

# COMMUNICATION GUIDELINES

## WP2 – Activity 2.1 - Start-Up Activities Including Communication Guidelines for Project Partners and Visual Identity

### DELIVERABLE D2.1.2

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ML-Repair Reducing and preventing, an integrated Approach to Marine Litter  
Management in the Adriatic Sea – Axis 3 – SO 3.3

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## 1 INTRODUCTION

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- ML-REPAIR is a regional project financed through Interreg Italy Croatia CBC Programme, PA Environment and Cultural Heritage, SO 3.3.
- The ML-REPAIR project, capitalizing the results of the Adriatic IPA CBC DeFishGear (DFG) project, is aimed at strengthening joint governance on marine litter (ML) management and developing of solutions among different entities for reducing and preventing marine pollution. The main project activities are focused on testing new educational tools for raising awareness of tourists in the coastal areas and for supporting the strategies for monitoring the marine litter in participative approach of the fishermen community.
- MAIN OUTCOMES
  - Fishing for Litter Implementation Status Map
  - H2020 MARINA Knowledge Sharing Platform (KSP) improving the usability of the data
  - Marine Plastics Characterization Protocol
  - Fishing for Litter (FfL)
  - Interpretative exhibitions on ML for school children
  - 2 awareness rising exhibitions on ML
  - Policy recommendations
  - Cross border campaign for rising awareness on ML dedicated to tourists
- The project will develop and apply tools tackling the ML issue and contributing to the advancement of knowledge about it with a sustainable approach. The FfL Implementation Status Map will facilitate a full application of FfL in the Adriatic fishing ports, thus reducing the ML pollution. The Map will be hosted on a flexible and evolvable online platform created in the EU project MARINA, that will allow easy data visualization and update. A specific App to be used on board by the fishermen themselves to collect georeferenced data about ML amount and composition will be developed. A scientific report on polymeric composition and degradation of ML plastics fraction will provide scientific basis to evaluate microplastics generation and recycling feasibility of ML plastics. An extensive education program toward children and tourists with multimedia technologies will provide a

statistical basis for evaluating best practices for social awareness of ML issue along the Adriatic Sea coasts.

Also, ML-REPAIR project will contribute through its preventive actions to greatly reduce in mid and long term the amount of microplastics that can be generated in the Adriatic Sea by degradation of plastic marine debris. On the basis of data previously generated in the DFG project, approx. 10 ton of plastic marine litter could be collected through FfL actions (Activity 4.2) in the REPAIR project; by assuming the formation of microplastic particles of approx. 1 mm average size and hypothesizing a potential average 1% (underestimated) degradation of collected plastic marine litter in the next 10 years, approx. 100 million microplastic particles will be prevented to be formed, dispersed and eventually ingested by biota in the Adriatic coastal sea waters. The additional reduction in the long term of microplastics generation produced by WP3 educational activities in the mid and long term could be estimated only at the end of the project, by analyzing collected feedback data.

- Comprehensive cross-border campaign will be developed and implemented by a series of tools and activities such as exhibitions, workshops, video, posters, leaflets and work with the media. At the same time, the carrying out of Fishing for litter activities and of Status map FfL should give more information that should be integrated in implementation of project and be published to all stakeholders.
- The communication activities will be fulfilled from the beginning of the project. The results and key messages for target groups will be spread through web media (website, social media), printed materials (leaflet, poster, roll up, brochure) and national events involving stakeholders/policy makers.
- Public Institution RERA SD for coordination and development of Split Dalmatia is the WP Communication Leader coordinating the main process and monitoring the quality of the communication strategy implementation. RERA SD will take care of dissemination and capitalization activities and coordinate partners in both countries.

## 2 STRATEGY

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### 2.1 Communication to ensure internal involvement of all partners (WP Management)

#### **Objectives, challenges and results**

1. Communication among partners is key for the success of the project. It will be based on transparency, cooperation and sharing. The main challenge is to bring together partners

that lack previous common experiences, have different backgrounds and come from different countries and sectors: companies, public institutions, universities, R&D entities and NGO. The primary objective of internal communication is to transform partners into a common team that shares the same goals and a collegial attitude. This is the foundation for a motivated, open and successful partnership and the key towards achieving project aims. It is also the key to create the bonding between a strong core of the project early in the project. This core then “pulls” those more reserved or less experienced into the team. The main point is to break barriers for communication and develop a mutually reassuring atmosphere where work is appreciated, and help is available.

2. Internal communication will be built on the following:

- A) On the personal connection based on regular contacts between partners. This is in part achieved through meetings that allow for informal gathering (e.g. two-day steering committee meetings or other meetings open to all team members with an informal dinner after the first day). It is common that after meetings people tend to continue communicating more freely and directly.
- B) On the daily online communication through emailing list of all partners. Additionally, the partners agree to set different internal teams and therefore different emailing groups according to topic such as the group of financial managers in project (dealing with reporting issues) and/or project coordinators groups (dealing with timely public procurement and results/outputs achievement).
- C) Based on the previous two levels, the internal communication will be directly linked to the project as common work of partners. All activities are designed to involve several partners, be it from the same country or internationally. Also, an exchange of experiences and information gathered during events, meetings etc. is strongly encouraged to have an internal “exchange of practices”. We also encourage partners to invite “international” experts from within the partnership to contribute at the various national events. It is mainly the role of the lead partner and the coordinator to set the standards of communication and trust in the group. The communication manager sets the operational tone and WP leaders serve to monitor activities in detail.

3. Internal communication is monitored from the side of project management including WP leaders. This core group is in frequent operational contact. The evaluation of project

progress will be done through internal feedback loops and then presented at SC meetings. This will also indicate communication deficiencies. After discussion during official meetings, corrective measures will be taken for necessary improvements. Internal communication quality will be measured by time of updating, quality of contents and the speed of interaction between the partners. Reporting will take place according to Programme procedures every six months.

The result of a successful internal communication will be a coherent and connected project team that will serve as a foundation for an efficient and streamlined approach to the thematic activities at the core of the project.

## **2.2 Communication to ensure external involvement in output development (Thematic WPs)**

### **Objectives, challenges and results**

1. To support the project's objective, and to reach desired project outcomes, communication efforts of ML-REPAIR will be strongly focused on stakeholders/target groups broadly representing the wider public, policy makers and Fisheries Local Action Groups (FLAGs) and Local Action Groups (LAGs). The success of the project and its main output depend on successfully engaging of the target groups in both target countries. The stakeholders play different roles, so they need to be involved at different stages/WPs and in different models. Ensuring the participation of the groups in both countries is therefore a major challenge as well as a risk. In general, apart from standard communication activities in WP2, the Marine Litter Communication strategy (MLCS) will be developed as well in order to develop special key messages for each target group. The MLCS is a separate communication document.
2. The **first step** of external communication will be done internally as the partnership must prepare and fine-tune the messages to be delivered towards the target groups.

#### ***Policy level key messages:***

These messages should increase transnational/cross-border cooperation, exchange and communication among authorities, fisheries sector and FLAGs/LAGs related to ML issues. ML project targeting FLAGs (2 FLAGs in Croatia and 5 GACs in Italy), regional and local authorities: 60 local and regional/authorities, environmental agencies etc. (30 in Italy and 30 in Croatia), relevant national authorities (Ministry of Fisheries and Agriculture of the Republic of Croatia), Fisheries Directorate, Croatian Agency for the Environment and Nature, Croatian Ministry of Environmental Protection and Energy, Italian Ministry of Agriculture Food and

Forestry Policies, Italian Ministry of the Environment and the Protection of the Land and the Sea. The message should also spread the FfL practice in cross-border areas and build two-way communication between scientists and fishermen. The partnership experience from previously implemented participative projects (DFG, GAP1, GAP2) clearly demonstrate that interaction between scientists and fisheries stakeholders is a key tool for the success of every initiative concerning the marine environment. The targeting groups are in Fishery sector: Fishermen boats - approx. 25 fishermen boats in Italy and 23 fishermen boats in Croatia, corresponding, which is approx. 135 fishermen in both Italy and Croatia, Fishing associations (3 in Croatia and 4 in Italy), and FLAGs (2 in Croatia in the territory from Split to Dubrovnik: FLAG "Skoji" and FLAG "Brač"; 5 in IT: GACs "Costa dell'Emilia Romagna", "Marche Nord", "Marche Sud", "GAC Veneziano" and "GAC di Chioggia e Delta del Po").

***Wider public key messages (tourist, local population and children):***

In order to achieve these two goals from the beginning of the project and for the whole time of implementation, activities planned to raise awareness on target groups that will be divided into three groups will need to be carried out. The project envisages to reach the selected target groups through specific activities such as: Marine Litter (ML) educational programmes, whose aim will be to raise the awareness and understanding of ML among children and teachers through field work, laboratories, workshops, exhibitions, etc.; the local community based approach in tackling the ML problems will ensure the durability and sustainability of outputs and project results in a long term run; furthermore, the ML awareness raising campaign for tourists will be focused on tourists visiting cross border areas. The whole communication material will be based upon the MLCS. The material will be distributed in places most frequently visited by tourists, such as beaches, ports, ferries, marinas, tourism agencies, bus/train stops, etc.

3. Communication with external partners is of utmost importance for the success of the project. It has a broad target audience, so it is crucial to gain access to the various groups. Following the development of contacts, their success will be monitored through the compilation of stakeholders, reports of national events as well as through reports of other communication activities (both in WP2 and WP3). For events, a questionnaire will be used to verify the satisfaction level among participants - at least 80% satisfaction is expected. Website and social media activity will also be monitored. Communication activities targeting external partners will allow the achievement of both awareness and capitalization



aims of the project.

### **2.3 Communication to transfer outputs to new target audiences (Communication WP)**

#### **Objectives, challenges and results**

1. The project aims to build and test new approaches, both towards the ML management scheme and raising awareness. The FfL Implementation Status Map, built through the first comprehensive survey about FfL concerns, barriers and solutions along the coastlines of Italy and Croatia, represents a unique supporting decision tool for policy makers and authorities at both national and regional level.

In order to promote the solutions/approaches, adequate communication with relevant external target groups, including the general public, is key to raise awareness of the importance of intensive engagement to address ML. Therefore, apart from direct communication with stakeholders, key and effective relationships with the media is crucial as well to reach the wider area and to raise the topic of ML. Communicating with the media is an immediate way to reach the general public, which is extremely important for the ML-REPAIR Project and project partners. In addition, it is crucial to implement various communication activities designed on purpose for specific target groups. Target groups are defined within the application form and each of them will have defined communication messages within the MLCS (developed in WP2 as well).

The common goal of all these activities is to raise awareness and to transfer knowledge of ML problem to the target groups. For these purposes, activities such as exhibitions, workshops, video materials, posters, brochures and media work will be implemented (within WP3). In order to maximize the impact of the campaign, it is essential for all project partners to support communication efforts through the distribution of created materials through their social networks, web pages and contact networks. This will further increase the visibility, impact and importance of the theme / project.

2. The effectiveness of reaching new target groups will be monitored within the reporting in WP Communication. In particular third-party events (if such occur during the project implementation) and other reports should be indicative of the success. At the same time, communication with non-essential target groups will need to be done with minimal cost and should not take attention away from communication with core target groups.

The result of communication with new target groups will serve to broaden the reach of the





project. The nature of the results is hard to predict, although one could reasonably expect results such as development of follow-up project ideas and similar. This may also serve as a good motivation for all partners to explore new targets.

Output – Increase transnational/cross-border cooperation, exchange and communication among authorities, fisheries sector and civil society organizations related to ML issue					
Audience	Communication objective	Status up to now (2017)	Status to be achieved (2018/2019)	Key messages	Outline of activities
Fishing associations FLAGs/LAGs Local public authority Regional public authority National public authority Environmental agency	Raising awareness and promoting good practices on marine litter within the fishery sector  Integration and mainstreaming of FFL practices	Given the fact that 80% of marine waste comes from the mainland, it is necessary to actively involve local/regional and national public administration bodies in solving the problems  Adequate knowledge on ML but not sufficient models/approaches to tackle the problem, not sufficient incentives from policy level  Existing knowledge not applied	To provide the infrastructure for the disposal of the waste collected by fishermen and to ensure that the fishermen do not have any additional cost from FFL activity.  The project will provide a comprehensive database about the status, barriers, solutions adopted in the main fishing ports of the two countries (FFL Implementation Status Map) to be used as a tool by policy makers at local and National level	These messages should increase transnational/cross-border cooperation, exchange and communication among authorities, fisheries sector and FLAGs/LAGs related to ML issues.  Spreading the adoption of good practice	Workshops Engagement on social networks and partners web-sites Leaflet, Brochure National public events

Output – Mainstreaming of Fishing for Litter (FfL) practice in cross-border area strengthening two-way communication between scientists and fishermen					
Audience	Communication objective	Status up to now (2017)	Status to be achieved (2018/2019)	Key messages	Outline of activities
Fishing associations	Interaction between scientists and fisheries	The fishermen are involved in preventing and reducing of ML	Involve fishermen in scientific process  Set a two-way exchange of knowledge and expertise with strong link between scientific institutions and local fishermen	FfL is at the moment the optimal way to remove ML on larger scale	Reports
FLAGS/LAGs	Raising awareness and promoting good practices on ML within the fishery sector				Website
Local public authority	Integration and mainstreaming of FFL practices				Workshops
Regional public authority	Change attitude				Pilot Actions
National public authority					Personal Meetings
Environmental agency					(Social) Media
					Articles in scientific and popular magazines

Output – Education and awareness raising on ML related issues and potential solutions within main target groups					
Audience	Communication objective	Status up to now (2017)	Status to be achieved in 2018/2019	Key messages	Outline of activities
<p>Children population</p> <p>Local population</p> <p>Tourist population</p>	<p>Increase knowledge by Informing and educating</p> <p>Raise awareness</p>	<p>Target groups are already included in different campaigns/initiatives/ actions related to ML prevention. However, the level of their future involvement can be significantly improved.</p>	<p>(Important) behavioral changes that could help tackling the ML issue</p> <p>Increasing awareness toward ML will induce potential for local communities to tackle more fruitfully the upcoming environmental challenges</p> <p>The engagement of FLAGS will help to reach the local population (particularly in CRO where targeted FLAGS are mainly located on islands representing strongly local community)</p>	<p>ML is produced by human activity and people are the only ones who can affect its reduction</p> <p>Citizens can act as responsible consumers day by day, not only by avoiding littering, but more importantly by using and promoting products which lead to less waste, and to support recycling</p> <p>The waste should be properly separated at home and abroad and properly disposed in order to reduce waste that is gained due to improper disposal</p> <p>Encourage population to participate actively in beach clean-up campaigns and join local groups who are part of major networks</p>	<p>Campaign on awareness raising</p> <p>Social media and Website</p> <p>Workshops,</p> <p>Exhibitions</p> <p>Pilot Actions</p>

### 3 ACTIVITIES

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#### 3.1 Start-up activities

##### 3.1.1 Communication strategy

###### Key points

Project output in focus of activity:	all
Main target audiences:	all target groups
Responsible partner for implementation:	PP5
Project partners to be involved:	all partners
Indicative timing of activity:	project duration but most significantly summer 2018

The Communication Strategy is a central document outlining the entire communication of the project. The goal is to inform internally (project partners) in order to enable to carry out planned tasks and achieve goals.

Project ML REPAIR implements another strategy aimed particularly at target groups in the project and key messages made for them, specifically implemented through the WP3. The mentioned Strategy is called Marine Litter Communication Strategy (MLCS) and is another project document.

It is devoted to external communication informing external partners and other stakeholders with the intention to inform, gain their cooperation and to achieve the desired changes. A wide array of communication tools will be used including events, publications, electronic media (website, social media) as well as direct contacts.

###### Monitoring

Data will be collected to monitor 1) **the targets set out in the application form** (events, publications, social media etc.) and 2) the **people reached by communication activities** (participants, followers, readers, etc.). Any target not initially foreseen by the proposal will be also recorded and evaluated

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting		
Project communication strategy shared with all partners	Number	0	1	Monitoring	1st	progress	report

### 3.1.2 Project website on Programme portal

#### Key points

Project output in focus of activity:	all
Main target audiences:	wide public
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	project duration

#### Description

The project website will be created following uniform Programme proposals and suggestions. The primary purpose of the website is to give basic information about the project – partners, contact, aim etc. The second purpose is to serve as a platform to publish information about the project activities, achievements and any other relevant and interesting information. The website is a passive tool, however giving indication of the following and interest raised by activities. The website is tackling large scale of different stakeholders (fishermen and fishing association; children and local communities; tourists and national/regional/local authorities and other policy makers as well as FLAGs and LAGs).

The website will be managed by the WP 2 communication leader, however with the input from all partners. Partners’ institution sites will be linked.

The website will provide a very general message and should serve as a portal for establishing contact.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Unique visits to project website (digital reach)	Number of stakeholders reached	0	1500	Google analytics	6 – monthly

## **Monitoring**

The effectiveness of the website can be evaluated by the number of visits, time spent at the site, origins of visits etc. using Google analytics as the monitoring tool.

### **3.1.3 Project poster/roll up**

#### **Key points**

Project output in focus of activity:	all
Main target audiences:	
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	31.03.2018

#### **Description**

The roll-up is a simple but effective instrumental visual communication tool. It marks the project presence and gives basic information including the Programme in which it is running. The roll-up follows the unified template of the Programme. The roll-up is not a targeted tool and is passive in nature. Each project partner will have a roll-up. The roll-up is used to mark the ongoing project in the project partner institution (or the project office). It is used at all events, either own or third party and should be present at as many promotional actions as possible.

#### **Monitoring**

Roll up use at events and promotions can be monitored. Roll up use can be followed in photo/video documentation of events/promotions.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project poster/roll up produced	Number	0	6	PPs report	1 <sup>st</sup> Progress Report



### 3.2 Media relations

#### 3.2.1 Relevant information channels

##### Key points

Project output in focus of activity:	all
Main target audiences:	
Responsible partner for implementation:	PP5
Project partners to be involved:	all partners
Indicative timing of activity:	occasionally

##### Description

The Media Press Kit (MPK) is intended for media contacts so that they can simply access basic and accurate information about the project. It is supposed to accompany and support media contacts focused on content of the project at events, interviews and other promotions. The MPK will be available in 3 languages (Croatian, Italian and English).

The main purpose of the MPK is to provide accurate and easy access to standard information.

##### Monitoring

Monitoring of media relations use can be done through the number of downloads and through the proper and accurate referencing of the project in media reports.

### 3.3 Publications

#### 3.3.1 Leaflet

##### Key points

Project output in focus of activity:	all
Main target audiences:	general public
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	June 2018

## **Description**

The leaflet is a simple printed communication tool that serves for promotion and as a reminder of the project. It contains basic information similar to that shown by the website, however it cannot be updated. The leaflet will be prepared in 3 languages (Croatian, Italian and English and Italian). The leaflet will be made available for pick up at events and will be handed out as an invitation to visit more actively the project website, as well as Facebook and Twitter project site or get in contact with the project team. The template for leaflet is designed by WP2 following the existing rules and suggestions at the Programme level.

## **Monitoring**

The effectiveness of the leaflet can be monitored by the numbers picked up.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Leaflet produced	Number	0	1600	PPs report	1 <sup>st</sup> Progress report

### **3.3.2 Brochure**

#### **Key points**

Project output in focus of activity:	all
Main target audiences:	policy makers and fishing associations and FLAGS and LAGs
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	July 2018 or September 2018

## **Description**

The brochure will provide a more detailed description about the project objectives and results . Included text and photo material will be provided jointly by all project partners. It will focus on the content of the work and will give the argumentation and logic of the subject. Its purpose is

to give basic information about the project topic in a clear summarized way as to serve as an effective promotion tool that will induce interest and involvement.

It is intended for practitioners ranging from policy makers (at local, regional and national level) FLAGs and LAGs but media as well. Additionally, new potential target group is educational community (if interested). The brochure will offer an analysis of the situation, the developed strategy and the expected potential.

The brochure will be prepared in 3 languages (Croatian, Italian and English) and will be available in printed form as well as a downloadable e-document.

### **Monitoring**

Monitoring the use of the tool can be done by following the numbers handed out / picked-up and the number of downloads of the e-version.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Brochure produced	Number	0	1200	PPs report	2 <sup>th</sup> Progress report

### **3.3.3 Articles in scientific/popular magazines**

#### **Key points**

Project output in focus of activity:	all
Main target audiences:	scientific community (scientific papers) and wider public (popular magazines)
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	occasionally through project implementation

#### **Description**

Articles in scientific and popular magazines will cover the description of the challenge

addressed, as well as the regulatory frame, obstacles and opportunities. These articles will be also distributed as e-publications in the project website with the option of print them if that could improve impact. The articles will be targeted towards general public (articles in popular magazines) and towards the scientific community (articles in scientific magazines).

### **Monitoring**

Circulation of all generated articles will be monitored through the number of downloads or number of publishing of the magazines.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
The article	Number	0	5	PPs report	2 <sup>th</sup> and 3 <sup>rd</sup> Report

## **3.4 Public events**

### **3.4.1 Starting public events**

#### **Key points**

Project output in focus of activity:	all
Main target audiences:	2 <sup>nd</sup> and 3 <sup>rd</sup> target group (local/regional/national policy makers, FLAGs and LAGs)
Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	15 <sup>th</sup> and 16 <sup>th</sup> month of the project and occasionally public events or side events as possible during the project

#### **Description**

Presentation of the Marine litter communication strategy (MLCS). The event will take place during 2 days workshops (WS) in Split/Croatia where all PP together with communication expert will have a WS in order to clarify and determine the key messages the project would like to

spread towards the key stakeholder groups in the whole project implementation period.

### **Monitoring**

The success of the conference may be evaluated by the quality of MLCS.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Starting public event	Number	0	1	PP5 report	1 <sup>st</sup> Progress report

### **3.4.2 Marine litter exhibitions development and installment**

#### **Key points**

Project output in focus of activity:	all
Main target audiences:	
Responsible partner for implementation:	PP6
Project partners to be involved:	all
Indicative timing of activity:	as stipulated in AF

#### **Description**

Two awareness rising exhibitions on ML developed and installed in 8 coastal cities of the cross border area. Through a total of 16 exhibitions and a minimum of 80 media announcements, a minimum of 100000 representatives target audiences should be reached.

### **Monitoring**

The exhibitions will be monitored by the number of visitors, as well as by the number of media releases.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Activity report after the event	Number	0	3	PPs report	15 <sup>th</sup> and 16 <sup>th</sup> month of project implementation

### 3.4.3 Presentations at 3rd party meetings and events

#### Key points

Project output in focus of activity:	all
Main target audiences:	
Responsible partner for implementation:	all
Project partners to be involved:	all
Indicative timing of activity:	occasionally through project duration

#### Description

Project communication can be greatly enhanced by holding presentations at third party events. This broadens the reach of the project and can lead to significant synergies and impact. The project approach is to contribute with presentations as long as reasonable synergies exist.

The activity will be engaged by all partners while the target audience may differ depending on the nature of the event. The presentations will convey the message of the project in a version that will suit the particular event.

#### Monitoring

The activity will be monitored by the number of events at which the project partnership will hold presentations and the number of participants at the events.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Activity report after the event	Number	0	6	PPs report	6 - monthly

### 3.5 Digital activities including social media and multimedia

#### 3.5.1 Social media

#### Key points

Project output in focus of activity:	all
Main target audiences:	

Responsible partner for implementation:	PP5
Project partners to be involved:	all
Indicative timing of activity:	throughout the project duration

### **Description**

Social media will be used to reach a wider audience interested in the topic of ML and implementation of Ffl Map. In particular, Facebook will be used to address the general audience. The array of social media will allow addressing a broad audience with different focus and keep contact through rapid dissemination. Social media content should be most instrumental in affecting perception and behavioral change among local population, children and tourists. Contribution to social media will be broad-based throughout the partnership.

### **Monitoring**

Use of social media outlets will be monitored by the number of channels in use, the number of posts, number of likes, views etc. (depending on channel) and the overall communication and discussion activity in them.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Social media Announcements /posts on FB	Number	0	100	PPs report	6- monthly