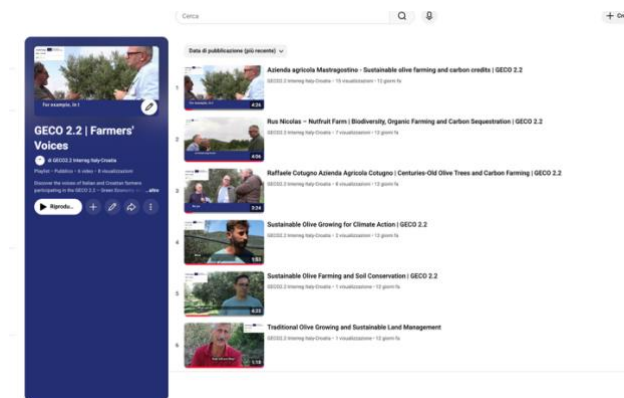
Facebook Insight for "Words That Matter" Campaign



5. AUDIOVISUAL PRODUCTIONS, KEY PRODUCTS AND GADGETS

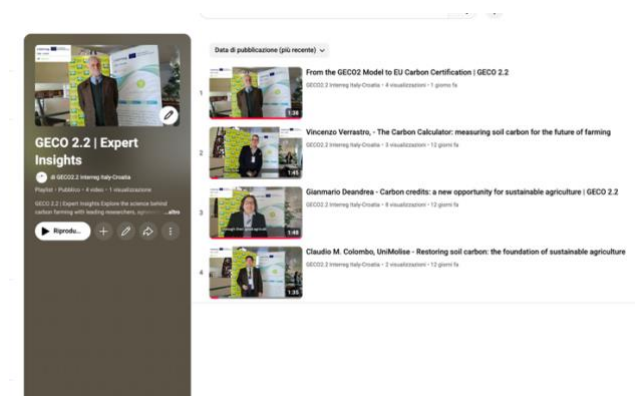
- **Farmers' Video:** A documentary series featuring interviews produced in Italy and Croatia with English subtitles that showcase practical experiences supporting carbon farming, sustainable agriculture, and voluntary carbon markets. Video Playlist here: <https://www.youtube.com/playlist?list=PLPbm3AMVCQiw>
- The collection highlights:
 - **Galic (HAPIH, Kaštela Croatia):** Focuses on high-density olive groves managed under sustainable practices, addressing pruning residue management, permanent grass cover, soil-friendly techniques, and resilience against climate challenges like prolonged droughts and frosts.
 - **Josip Razov (Škabrnja Croatia):** Showcases a 0.5-hectare olive grove utilizing integrated plant protection, permanent ground cover, shredding of pruning residues, and organic fertilizers to protect soil fertility and carbon storage.
 - **Niko Jasprica (Pelješac Peninsula Croatia):** Features a traditional family olive grove with centuries-old trees, emphasizing simple ecological practices, minimal soil disturbance, and the preservation of permanent vegetation on rocky terrain.
 - **Raffaele Cotugno (Cotugno Farm Italy):** Highlights centuries-old olive trees and traditional local varieties (Aurina, Olivastro, Rosciola) managed through permanent ground cover and organic fertilization.
 - **Rus Nicolas (Nutfruit Farm Italy):** Explores biodiversity-friendly farming, leguminous cover crops, manure application, and data-driven management to support carbon sequestration and ecosystem services.
 - **Alberto Mastragostino (Mastragostino Farm Italy):** Discusses family farming practices, Xylella-resistant olive varieties, green manure, renewable photovoltaic energy, and the generation of certified carbon credits.





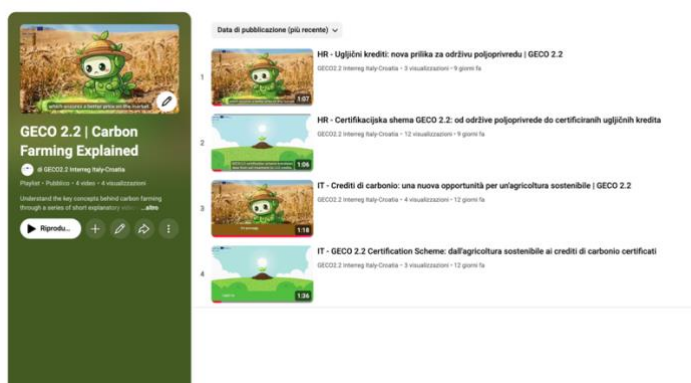
YouTube Playlist about Farmers' Video

- **Expert & Stakeholder Perspectives:** To deepen technical insights, the series includes specialized interviews with Antonio Cinti, GECO 2.2 scientific Coordinator on the voluntary carbon market for the agricultural sector. **Vincenzo Verrastro** (Agronomist and Scientific Administrator at CIHEAM Bari) on the scientific decision-support Carbon Calculator, **Gianmario Deandrea** (Agronomist) on agricultural carbon credits and voluntary carbon markets, and **Claudio Massimo Colombo** (University of Molise) on restoring soil organic carbon and long-term land management.
- **Link playlist:** https://www.youtube.com/playlist?list=PLAjQaLOzb_g



YouTube Playlist about Expert & Stakeholder Perspectives

- **Educational Videos on the Certification Scheme and Carbon Credits:** A dedicated series explaining verification procedures, credit generation, and the GECO 2.2 Certification Scheme—aligned with Regulation (EU) 2024/3012 and utilizing blockchain technology and NFTs for traceability. Produced **in Italian and Croatian and subtitled in English**, they simplify technical concepts for diverse stakeholders.
- **Link playlist:** https://www.youtube.com/playlist?list=PLAJqUaLOzb_g



YouTube Playlist about Educational Videos on the Certification Scheme and Carbon Credits

- **Final Digital Magazine:** A comprehensive capitalization publication combining scientific dissemination, institutional communication, and visual narrative around the Regional Voluntary Carbon Market, the Carbon Calculator, and the Certification Scheme. It includes expert insights, infographics, photographs, links to multimedia content.
- **Final Event Video:** A professional audiovisual record documenting keynote speeches, institutional interventions, and networking highlights from the project's concluding conference, produced in Italian and in English.



Italy – Croatia



Link Youtube final event video in Italian: <https://www.youtube.com/watch?v=GtN-DqGpN7o&t=5s>

Link Youtube final event video in English:
<https://www.youtube.com/watch?v=JniGxEvZCks>

- In addition, a wide range of **communication and promotional materials** was produced to support project events and enhance the visibility of GECO 2.2. These included roll-up banners, event posters, branded notepads and business folders, along with various promotional gadgets distributed to participants and stakeholders. All materials were designed in line with the project's visual identity and used during conferences, workshops, training sessions and dissemination activities.



Italy – Croatia

GECO 2.2

