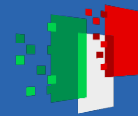




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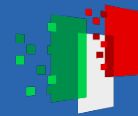
# PNRR-MEET COMMUNICATION

## FIRST ACTIVITY REPORT

1th DECEMBER 2023

Maira Marzioni  
Gianluca Nardi





## MAIN TOPICS



# THE IMPORTANCE OF COMMUNICATION

- The Third Mission (INGV Activity Plan 2023-2025)
- “As part of the obligations envisaged for the Member States within the implementation of the National Recovery and Resilience Plans, article 34 of Regulation (EU) 2021/241 provides for **the need** to guarantee adequate visibility of the results of investments financed by the European Union through **the dissemination of coherent, effective information and proportionate, aimed at different audiences including the media and the vast public [...]** Together with the administration, the subjects implementing the financing they are called upon to promote the funded projects and provide evidence of the changes that have occurred thanks to community resources”.





## MAIN OBJECTIVE

Communicate  
the impact  
of research infrastructure,  
new observatories and  
monitoring data produced  
on society



# VISUAL IDENTITY

## Meet logo guidelines

1  
GOALS ACHIEVED

2  
INTEGRATION WITH INGV INSTITUTIONAL COMMUNICATION

3  
NEXT DELIVERABLES

### Pittogramma

Il pittogramma del progetto MEET è costituito da una circonferenza con cinque linee che rappresentano la dinamicità della terra e gli scenari, a diverse quote, monitorati dalle infrastrutture di ricerca: dalle profondità marine ai 2808 metri dell'Osservatorio sull'Etna.

		
C20 M74 Y80 K10 R190 G88 B68 HEX #be5844	C30 M75 Y93 K30 R142 G69 B42 HEX #8e452a	C90 M30 Y25 K0 R0 G141 B169 HEX #00bda9
		
C0 M37 Y71 K27 R190 G133 B74 HEX #c38552	C0 M10 Y25 K0 R255 G228 B192 HEX #ffe4c5	C10 M30 Y100 K0 R233 G176 B68 HEX #e9b044

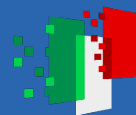




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# MEET WEBSITE

in collaboration with  
INGV Web Office

<https://meet.ingv.it/>

Home page

1

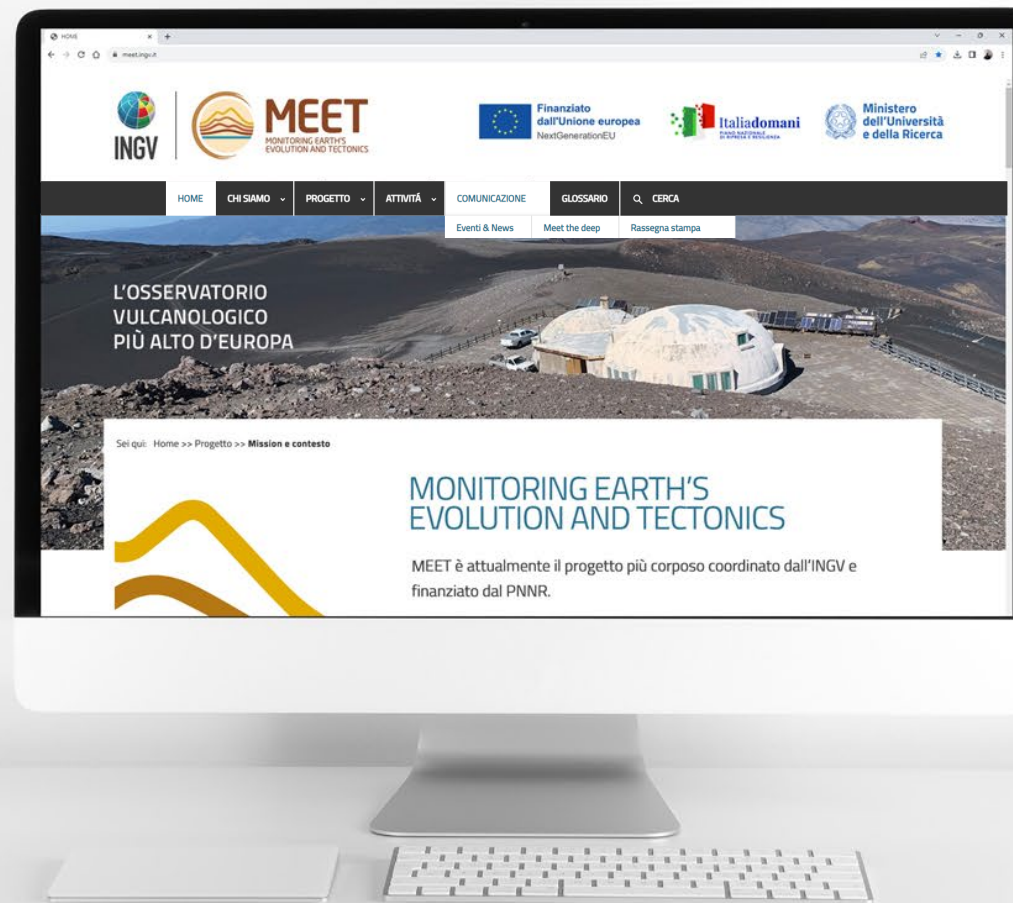
GOALS  
ACHIEVED

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DELIVERABLES



# MEET WEBSITE

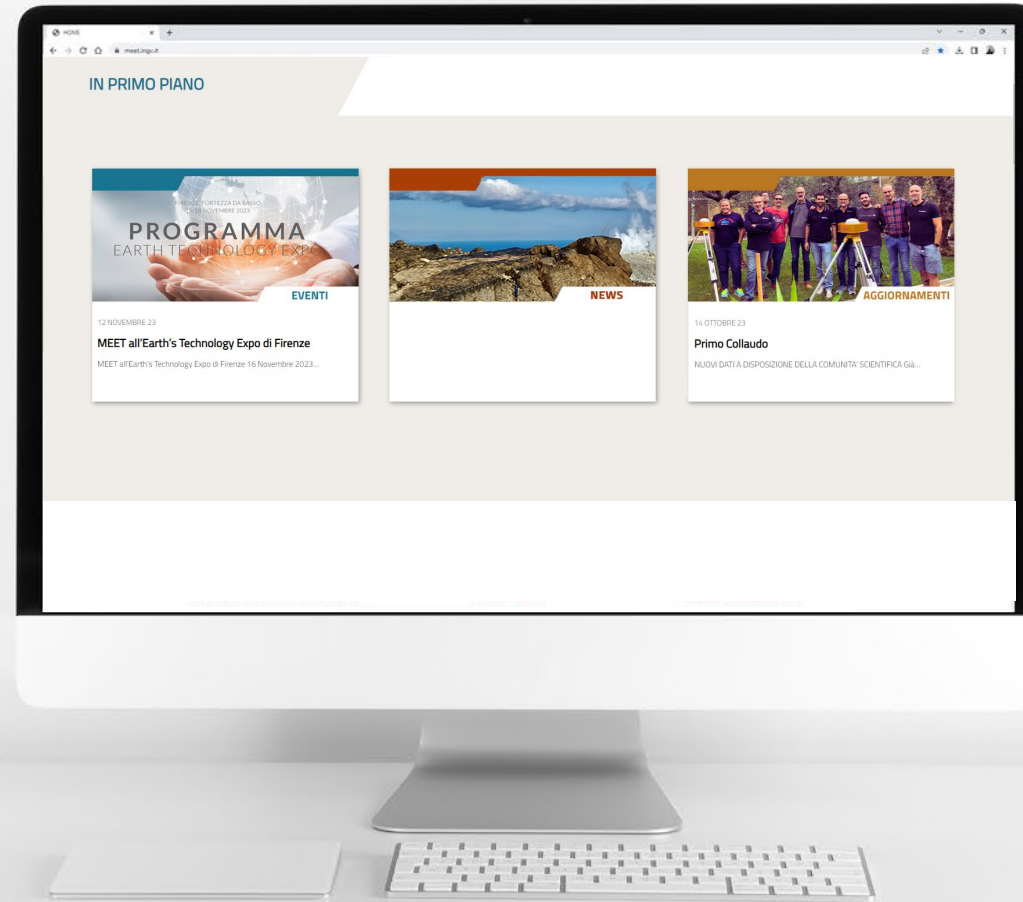
in collaboration with  
INGV Web Office

Featured section

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ACHIEVED

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WITH INGV INSTITUTIONAL  
COMMUNICATION

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# WP SUPPORT

- Faber poster
- Pizzi Deneri logo in collaboration with Politecnico di Milano

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GOALS ACHIEVED

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INTEGRATION WITH INGV INSTITUTIONAL COMMUNICATION

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NEXT DELIVERABLES

INGV | MEET | Finanziato dall'Unione europea | Italiadomani | MUR

MEET È IL GRANDE PROGETTO INGV CHE PORTERÀ VERSO IL FUTURO LA RETE DELLE INFRASTRUTTURE DI RICERCA NAZIONALI

A SOS ENATTOS SORGERÀ IL NUOVO OSSERVATORIO GEOFISICO SOTTERRANEO A BASSO RUMORE

**FABER**  
FAB FACTORY OBSERVATORY

UNA RISORSA PREZIOSA PER LA COMUNITÀ SCIENTIFICA MONDIALE

COLLABORAZIONE TRA NUMEROSI ENTI DI RICERCA | NUOVI E PREZIOSI DATI APERTI PER COMPRENDERE MEGLIO LE DINAMICHE TERRESTRI | SOS ENATTOS OSPITERÀ LA SUMMER SCHOOL 2025 PER FORMARE GIOVANI GEOSCIENTISTI

PIZZI DENERI  
2018

**MEET**  
MONITORING EARTH'S EVOLUTION AND TECTONICS





## Communication plan timetable

New **web site** launch  
Visual identity guidelines

First **Open Day**  
First episodes of Meet the deep **Podcast**

First **summer school** in Grottaminarda  
Meet the deep, **special issue:** Irpinian Observatory

Meet the deep, special issue: **Video** of Etna Observatory  
Second open day  
Launch of special issue "Geoscience for the future", voices from summer school



Trailer "Meet the deep, cosa c'è sotto"

**Internal event** for the first year

Communication strategy in detail for each WP

Meet the deep, special issue: Messina's Observatory

Promotion of MEET's summer schools

Participation in **local festival**

Summer school in Sos Enattos  
Collection and editing material of school's participants **voices** for a Special Meet the Deep

Meet the deep, special issue: Video of Sos Enattos Observatory

Third summers school in Nicolosi

Final **monitoring** communication report

## INTEGRATION WITH INGV INSTITUTIONAL COMMUNICATION

- Do not contribute to the fragmentation
- Meeting with communication department groups
- Collaboration with INGV press office

## CRITICAL ISSUES

- Lack of an institutional communication plan
- Limited project visibility on the INGV main site



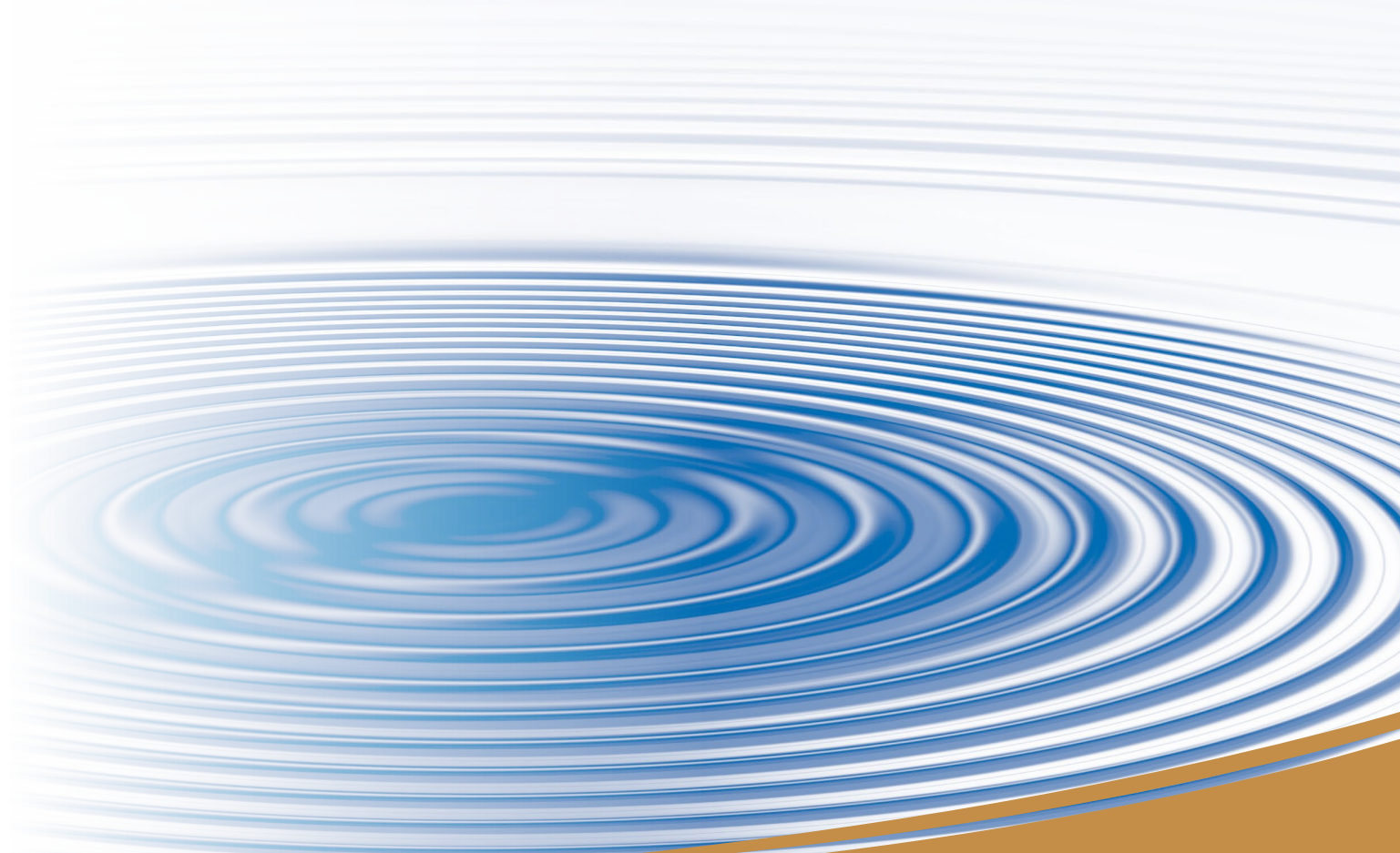
## NEXT DELIVERABLES

- Detail target and communication strategy for the main topics (Birth of the observatories, data portals; TNA)
- Updates on the progress of activities
- Contribute with the IR topic to an integrated communication strategy of INGV
- Dissemination format «Meet the deep, cosa c'è sotto»

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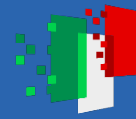




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DI GEOFISICA E VULCANOLOGIA**

# TRAILER PODCAST

1

GOALS  
ACHIEVED

2

INTEGRATION  
WITH INGV INSTITUTIONAL  
COMMUNICATION

3

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DELIVERABLES



**MEET THE DEEP**  
cosa c'è sotto

