



**18th ADRIAN MONITORING COMMITTEE MEETING**  
**20 December 2023**

# **OVERVIEW OF ADRIAN 2023 COMMUNICATION ACTIVITIES**

# COMMUNICATION CAMPAIGNS:

## ADRION SHORT STORIES

### Podcasts on ADRION Clusters:

- **Circular and Bioeconomy**
- **Disaster risk reduction**
- **Blue Economy**

You can enjoy the episodes on IPA ADRION page, or you can find them on Spotify, Speaker, and Deezer

### Videos on ADRION clusters:

- **Innovation and ADRION Branding**
- **Emerging destinations**
- **Culture and creative industries**

- <https://www.interreg-ipa-adrion.eu/adrion-short-stories-the-interreg-adrion-podcast/>





# Twitter Analysis

January- December 2023



+100  
Tweets

+80  
New followers

1663  
Total followers

Jan – Nov 2023

Jan - Dec 2022



14.876  
Tweet impressions

2.100  
Tweet impressions



837  
Engagements

725  
Engagements

Most posts during the reported period focused on the ADRION programme. Moving forward, the emphasis shifts to IPA ADRION.



# LinkedIn Analysis

January- Nov 2023



**1.419**

Unique Visitors

**4.030**

Total followers

**3.654**

Page views

January- Nov 2022



**1.135**

Unique Visitors

**3.255**

Total followers

**3.157**

Page views

Jan - Sept 2023



**698**

New followers



**79.331**

LinkedIn impressions

Jan - Sept 2022

**532**

New followers

**48.850**

LinkedIn impressions

Most posts during the reported period focused on the ADRION programme. Moving forward, the emphasis shifts to IPA ADRION.

# IPA ADRION's New Website Launch



- The launch of the new IPA ADRION website signifies a comprehensive upgrade, ensuring easy access to current and past project information.
- **Creation of New Website**
  - **Content Migration:** Content from the previous ADRION website, including project news, achievements, and clusters & project-specific pages, has been seamlessly transferred to the new website.
  - **Old Website Link:** The link to the old ADRION website remains active for reference.
  - **Additional Features:** The new website for an enhanced user experience, including an intranet, national pages and partner search functionalities.
- <https://www.interreg-ipa-adrion.eu/>

# Creation of ADRION Project Digital Library

- *The primary goal is to collect and curate these resources in a centralized digital library for wide dissemination.*
- **The library will serve as a comprehensive repository, facilitating easy access to the wealth of knowledge generated by the funded projects.**

## **Benefits:**

- **Knowledge Dissemination:** Allows widespread sharing of project outcomes
- **Accessibility:** Centralized access for easy retrieval of resources
- **Continuity:** Positions the library for ongoing contribution with future project results

# ADRION WEBSITE

## 27 News Alerts on ADRION and IPA website published

- Update on the approval 5th Extraordinary Call projects published:
- <https://www.adrioninterreg.eu/index.php/2023/01/07/five-new-projects-approved-under-the-5th-extraordinary-call/>
- EU events and news updates: Significant EU Events, awards, Field-Specific Events:
- <https://www.interreg-ipa-adrion.eu/news-events/events/>
- Article on ADRION Thematic Sub-Cluster: <https://www.adrioninterreg.eu/index.php/2023/03/15/prevention-and-preparedness-for-water-related-risks-the-receipt-of-muha/>
- Campaign of ADRION Clusters: <https://www.interreg-ipa-adrion.eu/adrion-short-stories-the-interreg-adrion-podcast/>
- IPA ADRION 1<sup>st</sup> Call for proposal post and updates: <https://www.adrioninterreg.eu/index.php/2023/03/28/ipa-adrion-1st-call-for-proposals-at-the-start/>
- National Info Days on 1<sup>st</sup> Call updates- info of the events and material: <https://www.adrioninterreg.eu/index.php/2023/04/04/ipa-adrion-national-info-days/>
- Updates on the result of the 1<sup>st</sup> Call: <https://www.adrioninterreg.eu/index.php/2023/07/05/the-1st-call-of-ipa-adrion-is-closed-222-project-proposals-received/>

# ADRION EVENTS

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**Final Conference of the Interreg 2014-2020 Programmes ADRION, DANUBE, MEDITERRANEAN, *Transnational Cooperation in BiH under the spotlight*, 13 June 2023 Sarajevo**

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**IPA ADRION Event within the 8th edition of the Forum, *Increasing competencies and skills in the Adriatic-Ionian region*, 25 May 2023**

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*Additional events funded within the ADRION Programme budget*

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**IPA ADRION 1st Call – Programme Information Event, Onsite, 19 April – Sarajevo**

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***IPA ADRION 1st Call –Information Event- NCP Serbia, 16 May***

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***IPA ADRION 1st Call –Information Event- NCP North Macedonia, 18 May***

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***IPA ADRION 1st Call –Information Event- NCP San Marino, 31 May***

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***IPA ADRION 1st Call –Information Event- NCP Montenegro, 5 May***

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**IPA ADRION 1st Call- Information Event- NCP Italy Venice, 3 May & Ancona, 9 May**

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***IPA ADRION 1st Call –Information Event- NCP Greece, 4 May***

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***IPA ADRION 1st Call –Information Event- NCP Croatia, 28 April & 12 May***

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***IPA ADRION 1st Call –Information Event- NCP Slovenia, 12 April***

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Thank you