



# PORTODIMARE

**geoPORTal of TOols & Data for sustaInable Management of coAstal and  
maRine Environment (ADRION205)**

## COMMUNICATION ACTION PLAN FOR PORTODIMARE PROJECT

**Developed by Public enterprise for coastal zone management of Montenegro**

**Final version**



**This project is co-financed by the European Union**

## COMMUNICATION ACTION PLAN

An action plan provides a detailed outline of the tasks required to accomplish a goal and it breaks down the process into actionable steps based on a given timeline. Creating a comprehensive action plan can help ensure that desired outcomes are met in the most timely and effective manner possible.

The Communication Action Plan for PORTODIMARE project consists of the following key elements:

- The name of communication activity
- Description of each communication activity
- Project partner responsible for the implementation of activity
- Responsibilities of other partners involved in the project
- Main communication objective for each activity and
- Deadlines for the implementation of activities

A precisely elaborated action plan provides more successful implementation of communication activities. So, it's important that project objectives be linked with the overall project plan to ensure that the project partners be fully aligned and understand the measures of success.

### **The main goal of the communication action plan is to:**

- present all planned communication and dissemination actions during the project lifetime,
- improve project partners engagement
- define responsibilities
- set deadlines.

The Communication Action Plan, developed by JPMDCG, should provide easier carrying out of communication activities for the project partners and to indicate the importance of communication for the successful implementation of the project.



Activity	Description	Responsibility	Partner involvement	Communication objective	Deadlines /duration
POROTDIMARE Kick Off Meeting	Lead partner will host and organize this event at its premises in Bologna (IT) to boost the team building inside the partnership, define responsibilities, agree on a common work plan, set up Steering and Technical Committee.	Regione Emilia Romagna, Directorate General for Territory and Environment Protection (RER DG CTA) will organize this event	All PP will support and participate to Kick Off Meeting while each partner in charge for WP will shortly introduce their activities and work packages.	*Strengthen and boost cooperation among project partners	March 2018
List of PORTODIMARE Communication& Dissemination team members	A list of Communication team members designated for the project communication and dissemination will be created, including 2-3 persons by partner responsible for WP Communication (JPMD CG) and one person appointed by each PP.	Public enterprise for coastal zone management of Montenegro (JPMD CG)	Each PP should appoint one person for Communication& Dissemination to ensure overall partnership participation	*Ensure constant communication and exchange of information and data between project partners  *Strengthen and boost cooperation among project partners	April 2018
PORTODIMARE Project Communication Strategy	In the first period of the project, Communication Strategy will be prepared by JPMD CG and adopted by Steering Committee. This Strategy will include communication objectives and principles, target groups and audience, communication and dissemination tools/mechanisms, indicators for monitoring and measuring of efficiency.	Public enterprise for coastal zone management of Montenegro (JPMD CG) will prepare this document	Each PP should give their suggestions, adopt the Communication Strategy and use it during the implementation of the project	*Ensure more efficient information exchange  *Facilitate the implementation of communication activities  *Strengthen and boost cooperation among PP	April 2018
PORTODIMARE Project Communication Action Plan	Communication Action Plan will be prepared by JPMD CG and adopted by Steering Committee, in the first period of the project. This Action Plan will include calendar of Communication activities throughout project implementation, description of each activity and responsible partner, responsibility for reporting and monitoring.	Public enterprise for coastal zone management of Montenegro (JPMD CG) will prepare this document	Each PP should give their suggestions, adopt the Communication Action Plan and use it during the implementation of the project	*Facilitate the implementation of communication activities  *Strengthen and boost cooperation among PP	April 2018

Activity	Description	Responsibility	Partner involvement	Communication objective	Deadlines /duration
PORTODIMARE Project web page feeding	<p>Web page will be set up in the starting phase and regularly feeding by JPMDCG. Information about PORTODIMARE project will be regularly published and updated on the dedicated space on the ADRION Programme portal devoted to this project. It includes both public information (description, objectives, WPs, activities, deliverables, news &amp; updates, multimedia, etc.), aimed at reaching and involving target groups external to the partnership (especially local stakeholders and public), and an intranet for PPs.</p> <p>This web page will be constantly used and updated during the whole implementation of the project.</p>	Public enterprise for coastal zone management of Montenegro (JPMDCG) will feeding and constantly update PORTODIMARE web page during the whole implementation of the project	All project partners will be involved and will constantly use web page and update information on it. Each PP should timely prepare and send information to JPMDCG in order to be regularly published on PORTODIMARE web page.	<p>*Raise awareness about the project</p> <p>*Increase knowledge and make PORTODIMARE project known</p> <p>* Promote project and expand project news, information about project activities and results between project partners and interested public</p> <p>*Strengthen and enhance cooperation among PPs</p>	April 2018
PORTODIMARE Facebook page	<p>A Facebook page for the project will be created to share information, notifications for events and results of PORTODIMARE among the project partners and interested public. This page, on social network, will be opened in order to increase the visibility of the project and promote news related to the project as well as the results of the project activities.</p> <p>A facebook page will be constantly used and updated during the whole implementation of the project.</p>	Public enterprise for coastal zone management of Montenegro (JPMDCG) will create and constantly update PORTODIMARE facebook page during the whole implementation of the project	All project partners will be involved and will constantly use facebook page and update information on it. Each PP should timely prepare and send information to JPMDCG in order to be regularly published on PORTODIMARE facebook profile.	<p>*Raise awareness about the project</p> <p>*Increase knowledge and make PORTODIMARE project known</p> <p>*Promote project and expand project news, information about project activities and results between project partners and interested public</p> <p>*Strengthen and enhance cooperation among PPs</p>	Jun 2018

Activity	Description	Responsibility	Partner involvement	Communication objective	Deadlines /duration
PORTODIMARE LinkedIN page	<p>A LinekedIN profile for PORTODIMARE will be created to share information, events and results of the project among the project partners and interested public. These pages will be open and maintained to expand project news, information about project activities and results among project partners and interested public in order to stimulate the exchange of information, comments and opinions on issues that are important for the project.</p> <p>A LinkedIN page will be constantly used and updated during the whole implementation of the project.</p>	Public enterprise for coastal zone management of Montenegro (JPMDCG) will create and constantly update PORTODIMARE LinkedIN profile during the whole implementation of the project	All project partners will be involved and will constantly use LinkedIN page and update information on it. Each PP should timely prepare and send information to JPMDCG in order to be regularly published on PORTODIMARE LinkedIN profile.	<p>*Raise awareness about the project</p> <p>*Increase knowledge and make PORTODIMARE project known</p> <p>*Promote project and expand project news, information about project activities and results between project partners and interested public</p> <p>*Strengthen and enhance cooperation among PPs</p>	Jun 2018
PORTODIMARE poster on ICZM and MSP	<p>The poster will present the priorities of the ICZM and MSP, set by EUSAIR Action Plan and the main steps of these intertwined processes.</p> <p>The poster will be produced by JPMDCG in English and other national languages depending on the PPs involvement and will be delivered to all project partners in order to be distributed to local general public, schools and interested stakeholders.</p>	<p>Public enterprise for coastal zone management of Montenegro (JPMDCG) will provide elaboration and printing of posters for the International Conference.</p> <p>JPMDCG will print 5000 copies of the poster, in English language, to be distributed to all PPs.</p>	<p>Each PP will recive .... copies of the project poster (on English) in order to be distributed to the target groups and all interested stakeholders.</p> <p>A poster template in editable format will be also produced by JPMDCG in English language and distributed among PPs to be adapted, translated to local language and printed by them.</p>	<p>*Raise awareness about the coastal and marine governance in the Adriatic-Ionian region.</p> <p>*Increase knowledge and make PORTODIMARE project known</p>	October 2018

Activity	Description	Responsibility	Partner involvement	Communication objective	Deadlines /duration
PORTODIMARE International Conference	<p>The International Conference will be organized on October 2018 in MONTENEGRO by JPMDCG and will include a 2-day event that includes plenary sessions, thematic meetings and workshops, as well as promotional activities and a press conference.</p> <p>This event will be organized with close cooperation with all project partners and will include awareness raising and promotional activities.</p>	Public enterprise for coastal zone management of Montenegro (JPMDCG) will organize this event.	Each PP will participate and will be include and will support organization of this event.	<p>*Raise awareness about the project</p> <p>*Increase knowledge and make PORTODIMARE project known</p> <p>* Promote project and expand project news, information about project activities and results between project partners and interested public</p> <p>*Strengthen and enhance cooperation among project partners</p>	November 2018
First Training Workshop	<p>The first training workshop, that will last for 2 days, will take place prior to the implementation of actions and will include approximately 30 participants (project partners, in particular from the sites of the testing activities, as well as some stakeholders from the institutions where the training will take place). These training workshops are an ideal opportunity to exchange experiences among project partners and to provide a variety of suggestions and objections to the improvement of Geoportal and its tools.</p> <p>This workshop will be organized on February 2019, in Split – Croatia.</p>	Priority Actions Programme Regional Activity Centre (PAP/RAC) will organize this training workshop and will play an advisory role in test areas.	<p>All PP will be include and will participate to this workshop.</p> <p>Partners responsible for WPT1 and in particular WPT2 will contribute to training sessions so all PPs can understand the objectives of MSP/ICZM, land-sea interface and practicalities for the Geoportal usage.</p>	<p>*Increase knowledge about developed Geoportal and its tools</p> <p>*Facilitate the implementation of Geoportal</p> <p>*Strengthen and boost cooperation among PP and exchange experiences</p>	September 2019



Activity	Description	Responsibility	Partner involvement	Communication objective	Deadlines /duration
Second Training Workshop	<p>The second training, that will be organize during their implementation phase, will last 2 days and will involve around 30 participants, including local stakeholders. This workshop will focus on the reports of PPs involved in the testing and capacity needs in order to fulfill the pilot requirements, focused on practicalities and experiences from the ground.</p> <p>This workshop will be organized on September 2019, in Pula/Istria – Croatia.</p>	Priority Actions Programme Regional Activity Centre (PAP/RAC), in coordination with Institute for Physical Planning Region of Istria (ZPUIZ), will organize this workshop	All PP will be include and will participate to this workshop, in order to be able to use the created Geoportal as well as to present the same to all stakeholders	<p>*Increase knowledge about developed Geoportal and its tools</p> <p>*Facilitate and promote the use of Geoportal and its tools</p> <p>*Strengthen and boost cooperation among PP and exchange experiences</p>	February 2020
PORTODIMARE leaflet	<p>Leaflets for the PORTODIMARE project will be produced during the last implementation period of the project. The development of these leaflets, which content will be elaborated in English, will contribute to raising awareness of the importance of implementing the ICZM and MSP and the development of Geoportal to enable sustainable development in the AIR.</p> <p>The aim of the leaflet is to disseminate at local and national level the information about project's aims, activities and results.</p>	<p>-Public enterprise for coastal zone management of Montenegro (JPMDCG) will provide elaboration and printing of project leaflet.</p> <p>-JPMDCG will print 5500 copies (in English language) of the leaflet to be distributed to all PPs.</p>	<p>-Each PP will receive 500 copies of the project leaflet in order to be distributed to the target groups and all interested stakeholders.</p> <p>-PPs will provide translation of leaflet also in 6 national languages, in order to cover a larger number of people.</p>	<p>*Raise awareness about the project</p> <p>*Promote project and expand project news, information about project aim, activities and results to interested public</p> <p>*Increase knowledge and make PORTODIMARE project known</p>	November 2019
PORTODIMARE Final Conference	<p>PORTODIMARE Final Conference, which will be organized at the end of the project, will be a chance to present the results of the project not only among the PPs, but also to all stakeholders and target groups identified by each partner.</p> <p>This conference will be organized on December 2019 in Montenegro by JPMDCG and will include a 2-day conference and presentations of the project results by the PPs.</p>	Public enterprise for coastal zone management of Montenegro (JPMDCG) will organize this event.	<p>All PP will be include and will support organization of this event.</p> <p>Project partners will participate to this event and will present the results of the project.</p>	<p>*Raise awareness about the importance of using project results</p> <p>*Increase knowledge and expand news about project results</p> <p>*Strengthen the networking and possibilities for future cooperation</p>	December 2019

