



LIFE SEC ADAPT PROJECT

Upgrading Sustainable Energy Communities in Mayor Adapt initiative by planning Climate Change Adaptation strategies

Project Communication and rising awareness plan (CAP)



Pesaro Municipality

**LIFE SEC ADAPT
LIFE14 CCA/IT/000316**



PROGRAMME	LIFE 2014 - 2020 - Climate Change Adaptation
PROJECT ACRONYM	LIFE SEC ADAPT
PROJECT CODE	LIFE14/CCA/IT/000316
TITLE	Project Communication and rising awareness plan (CAP)
ACTION/TASK RELATED	ACTION E.1 - Setting up of the communication and raising awareness strategy ACTION E.2: Networking with other LIFE and/or non-LIFE projects
DATE OF DELIVERY	30/03/2017
VERSION	2nd Version
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LIFE SEC ADAPT
LIFE14 CCA/IT/000316





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Annex:

- **report model for networking events**
- **Questionnaire_E1_E2_SEC ADAPT_Original.xls.zip**



Intro

The document is elaborated in order to generate an effective communication strategy aimed at a widespread dissemination of the Life Sec Adapt project objectives, activities and results between the project partners and the audience within the regions involved in its implementation.

The communication strategy activities will take place during the whole project duration and will guarantee the spread of the activities implemented and results obtained in each involved partners.

Communication at project level is a common responsibility of the Project Partners and in accordance with that a common effort to spread project results and their capitalization within the involved area is necessary.

1. LIFE SEC ADAPT PROJECT DESCRIPTION

Life Sec Adapt project is financed within the framework of Life Programme 2014-2020.

The partnership involves four EU member states (Italy, Croatia, Spain, Greece), having a total budget of € 3.213.785 for 40 months implementation period (01/09/2015- 31/12/2018).

Life Sec Adapt project aims to contribute to increase the climate resilience capacity of the European urban areas, thus facilitating the shift towards low-carbon economies.

Thanks to their participation to Life Sec Adapt, the Municipalities involved in the project intend to promote and update the "Sustainable Energy Communities" (SEC) model, making Local Communities the drivers for regional sustainable development through the coordination and support of Regional Authorities and Development Agencies.

The adhesion and active participation of Municipalities to the European initiative Mayor Adapt will pave the ground towards an increasing energy efficiency, mainstreaming climate change into regional development policies.

1.1. Contest and Strategy

The Italian and Croatian partners are actively engaged to climate mitigation carrying out their Sustainable Energy Action Plan, reached within the Covenant of Mayors initiative and developing Sustainable Energy Communities (SEC) in the two regions as output of CITYSEC project. With this strategy the partners

have identified the needed activities to contribute to GHG emission reduction by 2020.

Moreover, they are characterized by similar territorial and climate conditions: the internal lands are characterized by mountains and hills that degrade to coast; both regions have relevant extension of coastal area, where are settled the main urban and productive infrastructures.

Through Life SEC Adapt proposal the involved municipalities intend to answer to specific problems that are severely affecting their territories and that could be addressed to climate change effects.





Considering the needs by project partners to improve local and cross-border strategies in order to better prevent and manage the effects of climate change (as extreme weather events) at urban scale, the main activity planned is to develop a specific adaptation strategy integrated with other planning activities, first of all the SEAP.

Moreover, Ancona Municipality (Marche region – IT), Bullas Municipality (ES) and Patras Municipality (GR) will guide project partners to bridge the gap in terms of lack of awareness about climate adaptation at local/regional level thanks to their experience on planning adaptation strategies within LIFE ACT project.

Life Sec Adapt project aims to contribute to increase the climate resilience capacity and facilitate the shift towards low-carbon and resource-efficient economies of the European urban areas.

Mitigation efforts are necessary to create the sustainable condition to enable local authorities to adapt to climate change and the adhesion and active participation to the new integrated Covenant of Mayors for Climate & Energy (that currently includes Mayor Adapt initiative) and integrate climatic objectives into local policies and practice.

Life SEC Adapt also aims to adopt and upgrade the model of the Sustainable Energy Communities – SEC in supporting the improvement of climate governance, as a best practice for the development of virtuous climate change adaptation process in local authorities under the coordination of regional authorities and development agencies at regional level.

1.2. Project Objectives

Specific project objectives are:

- Increase awareness of local and regional decision makers on the importance and the urgency to adopt climate change adaptation strategies to limit or avoid further natural, social and economic costs, by developing a capacity building process for 20 municipalities in the involved regions and Member States (Italy, Croatia, Greece, Spain) implemented through the exchange of best practice and lessons learnt by more experienced EU municipalities;
- Contribute to reduce the knowledge gap of local and regional administrators on vulnerabilities and risks of the territories, thus allowing the development of effective climate change adaptation strategies and plans to prevent and react to extreme climate events in short term and reduce social, economic and environmental impacts in the long term;
- Sign and adopt climate change adaptation strategies and plans by the 17 municipalities beneficiaries in the framework of the new integrated Covenant of Mayors for Climate & Energy (that currently includes Mayor Adapt initiative), through the integration of existing sustainable energy plans (SEAPs);
- Setting up and testing of the Energy and Climate Monitoring System (SEC_Adapt monitoring tool) to constantly verify the progress of mitigation and adaptation actions and reorient the climate and energy strategy objectives by the municipalities involved, also as a tool to support the monitoring phases within the Mayor Adapt and Covenant of Mayors initiatives;
- Facilitate the adoption of climate adaptation and mitigation policies and actions at crossborder level drawing a joint policy recommendation paper for a territorial-coherent implementation of the climate and energy strategies





1.3. Project Actions

Preparatory action

A1 Working teams and climate baseline assessment definition

C. Implementation actions

C1 Communities engagement and best practices towards Mayors adapt objectives

C2 Risk and Vulnerability Assessment analysis

C3 Adoption of Local Climate adaptation strategy and plans through SEAP integration

C4 Setting up and testing of a climate and energy data monitoring system

D. Monitoring of the impact of the project actions

D1 Monitoring of Impacts

D2 Socio-economic impact assessment

E. Communication and dissemination of results

E1 Setting up of the communication and raising awareness strategy

E2 Networking with other LIFE and/or non-LIFE projects

E3 Organization of public communication and dissemination events and Layman's report

F. Project management and monitoring of the project progress

F1 Overall Project Management by SVIM

F2 After-LIFE Plan

F3 Monitoring and evaluation activities - Indicators list

1.4. List of Project Partners

The partnership involves four EU member states (Italy, Croatia, Spain, Greece).

Coordinating Beneficiary:

- Sviluppo Marche SpA

Associated beneficiary:

- Region of Istria
- Istrian Development Agency
- 20 EU Municipalities involved in the project
 - 12 from Marche region SEC (IT): ncona Municipality, Ascoli Piceno Municipality, Fabriano Municipality, Fermo Municipality, Jesi Municipality, Macerata Municipality, Pesaro Municipality, Offida Municipality, San Paolo di Jesi Municipality, Santa Maria Nuova Municipality, Senigallia Municipality, Urbino Municipality,
 - 6 from Istria region (HR): Buzet Municipality, Labin Municipality, Pazin Municipality, Poreč Municipality, Pula Municipality, Rovinj Municipality,





- 1 from Spain: Bullas Municipality,
- 1 from Greece: ADEP S.A. (Municipal Enterprise for Planning & Development of Patras S.A. GR)

2. COMMUNICATION PLAN

2.1. Aims of the Communication plan

Action responsible, Pesaro Municipality, drafts the project communication and rising awareness plan (CAP) at the beginning of the project and shares it with the partnership during the I SC. The aim of the CAP is to describe the communication objectives and strategy, the planned communication and related dissemination activities in line with the objectives, the activities and the target audience of each Action. Action responsible defines the tools and channels to tailor the message to the specific target audience, allowing the partnership to work with an easy and consistent communication, pointing out responsibilities and timetable for all actions.

The CAP is reviewed on the basis of project evolution and findings.

The CAP defines quantitative indicators that show if CAP aims have been achieved or if a corrective strategy is needed in order to reach the target value agreed. The monitoring of such indicators is implemented during the project monitoring activities with an ad hoc section of the monitoring questionnaires.

2.2. Project common communication activities

Common communication activities are realized to ensure the highest visibility of the project strategy and activities towards the European, national and local target groups. The main communication tools are:

- project logo and visual identity (including e.g. roll ups, poster format, ppt format, reports layout)
- email common layout to coordinate the project image of all outputs and give unique and clear identity;
- leaflet in each national language of the project to reach local and regional target groups and distribute in occasion of Project events at EU, national and regional level;
- the official project website
- Life SEC Adapt electronic newsletter is delivered every six months; it contains information on achievements of the project, reports from conferences and events organized, replicable and transferable actions and results of the considered period, announcements of upcoming events, relevant initiatives carried out in other EU Countries and similar EU projects. The newsletter is in English to allow all the interested stakeholder at European level to share the Project contents





transferring the results and lessons learnt.

- Press releases are realized for press and audio-visual media according to all events organized during the project. Articles are published on local press to reach local policy makers and relevant target groups but also on specialized websites.
- Video and Multimedia contents are realized and containing brief interview to Climate Change Adaptation Team (C1) wherein are illustrated, through the “storytelling” communication framework, the aim of the participation of each partner, the needs to be addressed through the project and the general mission and strategy adopted.

2.3. The visual identity

Project logo: Sky and sea embrace the earth and the creatures that live in it: constant reminder of the atmosphere that surrounds the space of human action that today must be more aware and responsible human action tries to integrate with the environment, respecting it.



power point presentation, word documents model and logo are available in the “private section” of the website (folder “E1”, subfolder “Visual identity”)



Leaflets, produced in each partner language and English:



With the contribution of the LIFE financial instrument of European Union

P R O J E C T

Life Sec Adapt project aims to contribute to increase the climate resilience capacity of the European urban areas, thus facilitating the shift towards low-carbon economies.

Thanks to their participation to Life Sec Adapt the Municipalities involved in the project intend to promote and update the Sustainable Energy Communities (SEC) model, making Local Communities the drivers for regional sustainable development through the coordination and support of Regional Authorities and Development Agencies.

The adhesion and active participation of Municipalities to the European initiative «Covenant of Mayors for Climate & Energy» will pave the ground towards an increasing energy efficiency, mainstreaming climate change into regional development policies.





The Notice Boards, produced for each partner

LIFE SEC ADAPT

Project

Life Sec Adapt project aims to contribute to increase the climate resilience capacity of the European urban areas, thus facilitating the shift towards low-carbon economies.

Thanks to their participation to Life Sec Adapt, the Municipalities involved in the project intend to promote and update the Sustainable Energy Communities (SEC) model, making Local Communities the drivers for regional sustainable development through the coordination and support of Regional Authorities and Development Agencies.

The adhesion and active participation of Municipalities to the European initiative Mayor Adapt will pave the ground towards an increasing energy efficiency, mainstreaming climate change into regional development policies

Progetto

Il progetto Life SEC Adapt intende contribuire ad aumentare la capacità di resilienza al clima nelle aree urbane europee, favorendo il passaggio verso un'economia a basse emissioni di carbonio.

Attraverso Life Sec Adapt, i Comuni partner di progetto, coordinati e supportati dalle Agenzie di Sviluppo ed Autorità Regionali, intendono promuovere ed aggiornare il modello "Sustainable Energy Communities" (SEC) che fa dei Comuni gli attori-chiave per lo sviluppo sostenibile.

L'adesione e la partecipazione attiva delle Autorità Locali all'iniziativa europea Mayor Adapt aprirà la strada verso una maggiore efficienza energetica, capace di integrare il cambiamento climatico con le politiche regionali di sviluppo

With the contribution of the LIFE financial instrument of European Union





2.4. Project website and social network

Life SEC Adapt website (www.lifeseCADAPT.eu) is the most important communication channel within the project providing constantly all the necessary information on project progress, achieved results, Outputs and Deliverables and all other relevant documents and shared methodologies, news and events. The website is set up by the 6th month from the beginning of the project and is maintained for at least 5 years beyond the end of the project.

Website is conceived in English; however it foresees sub-pages in each partner national language.

The Project Website in back-end will be also serve as an online repository for collecting all deliverable and outputs, according the Project Management structure, during all project lifespan. The project website foresees:

- a brief project summary highlighting strategy, objectives and actions;
- a short profile of each of the Partners and a link to its web sites;
- access to the project Public Deliverables (both in back end and in front-end);
- constantly updated news on events, workshop and conferences organized within the project and external events focused on Climate Adaptation Issues;
- Replicable and transferable action and result section wherein all actions, outputs and results identified according to the transferable action and result Plan are organized and made available through multimedia and downloadable documents and contents;
- link to European Initiatives on Climate Adaptation Issue (e.g. Mayors Adapt initiative, Covenant of Mayor, Managenergy, Horizon2020 Programme, Sustainable Energy Campaign, LIFE programme);
- multimedia contents produced during the project lifespan;
- captivating contents based on the results of the vulnerability and risk assessment analysis (C2);
- climate and energy monitoring system open source application section wherein the open source application (C4) is explained and freely downloadable;

Facebook, Youtube accounts are created and constantly updated with events, workshops news and other communication contents to increase public awareness on the activities carried out by the municipalities. Social Networks and Project Website are constantly fed with Mayors Adapt initiative main contents, news and events.

Project website is designed taking into consideration the networking needs and added value.

Social Networks management will be carried out by action responsible. The respective layouts will be structured according to the communication and rising awareness plan and according to Project logo and visual identity. Each partner contribute in posting relevant news, events and promotional material on each network.

Action responsible is in charge of the management, the insertion of contents and the continuous animation and implementation. All tools will be also fed with contents from European Initiatives on Energy Issue (e.g. Mayors Adapt initiative, Covenant of Mayor, Managenergy, Horizon2020 Programme, Sustainable Energy Campaign), relevant networks, platforms and European Projects identified form each partner. The linked contents and allowing a constant updating and mapping of





relevant news and event.

A specific section of project website is dedicated to the replicable and transferable actions and results in order to facilitate the identification of relevant outputs. This section is structured displaying both SEC Adapt Project outputs (in main position) and the links with relevant outputs and results from other Projects and initiatives.

According to E.1.4, project website make available (and downloadable) the open source application of the climate and energy monitoring system (C.4); and the related user manual in English, Italian and Croatian language (C.4) and training material in English, Italian and Croatian (C.4).

Below the structure of the website:

Lifeseadapt website structure		
Level 1	Level 2	Level 3
About the Project		
	Contest and Strategy	
	Project Objectives	
	Project Actions	
Who we are		
	Sviluppo Marche SpA	
	Region of Istria	
	Istrian Development Agency	
	Ancona Municipality	
	Ascoli Piceno Municipality	
	Fabriano Municipality	
	Fermo Municipality	
	Jesi Municipality	
	Macerata Municipality	
	Pesaro Municipality	
	Offida Municipality	
	San Paolo di Jesi Municipality	
	Santa Maria Nuova Municipality	
	Senigallia Municipality	
	Urbino Municipality	
	Buzet Municipality	
	Labin Municipality	
	Pazin Municipality	
	Poreč Municipality	
	Pula Municipality	
	Rovinj Municipality	





Lifeseadapt website structure		
Level 1	Level 2	Level 3
	Bullas Municipality	
	Patras Municipality	
Results		
	A - Preparatory action	
	C - Implementation actions	
		C1 - Communities engagement and best practices towards Mayors adapt objectives
		C2 - Risk and Vulnerability Assessment analysis
		C3 - Adoption of Local Climate adaptation strategy and plans through SEAP integration
		C4 - Setting up and testing of a climate and energy data monitoring system
	D - Monitoring of the impact of the project actions	
	E - Communication and dissemination of results	
	F - Project management and monitoring of the project progress	
Information, Communication & Networking		
	European Projects	
	Events & Meetings	
		Launching Seminar
		Capacity Building Session (a page for each CB)
		Other main events
		II Capacity Building Session
	Project's newsletters	(a page for each newsletter)
Contact us		
News		
	Archive	
	Search	
Search		
Site map		
Cookiepolicy		
Credits		





The Project Website host also the back-end section (or private section) accessible only to project partners. The private section is accessible directly from the website with the up-right bottom from the home section (), or directly from <http://www.lifeseCADAPT.eu/typo3>

Currently a folder for each action has been created, to store working document and other products (e.g. photo).

From the website it is possible to access also to the facebook page of the project (with the up-right bottom from the home section); the Facebook page <https://www.facebook.com/lifeseCADAPT> is directly managed by Pesaro Municipality; to guarantee a well done administration on the FB page, also SVIM, IDA and Bullas can post. Other partner can collaborate sharing the news..





Tutela ambientale · Ancona

Cerca post in questa Pagina

Piace a 158 persone
Chiara Panicali e altri 35 amici

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

INFORMAZIONI

Via Raffaello Sanzio, 85
Ancona

071 806 4509

Aggiungi orari

Stato FotoVideo

Scrivi qualcosa su questa Pagina...

Life SEC Adapt Project
4 ore fa · 🌐

On Tuesday, the 5th of July, the Covenant of Mayors for Climate and Energy was signed in the Istrian development Agency (IDA) Ltd. Croatian signatories, the municipalities of Buzet, Labin, Pazin, Poreč, Pula and Rovinj pledged to reduce CO2 emissions by at least 40% by 2030 and to adopt an integrated approach to tackling mitigation and adaptation to climate change.

[Visualizza traduzione](#)

2.5. Project newsletters

During Project life 6 newsletter will be produced, in order to spread main results and activities carried out by partners. Newsletter is structured in html directly embed in the website; this make affordable the visualization of the newsletter by different media and technologies, (PCs, smartphones, tablets).





Monday 5 December 2016

Life Sec Adapt
Upgrading sustainable energy communities in mayor adapt initiative by planning climate change adaptation strategies

Home · European Projects · About · Risk analysis · Monitoring system · Contact us

Home > Information, Communication & Networking > Project's newsletters

Project's newsletters

First Newsletter - September 2015 – July 2016

- **LIFE SEC ADAPT Approved! ← LINK!!**
- **Kick of Meeting of LIFE SEC ADAPT realized 14th December 2015 ← LINK!!**
- **Stay tuned with LIFE SEC ADAPT! ← LINK!!**
- **LIFE SEC ADAPT's Partners and the new integrated Covenant of Mayors for Climate & Energy ← LINK!!**
- **Capacity building activities ← LINK!!**
- **Networking corner: Main news from partners' territories ← LINK!!**

Life Sec Adapt - With the contribution of the Life Programme of the European Union.
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W3C XHTML 3.0 W3C CSS

A draft of the newsletter, prepared by Pesaro Municipality, will be shared with partners before the publication; the calendar of publication is:

- 1° : July 2016
- 2° : February 2017
- 3° : August 2017
- 4° : February 2018
- 5° : August 2018
- 6° : December 2018

A constant of each newsletter is the presence of the “networking corner”, a report of the main networking activities realized by each partners (for detail see chapter 3).

Each partner is responsible to spread the newsletters by email, FB, link to their website etc, in order to meet the large public. The target of public has been defined with the specific questionnaire for the “networking database” (for detail see chapter 3).

2.6. Expected results for E1 activity

According to the Application Form, the expected results are (quantitative information when possible):

- n.1 communication and rising awareness plan including a project replicable and transferable action and result Plan;





- n.1 questionnaire with format for identification of local, national and European stakeholders networks and platforms and relevant European Projects, local, national and European promotion and dissemination services and activities on relevant topics, wherein each partners will be directly or indirectly involved;
- n.1 project website reaching a total audience of at least 4.000 accesses during the entire project lifespan.
- n.6 electronic newsletters reaching at least 12.000 persons
- n.1 project logo and visual identity (n.1 folders, 2 roll ups layouts, n.1 poster format, n.1 ppt format, n.1 reports layout);
- n. 1.000 leaflets of the project in Croatian language, 2.500 in Italian language and 1.000 in EN in recycled paper;
- n. 1 Video and Multimedia content containing brief interviews to Climate Change Adaptation Team;
- n 18 notice boards with Life Programme logo and describing the project, to be displayed in each municipality partner of the project.

Indicators of progress:

- Project website set up and timing
- Common visual identity set up and timing
- Number of accesses to the project website during the entire project lifespan
- Number of electronic newsletter produced
- Number of stakeholders reached with electronic newsletter
- Number of leaflets distributed
- Number of replication activities foreseen

E1's PROJECT DELIVERABLE PRODUCTS

- n. 1000 Project leaflet in recycled paper in Croatian 06/2016
- n. 6 Electronic Newsletters 12/2018
- n. 1 Video and and Multimedia content containing brief interviews to Climate Change Adaptation Team 10/2017
- n. 2500 Project leaflet in recycled paper in Italian 06/2016
- n. 1000 Project leaflet in recycled paper in English 06/2016
- Project website 02/2016
- n. 17 notice boards with Life Programme Logo, describing the project 06/2016

3. Networking with other projects

3.1. Description and method





The activity, as stated in the action E2 of the SEC ADAPT project, is dedicated to develop networking activities with other local, national and European stakeholders' networks, platforms and relevant European Projects.

This activity is conceived in order to maximize the exploitation of already planned tools, of the potential synergies and the global impact of the communication activities, especially in occasion of project results communication needs.

The activity is essential to transfer to different European context successful solutions, maximizing their impact in a transnational dimension and to share the same methodological path replicable also in different contexts. Mutual participation to project's events and workshops allows the strengthening of the communication flow amongst stakeholders/partners of different projects, the exchange of different experiences, methodologies and knowledge, capitalizing common efforts and results.

The networking activity will also strength technical dissemination for transferring outputs, results and lessons learnt.

Each partner contributes to the implementation of this action by offering its support in term of partnership, relations and already existing channels, and taking directly action when the circumstances requires it.

The activity will be carried out during all project time, and in the first phase (from month 4 to month 6) is dedicated to the predisposition of the specific questionnaire format by the Beneficiary Responsible to collect the information, and subsequently through the implementation by each partners.

As output of this first phase, a complete "networking database" will be realized; the database will be steadily updated by the partners, to support the collection of information on partnership, relationship and communication channels during all project life.

The action responsible implements the "networking database" by mapping other activities at global and EU level (projects, platform, events) directly or indirectly relevant on Climate Adaptation initiative, starting from EU Climate Adaptation Platform (<http://climate-adapt.eea.europa.eu/home>).

During IISC, Action responsible share the results of the activity and, in coordination with the partnership, establish to which local, national and EU initiative/ platform/project participate or contact and start networking activities, so that each partner can substantially contribute to the widespread project objectives and results with relevant existent initiatives.

The networking activity is structured taking into consideration the role of each partner in mapped initiative/projects and the timing of partnership implementation, and will be regularly updated by all partners. A specific time-plan will be proposed by action responsible that will be shared with the partners.

Two evaluation stages are programmed for networking activity (Project Milestones):

Communication and dissemination activities assessment, August 2017

Communication and dissemination activities final evaluation, December 2018

3.2. Questionnaire format

The questionnaire format (attached, xls file "Questionnaire_E1_E2_SEC ADAPT_Original") is structured to collect information from the partners about three topics:

- projects and platforms





- promotion and dissemination services
- local communication instruments

These information support also the E1 activity for the definition of the target audience of the Communication and rising Awareness Plan (CAP).

The section 1 of the Questionnaire is dedicated to collect, on the base of partners knowledge, or relationship, Regional/National/EU Projects and platforms currently ongoing directly or indirectly relevant on Climate Adaptation initiative, wherein the partners are involved.

The section 2 of the Questionnaire is dedicated to collect, on the base of partners knowledge, information on events and promotional activities currently on going.

The section 3 of the Questionnaire is dedicated to collect information on specific local stakeholder that partners can reach to disseminate Sec Adapt's communications.

The questionnaire is structured with some fixed answers in order to facilitate its filling and to define common parameter; below the characteristic of the questionnaire.

SECTION 1: PROJECTS & PLATFORMS		
Type of information	details	<i>Predefined values</i>
GENERAL DATA	Select typology:	<i>Project Platform</i>
	Title:	
	Name of the organisation lead beneficiary project/platform proposer:	
	Other Partners:	
	Source of funding (e.g. LIFE, etc.):	
	starting date:	
	closing date:	
CONTACT	Website:	
	Contact person:	
	e-mail:	
	Phone:	
Brief description (max 500 characters)		
Territorial level	Level	<i>European / Transnational regions National Regional / Local</i>





SECTION 1: PROJECTS & PLATFORMS		
Type of information	details	Predefined values
	specify territories	
Main thematic addressed:	First	<i>Climate Adaptation Climate Mitigation RES (Renewable Energy Systems) Energy Saving Sustainable Mobility Environmental protection Agriculture and Forest Biodiversity</i>
	Second	<i>Eco efficiency for Small and Medium-sized Enterprises Smart economies Sustainable development</i>
Main target group:	First	<i>Public Administration Academic Institution (University or Research Centre or student) Business sector - Individual Consultant Business sector - Enterprise or Company</i>
	Second	<i>ONG - civil association Individual Citizen</i>
Type of communication services provided by the project/platform:	First	<i>E-Forum newsletter social media (specify) Wiki</i>
	Second	<i>e-Learning publications training,</i>
	Third	<i>organisation of visits, seminars, Conference,</i>
Events planned (if any) where you will participate :	Topic addressed	
	date	
	venue	
	web references	



SECTION 2: PROMOTION AND DISSEMINATION SERVICES

Type of information	details	<i>Predefined values</i>
GENERAL DATA	Title:	
	Name of the organisation proposer:	
	Venues	
	starting date:	
	closing date:	
	Website info:	
Brief description (max 500 characters)		
Territorial level	Level	<i>National Regional / Local</i>
	specify territories	
Main thematic addressed:	First	<i>Climate Adaptation Climate Mitigation RES (Renewable Energy Systems) Energy Saving Sustainable Mobility Environmental protection Agriculture and Forest</i>
	Second	<i>Biodiversity Eco efficiency for Small and Medium-sized Enterprises Smart economies Sustainable development</i>
Main target group:	First	<i>Other local Public Administration Academic Institution (University or Research Centre or student) Local primary and secondary schools Business sector – professional/industry association</i>
	Second	<i>Business sector - Individual Consultant or companies ONG - civil association Individual Citizen</i>





SECTION 3: COMMUNICATION INSTRUMENTS

Type of information	details	<i>Predefined values</i>
progress number:		
Stakeholders	<i>typology</i>	Other local Public Administration Academic Institution (University or Research Centre or student) Local primary and secondary schools Business sector – professional/industry association Business sector - Individual Consultant or companies ONG - civil association Individual Citizen
	<i>Notes – details</i>	
Type of communication services to reach local stakeholders (repeated 5 time):	<i>Channel</i>	web site newsletter/ mailing list/ email contact social media (specify) magazine front office point
	<i>estimated number</i>	

3.3. Networking communication

All partners, under the coordination of action responsible build communication partnerships to be implemented via Social networks, websites, newsletters and by mutual participation to Project’s relevant events.

To ensure a coordinate image of networking activity by all partners, it is suggested to use the format of the visual identity (eg logo, links to SEC adapt website, etc) in occasion of contacts with their European, national and local target groups.

The main instruments to communicate the networking activity are:

the official website <http://www.lifeseadapt.eu/> , through the following specific section:

- 1. SECTION Information, Communication & Networking - SUBSECTION European Projects: in this section will be listed the link the projects and platforms highlighted in the “networking database” derived from the questionnaire of the previous section.
- 2. SECTION Information, Communication & Networking - SUBSECTION Events &





Meetings

- 3. SECTION News: in this section each partner can ask to Action Responsible (Pesaro Municipality) to report its specific activity (contacts, participation on events and seminars, news from other projects etc.)
- 4. SECTION Project's newsletters: main network activities will be reported in the periodic newsletter

In Addition, each partner is invited to visit and use the social network **Facebook** through its dedicated channel <https://www.facebook.com/lifeseccadapt> , sharing it with its contacts.

3.4. Levels of Networking activities

Several type of networking activity could be identified:

level 1: sharing of news and / or products and tools produced by other EU / national local project or platform, identified by a SEC ADAPT Partner without it has been directly involved; this is the basic level of the activity, to spread essentially through website's news or Facebook channel.

level 2: sharing of news and / or products and tools produced by other EU / national local project or platform, identified by a SEC ADAPT Partner that has been directly involved; in this case, in addition to simple communication through website's news or Facebook channel, the partner could report its activity, and ask to add information to the periodical newsletter.

It include also participation or organization of local dissemination events with local stakeholders.

level 3: partner's participation to events and meetings (of other Project, or other initiative reported in the “networking database”), to present SEC ADAPT project. And, vice-versa, invitation of stakeholders to present their activities (e.g. Other project on climate adaptation) during SEC ADAPT meetings and events. This is the higher level of networking activity that include also participation to international specific event on Climate Adaptation thematic. In addition to the previous communication instruments, a specific report to highlight the results (that could be added to the “Events and Meetings” section of the SEC ADAPT website) is requested.

Moreover, during the project implementation, the partnership takes part to at least one New Covenant of Mayor Initiative (ceremony or event) held in Brussels or to other relevant EU initiatives. The participation at this events is considered a “level 3” activity.

Finally, upon request of the Contracting Authority, the project coordinator, action responsible and all other project beneficiaries take part to networking events with other LIFE projects.





	website's news	facebook channel	newsletter	“Events and Meetings” section / report
Level 1				
Level 2				
Level 3				

3.5. Coordination of networking activities

As stated, Action Responsible guides the general coordination strategy; each partner is invited to communicate, in order to upgrade the “networking database”, the specific events or news, and level of activity, bring it on.

It is expected that each partner realizes several networking activities, in order to cover all three type of level (1 – 2 - 3) identified.

It is requested to report, for “level 3 type”, the production of a report containing the following information:



General information

Select typology:	<ul style="list-style-type: none"> • <i>local event</i> • <i>Seminar</i> • <i>conference</i> • <i>Training</i> • <i>E-learning</i> • <i>Webinair</i> • <i>Visit</i>
Title:	
Name of the organisation proposer:	
date:	
SEC ADAPT partners participating	
Website info:	

Specific information

Main thematic addressed:	<ul style="list-style-type: none"> • <i>Climate Adaptation</i> • <i>Climate Mitigation</i> • <i>RES (Renewable Energy Systems)</i> • <i>Energy Saving</i> • <i>Sustainable Mobility</i> • <i>Environmental protection</i> • <i>Agriculture and Forest</i> • <i>Biodiversity</i> • <i>Eco efficiency for Small and Medium-sized Enterprises</i> • <i>Smart economies</i> • <i>Sustainable development</i> • <i>Other (add)</i>
type of stakeholders involved (specify numbers if possible)	<ul style="list-style-type: none"> • <i>Public Administration</i> • <i>Academic Institution</i> • <i>Primary and secondary schools</i> • <i>Business sector – professional/industry association</i> • <i>Business sector - Individual Consultant or companies</i> • <i>ONG - civil association</i> • <i>Individual Citizen</i>



Territorial level	<ul style="list-style-type: none"> • <i>European / Transnational regions</i> • <i>National</i> • <i>Regional / Local</i>
specify territories	

Report:

Aim of the event:

(max 500 words)

.....

Specific SEC ADAPT Partners activity (presentation, participation to workshop, poster etc)

(max 500 words)

.....

Lesson learnt to spread with LIFE SEC ADAPT partners:

(max 1000 words)

.....

Communication and Media information

communication channels	<ul style="list-style-type: none"> • <i>web site</i> • <i>newsletter/ mailing list/ email contact</i> • <i>social media (specify)</i> • <i>magazine</i> • <i>front office point</i>
Media	<ul style="list-style-type: none"> • <i>Photo, video , brochures, leaflet, (link or attach materials)</i>





3.6. Expected results for E2 activity

Finally, it is reported the specific expected results and indicators required by the project:

Expected results (quantitative information when possible):

- n. 23 implemented format for identification of local, national and European stakeholders networks and platforms and relevant European Projects, local, national and European promotion and dissemination services and activities on relevant topics, wherein each partners will be directly or indirectly involved;
 - 1 relevant local, national and European Projects/networks database;
- participation to at least n.1 Mayor Adapt ceremony/event held in Bruxelles or to other relevant EU initiatives

Indicators of progress:

- Number of identified networking events/platforms/networks by each partner
- Number networking activities realized
- Number of mutual participation to events, seminars or other relevant initiative organized under other EU projects

