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Project: AdriaClimPlus

D.2.6.1
Communication strategy

Document control

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1. Project Overview
1.1 Project general description

AdriaClimPlus project aims at developing a shared framework for advancing knowledge and proposing optimal solutions for climate change adaptation in the Adriatic basin and its coastal areas.

The partnership is composed by 8 partners, 5 partners from Itaily (Euro-Mediterranean Centre on Climate Change Foundation, CMCC; Regional Environmental Protection Agency of Friuli Venezia Giulia, ARPA-FVG; Apulia Region, Regional Agency for Prevention, Environment and Energy in Emilia Romagna, Arpae; Alma Mater Studiorum - University of Bologna, UNIBO) and 3 from Croatia (Zadar County Development Agency ZADRA NOVA, Ruđer Bošković Institut, RBI; Ministry of Regional Development and EU Funds, MRDEUF) and 4 associated partners, 2 from Italy (Regione Marche; Arpa Veneto, ARPAV) and 2 from Croatia (DHMZ, Lika-Senj County).

AdriaClimPlus will build upon previous national and international activities and will advance the monitoring capacity of the coastal meteo-ocean physical, chemical, biological and ecosystem coastal ocean structure; consolidate the climate downscaling modelling tools from basin scale to the coasts encompassing all relevant processes; further develop the sharing of consolidated protocols and best practices/management systems among key decision makers and practitioners through a well-structured workplan and an integrated approach, in which every partner from both sides of the Adriatic Sea will bring significant expertise, knowledge and network.

The project has a duration of 30 months, with five periods of six months each, with implementation start date on March 01, 2024.

The project consists of 3 work packages:

- WP 1: Advance scientific knowledge on climate change and its impacts to support Adriatic basin adaptation,
- WP 2: Advance and implement tools and monitoring systems for adaptation in the Adriatic basin,
- WP 3: Exploiting tools and enhancing awareness about climate change impacts on coastal areas.

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AdriaClimPlus activities will be carried out at an Adriatic basin scale and with a particular focus in 7 pilot areas, 2 in Croatia and 5 in Italy, with the aim of delivering results and outputs that will better support stakeholders adaptation planning needs in the Programme area, at basin and regional scales. AdriaClimPlus integrated and scaled approach will advance scientific knowledge of coastal climate change, will develop digital tools to propose and test adaptation strategies and new actions for the stakeholders to take decisions on climate change adaptation, and will improve awareness about climate change effects on coastal zone environment and on local economic activities. Information events, summer schools, training courses, among others, will allow to engage with society and stakeholders and to disseminate the results of AdriaClimPlus to a wider audience at the basin scale, promoting cross-fertilization and mutual dialogue.

1.2 Project objectives and expected results

Overall objectives:

AdriaClimPlus will create a shared framework for advancing knowledge and proposing optimal solutions for climate change adaptation in the Adriatic basin. AdriaClimPlus seeks to identify climate risks and vulnerabilities, develop effective adaptation tools, promote cross-sectoral collaboration and knowledge exchange. The goal is to create a resilient Adriatic region, able to adapt to the challenges of climate change while promoting economic development, social well-being, and environmental protection.

Particularly, AdriaClimPlus aims to:

- improve the knowledge base for climate change monitoring and adaptation, building on recent results from several Interreg IT-HR projects, primarily AdriaClim, international (Horizon Europe) and national projects, enhancing and getting connected with international initiative such as Med-CORDEX (https://www.medcordex.eu), CORDEX (https://cordex.org) and CIMIP6 (Coupled Models Intercomparison Project - Phase 6; https://wcrp-cmip.org/cmip-phase-6-cmip6/) consolidating the sharing of information, assessing the quality of available datasets (model scenarios and observations). Specific scenarios will be considered and selected within the project (e.g. SSP3-7.0 e

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SSP1-2.6). In doing so AdriaClimPlus will contribute to the international project of the Ocean Decade FLAME (https://projects.noc.ac.uk/flame)

- consolidate and share methodologies and approaches to define new and improved adaptation strategies by developing downscaling of regional climate scenarios to the coastal areas, also simulating extreme events and coastal processes such as coastal erosion, salt intrusion, coastal flooding and extreme sea levels, atm and marine heat waves, precipitation, wind gust, etc.
- increase effectiveness of joint monitoring systems by elaborating joint methodology and effort for an efficient monitoring of climate change status (including community/citizen science) in the Adriatic coastal area building on the results of the monitoring capacity developed in AdriaClim.
- make available information and tools for stakeholders in order to exploit the new added value climate scenarios (e.g. coastal erosion, salt intrusion, heat waves) and select the proper adaptation measures such as Nature Based Solutions, restoration of ecosystems, restoration of beaches and dunes.
- develop tools and methodologies for the monitoring of adaptation plans, strategies and measures. This action will monitor the progress of the implementation of the adaptation plans and actions developed in previous projects. The goal is also related to supporting regions and local actors, such as municipalities, and sharing new tools and methodologies with them.
- improve awareness about climate change effects on natural and cultural heritage and on local economic activities by developing training courses for policy makers and general service providers on relevant topics linked to climate change and its consequences in order to better design new policies; promoting workshops/seminars dealing with new sustainable and adaptive climate smart models; integrated cross-border community-based initiatives aiming at fostering active awareness about anthropogenic changes on local ecosystems and related adaptation measures; promoting students and teachers' exchanges aimed at developing common projects on climate change adaptation.

The following innovation aspects are foreseen in AdriaClimPlus:
- Developing new methodologies for climate downscaling towards the coastal ocean at kilometre and

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sub-kilometre scales, which is at the forefront of the global coastal climate modelling community, thus being a hub for excellent science at the world level in the era of anthropogenic climate changes.

● Starting from the results and tools developed in AdriaClim (e.g. climate scenarios, indicators, Geoportal) further develop digital tools to propose and test adaptation strategies and new actions for the stakeholders to take decisions on climate change adaptation.

● Enhance regional capacities to produce and assess new-generation of observing capacity (satellite and in situ) to be integrated to the important capacity developed in AdriaClim and coastal ocean climate projections, downscaling approaches, predictive, hazard and vulnerability assessment tools (capitalising on the AdriaClim results) that provide pathways to better informed decision making and management strategies, and that support adaptation and mitigation solutions on local- regional scales to deal with climate change adaptation across the INTERREG IT-HR program area.

● Improving awareness about climate change effects on coastal zone environment and on local economic activities and work towards acceptance of climate adaptation solutions.

● Collaboration between scientific and institutional partners to support capacity building for the elaboration of common procedures for information sharing, climate monitoring and adaptation strategies.

Climate change and disaster risk prevention are amongst the highest priorities for the IT-HR Programme area because of the serious threats (e.g. sea-level rise, coastal erosion and extreme meteorological phenomena) hampering its rich but fragile cultural and natural heritage.

2. Project communication strategy

2.1 Communication objectives

The ability to communicate the project objectives and communicate and distribute the project results at local, national and transnational levels, using specific communication channels, is crucial to increase climate change impacts awareness and facilitate the adaptation plans implementations.

The project main communication objectives are:

- To inform stakeholders and the general public about project activities, EU co-financing and achieved results.
- To inform academia and research centres, about available data and knowledge of climate change in the Adriatic area and, based on fruitful discussions and exchange, develop new project ideas.
- To provide public authorities, agencies, research institutions and private companies with new information and data about climate scenarios, simulations and monitoring systems.
- To increase awareness on climate change adaptation issues.

2.2 Project internal communication

The internal communication strategy outlines AdriaClimPlus overall approach for communicating with PPs and specifies the communication tools we will use to achieve our goals.

The main objectives of the internal communication strategy are in particular

a) To guarantee that the AdriaClimPlus partners are updated on all ongoing activities;

b) To ensure good relations and fruitful exchanges among the partners;

c) To develop a sense of common purpose between the partners, and encourage all partners to commit to the realization of the common goals.

d) To set up the communication channels to be used among the AdriaClimPlus partners.

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The Lead Partner (LP) will coordinate the activities together with the Work Package (WP) and activities leaders, allowing a continuous stream of internal communication. Close cooperation will be allowed by direct participation and communication (emails, online meetings and tools such as, Google Drive).

Each deliverable is under the responsibility of one Project Partner (PP),coordinated by the LP.

2.3 Project external communication

Each WP includes one or more communication activities, addressed to different target groups (Table 1) to disseminate project objectives and results to a wide variety of professionals and non-professionals beneficiaries. Therefore, the communication efforts require tailoring according to the specific goals and target groups (Table 1) of the activities.

ZADRA NOVA (PP3), as WP3 leader, will coordinate the communication activities, with active contributions from all partners to produce written, oral or digital material, disseminate news and attract participants to events from both countries.

The general objectives of the external communication strategy are:

- To present, discuss and disseminate project outputs in international events and conferences
- To share knowledge through trainings of university students and policy makers
- To disseminate projects objectives and results to the general public and media
- To promote interest in the project and project events in the areas interested by the Programme

An effort will be made to promote the project with other similar or complementary initiatives implemented within the EU context.

Information events, summer schools, training courses, among others, will allow to engage with society and stakeholders and to disseminate the results of AdriaClimPlus to a wider audience at the basin scale, promoting cross-fertilization and mutual dialogue.

The target audience of the communication activities include all main practitioners and policy makers in the climate change adaptation arena, such as local, regional, national authorities and other public institutions and agencies, but also the general public (Table 1).

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Table 1. Primary target groups

Target groups	Description	Target value
Local public authority	Representatives of local authorities are beneficiaries of AdriaClimPlus results, since the new knowledge and solutions proposed by the project may allow to improve climate adaptation solutions in their territories. They will be engaged by AdriaClimPlus through several activities of AdriaClimPlus, including training courses and dissemination/information events (i.e. activities 3.3 and 3.4).	**6 local public authorities**, between Italy and Croatia
Regional public authority	Key beneficiaries of AdriaClimPlus results are representatives of regional public authorities since they are responsible for the planning and implementation of regional climate adaptation plans where the new knowledge and solutions proposed by the AdriaClimPlus may be effectively used. They will be engaged by AdriaClimPlus through several activities of AdriaClimPlus, including training courses and dissemination/information events (i.e. activities 3.3 and 3.4).	**6 regional public authorities** between Italy and Croatia
Sectoral agency	Officials of Italian and Croatian civil protection bodies and emergency services will be involved in AdriaClimPlus during the training courses (i.e. activity 3.3), in which suitable climate products will be presented in order to be adopted in their working routines.	**3 civil protection bodies and emergency services** between Italy and Croatia
Infrastructure and (public) service providers	Climate service providers are key target groups for AdriaClimPlus, since they may multiply the impact of the project results and use AdriaClimPlus products to	**4 service providers** between Italy and Croatia

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	improve their services. They will be engaged by AdriaClimPlus through training courses and dissemination/information events (i.e. activities 3.3 and 3.4).	
Higher education and research organisations	AdriaClimPlus will engage with students of Universities and research organizations thanks to two summer schools (i.e. activity 1.3), where knowledge about climate change, its impacts and resilience options will be presented and discussed.	**6 higher education and research organisations** between Italy and Croatia
General public	Two information events for the general public will be organised, one in Italy and one in Croatia, to disseminate project results and promote climate literacy (i.e. activity 3.4). General public will also be reached through social media channels and other communication activities.	**2000 people** between Italy and Croatia

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2.4 Project and Programme visibility

To ensure proper visibility of the project and EU and INTERREG funding, project logo is designed by using INTERREG visual identity according to the Programme communication strategy.

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The logo must always be placed in a central and visible top position of the produced material (i.e.: in the first/main page of a publication); only in very exceptional cases duly authorised by MA/JS it can be placed on the back cover of the publication and it can never be smaller than any other logo included in the same output; it shall have at least the same size, measured in height or width, as the biggest of the other logos. When the logo is displayed on a website or other electronic application, it shall be visible inside the viewing area of a digital devise without requiring a user to scroll down the page. On other communication products such as conference bags, exhibition roll-ups or presentations, the logo must be placed in a prominent place. The size of the logo should be reasonable and recognizable. A monochrome version might be used only in justified cases. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Obligations for displaying EU and project branding stand for all

the followings communication tools:

● Printed publications: Reports, promotional handouts;

● Audio-visual: Videos, audio podcasts, channels;

● Digital or electronic materials (website, web tool, videos, infographics, etc.);

● Events (e.g. on presentations, agendas, bags and other gadget materials)

2.5 Communication channels

Coordinated by ZADRA NOVA (PP3), each project partner will actively participate in project dissemination and communication activities, by providing material, sharing information and extending the project visibility through various channels and tools.

Accessibility of the project information will be ensured by the use of the project website, hosted on the joint online platform of the Programme: Information on deliverables, outcomes, results and schedule of events will be published there.

Other actions and tools to further complement the public access to project information will include the following:

1. Media activities:

● The project website, hosted on the IT-HR Programme platform- The project website, managed by ZADRA NOVA web administrator and communication manager will provide the major central hub for information, updates and resources, providing stakeholders and the public with a user- friendly platform to learn about AdriaClimPlus and its activities. The website will be updated at least once every six months and will later form project reports. The partnership will ensure that the message will be conveyed clearly and accurately about the project aims and objectives. The website will be linked to the project's social media account(s). A Google Analytics report with online traffic highlights and average sessions per project page will be reported to the JS during the reporting periods. The communications manager will provide regular reports and adjust communications activities as needed. Specific sections within the project website can host "Meet the team" and "Pilot Sites" to zoom-in the partners involved and the pilots areas for the project activities, specifically 2 in Croatia (Zadar County coastal areas, consisting of many islands and coastal channels, and Lika - Senj County coast) and 5 in Italy (Puglia coastal area and specifically the Ofanto river area, Emilia-Romagna coastal areas with a focus on Po river delta, Friuli-Venezia Giulia coastal area with a focus on Gulf of Trieste and the lagoon of Grado-Marano, Marche Region and Veneto Region coastal area). Interviews to project partners will be conducted to provide more insights on the teams involved and the sites.

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- Social media – this is a critical communication tool to raise awareness amongst the target audience outside the partnership network. Social networks are powerful tools to achieve a multiplier promotional effect on communication activities. Therefore, it is important to maximize the use of social networks for communication, especially when the outcome of the project affects a large number of stakeholders. Information regarding conferences, dissemination events, training and workshops, project results, articles and news related to the project and connected projects will be shared to a broad audience, including the general public, authorities, and the scientific community. Thus, the communication is expected to be simple and effective, through infographics, videos, links, news and photos.

The following social media channels for AdriaClimPlus have been launched:

• LinkedIn

• Facebook

• Twitter (X)

• Instagram

In order to establish an engaging social media presence for AdriaClimPlus channels, project news and relevant related information will be posted on social media channels with a recurrence of at least 1 post per month, following an example of media engagement plan as in the table below (Table 2).

Project partners with foreseen activities and/or material to communicate (e.g. scientific publications, participation in conferences and dissemination events etc) are, therefore, expected to regularly update the Communication and Dissemination Plan, which will guide the media engagement, coordinated by ZADRA NOVA and supported by CMCC. Likewise, coordinated contributions in time can be expected from reposting of information related to the project from the partners respective websites.

Table 2. Example of media engagement plan for AdriaClimPlus events. Posts with different content types are planned before and after any organised event, for both the project website and social media channels.

Planned Timeline		Pre-event						Post event
Communication channel & content type								
Comm channel	Content type	4 wks	2 wks	1 wk	2 d	1 d	0 d	+1 d/ wk
Project Website	Event announcement	x						
Project Website	Agenda/speakers announcement		x					
Project Website	Interviews/curiosity about the event			x				
Project Website	Post event impressions/ conclusions etc.							x
Social media	Event announcement	x						
Social media	Speakers announcement		x					
Social media	Interviews/ Event curiosity		x	x	x	x		
Social media	Event highlights						x	
Social media	Post event impressions/ conclusions etc.							x

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General tips for AdriaClimPlus project:

● Create powerful content

● Use tags (see examples below and in Table 3)

● Use hashtags (see examples below)

● Use the URL shortener

● Use key-words

● Tailor for the platform

● Include a link to your channel in your email signature

● Promote the content of each channel on other channels and social networks

● Give your followers what they want

Few tips on social media communication:

● Always @mention people you reference in your social media posts

● Answer questions people ask

● Reply when people @mention you or share your content

● Don't just Retweet and Like other people's content; reply with a comment to start a conversation in such direct communication the clarity of scientific data "translated" into information is important for understanding and acceptance of the project at all levels.

Hashtags examples: #AdriaClimPlus #EU #Interreg #ItalyCroatia #climatechange #climateinformation #climatechangemeasures #climatechangeplan #AdriaticSea #adriaticoast #environment mitigation #adaptation #hydro #meteo #marine #Seaprotection #environmentprotection #monitorsystem #climatechangeinformation #monitoringtools #climatemanagementtools #adaptationstrategy #Adriatic #Coastalareas #flooding #floodingprevention #erosion #erosionprevention #climatethreats #climatedownscaling

Tags examples: @EUEnvironment @EUsairpoint @ItalyCroatia

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Table 3. List of PPs social media profiles

Partners	Website	Twitter (X)	Facebook	LinkedIn	Instagram	Extra links
LP - CMCC	[CMCC Foundation](#)	[Fondazione Cmcc (@CmccClimate) / X](#)	[CMCC Climate | Lecce](#)	[https://www.linkedin.com/company/cmccfoundation/mycompany/](#)	[Fondazione CMCC (@cmccclimate) • Instagram photos and videos](#)	[https://www.cmcc.it/projects/adriaclimplus-adriatic-coastal-areas-science-based-solutions-for-climate-adaptation](#)
PP2 - ARPA-FVG	[Arpa FVG](#)	[ARPA FVG (@ARPAFVG) / X](#)	[Arpa FVG - non solo meteo | Palmanova](#)	[ARPA FVG | LinkedIn](#)	[ARPA Friuli-Venezia Giulia (@arpafvg) • Instagram photos and videos](#)	
PP3- ZADRA NOVA	[https://www.zadra.hr/en/](#)		[Agencija za razvoj Zadarske županije ZADRA NOVA](#)			
PP4 - REGIONE PUGLIA	[Regione Puglia](#)		[https://web.facebook.com/quiregionepuglia/](#)			
PP5 - Arpae	[Arpae Emilia-Romagna](#)	[Arpae Emilia-Romagna (@ArpaER) / X](#)		[https://www.linkedin.com/company/arpae-emilia-romagna/?](#)		

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				originalSubdomain=it		
PP6- RBI	Institut Ruđer Bošković		Institut Ruđer Bošković | Zagreb	https://www.linkedin.com/company/ruder-boskovic-institute/?trk=hb_tab_compy_id_27956		
PP7- MRDEUF	Ministarstvo regionalnoga razvoja i fondova Europske unije	Vlada Republike Hrvatske (@VladaRH) / X		Vlada Republike Hrvatske (Government of the Republic of Croatia) | LinkedIn		
PP8- UNIBO	University of Bologna	Università di Bologna (@Unibo) / X	Alma Mater Studiorum - Università di Bologna	Alma Mater Studiorum - Università di Bologna: dipendenti, località, ex studenti | LinkedIn	Alma Mater Studiorum – Università di Bologna (@unibo) • Instagram photos and videos	
A01 - Regione Marche	Regione Marche	Regione Marche (@RegioneMarcheIT) / X	https://web.facebook.com/PaginaUfficialeRegioneMarche/			

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A01 - DHMZ	Croatian Meteorological and Hydrological Service DHMZ	DHMZ (@DHMZ_HR) / X			
A03 - LIRA	Razvojna agencija Ličko-senjske županije-LIRA		https://www.facebook.com/Razvojna.agencija.LIRA/about/?ref=page_internal	https://www.linkedin.com/company/public-institution-development-agency-of-lika-senj-county-lira/?originalSubdomain=hr	
A05 - ARPAV	https://www.arpa.veneto.it/	ARPA VENETO (@arpaveneto) / X	https://web.facebook.com/arpaveneto/		

- **Media communication** -TV/radio/print/web media edits (e.g. printed publication on relevant local media). Partners may also publish project information and news in local media, to create awareness and maintain interest in the project activities. As for the events, any communication to media should be reported in the Communication and Dissemination Plan, whether planned with time. Copies and links to the content should be reported to ZADRA NOVA at the end of each period.

- Establish **E-newsletter** –From a section in the project website, hosted on the IT-HR Programme platform, there will be the possibility for the general public to remain updated on the project's news and events through the subscription to the project newsletter. Likewise, students and policy makers, following training planned in activities 1.3 and 3.3 respectively, will be informed about the project's newsletter subscription. After compiling the list of subscribed contacts, the news and events will be regularly shared on a quarterly email newsletter.

2. Dissemination events:

- Workshops and trainings: Summer schools and training for policy makers and service providers are planned in activities 1.3 and 3.3 respectively and will provide opportunities to share the project objectives and results

  - Public Information and dissemination events

Local Action Plans – action plans will ensure project's implementation durability together with the constant and direct involvement of institutional structure.

3. Promotional material:

   ZADRA NOVA, with support of other partners, will prepare material in three different languages (ENG, ITA, HR), to be printed for events by the local organisers. The description of the communication material designed by ZADRA NOVA is included in the deliverable 2.6.2. Briefly, AdriaClimPlus will make use of the following promotional material:

   - Project brochure and leaflets; infographics- short portrait of the project, adapted to target groups (Table 1);
   - Posters/roll ups
   - Pens, notepad -Promotional materials to be distributed during events;
   - Videos (e.g. "meet the scientist" interview types; observing campaigns recordings, simulations of climate scenarios)

Communication of project activities and results will be primarily e-based, working towards paperless implementation with the production of e-newsletters; dissemination material like brochures will be downloadable from the project website.

3. Evaluation

The evaluation process will be to verify the correspondence between the planning and implementation of what is provided for in the Strategy, with the analysis of its adequacy and proper setting, and then extend to examination of the effectiveness and efficiency of communication processes that the strategy itself provides.

The monitoring of the Communication Plan will evaluate the results and initiatives planned and will include:

- Effective impact assessment and updating or defining communication activities (e.g. Analysis of strategic parameters, overall objectives, budget analysis for optimization)
- Ensuring the quality of the communication activities carried out
- Determining which activities were good and which were not, and how they could be improved or replaced by other activities (Analysis of the impact outside of the main campaigns; analysis of target audience).

The evaluation criteria are listed in table 4.

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Table 4. Criteria of communication

QUALITY AREA	ASSESSMENT CRITERIA
Webiste	Website traffic; Number of material downloaded
Social networks	Number of page followers; Growth of page followers' number per month; Number of interactions with posts; Number of posts per month
Publications	Number of articles in thematic magazines; Number of media releases
Organizing Events	Number of events; Number of participants; Number of events per geographical level (local/regional/national/EU/international); Number of reached stakeholders; Number of interactions on social media prior/during/after the events; Number of media releases regarding each event; Feedback by the participants after the events;
Participation to events	Number of events; Number of presentations by AdriaClimPlus partners; Number of events (local/regional/national/EU/International); Number of reached stakeholders; Number of interactions on social media prior/during/after the events; Number of media releases regarding each event