WP 3 'Communication and Dissemination'

Deliverable 3.1

Report on communication activities

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Nature	R
Dissemination level	CO

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1. Introduction

The dissemination and communication activities in the EuroMED-IMWC project have been carried out within the WorkPackage 3 (WP3): Communication and Dissemination.

The purpose of the deliverable D3.1 is to report on the Communication Activities of the EuroMED-IMWC Project that have been promoted during six months spent in the organization of the Conference on "EuroMED Cooperation: Inland and Marine Water Challenges" (July-December 2014).

In particular, this document highlights the main achievements of the project with respect to the key communication tools the Scientific Committee (SC) and the Organizing Committee (OC) have identified and selected (as reported in the Communication Action Plan Milestone - M3.1), which are:

- EuroMED-IMWC project's Website
- EuroMED-IMWC's project's Communication Kit
- Participation in National, European and International meetings
- Organization of webinars
- Advertising in media sites
- Advertising through social networks (mainly Twitter)
- Contacts generated so far
- Press review
- Submission to the European Commission of the Naples conference report
- Spreading over of the outcomes of the Naples conference report.

The dissemination strategy followed throughout this first project period is outlined in the Milestone M3.1, "the Communication Action Plan". In short, the EuroMED-IMWC targets key stakeholders in order to empower, improve their overall awareness, understanding and participation to the achievements of the conference, and make the results and deliverables available to the wider audience.

A part of the EuroMED-IMWC dissemination and communication strategy has been also (and will continue to be) the creation of links with other relevant initiatives in Europe involving key stakeholders.

2. Accomplished WP3 Deliverables and Milestones

The communication and dissemination activities took place throughout the duration of the project, with continuous diffusion of the results.

The Organizing and Scientific Committee have performed many activities of this work package, providing inputs and elaborating the contents in close collaboration with the subcontractor. Thus ensuring not only that the inputs were provided correctly but also that the necessary supervision was guaranteed step-by-step.

The Work Package 3 of the EuroMED-IMWC Conference was designed around two main tasks to be accomplished:

Task 3.1 = Communication strategy
The activities of this task included a list of targeting recipients divided in macro categories, e.g. policy makers, scientists, representatives of the private sector, and civil society players and a communication action plan, clearly dived in pre/during/post conference moments.

The *Milestone* of this task consisted in the publication of the Communication Action Plan that identified the purpose of the Conference, the activities to be carried out, the target audience, the channels for the spreading of the actions, the timing of the Conference as well as the required financial and human resources (what, how, to whom, how long, who)

The *Deliverable* is the submission, at the end of the project, of this Report on Communication activities that collects the results of all the communication activities carried out by the Network. It contains quantitative and qualitative analysis of the channels mainly used for the dissemination, the target groups reached, and the main results achieved, particularly in terms of future implementation of the results and multiplication effect.

Task 3.2 = Website and communication kit

This Task is the hardware counterpart of the communication strategy. It deals with all on-line and printed material necessary to effectively achieve the communication outputs.

The *Milestone* of this task is the publication of the Website of the event on-line that acts as dissemination channel for the various communications tools developed by the project.

The *Deliverable* is the preparation, printing and distribution of the Communication Kit constituted by announcements, conference material, conference programme, posters, brochures, flyers, plus live activities such as photo shooting and interviews. It deals mainly with all printed material necessary to manage properly the targeted communication.

Table 1. *Milestones*

Milestone number	Milestone name	Due delivery date	Actual (A)/ Forecast (F) Delivery date	Validated through
M3.1	Communication action plan	M1 (July 2014)	M1 (A)	Publication and distribution of the Report on Communication action plan
M3.2	Website of the event on-line	M2 (August 2015)	M2 (A)	Project Website up and running

Table 2. *Deliverables*

Deliverable number	Deliverable name	Due delivery date	Actual (A)/ Forecast (F) Delivery date	Validated through
D3.1	Report on communication activities	D1 (December 2015)	D1 (A)	Publication and distribution of the Report
D3.2	Communication kit	D2 (September 2015)	D2 (A)	Distribution of the kit before and during the Conference

It has to be stressed that during the concerned reporting period both M3.1 and M3.2 as well as D3.2 were successfully achieved as planned.

3. EuroMED-IMWC Website

The website www.euromed-imwc.eu is the primary source of dissemination of news and information about the EuroMED-IMWC conference. It acts as dissemination channel for the various communications tools developed by the project and will be maintained online beyond the project lifetime.

The webpage serves as the most versatile external information and communication tool for a worldwide audience and supplies internal (e.g. members of the SC and OC, speakers) and external stakeholders including participants of the conference with relevant information on EuroMED-IMWC, e.g. objectives, program, speakers, etc.

The website consists of web pages divided as follows: home (in English, French, Arabic), about, program, media, profiles, practical info and a page dedicated to the photo gallery. In addition to these, the pages dedicated to the operations of accessibility, navigability and interaction with users: contact, registration and download.

The website is monolingual except for the home page, and it is integrated with the modern social network. The choice of template style is focused on four key criteria: simplicity, cleanliness, usability, graphic pleasantness. The design of the site was based on techniques of *Search Engine Optimization* in order to obtain the best detection, analysis and reading by the search engines through their spiders, therefore to improve the positioning.

In particular, the main webpages are structured as follows:

- Home page with heading, navigation bar, multilingual introductory sections (English, French, Arabic), twitter widget.
- Webpage gallery made of No. 2 galleries dedicated to the two-day conference, media section placed in the lateral right sidebar (). Page created in HTML5 / CSS integrated with dynamic javascript player applied to the photos, acquisition, processing and preparation of graphic images provided by the client, availability to host and pay of video.
- "Practical info" page with logistical info (conference venue, hotels, maps, transport) integrated with the *Google maps* service.
- Dynamic contact form with a dedicated electronic box.
- Dynamic registration form with a dedicated database and e-mail box.
- Dynamic access area for the registration and its management.
- Download area.
- Dedicated electronic boxes.

Figure 1: The EuroMED-IMWC project webpage

Figure 2: The EuroMED-IMWC Project Profiles Page

Website services, features and web technologies:

- HTML5-CSS-PHP-MySql web programming technologies
- Accordance with W3C Markup Validator Suite
- Installed on LAMP server (Linux, Apache, MySql, Php)
- Languages: English, French, Arabic
- Dedicated Twitter account
- 20 e-mail recipients
- Basic search engine optimization (SEO)

- Dynamic access area for registration and management
- Download area
- Practical and logistic info on event location, hotel, maps, transportation services
- Graphic compatibility with all browsers, tablets and smartphones

4. Social network - Twitter

The dissemination activities have been also supported by the social network Twitter. The twitter channel "@euromed_imwc_eu" has been activated from September 2014. The audience to whom the social network addressed was constituted mostly by representatives from the scientific community (higher education, Research) belonging to EU and non EU Countries of the Mediterranean Basin. 60 "tweets" have been released.
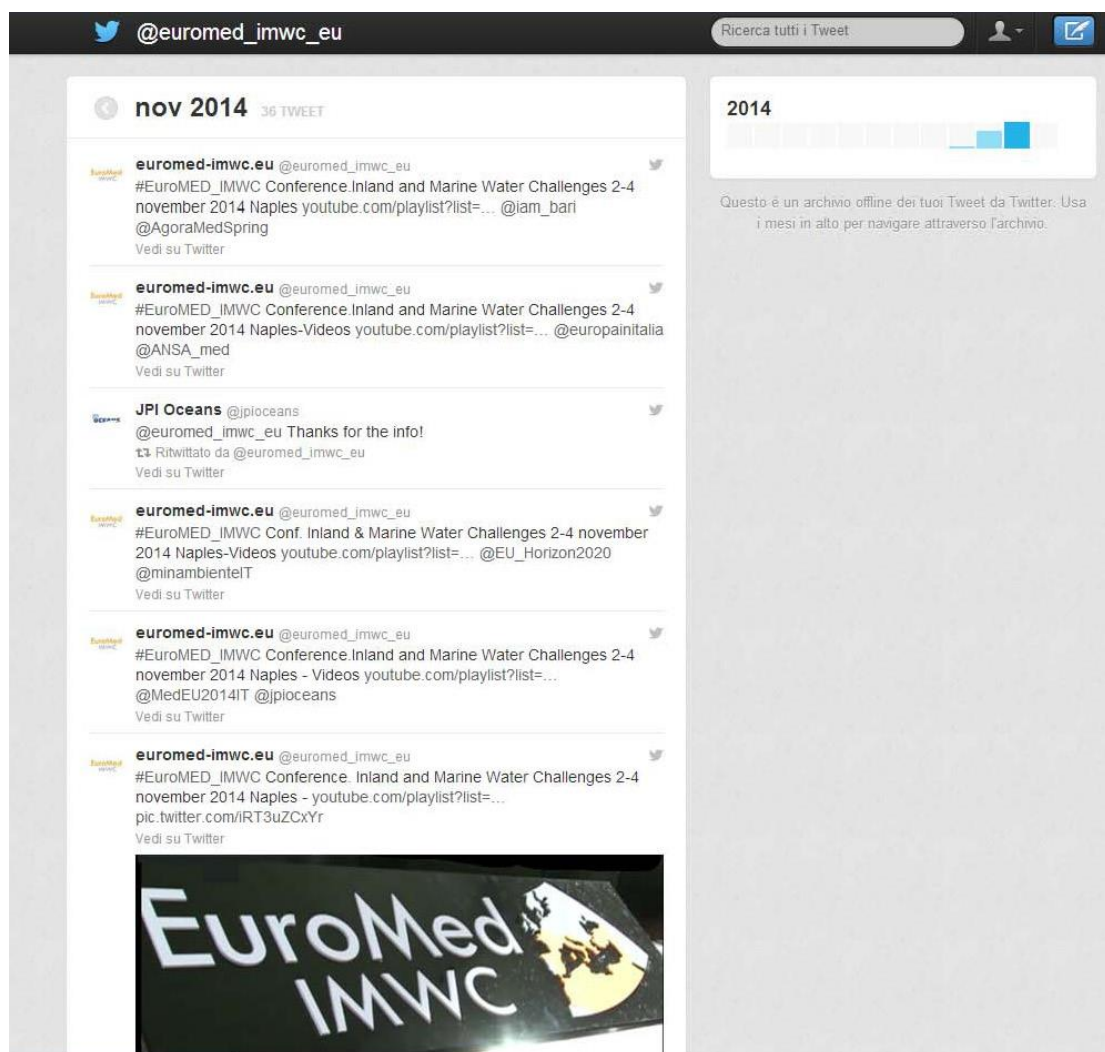

Figure 3: The EuroMED-IMWC Twitter Page

5. Press release

A press release was also published on the website in November 2014 soon after the Conference:
http://www.euromed-imwc.eu/download/EuroMED-IMWC_Press_Release_EN.pdf

Some of the most important interviews were made by:
- CNR's web tv channel: http://www.cnrweb.tv/euromed-a-napoli/
- RAI3 Campania h. 19:46 04-11-2014
- TGR Campania 19.30 (time: 19:46:33 Sec: 38)
- Informatore Navale: http://www.informatorenavale.it/ultime-notizie/napoli-euromed-cooperation-inland-and-marine-water-challenges/
- Economia Oggi: http://www.economiaoggi.it/Comunicati-Stampa/Formazione/EUROMED-COOPERATION.-INLAND-AND-MARINE-W-2257.html?Itemid=0
- Finanza&Comunicazione: http://www.finanzaecomunicazione.it/15242/
- Teleagenda: http://www.teleagenda.it/campania/eventi_napoli/?cod=464031018
- Informazione: http://www.informazione.it/c/DC451B7F-EB94-4AE2-A5B6-51BEA8F97D54/EuroMed-Cooperation-a-Napoli-il-meeting-sulla-cooperazione-nella-gestione-delle-acque-interne-e-marine

6. Streaming service

A streaming service was activated during the two-day Conference. The service was open to the concerned community at the following link: http://media.src.cnr.it/direttastreaming/6. 33 logins were registered.

7. Communication kit

The promotional material conceived to disseminate the information about the project consisted in paper-based and on-line material such as flyers, posters, collection of abstracts, programme, power points, pen drives, and other advertising materials. The kit has been developed using a common and recognizable graphic identity to reinforce EuroMED-IMWC's message and enable easy recognition of the initiative.

These materials describe the overall objectives of EuroMED-IMWC and is available on the EuroMED-IMWC webpage for downloading. The communication kit will be further disseminated at local and international events, workshops, meetings. Any member of the SC and OC was requested to use the official EuroMED-IMWC templates when necessary.

7.1 EuroMED-IMWC institutional flyer

On October 2014 it was produced the EuroMED-IMWC Flyer containing relevant information on the project and the Conference (title, place, date, objective). The flyer was printed in 300 copies and placed in the Conference Site, CNR's buildings, and the Città della Scienza in Naples.

Figure 4: EuroMED-INWC institutional flyer and poster

7.2 EuroMED-IMWC institutional poster

The EuroMED-IMWC poster containing a factsheet of the project was launched in November 2014. It was printed in 15 color copies with size 100cmx70cm and placed in the Conference Site, CNR's buildings and the Città della Scienza in Naples.

7.3 EuroMED-IMWC collection of abstracts

A collection of abstracts summarizing the speakers' presentations has been printed and distributed in folders to the participants in occasion of the Conference. The abstracts have been also uploaded on the EuroMED-IMWC Website for a free downloading from the users.

http://www.euromed-imwc.eu/download/EuroMED-IMWC_Abstracts.pdf

7.4 EuroMED-IMWC conference programme

The final programme of the Conference has been firstly distributed together with the invitation letter to the speakers and participants. Then, it was uploaded on the website for downloading and put in the printed folder for distribution in occasion of the registration of participants during the Conference.

http://www.euromed-imwc.eu/download/EuroMED-IMWC_Conference_Programme.pdf

7.5 EuroMED-IMWC power points presentations

36 presentations made by the speakers during the openings, the 4 Workshops and the Plenary Session have been uploaded in November in the Conference web site "download area" soon after the ending of the event.

46 pictures of the two days of the Conference, a short video report by CNR WebTV and the video recordings of the opening day and the plenary session have been uploaded in the Conference web site "download area" soon after the ending of the event.

8. Visual communication

8.1 Logo

To promote the EuroMED-IMWC project image, all publications shared standard graphic elements. The visual communication, e.g. logo, colors and symbols, increase the recognition of EuroMED-IMWC, therefrom affecting the EuroMED-IMWC dissemination impacts.

The process is visually supported by a recognizable graphic identity, i.e. the logo, grey with the Mediterranean countries highlighted in yellow to underlines the concept of the international cooperation, and the conference location highlighted in red.

As the Communication kit was the first printed materials developed in the scope of the EuroMED-IMWC project it influenced all the forthcoming materials. The logo concept and graphic is illustrated in the following figure.

8.2 Banners and 3D logo

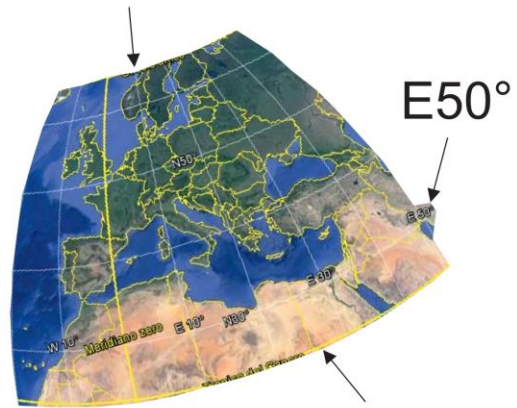Two banners, i.e. institutional posters, were placed at the main entrance of the venue. Moreover, on the registration desk it was put a 3D logo in black and gold to receive the participants, letting them immediately recognize the Conference logo.

Logo EuroMED IMWC

Relevant Area

Arctic Circle

E50°

Tropic of Cancer

Vectorialization

Colorization

Font: Tw Cen MT

Figure 5: EuroMED-IMWC Logo

9. Target/audience

The audience targeted to receive the information disseminated is divided as follows:

- ➢ Non-EU Med Countries
- ➢ Representatives from both EU and International Organizations/Initiatives
    e.g. ERA-Nets and JPIs, FAO, CIESM, GFCM, JRC, UNESCO, EU delegates, NGOs, ESA, IOC, GOOS
- ➢ Stakeholders from private sectors
    - Industries, Small and Medium Enterprises and their associations, mainly working on tourism services and fishery
- ➢ Stakeholders from public sectors
    - Universities, Research Institutions, Public Administration, mainly working on tourism services and fishery
- ➢ Policy makers
    - Italian Ministry of Education, University and Research, Ministry of the Environment and Protection of Land and Sea, Ministry for Energy and Health, Ministry of Agriculture and policy makers at EU, non-EU, national and regional level, including strategic advisory bodies
- ➢ End-users
    - Civil society, general public/consumers

10 Events associated with EuroMED-IMWC

The EuroMED-IMWC event has been included in the brochure listing the events co-organized by CNR in the framework of the Italian Presidency of the Council of the European Union. Therefore, it has been within all the conferences held before. Moreover, considering the opportunity of the opening of the exhibition 'Futuro Remoto' at the Città della Scienza of Naples, a cross-dissemination of the two simultaneous events have been agreed.

11. Publication

The Naples Conference report is the main dissemination output of the event. The drafting is ongoing and the spreading will be made mainly through the on-line channels and via the mailing list. About 50 copies will be printed and a translation of the executive summary in French and Arabic is foreseen.

12. Dissemination through national and international networks

CNR OC created one ad-hoc mailing list of national and international contacts belonging to projects and initiatives, that has been used to advertise the event, send the remind, the final programme and then the information about the preliminary achievements of the conference.

Moreover, to guarantee that the dissemination reached the necessary targets and acquire the desired impact (wider participation and awareness) each speaker - experts belonging to both EU and non-EU Countries whose names have been suggested by the SC and OC - was encouraged to disseminate all relevant information on the Conference at national level and within his/her own networks.

This implies to disseminate the necessary information through their personal networks as well as the mailing list of projects that have similar topics, thus creating a preliminary link with the EuroMED-IMWC project and

its objectives. For example, after the Conference, the JPI Water included a brief news about the event in the Newsletter and the JPI Oceans re-twitted some information on the outputs.

13. Monitoring of website traffic

The framework chosen for http://www.euromed-imwc.eu makes it possible to monitor the overall activities on the webpage – e.g. number of visits on the webpage, number of subscriptions to the webpage etc. This provides valuable information to the Coordinator and to the SC and OC on the traffic. The SC and OC monitor these activities on a regular basis. Based on this information the dissemination strategy and the setup of the webpage has been evaluated on an ongoing basis to be able to adjust the dissemination strategies accordingly.

Monthly history

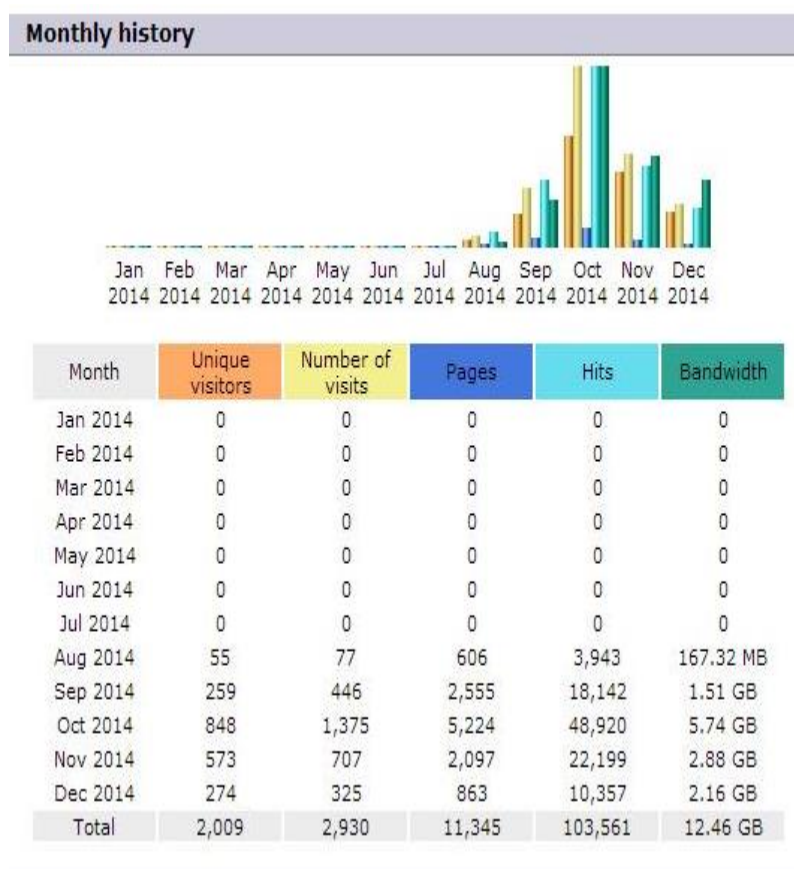| Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2014	0	0	0	0	0
Feb 2014	0	0	0	0	0
Mar 2014	0	0	0	0	0
Apr 2014	0	0	0	0	0
May 2014	0	0	0	0	0
Jun 2014	0	0	0	0	0
Jul 2014	0	0	0	0	0
Aug 2014	55	77	606	3,943	167.32 MB
Sep 2014	259	446	2,555	18,142	1.51 GB
Oct 2014	848	1,375	5,224	48,920	5.74 GB
Nov 2014	573	707	2,097	22,199	2.88 GB
Dec 2014	274	325	863	10,357	2.16 GB
Total	2,009	2,930	11,345	103,561	12.46 GB

Figure 6: Statistics for euromed-imwc.eu