

Communication Activities Report

Year 2 of CLAY project

1 June 2019 - 31 May 2020



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1. Introduction

CLAY partners and the Communication manager have undertaken several communication activities:

- Update of Official Website;
- Update of 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 2 at a glance:

- N° of appearances in media: 32
- N° of social media posts: 111
- N° sessions at the project website: 1.439

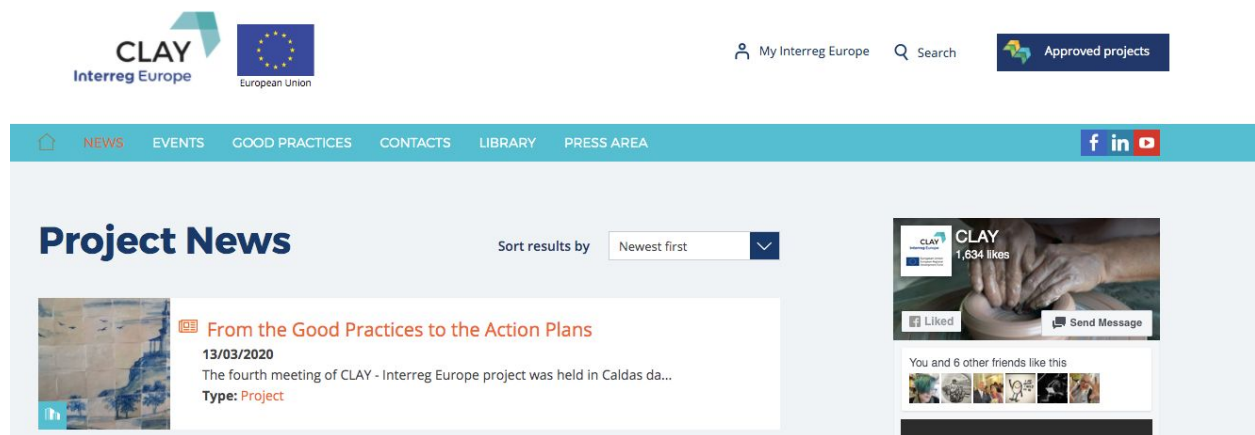
2. Widespread communication of activities

2.1 Official Website

In year 2, the number of sessions on the CLAY website is 1.439; the total number of users is 1.305; the total number of page views is 3.160; the average session duration is 2:06 minutes.

2.1.1 News

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



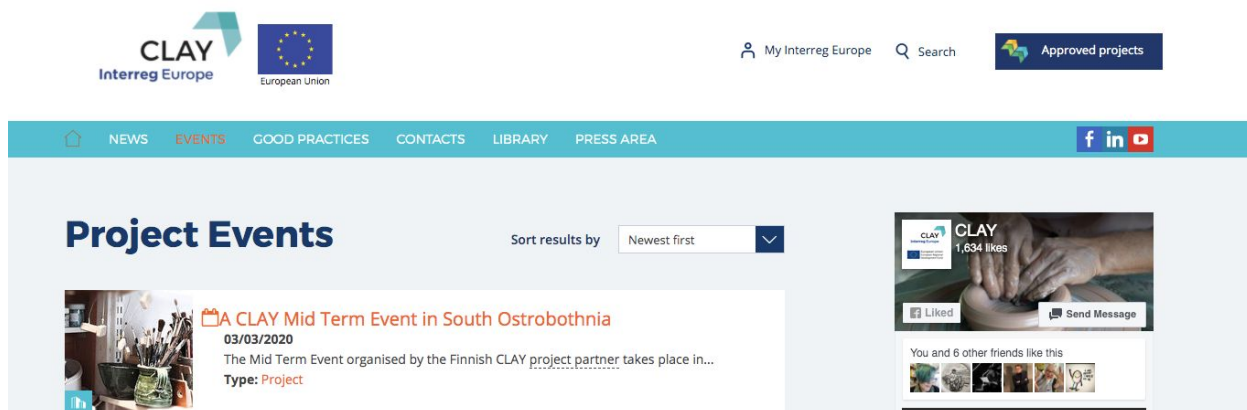
In Year 2, there are 10 news on Clay website, specifically:

- 05/06/2019 - Our Finnish Stakeholders
<https://www.interregeurope.eu/clay/news/news-article/5791/our-finnish-stakeholders/>
- 19/06/2019 - A CLAY Networking story
<https://www.interregeurope.eu/clay/news/news-article/5924/a-clay-networking-story/>
- 03/07/2019 - News from Finland
<https://www.interregeurope.eu/clay/news/news-article/6032/news-from-finland/>

- 19/09/2019 - A CLAY mid-term event in Umbria Region
<https://www.interregeurope.eu/clay/news/news-article/6457/a-clay-mid-term-event-in-umbria-region/>
- 16/10/2019 - A CLAY meeting in Seinajoki
<https://www.interregeurope.eu/clay/news/news-article/6607/a-clay-meeting-in-seinaejoki-finland/>
- 19/11/2019 - Toques and Porcelaine, a CLAY mid term event
<https://www.interregeurope.eu/clay/news/news-article/6932/toques-and-porcelaine-a-clay-mid-term-event/>
- 18/12/2019 - CLAY local stakeholder group in South Ostrobothnia
<https://www.interregeurope.eu/clay/news/news-article/7289/clay-local-stakeholder-groups-in-south-ostrobothnia/>
- 28/01/2020 - The 5th stakeholder meeting in Seinajoki
<https://www.interregeurope.eu/clay/news/news-article/7550/the-5th-stakeholder-meeting-in-seinaejoki/>
- 06/03/2020 - Ceramics “super week” in Seinajoki
<https://www.interregeurope.eu/clay/news/news-article/7991/ceramics-super-week-in-seinaejoki/>
- 13/03/2020 - From the Good practices to the Action Plans
<https://www.interregeurope.eu/clay/news/news-article/8025/from-the-good-practices-to-the-action-plans/>

2.1.2 Events

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



The screenshot shows the CLAY website's 'Project Events' section. At the top, there are navigation links for NEWS, EVENTS, GOOD PRACTICES, CONTACTS, LIBRARY, and PRESS AREA. A search bar and a 'My Interreg Europe' profile link are also visible. The main content area features a 'Project Events' heading with a 'Sort results by' dropdown menu set to 'Newest first'. A featured event card is displayed, titled 'A CLAY Mid Term Event in South Ostrobothnia' dated 03/03/2020. The card includes a small image of hands working with clay and a brief description: 'The Mid Term Event organised by the Finnish CLAY project partner takes place in...'. To the right, there is a social media-style preview of a Facebook post for the CLAY project, showing 1,634 likes and a 'Send Message' button.

In Year 2, there are 5 events on Clay website, specifically:

- 11-12/09/2019 - CLAY interregional learning event in Finland
<https://www.interregeurope.eu/clay/events/event/2852/clay-interregional-learning-event-in-finland/>
- 19/09/2019 - Mid term event in Foligno
<https://www.interregeurope.eu/clay/events/event/2912/mid-term-event-in-foligno/>
- 13/11/2019 - Regional meeting in Portugal
<https://www.interregeurope.eu/clay/events/event/3026/regional-meeting-in-portugal/>
- 14/01/2020 - Local stakeholder group meeting in Finland
<https://www.interregeurope.eu/clay/events/event/3183/local-stakeholder-group-meeting-in-finland/>
- 03/03/2020 - A CLAY mid-term event in Seinajoki
<https://www.interregeurope.eu/clay/events/event/3310/a-clay-mid-term-event-in-south-ostrobothnia/>

2.1.3 Press

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

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

- September 11, 2019 - Press Release 3 - 3rd project meeting in Seinäjoki
http://www.aeucc.eu/wp-content/uploads/2020/06/CLAY_pressrelease_ILE3_Seina%CC%88joki-ENG.pdf
- February 19, 2020 - Press Release 4 - 4th project meeting in Portugal
http://www.aeucc.eu/wp-content/uploads/2020/06/CLAY_pressrelease_ILE4_Portugal-ENG-V4.pdf

2.2 Social Media Pages

2.2.1 Facebook - www.facebook.com/clayeurope/

1.665 followers

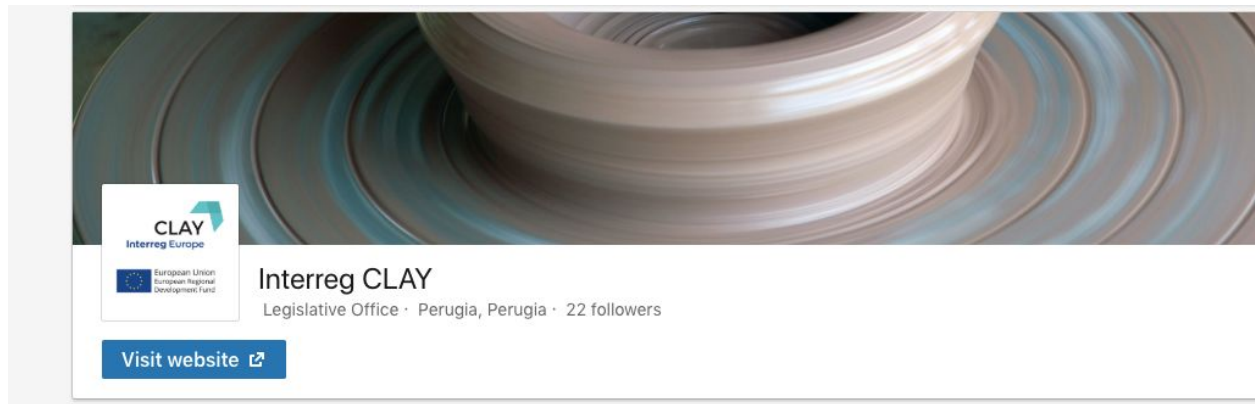
On the official CLAY Facebook page, during Year 2, 41 posts were published, obtaining 675 between likes and post shares.



Partner 4 contributed with 27 Facebook posts (452 likes / shares on posts); Partner 5 with 2 Facebook posts (24 likes / shares on posts).

2.2.2 LinkedIn - www.linkedin.com/company/interreg-clay/

On the official CLAY LinkedIn page, during Year 2, 14 posts were shared, obtaining 36 between likes and post shares.



Partner 4 also contributed with 2 LinkedIn posts (25 likes / shares on posts / comments).

2.2.3 Instagram - www.instagram.com/clayeurope/

210 Followers

On the official CLAY Instagram page, during Year 2, 22 posts were shared on Instagram, obtaining 280 between likes, shares and comments.

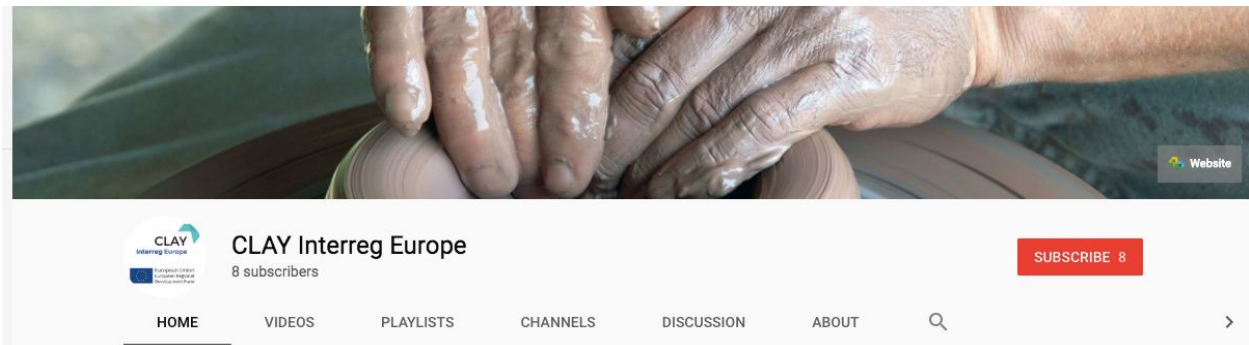


Partner 5 also contributed with 2 posts (12 Likes / Shares on posts).

2.2.4 Youtube - <https://www.youtube.com/channel/UCjghhDmo5HmXfnI9a-Bd4RA>

On the official CLAY Facebook page, during Year 2, 1 video was published, obtaining 26 total views.

- Interreg CLAY - A Portuguese story
<https://www.youtube.com/watch?v=PtfDSEptPuw>



2.2.5 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 second year of the project, the newsletter focussed on CLAY in 7 issues.

Partner 5 also contributed by spreading a newsletter issue.

2.3 Press releases

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

- September 11, 2019 - Press Release 3
http://www.aeucc.eu/wp-content/uploads/2020/06/CLAY_pressrelease_ILE3_Seina%CC%88joki-ENG.pdf
- February 19, 2020 - Press Release 4
http://www.aeucc.eu/wp-content/uploads/2020/06/CLAY_pressrelease_ILE4_Portugal-ENG-V4.pdf

The first one, in 2019, focussed on the 3rd partnership meeting in Finland, the second one about the 4th partnership meeting in Portugal.

2.4 Media appearances

Semester 1: 14 media appearances

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

Semester 2: 18 media appearances

- Partner 1: /
- Partner 2: 8 media appearances
- Partner 3: 3 media appearances
- Partner 4: 1 media appearances
- Partner 5: 5 media appearances
- Partner 6: 1 media appearance

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

- *La Ceramica - July/September 2019*
<http://www.aeucc.eu/wp-content/uploads/2019/11/la-ceramica-lug-set-19.jpeg>
- *New Ceramics - July/August 2019*
<http://www.aeucc.eu/wp-content/uploads/2019/12/clay.jpeg>
- *La ceramica Antica e Moderna - October/December 2019*
<http://www.aeucc.eu/wp-content/uploads/2020/06/Documento-33.pdf>
- *Contemporary Italian Ceramics - 28/02/2020*
<https://contemporaryitalianceramic.com/2020/03/31/il-quarto-incontro-del-progetto-clay-interreg-europe/>
- *Infoceramica - 01/04/2020*
<http://www.infoceramica.com/2020/04/clay-project-interreg-europe-2/>

3. Events

3.1 Mid-term events

The project partners held the mid term events, some of which are described in the project website.

3.1.1 Umbria region

<https://www.interregeurope.eu/clay/news/news-article/6457/a-clay-mid-term-event-in-umbria-region/>



3.1.2 Pole Céramique

<https://www.interregeurope.eu/clay/news/news-article/6932/toques-and-porcelain-e-a-clay-mid-term-event/>



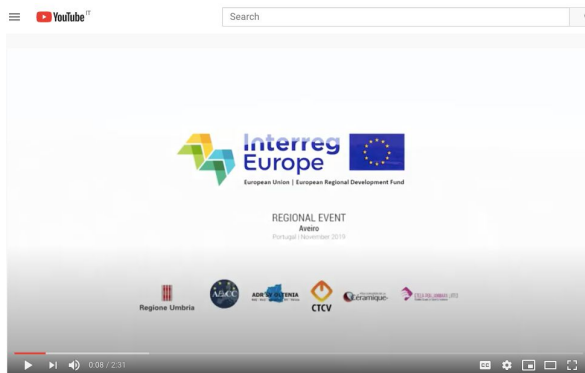
3.1.3 South Ostrobothnia

<https://www.interregeurope.eu/clay/news/news-article/7991/ceramics-super-week-in-seinaejoki/>



3.1.4 Centro region

<https://www.interregeurope.eu/clay/events/event/3026/regional-meeting-in-portugal/>



3.2 Interregional learning events

3.2.1 ILE 3 in Finland (Seinäjoki)

<https://www.interregeurope.eu/clay/news/news-article/6607/a-clay-meeting-in-sein-aejoki-finland/>

September 11 and 12, 2019 - The third partnership meeting of the CLAY project (Cross Sector support for Innovative and Competitive Artistic Ceramic SMEs) was held on the 11-12 September 2019 in Seinäjoki (Finland).



3.2.2 ILE 4 in Portugal (Caldas da Rainha, Coimbra and Aveiro)

<https://www.interregeurope.eu/clay/news/news-article/8025/from-the-good-practices-to-the-action-plans/>

February 19 and 20, 2020 - The CLAY (Cross Sector support for Innovative and Competitive Artistic Ceramic SMEs) partnership meeting was held in February 2020 in Portugal, between the cities of Caldas da Rainha, Coimbra and Aveiro.

