

Interreg
Italia-Slovenija



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CLIMASAFE

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CLIMASAFE

Communication plan

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1. INTRO

The project Managing extreme climate events and resilience: strategies and tools for energy-intensive SMEs, or CLIMASAFE, was created in response to increasingly frequent and intense climate events that significantly affect the cross-border area of Italy and Slovenia. was created in response to increasingly frequent and intense climate phenomena that significantly affect the cross-border area of Italy and Slovenia and threaten economic resilience, especially of energy-intensive small and medium-sized enterprises (SMEs). With its comprehensive approach, the project combines the development of innovative tools, such as a climate risk index and an advanced digital platform, with pilot measures that enable solutions to be tested in real environments.

The CLIMASAFE communication plan is a key instrument for achieving these objectives. Its role is to increase the visibility of the project, raise awareness of climate risks and promote the use of the developed solutions in the wider economic and social sphere. The plan is based on digital and participatory approaches that enable the direct involvement of stakeholders, user training and the transfer of knowledge and good practices at cross-border level.

Together with our partners, we will consistently comply with the requirements of Regulation (EU) No 2021/1059 on ensuring the visibility, transparency and recognisability of European co-financing in all activities and communication materials. All communication will be aligned with the Interreg Brand Design Manual 2021–2027: <https://archive.interact.eu/library/interreg-brand-design-manual-2021-2027/pageflip> and the Manual for the integrated visual identity for communication and visibility activities of projects, available on the Programme website: <https://www.ita-slo.eu/sl/celostna-graficna-podoba>. Particular attention will be paid to the consistent use of logos, content labelling and compliance with green communication principles.

This document presents the basic guidelines, objectives, tools and activities through which the project communication will contribute to greater resilience of businesses and communities, in line with the objectives of the Interreg Italy-Slovenia programme and the European Green Deal.

2. OBJECTIVES

The objective of the CLIMASAFE project is to develop innovative solutions to reduce the vulnerability and strengthen the capacity of businesses and communities to adapt to climate change, effectively manage extreme events and improve the resilience of the territory. Through joint analysis, pilot measures and replicable models, the project contributes to objective 2.4 by improving the resilience, cross-border cooperation and sustainability of targeted responses to specific and shared climate risks.

The digital platform will be modular and adaptable, allowing for extensions to other policy areas such as the management of public buildings (health centres, schools, universities) and sensitive economic sectors such as tourism. The project thus offers concrete tools

for assessing climate risks and optimising resource use, thereby increasing the resilience of the wider social and economic space.

The climate risk index will be accessible, up-to-date and reproducible, enabling its use for analysis beyond the scope of the project. Clear instructions and all materials will be provided to help sectors and territories not directly involved to take advantage of these innovations.

Communication activities will play a key role in ensuring the scalability of the results. Materials (brochures, videos) will be available in Slovenian and Italian, and in English for an international audience upon request. Public presentations and workshops will be key moments for knowledge exchange, tool presentation and attracting new stakeholders.

The partners are committed to promoting the results at events at all levels – local, national and international. The final event will present the main results, good practices and transfer potential. In addition, elements for sustainable knowledge transfer (information packages, online accessibility, user testimonials) will be included.

The Chamber of Craft and Small Business of Slovenia (OZS), as communication coordinator, will lead a communication campaign to promote the project results and raise awareness among SMEs and local authorities about the importance of climate resilience. The campaign will include digital content, social media updates and dissemination materials that will reach a wide and diverse audience. The main results of the project will thus remain useful and relevant tools for the cross-border area, promoting greater climate and energy resilience.

The communication and promotion activities of the CLIMASAFE project aim to provide comprehensive support for the achievement of the project objectives, with a focus on:

- **raising awareness among** key target groups about the vulnerability of small and medium-sized enterprises (SMEs) to extreme climate events and the importance of their resilience
- **increasing the visibility** of the project at local, regional, cross-border and European level
- **promoting cooperation between** cross-border actors, SMEs, support organisations, research institutions and public authorities,
- **dissemination** of project **results and tools** (climate risk index, digital platform, resilience strategy) with a view to their continued use after the end of the project
- **training users** to use the tools independently and incorporate the measures into their operations.

The overall communication approach of the CLIMASAFE project aims to promote a lasting impact in the cross-border area by raising awareness of climate risks among target groups and encouraging the adoption of the solutions developed. Communication is a strategic lever to ensure that project results, such as the digital platform and the joint strategy, are widely known and used.

The plan, coordinated by the OZS, consists of digital tools, participatory events and promotional materials, making use of the established networks of project partners (PP) for maximum effectiveness. The OZS is responsible for preparing a communication plan that clearly defines the objectives, tasks, tools and timetable and ensures compliance with the visibility rules of the Interreg ITA–SLO programme.

Communication will be integrated into various project work packages, in particular technical discussions (AKT3.1), testing (AKT3.2) and training and awareness-raising (AKT3.3), where communication corners or digital packages of materials will be set up at events. The content of these events will include concise and easily understandable communication messages.

Digital communication will be the basis of the plan, with sections on the websites of partners and associated organisations and regular posts on social networks (at least 120 posts during the project). Hashtags will also be included to increase the traceability and recognisability of content.

A special feature of the project will be digital co-creation sessions with SMEs and stakeholders during the AKT3.3 workshops. These will enable active participation in the development of resilience strategies and the validation of the platform, and will be followed up with post-event surveys.

To ensure effective communication, key performance indicators will be used, such as: number of event participants, social media engagement, amount of material distributed and feedback collected. All of this will be included in half-yearly reports to the management board, enabling continuous adaptation of the strategy and increasing the impact of communication.

3. PROMOTIONAL STRATEGY

2.1 Target group analysis

A thorough understanding of the target groups is essential for developing an effective promotional strategy. The groups receiving communication activities must be clearly defined and segmented, and their specific needs, challenges and interests must be understood. In this way, the project can offer target groups appropriate tools and solutions to achieve their goals and overcome climate risks.

The target group analysis was presented in detail in the project application. A summary of the key target groups and their roles is provided below:

- **Energy-intensive SMEs:** These represent the main target group of the project. Due to their high energy consumption, they are extremely exposed to climate risks (heat waves, frost, floods) and consequently vulnerable to supply disruptions, infrastructure damage and increased costs. The project offers them concrete tools (risk index, digital platform, tailored solutions) that enable better strategic planning and operational adaptation.
- **Public institutions (local, regional):** Key to shaping environmental and energy policy and the support environment for SMEs. The project results (analyses, guidelines, recommendations) enable them to develop effective strategies to increase the resilience of the local economy and territory.
- **Business support organisations** (e.g. chambers of commerce and crafts, business incubators, energy agencies) are important intermediaries between the

project and businesses. They participate in the dissemination of results, the organisation of events and provide support to SMEs in the use of project tools.

- **Research and educational institutions:** They are involved in the development and testing of tools and prepare educational content and programmes. Their role is crucial in the transfer of knowledge and training of end users.
- **Non-governmental organisations:** Actively involved in environmental and climate issues. They can help disseminate project messages, participate in public awareness-raising and link the project to other related initiatives.
- **The general public and the media:** Indirectly involved through awareness-raising campaigns and media coverage. Their support contributes to public understanding of the importance of climate resilience, particularly in relation to energy security, the local economy and sustainability.
- European and cross-border networks (e.g. the European Grouping of Territorial Cooperation – EGTC) and organisations supporting innovation and sustainability in SMEs are also important stakeholders. Their role is crucial for promoting the project results at a broader European level and for strengthening synergies between projects with similar objectives.

2.2 SWOT analysis

Strengths

- innovative climate risk index and digital platform,
- strong and diverse partnership,
- cross-border approach with complementary expertise.

Weaknesses:

- complex content may hinder understanding among SMEs,
- risk of information overload.

Opportunities

- increasing importance of climate resilience in EU policies,
- opportunity to serve as a reference model for other regions.

Threats

- saturation with European projects with similar objectives,
- resistance of SMEs to change and innovation.

2.3 Promotion strategy

Based on the above analysis, the CLIMASAFE project promotion strategy will focus on targeted content marketing that emphasises the project's ability to respond to the specific needs and challenges of individual target groups. The key focus will be on the preparation of articles, expert contributions, videos and infographics that will provide useful, understandable and directly applicable information.

The aim is to encourage target groups to follow the project regularly, not only during events, but throughout the entire duration of the project. In this way, stakeholders will gradually become active supporters of the project – ambassadors for climate resilience

and sustainable approaches – which will contribute to the long-term visibility and effectiveness of the results even after the end of funding.

The promotional strategy will be based on diverse content tailored to specific user groups (SMEs, public institutions, support organisations, the education sector, etc.) and will also include responsive and participatory forms of communication (e.g. questions and answers, interviews, examples of good practices):

- content-oriented **content marketing** focused on tailored information for specific target groups,
- establishment of **information flows**: website, e-news, video content, media contributions,
- active **involvement of stakeholders** through events, interviews, workshops,
- **targeted communication** with the public through presentations of good practices.

Promotional material includes:

- a poster for each partner,
- a bilingual brochure on the project's objectives and solutions,
- a presentation video of the digital platforms, which will be used at events and shared online.

Pilot measures will play a special role in communication, as they will enable the CLIMASAFE project to test the usability of the digital platform and climate risk index in real environments. The results of the pilot activities will serve as a basis for the preparation of information materials, user training and the formulation of policy recommendations. Communication activities in this phase will be based on obtaining feedback from stakeholders through surveys, interviews and digital questionnaires, which will enable the content to be adapted to the needs of the target groups on an ongoing basis.

4. INTERNAL COMMUNICATION AND TOOLS

Internal communication within the project refers to communication between and within the project team members about developments in the implementation of the project and any successes, changes or delays that the team members need to be informed about. It serves to develop a common understanding among partners and to agree on planned activities, expected results and deadlines.

Project partners:

- VP: Slovenian Regional Economic Association – Unione regionale economica (SGDZ – URES)

- PP1: Cluster Metalmeccanica Friuli Venezia Giulia (COMET)
- PP2: OBRTNO-PODJETNIŠKA ZBORNICA SLOVENIJE (OZS)
- PP3: E-STREAM
- PP4: Goriška Local Energy Agency (GOLEA)
- PP5: Primorski Technology Park (PTP)

Internal communication between partners will take place via:

- E-mail
- Telephone calls
- Meetings (in person and online).

All partners will have access to an updated list of all contact names, email addresses and telephone numbers, available on Google Drive.

The main communication tools between partners will be email and video calls.

The partners will meet approximately every two months at meetings that will coincide with the meetings planned for management, thus ensuring continuous monitoring of communication activities and enabling partners to exchange views, good practices and updates.

For all questions related to communication activities, the OZS, which is responsible for communication, will inform the partnership about **the approval of communication materials** (e.g. agenda, press release, poster, roll-up...) **by the Joint Secretariat** and the usability of the final materials.

The partnership will use the Google Drive online tool to exchange and store documents.

4.1 Main rules for project implementation

- The project languages are Italian, Slovenian and English.
- In case of any problems, please inform the lead partner and the working group leader.
- Inform the lead partner of any changes (legal representative, project manager, telephone numbers, etc.).
- Inform the lead partner, the lead partner for communication (OZS) and the project partners in good time about any events you are organising.
- If you are unable to meet a deadline, inform the lead partner and the working group leader.
- Write brief minutes of online meetings.

4.2 Rules for email correspondence

- Always write CLIMASAFE and the main question in the subject line.
- Use WeTransfer or Google Drive for large attachments.
- Set deadlines for tasks and send reminders 2–3 days before the deadline.
- When communicating about important matters, include the lead partner in CC.

4.3 Document storage

Project partners will use Google Drive to store documents.

<https://drive.google.com/drive/folders/1TjE9kFFVDFXxw8h8sSq7WwER10U3KOo2>

5. EXTERNAL COMMUNICATION AND PROMOTIONAL TOOLS

Both online and traditional (offline) communication channels will be used to promote the project. Digital channels will be preferred as they allow for wider reach, greater responsiveness and are more environmentally friendly. Digital communication will be a strategic pillar of the promotion of project results. Regular publication of content on the project and partner websites and social networks is planned, including the Interreg Italy-Slovenia programme platforms and EU communication channels. Printed materials will only be used when absolutely necessary (e.g. live events, presentation brochures, posters) in order to reduce the project's environmental footprint.

5.1 Communication package

The communication coordinator (OZS) will provide the project partners with a communication package consisting of various useful communication tools necessary for communication and dissemination activities. The tools will be prepared in accordance with the rules – the Handbook of the comprehensive graphic image for communication and project recognition activities: <https://www.ita-slo.eu/sl/celostna-graficna-podoba> (<https://drive.google.com/drive/folders/1JJ6YWNxursW9aY-mXhC2z57jgKQKgBBt>) and will be uploaded to a shared Google Drive platform accessible to all project partners.

All communication materials (posters, roll-ups, press releases, etc.) must include a link to the project website: www.ita-slo.eu/CLIMASAFE without specifying the language version and the "http" protocol. Printed materials must also include a QR code in addition to the link, allowing users to connect directly to the website.

5.2 Project website

The CLIMASAFE project website: <https://www.ita-slo.eu/sl/climasafe>, hosted by the Interreg Italy-Slovenia programme, is the central hub for information and access to project results, event calendars, tools and contacts. The website is available in three languages: Italian, Slovenian and English. All documentation published on the project website must be prepared in Italian, Slovenian and English. News will be published at least once a month and at least one week before the actual implementation of the activity in all three languages.

As the coordinator of the project's communication activities, OZS is responsible for

- checking the content and functioning of all links
- uploading information on the progress of the project, photographs, news and events.

5.3 E-news, news or articles

E-newsletters, news or articles will contain periodic updates on the progress of the CLIMASAFE project, events and new content.

The publications will include:

- in-depth studies – materials
- news and invitations to participate in project events
- news about other related project activities (e.g. cooperation with other projects)

During the project, a total of 6 publications will be issued by each partner, who shall inform the lead partner and the communication coordinator and send them a link and a screenshot of the publication. The publication shall also include the project logo and a link to the project website.

5.3 Direct communication channels of the partners

The choice of dissemination channels and strategies will be based on their ability to effectively reach the target groups, relevant stakeholders, policy makers and the general public. In order to ensure a wide and diverse reach, the project will combine traditional and digital communication techniques.

All news, updates and events will be published through communication channels such as the websites of the project partner companies, magazines, mailing lists and social networks, where the project activities, content, progress, final results and promotional content will be presented. The planned communication activities also include regional and cross-border events. The publication should also include the project logo and a link to the project website.

5.4 Social networks of project partners

Social networks (LinkedIn, Facebook, X, Instagram, etc.) are important for interacting with different target groups and sharing video content, events and infographics.

The social networks owned by the partners will enable open dialogue with interested stakeholders and promote the CLIMASAFE project and events within its framework. This communication tool will be used to reach a wide range of users, providing them with information about events, initiatives, meetings and individual work packages planned within the project.

- The hashtag **#InterregITASLO** must be added to all posts on social media and project profiles.
- Content related to the project must ensure that the project logo is present on images in posts.
- When publishing photos and/or videos of project events, privacy provisions and regulations must be observed (internal organisational regulations and GDPR – Regulation 2016/679 on the protection of personal data, which regulates how companies and other organisations process personal data.
- Mention the support of the Programme in every publication.
- Create bilingual content in Italian and Slovenian.

5.5 Public relations

As local/national/international public authorities are one of the project's priority target groups, public relations management will be crucial to ensuring the success of promotional activities. Press releases, interviews with experts and articles in specialist and general media will be published.

A list of industry stakeholders will be compiled, with plans for their direct involvement through direct and formal communications and the sending of press releases to announce the launch of the initiative, the opening of the online platform and networking events.

5.6 Events

In addition to organising events, it will also be necessary to prepare articles, expert contributions, video presentations and infographics for different levels of users.

The plan also includes four key public events:

- **an introductory press conference** (AKT1.1),
- **two online events**: one to present the index (AKT1.2, target 35 participants) and one for pilot measures (AKT2.2, target 35 participants),
- **a closing event** in a mixed format with journalists and stakeholders (ACT3.3, target 50 participants).

For each event, press material will consist of:

- invitations
- agenda
- posters
- photographs, video recordings
- list of attendees
- documents (useful for explaining the activities carried out)

Each partner must provide press material for its events at least 15 days before the event (invitation, programme and any press release) and within 5 days after the end of the event (list of participants, photos/videos, etc.).

The following must be provided at each event open to the general public:

- The texts are bilingual in Italian and Slovenian, with the exception of two "mirror" events, i.e. two events with the same content taking place in Italy and Slovenia. In this case, the material may be printed separately, one copy for each language version, but the content must be identical.
- For the public, with simultaneous and/or consecutive interpretation into Italian and Slovenian. Interpretation is not required except in exceptional cases approved in advance by the Joint Secretariat and/or expressly indicated in the application form (e.g. in the case of two "mirror" events, if the event is repeated in both countries).
- That the project logo is present on all materials.
- The European Union flag is displayed on an appropriate stand. If it is not possible to display the European flag, it is sufficient to display the project logo on a screen at the beginning of the event.
- The project poster and/or roll-up must be placed in a location that is clearly visible to the public.
- The event must be promoted on the project website with a news item about the event (in Italian, Slovenian and English) and a news item after the event, which also includes the materials presented at the event and at least one photo of the activity carried out.

We will use various communication materials to address the project's target groups within and outside the consortium.

6. COORDINATED PROJECT IMAGE

As CLIMASAFE is a project funded by the European Union under the Interreg Italia-Slovenia cross-border programme, all its communication materials must comply with the Manual for the integrated graphic image for communication and visibility activities of projects: <https://www.ita-slo.eu/sl/celostna-graficna-podoba> (<https://drive.google.com/drive/folders/1JJ6YWNxursW9aY-mXhC2z57jgKQKgBBt>)

The logo consists of the basic logo of the Programme and the project acronym.



The logo must appear on all media and communication materials and must always be visible. It should be placed **in the upper left corner**, clearly visible and legible in all sizes.

Below is an excerpt from the visual identity guidelines for communication and promotional activities of the projects.

'x' je referenčna merska enota logotipa in sovpada z velikostjo črke »e« v besedi Interreg. Polje, ki ga omejuje pravokotnik, predstavlja zaščiteno območje: to je del prostora, v katerem ne sme biti drugih besedil, slik ali drugih grafičnih elementov.



Slika 4: Logotip za projekte – sestava grafičnih in besedilnih elementov, dvojezična različica

3.2 UPORABA STANDARDNEGA BARVNEGA LOGOTIPA PROJEKTA

3.2.1 STANDARDNI LOGOTIP PROJEKTA

Priporočljiva je uporaba **logotipa projekta v barvni različici** (štiribarvni), imenovanega tudi **STANDARDNI LOGOTIP PROJEKTA**, ki naj bo po možnosti uporabljen na **belem ozadju** (slika 7).



Slika 7: STANDARDNI LOGOTIP PROJEKTA, štiribarvna različica in dvojezična izjava o sofinanciranju

3.2.2 STANDARDNI LOGOTIP PROJEKTA NA BARVNIH OZADJIH

V primeru **eno- ali večbarvnih ozadij** se priporoča uporaba **štiribarvne različice STANDARDNEGA LOGOTIPA PROJEKTA**, ki se jo postavi znotraj **belega polja** (slika 8) z robom najmanj v velikosti zaščitene območja, navedenega v tretjem odstavku.



Slika 8: STANDARDNI LOGOTIP PROJEKTA, štiribarvna različica in dvojezična izjava o sofinanciranju na barvnem ozadju

3.2.3 IZJEMNI PRIMERI UPORABE STANDARDNEGA LOGOTIPA PROJEKTA NA BARVNIH OZADJIH

V izjemnih primerih, kadar ni mogoče uporabiti belega polja na barvno ozadje, je dopustna raba različic iz slik 9 in 10.

Na **enobarvnem ozadju**, na primer oranžnem na sliki 9, se logotip »Interreg«, navedba o sofinanciranju Evropske unije, ime Programa »Italia-Slovenija« in akronim projekta navedejo v beli barvi (glej četrti odstavek o barvnih kodah). Pravokotnik Evropske zastave je obdan z belim robom v širini, ki je enaka 1/25 višine pravokotnika.



Slika 9: LOGOTIP PROJEKTA, različica za barvna ozadja in dvojezična izjava o sofinanciranju z barvnim emblemom EU

Na **sivem enobarvnem ozadju** (slika 10), se logotip »Interreg«, dvojezični zapis o sofinanciranju Evropske unije, ime Programa »Italia-Slovenija« in akronim projekta navedejo v črni barvi (glej tretji odstavek o barvnih kodah).

Evropsko zastavo se reproducira tako, da emblem tvorijo črne zvezde na beli podlagi, obdani s črnimokvirjem.

Za več informacij si oglejte odstavek 3.3.



Slika 10: LOGOTIP PROJEKTA, različica za barvna ozadja in dvojezična izjava o sofinanciranju s črno-belimi emblemom EU

3.3 UPORABA STANDARDNEGA LOGOTIPA PROJEKTA V ČRNO-BELI RAZLIČICI

Če ni mogoče uporabiti štiribarvne različice logotipa (glej odstavek 3.2), se lahko po predhodni odobritvi Skupnega sekretariata uporabijo druge različice, kot sledi.

V primeru reprodukcije v časopisih ali revijah se lahko na primer uporabi **črno-bela različica** (slika 11).

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Slika 11: LOGOTIP projektov, črno-bela različica in dvojezična izjava o sofinanciranju

OUTLINE različica logotipa (slika 12), na primer za uporabo na kovinskih tablah.

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Evropska unija

ACRONIMO / AKRONIM

Slika 12: LOGOTIP projektov, outline različica in dvojezična izjava o sofinanciranju

3.4 DRUGAČNE POSTAVITVE STANDARDNEGA LOGOTIPA PROJEKTA (IZJEME)

V IZJEMNIH primerih, kot je reprodukcija logotipa projekta pri tisku na majhnih površinah in/ali na površinah omejenih velikosti (na primer pisala, USB ključki in podobno), je po predhodni odobritvi Skupnega sekretariata mogoče uporabiti drugačne postavitve logotipa projekta, kot je prikazano na slikah 13 in 14.

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Slika 13: LOGOTIP projekta, štiribarvna različica in dvojezična izjava o sofinanciranju, vodoravna različica. Ta različica se lahko uporablja na primer za pisala.

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Slika 14: LOGOTIP projekta, štiribarvna različica in dvojezična izjava o sofinanciranju, pokončna različica. Ta različica se lahko uporablja na primer za USB ključke.

3.5 UPORABA LOGOTIPA PROJEKTA V DRUŽBENIH MEDIJIH



Profilna slika projekta mora vsebovati logotip projekta. Za odobritev drugih različic se obrnite na Skupni sekretariat.



3.6 NAJMANJŠA VELIKOST LOGOTIPA

Spodnja preglednica prikazuje najmanjše dovoljene širine logotipa glede na material, na katerem je uporabljen, da se z namenom zagotovitve berljivosti.

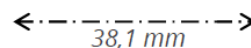
Nosilec ali podlaga?	Najmanjša širina logotipa
Stran A4 (210x279 mm)	38,1 mm
Stran A5 (148x210 mm)	38,1 mm
Vizitka (85x55 mm)	35,1 mm
Zaslon pametnega telefona (960x640 px)	240 px
Zaslon tablice (2014x768 px)	240 px
Zaslon prenosnega računalnika (1920x1080 px)	300 px
Zaslon namizja (2560x1440 px)	300 px
Predstavitel PowerPoint 16:9 (254x142,88 mm)	32,6 mm
Video FullHD (1920x1080 px)	300 px
Video HD (1280x720 px)	300 px
Video SD (1050x576 px)	240 px
Stran A2+	60 mm

Najmanjša dovoljena širina standardnega logotipa projekta je 38,1 mm (slika 15).

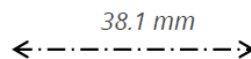
Uporaba štiribarvnega logotipa priporočena tudi pri reprodukcijah v manjši velikosti, razen izjem, ki jih vnaprej odobri Skupni sekretariat.

Pri reprodukciji v manjši velikosti se mora ohraniti kakovost logotipa, vse njegove besedilne in grafične sestavine pa morajo biti jasno razmejene in berljive.

Zlasti za točno določene predmete, kot so pisala, je zato dovoljeno uporabiti različico logotipa projekta z izjavo o sofinanciranju samo v angleščini (slika 16), v vsakem primeru pa mora to predhodno odobriti Skupni sekretariat.



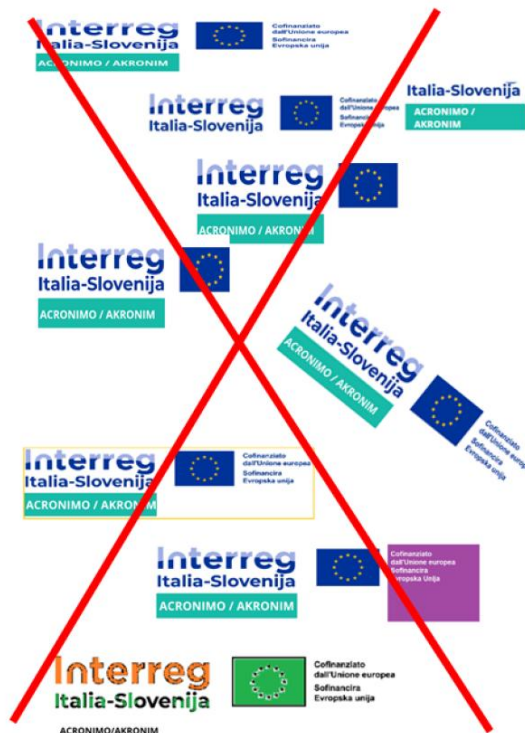
Slika 15: LOGOTIP projekta, štiribarvna različica in dvojezična izjava o sofinanciranju - reprodukcija v manjši velikosti



Slika 16: LOGOTIP projekta, štiribarvna različica in izjava o sofinanciranju v angleščini - reprodukcija v manjši velikosti

3.8 NEPRAVILNA UPORABA LOGOTIPA

1. Logotipa ne izkrivljajte, raztegujte, nagibajte ali kakor koli spreminjajte.
2. Ne izbrišite izjave »sofinancira Evropska unija« ali katerega koli drugega obveznega elementa logotipa.
3. Logotipa ne režite.
4. Logotipa ne obračajte.
5. Emblema ne ločujte od logotipa ali drugače spreminjajte sestave elementov logotipa, saj so nedeljivi.
6. Ne uporabljajte robov okoli logotipa.
7. Logotipa ne uporabljajte v drugih barvah kot v standardni barvni ali črno-beli različici.



Slika 27: Grafični prikaz nepravilne uporabe LOGOTIPA projekta

3.9 LOGOTIP PROJEKTA V KOMBINACIJI Z DRUGIMI LOGOTIPI

Logotip projekta vključuje emblem Evropske unije in upošteva pravila njegove reprodukcije skladno s 47. členom in Prilogo IX Uredbe (EU) 2021/1060², ki določa, da je: »Emblem [Evropske unije] vidno prikazan v vseh komunikacijskih gradivih, kot so tiskani ali digitalni izdelki, spletna mesta in njihovi mobilni prikazi, ki se nanašajo na izvajanje operacije in so namenjeni javnosti ali udeležencem.«

To pomeni, da če poleg logotipa projekta dodajamo še druge logotipe (na primer logotipe projektnih partnerjev), le-ti po višini ali širini ne smejo presegati velikosti emblema Evropske unije v logotipu projekta.



Slika 18: LOGOTIP projekta, štiribarvna različica in dvojezična izjava o sofinanciranju v kombinaciji z drugimi logotipi

7. TASKS OF PARTNERS

Communication activities are led by the OZS in cooperation with and with the support of the lead partner.

The partners are responsible for:

- display promotional material about the project (posters) on their premises
- inform their network about the project through direct contacts and by including news about the project in their newsletters (at least one newsletter during the project)
- share project posts on social media – 20 posts throughout the project
- participate in the compilation of a list of stakeholders and a list of events
- participate in events.

The project communication coordinator – OZS, in cooperation with the lead partner SDGZ-URES, will be responsible for the overall coordination of all communication activities within the project. This includes managing the project website and providing content guidance for promotional materials.

The COMET partner will be responsible for promotion among Italian SMEs and will coordinate pilot activities on the Italian side. In addition, it will participate in the organisation of joint events and use its network of industrial partners to disseminate the results.

The Slovenian partners GOLEA, PTP and OZS will be key to the local dissemination of information and promotion of project results in Slovenia. Each of them will organise events in their region and ensure the involvement of SMEs and other relevant stakeholders.

The E-STREAM partner and other Italian partners will be responsible for distributing content to specific target groups, providing technical support for communication and ensuring additional media coverage of the project in Italy. Transfer of content to specific target groups, technical support for communication, additional media coverage.

Associated partners will play a supporting and complementary role in the communication process, particularly in disseminating results within their networks. Their participation in events, sharing of communication materials and involvement in promotional activities will contribute to greater project visibility and strengthen the cross-border impact. Their direct links with local businesses, institutions and stakeholders will enable a wider reach and easier transferability of project results. will be responsible for the overall coordination of all communication activities within the project. This includes managing the website, preparing and sending e-newsletters, organising the launch event and providing content for promotional materials.

8. MONITORING INDICATORS

To ensure the effectiveness of communication, key performance indicators will be used, including the number of participants at events, the level of engagement on social media,

the number of materials distributed and the feedback collected. The data will be monitored and included in half-yearly reports to be submitted to the management committee. This approach will allow for the adaptation of activities during the course of the project, thereby improving the effectiveness of communication measures and promoting greater visibility of the project.

In order to increase the impact and visibility of the project, we will regularly monitor and evaluate communication activities to determine their effectiveness and make any necessary adjustments.

The main indicators of the success of the digital presence will be: the number of visits to the project website, the number of followers and posts on social networks (at least 120 posts), the level of interaction (likes, comments, shares) and the number of digital materials downloaded.

To ensure continuous monitoring of the effectiveness of communication activities, the partners will use the following indicators:

Indicator	Description	Target value
Number of website visits	Monitoring interest in the project and access to results	/
Number of subscribers to the e-newsletter	Measuring the reach of regular communication	/
Reach of social media posts	Measuring content visibility	120
Number of events held	Measurement of live activity	4
Number of event participants	Direct reach measurement	12
Number of workshops held	Organisation of workshops to promote cross-border cooperation	3 (1 FVG, 1 Slovenia, 1 Veneto)
Number of participants in workshops	Measurement of direct reach	100
Media publications	Media presence (press, radio, internet)	/
Joint strategy	Signing memoranda of understanding or letters of intent – number of signatories	10
Feedback from participants	Quality assessment of events and materials	/

Monitoring will be carried out periodically, at least once every six months, with an interim evaluation.

Bimonthly online meetings, organised to coincide with the management meetings, will ensure continuous monitoring of communication activities and enable partners to exchange good practices and updates.

9. TIME SCHEDULE FOR COMMUNICATION ACTIVITIES

The timetable for communication activities includes the following main phases:

- Preparation and identity establishment phase (months 1–3): preparation of a comprehensive visual identity, website and initial presentation materials.
- Pilot testing and validation phase (months 4–12): implementation of pilot measures, collection of feedback, publication of interim results.
- Promotion and dissemination of results phase (months 12–18): intensive digital communication, organisation of workshops and events.
- Capitalisation and sustainable use phase (months 19–24): preparation of information packages, presentation of good practices, publication in Interreg programme repositories.

Activity	Time frame	Responsible partner
Establishment of a website	Month 1–2	Lead partner
Preparation of a communication plan	Month 1–2	OZS + partners
Introductory publication and campaign	Month 3	All partners
E-news, news, articles	Continuous	All partners
Activities on social networks	Ongoing	All partners
Promotional events	Months 4, 8, 12, 18	By agreement (local)
Video content and infographics	Months 6–18	All partners
Final conference and media campaign	Month 24	Lead partner + host

The timeline will be updated as needed based on the project's progress and evaluations of communication results.

10. REPORT

Social media posts are reported in a table in shared folders, where each partner reports and shares links to their posts. It is essential that all PPs adhere to this plan and update the table regularly in order to achieve our key performance indicators (KPIs).

Instructions for PP:

1. Overview of responsibilities:
 - Creating posts: Each partner is responsible for creating 20 posts throughout the project (from July 2025 to May 2027).
 - Sharing posts: The other partners will share the posts created by the assigned partner. The table sets out each partner's role each month: who is responsible for creating a post and who is responsible for sharing it.
 - Publishing and sharing: Partners responsible for creating posts must ensure that their content is published by the specified month. All other partners are responsible for sharing the post on their platforms.
 - Notifying other partners: When a partner creates and publishes an original post, they must notify the other partners by email and provide them with a link to the post and a screenshot of the original post. This only applies to original posts for which the partner is responsible. This will enable other partners to share the post according to their plans and confirm that the content has been published.
2. How to use the table:
 - The table contains the month and year for each publication and the partner assigned to create the content.
 - Each month will show: the partner responsible for creating the post (marked 'Original post [number] (link)') and the other partners responsible for sharing the post (marked 'Sharing (link)').
 - Each partner must enter the link to the post they created or shared in the appropriate column of the table as soon as the task is completed.

Month and year	RESPONSIBLE PARTNER					
	SDG/RES	COMET	OZS	E-STREAM	GOLEA	PTP
Jun 2025	-	-	-	-	-	-
Jul 2025	Original post 1 (link)	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)
Aug 2025	Share (link)	Original post 2 (link)	Share (link)	Share (link)	Share (link)	Share (link)
Sep	Share (link)	Share (link)	Original post 3 (link)	Share (link)	Share (link)	Share (link)
Oct 2025	Share (link)	Share (link)	Share (link)	Original post 4 (link)	Share (link)	Share (link)
Nov 2025	Share (link)	Share (link)	Share (link)	Share (link)	Original post 5 (link)	Share (link)
Dec 2025	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)	Original post 6 (link)
Jan	Original post 7 (link)	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)
Feb	Share (link)	Original post 8 (link)	Share (link)	Share (link)	Share (link)	Share (link)
Mar	Share (link)	Share (link)	Original post 9 (link)	Share (link)	Share (link)	Share (link)
Apr	Share (link)	Share (link)	Share (link)	Original post 10 (link)	Share (link)	Share (link)
May 2026	Share (link)	Share (link)	Share (link)	Share (link)	Original publication 11 (link)	Share (link)
Jun	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)	Original publication 12 (link)
Jul 2026	Original publication 13 (link)	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)
Aug 2026	Share (link)	Original post 14 (link)	Share (link)	Share (link)	Share (link)	Share (link)
Sep	Share (link)	Share (link)	Original post 15 (link)	Share (link)	Share (link)	Share (link)

Oct 2026	Share (link)	Share (link)	Share (link)	Original post 16 (link)	Share (link)	Share (link)
Nov	Share (link)	Share (link)	Share (link)	Share (link)	Original post 17 (link)	Share (link)
Dec 2026	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)	Original post 18 (link)
Jan	Original post 19 (link)	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)
Feb	Share (link)	Original post 20 (link)	Share (link)	Share (link)	Share (link)	Share (link)
Mar	Share (link)	Share (link)	Original post 21 (link)	Share (link)	Share (link)	Share (link)
Apr	Share (link)	Share (link)	Share (link)	Original post 22 (link)	Share (link)	Share (link)
May 2027	Original post 23 (link)	Share (link)	Share (link)	Share (link)	Share (link)	Share (link)

11. CONCLUSION

The CLIMASAFE communication plan is designed as a dynamic framework that will not only present the project results but also actively transfer them into practice. With an integrated approach – combining digital content, public events, technical materials and training – it will enable wide recognition of the solutions and their replicability in different economic and institutional contexts.

By constantly monitoring performance indicators and adapting content to the needs of target groups, the plan will contribute to sustainable growth and greater resilience of the cross-border area to climate change. The involvement of partners, stakeholders and end users in the co-creation of content will strengthen ownership of the results and ensure their use beyond the end of the project.

In this way, CLIMASAFE will serve as a long-term reference model for strategic climate risk management and strengthening the resilience of SMEs in the region and beyond.

In line with the project objectives and the Interreg programme, the plan will pay particular attention to the capitalisation and sustainable use of results. All materials will be available in Slovenian, Italian and English and published in the Interreg content repository and official communication channels.