



## D.2.3.1 LOCATIONS Local Exhibitions

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AREA Science Park  
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## Overview

Since LOCATIONS communication strategy has been strongly focused on the involvement of local communities through participatory processes, **local exhibitions on LCTPs and on sustainable mobility planning and solutions** are to be considered pivotal events in the rising awareness process and in the involvement of citizens and local stakeholders in LOCATIONS participatory process.

Each territory has to organise at least 3 exhibitions focusing on project objectives and state of the art (21 in total). **By the end of the project an overall of 20 local exhibitions were organised, jointly reaching more than 18.000 estimated visitors.**

During these events, **promotional materials, tools, and videos with local rendering** were shown to catch the attention of the participants.

## Objectives and key messages of LOCATIONS local exhibitions

Local exhibitions contributed to reach LOCATIONS communication objectives as defined in Communication Plan, especially:

- raise awareness of the positive and negative externalities related to cruise tourism;
- make citizens/cruise passengers aware of the positive effects of a sustainable mobility driven actions.

Exhibitions were designed to achieve very **specific objectives**:

1. **Present the LCTP**
2. **Explain technical solutions planned in the LCTP and make them understandable and concrete**
3. **Underline advantages and benefits for the targets from the adoption of the different measures of LCTP**
4. **Show the situation before and after the adoption of LCTP, quantifying as much as possible the benefits**
5. **Give visibility to the efforts of Locations project/community and Interreg Med Community.**

The following project advantages were promoted during exhibitions:

- + improve accessibility
- + guide a balanced development and integration of the different transport modes
- + promote economic, social and environmental sustainability
- + optimize efficiency and cost effectiveness
- + make better use of urban spaces and of existing transport infrastructure and services
- + reduce air and noise pollution and energy consumption.

## Targets

Local exhibitions were conceived to reach different public of your territory.

As **main targets** of local exhibitions the following were considered:

- Citizens and transport users
- Cruise passengers and tourists

But, as acknowledged already during the planning stage, the following targets might as well be interested in LOCATIONS local exhibitions:

- Small Businesses
- Interest groups, including NGOs (e.g. association environment, ass. sustainable energy/ soft mobility, foundations, local touristic promotion agencies, cultural and monument representatives, local businesses associations (e.g. hotels, restaurants), leisure destinations (aquarium, thematic parks etc.)
- Neighboring cities

- Tourist Operators/Travel Agencies
- Mobility public/private services providers
- Suppliers
- Cruise Lines and crews

To be consistent with the targets, usually a **very central and accessible venue** was identified in collaboration with Municipalities and Ports, **open to public at least during working hours from Monday to Friday**.

Some PPs decided to connect the exhibitions to important events/thematic weeks related to mobility, sustainability and tourism. However, in such cases, LOCATIONS exhibitions maintained their **importance and independence**, not resolving in participating to an external event organized by others.

The duration of exhibitions ranged from at least 2 to 14 days (or more), depending also on the calendar of cruisers' arrival.

## ANNEXES

### DURRES

#### 1<sup>st</sup> LOCATIONS local exhibition in Durres

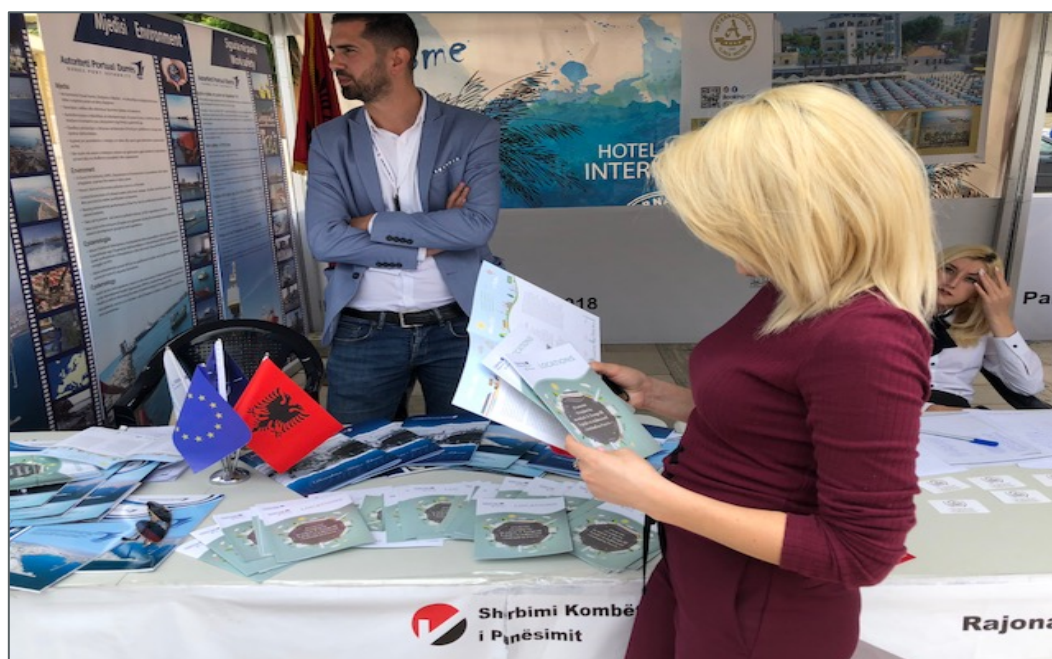
Durres Port Authority throughout the 15 of May was a participant at the Durres Regional Working Fair 2018, which is organized by the Ministry of Finance and Economy, as well as by National Employment Service.

The APD station was visited by dozens of citizens, especially young people, interested in its functioning, as well as for the possibility of employment in different professions.

DPA Project Coordination Sector s participated in this fair to introduce even Locations Project in the fair and to Durres citizens. The stand was visited by many people who were really interested even in DPA projects and Locations Project

According to the organizers, the Fair opened today in the "Freedom" square, intends to decide concrete relationship of cooperation and communication between bid and labor market demand, and to present the opportunities offered in the district of Durrës and Kruja.

<b>RESPONSIBLE PARTNER</b>	<i>Durres Port Authority</i>
<b>TITLE</b>	<i>Regional Working FARE</i>
<b>LOCATION</b>	<i>DURRES , Albania</i>
<b>DATE</b>	<i>MAY 2018</i>
<b>PURPOSE OF THE EVENT</b>	<i>TO PRESENT OF THE COMPANIES THAT EXIST IN DURRES PRIVATE OR PUBLIC AND TO OFFER OPORTUNITIES OF WORKING.</i>
<b>EVENT DESCRIPTION</b>	<i>THIS FARE IS DONE EACH YEAR FOR EVERY COMPANY TO PRESENT ITSELF IN THE MARKET</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>IT IS VISITETED BY PEOPLE FROM ALL OVER THE Districts of Durres</i>









## 2<sup>nd</sup> LOCATIONS local exhibition in Durres

Durres Port Authority on second of October 2018 organized an exhibition in the cruise terminal where many tourists have come in Durres City.

In this exhibition we presented Locations Project to the tourists and handled them leaflets and information about it and LCTP.

Throughout this last year's more cruises are coming to Durres Port Authority and the interest to visit Albania is raising so Locations Project and the action plan of LCTP is a must to implement and to help with cruises. A total of 1238 visitors was estimated.







### 3<sup>rd</sup> LOCATIONS local exhibition in Durres

Durres Port Authority organized the third exhibition which was opened for the public for five days. In this exhibition we presented Locations Project to the people who came and visit the exhibition and handled them leaflets and information about it and LCTP.

In the exhibition we printed posters and promotional materials to present the project. Also, Durres LCTP video and Locations video made for MED were presented in the projectors.

The exhibition was visited by many people (200 hundred) in these five days due to the fact that the exhibition was in one of the most visited places in the city and now Durres is visited by a lot of tourists.

The opening was on 16 of July and the closure event of exhibition was on 23 of July. The closure of exhibition was organized as a final event for Locations Project in Durres and were invited many



representatives of different institutions that during that lasting of the project were the main stakeholders for us.

The event was published in different websites and social media.

Website: <http://www.apdurres.com.al/>

Facebook: [https://www.facebook.com/permalink.php?id=306220926693570&story\\_fbid=361006101215052](https://www.facebook.com/permalink.php?id=306220926693570&story_fbid=361006101215052)

Instagram, LinkedIn: Autoriteti Portual Durres



VIDEO-2019-07-30-09-35-45.mp4



## LISBON

### 1<sup>st</sup> LOCATIONS local exhibition in Lisbon

<b>RESPONSIBLE PARTNER</b>	<i>CML (Lisbon Municipality)</i>
<b>TITLE</b>	<i>1<sup>st</sup> Locations exhibition and presentation</i>
<b>LOCATION</b>	<i>Presentation: Lisbon City Council; Exhibition: Lisbon City Council public square</i>
<b>DATE</b>	<i>July 2018</i>
<b>PURPOSE OF THE EVENT</b>	<i>To present Locations project, some analysis and the main strategy for Lisbon defined on the LCTP.</i>
<b>EVENT DESCRIPTION</b>	<i>The exhibition was set on the City Council square, located in the city center. The presentation occurred in the City Hall and then there was a guided visit, made by the Mobility Deputy, to the exhibition outdoors.</i>
<b>DESCRIPTION OF THE TARGET GROUP</b>	<i>Presentation: Main stakeholders (such as Tourism Association, Cruise Terminal, touristic operators, public transport and sharing systems operators). Exhibition: Public in general.</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>Presentation: 50; Exhibition: 500 (estimation)</i>





## 2<sup>nd</sup> LOCATIONS local exhibition in Lisbon

<b>RESPONSIBLE PARTNER</b>	<i>CML (Lisbon Municipality)</i>
<b>TITLE</b>	<i>2nd Locations exhibition</i>
<b>LOCATION</b>	<i>In the hall of Lisbon Municipality more relevant building, where most of the services are concentrated (4000 employees)</i>
<b>DATE</b>	<i>February - March 2019</i>
<b>PURPOSE OF THE EVENT</b>	<i>To present Locations project, some analysis, the main strategy for Lisbon defined on the LCTP and the specific ideas that came out of the workshops occurred in December 2018.</i>
<b>EVENT DESCRIPTION</b>	<i>The exhibition was set on the hall of the most visited municipality building, where most of the services are concentrated and where the municipality has its most relevant front desk. As many people go there to solve their issues and have to wait for their turn, this hall has the perfect conditions for a massive visibility.</i>
<b>DESCRIPTION OF THE TARGET GROUP</b>	<i>All people working in Lisbon Municipality. Public in general.</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>10 000 people (estimation)</i>



## MALAGA

### 1<sup>st</sup> LOCATIONS local exhibition in Malaga

<b>RESPONSIBLE PARTNER</b>	MÁLAGAPORT, S.L.
<b>TITLE</b>	1 <sup>st</sup> local exhibition in Málaga
<b>LOCATION</b>	<p>Main building in <b>Palmeral de las Sorpresas</b>, Waterfront, Port of Málaga. Accessibility granted for everybody. Palmeral de las Sorpresas is a nice leisure area, with a very popular promenade. It was very common to see people walking by and entering the building.</p> <p><b>There was a painting exhibition taking place on the same premises at the same time, which helped us bring more visitors to both exhibitions.</b></p>
<b>DATE</b>	<p>June 22<sup>nd</sup> – July 1<sup>st</sup> (closed on June 25<sup>th</sup>). Total of 9 days.</p> <p>Timetable: Tuesday to Thursday: 10:30 – 14:00h; 17:30h – 21:30h. Friday to Sunday: 11:00h – 14:00h; 16:00h – 23:00h.</p>
<b>PURPOSE OF THE EVENT</b>	Spread information about LOCATIONS project, LOCATIONS in Malaga, and proposals by LOCATIONS for Malaga, among citizens and visitors.
<b>EVENT DESCRIPTION</b>	<p>The exhibition was organized in a room located in the main building in Palmeral de las Sorpresas. It was a nice wide room, with views to the Park of Malaga.</p> <p>There was <b>information about the project outside of the building</b>, so that it could be seen by pedestrians in the area, a busy promenade in the new waterfront.</p> <p><b>Outside of the room</b>, there was a sign of LOCATIONS, and a short explanation about the exhibition.</p> <p><b>Inside, the exhibition was organized</b> as follows:</p> <ul style="list-style-type: none"> <li>- Explanation cruise traffic in the world, and in Málaga. Evolution and figures.</li> <li>- Explanation LOCATIONS project: objectives, partners, project info.</li> <li>- Explanation of 5 LOCATIONS measures proposed for Málaga: measures explained in an easy and fun way. As an example, measure “2.2.2) Promoting distant touristic offers for cruise tourists”, we used a photocall and a stage where visitors could take a picture as if they were in Caminito del Rey (helmets included), a new and amazing tourist attraction for adventurers near the city of Málaga. Measure “3.2.1) Promoting the use of electric personal transporters” was accompanied by a real segway that we borrowed from a company renting them at the Port.</li> <li>- Screen showing LOCATIONS video for Málaga, by CIRCE. Explanation of LCTP, Axes developed within the project and detail of measures. 3D models, maps and aerial views helped understand the information. Technical solutions planned and benefits of LOCATIONS’ implementation also included.</li> <li>- Sentences and ideas extracted anonymously from participatory processes.</li> </ul> <p><i>All information was available in <b>Spanish and English</b>.</i></p> <p><i>Design was created based on LOCATIONS’ existing materials, and intending to be fun, interesting, easy-to-understand and interactive.</i></p> <p><i>Main posters were stuck on <b>cardboard wallboards</b>, recyclable and reusable.</i></p> <p><i>There was a <b>representative in the exhibition</b> at all times, providing leaflets (leaflet n. 1) and helping visitors go through the exhibition in a very friendly way.</i></p> <p><i><b>Feedback from visitors</b> has been very good. First, they were surprised when they learned about the project, and then they found it really interesting, and suggested it would be more spread throughout the city. Also, people from Malaga showed</i></p>



	<p>themselves proud about it, they think it is added value for tourism in Malaga and they hope measures will be implemented.</p> <p><b>Logos</b> from the project, the EU co-financing and the local partners have been included in all materials. <b>LOCATIONS' mission</b> used as main message.</p>																				
<b>DESCRIPTION OF THE TARGET GROUP</b>	<p>Mix of <b>citizens, Spanish visitors from other cities and foreign visitors</b>. Attending in couples and as a family mainly, also individually.</p> <p>Stakeholders from participatory processes 1 and 2 have been invited.</p> <p>(Tourists were targeted in this exhibition, but not cruise passengers specifically. We are planning to focus on them in a following exhibition).</p>																				
<b>NUMBER OF PARTICIPANTS</b>	<p>Visitors' counting system: manual count of an operator.</p> <p>Total: <b>820 visitors</b>. Detail per day:</p> <table border="1"> <thead> <tr> <th>DATE</th><th>NUMBER OF VISITORS</th></tr> </thead> <tbody> <tr> <td>Fri, June 22<sup>nd</sup></td><td>96</td></tr> <tr> <td>Sat, June 23<sup>rd</sup></td><td>74</td></tr> <tr> <td>Sun, June 24<sup>th</sup></td><td>110</td></tr> <tr> <td>Tue, June 26<sup>th</sup></td><td>84</td></tr> <tr> <td>Wed, June 27<sup>th</sup></td><td>82</td></tr> <tr> <td>Thu, June 28<sup>th</sup></td><td>64</td></tr> <tr> <td>Fri, June 29<sup>th</sup></td><td>70</td></tr> <tr> <td>Sat, June 30<sup>th</sup></td><td>134</td></tr> <tr> <td>Sun, Jul 1<sup>st</sup></td><td>106</td></tr> </tbody> </table>	DATE	NUMBER OF VISITORS	Fri, June 22 <sup>nd</sup>	96	Sat, June 23 <sup>rd</sup>	74	Sun, June 24 <sup>th</sup>	110	Tue, June 26 <sup>th</sup>	84	Wed, June 27 <sup>th</sup>	82	Thu, June 28 <sup>th</sup>	64	Fri, June 29 <sup>th</sup>	70	Sat, June 30 <sup>th</sup>	134	Sun, Jul 1 <sup>st</sup>	106
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## 2<sup>nd</sup> LOCATIONS local exhibition in Malaga

<b>RESPONSIBLE PARTNER</b>	MÁLAGAPORT, S.L.							
<b>TITLE</b>	2 <sup>nd</sup> local exhibition in Málaga							
<b>LOCATION</b>	Málaga Fair and Congress Center. At the same time that SMoving Fair and Forum <a href="http://smoving.malaga.eu/">http://smoving.malaga.eu/</a> was taking place.							
<b>DATE</b>	October 17 <sup>th</sup> & 18 <sup>th</sup> Timetable: 17th: 09:00 – 19:00h; 18 <sup>th</sup> : 09:00h – 18:00h.							
<b>PURPOSE OF THE EVENT</b>	Spread information about LOCATIONS project, LOCATIONS in Malaga, and proposals by LOCATIONS for Malaga, among visitors.							
<b>EVENT DESCRIPTION</b>	<p>The exhibition was composed of the following materials:</p> <ul style="list-style-type: none"> <li>- 4m wide x 3m high panel, explaining <b>information about cruise traffic in Málaga, LOCATIONS and LOCATIONS in Málaga</b>: <ul style="list-style-type: none"> <li>o Explanation cruise traffic in the world, and in Málaga. Evolution and figures.</li> <li>o Explanation LOCATIONS project: objectives, partners, project info.</li> <li>o Explanation of 5 LOCATIONS measures proposed for Málaga.</li> </ul> </li> <li>- Screen showing <b>LOCATIONS general video for Málaga, plus 3 Axis videos</b>, by CIRCE: Explanation of LCTP, Axes developed within the project and detail of measures. 3D models, maps and aerial views helped understand the information. Technical solutions planned and benefits of LOCATIONS' implementation also included.</li> </ul> <p><i>All information was available in <b>Spanish and English</b>.</i></p> <p><i>Design was created based on LOCATIONS' existing materials, and intending to be fun, interesting, easy-to-understand and interactive.</i></p> <p><i>There was at least one <b>representative in the exhibition</b> at all times. All representatives are well aware of the project and participated in exhibition n. 1, so they could help visitors go through the exhibition.</i></p> <p><b>Promotional materials</b> available for visitors:</p> <ul style="list-style-type: none"> <li>- Leaflets: leaflet n. 1 Spanish and English, &amp; leaflet n.2 Spanish</li> <li>- Organic cloth backpacks</li> </ul> <p><i>(All materials provided by CIRCE)</i></p> <p><b>Logos</b> from the project, the EU co-financing and the local partners have been included in all materials. <b>LOCATIONS' mission</b> used as main message.</p>							
<b>DESCRIPTION OF THE TARGET GROUP</b>	<p>Groups of interest, mobility professionals, industry companies &amp; clusters, mobility public and private services providers, organizations participating in other Interreg Med Projects such as @finMEDproject.</p> <p><i>There are 3 local exhibitions programmed throughout LOCATIONS project in Málaga. We have decided to focus mostly in a specific target group in each of them, since location chosen for each exhibition was determining this. Summing up all 3 local exhibitions, we'll cover all main target groups proposed by the project, as follows:</i></p> <table border="1"> <thead> <tr> <th>EXHIBITION N.</th><th>LOCATION</th><th>MAIN TARGET GROUP</th></tr> </thead> <tbody> <tr> <td>Exhibition n. 1</td><td>Waterfront facilities</td><td>Citizens and general</td></tr> </tbody> </table>		EXHIBITION N.	LOCATION	MAIN TARGET GROUP	Exhibition n. 1	Waterfront facilities	Citizens and general
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			<i>tourists</i>
	<i>Exhibition n. 2</i>	<i>Málaga Congress Center</i>	<i>Professionals and experts related to Smart Mobility</i>
	<i>Exhibition n. 3 (projected)</i>	<i>Cruise Terminal</i>	<i>Cruise passengers and related industry</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>Visitors' counting system: manual count of an operator.</i>		
	<i>Total: <b>186 visitors</b>. Detail per day:</i>		
		<b>DATE</b>	<b>NUMBER OF VISITORS</b>
		<i>Wed, Oct 17<sup>th</sup></i>	<i>104</i>
		<i>Thu, Oct 18<sup>th</sup></i>	<i>82</i>



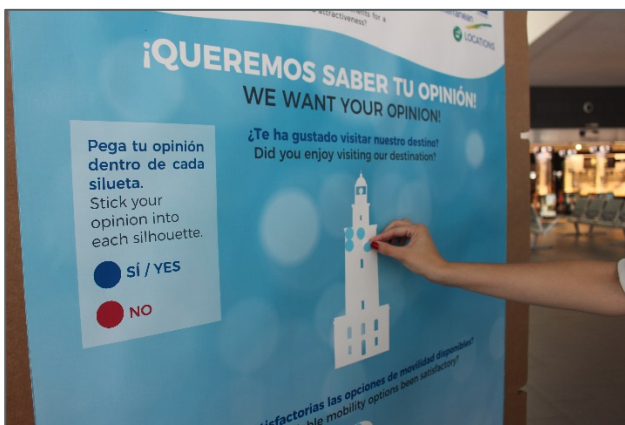
### 3<sup>rd</sup> LOCATIONS local exhibition in Malaga

<b>RESPONSIBLE PARTNER</b>	<i>MÁLAGAPORT, S.L.</i>
<b>TITLE</b>	<i>3<sup>rd</sup> local exhibition in Málaga</i>
<b>LOCATION</b>	<p>Cruise Terminal A, Port of Málaga. Access to cruise passengers embarking after visiting the destination.</p> <p>Cruise calendar:</p> <p>Mein Schiff 5, TUI Cruises, Wed Sep 11th</p> <p>Costa Favolosa, Costa Crociere, Sat Sep 14th</p> <p>New Mein Schiff 2, TUI Cruises, Tue Sep 17th</p> <p>Zenith, Pullmantur Cruises, Wed Sep 18th</p> <p>The exhibition was also visited by attendees to LOCATIONS Final Event's study visit, which took place on Thu Sep 19<sup>th</sup>.</p>
<b>DATE</b>	<i>Sep 11<sup>th</sup> to 19<sup>th</sup>.</i>

	Timetable: Available at all times, a hostess was available from 11:30h to 18:30 on cruise days and from 15h to 17h on the day of the study visit.
<b>PURPOSE OF THE EVENT</b>	Spread information about LOCATIONS project, LOCATIONS in Malaga, proposals by LOCATIONS for Malaga and synergies with other projects in the area, among cruise passengers and professionals related to the industry.
<b>EVENT DESCRIPTION</b>	<p>The exhibition was organized on the top floor of Cruise Terminal A, in an area where passengers need to go through in order to board the ship. Next to seating area and shops.</p> <p>The exhibition was organized as follows:</p> <p><i>Explanation cruise traffic in the world, and in Málaga. Evolution and figures.</i></p> <p><i>Explanation LOCATIONS project: objectives, partners, project info.</i></p> <p><i>Explanation of LOCATIONS measures proposed for Málaga: measures explained in an easy and fun way.</i></p> <p><i>Explanation of synergies with other sustainability projects in the area.</i></p> <p><i>Screen showing LOCATIONS video for Málaga, by CIRCE. Explanation of LCTP, Axes developed within the project and detail of measures. 3D models, maps and aerial views helped understand the information. Technical solutions planned and benefits of LOCATIONS' implementation also included.</i></p> <p><i>As an addition to previous editions, a survey was taken to attendees after visiting the exhibition. They were asked if they had enjoyed visiting our destination, if they found mobility means available good enough, and if they liked LOCATIONS project. Visitors had to use stickers to say yes or no to each of the 3 questions.</i></p> <p><i>Most answers were positive. When negative, our hostess was asking them for the reason. Some of the reasons were the following:</i></p> <p><i>Did you enjoy visiting our destination?</i>  <i>No negative answers</i></p> <p><i>Have the available mobility options been satisfactory?</i>  <i>Main reasons for a negative answer:</i>  <i>not enough offer available when exiting the terminal;</i>  <i>did not find 3-wheel bike;</i>  <i>tourist bus very crowded, not easy to go in and out with baby pram;</i>  <i>sustainable mobility options not available next to terminal, need to get to Muelle Uno and Plaza de la Marina</i></p> <p><i>Do you find LOCATIONS project interesting?</i>  <i>Main reasons for a negative answer:</i>  <i>Thinks it is difficult to make alternative routes appealing to passengers since they are in the city only for a few hours and want to visit the most well-known spots</i></p> <p><i>All information was available in Spanish and English.</i></p> <p><i>Design was created based on LOCATIONS' existing materials, and intending to be fun, interesting, easy-to-understand and interactive.</i></p> <p><i>Main posters were stuck on cardboard wallboards, recyclable and reusable.</i></p> <p><i>The hostess has already worked with us in the 2 previous exhibitions, so she has become an expert on LOCATIONS. She was attracting visitors, providing leaflets</i></p>

	<p><i>(leaflet n. 2) and helping visitors go through the exhibition in a very friendly way. LOCATIONS backpacks were provided to those replying to the survey.</i></p> <p><i>Feedback from visitors has been very good. First, they were surprised when they learned about the project, and then they found it really interesting. Although mainly directed to cruise passengers and crew, also a good number of terminal and service providers’ workers, as well as Safety &amp; Security personnel, visited the exhibition.</i></p> <p><i>Logos from the project, the EU co-financing and the local partners have been included in all materials.</i></p>												
DESCRIPTION OF THE TARGET GROUP	<p><i>Mix of cruise passengers, crew and professionals related to the cruise industry (terminal &amp; service providers’ workers).</i></p> <p><i>This is the 3<sup>rd</sup> of the 3 local exhibitions programmed throughout LOCATIONS project in Málaga. We decided to focus mostly in a specific target group in each of them, since location chosen for each exhibition is determining this. Summing up all 3 local exhibitions, we have covered all main target groups proposed by the project, as follows:</i></p> <table><tr><td><i>EXHIBITION N.</i></td><td><i>LOCATION</i></td><td><i>MAIN TARGET GROUP</i></td></tr><tr><td><i>Exhibition n. 1</i></td><td><i>Waterfront facilities</i></td><td><i>Citizens and general tourists</i></td></tr><tr><td><i>Exhibition n. 2</i></td><td><i>Málaga Congress Center</i></td><td><i>Professionals and experts related to Smart Mobility</i></td></tr><tr><td><i>Exhibition n. 3</i></td><td><i>Cruise Terminal</i></td><td><i>Cruise passengers, crew and professionals related to the cruise industry</i></td></tr></table>	<i>EXHIBITION N.</i>	<i>LOCATION</i>	<i>MAIN TARGET GROUP</i>	<i>Exhibition n. 1</i>	<i>Waterfront facilities</i>	<i>Citizens and general tourists</i>	<i>Exhibition n. 2</i>	<i>Málaga Congress Center</i>	<i>Professionals and experts related to Smart Mobility</i>	<i>Exhibition n. 3</i>	<i>Cruise Terminal</i>	<i>Cruise passengers, crew and professionals related to the cruise industry</i>
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<i>Exhibition n. 2</i>	<i>Málaga Congress Center</i>	<i>Professionals and experts related to Smart Mobility</i>											
<i>Exhibition n. 3</i>	<i>Cruise Terminal</i>	<i>Cruise passengers, crew and professionals related to the cruise industry</i>											
NUMBER OF PARTICIPANTS	<p><i>Visitors’ counting system: manual count of an operator, during hostess availability times. Very likely some extra visitors outside these times.</i></p> <p><i>Total: 194 visitors. Detail per day:</i></p> <table><tr><td><i>DATE</i></td><td><i>NUMBER OF VISITORS</i></td></tr><tr><td><i>Wed Sep 11th</i></td><td><i>32</i></td></tr><tr><td><i>Sat Sep 14th</i></td><td><i>46</i></td></tr><tr><td><i>Tue Sep 17th</i></td><td><i>30</i></td></tr><tr><td><i>Wed Sep 18th</i></td><td><i>51</i></td></tr><tr><td><i>Thu Sep 19<sup>th</sup></i></td><td><i>35</i></td></tr></table>	<i>DATE</i>	<i>NUMBER OF VISITORS</i>	<i>Wed Sep 11th</i>	<i>32</i>	<i>Sat Sep 14th</i>	<i>46</i>	<i>Tue Sep 17th</i>	<i>30</i>	<i>Wed Sep 18th</i>	<i>51</i>	<i>Thu Sep 19<sup>th</sup></i>	<i>35</i>
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<i>Tue Sep 17th</i>	<i>30</i>												
<i>Wed Sep 18th</i>	<i>51</i>												
<i>Thu Sep 19<sup>th</sup></i>	<i>35</i>												





## RAVENNA

### 1st LOCATIONS local exhibition in Ravenna

<b>RESPONSIBLE PARTNER</b>	Municipality of Ravenna
<b>TITLE</b>	Exhibition
<b>LOCATION</b>	Ravenna Cruise Terminal
<b>DATE</b>	June – August 2018
<b>PURPOSE OF THE EVENT</b>	Exhibition at the cruise terminal, in order to present the project results but also make cruise passengers aware of environmental issues.
<b>EVENT DESCRIPTION</b>	Exhibition at the cruise terminal, project material, illustration of sustainable destination close to the terminal.
<b>DESCRIPTION OF THE TARGET GROUP</b>	Cruisers
<b>NUMBER OF PARTICIPANTS</b>	1411 Thanks to the 6 cruises (50+325+672+291+37+36)





## 2<sup>nd</sup> LOCATIONS local exhibition in Ravenna

<b>RESPONSIBLE PARTNER</b>	<i>Municipality of Ravenna</i>
<b>TITLE</b>	<i>Presentation and exhibition for the EMW 2018</i>
<b>LOCATION</b>	<i>Palazzo Rasponi, Piazza Kennedy 1, Ravenna</i>
<b>DATE</b>	<i>17/09/2018</i>
<b>PURPOSE OF THE EVENT</b>	<i>Exhibition with a presentation of the project results</i>
<b>EVENT DESCRIPTION</b>	<i>Exhibition inaugurated with the first, strategic, capitalization workshop</i>
<b>DESCRIPTION OF THE TARGET GROUP</b>	<i>Stakeholders, citizens</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>26 presentation 72 exhibition</i>





### 3<sup>rd</sup> LOCATIONS local exhibition in Ravenna

<b>RESPONSIBLE PARTNER</b>	<i>Municipality of Ravenna</i>
<b>TITLE</b>	<i>“Adri Reef Festival”</i>
<b>LOCATION</b>	<i>Piazzale Marinai d’Italia, Marina di Ravenna</i>
<b>DATE</b>	<i>30/08/2019</i>
<b>PURPOSE OF THE EVENT</b>	<i>European Project Adri Reef Festival in Marina di Ravenna</i>
<b>EVENT DESCRIPTION</b>	<i>Public, final presentation and exhibition</i>
<b>DESCRIPTION OF THE TARGET GROUP</b>	<i>Stakeholders, citizens, technicians, Adri Reef project partners and Adriathon Challenge participants</i>
<b>NUMBER OF PARTICIPANTS</b>	<i>60</i>



## RIJEKA

### 1st LOCATIONS local exhibition in Rijeka

<b>RESPONSIBLE PARTNER</b>	Institution Regional Energy Agency Kvarner
<b>TITLE</b>	The First LOCATIONS Local Exhibition in Rijeka
<b>LOCATION</b>	Rijeka, Croatia Rijeka breakwater - port passenger terminal
<b>DATE</b>	April 30th to May 6th 2019.
<b>PURPOSE OF THE EVENT</b>	The purpose of LOCATIONS local exhibitions is to present the measures which were previously devised in Rijeka's LCTP to the local public.
<b>EVENT DESCRIPTION</b>	<p>Institution Regional Energy Agency Kvarner was in charge of arranging the exhibitions for Rijeka territory. Before the exhibitions were organized, IREAK subcontracted service providers in order to come up with the design of the exhibition materials and print them.</p> <p>The first exhibition took place at the Rijeka breakwater, from April 30th to May 6th 2019. Citizens and visitors had the opportunity to examine the exhibition panels near the port passenger terminal. The location was both attractive and relevant for the project. On the one hand, the exhibition was situated on one of the most popular promenades in the city, on the site where passenger ships and smaller cruise ships berth. Conveniently enough, several measures proposed by the LCTP developed for Rijeka are envisaged to be implemented near that particular location as well.</p> <p>An opening ceremony was arranged too: representatives of the Port of Rijeka Authority and the Institution Regional Energy Agency Kvarner held a small presentation of the project at the nearby premises of the port passenger terminal with a public screening of a video describing the measures proposed by the local Low-Carbon Transport Plan.</p> <p>The exhibition was well-received: it lasted seven days, and it is estimated that approximately 650 people saw the materials. A press release was created and shared with local media outlets in May 2019 in order to promote the first local exhibition organized in Rijeka. This created positive feedback: six local web portals posted pieces covering this event and describing the project.</p>
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public
<b>NUMBER OF PARTICIPANTS</b>	650 (estimation)



## 2<sup>nd</sup> LOCATIONS local exhibition in Rijeka

<b>RESPONSIBLE PARTNER</b>	Institution Regional Energy Agency Kvarner
<b>TITLE</b>	The Second LOCATIONS Local Exhibition in Rijeka
<b>LOCATION</b>	Rijeka, Croatia Rijeka breakwater – port passenger terminal
<b>DATE</b>	June 6th to 9th 2019.
<b>PURPOSE OF THE EVENT</b>	The purpose of LOCATIONS local exhibitions is to present the measures which were previously devised in Rijeka's LCTP to the local public.
<b>EVENT DESCRIPTION</b>	<p>Institution Regional Energy Agency Kvarner was in charge of arranging the exhibitions for Rijeka territory. Before the exhibitions were organized, IREAK subcontracted service providers in order to come up with the design of the exhibition materials and print them.</p> <p>The second exhibition was arranged during the 20<sup>th</sup> international traditional sailing event "Fiumanka", which took place in Rijeka (June 6<sup>th</sup> – 9<sup>th</sup> 2019). IREAK was invited by the Croatian Chamber of Commerce – County Chamber Rijeka to participate in the event Adria4Blue – a sub-program of "Fiumanka". This event was focused on promoting blue economy and sustainable development. Key local stakeholders were rounded up, and they were provided with a promo tent which they could use to present their activities during "Fiumanka". IREAK used this opportunity to arrange the second local exhibition during the traditionally well-attended event "Fiumanka".</p> <p>IREAK had a promo tent which was equipped with roll-up posters carefully designed in order to present the measures proposed by the local LCTP. Furthermore, a continuous public screening of the promotional video was arranged. However, IREAK was also given the opportunity to hold a presentation in the nearby premises during the AdRia4Blue conference. This was another chance to promote the LOCATIONS project and introduce all stakeholders which attended this conference with our efforts. The annual sailing event "Fiumanka" always attracts a lot of people. Official numbers state that there were more than 20.000 visitors. It is estimated that at least 2.000 visitors managed to examine IREAK's promo tent which contained the exhibition, since it was located on the breakwater, in the heart of the event.</p>
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public
<b>NUMBER OF PARTICIPANTS</b>	2000 (estimation)





### 3<sup>rd</sup> LOCATIONS local exhibition in Rijeka

<b>RESPONSIBLE PARTNER</b>	Institution Regional Energy Agency Kvarner
<b>TITLE</b>	The Third LOCATIONS Local Exhibition in Rijeka
<b>LOCATION</b>	Rijeka, Croatia Rijeka breakwater - port passenger terminal
<b>DATE</b>	October 14th to 18th 2019.
<b>PURPOSE OF THE EVENT</b>	The purpose of LOCATIONS local exhibitions is to present the measures which were previously devised in Rijeka's LCTP to the local public.
<b>EVENT DESCRIPTION</b>	<p>Institution Regional Energy Agency Kvarner was in charge of arranging the exhibitions for Rijeka territory. Before the exhibitions were organized, IREAK subcontracted service providers in order to come up with the design of the exhibition materials and print them.</p> <p>The third exhibition took place at the Rijeka breakwater, from October 14th to 18th 2019. However, it was presented as a part of a larger event. Each year, the Primorje-Gorski Kotar County promotes a multi-day program – “Energy Days” – focused on sustainability and clean energy solutions. The Institution Regional Energy Agency Kvarner was in charge of arranging the program in 2019. and LOCATIONS project was popularized in two ways throughout the agenda.</p> <p>Citizens and visitors had the opportunity to examine the exhibition panels near the port passenger terminal. Once again, the exhibition was situated on one of the most popular promenades in the city, on the site where passenger ships and smaller cruise ships berth. Several measures proposed by the LCTP developed for Rijeka are envisaged to be implemented near that particular location as well.</p> <p>On the other hand, a portion of the “Energy Days” program was arranged in the premises of the Faculty of Engineering, University of Rijeka. A set of presentations was held in order to introduce the Faculty staff and students with various projects which are being implemented on the County level in order to promote different sustainable solutions. One of the presentations was focused precisely on the LOCATIONS project, and it was an opportunity to introduce the audience to the measures which were previously devised in Rijeka's LCTP. A public screening of a video describing the measures proposed by the local Low-Carbon Transport Plan was arranged as well.</p> <p>The program was well-received: it lasted five days, and it is estimated that approximately 650 people saw the materials.</p>
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public
<b>NUMBER OF PARTICIPANTS</b>	650 (estimation)



## TRIESTE

### 1<sup>st</sup> LOCATIONS local exhibition in Trieste

<b>RESPONSIBLE PARTNER</b>	Port Network Authority of the Eastern Adriatic Sea – Port of Trieste
<b>TITLE</b>	Local Exhibition of the LOCATIONS project @Spazio Espositivo “Trieste Città della Conoscenza”
<b>LOCATION</b>	Trieste, “Trieste – Città della conoscenza”
<b>DATE</b>	29 <sup>th</sup> May – 7 <sup>th</sup> June 2018
<b>PURPOSE OF THE EVENT</b>	The main purpose of the event was to present to participants the measures included in the “Low Carbon Transport Plan” of the LOCATIONS project with an exhibition dealing with six roll-ups showcasing the results achieved through the project and the video
<b>EVENT DESCRIPTION</b>	1 <sup>st</sup> Local Exhibition of the LOCATIONS project
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public, citizens
<b>NUMBER OF PARTICIPANTS</b>	72



### 2<sup>ND</sup> LOCATIONS local exhibition in Trieste

<b>RESPONSIBLE PARTNER</b>	Port Network Authority of the Eastern Adriatic Sea – Port of Trieste
<b>TITLE</b>	Local Exhibition of the LOCATIONS project @Cral Trieste
<b>LOCATION</b>	Trieste, Maritime Station
<b>DATE</b>	13 <sup>th</sup> -21 <sup>st</sup> September 2018
<b>PURPOSE OF THE EVENT</b>	The main purpose of the event was to present to participants the measures included in the “Low Carbon Transport Plan” of the LOCATIONS project with an exhibition dealing with six roll-ups showcasing the results achieved through the project.
<b>EVENT DESCRIPTION</b>	2 <sup>nd</sup> Local Exhibition of the LOCATIONS project
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public
<b>NUMBER OF PARTICIPANTS</b>	35





### 3<sup>rd</sup> LOCATIONS local exhibition in Trieste

<b>RESPONSIBLE PARTNER</b>	Port Network Authority of the Eastern Adriatic Sea – Port of Trieste
<b>TITLE</b>	Local Exhibition of the LOCATIONS project @PNA EAS HQs
<b>LOCATION</b>	Trieste, Torre del Lloyd, via K.L. von Bruck 3
<b>DATE</b>	14 <sup>th</sup> -18 <sup>th</sup> October 2019
<b>PURPOSE OF THE EVENT</b>	The main purpose of the event was to present to participants the measures included in the “Low Carbon Transport Plan” of the LOCATIONS project with an exhibition dealing with six roll-ups showcasing the results achieved through the implementation of the project.
<b>EVENT DESCRIPTION</b>	3 <sup>rd</sup> Local Exhibition of the LOCATIONS project
<b>DESCRIPTION OF THE TARGET GROUP</b>	General public, citizens and technicians dealing with the maritime sector
<b>NUMBER OF PARTICIPANTS</b>	17

## ZADAR

### 1<sup>st</sup> LOCATIONS local exhibition in Zadar

<b>RESPONSIBLE PARTNER</b>	Grad Zadar
<b>TITLE</b>	Locations project 1 <sup>st</sup> exhibition, Zadar
<b>LOCATION</b>	Zadar, Petar Zoranić square
<b>DATE</b>	21/ 22/ 23/ September 2018
<b>PURPOSE OF THE EVENT</b>	The purpose of the event was to present the Locations project to broad public and various stakeholders.
<b>EVENT DESCRIPTION</b>	First local exhibition of the Locations project was held during the Mobility week event in Zadar in September 2018. The idea of make the exhibition within the Mobility week events was because it was the great opportunity to present the project and to be sure that it will be seen by a large number of audience (citizens and stakeholders). The whole event consisted of various activities which are related to reducing of CO2 caused by vehicles.
<b>DESCRIPTION OF THE TARGET GROUP</b>	Attendees were citizens, transport companies, cruise and ship companies, consultant companies, local government, famous people etc.
<b>NUMBER OF PARTICIPANTS</b>	300



## 2<sup>nd</sup> LOCATIONS local exhibition in Zadar

<b>RESPONSIBLE PARTNER</b>	Grad Zadar
<b>TITLE</b>	Locations project 2 <sup>nd</sup> exhibition
<b>LOCATION</b>	Zadar, City hall Zadar
<b>DATE</b>	26/ 27/ 28/ September 2018
<b>PURPOSE OF THE EVENT</b>	The purpose of the event was to present the Locations project to broad public and various stakeholders which daily uses city hall for ariety of reason.
<b>EVENT DESCRIPTION</b>	Second local exhibition of the Locations project was held just a little bit after the first exhibition. We put the exhibition materials in the main corridor on the pinboards, location where all most important news and notifications are located. So we were sure that citizens won't miss the message we wanted to share.
<b>DESCRIPTION OF THE TARGET GROUP</b>	Attendees were wide range of public.
<b>NUMBER OF PARTICIPANTS</b>	200





### 3<sup>rd</sup> LOCATIONS local exhibition in Zadar

<b>RESPONSIBLE PARTNER</b>	Grad Zadar
<b>TITLE</b>	Locations project 3 <sup>rd</sup> exhibition
<b>LOCATION</b>	Zadar, City hall Zadar and main square
<b>DATE</b>	4/ 7/ October 2019
<b>PURPOSE OF THE EVENT</b>	The purpose of the event was to present the Locations project to broad public and various stakeholders which daily uses city hall for variety of reason and main square which is the most visited place in town during the morning.
<b>EVENT DESCRIPTION</b>	Third local exhibition of the Locations project was held ear the end of the project. It was the good time to remind the citizens about the project and the project results and goals.
<b>DESCRIPTION OF THE TARGET GROUP</b>	Attendeese were wide range of public.
<b>NUMBER OF PARTICIPANTS</b>	Min. 200

