

# Communication Activities Report

Year 1 of CLAY project

1 June 2018 - 31 May 2019



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Authors	AEuCC team
Reviewed by	Regione Umbria; Resolvo
Contributors	AEuCC team

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## Introduction

CLAY partners, and in particular the Communication manager (AEuCC) have undertaken several communication activities:

- Communication plan;
- Official Website;
- Social media pages (Facebook; Instagram; LinkedIn; Youtube);
- Press releases and media appearances;
- Printed materials;
- Interregional dissemination activities;
- Document publication;
- Participation in annual Interreg events.

CLAY dissemination activities Year 1 at a glance:

- N° of appearances in media: 47
- N° of social media posts: 143
- N° sessions at the project website: 1.530

# 1. Set-up Phase

## 1.1 CLAY poster

The first communication step of the CLAY project was the official poster, with the description:

“CLAY boosts SME competitiveness in the ceramic sector through interregional policy learning to support innovation in technologies, processes and products.”



An interregional cooperation project for improving SMEs competitiveness policies.

**Project Partners**

- Regional Government of Umbria (IT)
- European Grouping of Territorial Cooperation Cities of Ceramic, EGTCC with limited liability (AEuCC) (ES)
- Regional Council of South Ostrobothnia (FI)
- Association for the Development and Promotion of the European Ceramic Center (FR)
- CTCV: Technological Centre for Ceramics and Glass (PT)
- Regional Development Agency South West Oltenia (RO)



[www.interreurope.eu/clay](http://www.interreurope.eu/clay)

[Facebook](#) - [Instagram](#) - [Youtube](#) - [Linkedin](#)

## 1.2 Communication plan

AEuCC drafted the Communication Plan, which was shared with partners. It was updated with comments received from partners and social media strategy. The updated version was approved by all partners.

The Communication Plan is a strategic project tool, which contributes to achieving the project's objectives. It is important not only to ensure transparency and knowledge sharing but also to raise awareness amongst citizens within Europe of the benefits accrued from projects co-funded by the European Regional Development Fund. Disseminating project outputs ensures the durability of project results, while having the added benefit of inspiring others to take part in interregional cooperation.

CLAY Communication Plan structures and organizes the communication and dissemination effort of the CLAY project. It aims to promote the scope and objectives of the project. It includes a detailed analysis of the communication strategy and the communication and dissemination infrastructure, target groups and objectives.

The final version consists of a document of 50 pages and including 5 annexes, covering the following topics:

- Communication strategy
- Visual identity
- External Communication Tools
- Communication actions
- Monitoring and Evaluation



### 1.3 Partners: Local communication managers; Printed posters; Link on website

The partners appointed local communication managers, updated regional communication tools (information about CLAY on their websites and social media pages), printed their posters, displayed it at their premises and shared a picture of their project team with the poster, which was also published on CLAY official website (<https://bit.ly/2JIMWz9>).



Partner websites with links to CLAY project:

- Regione Umbria: <https://bit.ly/2JFjAl6>
- AEuCC: <http://www.aeucc.eu/projects/clay/>
- ADRSV - Agentia pentru Dezvoltare Regionala Sud Vest Oltenia: <http://www.adroltenia.ro/clay/>
- South Ostrobothnia: <https://www.epliitto.fi/clay>
- CTCV Centro Tecnológico da Cerâmica e do Vidro: [http://www.ctcv.pt/projdi\\_clay.html](http://www.ctcv.pt/projdi_clay.html)
- Association pour le développement et la promotion du pôle européen de la céramique: <https://www.cerameurop.com/2018/08/07/clay/>



## 1.4 Internal communication tools, Website and Social media

AEuCC and the Lead partner Regione Umbria set up internal communication tools, mainly a mailing list of all the partners and shared Google drive folder.

AEuCC, according to the communication plan, set up the website and social media pages.

Website | [www.interregeurope.eu/clay/](http://www.interregeurope.eu/clay/)

Facebook | [www.facebook.com/clayeuropa/](http://www.facebook.com/clayeuropa/)

Linkedin | [www.linkedin.com/company/interreg-clay/](http://www.linkedin.com/company/interreg-clay/)

Instagram | [www.instagram.com/clayeuropa/](http://www.instagram.com/clayeuropa/)

Youtube | <https://www.youtube.com/channel/UCjqhhDmo5HmXfnI9a-Bd4RA>

The website was active since the kick off meeting, with the event shared at the end of June 2018.

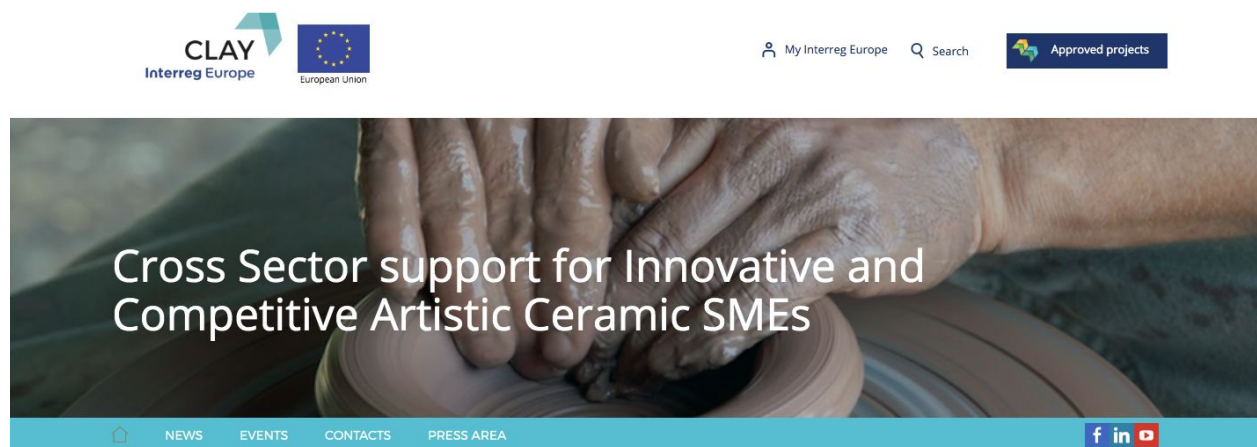
The social media pages took longer, and they were fully operative in October 2018.

## 2. Widespread communication of activities

### 2.1 Official Website

In year 1, the number of sessions on the CLAY website is 1.530; the total number of users is 1418; the total number of page views is 3.647; the average session duration is 2:12 minutes.

Clay Website ([www.interregeurope.eu/clay/](http://www.interregeurope.eu/clay/)) show the iconic Clay image on the home page, together with the social media icons.



Scrolling down, the user can find a brief summary of the project and more technical information about the policy instruments selected.

### News

<https://www.interregeurope.eu/clay/news/>

In Year 1, there are 10 news on Clay website, specifically:

- 11/07/2018 - A CLAY diary, kick off meeting in Assisi (<https://bit.ly/2OwoQGO>)
- 02/10/2018 - A few days ago, in Oltenia (<https://bit.ly/2CG0vJQ>)
- 05/11/2018 - Our international team (<https://bit.ly/2JIMWz9>)
- 14/11/2018 - Ceramic stakeholders' meeting in France (<https://bit.ly/2CEsVE7>)
- 21/11/2018 - CLAY - First Press Release (<https://bit.ly/2HVBptZ>)
- 27/11/2018 - Ceramic stakeholders' meeting in Finland (<https://bit.ly/2CEtnCj>)
- 19/02/2019 - From the SWOT analysis to the analysis of the needs (<https://bit.ly/2U5Eb7i>)



- 05/03/2019 - Clay project in Limoges, a video (<https://bit.ly/2FCLGtu>)
- 06/03/2019 - European input analysis on Ceramics Sector (<https://bit.ly/2TXsP53>)
- 10/05/2019 - The second stakeholder meeting in Horezu City (<http://tiny.cc/8o0t8y>)

## Events

<https://www.interregeurope.eu/clay/events/>

The events of the website indicate the 2 International Learning Events of the first year:

- Kick off Meeting (<https://bit.ly/2FyIgx8>) - June 2018
- The second step of Clay project (<https://bit.ly/2HIRvaX>) - February 2019

## Contacts

<https://www.interregeurope.eu/clay/contacts/>

This page shows the six partners and also the profiles of key people working on the project.

## Press

<https://www.interregeurope.eu/clay/press-area/>

This page shows the press office contacts and the official CLAY press releases:

- 18/02/2019 - Press Release 2 - 2nd project meeting in Limoges - <http://tiny.cc/i86t8y>
- 22/11/2018 - Press Release 1 - About CLAY project - <http://tiny.cc/t76t8y>

## Contribution to the Policy Learning Platform

During the first year of the project, CLAY partners also contributed to the Policy Learning Platform by publishing a *European input analysis on Ceramics Sector*, hence contributing to the durability of the project results (<http://tiny.cc/r66t8y>)

## 2.2 Social Media Pages

CLAY social media pages are operative since October 2018 and share content related to the project but also the ceramic sector in general.

### Facebook

[www.facebook.com/clayeuropa/](http://www.facebook.com/clayeuropa/)

1.600 followers

On the official CLAY Facebook page, during Year 1, 34 posts were published, obtaining 293 between likes and post shares.

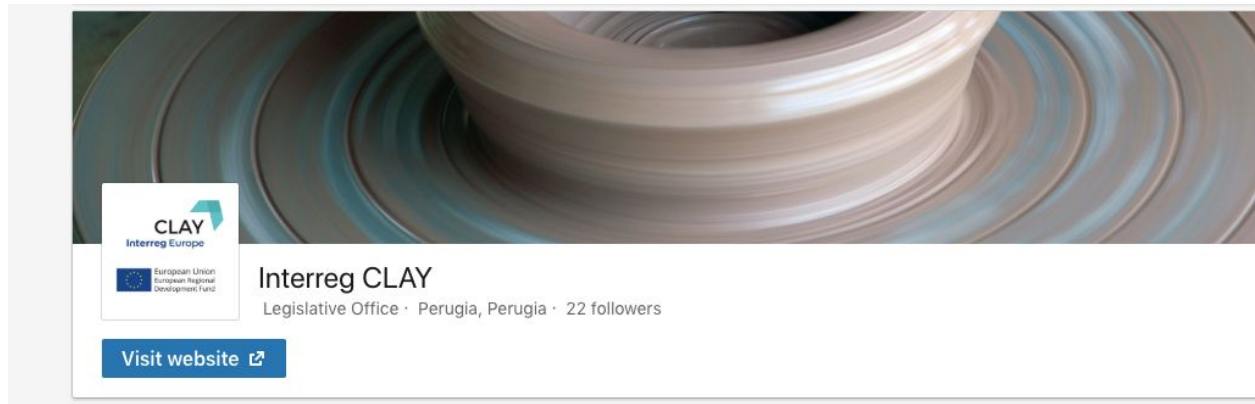


Partner 3 contributed with 1 Facebook post (22 likes / shares on posts) and Partner 4 with 22 Facebook posts (69 likes / shares on posts).

## Linkedin

[www.linkedin.com/company/interreg-clay/](http://www.linkedin.com/company/interreg-clay/)

On the official CLAY Linkedin page, during Year 1, 10 posts were shared, obtaining 56 between likes and post shares.



Partner 6 also contributed with 8 LinkedIn posts (107 likes / shares on posts / comments).

## Instagram

[www.instagram.com/clayeuropa/](http://www.instagram.com/clayeuropa/)

On the official CLAY Instagram page, during Year 1, 23 posts were shared on Instagram, obtaining 591 between likes, shares and comments.



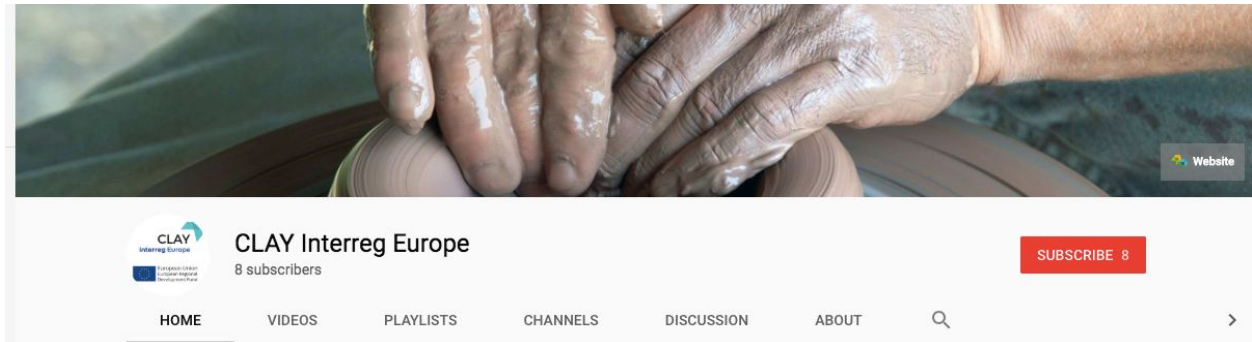
Partner 4 also contributed with 3 posts (92 Likes / Shares on posts).



## Youtube

<https://www.youtube.com/channel/UCjqhhDmo5HmXfnI9a-Bd4RA>

On the official CLAY Youtube channel, during Year 1, 15 videos were published, obtaining 473 total views.



Partner 4 also contributed by sharing 1 video (12 views).

## Newsletters

AEuCC, and in particular its Italian branch, AiCC, spread a newsletter with more than 4.000 subscribers, all interested in the ceramics sector. In the first year of the project, the newsletter focussed on CLAY in 4 issues.

Partner 6 also contributed by spreading 3 issues of the newsletter, and Partner 5 with 1 newsletter issued.

## Other social media activities

Besides the social media chosen in the communication plan, Partner 4 also contributed to the dissemination with 2 Twitter posts (3 likes / retweets) and 1 blog post, while partner 6 published 15 Twitter posts (50 likes / retweets).

## 2.3 Press releases and media appearances

In the first year of CLAY project, AEUCC spread 2 press releases:

- 22/11/2018 - Press Release 1 - About CLAY project - <http://tiny.cc/xg3t8y>
- 18/02/2019 - Press Release 2 - 2nd project meeting in Limoges - <http://tiny.cc/gh3t8y>

The first one, in 2018, explaining the guidelines of the project, the second one about the second partnership meeting and the following steps of the project.

This led to 47 media appearances in the first year of the project.

### Semester 1: 23 media appearances

- Partner 1: 4 media appearances
- Partner 2: 14 media appearances
- Partner 3: 1 media appearance
- Partner 4: 2 media appearances
- Partner 5: 1 media appearance
- Partner 6: 1 media appearance

### Semester 2: 24 media appearances

- Partner 1: /
- Partner 2: 13 media appearances
- Partner 3: 4 media appearances
- Partner 4: 1 media appearances
- Partner 5: 1 media appearances
- Partner 6: 5 media appearances

The project got visibility on **specialized ceramics portals**, as for instance:

- *Ceramics.it* <http://tiny.cc/bx2t8y>
- *Contemporary Italian Ceramics* 30/01/2019 <http://tiny.cc/jv2t8y>
- *Contemporary Italian Ceramics* 22/02/2019 <http://tiny.cc/cw2t8y>
- *La Ceramica Moderna & Antica* n. 302, page 5
- *La Ceramica Moderna & Antica* n. 303, page 27

## 2.4 Printed Materials

Besides the project poster, CLAY partners prepared a roll-up and a brochure which were printed and spread by the partners.

### Roll-up



**Brochure**



CLAY aims at supporting the ceramic sector by prioritising new technologies, strengthening brands and developing new services to maintain competitive advantage and face the challenge of globalisation.

Artistic Ceramics represents a central part of European tradition, mainly composed by small and micro enterprises that were hit by the economic crisis and low-cost competition.

For the ceramic sector, globalisation represents a challenge but also an opportunity, in this sense the sector, supported by public policies, must improve the way it conceives and develops new products, industrial processes and services, in line with the recent drive towards advanced manufacturing.

CLAY project gathers 5 regions which have both important ceramics traditions and innovative small and medium enterprises, and uses interregional exchange to identify solutions to the challenge of matching tradition and innovation, by improving regional programmes for innovation.

The main goal of the project is to show that product, process design and innovation can keep tradition and modernity visible and competitive in today's world. The overall objective is to ensure that policy instruments are adapted to support the ceramic sector in the contemporary global environment.

Partners



### 3. Events

#### 3.1 Interreg Communication Seminar in Dublin

AEuCC communication specialist Paola Casta attended the Interreg Communication Seminar in Dublin (November 2018) and posted about it on CLAY Instagram account.





### 3.2 Kick off Meeting and Launch event

In the first year, the partners organized 2 meetings, involving stakeholders and including dissemination activities.

During the Kick Off meeting, Viola Emaldi, director of the ceramics vocational training institute of Faenza and curator, set up the exhibition “Grand Tour”, composed by traditional pieces of ceramics from all over Italy.

The Launch event “Revive Ceramics”, managed by Regione Umbria, presented an overview of the project to an audience of stakeholders of the ceramics sector and shared a number of expert inputs on the theme of innovation in ceramics. The event saw the participation of the Italian Senator Stefano Collina, president of AEuCC.



### 3.3 Meeting in Limoges

The second partnership meeting was held on February 6 and 7, 2019 in Limoges (France).



The meeting was disseminated by a dedicated news on the website and the second press release.