



Project: AdriaClimPlus

D.2.6.2

AdriaClimPlus Communication material



Document control

Project	AdriaClimPlus
Work package number	WP2
Work package title	Advance and implement tools and monitoring systems for adaptation in the Adriatic basin
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Deliverable responsible partner	PP3 – ZADRA NOVA
Deliverable data	31/08/2024
Reviewers	LP

Version	Date	Authors (s)	Comments
V1.0	20/08/2024	Natali Rudić	Draft, 1st version -sent to LP



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1. Introduction

This report presents AdriaClimPlus communication material to be used by project partners during dissemination events and e-material to be shared online in the project website, partners website and social media, to further promote the project, its objectives and results. The communication materials include key elements of the project's communication strategy, including the development of websites, the creation of social networking profiles and the production of promotional gadgets and materials such as leaflets, posters, brochures, roll-ups and billboard. As for the graphic preparation and production of promotional gadgets such as notebooks, pens and other interesting materials, these will be printed at local events according to the number required.

The website and social networks will be the main platforms for presenting the project and interacting with the target audience, while promotional materials will ensure visibility and encourage user engagement. This report will detail the process of creating and implementing each of these materials, including key steps, challenges and results achieved. The aim is to provide a clear picture of the progress made in the communication and visual promotion of the project and its impact on the overall strategy and objectives of the project.



2. Communication material

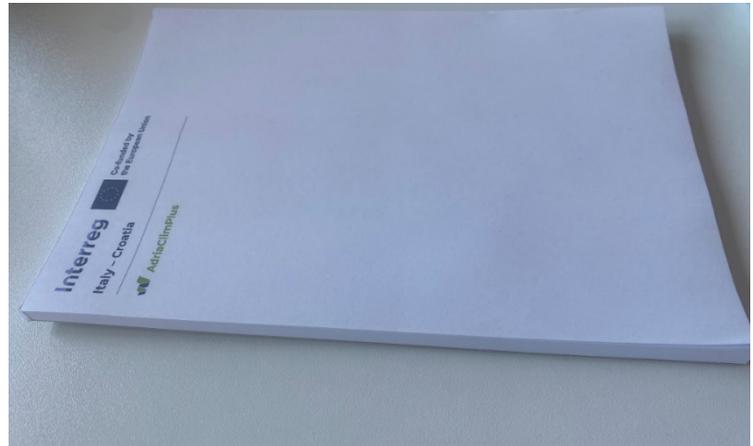
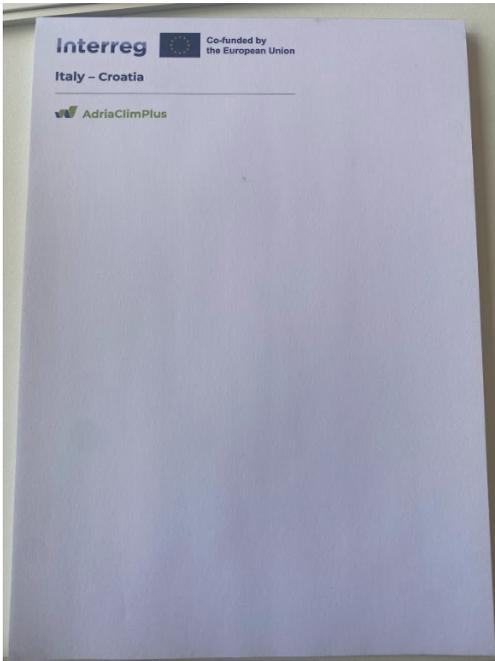
Project partner 3 ZADRA NOVA, with the support of other partners, is responsible for the preparation of the project's communication materials. The materials will be prepared in three languages, namely English, Croatian and Italian, in order to ensure the availability of information to a wider audience.

ZADRA NOVA is responsible for the design of promotional items. The main design element will be a colour logo that will be printed on materials such as notebooks, pens and other products that will be made. This elegant and subtle approach will allow the logo to be the focus, while other design elements remain unobtrusive. For example, the background of the notebook will be white, with a hint of the logo in colour. The same style will be applied to all promotional items. Creating a consistent visual identity that exudes clarity.

During the first period of the project, a website was created, profiles in social networks were opened, a poster for each partner was created, and an example of a brochure and poster was created.

The plan for the next period is to actively promote the knowledge created through the partners' participation in external events, where promotional materials will be used. In addition, all activities and achievements will be regularly reported through social networks and the project website, which will ensure the visibility and dissemination of the project results.





Example of notebook

3. Project website

During the first phase of the project, the website on the Interreg programme was successfully updated and all partners were informed of its launch. To ensure effective coordination of information, a Communication and Dissemination Plan was set up on the project shared Google Drive (See Deliverable D 2.6.1). All partners will add information about upcoming events and activities to this spreadsheet in order to provide clear messages to the public in a timely manner through the website and other communication channels.

So far, the project website has provided the public with general key information about the project such as the duration of the project, the total budget, the project specific objectives, main expected outputs and the composition of the partnership. Furthermore, updates were made to share information about the first project meeting (Kick-Off), held in Lecce, Italy, on 23-24th April, 2024.





The aim is to update the content on a regular basis with upcoming events and news about the activities carried out and their results. In this way, we aim to ensure transparency and information for all involved and interested parties.

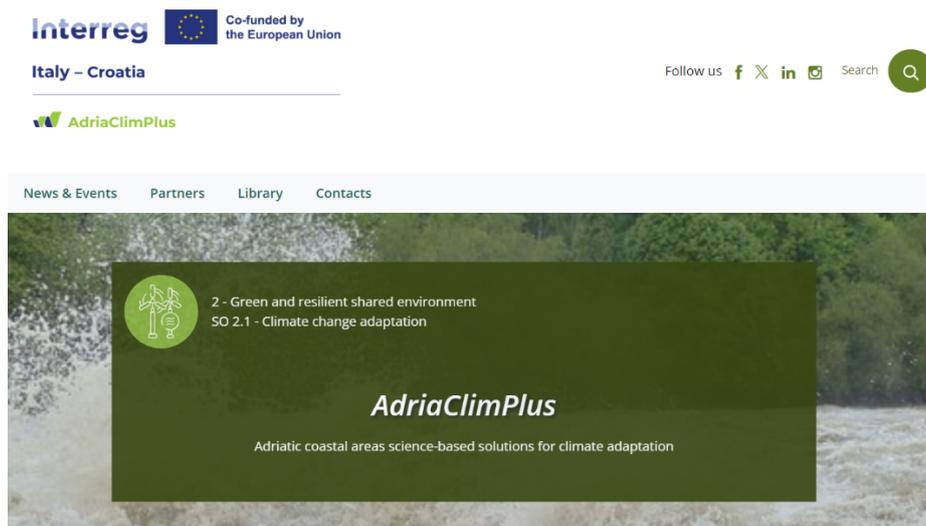
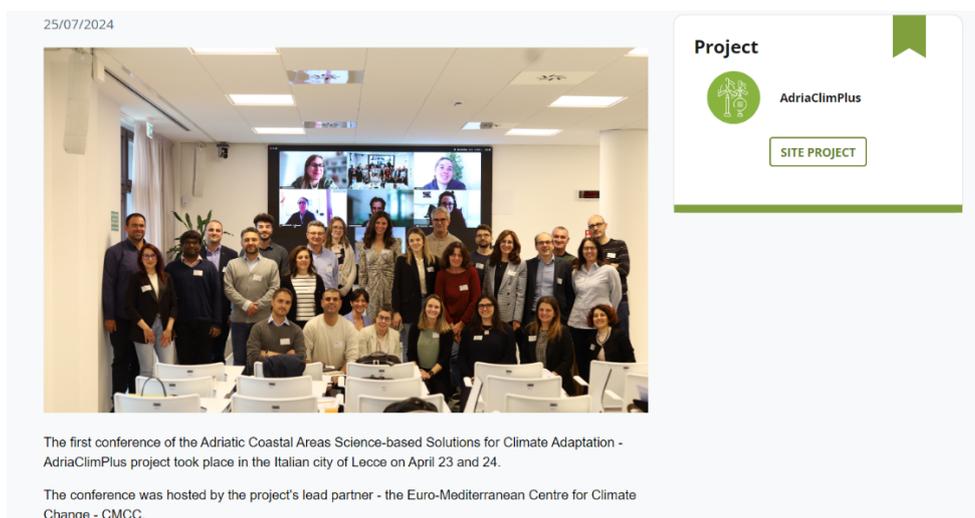


Image of the project website



Picture of the first post about the Kick-off conference



3.1. Project partner website

All partners of the AdriaClimPlus project have published and shared a link to the project website on their official websites. This activity allows for greater visibility of the project and facilitates access to information for all interested parties. In this way, the partners have shown their commitment to transparency and cooperation and have contributed to spreading awareness about the objectives and results of the AdriaClimPlus project.



Official LP (CMCC) website



Vai al sito ufficiale del [progetto AdriaClimPlus](https://progetto.adriaclimplus.eu)



Official PP2 (ARPA FVG) website



NAZIV:	AdriaClimPlus - Adriatic coastal areas science-based solutions for climate adaptation
VODEĆI PARTNER:	Zaklada Euro-mediteranski centar za klimatske promjene
PARTNER/I:	Regionalna agencija za zaštitu okoliša Friuli Venezia Giulia (ARPAFVG), Agencija za razvoj Zadarske županije ZADRA NOVA, Regija Apulia, Regionalna agencija za prevenciju, okoliš i energiju u Emiliji Romagni, Institut Ruder Bošković, Ministarstvo regionalnoga razvoj i fondova Europske unije, Alma Mater Studiorum-Sveučilište u Bologni
UKUPNA VRIJEDNOST PROJEKTA:	2.734.922,00 EUR
PRORAČUN AGENCIJE ZADRA NOVA U PROJEKTU:	352.500,00 EUR
INTENZITET POTPORE:	80%
PROGRAM EUROPSKE TERITORIJALNE SURADNJE:	Program prekogranične suradnje Italija - Hrvatska 2021 - 2027.
CILJ:	Promicanje prilagodbe klimatskim promjenama i sprečavanja rizika od katastrofa, otpornosti, uzimajući u obzir pristupe temeljene na ekosustavu.
AKTIVNOSTI:	Projekt će omogućiti unapređenje znanstvenih spoznaja o klimatskim promjenama i njihovom utjecaju na Jadranski akvatorij. Također, unaprijedit će i implementirati alate i sustave za praćenje adaptacije u Jadranskom akvatoriju. U sklopu projekta AdriaClimPlus iskoristivati će se alati i jačati svijest o utjecaju na klimatske promjene koje se odnose na obalna područja.
RAZDOBLJE PROVEDBE PROJEKTA:	1. 3. 2024. - 31. 8. 2026.
POVEZNICA:	Mrežna stranica projekta

Official PP3 (ZADRA NOVA) website

Capofila: Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici.

Partner: Agenzia Regionale per la Prevenzione e la Protezione dell'ambiente del Friuli Venezia Giulia, Agencija za razvoj Zadarske županije Zadra Nova, Regione Puglia, Agenzia regionale per la prevenzione, l'ambiente e l'energia dell'Emilia Romagna, Institut Ruđer Bošković, Ministarstvo regionalnoga razvoja i fondova Europske unije, Alma Mater Studiorum - Università di Bologna).

Partner associati (senza budget): Regione Marche, Državni hidrometeorološki zavod, Javna ustanova Razvojna agencija Ličko-senjske, županije – LIRA, Agenzia Regionale per la Prevenzione e Protezione Ambientale del Veneto (ARPAV).

La Regione Puglia - Dipartimento Ambiente, Paesaggio e Qualità Urbana, in qualità di partner del progetto, ha una risorsa finanziaria di € 250.000,00 per lo svolgimento delle attività progettuali di propria competenza, coperta per l'80% pari ad € 200.000,00 dai fondi Comunitari e per il 20% pari ad € 50.000,00 dal cofinanziamento nazionale che, a mente della Delibera CIPESS n. 78/2021 del 22/12/2021, per i partner italiani è coperto dal Fondo di Rotazione – ex L. n. 183/1987.

Il progetto ha una durata di 30 mesi a decorrere dal 1 Marzo 2024 fino al 31 agosto 2026.

[Maggiori informazioni](#)

AdriaClimPlus website: <https://www.italy-croatia.eu/web/adriaclimplus>

LinkedIn: <https://www.linkedin.com/company/102543392/admin/feed/posts/>

Instagram: <https://www.instagram.com/adriaclimplus/>

Facebook: https://www.facebook.com/profile.php?id=61558983088565&locale=hr_HR

X: <https://x.com/Adriaclimplus>

Official PP4 (Regione Puglia) website





Cerca nel sito 

- Arpae
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- Il territorio
- Temi ambientali
- Dati e report
- Documenti

Home → Attività e servizi → Progetti europei → Progetto AdriaClim Plus

Progetto AdriaClim Plus

Titolo progetto: AdriaClimPlus - Adriatic coastal areas science-based solutions for climate adaptation

Obiettivi e breve descrizione del progetto complessivo: I cambiamenti climatici e la prevenzione dei rischi di catastrofi sono tra le massime priorità per l'area del programma IT-HR a causa delle gravi minacce (ad esempio l'innalzamento del livello del mare, l'erosione costiera e fenomeni meteorologici estremi), che ostacolano il suo ricco ma fragile patrimonio culturale e naturale. AdriaClimPlus si baserà su precedenti attività nazionali e internazionali e:

- promuoverà la capacità di monitoraggio della struttura meteo-oceanica costiera fisica, chimica, biologica ed ecosistemica dell'oceano costiero;
- consoliderà gli strumenti di modellazione del downscaling climatico dalla scala del bacino alle coste, comprendendo tutti i processi rilevanti;
- svilupperà ulteriormente la condivisione di protocolli consolidati e best practice/sistemi di gestione tra i principali decisori e professionisti attraverso un piano di lavoro strutturato e un approccio integrato, in cui ogni partner da entrambe le sponde del Mar Adriatico porterà significative competenze, conoscenze e reti.

Il progetto 

  Co-funded by the European Union

Italy – Croatia



Official PP5 (Arpae) website



Ruder Bošković Institute

Divisions ▾ Research ▾ People



Participants of the AdriaClimPlus kick-off meeting held in Lecco, Italy (23-24 April 2024)

CATEGORY	TOTAL COST	START DATE
Ostali projekti	287.500,00 EUR	Mar 1st 2024
END DATE	STATUS	MORE INFORMATION
Aug 31st 2026	Active	Project Web page

PRINCIPAL INVESTIGATOR



Ivica Vilibić, dr.sc.
Ivica.Vilibic@irb.hr
0989091751

Official PP6 (RBI) website



 REPUBLIKA HRVATSKA
Ministarstvo regionalnoga razvoja
i fondova Europske unije

Pretražite stranice

Vijesti | O Ministarstvu | Dokumenti | Pristup informacijama | Istaknute teme | Kontakti

Naslovnica | O Ministarstvu | Djelokrug | Otoci | Međunarodna suradnja Uprave za otoke

INTERREG V-A Italija – Hrvatska 2021. – 2027. Projekt AdriaClimPlus

-  Ispiši stranicu
-  Podijeli na Facebooku
-  Podijeli na Twitteru

Official PP7 (MRDEUF) website

 ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

CENTRO INTERDIPARTIMENTALE DI RICERCA PER LE
SCIENZE AMBIENTALI - CIRSA

EN IT

HOME | IL CENTRO | PROGETTI | GRUPPI DI RICERCA | LABORATORI | PUBBLICAZIONI | MEDIA | EVENTI | CONTATTI

Home / Progetti / ADRIAACLIMPLUS

ADRIAACLIMPLUS

Adriatic coastal areas science-based solutions for climate adaptation

LINK E ALLEGATI

- [Sito web del progetto AdriaClimPlus](#)

I cambiamenti climatici e la prevenzione del rischio di catastrofi sono tra le massime priorità per l'area del programma IT-HR a causa delle gravi minacce (ad esempio, innalzamento del livello del mare, erosione costiera e fenomeni meteorologici estremi) che ostacolano il ricco ma fragile patrimonio culturale e naturale. AdriaClimPlus si baserà su precedenti attività nazionali e internazionali e farà progredire la capacità di monitoraggio della struttura fisica, chimica, biologica ed ecosistemica dell'oceano costiero meteo-marino; consoliderà gli strumenti di modellazione downscaling climatica dalla scala del bacino alle coste, comprendendo tutti i processi rilevanti; svilupperà ulteriormente la condivisione di protocolli consolidati e migliori pratiche/sistemi di gestione tra i principali decision maker e operatori attraverso un piano di lavoro ben strutturato e un approccio integrato, in cui ogni partner da entrambe le sponde del Mare Adriatico apporterà competenze, conoscenze e reti significative.

Official PP8 (UNIBO) website



3.2. Project social networks

During the first phase of the project, profiles on the following social networks have been launched: Instagram, Facebook, LinkedIn and X. So far, several posts on each of these networks have been published, either creating specific project content or sharing interesting articles about climate change that are in line with the project's theme. In this way a wider audience is reached and awareness is raised regarding the importance of the issues the project is addressing.

As for the project website, the content shared and published in a timely manner on social media is supported and guided by the aforementioned Communication and Dissemination Plan (see Deliverable 2.6.1), in which all partners are contributing with content material and sharing information about upcoming events and activities.

In the communication strategy, examples of hashtags to be used in posts have been listed as well as all partners institute profiles, in order to increase the visibility and reach of the posts. This approach aims to maximise the number of views and interactions.

Social networks play a key role in modern communication, allowing to reach the project target audience quickly and efficiently, engage them in dialogue and share relevant information. These communication channels provide a platform to build a community around the project and aid in sharing messages and results globally. Particularly, regular announcements in social networks will ensure ongoing engagement and public interest in the project.





 **Adriacimplus Interreg Italy-Croatia** je na lokaciji CMCC Climate. ...
 May 22 · Lecce · 🌐

A few more impressions from our kick-off meeting 😊

The first photo was taken during the workshop. We discussed the given questions together and improved our communication, which is important for all further activities that are part of our project 💡

[CMCC Climate](#)
[Agencija za razvoj Zadarske županije ZADRA NOVA](#)
[Alma Mater Studiorum - Università di Bologna](#)
[Razvojna agencija Ličko-senjske županije - LIRA](#)
[Institut Ruder Bošković](#)
[Ministarstvo regionalnoga razvoja i fondova Europske unije](#)
[Regione Puglia](#)
[Arpa FVG - non solo meteo](#)



Analitika objave ✕

Ukupna analitika ➤
 Pogledajte više pojedinosti o svojoj objavi.

Post Impressions i	Post reach i	Engagement i
60	34	11

Facebook post and post analytics



 **adriacimplus**
 CMCC Climate ...

 **adriacimplus** First Kick-off meeting
 The meeting was on the 23. and 24. April
 At the meeting, we exchanged experiences and opinions regarding the basic topic of the project. We got to know the upcoming activities in more detail.
 With pleasant company, a lot of interaction and interesting workshops we can say that we are looking forward to meeting again. 😊

[@arpafvg](#) [@unibo](#)
[#zadranova](#)
[#apuliaregion](#)
[#arpae](#)
[#ruderboskovicinstitute](#)
[#mrdeuf](#)

Uređivano · 13 tj.

👍 💬 📌 🔖

 **ivana.ivic.7712** i njih još 29 označuju sa "svida mi se"
 14. svibnja

Instagram post and number of likes



AdriaClimPlus Project
 15 followers
 2mo • Edited • 🌐

A few more impressions from our kick-off meeting 😊

The first photo was taken during the workshop. We discussed the given ...more

You and 13 others

Like Comment Repost

Organic impressions: 392 Impressions Preview results

LinkedIn post and number of impressions

AdriaClimPlus @Adriacimplus · May 16 Promote

First Kick-off meeting
 At the meeting, we exchanged experiences and opinions regarding the basic topic of the project. We got to know the upcoming activities in more detail.
 With pleasant company and a lot of interaction we can say that we are looking forward to meeting again 😊

2 0 0

Post Analytics

AdriaClimPlus @Adriacimplus · May 16

First Kick-off meeting
 At the meeting, we exchanged experiences and opinions regarding the basic topic of the project. We got to know the upcoming activities in more detail.
 With pleasant company and a lot of interaction we can sa...

Impressions	Engagements	Detail expands
36	9	1
	New followers	Profile visits
	0	1

X post and post analytics



3.3. Project poster

All AdriaClimPlus project partners have access to the poster template via the project shared Google Drive. The template, designed in accordance with the Interreg theme, ensures a unique visual identity and a professional look of the poster. Once the poster had been produced, all partners displayed it in a visible place within their institution, thus complying with the guidelines on promotion and visibility of the project. This activity not only strengthens the awareness of the project within the partner institutions, but also contributes to the recognition and uniformity of the communication of the AdriaClimPlus project in accordance with Interreg standards.

The project contains basic information about the project itself, the logos of all partner and associated institutions as well as the contact information of all partners.



Poster template

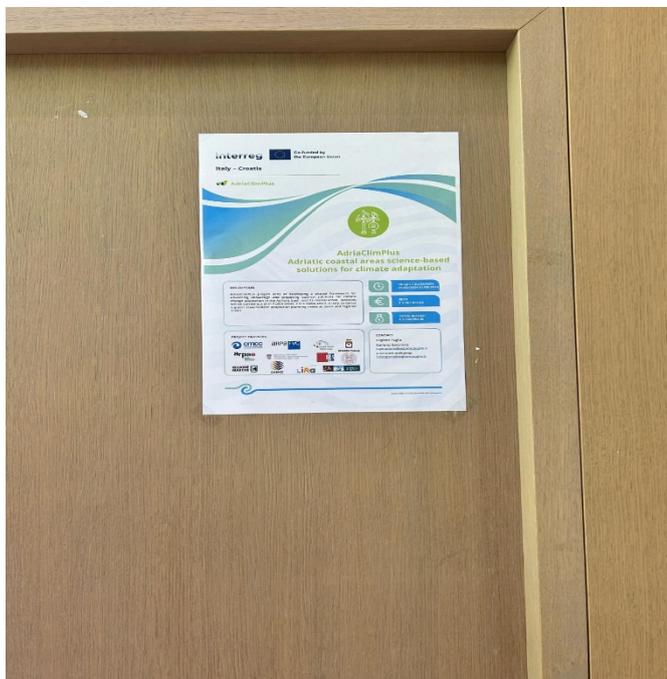




PP 2 ARPA FVG photo of the posted poster



PP3 ZADRA NOVA photo of the posted poster



PP4 Regione Puglia photo of the posted poster



PP5 Arpae photo of the posted poster



3.4. Project brochure

As stated in the project application, priority will be given to e-news and e-brochures to be shared on the project website and on social networks. If necessary, the brochure will be printed for events by local organisers according to the number required and translated into three languages, namely English, Croatian and Italian.

A sample brochure has been produced using the poster theme template to ensure the Interreg visual standard. The brochure contains basic information about the project and the barcodes of the project's social networks so that stakeholders can access the social networks more easily and quickly, thus ensuring greater visibility. The brochure can be modified according to the needs of the event.



Interreg  Co-funded by the European Union

Italy – Croatia

 AdriaClimPlus

ADRIATIC COASTAL AREAS SCIENCE-BASED SOLUTIONS FOR CLIMATE ADAPTATION

DESCRIPTION
The main objective of the AdriaClimPlus proposal is to develop a shared framework for advancing knowledge and proposing optimal solutions for climate change adaptation in the Adriatic basin and its coastal areas.

LEAD PARTNER
Euro-Mediterranean Center on Climate Change Foundation (CMCC)

PROJECT PARTNERS

PROJECT DURATION
March 2024 – September 2026

ERDF 2,187,993,6 €

TOTAL BUDGET 2,734,992,00 €

<https://www.italycroatia.eu/web/adriaclimplus>

Brochure example

WHY ADRIACLIMPLUS?

Climate change and disaster risk prevention are amongst the highest priorities for the IT-HR Programme area because of serious threats hampering its rich but fragile cultural and natural heritage, e.g.:

-  sea-level rise
-  coastal erosion
-  extreme meteorological phenomena

AdriaClimPlus is funded by Interreg Italy-Croatia Programme.

Interreg is one of the key instruments of the European Union that supports cross-border cooperation between Italy and Croatia through the financing of joint projects aimed at solving problems through the exchange of knowledge and experiences in all segments and improving the quality of life.

FOLLOW US ON:



3.5. Project billboard

As for the project brochure, a standard billboard template, with general project information, has been created and shared with project partners via the project shared Google Drive. Although the billboard is now ready, it has not yet been used. Throughout the project, both the brochure and billboard will be updated and integrated with project results.



The billboard template features the Interreg and European Union logos at the top, followed by the text 'Italy – Croatia' and the AdriaClimPlus logo. A large graphic of blue and green waves is on the left. In the center, there is a circular icon with a wind turbine and a gear, and the text 'AdriaClimPlus Adriatic coastal areas science-based solutions for climate adaptation'. Below this is a 'DESCRIPTION' section with a paragraph of text. At the bottom, there are five information boxes: Organization (MPOVIA d.o.o. - Institut za upravljanje i razvoj), Contact Person (Iva Šušter), Project Duration (01.03.2024 - 31.08.2026), ERDF (€ 2.187.993,60), and Total Budget (€ 2.734.992,00). A URL 'www.italy-croatia.eu/web/itadiadclimplus' is at the bottom right.

Billboard example



4. Conclusion

The report presented the results of the project's communication activities so far. A website has been successfully created and launched, and profiles on social networks (Facebook, Instagram, LinkedIn and X) have been successfully opened, enabling wide availability of information and communication with the public. In addition, key promotional materials such as posters, a sample brochure and a billboard have been produced, all of which contribute to the visibility of the project.

In the coming period, further graphic preparation and creation of promotional gadgets will be conducted to provide also printed material to be used for events by local organisers. Regular updates of the project website and social networks will also continue. All partners will continue to respect the communication guidelines of the Interreg Italy - Croatia Programme to ensure consistency and efficiency in the implementation of project activities.

