



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR

<http://www.adriatic-ionian.eu/>



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta

Interreg 
ADRION ADRIATIC-IONIAN
Regional Development Fund - Instrument for Pre-Accession Aid
EUSAIR FACILITY POINT



Sustainable Tourism
EUSAIR

Communication and public relations for EUSAIR Facility Point Project

18th TSG4 meeting, October 18, 2022





Biljana Bekić

Master's degree in sociology

- Journalism experience
- 12 years experience in providing communication services to EU funded projects
- 12 years of experience in international marketing communication agencies

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Andrija Rudić, owner

Master's degree in journalism

- Journalism experience
- 16 years EU project experience
- 12 years of PR experience
- 25+ years of graphic communication experience

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Contract signed May 22, 2020 _ End date November 30, 2022

Contract Annex December 1, 2022 _ End date July 31, 2023



The main communication goals

Phase 1 – Raise awareness

Phase 2 - Increase knowledge, interest and motivation

Phase 3 - Change of attitudes

/EUSAIR Communication strategy/





Short overview

COVID-19 restrictions decreased/cancelled

- more direct contact – more media coverage possible
- less pandemic restrictions – higher competition for the media coverage /more events/

Looking for interesting data that could make a difference in the interest of media (infographics formats etc)





Communication - Phase 2

22/06/2020 – 01/11/2020

OVERALL: minimum **77** published stories and articles in different public media and social networks

Communication - Phase 3

02/11/2020 – 01/05/2021

OVERALL: minimum **73** published stories and articles in different public media and social networks

Communication – Phase 4

02/05/2021 – 01/11/2021

OVERALL: minimum **46** published stories and articles in different public media and social networks + 3 TV stories

Communication – Phase 5

02/11/2021 – 03/05/2022

OVERALL: minimum **63** published stories and articles in different public media and social networks

Communication – Phase 5 - 2

04/05/2022 – 18/10/2022

OVERALL: minimum **35** published stories and articles in different public media and social networks

Outcome: 294 public appearances in **28** months





Communication support has been given to

May-Sept 2022

- The 17th TSG4 meeting
- The 7th EUSAIR Forum
- The Mediterranean Coast and Macro-regional Strategies Week 2022

Thematic texts on Cultural Routs CoE, Transition Pathway for tourism, Various Sustainable tourism sub-themes

Communication support plan to be given to

Oct-Dec 2022

- The 18th TSG4 meeting
- EUSAIR Communication Academy/Bled
- National Capacity Building Workshop/Plitvice Lakes National Park





EUSAIR Journalist award

The powerful communication tool

- January 2023 – Announcement
- May 2023 - Evaluation
- June 2023 - The award ceremony.

In partnership with FIJET Croatia, part of the World Federation of Travel Journalists and Writers FIJET





Thank you!

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