

TESI Final Event

Communication



Prof. Ezio Micelli

Beatrice Maria Bellè

Eleonora Righetto

Francesca Scozzarro

Università Iuav di Venezia

bmbelle@iuav.it

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Aim and Target Groups

Aim

All the activities we have done for the 'communication' side of the project aim at:

1. **Enrich and increase interest** in the project
2. **Evaluate** and understand the **degree of interest in 'social innovation' matters**
3. **Test the potential participants** of a Joint Master in Social Innovation, in the Balkan area


The communication have been done with different tools, media and methods to reach a higher number of people. The communication of the project is essential and the dissemination was one of the crucial element, as it was very important that all the partner disseminate the events and information to support and foster our project.

Workflow

Managed by leading communication partner

Managed by all partners


News to be
communicated


Choice of
media(s)


Target
Identification


Content
Creation


Dissemination

Report

Insight and Results

LinkedIn - Insight

Updated 12/09/2023

[TESI LinkedIn Page](#)

302 followers

34 published posts

8555 impressions

451 reactions

17 comments

177 shares

The screenshot shows the LinkedIn profile for TESI. At the top, there is a yellow banner with the TESI logo and the text "TESI Training and Education in Social Innovation". Below the banner, the profile name "TESI - Training and Education in Social Innovation" is displayed with a notification bell icon. A short bio follows: "This project is Supported by the Interreg ADRION Programme funded under the EU Regional Development Fund and IPA II fund." and "Istruzione superiore · 302 follower · 1 dipendente". There are three buttons: "Già segui", "Visita il sito web", and "Altro". Below this is a navigation bar with "Home", "Chi siamo", "Post", "Lavoro", and "Persone". The "Informazioni" section states: "TESI aims at establishing a partnership that will work on the formulation of a Joint Master Programme on Social Innovation (JM). With this aim, the project focuses on two main objectives: • to raise competencies and skills on social innovation, through capacity-building approaches, and with a focus on cont ... vedi altro". A "Mostra tutti i dettagli" link is present. The "Post della pagina" section shows two posts. The first post, from 5 days ago, says "We're back from our exciting summer school!" and includes a photo of a classroom with a "TESI Summer School" presentation. The second post, also from 5 days ago, says "La scorsa settimana abbiamo partecipato alla Summer School sull'Innovazione Sociale" and includes a photo of a "TESI Summer School on social innovation" brochure.

LinkedIn - Results

Updated 12/09/2023



The goal: **1.500 interactions**

calculated by taking the amount of "likes", "sharing", "comments" on social media's pages of the project.



and we reached **9.294 interactions!**

September, 14th (2023)

Website - Results

Month	Unique visitors (individual users who have visited the website)	Number of visits (total website visits)	Page views (number of web pages views)	
March	51	184	1276	1st Study Visit in Zagreb
April	219	325	1607	
May	300	457	1972	2nd Study Visit in Athens
June	590	1236	3665	3rd Study Visit in Tirana
July	421	1063	3493	
August	286	888	2469	
September	122	348	989	

WEBINARS

SUMMER SCHOOL

Report

Communication Tools

Communication tools

All partners were provided with a **project's dissemination package** containing useful materials to support project communication.

The package included:

- the official **poster**
- **templates** for **presentations**
- template for **meeting agendas**, which can also be used as **letterhead**
- **roll-ups** that were customised and used during the events
- le personalizzazioni dei partecipanti alla summer School



Report

Communication Campaigns

Regular Updates

The website and social media have been **updated regularly**, providing **updates on partners' work** with a specific focus on the main events of our project:

- **Three Study Visits** (Zagreb, Athens and Tirana)
(countdown and follow-ups after the study visit)
- Cycle of **six Webinars**
(presentation of the Cycle of webinars with 'SAVE THE DATE' post, and final wrap-up)
- **Summer School** in Belgrade
(presentation of the programme, follow-up and promotional video)

Regular Updates

On the website have been published:

16 news and events

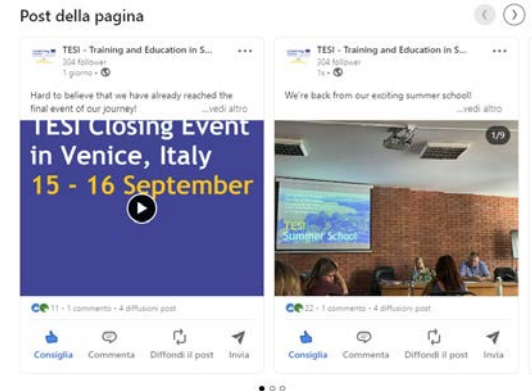
14 activities

19 items in the library

On the LinkedIn page have been published:

34 posts

with an average publication frequency of **1 post per week**



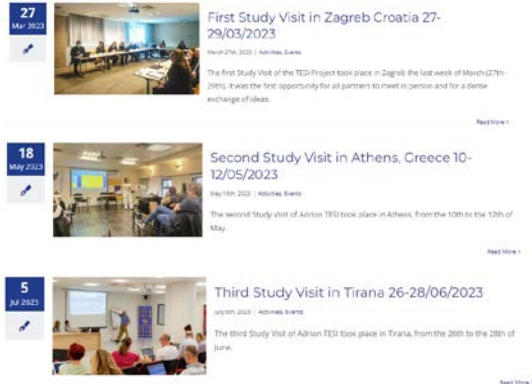
Three Study Visits

- **LinkedIn posting**

Each study visit was announced with a post and once it happened, described with photos and descriptions of the activities carried out

- **Website updates**

Each study visit was described in the “activities” section

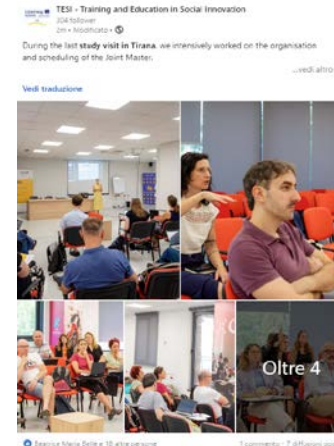


The screenshot shows three LinkedIn posts from the project's official page. Each post includes a date, a photo of the study visit, and a brief description of the event.

- 27 Mar 2023**: First Study Visit in Zagreb Croatia 27-29/03/2023. The first Study Visit of the TESI Project took place in Zagreb the last week of March (27th - 29th). It was the first opportunity for all partners to meet in person and for a dense exchange of ideas.
- 18 May 2023**: Second Study Visit in Athens, Greece 10-12/05/2023. The second study visit of AdriaT TESI took place in Athens, from the 10th to the 12th of May.
- 5 Jul 2023**: Third Study Visit in Tirana 26-28/06/2023. The third Study Visit of AdriaT TESI took place in Tirana, from the 26th to the 28th of June.



The banner features the logos for TESI (Training and Education in Social Innovation), Interreg ADRIAT, and the University of Tirana. The text reads: "TESI's latest study visit begins today in Tirana! All partners are gathered to work and build on the next steps of the project." Below the banner, it says "Tirana Study Visit 26th - 28th of June University of Tirana".



The gallery shows several photos of participants during the study visit in Tirana. The text above the photos reads: "During the last study visit in Tirana, we intensively worked on the organisation and scheduling of the Joint Master." Below the photos, it says "Vedi traduzione" and "Oltre 4".

Webinars

For communication and dissemination of the **webinars** that were organised from late May to early June, the following supporting activities were realised:



- LinkedIn posting
- Website updates
- Newsletter submissions
- Opening of a YouTube Channel
- Press Releases

Cycle of Webinars

- **LinkedIn posting**
to **launch the overall programme**, save the dates to remind each individual appointment, and final post to wrap up the activity.
The posts reached **2.281 views** and **220 interactions**
- **Website updates**
on the general programme and to describe the content of each webinar
- **Newsletter submissions**
sent to participants who consented to receive them, reaching a final database of **442 contacts**
- **YouTube Channel** (<https://www.youtube.com/channel/UCDFQVH5WVQR9WdMjAbCDCYA?reload=9&app=desktop&feature=applinks&cbrd=1>)
where recordings of individual webinars have been uploaded and can now be watched online.
More than **210 views**
- **Two Press Release**
One for the launch of the webinar programme, and the other to report the activity

Summer School

To promote and support the **Summer School** held from August 28th to September 2nd in **Belgrade**, we produced the following activities and material:



- LinkedIn posting
- Website event
- Motion video
- Press Release
- Programme brochure
- Roll up
- Poster
- Video

Summer School

- **LinkedIn posting**

were published to **announce the event**, share the programme and as a **follow-up to the event**. During the summer school period, posts published by the participating partners and lecturers were shared. The posts reached **1.890 views** and **160 interactions**

- **Website event**

content was created to **describe** the Summer School and share the programme brochure in .pdf; also in the section '**Library**' **all the presentations** that Lecturer have discussed during the Summer School are freely available

- **Motion video**

a **30-second video animation** was made to launch the summer school via social media and other social

- **Press Release**

it was written to disseminate information about the Summer School and its programme

Summer School

- Programme brochure

the programme was laid out in a **brochure** available to the public and participants. We have decided to be **sustainable** so we use a **QR code** and we do not print the programme to avoid paper waste.

- Roll up

to support communication of the event

- Poster

a customised poster was created for each partner to promote the event at their premises

- Video

Video clips of the activities and interviews with partners and students were filmed during the summer school. These were edited into a 2-3 minutes video about the project

Final Event

To promote the **Final Event**, the following activities and material were realised:



- LinkedIn posting
- Website event
- Motion video
- Press Release
- Roll up
- Event invitations

Final Event in Venezia

- **LinkedIn post**
the event was announced via the official channel and there will be a follow-up post both from LinkedIn page and from the Institutional Università luav di Venezia website
- **Website event**
news of the event was given on the website and there will be uploaded pictures of the event, the networking and the work
- **Motion video**
a 30-second video animation was made to launch the final event in Venezia via social media
- **Press Release**
was written to disseminate information about the event and all the partners have the chance to use this release to highlight their role in this project

Final Event

- **Roll up**
to support communication of the event
- **Poster**
To support the communication and to highlight the event also within the venue in Palazzo Badoer
- **Event invitations**
stakeholders and partners were invited to participate through invitations sent via email or direct messaging channels
- **Organisation of the two-days event**
The event in Università Iuav di Venezia was organised with all the operational, administrative and practical issues; also a guided programme for the two-days event is provided, as well as other leisure activities

Report

Remarks

Final Event

- The **intensive work** that **all the partners** have done in relation to the communication activities has been **remarkable**. In fact some of the expectations have been **successfully achieved and positively overcome** (interactions, followers, newsletter subscriptions).
- The **topic of social innovation**, although its generic description, is a **valid** and a very **challenging theme to discuss**; moreover the **education and training** as a 'social entrepreneur' is still something that needs to be discussed and structured.
- We think that the **communication** we have done for the proposal of a Joint Master have confirmed the need of having such **Professional Master** in a topic that is continuously changing and increasing.

Thank you!

www.tesi.adrioninterreg.eu

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