# Communication Strategic Plan

## ADRINET

Interreg – IPA CBC
Italy - Albania - Montenegro
ADRINET

EUROPEAN UNION

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ADRINET
Adriatic Network for marine ecosystem
3.1 Increase cross-border cooperation strategies on water landscapes.
Project duration: 15.03.2018. – 14.03.2020.

**This project is co-financed by the**
**INTERREG IPA CBC ITALY-ALBANIA-MONTENEGRO**

| Short Description |
|---|
| This document defines and describes the communication strategy of the project. |


| Document Details | |
|---|---|
| **Project** | ADRINET |
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| **Organization** | PP – Municipality of Castro |
| **Author** | Eufonia soc. Coop. |

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## Sommario

# ADRINET Communication Strategy

## 1    Introduction

The present document is the internal Communication strategy of the ADRINET project, prepared by the Municipality of Castro, Project Partner responsible for its implementation. His main goal is to share knowledge and information between PPs.

The project will implement a combined communication-dissemination strategy addressed to a diversified targeted public: fishermen, local authorities, NGOs, universities, general public etc. The communication and dissemination activities will raise the awareness for project findings and will have the potential to impact positively on different kinds of activities and on the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 3 different countries and 6 partners, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

Key documents:

• Programme Manual / Factsheet 4.5 – Project Communication – v 01 / 01.10.2018
https://italy-albania-montenegro.eu/tools/programme-manual/implementation

•        Interact Communication Toolkit – v 2.0 / 30.09.2016
http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#798-handbook-communication-toolkit-0

•        Interact Handbook / Project Communication – 13.04.18
http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#1780-handbook-project-communication

The Communication plan outlines key messages, target audience, mechanisms and activities related to facilitating dissemination of information such as: the project website (in English and summaries in partner's language); Facebook social network; project brochure (in English and local editions in national language); press conferences, press releases, interviews on TV and radios; promotional video and final event in Bari (Italy).

## *1.1    Aim and objectives*

ADRINET is a comprehensive bunch of actions focused to improve a joint coastal management system and to create governance plans to preserve biodiversity and coastal ecosystems of the Programme Regions, which share the same issues in terms of pollution, over exploitation of fish stocks, illegal fishery, fish sophistication and 'ghost fishing' (i.e. marine litter and traps for other fish stock). The Project considers the sea as a (water) landscape in which fishery represents the 'human' component. For this reason, fishermen will be involved in activities directed to coastal environment protection, participating in sea cleaning campaigns, in study visits and in training sessions about the use of innovative methodologies.

Furthermore, ADRINET will contribute in defining a common strategy and shared tools and documents (MoU, Protocol, ERMP, Handbook) in order to provide guidance on how to apply the various concepts of environmental and spatial assessment and planning in a risk management structure, focusing on fishing impact on environment. These tools/documents can be seen as a contribution that might be interesting for policy-makers working at different levels and scales.

ADRINET foresees investments in technologies, endowing fishing boats with RFID and GPS systems to map fishing routes and ghost-nets (making their management and rescuing easier after the project's end), monitoring sea pollution, tracing fish caught and preventing over exploitation of the fish stocks.

Finally, ADRINET provides services, scientific support and skills for fishery's professionals and for consumers, in order to make fish consumption safer and compliant with EU rules and guidelines. ADRINET is conceived and designed in a cross-border mode. This not only because of the selected topic (environment) which is a cross-border matter by definition, but also because of the partners involved in terms of competences (universities) and duties (PAs).

The main outputs of the project are:

1. The set-up of n. 3 Centers of Reference (CR) for fishermen;

2. N. 1 Joint Coastal Management Tool;

3. N. 1 Environmental Risk Management Plan (ERMP);

4. N. 1 Fishermen Capacity Building Report;

5. N. 1 Stakeholders' management report;

6. N. 3 Anti-ghost fishing actions (one in each country);

7. N. 1 pilot action: endowement of fishing equipment with RFID micro-chips in the 3 Countries.

The project's expected results are:

1. Increased cross border cooperation on environmental field;

2. Created new network between Montenegro, Albania and Italy focused on the trans disciplinary policies in the management of coastal zones;

3. Increased skills and employment opportunities in the fishery sector.

## 1.2 Communication within the ADRINET project

The present document is designed to support the overall and specific communication and visibility objectives of the project, as we know that the success and sustainability of the project depend also on the widespread awareness and dissemination of results – e.g. activities that inform target groups. The communication should be strong among the partners, relevant stakeholders and target groups.

Communication activities are aimed at detailing the structure and the goals of the two main levels of the project communication strategy:

- Internal communication – within the ADRINET project team to communicate effectively with all project partners on general project related issues, to inform partners about the actual status and activities and share the information between the partners. The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the partners (frequent exchange of emails and the setting up of the project web site) as well as an effective and shared management of the knowledge generated by the project's activities.

- External communication – The project's success, in fact, depends on the strengthening of the cooperative relationship within the partnership as well as on the capacity to activate synergies and guarantee a constant relation between actions planned at different levels to effectively disseminate, in the concerned territories, project's activities and results towards the interested project target groups, end-users and general public to promote effective dissemination of results and information relative to the development of the project to all target groups, to encourage active participation of stakeholders, policy makers and other parties and to support and enlarge the network of end users.

External communication is very important project communication element. It is crucial for creating project's image and identity, and significantly contributes to project's recognition.

## 1.3    Involvement of project *partners* in communication

All partners are involved in the communication efforts of the project. Based on prepared templates and guidelines, project partners will be assigned project communication tasks on a yearly basis and will verify and communicate implementation of those tasks to the LP. Groups of partners will be assigned and verified at project meetings for joint communication efforts.

The following table highlights the project partners:

| ROLE | NAME | ABBREVIATION |
|------|------|--------------|
| LP | University of Bari Aldo Moro – DIMEV | UNIBA |
| PP | Municipality of Castro | CAS |
| PP | Municipality of Herceg Novi | OHN |
| PP | University of Montenegro – Institute of Marine Biology of Kotor | UCG/IBM |
| PP | Agricultural University of Tirana – Veterinary Medicine Department | AUT |
| PP | Regional Council of Vlora | VLORA |

## 1.4. Communication indicators

The approved Application Form (AF) defines communication indicators, measuring the immediate results of information and communication activities. Indicators can be deliverable indicators' measures in terms of published articles or newsletters, the number of attendees to events, numbers of publications printed, number of reports and similar, but also in terms of impact indicators as ADRINET is affecting change in digitization processes in stakeholders as well as involvement of target groups.

| | DELIVERABLE INDICATORS |
|---|------------------------|
| Visits to the project website | 20.000 |
| Number of publications, radio/ video productions | Project's video: concept, screenplay, shooting, film editing about the places and the communities involved in the project (=1). digital campaigns, one in each programme countries using banners on primary local websites (=3). |

| Cross-border events, jointly organized by project partners | 7.<br><br>Three opening conferences in each Country and one final event in Bari will be jointly organised and participated by all partners. Furthermore, will be organised 3 site visits for fishermen and relevant stakeholders, one in each Programme Country. |
|---|---|
| Events | 500 participants to project events |

## 2    Communication objectives

This communication strategy is developed to support the project partners and activities in reaching the project objectives and to support the management and cooperation within the partnership – in principle to maximize project impacts. Communication also supports the transfer of outputs and developed results to target groups not directly involved in the project. With the communication, we optimize the results and outputs of ADRINET.

In ADRINET, communication activities are seen as a vital basis for the success of the project, as they help in building strong relationships with target groups and stakeholders; as well as support the achievement of the project and Programme objectives. The objectives of ADRINET communication activities are:

### Project specific objectives

1.      Deepen the sea conditions of the 3 selected areas highlighting the elements of analogy and difference by means of a scientific research

2.      Fostering cultural exchange between fishermen and local communities, researchers and institutions to create and adopt environmental management tools for the marine ecosystem

3.      Promoting the tacking of ghost fishing through 3 site-specific campaigns and 1 pilot action in the 3 countries.

The communication activities will raise the awareness of the project and will have the potential to impact positively on different kind of policies and media. Thanks to the transnational approach and the involvement of stakeholders from 3 different countries and 6 project partners, the strategy will guarantee the transferability of the results to other target groups.

## 2.1 Creating a network among trans-border partners regarding best practices and know-how on coastal management

**Communication objective: Influence attitude, Raise awareness**

Communication will contribute to increase knowledge for the environmental assets and propose new forms of sustainable exploitation in program area. The communication strategy will enable the transfer of knowledge disseminating the process of scientific research carried out, aiming at highlighting needs and expectations of communities concerning the project topics. A tool including the description of the process, the general results and the needs will serve as a strategic instrument for durability and replicability. It will be spread out to a wide public by using website, newsletters, social media, and the project handbook. The comparative analysis conducted during WPT1 will be published in the ADRINET website and shared with all project partners. By the end of the Project, the Study will be presented during the final international Conference that will take place in Bari. This way also Public local Authorities can be acknowledged about the project assumptions and results and integrate their policies with the ones defined within the Memorandum of Understanding to be provided during the project life-cycle. Furthermore, the three Universities will spread their results during scientific meetings and for scientific publications. Public local authorities will have the floor during events to increase their visibility to public opinion.

## 2.2 Empowering and involving local communities and relevant stakeholders in project's activities

**Communication objective: Increase knowledge, Raise awareness**

The project strategy is based on a peer-to-peer approach and an innovative methodology used in WPT2 for the community's engagement and empowerment. In this approach, fishermen and citizens are no more passive consumers, but part of the solution. They become co-producers of management tools defining a common policy on the sustainable use of marine ecosystem. It's a strategic change that can help to make some niches closer to environment protection contents. The wider the audience to which PPs will be able to communicate the main objectives, and the results of the project, the better the chance to raise stakeholders and citizens awareness for the need to change their behavior and support the project in program area.

## 2.3 Defining a long-term traceability system of the fishery equipment, implementing warning systems to protect local biodiversity and enhancing marine landscape quality

### 2.3.1 Communication objective: Increase knowledge, Raise awareness

The implementation of the three anti-ghost fishing campaigns can support the process of collaboration among fishermen, scientists, and communities of the different Areas. The three site visits of a selected groups of fishermen is another specific step in this direction. The wider the audience to which PPs will be able to communicate the main objectives, and the results of the project, the better the chance to raise stakeholders and citizens awareness for the need to influence their behavior.

# 3     Target groups and project observers

Communication approaches refer to the different interactions between the project team and the target groups. PPs will be supported by Communication Officer. His/Hers role in the project will be the support of dissemination regarding project outputs plus further tasks, depending on their institutional profile and competences.

The main target groups for communication activities within the ADRINET project are:

## *3.1     Interest groups including NGOs*

International scientists, NGOs, public local or national institutions involved in the topic of environmental protection will be involved across Europe for the distribution of the communication tools foreseen by the Project. Associations and representatives of the civil society will bring their point of view into the bottom-up process and will serve as multipliers to other interest groups.

## *3.2     Higher education and research*

3 Universities are involved in the Project. These partners will involve their own researchers and experts to perform the desk analysis and training and will spread the results within the scientific community and among other research institutes in the environmental field and will provide input for the definition of the actions raised from the research. Linking academic knowledge with local implementation is essential.

### *3.3 General public*

The general public of tourists and residents in the involved area will be involved through the communication activities and campaigns foreseen by the project.

### *3.4 Local public authorities*

The Municipality of Castro, the Municipality of Herceg Novi and the Region of Vlora are Partner of ADRINET. They have the task to involve other local institution in the project implementation, throughout the signing of the MoU (WP T3).

## 4 Slogan – Strategic messaging

Strategic messaging gives a focused, socially relevant dimension to a project or to an organization. Messages or slogans allow ideas to spread, they create momentum and give impulse to our project. The slogan can be used on the website, on posters, publications and marketing tools. In order to define a slogan the project team should discuss the "why" of our project.

Proposals of the message of the ADRINET project are (project partners shall choose one)

*'' NO ghosts in the sea!'*
*'' Stronger cooperation for a better sea "*
*'' Fostering cooperation for a better sea'*
*'' Clean sea, Better life "*

# 5     Communication Activities

The strategy focuses on identified target groups and on a wider public with the aim to provide instruments for spreading out outputs and results achieved within the project. It also facilitates internal communication between project partners (PP) in order to accomplish the following activities.

## 5.1     *Start-up activities*

The start-up activities envisage the design of project logo, templates, a project website and social media platforms.

### 5.1.1     Project logo and reference to Interreg IPA CBC Italy-Albania-Montenegro Programme

The project logo is an essential element of the project visual identity. The project logo will appear on all public documents, publications, websites and promotional materials during the project implementation, in order to increase visibility of the project and to facilitate the branding of communication products. The project logo is not an individual project logo but is linked to the corporate design of the European Territorial Cooperation (Interreg) and the CBC Italy-Albania-Montenegro Programme. Therefore the Logo is made of

- the EU emblem,
- the reference to the European Union,
- the Interreg IPA CBC Italy-Albania-Montenegro mention,
- a reference to the project.

**The logo must be featured on all promotional material, presentations, print material,** or

any other communication activity that the project organizes.

This includes not only promotional material but also documents such as invitations, presentations or agendas.

In addition to the project logo, all communication materials and products must display a statement acknowledging the Interreg IPA CBC Italy-Albania-Montenegro as a source of co-funding. Projects should make sure to **insert the following sentence in all documents and on all products**:

"*This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)".*

If other logos are displayed on communication materials in addition to the project logo, the European Union emblem (i.e. the EU flag in the IT-AL-ME logo) shall have at least the same size, measured in height or width, as the biggest of the other logos (article 4 point 5 of Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014).

Partners will be enabled to share all the versions of Project logo through a Dropbox shared folder in which all the versions are available for any possible use: vectoral, grey, web, high resolution. The Partners will use the proper logo version according with the kind of tool they need to deliver.

Logo files in RGB and CMYK colours can be found in the PEACE_Alps project webdepot.

The correct use of the logo can be looked up in the "Corporate design manual" which is annexed to the Communication Strategy. The logo colors are derived from the European flag (blue) and the IPA CBC Italy-Albania-Montenegro Programme/Priority 2 (purple) and must not be changed. They are the central brand colours of the Interreg corporate design and allow to identify the brand also beyond the logo in all visual communication.

### 5.1.2 Communication strategy

The communication strategy (CS) was elaborated by LP, and then discussed and approved by all partners. The CS indicates objectives, contents, target groups and tools. It provides corporate design templates.

### 5.1.3 Project website and social media platforms

The internet has become a powerful tool for reaching wide set of groups of people and websites provide the best way of transmitting information. It is very important thus for ADRINET project, in order to reach its goals, to have its own web visibility. On the other hand, the Programme has foreseen how having so many website of decades of projects might not be effective and cost-efficient for the spread of Programme's outcomes.

So that, in the early stage of project designing, was decided to entail the project website within the Programme's one – with a specific and customized page. In order to increase not only the visibility but also the sustainability of results, project websites are integrated and hosted on the Italy – Albania – Montenegro website as sub- websites with features tailored to project needs. A template structure with the following subpages is offered by JS to which projects can add further pages and content elements:

- Home
- About
- News - events,
- Project Results,
- Contacts
- Legal notice

The ADRINET website domain is then:
https://adrinet.italy-albania-montenegro.eu/

There are no costs for the projects to host their websites as this service is offered by the Programme. However, the website has to be filled with content, updated and technically maintained by the project.

LP will implement the website and social media platforms according to the IPA CBC Italy-Albania-Montenegro Programme guidelines and steadily fill it with project content. The website will have some pages in PPs national languages. PPs will be responsible for translations.

## *5.2 Public Events*

All PPs will organize or participate in public events or workshops at local, national and Programme level with presentations of the project. In addition, a roundtable discussion and a European final event will be organized.

### 5.2.1 Opening Events

PPs will organize opening events in the three Countries to announce beginning of the project and promote project and partnership in the community. The opening events will attract attention both in local community and public through media, as well as bring in stakeholders for the first time.

### 5.2.2 Final project conference

LP will organize the final project conference to present project results/outputs and give visibility at European level to stakeholders. During the event a press conference with media, magazines and TV will be organized. It will have the potential to raise awareness of the project, disseminating its results to the public and it can be a relevant occasion to receive feedbacks by the audience. It should be carefully planned preparing the agenda and running sheet, writing guest list and invitations, preparing press kit and information packs for media, respecting always publicity requirements. PP8 will support the organization with communication activities. A report with proceedings will be prepared by PP8.

### 5.2.3 Reports on proceedings of dissemination events

PPs will collect information about all events where the project was presented and will produce internal reports on a 6 months basis. Each PP will, at least, take part in 1 national/international event and will organize 1 regional dissemination event

## *5.4 Digital activities*

The website and social media platforms will be continuously updated. Social Media is an inevitable part of communication in European projects. It is a powerful tool to disseminate information and to effectively let people know about the activities the projects are carrying out, creating networks among similar actors and generating virtual communities

interested in specific topics. Social media needs regular feeds which are time consuming. Projects are advised to develop a constant online presence and choose the channels which fit with their communication objectives and their target audiences.

This medium has the advantage of being a two-way communication channel and allows projects to get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery.

### 5.4.1    Short reports on web activities

The website and social media platforms will be continuously updated by PPs. PPs will contribute with own news, plus use of their own institutional sites. PP8 will compile short reports on updates and targets reached every 6 months.

### 5.4.2    Guidelines to digital communication tools

PP will introduce and provide a guideline for some communication tools as dialogue oriented tools, e.g. webinars or youtube-channel, animated presentations.

### 5.4.3    Facebook ADRINET fan Page

Social media is in theory free of cost, but projects that aim to reach their target groups via these channels should foresee the necessary time and resources to feed their networks and build a strong online community. Facebook fan page allows a project to share updates and encourage discussions with its online audience. Communication officer will fill the content of the fan page and run communication with page members.

### 5.4.4    Promotional Video

Video has become an essential marketing tool. It is an innovative way to tell the story, show the human side of the project and communicate highly complex ideas in an easy to digest manner. Preparation and broadcast of one promotional video of the project that documents the main project phases, to be broadcasted on TV and on Internet (project website , YOUTUBE, other high visibility channels)

### 5.4.5    Digital and local media campaigns

Digital and local media campaigns to be implemented through banners on primary websites in each Programme Countries and on local media. The banners will be translated in to the three languages and linked to other content (such as the ADRINET websites, facebook page).

### 5.4.6    Radio campaigns

PPs will manage one radio campaign in primary local station. The content of each campaign will be shared and then approved by the Communication Officer. After the approval will be translated in the local languages, so that the message and content will be the same in all the Programme Countries.

## *5.5    Publications*

Spreading the impact of the project and disseminating its results in the cooperation area and beyond is the core of the Communication strategy. Publications play a significant role in this purpose.

This activity concerns the design (within the guidelines set by the Communication Plan), the editing, and the publishing of different kind of publications, targeted at different publics:

- Leaflets are printed in large quantities and are targeted to a general public (young people, pupils, families, citizens)
- Scientific reports are printed in limited quantities and are targeted to specific stakeholders, like local and national PAs, Universities, sectoral agencies, NGOs and other relevant players in this field.

Scientific publications consist in the:

- Environmental Risk Management Plan (see WP T1) edited by PP5  in Albanian, Montenegrin and Italian
- Handbook (see. WP T2) which will be edited by PP4 in Albanian, Montenegrin and Italian
- Final Report which will be edited by the LP in English.

Final Report - together with the video - the resumè of the entire project's lifetime from its beginnings to the outcomes and output, the risk and challenges encountered, failures and success. It will be presented during the final international event and published on the ADRINET web site.

Even if not printed, even the Memorandum of Understanding will be published in electronic format (PDF or similar) and spread within the scientific community and other relevant players.

### 5.5.1   Project leaflets

PP will elaborate one project leaflet in English containing main information about the project and an overview of the project areas, to be downloaded by the website and available for printing. Generally the project leaflet represents a relevant communication tool that thanks to its high visibility and versatility can be used to promote the project towards a larger audience during all the type of public events organized within the project and also not strictly related to the implementation of project activities, such as for example the attendance to international events inside and outside the CBC Italy-Albania-Montenegro programme area. This publication will be produced in English and in all PP languages in order to ensure a large dissemination.

### 5.5.2   Handbook and ERMP

Environmental Risk Management Plan will be edited by PP5. The Handbook will be edited by PP4. Both of them are targeted to specific stakeholders, like local and national PAs, Universities, sectoral agencies, NGOs and other relevant players in this field.

### 5.5.3   Project final report

An endearing public handbook will summarize the results of the project and successful stories. It will be produced by LP in English and in all partner languages and widely spread out. PP will coordinate the translation task.

### 5.5.4   Project videos and pictures

Video material will be produced by all PPs and compiled by OHN. Short videos will be published on youtube and linked to the project website. One main project video will be produced by VLORA and edited in English languages with sub titles in Italian, Albanian and Montenegrin. The video will promote not only the project's result but also how the local communities have been involved in its lifetime.

## *5.6     Promotional materials*

### 5.6.1     Project poster

Each project must produce a poster (minimum size A3) with information about the project, the project logo and information about the ERDF co-funding of the project. **This poster must be displayed at each project participant's premises**, at a location readily visible to the public, such as the entrance area of a building. PP8 will produce the poster as paper print. In addition a pdf-file will be provided for the possible production of displays, e.g. roll-up, banner, beach flag or booth display. The additional displays must be finally produced by PPs.

## *5.7     Press*

### 5.7.1     Press releases

In the occasion of project's meetings and events the Communication Officer will be responsible for the diffusion of press releases in English and local languages in the local media press offices, supported by the partners' offices. The same press releases will be published on the ADRINET web site.

### 5.7.2     Press folders

In the occasion of events organised during the project lifecycle in which press is invited , the Communication Officer will prepare press folders containing leaflets of the projects and other useful materials.

# 6    Timeline

## Timeline

| Evidenziazione periodo: 6 | Duration | Start | % accomplished | |

| ATTIVITÀ | Start month | End | Effective start | Effective end | %Accomplished | PERIODS |
|---|---|---|---|---|---|---|
| | | | | | | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 |
| 1. Start-up activities | 1 | 4 | 1 | 5 | 100% | |
| 2.1 Inaugural events | 3 | 6 | 3 | 9 | 0% | |
| 2.2 Final event | 23 | 1 | 23 | 1 | 0% | |
| 2.3 Report on events | 24 | 1 | 24 | 1 | 0% | |
| 4.3 ADRINET Fb page | 4 | 21 | 6 | 19 | 10% | |
| 4.4 Video | 6 | 12 | 10 | 14 | 0% | |
| 4.5 Digital and media | 6 | 18 | 10 | 14 | 0% | |
| 4.5 Radio | 6 | 18 | 10 | 14 | 0% | |
| 5. Publications | 14 | 10 | 14 | 10 | 0% | |
| 7. Press | 4 | 20 | 4 | 20 | 15% | |