Project Comunication Strategy

ARIEL
Promoting small scale fisheries and aquaculture transnational networking in Adriatic-Ionian macroregion

Public institution RERA S.D. for Coordination and Development of

Split-Dalmatia County

ARIEL Project Cominication Strategy

Summary

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A. Introduction

A.1. Introduction

Communication will play a key role in achieving the strategic and operational goals envisaged by the Adriatic-Ionian Programme INTERREG V-B Transnational Application Form.

Communication will overall help to raise awareness and inform stakeholders and the interested public about the project as well as to build, manage and sustain mutually fruitful relationships with key audiences.

The communication strategy laid down in this document, which was approved by the **ARIEL** Steering Committee on 1st March 2018, presents details on how this will be achieved. Annual work plans will then further describe how the programme will communicate in specific years throughout its life time.

The premises on which the Interreg ADRIATIC-IONIAN Programme – **ARIEL** project communication strategy is based can be summarised as follows:

- Communication is about raising awareness, informing, persuading, or changing behaviour. However, it is asmuch about listening, exploring, understanding, empowering, and building consensus for change.
- Communication has a strategic management function. It supports project management to reach intended results and changes. Communication is central to achieving changes envisaged by the project.
- Communication prioritises management goals and not the goals of the communication unit. To communicate for the sake of communication cannot be the objective, communication objectives are intrinsically linked to programme and management goals.

A.2. Aim of the ARIEL communication strategy

This document aims at setting up the communication strategy of the **ARIEL** project as described in the project's application form under deliverable DC 1.1. The definition of this strategy is essential to make sure the project results are disseminated as broadly as possible in a coherent and efficient way. The main purpose of this document is to provide the project partners with key information on communication activities that will be developed throughout the project lifetime and their distribution among partners.

The strategy includes a description of the methodology that will be followed, a definition of the main target groups and ways to reach them adequately, a detailed description of all activities/tools – and associated timeline – related to communication falling into WP Communication, distribution of resources of communication activities among the project's partners as well as an explanation of evaluation methods.

Templates for several types of documents (leaflet; meeting documents i.e. agenda, minutes, list of participants; reports/deliverables, etc.) and instructions on how to use social media will also be provided.

The structure and content of this document can be subject to minor changes depending on the project needs and partners' suggestions during the project lifetime. The communication strategy will be drafted by the partner responsible for communication – i.e. Public Institution RERA SD for

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Coordination and Development of Split Dalmatia County (RERA SD) – in collaboration with all the project partners.

A.3. What is ARIEL project about

ARIEL project is jointly promoted and developed by 9 scientific and institutional partners of 4 Countries (Italy, Croatia, Greece and Montenegro) and focuses on small-scale fishery and aquaculture which are two key drivers for blue and sustainable growth of Adriatic and Ionian communities. Despite their relevance, those sector faces the same challenges of maritime spatial planning, environmental and socio-economic sustainability, better conditions for innovation uptake and for scientific knowledge dissemination, more effective cooperation between entrepreneurs, academia and policy makers.

In this context, ARIEL transnational approach will catalyze joint efforts to tackle this complex ecological, economic and societal challenge supporting the development of a transnational "critical mass" and the provision of common skills, tools and methods accompanying small-scale fishery and aquaculture innovation process and networking in the Adriatic and Ionian Sea basin.

ARIEL overall objective is, in fact, to promote technological and non-technological solutions for innovation up take of small-scale fishery and aquaculture in Adriatic-Ionian basin, acting as knowledge network and performing a set of transferable activities to better understand threats and solutions for a more successful and sustainable management of policies and practices.

ARIEL will, at first, implement innovation audits on small-scale fisheries and aquaculture enterprises taking into account research, policy and economic aspects outlining the innovation state of play and future development scenario. Based on this result, the project will test pilot innovative solutions defined jointly by the enterprises and the research institutions. Innovation brokering events will facilitate RandD transfer into concrete and feasible actions for small-scale fishery and aquaculture actors, accompanying their aggregation and cooperation process. The uptake and adoption of open innovation in small-scale fishery and aquaculture will be also fostered by the setting up of the ARIEL platform helping networking and partnering around innovative ideas and solutions during and beyond project life, favoring a permanent knowledge sharing and transnational dialogue among actors.

A.4. The most relevant outputs for transfer

Small-scale fishery (SSF) includes around 70% of the total fishing fleet and aquaculture (AQ) is the faster growing sector in many countries representing key drivers for sustainable growth of Adriatic-Ionian (AI) communities. Last decade has been marked by: significant changes in SSF sector and rapid increase in global AQ production which is, in turn, a response to the rising demand for fish and fishery products, huge growth in world trade of fish and fisheries products, particularly in value terms, and overwhelming call for more responsible management.

Moreover, SSF and AQ are often thought to be backwards because of a lack of data, understanding on real trends and socio-economic impact and of difficulty in adopting conventional top-down mode for their management. Furthermore, these sectors are composed of a large number of micro-companies, providing an effectively atomized entrepreneurial landscape and tending to be marginalized in decision making processes, as many operators are not affiliated to formally recognized organizations or associations with no channels through which to participate. Given transboundary and shared nature of fish stock and resources and complex ecological, economic and

societal challenges, a common approach is needed to better understand threats and opportunities for more successful management policies and practices to ensure environmental and socio-economic sustainability. Territories overlooking AI basin are facing common technological and non-technological challenges that the project intends to address: key enabling technologies and capacity creation, improved harvest and post-harvest technological and market researches for more cost-effective and sustainable solutions, effective resources co-management, science based policies, enhanced skills and competences, improved biological and production data collection and assessment, viability and sustainability of ecosystem function.

ARIEL main expected results are the following:

- Establishment of transnational knowledge network among research-policy-entrepreuners of small-scale fisheries (SSF) and aquaculture (AQ) sectors to favor actors mobilization and aggregation on common challenges.
- Identification of research, policies and socio-economic framework conditions to define feasible domain for SSFs and AQ sustainable and innovative growth in Adriatic–Ionian areas.
- Improved SSF and AQ actors' skills and knowledge.
- Definition and application of transferable and common technological and non-technological solutions fostering innovation uptaking at policy makers and entrepreneurs.
- Indentification of common priorities for policy, research and market actions.
- Co-management of fish stocks exploited by SSFs to share power and responsibilities among research, academia, government and fishing communities as an alternative framework for managing shared resources.
- Harmonization and better coordination of SSfs and AQ innovation policies and strategies.
- Enhanced SSFs value chains.
- New areas for investment and improvement.

By focusing on the impact of key innovation actors of SSF and AQ, the mentioned results are expected to contribute to the increasing of their level of capacity to attract and develop innovation within regional system.

A.5. Main reference points for ARIEL project communication strategy

ARIEL adopts a communication approach that combines various means. It includes:
- the implementation of the official Website,
- the activation of social media channels,
- the distribution of dissemination material,
- the creation of a digital platform for the exchange of information among partners (but also with a larger audience)
- meetings and seminars
- publications on local press,
- publications on scientific – technical press
- the participation to conferences.

A.6. Involvement in planning and delivering of the ARIEL project communication

The responsible partner for communication activities is **PP4 RERA SD – Public Institution RERA SD for Coordination and Development of Split Dalmatia County**, but a very important role will be played by the **Lead partner - Consiglio Nazionale delle Ricerche – ISMAR** and the leaders of the thematic WPs, with whom an intense coordination will be set through traditional and electronical channel and an internal communication tools (Digital platform) created ad hoc.

All the partners are involved in delivering and spreading the messages at local level, especially using the social media and the local press. For different reasons, these two media are not effective if managed just by one partner at central level, so the active collaboration of every partner is essential.

A.7. Target groups and how to reach them

The development of a target audience mapping (deliverable T1.1.2 and T1.1.3) is one of the first activities that will be carried out in the frame of WP T1 in order to identify relevant stakeholders (SSF Key players list and AQ Key player list) and communicate strategically at local/regional level. An accurate definition of key actors is essential to build an efficient communication strategy.

This section aims to characterise pre-identified target groups and present the methodology that will be followed. It consists of a complete description of each group together with a list of tools to reach them in the most efficient way, as well as a detailed description of deliverable 2.1.2.

A.7.1. Characterisation/description of the SSF and AQ target groups and how to reach them

Stakeholder Group	Description	How to reach them
Local public authorities	Municipalities of the coastal proximity in the countries of the project partnership as well as at EU Adriatic-Ionian Region scale in general, Municipalities part of the FLAGs (Fisheries Local Action Groups) ⇨ *Can intervene in the elaboration, amendment and implementation of policies related to sustainable tourism, and include potential receptive policy makers in the view of supporting the project recommendations*	- Region's newsletter - Project's newsletters - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Leafleting campaigns
Regional public authorities	Regional authorities for policy development and implementation of action plans in the countries of the Partners and at EU Adriatic-Ionian Region scale in general; Regional Authorities acting as intermediate body for the manamagement of the EMFF (European Maritime Fisheries Fund) ⇨ *Can intervene in the elaboration, amendment and implementation of policies related to sustainable SSF and Aquaculture and include potential receptive policy makers in the view of supporting the project recommendations*	- Face-to-face meetings - Project's emailing - Project's newsletter - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Leafleting campaigns
National public authorities	Ministries of Agriculture and Fisheries, Ministries of Environment and Planning, Ministries of Tourism, of Development in the countries of the Partners and at EU Adriatic Ionian Region scale in general, National Focal Points for the ICZM Protocol Barcelona Convention ⇨ *Can intervene in the elaboration, amendment and implementation of policies related to sustainable SSF and Aquaculture, and include potential receptive policy makers in the view of supporting the project recommendations*	- Project's newsletters - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Leafleting campaigns
Networks of subnational authorities	Associations or networks gathering regional or local public authorities i.e. Adriatis-Ionian Euroregion members (34 AIE members), the Mediterranean Commission of United Cities and Local Governments (UCLG), the Association of Mediterranean Towns and Territories (AViTeM), Conference of Peripheral and Maritime Region (CRPM), etc. ⇨ *Can bring a different view/expertise and help disseminate the results beyond the project's territory*	- Face-to-face meetings - Project's emailing - Project's newsletter - Project's webpage - Storytelling video - Project's seminars or conferences - Social media (especially Facebook and Twitter)

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|		- Leafleting campaigns
Sectoral agencies	Agencies for local/regional development, Environment, Employment, Spatial Planning and Infrastructures, Civil Protection, Transport and Communication, Managing regional and national parks and protected areas, Managing cultural heritage ⇨ *Can play a major role in the development, design and implementation of measures or actions related to sustainable SSF and AQ*	- Project's newsletters - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Leafleting campaigns
Interest groups (including NGOs)	NGOs active in the field of sustainable SSF and Aquaculture, tourism, environmental – among others – in the Adriatic Ionian Region e.g. WWF,… , etc.; economic sectors and citizens ⇨ *Can bring a different view/expertise, influence policy makers and help disseminate the results beyond the project's territory. will be involved in different moments and places of activities, through direct contacts and interviews, socials, workshops, conferences and events: for data collection and review; tools testing; recommendations; plans and pilots*	- Project's newsletter - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Storytelling video - Leafleting campaigns
EU institutions	EU public authorities (relevant DGs of the European Commission i.e. DG MARE, DG GROW, DG ENVI, DG REGIO, EU Parliament; European Fisheries Control Agency: EFCA etc.) ⇨ *Can intervene in the elaboration, amendment and implementation of policies related to innovation, sustainability, food security, sustainable tourism, and include potential receptive policy makers in the view of supporting the project recommendations*	- Project's newsletter - Project's webpage - Project's seminars or conferences - Social media (especially Facebook and Twitter)
Euro, Mediterranean AI institutions and international organisations and Association	International Organizations I.e. Food and Agriculture Organization of the United Nations (FAO), Fisheries and Aquaculture Department Mediterraneain Institutions/Initiatives i.e. GFCM - General Fisheries Commission for the Mediterranean; Union for the Mediterranean (UfM), United Nations Environment Programme Mediterranean Action Plan (UNEP / MAP), Barcelona Convention, Plan Bleu; Mediterranean Advisory Council (MEDAC) Adriatic Ionian transnational institutions, association or iniatiatives i.e. ADRIAMED (Scientific Cooperation to support responsabile fisheries in the	- Project's emailing - Project's newsletter - Project's webpage - Storytelling video - Project's seminars or conferences - Social media (especially Facebook and Twitter) - Leafleting campaigns

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	Adriatic Area ⇨ *Can have an influence on policy developments in a variety of topics, sustainability and innovation in small scale fisheries and aquaculture including ICZM/MSP, environmental issues, blue economy, etc.* ⇨ *Can help disseminate results beyond the area covered by the project*	
Professional organisations (maritime clusters, seafood cluster, chambers of commerce, etc.)	Local, regional, national or transnational i.e. European Network of Maritime Clusters; National Mediterranean Maritime Clusters e.g. Greek Maritime Cluster, Italian Maritime Cluster, etc.; Regional Maritime Clusters e.g.; etc.; Sea Food cluster at EU level i.e. European Aquaculture Technology Platform, Sea food Innovation cluster, AQUIMER, etc… transnational, national, regional and local chambers of commerce; etc. ⇨ *Bring together professionals directly targeted by activities of the project. Can help reach more actors and have a multiplier effect beyond the area covered by the project* ⇨ *Exchage knowledge and increase capacity building with other experienced clusters at EU level*	- Face-to-face meetings - Project's seminars or conferences - Region's newsletter + project's newsletter - Project's webpage - Storytelling video - Leafleting campaigns
SSF and Aquaculture Associations	Association representing the interest of SSF and Aquaculture operators at different level from EU to local, i.e. European Aqauculture Society, SSF and Aquaculture Associations in all the AI Countries ⇨ Actors directy targeted by activities of the project	- Face-to-face meetings - Project's seminars or conferences - Leafleting campaigns - Project's newsletter - Project's webpage - Storytelling video - Social media (especially Facebook and Twitter)
SSF and Aquaculture operators and professionals	SMEs, SSF and Aquaculture related companies, will be involved in the implementation of several pilot actions. The economic sectors they belong to will benefit after the project from project outcomes and from the action plans ⇨ *Actors directly targeted by activities of the project.*	- Face-to-face meetings - Project's seminars or conferences - Leafleting campaigns - Project's newsletter - Project's webpage - Storytellong video - Social media (especially Facebook and Twitter)

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Universities or Research Centres	All universities and research centres operating in fields related to the project's topics (SSF Aqauculture, SMEs innovation technological and organizational, ICT, software development, etc.) ⇨ *Can bring a different view/expertise and publish results of interest for the project*	- Project's seminars or conferences - Region's newsletter + project's newsletter - Project's webpage - Social media (especially Facebook and Twitter) - Leafleting campaigns
Consumer Associations, Civic food network	Consumer associations acting at different level and interested in innovation on the seafood chain both for SSF and Aquaculture ⇨ *Increased cooperation among producers and consumers going beyond the economic exchange towards shared objevtives of social and environmental sustainability, better understanding of consumers needs to target innovation on SFF and AQ and test quadruple helix approach on the sector*	- Project's seminars or conferences - Region's newsletter + project's newsletter - Project's webpage - Social media (especially Facebook and Twitter) - Leafleting campaigns

A.7.2. Target groups benchmarking

In order to help prioritising stakeholders' categories depending on their influence, on the one hand, and on their interest for the project, on the other hand, the Interreg ADRION programme provided the graph below.
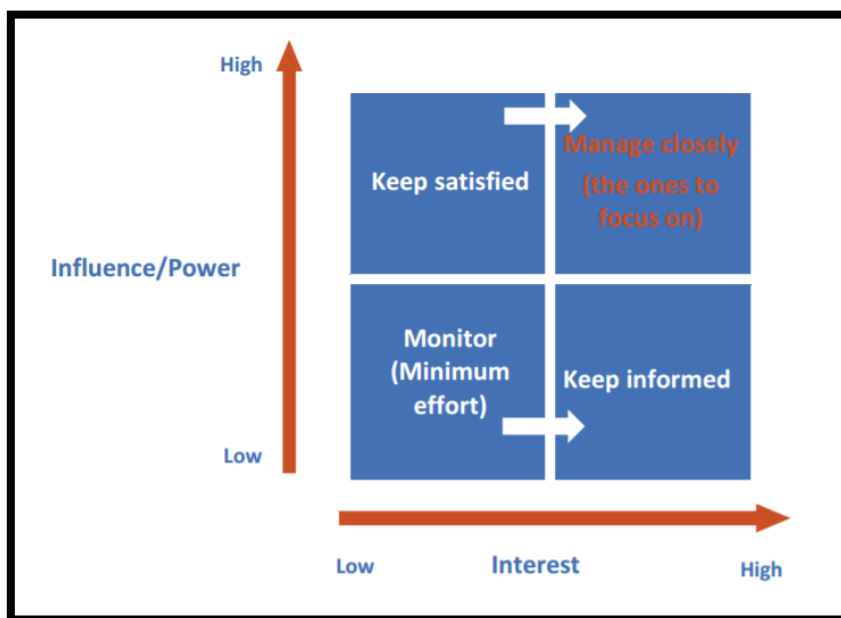
The exercise was done with ARIEL's pre-identified target groups, which were classified into the four categories, as shown below:

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KEEP SATISFIED
- Local, regional and national public authorities (AIE scale)
- Sectoral agencies
- European Parliament
- Other EU Commission's DGs
- UNEP-MAP
- Barcelona Convention
- Maritime Clusters

MANAGE CLOSELY
- Local, regional and national public authorities (inside the project's area)
- DG MARE
- DG
- Union for the Mediterranean

MONITOR
- **Professional organisations (AIE scale)**
- **Regional + local chambers of commerce**
- **Tourism-related companies**
- **Universities (outside the project's area)**
- **Research centres (outside the project's aea)**

KEEP INFORMED
- Universities (inside the project's area)
- Research Centres (inside the project's area)

A.7.3. Stakeholders mapping foreseen by the project (how to involve other partners)

In order to ensure the results of the ARIEL project are being disseminated as broadly as possible and capitalised on, but also to engage as many stakeholders as possible in its activities, one of the first activities of the project consists in developing a target audience mapping (deliverable T1.1.2 and T1.1.3). This mapping will take the form of a database listing a number of relevant stakeholders pre-identified by the project's partners.

The purpose of this database is to easily identify relevant actors directly or indirectly involved in the development of sustainable SSF and Aquaculture based on the principles of Integrated Coastal Zone Management (ICZM) and Maritime Spatial Planning (MSP).

Stakeholders' contact details will be made available on the Interreg ADRION Programme's web platform dedicated to the "Inovative and smart Region" Community.

In order to feed the database, a link to a Dropbox or Google Form will be sent to pre-identified stakeholder.

The objective that was set under deliverable T1.1.2 and T1.1.3 is to reach xxx contacts (entities) by the end of the month and go up to xxx contacts by the end of the project lifetime.

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B. Strategy

B.1. Role of communication in ARIEL project

Project will focus on the preparation of a communication strategy built both on ARIEL and on ADRION projects community identity to ensure a proper branding, the effectiveness, sustainability and the transferability of the achieved results. Communication strategy will be addressed to the main project target groups: Fisheries/AQ Enterprises and Associations, Policy makers at local, national,transnational level dealing with Fishery/AQ, Blue growth, maritime and environmental policy, higher education and research system and end-users (seafood products consumers).

The role of communication must be considered at different levels:

- Internal communication (among partners) aimed at keeping project partners informed about the development of the different tasks (Management Work Package)
- External communication, aimed at helping the project partners in defining common goals and in communication to local stakeholders and new audiences (Communication Work Package)
- Communication towards the Management Authority and Joint Secretariat of the Interreg ADRION in order to keep it informed about the Project advancements.

With this perspective, the objectives are:

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- to promote the Project's achievements to the selected target groups,
- to raise awareness,
- to engage with stakeholders
- to share knowledge and attract new public in the context of the Project.

B.2. Project Communication objectives

Set-up a long-term cooperation and knowledge network among the multilevel actors at regional and transnational level for innovation uptaking in small scale fisheries and aquaculture:

- **Raise awerenes**: Raise awareness on the needs of stronger cooperation trough the ARIEL Innovation platform animation and promotion,organization of networking events (Launching, Intermediate and Final Conference, Info day), newsletter and use of Social Me

- **Influence attitude :** Promotion of Innovation Brokering events and Platform idea generation as innovative methodologies through local info days, newsletter, project web page, project storytelling video interviewing involved actors.

Support public administrations in developing favourable legislative and programming framework and science-based policies:

- **Raise awerenes**: Promotion of the capacity building seminars and ARIEL Innovation paltform through the newsletters, project info days, specialized press articles. Promote policy reccomandations during Final Conference, use of SoMe with appropriate hashtag.

- **Influence attitude:** Promotion of project achievements, policy reccomendation and common shared agenda for common lines of research the framework of project conferences, newsfeeding of platform and webpga, use of SoMe with appropriate hashtag.

Support public administrations in developing favourable legislative and programming framework and science-based policies:

- **Raise awareness:** Promotion of Innovation brokering events through newsletter and news feeding on platfrom and webpage, local info day, articles on specialized press, outputs dissemination during Project conferences.

- **Influence attitude:** Promoting results of pilot innovatives methodologies through newsletter and newsfeeding on platform and webpage, storytelling video interviewing partecipating actors, project outputs available on the communivation tool.

B.3. Communication to ensure internal involvement of all partners

B.3.1. Objectives, challenges and results

Adriatic-Ionian program entails an efficient team work among partners to achieve the common goals. This kind of transnational, coordinated work among different project partners as a horizontal management task, can be the hardest aspect of an European Project.

Each partner, is used to work and communicate according to his own habits and through his own channels: the challenge is to find a way to make extremely clear the needs and the benefits of coordinated communication framework.

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Success of the project depends of high quality communication between partners: for this reason the main objective of internal project communication is to raise awareness and increase knowledge between all involved team members and consultants working on the **ARIEL** project.

A dedicated **communication and SoMe (Social Media) manager**, proposed by WP leader, will be appointed during 1st PTSC to coordinate communication activities at different levels:

Each PP appoints a member responsible for matters relating to communication to ensure a smooth exchange with Communication manager and foster involvement within local communities.

A clear, regular and efficient communication, increasing information about the reciprocal activities, will make each partner more and more involved in the project, feeling free to add contribution and to share their own results, in order to increase the general level of knowledge of the Consortium.

The **Internal Communication Strategy** is designed to facilitate meetings, decisions and interactions between partners, thanks to the procedures, tools and actions set up to keep the staff informed and involved. Besides, the internal communication strategy is also aimed at ensuring a timely development of the Project, the connection among WPs, and at allowing Project Management team to meet the deadlines for the deliverables and to deliver high-quality project documents.

The communication tools are intended to ensure a constant and effective exchange and share of information between the partners: partners will have many ways to find and share documents and information:

1. frequent exchange of e-mails, phone calls and messages
2. meeting events with the purpose of exchange knowledge
3. capacity building action
4. regional training and pilot action
5. networking with other AI projects by participation in SSF and AQ economy thematic events
6. project AI web site with public project documents (deliverables) available for download, with **ARIEL** project handbook, brochure and regularly prepared news, docs and galleries
7. web storage space to share drafts and working documents
8. social media accounts with video-clips and footages will ensure to share local progresses by each partner or news from the AI program.

Furthermore, a general dissemination tool kit will be provided to all partners to increase the common identity of ARIEL project and to support the shared pursuing of the project goals.

B.3.2 Strategy

All outputs					
Audience	Communication objective	Status quo in 2018	Status quo aimed for in 2019	Key messages	Outline of activities

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Project Partners	Increase knowledge	Research activities are led independently by each partners	Cooperation and synergies among partners increase, and the level of research results gets higher through international cooperation	Sharing experiences and knowledge increases the research quality	Website Newsletter Social networking Common format for workshops Spreading of training seminar materials Handbook and brochures Report on Action Plans Publications of research

B.3.3 Evaluation

Qualtative and quantitative indicators

ID	Result indicator	Unit	Baseline value 2018	Baseline value 2019	Source of data	Reporting
1.	Unique visit to the project website	Number	0	2000	Google Analytics	1st - 4th Progress report
2	Downloads: leaflet, poster, deliverables	Number	0	500	Google Analytics	1st - 4th Progress report
3	References from external pages	Number	0	15	web	1st - 4th Progress report
4	Subscribers to the newsletter	Number	0	500	google analytics	1st - 4th Progress report
5	Facebook like	Likes	0	300	Facebook profile	1st - 4th Progress report
6	Linkedin group subscriber	Subscriber	0	50	Linkedin profile	1st - 4th Progress report
7	Twitter	Follower	0	200	Twitter profile	1st - 4th Progress report
8	Articles /Publication	Number	0	4	Report	1st - 4th Progress report

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9	Press release	Number	0	27	Report	1st - 4th Progress report
10	Events organized	Number	0	7	Report/Attendance list	1st - 4th Progress report
11	Participants to Project Events	Number	0	300 (2 or 3 for each project partner)	Attendance lists	1st - 4th Progress report
12	Satisfaction with information provided	Percentage of stakeholders satisfied	0	80%	Comments on dedicated social media accounts and digital platform	4th Progress report

B.4 Communication to ensure external involvement in output development

B.4.1. Objectives, challenges and results

Decision makers and professionals in charge of SSF and AQ Management look sometimes at European cooperation programmes askance. The extent of topics seems not to have real contact points with the practical management of SSF and AQ.

The target to be reached and involved in the development of outputs is composed of:

1. National public authority
2. Regional and Municipal public authority,
3. Sectorial agency
4. Higher education and research
5. Education/training centre and
6. Business support organisation
7. SME

The communication towards these target groups is aimed on the one hand to persuade decision makers of the benefits that can result from this cooperation program and, on the other hand, to increase the effectiveness of the outputs precisely through the involvement of decision makers and professionals, as actors of the daily practice.

The objectives of Communication activities to ensure external involvement in output development are:

- To facilitate the engagement and participation of public authorities in charge with SSF and AQ Economy Management
- To propose and spread a strategic problem solving approach, raised from an international reflection
- To achieve a real effectiveness of the project outputs on the SSF and AQ Economy Management Practice

- To ensure a more efficient decision-making process by the involvement of those who work on the SSF and AQ Action Plans

- To contribute to the identification of potential problems and pitfalls in the proposed tools and processes

- To build the opportunity to develop long-term and trusting relationship between all the stakeholders involved in the Project.

B.4.2. Strategy and evaluation

The communication strategy encompasses the involvement of decision makers and professionals by informing them about and/or working with them on some selected activities to get the following project outputs:

B.4.2.1 Communication Strategy for WP T1

T1 – Small scale fisheries and aquaculture framework analysis

WP aims to define a feasible domain for small scale fisheries (SSF) and Aquaculture (AQ) clustering initiatives by outlining their state of play and future development scenario and mobilizing the sectors' key stakeholders and players.

WP aims to identify the gaps and obstacles hindering innovation uptaking and clustering into smallscale fisheries and AQ sectors in ADRION area by:

Developing a transnational methodology for SSF and AQ framework analyses

Detecting and benchmarking threats, core competences and knowledge needs at research, policy and entrepreneurs level in each participating region

Filling the current lack of data

Identifying and benchmarking existing agro-food and fisheries EU clusters and networks

O.T1.1 - **Audits tool for ADRION SSF and AQ enterprises innovation domain** - The output refers to the innovation audits (taking into account research, policy and socio-economic aspects) carried out in order to define transnational innovation actions for SSF and AQ enterprises. Audits in all the involved Countries are carried out by research institution on SSF and AQ ADRION enterprises outlining jointly their state of play in terms of innovation and future development scenario.

Output O.T1.1 – Audits tool for ADRION SSF and AQ enterprises innovation domain					
	Communication objective	Status quo in 2018	Status quo aimed for in 2019	Key messages	Outline of activities

| Regional public authority

National public authority

Sectoral agency

Business support organisation

Education/training centre and school

Higher education and research | Increase knowledge and raise awereness | Do not know what is planned by the project | Have gained a deeper knowledge about the project output | Identification, prioritarization and involvement of SSF and AQ stakeholders at regional and transnational level to define the ADRION area SSF and AQ domains. | C2 Digital activities including social media and multimedia

Consultation meetings

Interviews

C3 Public events

C4 Promotion material |

B.4.2.2 Evaluation

ID	Result indicator	Unit	Baseline value 2018	Baseline value 2019	Source of data	Reporting
O T1. 1	Audits tool for ADRION SSF and AQ enterprises innovation domain	Number of enterprises cooperating with research institutions	0	20	Monitoring	2nd Progress Report

B.4.2.3 Communication Strategy for WP T2

T2 - Pilot activities for transnational and regional networking

WP aims to:
- Increase/strength skills and competences
- Support innovation exchange/uptaking
- Bridge the gap between science and practice by addressing need for more practical tools promoting ecosystem-based management
- Promote R&D investments in SSF and AQ• Promote networking initiatives at regional and transnational level

O.T2.1 - **Pilot actions, testing of innovative solutions for SSF and AQ enterprise** - The output refers to the testing of innovative solution embodying ecological, technological and economic aspects on SSF and AQ growth of the ADRION regions. Pilot actions will be defined and implemented jointly by the SSF and AQ enterprises and the research institutions. Pilot actions to be tested are based on replicable cooperation schemes among research-policy makers-operators of SSF and AQ sectors on common and crosscutting challenges.

O.T2.2 – **Adriatic and Ionian AQ and SSF Innovation platform (ARIEL platform)** - The output is related to the setting up of platform to increase networking of the Innovation and Knowledge Communities for Adriatic and Ionian SSF and AQ, mobilize actors and helping partnering and developing around innovative ideas. ARIEL platform is the main interactive meeting point for the SSF and AQ actors to drive innovation in the sector at Adriatic and Ionian level, support clustering, knowledge sharing between research institution and the transfer of R&D results.

Output O.T2.1 - Pilot actions, testing of innovative solutions for SSF and AQ enterprises

Output O.T2.2 - Adriatic and Ionian AQ and SSF Innovation platform (ARIEL platform)

Audience	Communication objective	Status quo in 2018	Status quo aimed for in 2019	Key messages	Outline of activities
regional public authority national public authority sectoral agency higher education and research education/training centre and school SME business support organisation	Increase knowledge and raise awareness	Do not know what is planned by the project	Have gained a deeper knowledge about the project output	Training and Capacity buildings actions will involve directly the main projects target groups foreseeing dedicated modules for: SSF and AQ operators and their associations on Innovative fishing and AQ technologies, traceability and quality and seafood products branding, for policy makers to improve SSF and AQ governance and a mobility for researchers laying the basis for common research agenda based on user's innovation needs and fostering PHD mobility on strategic issues for AI macroregion development. Innovation brokering will bring together sector operators,	Training and capacity buildings

Local information days

C2 Digital activities including social media and multimedia

Newsletters

C3 Public events

C4 Promotion material |

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				researchers, policy makers and association to generate innovative solutions and ideas with the support of innovation and knowledge broker	

B.4.2.4 Evaluation

ID	Result indicator	Unit	Baseline value 2018	Baseline value 2019	Source of data	Reporting

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O T2. 1	Number of enterprises cooperating with research institutions	Number	0	20	Monitoring	4th progress report
O T2. 2.1	Adriatic and Ionian AQ and SSF innovation platform - Number of enterprises cooperating with research institutions	Number	0	50	Monitoring	4th progress report
O T2. 2.1b	Number of supported transnational cooperation networks and clusters	Number of supported	0	1	Monitoring	4th progress report

B.5 Communication to transfer outputs to new target audiences - Transfering

B.5.1. Objectives, challenges and results

Based on the previous findings and results, WP aims to provide strategic and operation guidelines to promote small scale fisheries and AQ network at regional and transnational level in ADRION area and the uptaking of open innovation led by academia and research centers, facilitated by policy makers, endorsed by entrepreneurs and recognized by consumers.

Main project target groups (Higher Education and researchers active on SSF and AQ, marine, maritime, environmental and socio economic issues, institution and policy makers at regional, national and transnational level, SSF and AQ SMEs and association) will be directly involved in the development of the WP outputs.

Communication strategy will be addressed to the main project target groups: Fisheries/AQ Enterprises and Associations, Policy makers at local, national,transnational level dealing with Fishery/AQ, Blue growth, maritime and environmental policy, higher education and research system and end-users (seafood products consumers).

The target groups for the communication activities are:

- National public authority
- Regional public authority
- Sectorial agency
- Higher education and research
- Business support organisation
- Interest groups including NGOs
- SME

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- General public

The most important results to be spread with these groups will be the common methodology, the terms of reference and the strategies raised by the work of partners in the 5 AI areas: that's a good starting point for a new approach of management to be replicated in different contexts. It's also very important, in order to have a more inclusive management of AI, to make the general public aware of the results of project, especially involving those who live in AI industrial areas.

Strategy to get a wider specialized audience, communication will involve professional and academic networks, because culture of planning and environmental management need to be fed by research and innovation and academic and professional networks are useful channels to reach the identified target. To reach the general public, communication will move through the website, social networking and local public events.

B.5.2. Strategy

B.5.2.1 Communication Strategy for WP T3

Outputs of the WP are dedicated to transferring of project achievements towards policy makers, SSF and AQ sector enterprises and research network of Adriatic and Ionian regions.

Organizations outside the partnership will be involved in the development phase of the project outputs. Sector stakeholders will endorse and approve the Joint Research Agenda and Chart of Innovation Services for SFF and AQ Operators defining common challenges and directly involving other institutions and organizations for its development. The MoU will foster network enlargement and the participation to the ARIEL innovation and knowledge community through dedicated expression of interest for the adhesion of other regions and countries committed in the SSF and AQ development in AI regions gaining valuable inputs for science based policy and exploiting potential of cooperation and networking, All the outputs will be made available to stakeholders in order to disseminate project findings and advancement of coordinated initiatives.

O. T3.3. - **Joint Research Agenda for SSF and AQ and Chart of Innovation Service** - A strategic and multidisciplinary action plan for Innovation and Sustainability of Fishery and Aquaculture in the Adriatic and Ionian macroregion defining common priorities and research lines, areas of improvement, knowledge based solutions and actions to address the major challenges linked to SSF and AQ innovation and sustainability for the coming years in the ADRION area.

Output O.T3.1. – Joint Research Agenda for SSF and AQ and Chart of Innovation Service					
Audience	Communication objective	Status quo in 2018	Status quo aimed for in 2019	Key messages	Outline of activities
regional public authority national public authority sectoral agency higher education and	Raise awareness and Increase knowledge	Do not know about this output of the project	Are aware about the output, yet without a deeper understanding	Joint Research Agenda for SSF and AQ and Chart of Innovation Services for SFF	Social media Digital sites MEDIA, Videos, Journalist

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research SME business support organisation General public				and AQ Operators define common research lines policy driven and solution oriented based on multidisciplinary research thus ensuring durability of results a use from the entire academia network of AI. WP outputs will be available on the ARIEL webpage and on the ARIEL platform to strengthen the network of the innovation community	Trainings and coaching in each partners region Capacity buildings actions Project info days

B.5.2.2 Evaluation

ID	Result indicator	Unit	Baseline value 2018	Baseline value 2019	Source of data	Reporting
O T3. 3	Joint Research Agenda for SSF and AQ and Chart of Innovation Services - strategies and action plans developed by transnational innovation networks and clusters	Number	0	1	Monitoring	4th progress report

C. Activities

This part introduces indicative communication activities and tools for the implementation period 2018-2019. The outlined activities and tools provide a basis for more detailed planning in annual communication work plans as foreseen in Application form of the ARIEL project.

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C1. Start-up activities

The start up activities includes the developmemt of the ARIEL Communication strategy and the appointement of communication and social media(SoMe) manager. Communication plan (CP) will specify: needs analysis of involved target group, timelines, tactics, tools and channels to tailor the messages, roles and responsibilities, actions at local level, joint actions at Partners and Projects level. CP also will provide template design according to ADRION Programme indications. CP foresees also a yearly monitoring and evaluation of communication activities to include feedback and foster integration on the basis of project findings and complementarities with other projects. WP leader (RERA S.D.) drafts the Communication Plan and shared it along the consortium for contribution and validation during the 1st PTSC. WP leader coordinate all actions and All PPs contributes to its implementation.

RERA SD will help partners in diffusing locally their activities and will encourage them to sperad the key messages of ARIEL project. That will be done providing graphic material, offering support in managing the social network communication.

RERA SD will also collect, organize and make available all the products developed during the project for public consultation.

RERA SD will encourage the partners to use their network of contacts in order to cover all the meaningful events by local press releases and media presence and spread the results of the project among the identified target.

C1.M.1. Project management and coordination mechanisms

Key points

Project output in focus of activity:	AM1
Main target audiences:	All PP, JTS and MA, FLC
Responsible partner for implementation:	PP1 Consiglio Nazionale delle Ricerche
Project partners to be involved:	All PP
Indicative timing of activity:	January 2018 – December 2019

Description

Consiglio Nazionale delle Ricerche - The activity aims to ensure project operational and strategic management and effective and efficient coordination from start to closure. LP will appoint a project coordinator to mobilize/coordinate partners and activities and to ensure steady reporting to MA/JTS.

At partner level, each partner will appoint 1 project referent and 1 financial manager to ensure day by day project follow-up and steady reporting to LP. At project level,a Project Technical Steering Committee(PTSC) as governing body will be set-up. PTSC: • Is ruled by Rules of procedures where PPs' role and activities are detailed as well as working tools and timeframe • Is chaired by LP • Is composed by n.1 project referent and n.1 financial manager per partner • Takes strategic/operational decisions and corrective solutions if needed • Addresses, monitors and evaluates project activities and outputs • Meets approx. every 6-months: I meeting in Ancona (contextually to kick-off), II Podgorica, III Split, IV Patras

Monitoring

All partners agree upon a partnership agreement and sign the legally binding document. Each partner

has one copy of original signed contract.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D M1.1.	PTSC Rules of procedures	Number	0	1	Monitoring	1st Progress Report
D M1.2.	PTSC meetings	Number	0	4	Monitoring	1st-4th Progress Report
D M1.3.	PTSC meeting Minutes	Number	0	4	Monitoring	1st-4th Progress Report
D M1.4.	Project Progress Report	Number	0	4	Monitoring	1st-4th Progress Report
D M1.5.	Payment claims	Number	0	4	Monitoring	1st-4th Progress Report

C1.M.2. Project implementation and Reporting

<u>Key points</u>

Project output in focus of activity:	AM2
Main target audiences:	All PP
Responsible partner for implementation:	PP1 Consiglio Nazionale delle Ricerche
Project partners to be involved:	All PP
Indicative timing of activity:	January 2018 – December 2019

<u>Description</u>

The activity aims to ensure administrative and financial obligation fulfillment according to Programme requirements for the all project duration: It foresees: - Subsidy Contract signature between LP and MA and Partnership Agreement (and possible addenda) signature between LP and partners - Partner Progress Report and supporting documents preparation and submission on six-months basis at each partner level according to Programme Implementation Manual and Programme templates - Project Progress Report and related annexes preparation and submission to MA/JTS - Project changes preparation and submission to MA/JTS if needed - Payment claims submission to MA/JTS and eligible amounts transfer from LP to partners.

The activity also aims to ensure a steady reporting to MA/JTS by a constant communication flow of LP project coordinator towards Programme Bodies.

<u>Monitoring</u>

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting

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D M2.1.	Subsidy contract	Number	0	1	Monitoring	1st Progress report
D M2.2.	Partnership Agreement	Number	0	1	Monitoring	1st Progress Report
D M2.3.	Pre-financing claim	Number	0	1	Monitoring	1st Progress Report
D M2.4.	Partner Progress Report	Number	0	32	Monitoring	1st-4th Progress Report

C1.M.3. Monitoring and risk management plan

The Activity consists in setting-up a monitoring and risks management system with a double aim: • monitoring and evaluating technical and financial project progresses, output and result achievement in line with Programme indicators, effectiveness and efficiency in implementation (timeframe, budget, results, management and coordination quality) • identifying, assessing, responding to, monitoring and reporting on major risks that may occurred in project implementation affecting its quality and effectiveness

Key points

Project output in focus of activity: AM3

Main target audiences: All PP

Responsible partner for implementation: PP1 Consiglio Nazionale delle Ricerche

Project partners to be involved: All PP

Indicative timing of activity: January 2018 - December 2019

Description

LP will draft a Monitoring and Risks management Plan and monitoring tools validated by PTSC. The activity foresees the:

• definition and submission of internal 6-months basis monitoring questionnaires for financial and technical monitoring to be filled by each partner, elaborated and summed –up by LP in six-months basis reports to be discussed in PTSC meeting dedicated sessions.

• The definition of a risks identification and evaluation matrix to allow the PTSC adopting the proper risks mitigation measures summed-up into a Risks Mitigation Report discussed and shared in PTSC meetings dedicated sessions. The activity will enable PTSC to take strategic and operational decisions and corrective solution if needed.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D M3.1.	Monitoring and Risks Management Plan	Number	0	1	Monitoring	1st Progress Report

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ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D M3.2.	Risks identification and evaluation matrix	Number	0	1	Monitoring	1st Progress Report
D M3.3.	Risks Mitigation Report	Number	0	1	Monitoring	1st Progress Report
D M2.4.	Evaluation Report	Number	0	4	Monitoring	1st-4th Progress Report

C1.M.4. Project closure

The activity aims to ensure the effectiveness of finalization of all the legal and administrative obligations related to granted activities and to the incurred expenditures. To this, the activity and foresees: -Last and Final Report and annexes preparation and submission to MA/JTS -Final grants transfer form LP to partners Project closure procedure will be led by LP with all partners support

Key points

Project output in focus of activity: AM4

Main target audiences: All PP

Responsible partner for implementation: PP1 Consiglio Nazionale delle Ricerche

Project partners to be involved: All PP, MA/JTS

Indicative timing of activity: December 2019

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D M4.1.	Final report	Number	0	1	Monitoring	4th Progress Report

C2. Key Thematic Activities for Communication

C2.T.1. Methodology setting-up

The activity has double aim: • coordinating the WP for smooth implementation by detailing each partner role in the WP, the internal workplan and timeframe • Define common and transferable methodology and tools to carry out framework analyses at regional and project area levels for the definition of feasible domain for SSF and aquaculture (AQ) knowledge based network working. To these purposes, the activity foresees the definition of common methodology for SSF framework analysis and a common methodology for AQ framework analysis which will be based on common tools and matrix for each sector to facilitate stakeholders and key players identification,regional data collection,elaboration and benchmarking at transnational level in ADRION SSF and framework Report and ADRION AQ framework Report.The common methodology will be drafted by WP leader with all partners contribution according their specific competences and territory and shared/validated during 1st Project Technical Steering Committee.

Key points

Project output in focus of activity:	AT1
Main target audiences:	All PP
Responsible partner for implementation:	PP1 HELLENIC CENTRE FOR MARINE RESEARCH
Project partners to be involved:	All PP
Indicative timing of activity:	January 2018 – March 2018

<u>Description</u>

Common methodological guidelines to address the overall WP and carry out audits on SSF and AQ key players including survey tools formats and Reports formats as well as details on partner role, internal timeframe and workplan drafted by WP leader.

List including small scale fisheries key players and stakeholders at project level to informed, mobilized and involved into project.Draft by WP leader with all PPs contribution according to competences and territory relevance

List including saquaculture key players and stakeholders at project level to informed,mobilized and involved into project.Draft by WP leader with all PPs contribution according to competences and territory relevance

Audit matrix to carry out research, policy and socio-economic audits.Research matrix drafted by CNR with IOR,IMBK and HCMR contribution, Policy matrix drafted by REMA with RESI,RERA, RWG,MOARD.Socio-econ omic drafted by RERA with REMA,RESI,RWG,MOARD ,HCMR

<u>Monitoring</u>

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T1.1.1	Common Methodology	Number	0	1	Monitoring	1st Progress Report
D T1.1.2	SSF Key players list	Number	0	1	Monitoring	1st Progress Report
D T1.1.3	AQ Key player list	Number	0	1	Monitoring	1st Progress Report
D T1.1.4	Audit Matrix	Number	0	3	Monitoring	1st Progress Report

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C2.T1.2. Framework and foresight analyses on SSFs

Activity aims:

- to outline SSF state of play
- Identify regional/country fishery resources and threats
- Understand research and policy responses to threats and relevant players
- Address common solutions for science-based policies, SSFsustainable management and supply chain By:

    Research audit: spatial distribution, landings and fishing technologies, data collection , technologies and innovations, research projects (CNR,IOR,HCMR,IMBK)

    SSF management audit: legislation and regulation, policies and programmes, supporting schemes, environmental impact (RERA,RESI,RERA,MOARD,RWG with CNR,IOR,IMBK contribution)

    Socio-economic audit: n.enterprises, business attitude, R and D investments, landings and income,production, consumers' perspective, actors aggregation (REMA,RESI,RERA,MOARD,RWM with CNR,IOR,IMBK contribution)

- Crosscutting training needs Audits foresee:

    Desk review
    Stakeholders' consultation meetings (2/territory contextually to AQ consultation meetings)
    On field inteiews Results will stream into ADRION Report.

Key points

Project output in focus of activity:	AT1
Main target audiences:	All PP
Responsible partner for implementation:	PP1 HELLENIC CENTRE FOR MARINE RESEARCH
Project partners to be involved:	All PP
Indicative timing of activity:	January 2018 - March 2018

Description

- Inventory of SSF data in Adriatic-Ionian sea basin drafted HCMR with partners contribution

- Regional Report including SWOT where SSF research, management and socio-economics audits results will be gather together drafted RERA for HR, REMA for Italy, MOARD for MNG, RWG for Greece

- ADRION area SWOT grid based on Regional Report SWOT tables. Drafted by IMBK

- Overall ADRION Report on SSF state of play and development scenario based on regional reports drafted by IMBK with all partners contribution according to competences.

ARIEL Project Cominication Strategy

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T1.2.1	ADRION SSF Inventory	Number	0	1	Monitoring	4th Progress Report
D T1.2.2	SSF Regional Report	Number	0	5	Monitoring	4th Progress Report
D T1.2.3	ADRION SSF SWOT	Number	0	4	Monitoring	4th Progress Report
D T1.2.4	ADRION SSF Report	Number	0	4	Monitoring	4th Progress Report

C2.T1.3 Framework and foresight analyses on aquaculture

Activity aims to outline AQ state of play and to:
- Identify regional/country fishery resources and threats
- Understand research and policy responses to threats and relevant players
- Address common solutions for science-based policies, SSF sustainable management and supply chain By:
- Research audit: spatial distribution, landings and fishing technologies, data and innovations, research projects (CNR,IOR,HCMR,IMBK)
- AQ management audit: legislation and regulation, policies and programmes, supporting schemes, environmental impact (REMA, RESI, RERA, MOARD, RWG with CNR, IOR, IMBK contribution)
- Socio-economic audit: n.enterprises, business attitude, RandD investments, landings and income, production, consumers' perspective, actors aggregation (REMA, RESI, RERA, MOARD, RWM with CNR, IOR, IMBK contribution)
- Crosscutting training needs audit Audits foresee:
- Desk review
- Stakeholders'consultation meetings (2/territory contextually to AQ consultation meetings)
- On field inteiews Results will stream into ADRION Report.

Key points

Project output in focus of activity:	AT1
Main target audiences:	Participants of PP's, Regional public authorities National public authorities, Sectoral agency, Infrastructure and (public) service provider, Higher education and research, Business support organisation
Responsible partner for implementation:	PP5 - HELLENIC CENTRE FOR MARINE RESEARCH
Project partners to be involved:	All PP
Indicative timing of activity:	March 2018 – September 2018

ARIEL Project Cominication Strategy

Description

- Inventory of AQ data in Adriatic-Ionian sea basin drafted HCMR with partners contribution

- Regional Report including SWOT where AQ research, management and socio-economics audits results will be gather together drafted RERA for HR, REMA for Italy, MOARD for MNG, RWG for Greece

- ADRION area SWOT grid based on Regional Report SWOT tables. Drafted by IMBK

- Overall ADRION Report on AQ state of play and development scenario based on regional reports drafted by IMBK with all partners contribution according to competences.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T1.3.1	ADRION AQ Inventory	Number	0	1	Monitoring	4th Progress Report
D T1.3.2	AQ Regional Report	Number	0	5	Monitoring	4th Progress Report
D T1.3.3	ADRION AQ SWOT	Number	0	4	Monitoring	4th Progress Report
D T1.3.4	ADRION AQ Report	Number	0	4	Monitoring	4th Progress Report

C2.T1.4 Mapping and benchmarking EU seafood cluster initiatives, networks and projects

Activity aims to outline advantages of being part of a network by mapping and characterizing EU sea food/agro-food EU clusters models,cooperation networks and projects to identify,benchmark and transfer: • setting-up modalities • main topics • structures/activities • strategic changes/operational practices • policy framework/supporting schemes Characterizing existing networks and clusters will help: • policy makers to identify types of aggregation and to derive appropriate support measures for networking initiatives • research and academia to better orient R&D towards effective sector needs • entrepreneurs to understand competitive advantages derived from networking initiatives at regional&transnational scale Moreover,activity creates a long-term dialogue for knowledge exchange among existing clusters,thematic networks,projects and forming ones by 1 Networking transnational event organization in Podgorica.MOARD will sum-up event findings in Best practices&cluster excellences catalogue

C2.T1.4.1. Transnational Networking event

Key points

Project output in focus of activity: AT1

Main target audiences: Participants of PP's, Regional public authorities National public authorities, Sectoral agency,

	Infrastructure and (public) service provider, Higher education and research, Business support organisation
Responsible partner for implementation:	PP5 - HELLENIC CENTRE FOR MARINE RESEARCH
Project partners to be involved:	All PPs
Indicative timing of activity:	March 2018 – September 2018

Description

- Networking event where EU clusters and networks representatives will be invited to give their testimony the
  experiences and knowledge.Arranged by MOARD with all pps and clusters representatives participation
- A catalogue on existing EU clusters and networks case studies and excellences.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T1.4.1	Transnational Networking event	Number	0	1	Monitoring	2nd Progress Report
D T1.4.2	Best practices and cluster excellences catalogue	Number	0	1	Monitoring	2nd Progress Report

C2.T2.1. Pilot Actions preparatory phase

The activity aims to ensure the smooth WP implementation by: • defining WP common guidelines for the WP implementation: role and responsibility of each partner, training and capacity building structure and contents, actors' involvement/aggregation and innovation brokering modalities, pilot activities structures, Innovation community setting-up • fine-tuning the framework analyses results to identify core topics and contents for training and capacity building actions, innovation brokering at regional level, pilot activities implementation.

Key points

Project output in focus of activity:	AT2
Main target audiences:	Participants of PP's, Regional public authorities National public authorities, Sectoral agency, Infrastructure and (public) service provider, Higher education and research, Business support organisation
Responsible partner for implementation:	PP3 - INSTITUTE OF OCEANOGRAPHY AND FISHERIES
Project partners to be involved:	All PPs
Indicative timing of activity:	September 2018

<u>Description</u>

Pilot Actions guidelines to be delivered in September 2018. WP guidelines will be presented, discussed and validate to the II PTSC meeting.

<u>Monitoring</u>

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T2.1.1.	Pilot Actions Guidelines	Number	0	1	Monitoring	2nd Progress Report

C2.T2.2. Training and Capacity building

Activity aims to create a common knowledge framework for innovation by addressing knowledge fragmentation on SSF and AQ and providing innovative skills to facilitate access to innovation and R&D results of

• **Researchers**: by implementing 2 mobility (HCMR and IZOR) to create R&D best practices catalogue and by working on common challenges.

• **SSF and AQ supply chains operators**: by delivering training cycles structured in n.1 common module of transnational value as environmental sustainability, innovative fishing and AQ techniques (IMBK with CNR-ISMAR, IZOR and HCMR), traceability and quality (drafted by REMA with HCMR),seafood products branding drafted by RERA with RESI, HCMR) and n.1 module targeted on regional needs (IZOR with RERA,IMBK with MoARD,HCMR with RWG,CNR-ISMAR with REMA and RESI).

• **Policy makers** by defining a Policy best practices catalogue and by capacity building seminars(arranged by REMA,RESI,RERA,RWG,MoARD) for policies upgrading,better governance and clustering initiatives

<u>Key points</u>

Project output in focus of activity:	AT2
Main target audiences:	Participants of PP's, Regional public authorities National public authorities, Sectoral agency, Infrastructure and (public) service provider, Higher education and research, Business support organisation
Responsible partner for implementation:	PP1 INSTITUTE OF OCEANOGRAPHY AND FISHERIES
Project partners to be involved:	All PP
Indicative timing of activity:	September 2018 - September 2019

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Description

- 2-week of pilot mobility exchanges of researchers (1st in GR by HCMR November 2018 and the 2nd in HR organized by IZOR in March 2019). Issues will be proposed by organizers and approved by the project PTSC.

- n. 1 SSF and AQ R&D transnational best practices catalogue on common challenges for sector innovation (data collection and Sharing, SSF and AQ innovative technologies, environmental sustainability) – March 2019

- Training kit for SSF operators with dedicated modules for each supply chain actor including common transnational and regional modules

- Training kit for AQ operators with dedicated modules for each supply chain actor including common transnational and regional modules

- Capacity building seminars (1 in each territory) facilitated by researchers for policies harmonization and upgrading, better SSF and AQ governance and clustering initiatives support. Arranged by REMA, RESI, RERA, RWG, M oARD.

- Policy best practices catalogue drafted by REMA in cooperation with RERA, RESI, RWG and MoARD

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T2.2.1.	Pilot mobility exchanges	Number	0	2	Monitoring	3rd Progress Report
D T2.2.2	SSF and AQ R&D transnational best practices	Number	0	1	Monitoring	3rd - 4th Progress Report
D T2.2.3	Training kit for SSF operators	Number	0	4	Monitoring	4th Progress Report
D T2.2.4	Training kit for AQ operators	Number	0	4	Monitoring	4th Progress Report
D T2.2.5	Capacity building seminars	Number	0	4	Monitoring	3rd - 4th Progress Report
D T2.2.6	Policy best practices catalogue	Number	0	1	Monitoring	3rd Progress Report

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C2.T2.3. Innovation brokering for SSF and AQ

The activity aims at connecting SSF and AQ actors to speed-up innovation by the development and implementation of regional innovation brokering events to facilitate the exchange of knowledge and to establish a dialogue between the SSF and AQ sector and research community.Scientific Experts and researchers will make available R&D solutions to SSF and AQ SMEs during the Innovation brokering,SSF and AQ SMEs will outline innovation needs and policy makers will get insights for development of fit-for-purpose innovation policies and funding schemes.

Key points

Project output in focus of activity:	AT2
Main target audiences:	PP's, regional public authority national public authority sectoral agency higher education and research education/training centre and school SME business support organisation
Responsible partner for implementation:	PP3 - INSTITUTE OF OCEANOGRAPHY AND FISHERIES
Project partners to be involved:	All PP
Indicative timing of activity:	September 2018 – December 2019

Description

- Innovation brokering events organized at territorial level by the following PPs: REMA, RESI, IZOR, IMBK, HCMR with the support of Innovation and Knowldge broker
- Report on each regional brokering event findings and idea generated with the support of Innovation and Knowledge broker experts. Report will include agenda and list of participants
- Report to summarize the regional brokering events findings at project level – December 2018. IZOR will draft the report at ADRION level with the contribution of all Partners

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T2.3.1.	Innovation brokering events	Number	0	4	Monitoring	2nd progress report
D T2.3.2.	Innovation brokering regional report	Number	0	4	Monitoring	2nd progress report
D T2.3.3.	ADRION SSF and AQ Innovation brokering report	Number	0	1	Monitoring	2nd progress report

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C2.T2.4. Testing Pilot Innovation in SFF and AQ

Based on innovation brokering findings,activity aims to test innovative solutions embodying ecological, technological and economic aspects for SSF/AQ sustainable growth.PPs together with regional cross-sectoral WG will select and implement the most suitable pilot actions for SSF (3 vessels/area) and AQ (2 farms/area) for their territory. Pilot actions deal with: •Innovative technologies: by testing and reviewing innovative fishing gears with lower impact on marine ecosystem(i.e.higher selectivity, reduced impact on marine habitats) and alternative techniques/materials for AQ (i.e. environmentally friendly practices, biodegradable materials for farming). •Innovative managerial approaches: by testing and reviewing an innovative management and cooperation system of operator with researchers and policy makers by collecting spatial-temporal information on their own activities (i.e. logbook, georeferenced fishing effort) and for the development of traceability schemes for seafood products.

Key points

Project output in focus of activity:	AT2
Main target audiences:	PP's, regional public authority national public authority sectoral agency higher education and research education/training centre and school SME business support organisation
Responsible partner for implementation:	PP1 INSTITUTE OF OCEANOGRAPHY AND FISHERIES
Project partners to be involved:	All PP
Indicative timing of activity:	October 2018 – September 2019

Description

Report describing in details the pilot activities implemented at each participant territory level as well as the costs incurred for their realization.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T2.4.1.	Pilot Activities Report	Number	0	4	Monitoring	3rd - 4th Progress Report

C2.T2.5. Pilot Innovation Knowledge Community for SFF and AQ transnational networking

The activity 's goal is to create an Innovation Knowledge Community to aggregate and mobilize SSF and AQ actors, promote joint initiatives and informing consumers on seafood sustainability. Thus, it foresees the setting-up of a platform supporting the networking functions at regional/transnational level and helping partnering around innovative ideas.

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Platform foresees the following sections: •Atlas GIS providing spatially referenced data on SSF and AQ innovation technologies developed in R&D projects •Update your knowledge- database with ad-hoc search filter on ADRION SSF and AQ data, projects, reports, publication, on-line resources •Ideas and projects generation- interactive meeting point for researchers,entrepreneurs, policy makers, developers to share ideas and point outs needs for research from practice •Funding Opportunities –information on different level funding sources for SSF an AQ innovation •Mobility browser for researchers within ADRION academia network.

Key points

Project output in focus of activity:	AT2
Main target audiences:	PP's, regional public authority national public authority sectoral agency higher education and research education/training centre and school SME business support organisation
Responsible partner for implementation:	PP3 INSTITUTE OF OCEANOGRAPHY AND FISHERIES
Project partners to be involved:	All PP
Indicative timing of activity:	October 2018 – December 2019

Description

- Atlas GIS providing spatially referenced data on fishing and AQ innovation technologies developed in R&D projects collected in 2.2 and 2.3 to foster exploitation of research results and their uptake.Atlas GIS is developed by CNR with IZOR, HCMR and IBMK.
- Platform established and managed to increase networking of the Innovation and Knowledge Communities for AI SSF and AQ. RESI sets up and manage the platform with the contribution of each partner in content delivery and valorizing data collected in WP2.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T2.5.1.	Atlas GIS on fishing and AQ innovation technologies	Number	0	1	Monitoring	4th Progress Report
D T2.5.2.	ARIEL Platform	Number	0	1	Monitoring	4th Progress Report

C2.T3. Transferring

Based on the previous findings and results, WP aims to provide strategic and operation guidelines to promote small scale fisheries and AQ network at regional and transnational level in ADRION area and the uptaking of open innovation led by academia and research centers, facilitated by policy makers, endorsed

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by entrepreneurs and recognized by consumers. Innovation and sustainability of the fishery and AQ sectors in the Adriatic and Ionian Regions depends on the long-term common management strategy based on sound knowledge derived from multidisciplinary research.

C2.T3.1. Technical and Policy Recommendations

The activity foresees the development of Technical & Policy recommendations on governance design factors leading to innovation uptake in SSF and AQ sectors considered as a whole. The activity is based on framework analyses and pilot activities findings that will be reviewed and discussed with regional experts' groups. Recommendations will be targeted to policy makers to stimulate further development of sustainable policy and create enabling environment for innovation uptake in SSF and AQ actors. Further the activity foresees the drafting of a MoU expressing common understanding of cooperation and lines of actions towards the achievements of EUSAIR strategy concerning SSF and AQ with reference to pillar I and III.

<u>Key points</u>

Project output in focus of activity:	AT3
Main target audiences:	All PP's, Regional public authorities, National public authorities, Sectoral agency, Higher education and research, Business support organisation
Responsible partner for implementation:	PP2 MARCE REGION
Project partners to be involved:	All PPs
Indicative timing of activity:	September 2018 – December 2019

<u>Description</u>

- Technical & Policy Recommendations paper for policy science-based uptake in SFF and AQ sectors in Adriatic and Ionian Regions.
- Memorandum of Understanding among regional and transnational actors detailing common understanding of cooperation and lines of actions towards the achievements of EUSAIR strategy concerning SSF and AQ with reference to pillar I and pillar III.

<u>Monitoring</u>

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T3.1.1.	Technical and Policy Recommendations paper	Number	0	1	Monitoring	4th Progress Report
D T3.1.2.	Memorandum of Understanding	Number	0	1	Monitoring	4th Progress Report

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C2.T3.2 Joint Research Agenda – Joint Chart of Innovation Services for SFF and AQ Operators

The activity aims to develop a Joint Research Agenda and a Joint Chart of Innovation Services for SSF and AQ operators that brings together research communities of the AI Macro Region in fishery, AQ,marine,maritime,environmental and socio-economic field to successfully address major challenges linked to innovation in SSF and AQ.ARIEL research agenda, policy driven and solution oriented,will generate know-how to provide solution to the identified innovation gaps for the coming years in Adrion area, defining needs from different perspectives and supporting knowledge-based governance of SFF and AQ.Policy makers and sector operators will contribute to its development and approve theresearch agenda 2019-2025. Through the realization of dedicated meetings, scientist, policy makers and stakeholders will select priority themes so that future joint projects can provide foundation for SSF and AQ innovative policy.

Key points

Project output in focus of activity:	AT2.2
Main target audiences:	PP's, Regional public authorities, National public authorities, Sectoral agency, Higher education and research, SME, Business support organisation
Responsible partner for implementation:	PP2 MARCE REGION
Project partners to be involved:	All PPs
Indicative timing of activity:	September 2019

Description

Joint Research Agenda for SSF and AQ (2019-2025) and Joint Chart of Innovation Services for SFF and AQ Operators to generate policy driven and solution oriented knowledge and fostering the transfer of R&D results to the sector SMEs.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D T3.2.1.	Joint Research Agenda for SSF and AQ (2019-2025) and Joint Chart of Innovation Services for SFF and AQ operators	Number	0	1	Monitoring	4th progress report

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C3. Communication Activities

C3. 1. Start-up activities including communication strategy and website

The start up activities includes the developmemt of the ARIEL Communication strategy and the appoinement of communication and social media(SoMe) manager. Communication plan (CP) will specify: needs analysis of involved target group, timelines, tactics, tools and channels to tailor the messages, roles and responsibilities, actions at local level, joint actions at Partners and Projects level. CP also will provide template design according to ADRION Programme indications. CP foresees also a yearly monitoring and evaluation of communication activities to include feedback and foster integration on the basis of project findings and complementarities with other projects.WP leader drafts the Communication Plan and shared it along the consortium for contribution and validation during the I PTSC.WP leader coordinate all actions and All PPs contributes to its implementation.

Key points

Project output in focus of activity:	AC1
Main target audiences:	Participants of PP's, MA/JTS Interreg ADRION, FLC
Responsible partner for implementation:	PP4 RERA SD
Project partners to be involved:	All PP
Indicative timing of activity:	January 2018

Description

ARIEL Communication plan including guidelines for effective and efficient project dissemination presented in Ancona in march 2018 during the 1st PTSC.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D C3. 1.	ARIEL CP (Communication Plan)	Number	0	1	Monitoring	1st progress report

C3.2. Digital activities including social media and multimedia

The activity foresees the setting up and management of Project communication on social media (e.g. facebook, twitter, linkedin) as well as the active participation to ADRION Programme social media communication. The Communication and social media manager will provide to all the Partners indications on how to release announcements, statements, information and news in a consistent and coherent way (hashtag, account name, keywords etc.... Further he will ensure constant frequency of the messages and

will foster interactivity responding to followers and animating blogging and conversation. Ariel SoMe will be set up and constantly updated with the contribution of all the Partners.

Key points

Project output in focus of activity:	AC2
Main target audiences:	Participants of PP's, Regional public authorities, National public authorities, Sectoral agency, Higher education and research, Large enterprises,SME, Business support organisation
Responsible partner for implementation:	PP4 RERA
Project partners to be involved:	All PP
Indicative timing of activity:	Febuary 2018-December 2019

Description

ARIEL social media set up (Facebook, twitter and linkedin) updated and animated by Communication and SoMe manager with all Partners contributions.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D C3.2.1	ARIEL SoMe (Social Media)	Number	0	1	Monitoring	1st-4th progress report

C3.3. Public Event(s)

The activity deals with the organization of Project events/workshops, namely:

Launching Conference presenting ARIEL strategy that will be arranged by PP2 – REAMA in Ancona contextually to the I PTSC meeting.

Mid Term Conference -arranged by PP4 -RERA in Split contextually to III PTSC (march 2019)to communicate results of analysis and innovation pilot phase.

Final Conference arranged by PP9-RWG in Patras (November 2019) to promote the final outputs and key messages.

At local level each involved region will organize 1 information day to stimulate dialogue among different actors for the setting up of a project support group at local level endorsing actions also in EUSAIR perspectives.Activity also includes the participation to ADRION and other projects networking events (e.g. BLUEBOOST project) to foster cross-fertilization and to relevant workshop on Fisheries, AQ, Blue growth and innovative clusters/network on fisheries and seafood.

Key points

Project output in focus of activity:	AC3

	Main target audiences:	PP's, Regional public authorities, National public authorities, Sectoral agency, Higher education and research, SME, BSO, General public
	Responsible partner for implementation:	PP4 RERA
	Project partners to be involved:	All PP
	Indicative timing of activity:	Febuary 2018 - December 2019

Description

- Launching Conference in Ancona (february 2018) to present to public and deepen with stakeholders project strategy, objectives and activities to be implemented.
- Mid-Term Conference in Split (march 2019) to present results of analysis phase and innovation pilot actions and SSF and AQ community
- Final Conference in Patras in november 2019 to present to general public project results, key deliverable and future joints actions for SSF and AQ innovation uptake towards EUSAIR objectives
- Local Information day organized in April 2019 to endorse project actions and animate SSF and AQ innovation community at local level.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D C3.3.1.	Launching Conference	Number	0	1	Monitoring	1st Progress Report
D C3.3.2.	Mid-Term Conference	Number	0	1	Monitoring	3rd Progress Report
D C3.3.3.	Final Conference	Number	0	1	Monitoring	4th Progress Report
D C3.3.4.	Local Information day	Number	0	4	Monitoring	1st-4th progress report

C3.4. Promotional material

The Activity includes the production of promotional materials for Project dissemination including: Project Booklet to be produced in EN and Partners national languages Posters, roll up and gadgets and press-kit to be produced for dissemination events Storytelling video to highlight key project messages Newsletter to update target groups at local, national and EU level Articles developed by the Partnership to promote results on relevant journals at EU and International level PP4-RERA will provide common layout according to ADRION indications, will be responsible for newsletter delivery by collecting and elaborating PPs' contribution, develops and print booklet in EN.Each PP will be responsible for content contribution, translation and printing in national languages of the project booklet and for realization of poster, roll-up

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and gadgets.PP2-REMA will deliver the storytelling video with all PPs' contribution.Scientific PPs will cooperate to draft and submit articles.

Key points

Project output in focus of activity:	AC4
Main target audiences:	Participants of PP's, Regional public authorities, National public authorities, Sectoral agency, Higher education and research, Large enterprises,SME, Business support organisation
Responsible partner for implementation:	PP4 - RERA S.D.
Project partners to be involved:	All PP
Indicative timing of activity:	Febuary 2018 - December 2019

Description

- with information about the project objectives to be produced in EN and Partners national languages delivered in September 2018 (1000 in EN, 9.000 in national languages produced by PP4-RERA)
- Newsletter to update target groups on project achievements at local, regional, national and EU level (PP4-RERA SD provides format/timetable for the collection of news from Partners) Articles/Publications on relevant journals and EU platforms (4 in total Scientific PPs are responsible for the drafting of the articles), all partners contributes
- Project press kit up to date for the press conference and events organized (e.g.Conferences, Local Info days, etc..) (WP2 leader PP4-RERA SD provides format/ indications)
- Video subtitled in EN and in national languages (IT, GR, HR,ME) interviewing actors (e.g. involved fishermen/farmers, researchers) uploaded and promoted on main online video service (YouTube, Vimeo, Google video). Developed by PP4 – PI RERA S.D. with PPs contribution
- Project gadget (e.g T-shirt, usb, etc..)

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
D C3.4.1.	Project Booklet in EN and national languages	Number	0	10 000	Monitoring	2nd Progress Report
D C3.4.2.	Project Newsletter	Number	0	4	Monitoring	1st-4th progress report
D C3.4.3.	Articles/Publications	Number	0	4	Monitoring	1st-4th progress report
D C3.4.4.	Project press kit	Number	0	1	Monitoring	2nd Progress Report
D C3.4.5.	Storytelling video	Number	0	1	Monitoring	4th Progress Report

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D C3.4.6.	Project gadgets	Number	0	1000	Monitoring	2nd Progress Report

D. Project's visual identity and communication rules

For the 2014-2020 programming period, the Interreg ADRION Programme has adopted a new approach for project management. The ARIEL project is part of the 3.1 (Sustainable Tourism) thematic community to which it will contribute. Project partners will have to develop their relations in the spirit of the "ADRION community" in order to allow the development of a true "community identity". Project partners as well as Programme bodies will hence permanently be interconnected in one consistent and single manner.

D1. General principles

In accordance with the Programme's provisions, the project needs to observe a series of obligatory publicity rules and branding guidelines for all its communication actions.

The fundamental principle is that project beneficiaries must inform the general public and all those involved in the operation about the assistance received from the European Union.

EU and Programme branding illustrative elements have to be clearly and visibly displayed in all published materials and/or activities addressed to the public. These obligations stand for:

- printed publications: reports, promotional handouts;
- audio-visual: videos, audio podcasts, channels;
- digital or electronic materials (websites, web tools, videos, podcast, etc.);
- events (e.g. on PPT presentations, agendas, bags and other conference material);
- Stationary and office materials.

D1.1. Integrated project logo - standard

Following these rules, the Interreg ADRION Programme has adopted a single branding for project logos that includes a reference to INTERREG, the EU, the ADRION Programme, the thematic community the project belongs to and the project's name.

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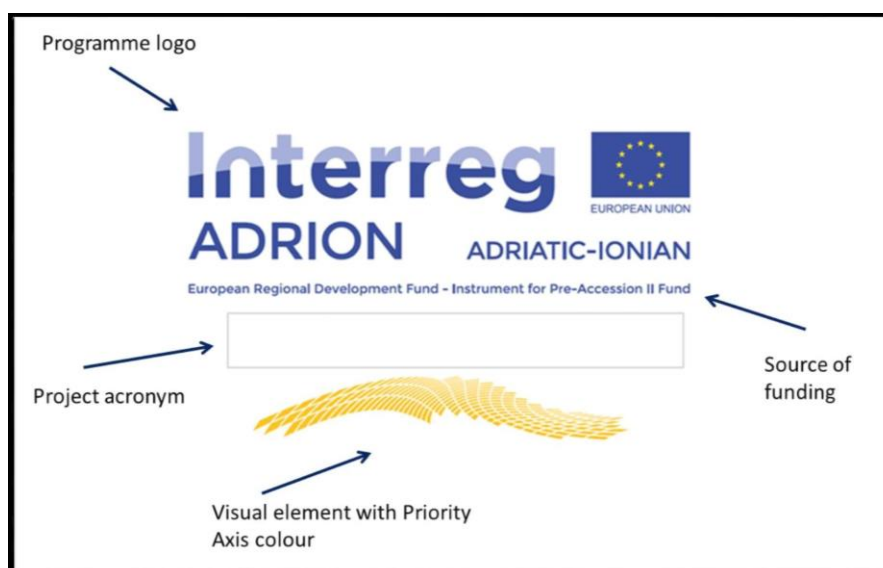
The **project logo** and the **reference to the ERDF** ("*Project co-financed by the European Regional Development Fund*") must be **displayed on all communication materials, published materials and/or activities developed by the project** (audio-visuals, digital or electronic materials, events, stationary and office materials, brochures, newsletters, studies, articles and others). The ERDF reference must be in **font Trebuchet** when displayed together with the logo. It can be written in **any language** used in the cooperation area.
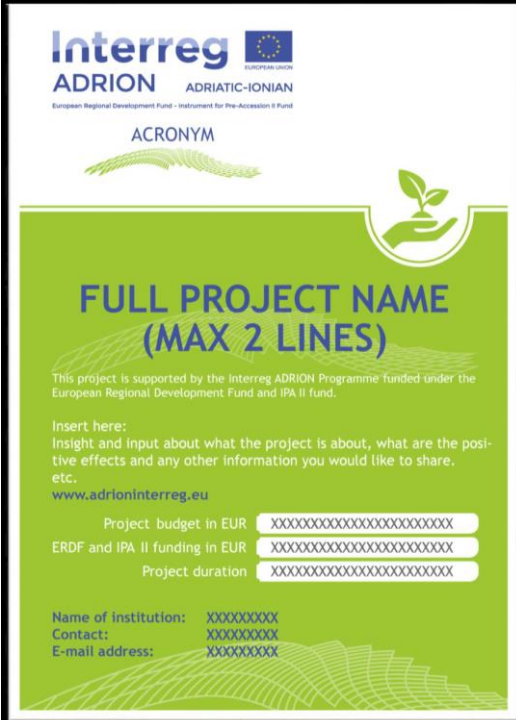
A brand book explaining the logo design rules will be available here: http://interreg-adrion.eu/

The use of the logo must comply with the following rules:

- Projects **CANNOT** develop their own logo.
- ADRION Programme **will provide** all projects with personalised logos
- No **disproportionate resizing**; no **rotation** of the **logo combination**; no **modifications** as regards **typography and colour**; no **changes** between the different **elements of the logo**.
- The **Union emblem** can never be smaller any other logo included in the same put ;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 ;
- **Display** the logo in a **visible position**, top central or other (e.g. on the outside, front or back cover for brochures, on the starting page of the project website, on the cover of a DVD, etc.).
- **Use** a **white or suitable**, **one coloured background**.
- Also, the logo must be **placed** in its **non-transparent version**. The use in its transparent version can only be accepted on a suitable, one coloured and light background.

D1.2. Poster/billboard

All approved projects should place a poster (of minimum A3 size) at least at the Lead Partner's premises, at a location readily visible to the public, such as an entrance area of a building. All projects should send a photographic evidence of this poster display together with the first progress report. Poster A3 format displayed at a location readily visible by the public (in each partner premises) making clear reference to the co -financing source, amount of ERDF and IPAII budget.

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Templates are available on the website: http://interreg-adrion.eu/en/programme-and-project-branding/

D1.3. Project website (hosted by ADRION website)

The new ADRION web site shall host dedicated web pages for each of the projects financed.

The hosted pages shall have a pre-defined structure and/or contain a minimum quality and content requirements set by the Programme.

A complete ready-to-use website (calendar, document library, directory, tools, etc.) will be provided in 2018 and should be fully operational by mid 2018. The project's Communication Manager (xy, RERA S.D.) will receive the elements to manage and configure the website (visuals, features, content, social networking, etc.). The website will be created with the support of all partners.

The website will have to be updated **every month (monitoring requirement)** and provide a short description of the project in English including its aims and results and highlighting the financial support from the Union.

D1.3.1. Partners websites

All project partners should **publish** on **their institutional websites** ("where such website exists") a **short description of the operation**.

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also **include the project logo and the ERDF reference** and, both set in a **visible place**. A **link to the project website** should also be added.

D1.4. Events

The project logo and the ERDF reference have to be used on **agendas**, **list of participants**, **related publications**, **promotion materials** and **presentations**.

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During the events, projects are encouraged to place the **project poster** or a **project banner** in a **readily visible place** (e.g. the front of the meeting room).

D1.5. Social media

Be interesting: reveal particulars behind the scenes, tell stories, interview people, identify interesting characters.

Be interactive: ask and answer questions, create a dialogue, listen to feedback.

Build trust: show that you know what you are talking about.

Share links to new content on the website (or highlight the best records in the archives).

Monitor your social media activities regularly.

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E. Annexes

F.1. DISSEMINATION REPORT

GUIDELINES

- **This report must be filled in by the partner every time a dissemination activity is performed**
- **The dissemination repot + attachments must be send to:**
  - fabio.grati@an.ismar.cnr.it **(project LP)**
  - ivo.benzon@rera.hr **(leader WPC)**

FOR EVENTS ORGANIZED OR PARTICIPATED IN > GO TO PART 1

FOR ARTICLES / MATERIALS PUBLISHED > GO TO PART 2

PART 1: EVENTS

Date of event (DD/MM/YY)	*Put date*		
Location	*Put location*		
Geographic coverage of your communication action	**Geographic scale**	**Tick**	
	International		
	National		
	Regional		
Type of event	**Description**	**Tick**	**AF reference**
	Organization of a PTSC meetings	☐	A.M.1
	Organization of Lounching/Midterm/Final conference	☐	A.C.3
	Participation in SSF and AQ thematic events	☐	A.C.4
	Pilot mobility exchange	☐	A.T.2.
	Organization of the Local information days	☐	A.C.3
	Transnational Networking events	☐	A.T.1
	Organization of a cycle of capacity building seminars	☐	A.T.2

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	Organization of Inovation brokering events with loc/reg key-stakeholders	☐	A.T.2
	Organization of business acceleration workshops	☐	A.T.4
		☐	
Number of participants	*Put number*		

Target audience	Type of stakeholder	Number	Any comment?
	EU Policymakers		
	National Policymakers		
	Regional Policymakers		
	Sectorial agency		
	Business support organisation		
	SME		
	R&D center / higher education		
	Volunteers		
	Others		

Short report of the activity (please write a ready-to-publish news for the website)	*Write the text (length proportioned to the importance of the event)*

Attachments to the present dissemination report	Possible attachments	Tick	Event organized under ARIEL project	Event participated in
	Signature sheet	☐	compulsory	recommended
	Photos	☐	recommended	recommended
	Agenda	☐	compulsory	compulsory
	Relevant papers	☐	recommended	compulsory
	Press releases	☐	recommended	recommended
	Articles published on newspapers	☐	free choice	Free choice
	Video	☐	when relevant	Free choice

!!! Send the attachments along with the dissemination report !!!

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PART 2: PUBLICATIONS

Date of public.	*Put date*			
Source	*Put the source (i.e. La Repubblica)*			
Type of publication	**Typology**	**Tick**	**Number of persons reached (est)**	**AF reference**
	Article in national newspaper/magazines in print/digital	☐		A.C.4.3
	Article in international newspaper/magazines in print/digital	☐		A.C.4.3
	Brochures	☐		A.C.4.1
	Video documentary	☐		A.C.4.5
	Other promo material (specify)	☐		A.C.4.4
	Digital activities	☐		A.C.2.1
	Project Newsletter	☐		A.C.4.2
	YouTube channel	☐		A.C.2.1
	Project general dissemination tool kit	☐		A.C.4.6
Short description of the publication (please write a ready-to-publish news for the website)				

!!! Attach the publication and/or put the link where the publication can be downloaded !!!

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