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WP 6 – Communication
Deliverable D6.4 – Report on press relations

Since the beginning of the project’s activities, the partners have organized various raising-awareness events which media representatives were invited to.

In the table below reported there is the summary of the media outputs the partners have managed to achieve.

	Croatia	Greece	Italy	Slovenia	Spain
Press Conferences	<p>2 press conferences</p> <p>1. 12th March 2008- Institute of Agriculture and Tourism Poreč, present reporters from: regional daily newspapers <i>Glas Istre</i> and <i>La Voce del Popolo</i>; majority of Institute project team (8 people) presented the project (and partner team) with Power Point Presentation and Written Abstract with relevant data.</p> <p>2. 25th march 2010, in Pula, as an introduction to the National conference of More Project</p> <p>3 radio interviews – on 11th March 2008 local station <i>Radio Centar</i> and on March 12th on regional station <i>Radio Istra</i>. 1 radio interview, about the</p>	<p>2 press conferences-</p> <p>On 14th October, 2008 at the premises of the Association of Cretan Olive Municipalities in Chania, Crete, olive millers were invited to talk about the potential of the energy exploitation of the olive solid residues produced in the region of Chania. Besides the press, radio and TV were invited as well and covered the event.</p> <p>The second press conference was held on 15th October 2008 after the 1st training session. The press, radio and TV were invited as well and covered the event.</p> <p>Radio interview –</p> <p>On 13th October 2008 an interview on the project activities and expected</p>	<p>2 press conferences</p> <p>1. September 23rd and 24th La Spezia and Imperia</p> <p>The press conference was held in the two different regional locations taking advantage of the first training session for olive millers and their representatives on energy issues and on energy production methods from olive pomace.</p> <p>At the events the regional TV Journal – RAI Tre – and the regional TV Station Primocanale were present. http://www.primocanale.it/viewvideo.php?id=19950</p> <p>2. Genova, 21st may 2010</p> <p>The second press conference has been organised in May as the selection process of the beneficiary of the business plan took more time than it was foreseen.</p>	<p>27th February 2008</p> <p>UPZRS organised a local event, followed by a press conference, in order to present to local stakeholders the project’s objectives and foreseen activities.</p>	

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	<p>Training session, on July 3rd on regional station <i>Radio Istra</i>.</p> <p>4 press interviews – national daily newspaper <i>Večernji list</i> (March 11th by phone) and regional daily newspaper <i>Glas Istre</i> (March 16th, July 3rd, November 13th).</p> <p>1 TV interview – interview for regional TV station (NIT) about the Training session for market operators (July 3rd)</p>	<p>results was transmitted by the regional radio stations in Crete:</p> <ul style="list-style-type: none"> • Iraklio 97.7, • Charaka-South Crete 103.6, • St.Nikolas –East Crete 105.3. <p>Live radio Iraklio (http://tvradio.ert.gr/radio/livradio/irakleio.asp)</p>	<p>Since this part was the consistent piece of news to be widespread, to the press conference we invited the beneficiary – a representative of Arnasco municipality – as well as the olive millers professional associations.</p> <p>The info pack contained a summary of the business plan and of the policy recommendations.</p>		
Press releases	<p>Announcement of Training Session for market operators on Institute web pages http://www.iptpo.hr/index.php?option=com_content&task=view&id=130&Itemid=2</p> <p>Announcement of Training Session for market operators on web portal 7maslina.net (July 1st) http://www.7maslina.net/Novosti/tabid/60/articleType/ArticleView/articleId/859/Default.aspx</p> <p>Announcement of Training Session for market operators on Institute home page (July 1st)</p>	<p>Announcement of Training Session on October 15 2008 at the websites below:</p> <ul style="list-style-type: none"> - Chamber of Rethimno, Crete http://www.eber.gr/forum/vi ewtopic.php?t=5041 - Technical Chamber of Crete http://www.teetdk.gr/index.php?id=39,154,0,0,1,0 - Ecology website http://www.oikologos.gr/rele ases.html - Ecocrete website http://www.ecocrete.gr/index.php?option=com_content 	<p>Thanks to the involvement of the “communication subcontractor” – Words srl – the Ligurian partners were able to disseminate to a wide group of media actors their press releases. So far, two sets of press releases have been issued: the first one, focused on the launch of the MORE project in the National Info Day on the Intelligent Energy Europe Programme (Genoa, 28th March 2008); the second one, aimed at promoting the first training session to olive millers and their representatives.</p> <p>With respect to the second press conference, we made a wide diffusion of a press release to local media (TV and newspapers).</p>	<p>2 press releases were prepared and published in local/regional media (Primorske News and Zurnal 24) and 1 press review was made by regional TV (TV Koper).</p>	<p>Announcement of the Organization of Project Meeting among the partner in Koper (Slovenia) on Agener home page. http://www.agener.es/ingles/noticia12.htm</p>

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	<p>http://www.iptpo.hr/index.php?option=com_content&task=view&id=130&Itemid=1</p> <p>Announcement and presentation of Training Session emitted a few times during day (July 4th) on <i>Radio Istra</i></p>	<p>http://www.pliroforisi.net/perivallon/</p> <p>- Internet calendar for the Environment</p>			
Press reviews	<p>Project presentation and interview emitted 3 times during day (March 11th) on <i>Radio Centar</i> and on news broadcast (March 16th)</p> <p>Project presentation and interview emitted a few times during day (March 12th) on <i>Radio Istra</i></p> <p>Report on press conference held in Institute on web portal http://www.porestina.info/results.asp?t=EU%20projekt (March 12th)</p>	<p>Training session conclusion and the potential of the energy use of the olive residues in the area of Crete was presented in the following sources:</p> <p>- Agronews website http://www.agronews.gr/content/view/41240/46/language/el/</p> <p>-“Kirikas” regional newspaper</p> <p>-“The News” regional newspaper</p>	<p>At Italian level, the partners have managed to get published or broadcasted a total of two sets of press reviews herewith enclosed.</p> <ol style="list-style-type: none"> 1. Il Sole 24 Ore Nord Ovest 2. A radio station – Radio Babboleo – broadcasted an interview to MORE partners on the project as well. <p>For the second press conference we managed to have a couple of press articles on the major national agro-economic newspaper “AGRISOLE” (Il Sole 24 Ore Group) and on the regional newspaper La Stampa.</p> <p>We also had 3 tv interviews: two of them for RAI 3 daily journal (1 at the 1st training session in La Spezia, 1 at the IEE infoday in Genoa) one for television “primocanale” at the training session held in Imperia.</p>		<p>Agener has published information about MORE project in printed magazine (AGRANDA) and on the internet: http://www.jaensostenibile.com/noticia_agener.htm</p>

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