MISSIONE 4
ISTRUZIONE
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Attachment 2

National Recovery and Resilience Plan (NRRP)

Mission 4, Component C2, Investment 1.1: "Fund for the National Research Program and for Projects of National Interest (NRP)"

Call PRIN 2022 PNRR – Directorial Decree no.1409, 14/09/2022

RESTORE: REconstruct subsurface heterogeneities and quantify Sediment needs TO improve the REsilience of Venice saltmarshes

CUP: B53D23033630001

Deliverable DL 5.2: Social media communication and participation at public events

Authors: L. Tosi, M. Cosma, C. Da Lio, S. Donnici (CNR)
M. Ferronato, A. Mazzia, P. Teatini (UNIPD),

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Revision history

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Executive summary

The report details the activities of the RESTORE project on social media communication and the participation at the Science4All public event to promote social awareness on Coastal Transitional Environment relevance.

Summary

1 INTRODUCTION

This report outlines the activities carried out to promote the RESTORE project to the general public. These efforts included sharing information on social media platforms like ResearchGate, LinkedIn, and the project website. The project also took part in the public event Science4All, helping to raise awareness and engage with a wider audience on the relevance of coastal transitional environment. The aim was to keep the public informed and involved in the project's progress.

2 Social media communication

The project activities were promoted through various social media platforms, including ResearchGate, LinkedIn, and the project website. On ResearchGate (Figure 1), posts were shared focusing on the project's key themes and contributions to scientific conferences.

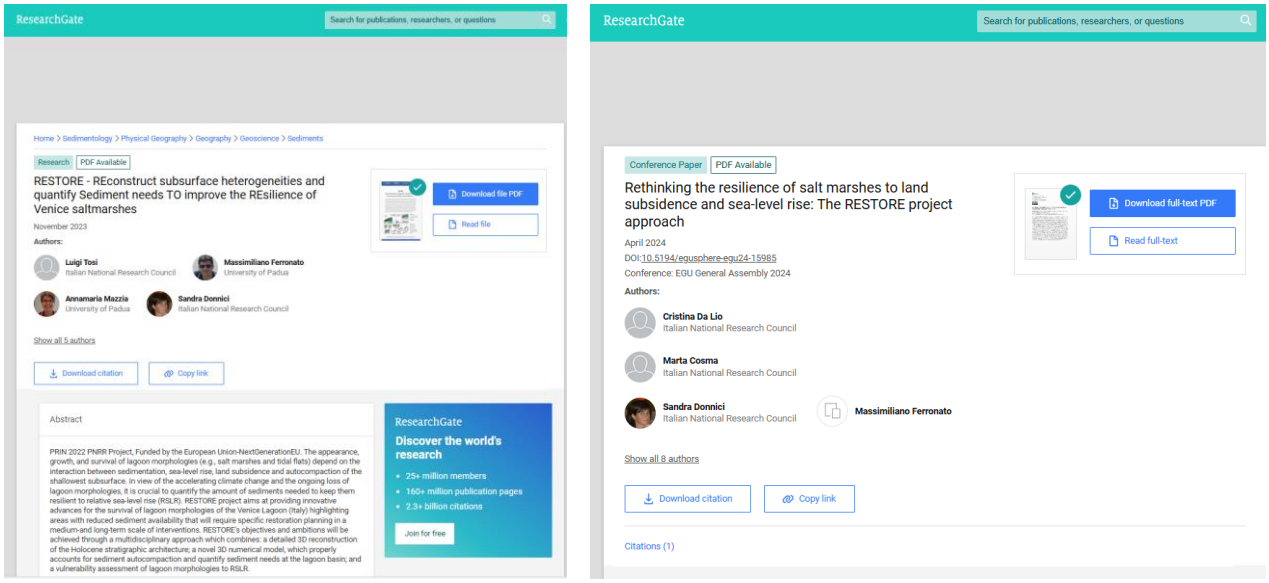

Figure 1 – Examples of the ResearchGate posts.

LinkedIn (Figure 2) was used to highlight events organized within the project, such as participation in Science4All, the involvement of new team members, and the organization of a workshop for stakeholders. These platforms served as important tools for engaging a wider audience and keeping the public informed about the project's developments.

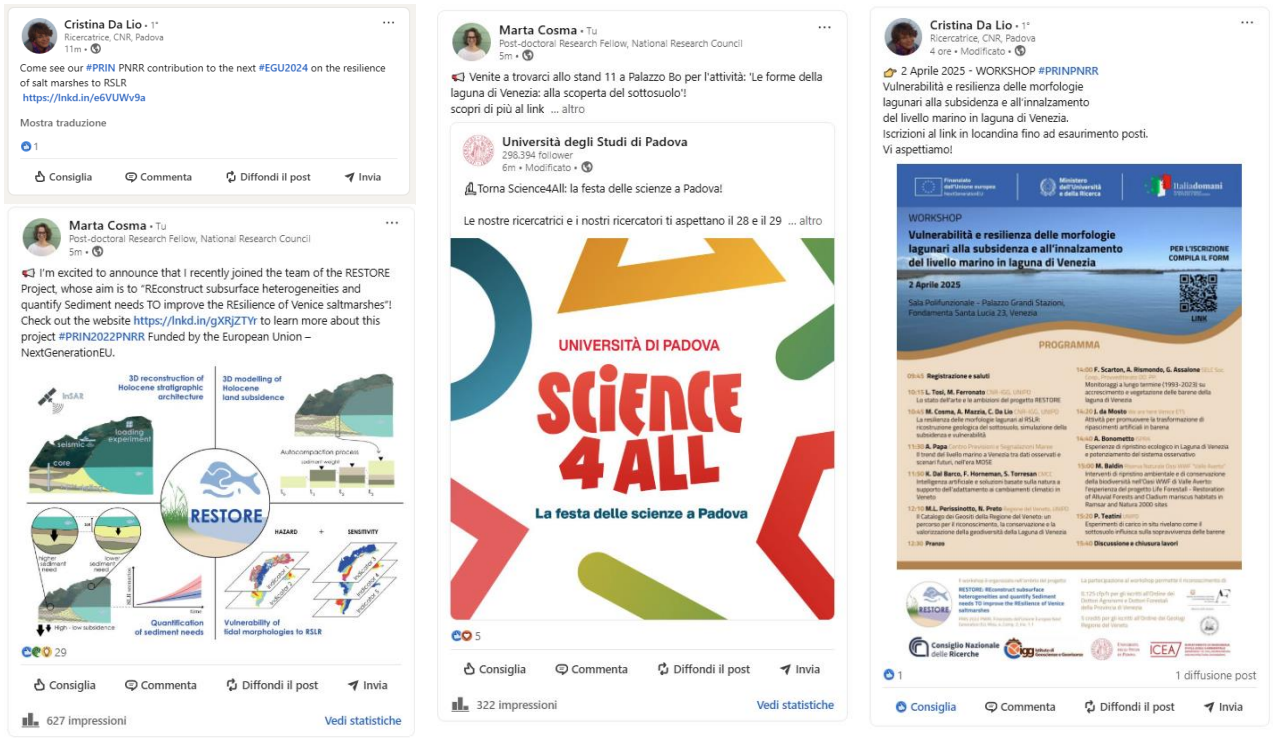

Figure 2 – Examples of the LinkedIn posts.

The project website (Figure 3) was regularly updated on a monthly basis to reflect the latest news and progress. Key sections of the website were populated with essential information, including the project objectives, descriptions of the work packages, and the methodologies being used. Periodic updates were made to showcase the latest project news, participation in workshops, and conference attendance. The publications section is also being gradually populated, where project deliverables were added. All the updates and information related to the project are available on the website: https://restore.dicea.unipd.it/.

Figure 3 – Examples of the RESTORE project website sections periodically updated, including the objectives, the work packages, the methods, the workshop & conferences and the news sections.

3 Participation at public events

The project took part in the 2024 edition of Science4All – la festa della scienza a Padova, organized by the University of Padova on the weekend of September 28-29, 2024, in the historic centre of Padova. This event is a public science communication initiative aimed at both citizens and schools, presenting science in a simple and engaging way for everyone. As part of the RESTORE project, we contributed by offering an interactive activity titled "Le forme della laguna di Venezia: alla scoperta del sottosuolo", designed for a diverse audience ranging from children to young adults. This activity was promoted through social media (e.g., LinkedIn) and in the Science4All website (Figure 4).

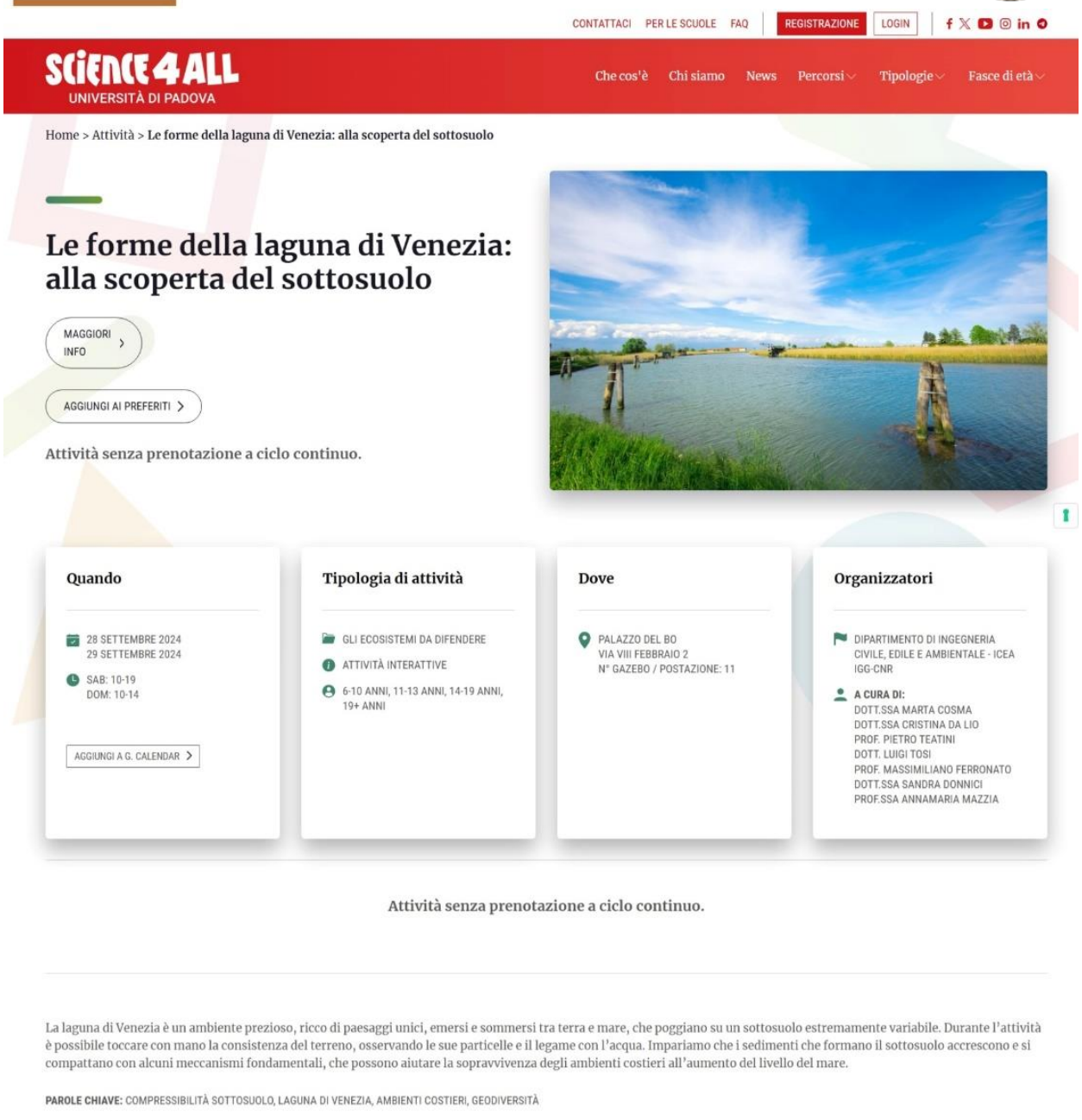

Figure 4 – Science4All website with the details on RESTORE project interactive activity "Le forme della laguna di Venezia: alla scoperta del sottosuolo".

The interactive activity aimed to introduce participants to the unique and valuable environment of the Venice Lagoon, a landscape rich in both emerged and submerged areas, shaped by the complex interaction between land and sea. The activity allowed participants to physically experience the texture of the soil, observing its particles and their relationship with water. Through this hands-on approach, participants learned that the sediments forming the subsoil grow and compact through fundamental mechanisms. These processes are crucial for the survival of coastal environments, particularly in the context of rising sea levels. The activity

highlighted how understanding these mechanisms can support the resilience of such ecosystems.

The interactive activity was designed to engage participants in exploring the unique environment of the Venice Lagoon, focusing on the variability of its subsoil. The activity included three different experiments (Figure 5), a video projection on the lagoon environment, and the opportunity to visualize the lagoon subsoil's heterogeneity through a 3D physical model (Figure 6).

Figure 5 –RESTORE project interactive activity at the Science4All event. The stand features all the materials for the interactive activities, including the permeability experiment with bottles, the compressibility experiment with the French press, the glass with sediments and water for the sedimentation rate experiment, the 3D physical model, and the video projection of the lagoon environment.

Figure 6 –3D physical model of the Venice lagoon subsurface showed during the Science4All event and prepared to visualize the high heterogeneities of the subsoil.

The three experiments aimed to demonstrate the different compressibility, permeability, and sedimentation rates of materials such as sand, peat, and clay. In the compressibility experiment, participants used a French press to compress peat and then sand, observing how peat compresses much more than sand. The permeability experiment involved pouring water on a layer of clay, sand, or peat position on top of a transparent bottle, allowing participants to see how clay is much less permeable than the other materials. The sedimentation experiment involved mixing with a spoon, sand, clay, and water in a glass and observing how the first sediment to settle when mixing stopped was sand, followed by clay, due to the difference in their densities. Through these experiments, participants gained a hands-on understanding of the fundamental processes shaping the lagoon's subsoil and its role in supporting coastal environments in the face of rising sea levels (Figure 7).

Figure 7 – Engagement with the general public and in particular with young generation in the interactive activity of the RESTORE project during the Science4All event.

In addition to the experiments, the video and the 3D physical model of Venice's subsurface, some communication materials have been prepared: a self-standing roll-up, that highlight, in a simple way, the importance of the lagoon environment and its subsurface; and a poster acknowledging the project's funding in accordance with the PNRR 2022 PRIN and Next Generation EU guidelines (Figure 8).

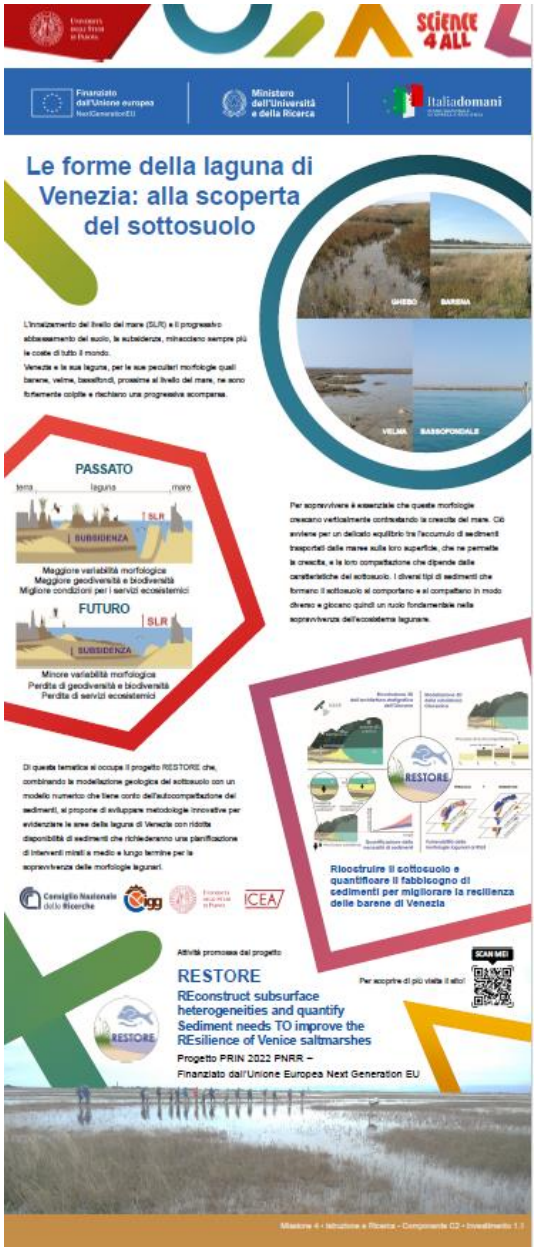

Figure 8 – Communication materials prepared for the Science4All event to inform the general public about aims and funding of the RESTORE project.

Luigi Tosi
27.03.2025
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Delegate of the

Legal Representative

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